

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

Quarter - II Activities

S.No.	Date	Activities
1	02.12.2024	National Pollution Control Day
2	24.12.2024	Cake Expo: Cake-Selling event by EDC students
3	14.12.2024	National Energy Conservation Day(India)
4	4.12.2024	Campus Entrepreneurship Promoting Activity
5	06.01.2025	Process of Innovation Development, Technology Readiness Level (TRL), and Commercialization of Lab Technologies & Tech-Transfer
6	07.01.2025	Session on “Ways to Become a Self Entrepreneur”
7	12.01.2025	National Youth Day: Seminar–Celebrating Young Minds and their innovation
8	16.01.2025	Seminar on “How to Start – Guidelines for startup”
9	21.01.2025	Seminar on Financial Inclusion: Empowering India Through Accessible And Inclusive Banking
10	21.01.2025	Seminar on Revolutionizing Commerce With AI And Cloud Computing
11	22.01.2025	Seminar on Building Resilient Startup: Key Strategies For Success
12	22.01.2025	Seminar on Measure & Grow
13	23.01.2025	Seminar on Global Textile Exports: Problems, Prospects And The Way Forward
14	24.01.2025	Seminar on Bridging the Gap: Aligning Academic Curriculum with Industry Requirements
15	22.01.2025	Garment Stitching Workshops
16	27.1.2025 to 31.1.2025	Embedded systems design for IOT Applications
17	29.01.2025	Bangle Making Competition

18	06.02.2025	Hands-on Workshop on "Building AI-Powered Robots"
19	12.02.2025	Organizing Innovation & Entrepreneurship Outreach Program in Schools by engaging active Atal Tinkering Labs and School Innovation Council (SIC)
20	13.02.2025 &14.02.2025	Seminar on Digital Marketing as Startup
21	21.02.2025 &22.02.2025	Intra-Institutional Innovation Competition–"Cultural Carnival 2K25"
22	22.02.2024	National Science Day

1. NATIONAL POLLUTION CONTROL DAY

Report



P.K.R. ARTS COLLEGE FOR WOMEN, GOBI
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Autonomous Institution-Affiliated to Bharathiar University



REPORT

Name of the programme: National Pollution Control Day Activity

Date: 02.12.2024

Objective of the Programme : to create awareness on the pollutions, causes and preventive measures.

Nation Pollution Control Day was celebrated in the college. Social activities were conducted on the account of National Pollution Control Day on 02.12.2014. The NSS of our college has taken the students to the tree plantation field near the college. Seeds and saplings were planted and the students participated actively. They watered the previously planted saplings and nurerched the plants. The NSS officer Ms.G.Dhivya imparted the awareness about controlling pollution and its need.

Outcome of the Programme:

The students learnt about their responsibility and contribution in protecting the environment.

