

**Implemented Activities of
Institutions Innovation
Council (IIC)
&
Entrepreneurship
Development Cell (EDC)**

Quarter III Activities

S.No	Date	Activities
1	04.03.2025	Session On “Self-Driven Ideation & Innovation Presentation Session”
2	07.03.2025	Workshop On Prototype/Process Design And Development
3	12.03.2025	Session On “Understanding Business Model Canvas: A Strategic Tool For Aspiring Entrepreneurs”
4	14.03.2025	Session On “Collaborative Ideation And Digital Research Session On Innovative Solutions”
5	15.03.2025	Session On “The Role Of Industry-Academia Collaboration In Innovation”
6	19.03.2025	‘Startup Idea Presentation’ Activity
7	28.03.2025	Session On Effective Business Plan Preparation
8	02.04.2025	Seminar On “Entrepreneurial Mindset For Students”
9	05.04.2025	Session On “How To Plan For Start-Up And Legal & Ethical Steps”
10	22.04.2025	Seminar On Entrepreneurship For Sustainable Development Goals

1. Session On “Self-Driven Ideation & Innovation Presentation Session”



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REPORT

Session on “Self-Driven Ideation & Innovation Presentation Session”

Date: 4th March 2025

Venue: Commerce Department Classroom

Activity: Innovative Ideation, Team Collaboration & Entrepreneurial Presentation

Description:

The session began with students forming small working groups. Each group was tasked with identifying a local or societal issue and brainstorming an innovative, entrepreneurial solution. Activities included:

- **Team Discussions** – Students collaborated using digital devices and handwritten notes to ideate and document their concepts.
- **Peer Engagement** – Ideas were shared among groups, fostering feedback and improvement.
- **Presentations** – Selected students presented their solutions through classroom presentations, using whiteboards or projectors.

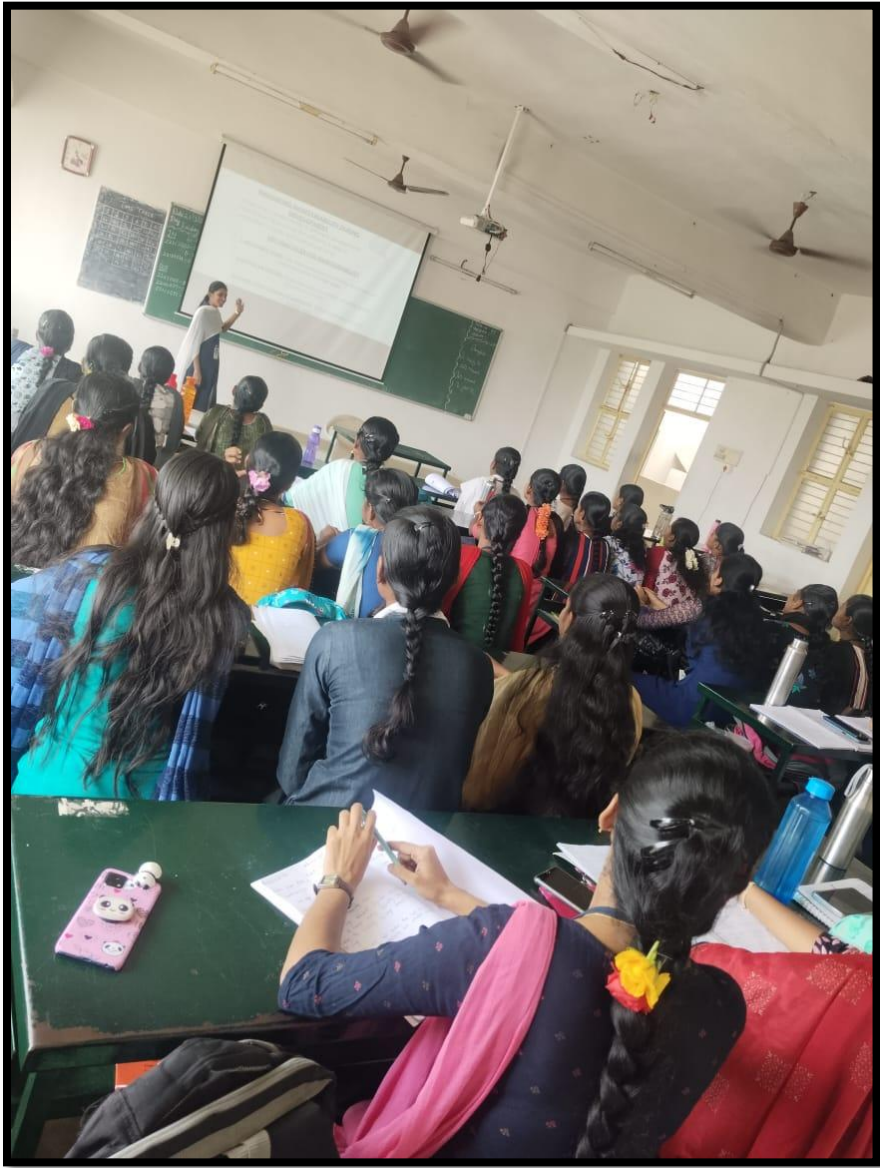
The event was completely self-driven with faculty support, allowing students to independently manage their time, roles, and content.