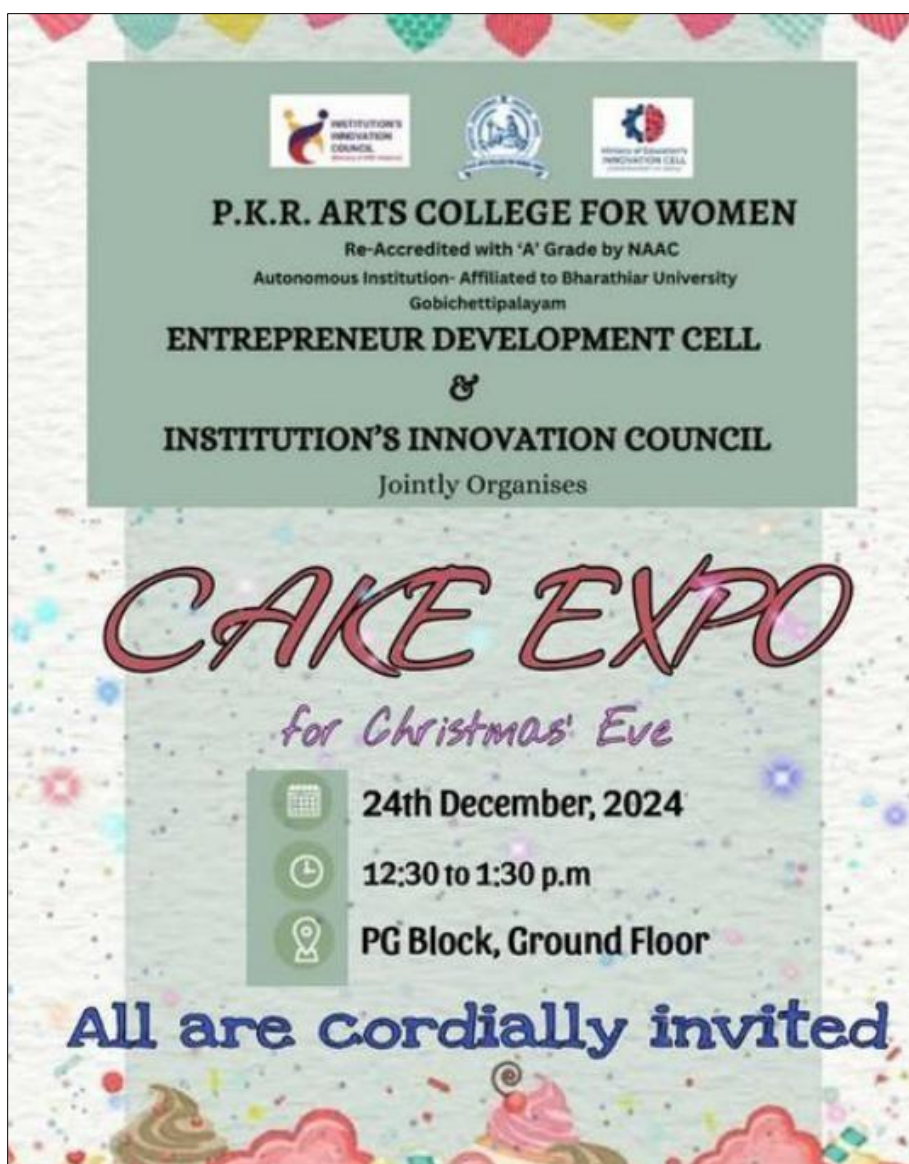
No.of. Beneficiaries: 40 students and 4 faculty

Photograph



2. CAKEEXPOCAKE-SELLINGEVENTBYEDCSTUDENTS

Invitation



Report



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Gobichettipalayam



Report on Cake-Selling Event by EDC Students

Mode: Offline

Date: 24.12.2024

On Christmas Day, the students of the Entrepreneurship Development Cell (EDC) organized a one-day cake-selling event on campus. This initiative aimed to instill entrepreneurial skills in students by providing hands-on experience in making, marketing, and selling products.

Event Details:

- **Date:** Christmas Day
- **Duration:** 9:00 AM to 6:00 PM
- **Participants:** 52 students
- **Activity:** Making and selling a variety of cakes on campus
- **Objective:** To develop skills in product marketing, pricing, and customer attraction.

Highlights of the Event:

1. **Team Formation:**
The 52 students were divided into teams, fostering collaboration and teamwork.
2. **Varieties of Cakes:**
Each team prepared different types of cakes, ensuring a diverse selection for customers. The variety appealed to a wide audience and added vibrancy to the event.
3. **Marketing and Selling Skills:**
The students actively marketed their cakes, using creative strategies to attract customers. They learned how to:
 - Fix competitive and appealing prices.
 - Understand customer preferences and tailor offerings accordingly.
 - Use persuasive communication to boost sales.
4. **Campus-Wide Participation:**
The cakes were sold to students, faculty, and staff on campus, creating an engaging and festive environment.
5. **Profit Generation:**
The teams successfully generated profits, reinforcing the importance of efficient planning, teamwork, and execution in entrepreneurial ventures.

Learning Outcomes:

The event provided valuable practical lessons, including:

- **Product Pricing:** Understanding cost management and competitive pricing strategies.
- **Customer Attraction:** Developing techniques to draw and engage customers.
- **Entrepreneurial Mindset:** Gaining firsthand experience in managing small-scale business operations.

The cake-selling competition was a resounding success. It not only brought festive cheer to the campus but also equipped students with essential entrepreneurial skills. Such initiatives are instrumental in shaping future entrepreneurs and fostering a culture of innovation and business acumen.

Photograph



3. NATIONAL ENERGY CONSERVATION DAY (INDIA)

Report



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REPORT

Name of the programme: National Energy Conservation Day

Date: 14.12.2024

Venue: UG Hall

Time : 11:30 p.m

Guest detail : Dr.Arul Jothi, Head & Assistant Professor of Physics

Objective of the Programme : To create awareness about the environmental issues and promoting efforts towards energy conservation

The Seminar on “Energy Conservation for Sustainable Future” was conducted on the account of celebrating National Energy Conservation Day. The seminar discussed the urgent need for sustainable energy practices and conservation strategies. The event focused on raising awareness about the environmental, economic, and social impacts of energy waste. Keynote speaker discussed the latest technological advancements in energy efficiency, emphasizing the importance of transitioning to clean energy sources. It also explored practical ways for businesses and individuals to reduce their energy consumption, from adopting energy-efficient appliances to implementing smarter infrastructure solutions.

The seminar also featured demonstrating the real-world benefits of such practices highlighting the institution's implant of Solar panels as a part of energy conservation. Participants were encouraged to take proactive steps in reducing their carbon footprint, with a focus on both individual responsibility and collective action. Overall, the seminar proved to be an insightful and motivating event, urging attendees to prioritize energy conservation and contribute to a more sustainable future.

Outcome of the Programme:

The students developed a stronger understanding of the latest technologies in renewable energy, energy-saving practices, and government incentives aimed at promoting sustainable energy use.

No.of. Beneficiaries: 55 students and 6 faculty

Photograph



4. CAMPUS ENTREPRENEUR SHIP PROMOTING ACTIVITY

Report



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Report on Campus Entrepreneurship Promoting Activity

Mode: Offline

Date: 04.12.2024

Introduction:

An innovative entrepreneurship-promoting activity was conducted on campus, encouraging students to explore their entrepreneurial potential. This initiative allowed students to either create their own products or resell existing ones, fostering creativity, business acumen, and financial literacy.

Objective:

The primary goal of this activity was to promote entrepreneurial skills among students by giving them hands-on experience in product development, marketing, and profit generation.

Details of the Activity:

- **Participants:** Students from various departments on campus.
- **Duration:** A one-day event held within the campus premises.
- **Activity Type:**
 - **Product Making:** Students crafted handmade or self-designed products such as accessories, baked goods, and crafts.
 - **Product Reselling:** Students resold pre-made items like books, gadgets, and stationery.
- **Target Audience:** Fellow students, faculty, and staff on campus.

Highlights of the Event:

1. **Team and Individual Participation:**
Students participated either individually or in teams, bringing diversity and creativity to the event.
2. **Product Variety:**
A wide range of products was offered, catering to the varied interests and needs of the campus community.
3. **Marketing Strategies:**
Students utilized innovative marketing techniques, including:
 - Setting up attractive stalls.
 - Using posters and social media for promotion.
 - Offering discounts and combo deals to attract customers.

4. Profit Generation:

By pricing their products strategically, students were able to generate profits, experiencing the real-world dynamics of business.

Learning Outcomes:

This activity provided students with essential entrepreneurial insights, including:

- **Product Development:** Creating or curating products that appeal to specific audiences.
- **Market Analysis:** Understanding demand and consumer behavior.
- **Pricing Strategies:** Learning how to set prices that balance cost and profitability.
- **Communication Skills:** Enhancing customer interaction and sales techniques.

The entrepreneurship-promoting activity was a remarkable success. It empowered students with real-world business skills, ignited their entrepreneurial spirit, and contributed to building a vibrant, innovative campus culture. Such initiatives are vital for fostering creativity, self-reliance, and practical knowledge among students.