Objectives:

- To encourage students to ideate, document, and present innovative solutions for real-world problems.
- To promote entrepreneurial mindset through peer collaboration and public speaking.
- To practice the innovation process — ideation, teamwork, prototyping, and pitching.
- To enhance leadership and digital communication skills among students.

Outcomes Achieved:

- Improved confidence in public speaking and ideation.
- Identified at least 4 potential student startup ideas for further development.
- Strengthened collaborative skills and innovation-based thinking.
- Encouraged peer learning and critical analysis.



2. Workshop on Prototype Process Design and Development



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Workshop on Prototype/Process Design and Development

Date: 7th March 2025

Venue: UG Computer Lab

Resource Person

Dr. M. Indira
Associate Professor in Computer Science,
P.K.R. Arts College for Women

Objective of the Event

- To introduce participants to the fundamental concepts of prototype and process design in product development
- To equip students with skills required for translating ideas into workable prototypes
- To encourage innovation, design thinking, and practical implementation strategies

The session was led by an experienced expert who provided in-depth knowledge on prototype modeling and process development strategies. The resource person elaborated on industry practices and the significance of iterative prototyping in refining designs.

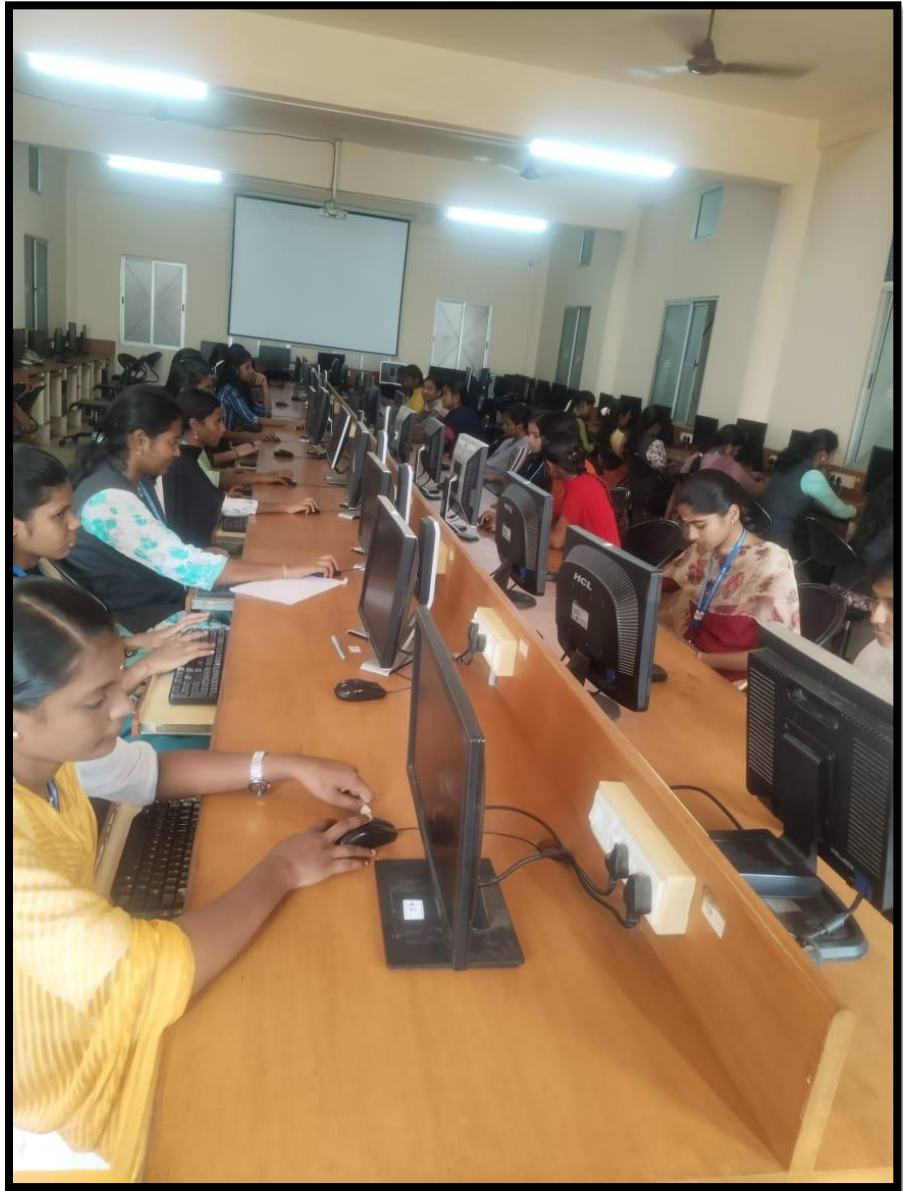
Session Highlights

- Introduction to design thinking and its role in product development
- Stages of prototype development: from ideation to testing
- Types of prototypes: low-fidelity vs. high-fidelity models
- Tools and techniques for rapid prototyping
- Importance of user feedback and iterative refinement
- Case studies from real-world product development cycles
- Group activity: developing a conceptual prototype for a selected problem

No. of Beneficiaries: 45

Outcome of the Programme

- Students gained hands-on exposure to prototype development techniques
- Participants understood the critical link between design, user needs, and implementation
- Several teams were able to conceptualize and present basic prototypes by the end of the session
- The session helped bridge theoretical knowledge with practical application in design processes



3. Session On “Understanding Business Model Canvas: A Strategic Tool For Aspiring Entrepreneurs”



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**ENTREPRENEUR DEVELOPMENT CELL,
INSTITUTION'S INNOVATION COUNCIL
&
DEPARTMENT OF COMMERCE**

Jointly Organises
Session on
Understanding Business Model Canvas: A Strategic Tool
for Aspiring Entrepreneurs

 **12 MARCH, 2025**

 **HALL NO. 35**

RESOURCE PERSON
Dr.S.Lingeswari
ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE
P. K. R. ARTS COLLEGE FOR WOMEN
GOBICHETTIPALAYAM

Co-ordinator :
Dr. M.INDIRA
ASSOCIATE PROFESSOR
DEPARTMENT OF COMPUTER SCIENCE

All are Cordially Invited

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REPORT

Session on "Understanding Business Model Canvas: A Strategic Tool for Aspiring Entrepreneurs"

DATE: 12th March, 2025

Venue: HALL No. 35

[The session on "Understanding Business Model Canvas: A Strategic Tool for Aspiring Entrepreneurs" was successfully conducted on 12.03.2025. The event aimed to introduce the concept and components of the Business Model Canvas, which is an essential framework used in modern entrepreneurship to visualize and evaluate business ideas. Dr. S. Lingeswari, Assistant Professor, Department of Commerce, delivered an insightful session supported by an engaging powerpoint presentation that broke down the Business Model Canvas into its nine essential building blocks. The session was highly interactive and provided real-time examples of successful startups that utilized this model.