Photograph



5. PROCESS OF INNOVATION DEVELOPMENT, TECHNOLOGY READINESS LEVEL (TRL) AND COMMERCIALIZATION OF LAB TECHNOLOGIES & TECH-TRANSFER



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Report

Topic: Process of Innovation Development, Technology Readiness Level (TRL), and Commercialization of Lab Technologies & Tech-Transfer

Organized by: Institution Innovation Council (IIC)

Date: 06/01/2025

Venue: MBA Seminar Hall

Objective

The Institution Innovation Council (IIC) organized an Expert Talk to provide students with valuable insights into the systematic process of innovation development, the importance of Technology Readiness Levels (TRL), and the pathways to commercialize lab-scale innovations through technology transfer mechanisms.

The session aimed to bridge the gap between innovation and commercialization by educating participants on how to transform innovative research ideas into market-ready products.

Topics Covered

The expert talk covered several crucial areas of the innovation and commercialization process, including:

1. **Introduction to Innovation Development Process**
 - o Stages of ideation, validation, prototyping, and scaling.
 - o Importance of identifying unmet needs and user-centered innovation.
 - o Key factors for successful innovation development: technical feasibility, market viability, and societal relevance.
2. **Understanding Technology Readiness Levels (TRL)**
 - o Explanation of TRL scale – from TRL 1 to TRL 9.
 - o Mapping innovations to appropriate TRL stages based on development progress.
 - o Case studies highlighting technologies that successfully moved through the TRL stages.
3. **Commercialization of Lab Technologies**
 - o Transitioning from lab-scale innovation to commercial products.
 - o Importance of intellectual property rights (IPR) – patents, trademarks, and copyrights.
 - o Developing a business model for technology-driven ventures.

4. Technology Transfer Process

- Definition and importance of technology transfer in academia and research.
- Modes of technology transfer: licensing, joint ventures, spin-offs.
- Role of Technology Transfer Offices (TTO) and incubation centres in facilitating successful transfers.

Resource Person

Dr. M. Indira
Associate Professor,
Department of computer Science,
P.K.R. Arts College for Women
Gobichettipalayam

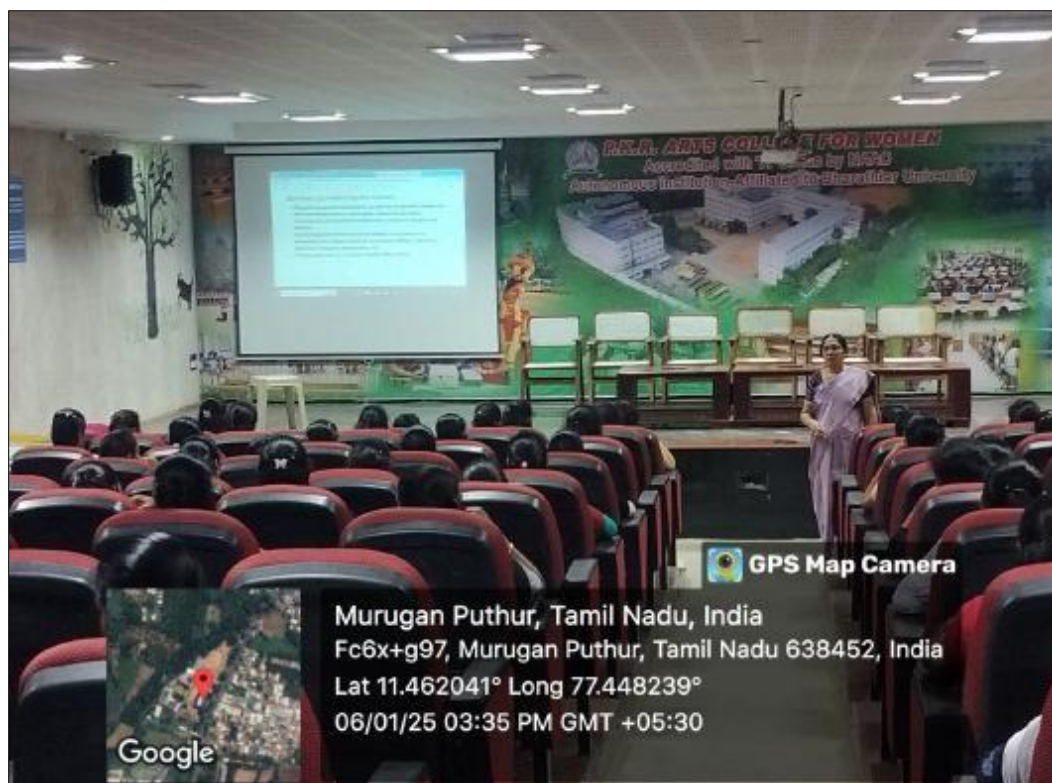
Outcome

The expert talk enhanced participants' understanding of:

- Step-by-step innovation development process.
- How to assess the readiness of technology using TRL.
- Effective strategies to commercialize innovations.
- The significance of industry-academia collaboration for technology transfer.