She elaborated on topics such as:

- Introduction to the Business Model Canvas and its significance in start-ups and established businesses
- Understanding each component: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure
- Application of the BMC in developing e-commerce ventures and social enterprises
- Real-world success stories of businesses using the BMC approach

Objective of the Event:

No. of Beneficiaries: 55 student aspirants from UG Final Year Commerce department

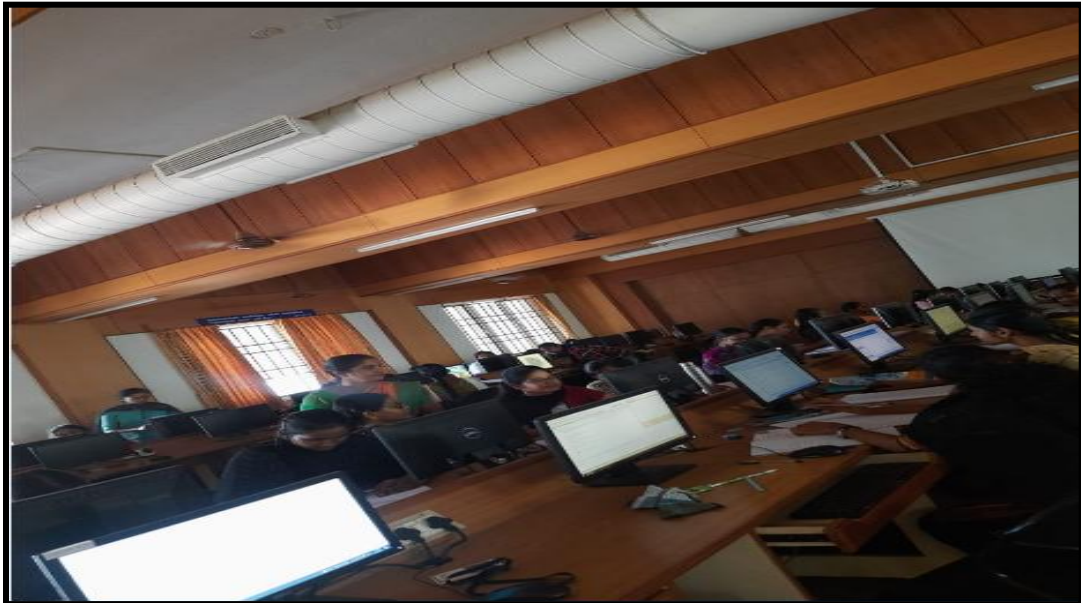
Outcome of the Programme:

- Participants developed a clear understanding of the Business Model Canvas and how it aids in the planning and execution of business ideas
- Students were able to draft their own mini business models using the BMC framework during the workshop session
- The session enhanced their entrepreneurial mindset and equipped them with practical tools for business planning

Organizing Secretary: Dr. M. Indira, Associate Professor in Commerce, P.K.R. Arts College for Women.

S No	Student Name	Signature
1	PREETHI K	Preethi. K
2	AARTHI S	Aarthi. S
3	ABINAYA S A	Abinaya. S. A
4	ABIRAMI K	Abirami. K
5	AKSHAYA S	Akshaya.
6	BRINDHA S	Brindhas
7	DEEPIKA M	M. Deepika
8	DIHANALAKSHMI K	Dnyalakshmi. K
9	DHARANIKA R	R. Dhaniika
10	DIVYA K	Divya. K
11	DIVYA K	Divya. K
12	ELAMATHI T	Elamathi. T
13	GREESHIMA U	U. Greeshima
14	JAMUNA M	Jamuna
15	JANARANJANI M	m. Jan
16	KEERTHIKA M	Keerthika
17	KOWSIKA R	R. Kow
18	MAHITHA S	Mahitha. S
19	MATHANA SANTHIYA P	Mathanasanthiya. P
20	MOWNIKA R S	M. R. S
21	MYTHILI S	Mythili
22	NANTHESWARI V	Nanthaswari
23	NEELAVATHI S	S. Neel
24	PADMINI V	Padmini. V
25	POORVIKA S	Poorvi
26	PRANEETHA P	Praneetha. P
27	RAMYA K	R. K.
28	RENUKA V	Renuka. V
29	ROJA R	Roja R.
30	SAKUNTHALA V	Sakunthala. V
31	SATHYAPRIYA K	K. Sath
32	SNEKA C	Sneka. C
33	SRI VIKRA D	D. Sri Vik
34	SRUTHI S	Sruthi.
35	THULASIMANI A	A. Thulasimani.

36	VIKASHINI M	M. Vikashini
37	YUVARANI G	G. Yuvarani
38	KEERTHANASREE V	V. Keerthanasree
39	THARANI SHRI M	M. Tharani
40	GOBIKA M S	S. M. Gobi
41	GOPIKA.P	P. Gopi
42	HARIPRIYA.S	S. Haripriya
43	LIBITHA.S	S. Libitha
44	MALAR VAHINI.C	C. Malar
45	RAJPUNNISHA	P. Rajpunnisha
46	RAMYA SHRI. P	P. Ramya
47	RUBA SHRI.V	V. Ruba
48	SALINI.T	T. Salini
49	SELVARANI.R	R. Selvarani
50	SRIMATHI. R	R. Srimathi
51	SUGANYA.D	D. Suganya
52	SUREKA. R	R. Sureka
53	THATCHAYINI. K	K. Thatchayini
54	UMADEVI.S	S. Umadevi
55	VINUTHA.A.C	C. Vinutha A.C.



4. Session On “Collaborative Ideation And Digital Research Session On Innovative Solutions”



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Session on “Collaborative Ideation and Digital Research Session on Innovative Solutions”

Date: 14th March 2025

Venue: Computer Science Department

Activity: Self-Driven Group Learning & Digital Research

Description:

A self-driven collaborative learning session was conducted by final year Computer Science students as part of the IIC and EDC initiatives. The aim was to foster innovation, digital skill development, and peer collaboration. The students formed small groups and engaged in:

- Researching innovative ideas using digital devices (laptops and mobile phones)
- Discussing and analyzing potential entrepreneurial solutions for real-life problems
- Documenting findings and brainstorming feasible product/service models

The activity promoted independent thinking, teamwork, and the application of digital tools to solve problems creatively.

Objectives:

1. To encourage students to independently research and explore innovative ideas.
2. To cultivate problem-solving and critical thinking skills.
3. To promote peer learning and collaboration.
4. To introduce entrepreneurial perspectives into academic discussions.

Outcome:

- Enhanced confidence among students to initiate and explore entrepreneurial ideas.
- Identification of basic startup concepts in areas such as EdTech and Digital Services.
- Strengthened team-building and research documentation practices.
- Increased awareness of the innovation process from ideation to execution.

Conclusion:

[This self-driven session reflected the core values of both IIC and EDC by nurturing an environment where innovation is a part of everyday academic culture. Students took the initiative to learn, share, and grow beyond classroom boundaries, contributing meaningfully to the vision of “Innovation for All.”



5. Session On “The Role Of Industry-Academia Collaboration In Innovation”



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REPORT

SESSION ON “THE ROLE OF INDUSTRY-ACADEMIA COLLABORATION IN INNOVATION”

Date: 15th March 2025

Venue: MBA

Resource Person

Dr. Radha,

Assistant Professor in Management,

P.K.R. Arts College for Women.