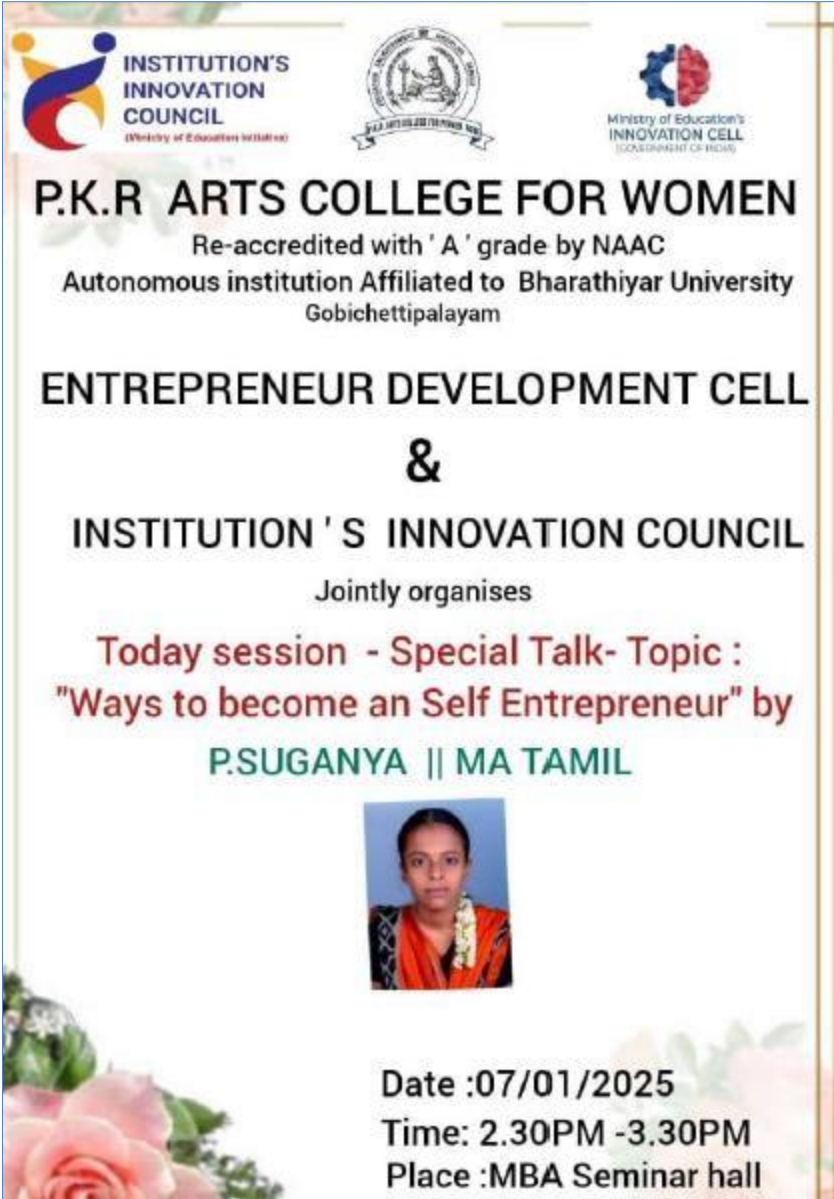
The session encouraged students and faculty to document their research and innovative ideas on the YUKTI-NIR platform, enhancing the visibility and commercialization potential of institutional innovations.

Photograph



6. SESSIONON“WAYSTO BECOMEASELF ENTREPRENEUR”

Invitation



The poster features a decorative border with pink roses at the bottom left. At the top, there are three logos: the Institution's Innovation Council (Ministry of Education Initiative), the Bharathiya University emblem, and the Ministry of Education's Innovation Cell (Government of India). The main text is centered and reads: 'P.K.R ARTS COLLEGE FOR WOMEN', 'Re-accredited with ' A ' grade by NAAC', 'Autonomous institution Affiliated to Bharathiyar University', 'Gobichettipalayam', 'ENTREPRENEUR DEVELOPMENT CELL & INSTITUTION ' S INNOVATION COUNCIL', 'Jointly organises', 'Today session - Special Talk- Topic :', '"Ways to become an Self Entrepreneur" by', 'P.SUGANYA || MA TAMIL'. Below the text is a portrait of P. Suganya, a woman with dark hair wearing an orange and black sari. At the bottom right, the event details are listed: 'Date :07/01/2025', 'Time: 2.30PM -3.30PM', and 'Place :MBA Seminar hall'.

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)


Bharathiya University

Ministry of Education's INNOVATION CELL
(GOVERNMENT OF INDIA)

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**ENTREPRENEUR DEVELOPMENT CELL
&
INSTITUTION ' S INNOVATION COUNCIL**
Jointly organises

Today session - Special Talk- Topic :
"Ways to become an Self Entrepreneur" by
P.SUGANYA || MA TAMIL



Date :07/01/2025
Time: 2.30PM -3.30PM
Place :MBA Seminar hall

Report



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Ways to Become a Self Entrepreneur

Organized by: Institution's Innovation Council (IIC)

Date: 07/01/2025

Venue: MBA Seminar Hall

Objective

The session on “Ways to Become a Self Entrepreneur” was organized to **empower** students with essential knowledge and skills required to embark on their entrepreneurial journey. The objective was to motivate young minds to become **job creators** rather than **job seekers**, fostering **innovation**, **creativity**, and **problem-solving** skills to start their own ventures.

Key Topics Covered

The session highlighted the following key aspects:

Understanding Entrepreneurship

- Definition and characteristics of entrepreneurship.
- Importance of self-entrepreneurship in the current economic scenario.
- Role of entrepreneurs in economic development.

Identifying Business Ideas

- How to identify problems and convert them into business opportunities.
- Exploring innovative sectors like technology, agriculture, services, and creative industries.

Skills Required for Entrepreneurs

- Creative thinking and innovation.
- Risk-taking ability.
- Financial literacy.

- Marketing and communication skills.

Steps to Start a Business

- Idea generation and validation.
- Preparing a **Business Plan**.
- Understanding legal formalities (registration, licensing, GST, etc.)
- Arranging finance – Self-funding, Bank loans, Government schemes like PMEGP, Startup India, Stand-Up India.
- Setting up production/service process and market entry.

Digital Entrepreneurship

- Importance of online platforms and e-commerce in modern entrepreneurship.
- Leveraging social media for business promotion.

Overcoming Challenges in Entrepreneurship

- Dealing with financial challenges.
- Managing competition.
- Building customer trust and retaining customers.

Resource Person(s)

P.Suganya

II MA Tamil, P.K.R Arts College for Women, Gobichettipalayam

Outcome

The session provided practical insights and actionable strategies for students to develop entrepreneurial mindset and initiate their own startups. Participants were encouraged to register their innovative business ideas on YUKTI-NIR and were introduced to the process of incubation support through the Institution's Innovation Council (IIC).

Students were motivated to:

- Identify problems around them and create innovative solutions.
- Develop micro-business ideas during their college life itself.
- Apply for student startup funding schemes.

Photograph



7. NATIONAL YOUTH DAY SEMINAR–CELEBRATING YOUNG MINDS AND THEIR INNOVATION

Report



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REPORT

Name of the programme: Seminar – Celebrating Young Minds and their innovation

Date: 12.01.2025

Venue: Hall No. 14

Time : 10:30 a.m

Objective of the Programme : To motivate the young minds by leveraging the experiences of alumni who have successfully become an entrepreneur.