Objective

To highlight the importance of collaboration between industry and academia in driving innovation, sharing knowledge, and overcoming challenges to create impactful solutions.

The session on “The Role of Industry-Academia Collaboration in Innovation” was conducted on 15th March 2025. The session focused on the critical importance of collaboration between academic institutions and industries in driving technological advancements and fostering a culture of innovation. Experts from both sectors highlighted how joint efforts can bridge the gap between theoretical research and practical applications, thereby accelerating the development of new products, services, and solutions that address real-world challenges. Speakers emphasized that industry-academia partnerships facilitate knowledge exchange, provide students with hands-on experience, and support the commercialization of research outcomes. Participants actively engaged in discussions about creating sustainable frameworks for collaboration, including internship programs, joint research projects, and innovation hubs. The session concluded with a consensus on the need for continuous dialogue and cooperation to nurture innovation ecosystems that benefit society at large.

Outcome

Participants gained a clear understanding of how partnerships can boost innovation, identified key challenges, and agreed on the need for stronger, ongoing cooperation to benefit both sectors.



6. 'Startup Idea Presentation' Activity



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REPORT

'STARTUP IDEA PRESENTATION' ACTIVITY

Date: 19th March 2025

Venue: UG Computer Lab

Resource Person

Dr. M. Indira,
Associate Professor in Computer Science,
P.K.R. Arts College for Women,

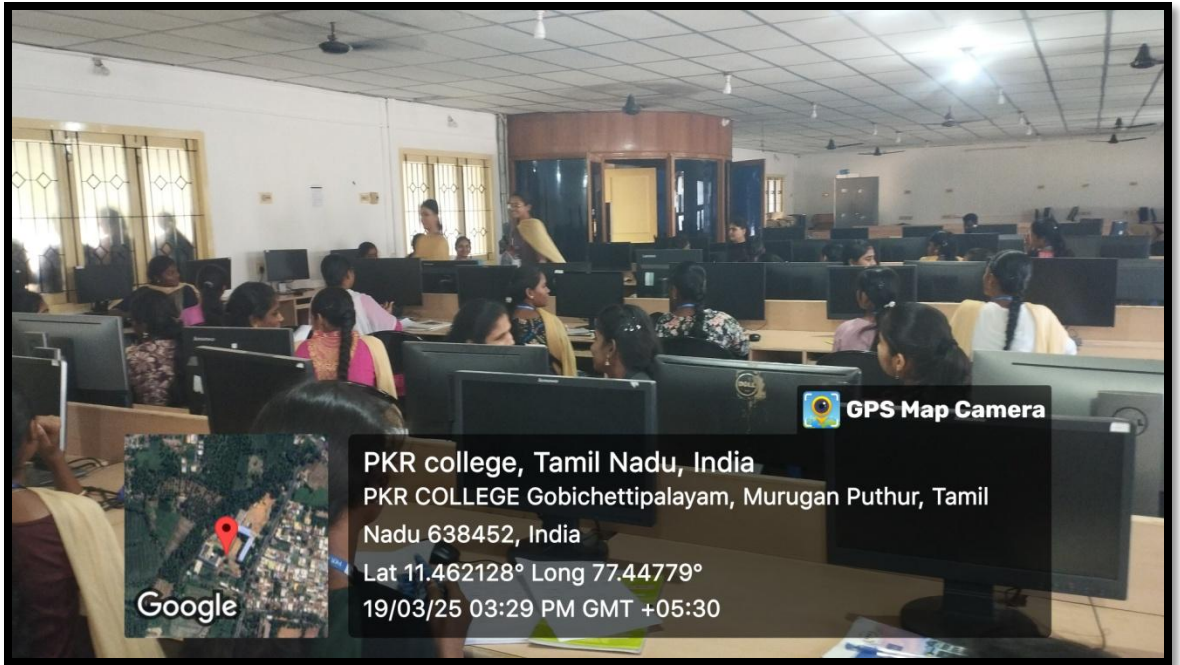
Objective

To encourage students to think innovatively and present startup ideas that solve real-world problems, while fostering entrepreneurial and problem-solving skills.