The National Youth Day celebrated on January 12, 2025. Ms.Arulmithra Devi, Assistant Professor of Management was the resource person. It was a meaningful and impactful event that brought attention to the power of youth and their contributions to society. She emphasized the importance of celebrating youth as the future leaders and innovators of the nation. A key highlight of the day was a seminar titled "Celebrating Young Minds and Their Innovations," where how young people today are shaping the world through their creativity, entrepreneurship, and technological advancements. The seminar included inspiring talks and interactive sessions focused on nurturing innovation, developing entrepreneurial skills, and the role of youth in addressing global challenges. In addition to the seminar, cultural performances, including a drama depicting Swami Vivekananda's teachings on self-reliance and service, added to the spirit of the occasion. The event concluded with a vote of thanks, leaving students motivated to harness their potential and contribute to the world with fresh ideas and innovative solutions.

Outcome of the Programme:

The students were well motivated to participate in the growth of society through their innovative ideas and participation.

The young innovators and entrepreneurs were encouraged.

No.of. Beneficiaries: 56 students and 6 faculties

Photograph



8. NATIONAL STARTUP DAY SEMINAR ON “HOW TO START – GUIDELINES FOR STARTUP”

Report



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REPORT

Name of the programme: Seminar on “How to Start – Guidelines for startup”

Date: 16.01.2025 **Venue:** MBA Seminar Hall **Time :** 10:30 a.m

Guest Speaker: Ms. V. Ashwini, III Bsc IT, Department of Computer Science

Objective of the Programme : To motivate the young minds encouraging them to begin startup for the welfare of the society.

The National Startup Day Seminar was held to celebrate and promote the spirit of entrepreneurship. The seminar on “How to Start – Guidelines for startup” was organised as a part of celebrating National Startup day. The event aimed to inspire and educate the students about being an entrepreneur and begin a start up. The Guest speaker instructed the students with guidelines on how to begin and develop new startup business. She emphasized the importance of resilience and adaptability in the entrepreneurial journey. Panels such as "Navigating the Funding Landscape" and "Scaling Your Startup" offered practical advice on securing investments and overcoming growth challenges. She also insisted the importance of the participation of the young minds for the overall development of the society through their contribution.

Outcome of the Programme :

The National Startup Day seminar helped the students to gain knowledge about beginning startup business and enhancing entrepreneurship.

No.of. Beneficiaries: 40 students and 5 faculty

Photographs



9. SEMINAR ON FINANCIAL INCLUSION: EMPOWERING INDIA THROUGH ACCESSIBLE AND INCLUSIVE BANKING

Report



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SEMINAR ON

Financial Inclusion: Empowering India through Accessible and Inclusive Banking

Resource Person

Mr.R.Ganesh Kumar,
Deputy General Manager,
Reserve Bank of India,
Chennai.

A seminar on “Financial Inclusion: Empowering India through Accessible and Inclusive Banking” was conducted on 21 Jan 2025 at MBA Seminar Hall to highlight the importance of inclusive banking and financial accessibility. The event aimed to educate participants on the role of financial inclusion in economic development and social empowerment.

The seminar featured an expert speaker, Mr.R.Ganesh Kumar, Deputy General Manager, Reserve Bank of India, Chennai, who emphasized the significance of providing affordable banking services to underserved populations. Key discussions revolved around government initiatives such as Pradhan Mantri Jan Dhan Yojana (PMJDY), Aadhaar-linked banking, digital payments, and microfinance institutions. The role of fintech innovations and mobile banking in bridging the financial gap was also explored.

The speaker highlighted how financial inclusion enhances economic stability by promoting savings, credit access, and entrepreneurship. Special attention was given to empowering women and small businesses through microcredit and self-help groups. Challenges such as financial literacy, cybersecurity, and the digital divide were also discussed, along with possible solutions.

The seminar concluded with an interactive Q&A session, where students and professionals engaged in discussions on enhancing financial accessibility. Overall, the event successfully raised awareness about the importance of financial inclusion in building an economically self-reliant and empowered India.

Photographs



10. SEMINAR ON REVOLUTIONIZING COMMERCE WITH AI AND CLOUD COMPUTING

Report



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SEMINAR ON

Revolutionizing Commerce with AI and Cloud Computing

Resource Person

Mr.R.Ramkumar,
STSM and Chief Architect in IBM Integration,
Bengaluru

A seminar on “Revolutionizing Commerce with AI and Cloud Computing” was conducted on **21 Jan 2025** at **MBA Seminar Hall** to explore the transformative impact of artificial intelligence (AI) and cloud computing on modern business and commerce. The event aimed to provide insights into how these technologies are reshaping industries, enhancing efficiency, and driving innovation.