'Startup Idea Presentation' activity was organized on 19th April 2025 to foster innovation and entrepreneurial thinking among students. The event aimed to provide a platform for aspiring student innovators to present original startup ideas addressing real-world challenges. Students from various departments participated, showcasing ideas focused on sectors such as sustainability, health tech, education, and digital solutions. Each participant or team presented their business idea covering key aspects like problem identification, innovative solution, target audience, business model, and scalability. The presentations were evaluated by a jury panel comprising IIC coordinators, faculty members, and external startup mentors, who provided valuable feedback and suggestions for improvement. The activity not only enhanced students' critical thinking and communication skills but also encouraged them to pursue entrepreneurship as a viable career path. The event concluded with appreciation for the best ideas and a discussion on further support through mentoring or incubation under the IIC framework.

Outcome

Students gained exposure to startup thinking, improved their pitching skills, and received valuable feedback. Several ideas showed potential for future development and incubation.



 GPS Map Camera

PKR college, Tamil Nadu, India
PKR COLLEGE Gobichettipalayam, Murugan Puthur, Tamil
Nadu 638452, India
Lat 11.462128° Long 77.44779°
19/03/25 03:29 PM GMT +05:30



7. Session On Effective Business Plan Preparation



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REPORT

Session on Effective Business Plan Preparation

Date: 28th March 2025

Venue: BSc CS Classroom

Resource Person

Dr. M. Indira,

Associate Professor in Computer Science,

P.K.R. Arts College for Women.

Objective

- To provide participants with a clear understanding of the importance of a business plan.
- To explain the key components and structure of an effective business plan.
- To guide participants on how to conduct market analysis and competitor research.
- To teach strategies for financial forecasting and resource planning.
- To help participants learn how to present their business plans to attract investors.
- To enhance the participants' ability to plan, organize, and implement business ideas successfully.

The session on Effective Business Plan Preparation was conducted on 28th March 2025, to provide in-depth knowledge and practical insights into the process of creating a successful business plan. The speaker began by highlighting the importance of a business plan in establishing a clear vision, securing funding, and ensuring the long-term sustainability of a business. Participants were introduced to the key components of a business plan, starting with the executive summary, which provides a snapshot of the business idea, mission, and financial projections. The discussion then moved to the business description, covering the business model, legal structure, and industry analysis. The resource person emphasized the role of organizational structure and management teams in the success of a business. The interactive nature of the session allowed participants to clarify doubts and gain valuable feedback on their business ideas.

Outcome

- Participants gained a clear understanding of the complete business plan structure.
- Developed skills in creating realistic and practical business plans.
- Acquired knowledge in preparing financial forecasts and managing business finances.



8. Seminar On “Entrepreneurial Mindset For Students”



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REPORT

Seminar on “Entrepreneurial Mindset for Students”

Date: 2nd April 2025

Venue: IIMCA

Resource Person,

Mrs. K Javavardhiniy

Assistant Professor in Computer Science,

P K R Arts College for Women

Objective

- To introduce students to the concept and importance of an entrepreneurial mindset.
- To develop problem-solving, risk-taking, and leadership qualities among students.
- To encourage students to pursue entrepreneurship as a career option.
- To build confidence in students to take initiative and convert ideas into action.
- To guide students in building resilience, adaptability, and a growth-oriented attitude.

The seminar on “*Entrepreneurial Mindset for Students*” was conducted with the purpose of cultivating entrepreneurial thinking among young minds and inspiring them to become future innovators and job creators. The session was organized by the college's Entrepreneurship Development Cell (EDC) in collaboration with the Institution's Innovation Council (IIC). The guest speaker was a renowned entrepreneur and startup mentor who shared valuable insights from their personal and professional journey.

Participants were introduced to the basic steps of starting a business, such as ideation, market research, business model development, funding options, and the importance of networking and mentorship. The speaker also discussed common challenges faced by student entrepreneurs and how to overcome fear of failure and rejection.

Outcome

- Students understood the concept and traits of an entrepreneurial mindset.
- Developed creativity, risk-taking ability, and opportunity recognition.
- Gained insight into startup ecosystems, business planning, and funding basics.
- Boosted student participation in entrepreneurship-related initiatives and events.
- Sparked new ideas and enthusiasm for starting small-scale ventures or projects.



9. Session On “How To Plan For Start-Up And Legal & Ethical Steps”



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Session on “How to plan for Start-up and legal & Ethical Steps”

Date: 5th April 2025

Venue: BCA Classroom

Resource Person,

Ms. K Ponmani

Assistant Professor in Management,

P.K.R. Arts College for Women

Objective

- To guide participants on the initial steps involved in launching a start-up.
- To create awareness of the legal formalities required for establishing a start-up.
- To highlight the ethical considerations essential for long-term business sustainability.
- To promote entrepreneurial thinking among students.

A session on “How to Plan for Start-up and Legal & Ethical Steps” was conducted on 23rd April 2025. The session aimed to provide participants with essential knowledge on how to successfully plan, launch, and operate a start-up while understanding the necessary legal formalities and ethical responsibilities involved. The resource person delivered a comprehensive lecture covering various aspects of entrepreneurship.

The session began with an overview of how to identify business opportunities and the importance of innovation and market research in shaping a successful business idea. The speaker emphasized the need for a well-structured business plan that includes financial planning, operational strategies, marketing approaches, and team building. This was followed by an in-depth discussion on the legal aspects of starting a business. Participants were educated on choosing the appropriate business structure, completing registration procedures, obtaining necessary licenses, understanding taxation laws such as GST registration, and managing intellectual property rights including patents, trademarks, and copyrights. The speaker also discussed the importance of maintaining proper legal documentation and drafting contracts to avoid disputes in the future.

Outcome of the Session

- Participants gained a thorough understanding of how to plan and legally establish a start-up.
- The session highlighted the importance of ethical values for long-term business success.
- Attendees were motivated and better equipped to face the challenges of entrepreneurship.
- The session fostered confidence among students to explore start-up opportunities.



10. Seminar On Entrepreneurship For Sustainable Development Goals



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REPORT

SEMINAR ON ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT GOALS

Date: 22nd April 2025

Venue: BSc CS Classroom

Resource Person

Ms V Malarvizhi

Assistant Professor in Computer Science,
P.K.R. Arts College for Women

Objective

- To understand the link between entrepreneurship and the SDGs.
- To encourage innovative and sustainable business models.
- To showcase successful case studies of sustainable entrepreneurship.
- To inspire young minds to become change-makers.

The seminar on **Entrepreneurship for Sustainable Development Goals (SDGs)** was held on 22nd April 2025 with the aim of exploring how entrepreneurial initiatives can effectively contribute to achieving the United Nations' global agenda for sustainable development. The event brought together a diverse group of participants, including students, budding entrepreneurs, academicians, and industry experts, to discuss innovative approaches that integrate sustainability into business ventures. The speaker shared inspiring success stories and practical insights on leveraging entrepreneurship to address critical issues like poverty eradication, affordable clean energy, gender equality, and climate action. The seminar featured engaging sessions including panel discussions, where experts debated the challenges and opportunities in sustainable entrepreneurship, as well as hands-on workshops that encouraged attendees to develop business models focused on social and environmental impact. Overall, the seminar successfully raised awareness on the role of entrepreneurship in promoting inclusive and sustainable economic growth, motivating participants to adopt responsible business practices that balance profitability with social and environmental stewardship.

Outcome

- Increased awareness among participants on how entrepreneurship can drive sustainability.
- Networking between students and industry experts for mentorship and future collaboration.
- Launch of a university initiative: *SDG Startup Incubation Cell* to support student-led sustainable business ideas