The keynote speaker, **Mr.R.Ramkumar, STSM and Chief Architect in IBM Integration, Bengaluru**, highlighted the growing role of AI in automating business operations, improving customer experiences, and enabling data-driven decision-making. The discussion covered AI-powered chatbots, predictive analytics, and personalized marketing strategies that are revolutionizing e-commerce and retail. Cloud computing was emphasized as a crucial enabler, providing scalable infrastructure, real-time data access, and cost-effective solutions for businesses of all sizes.

The seminar also addressed how AI and cloud technologies help startups and enterprises streamline supply chains, enhance cybersecurity, and boost operational efficiency. The speaker provided real-world examples of businesses leveraging these innovations for competitive advantage.

The event concluded with an engaging Q&A session, where attendees discussed challenges such as data security, AI ethics, and implementation strategies. Overall, the seminar successfully shed

light on the potential of AI and cloud computing in revolutionizing commerce and driving digital transformation in the business world.



Photographs



11. SEMINAR ON BUILDING RESILIENT STARTUP: KEY STRATEGIES FOR SUCCESS

Report



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SEMINAR ON

Building Resilient Startup : Key Strategies for Success

Resource Person

Dr. S.A Pasupathy,
Advisor and Consulting Expert,
The Insight Research Corporation,
Bengaluru.

A seminar on “Building Resilient Startups: Key Strategies for Success” was held on **22 Jan 2025** at MBA Seminar Hall to provide aspiring entrepreneurs with valuable insights into establishing and sustaining successful startups. The event aimed to educate participants on overcoming challenges, leveraging opportunities, and fostering long-term business growth.

The keynote speaker, Dr. S.A Pasupathy, Advisor and Consulting Expert, The Insight Research Corporation, Bengaluru, emphasized the importance of resilience in the startup ecosystem. Key discussions focused on critical aspects such as business planning, financial management, market adaptability, and innovation. The speaker highlighted the role of digital transformation, networking, and strategic partnerships in ensuring business sustainability. Real-world case studies of successful startups were shared, illustrating how resilience and adaptability contribute to long-term success.

The seminar also covered risk management strategies, funding opportunities, and the significance of a customer-centric approach. Attendees gained insights into overcoming initial setbacks, handling market competition, and scaling their ventures effectively. Challenges like financial instability, regulatory hurdles, and technological disruptions were discussed, along with solutions to navigate them successfully.

The event concluded with an interactive Q&A session, where participants engaged in discussions on practical strategies for startup growth. Overall, the seminar was highly informative and

motivated aspiring entrepreneurs to build resilient and thriving businesses in today's dynamic market.

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12. SEMINAR ON MEASURE & GROW

Report



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SEMINAR ON Measure & Grow

Resource Person

Dr.K.M Shanmugaperumal,
Managing Director,
Shri Pariyur Amman Kraft Papers pvt. Ltd.
Perundurai.

A seminar on **“Measure & Grow”** was conducted on 22 Jan 2025 at MBA Seminar Hall to highlight the significance of continuous assessment, strategic growth, and performance measurement in both professional and academic domains. The event aimed to provide valuable insights into how individuals and organizations can track progress, enhance efficiency, and achieve sustained success.

The keynote speaker, Dr.K.M Shanmugaperumal, Managing Director, Shri Pariyur Amman Kraft Papers pvt. Ltd. Perundurai, discussed the importance of data-driven decision-making in industries and educational institutions. Key topics covered included performance metrics, key performance indicators (KPIs), and growth strategies that help businesses and academic institutions thrive in a competitive environment. The role of innovation, adaptability, and skill development was emphasized as essential factors for long-term growth.

In the academic context, the speaker highlighted the need for continuous learning, research advancements, and industry-academia collaboration to ensure holistic development. For industries, discussions focused on market analysis, productivity measurement, and business expansion techniques. Case studies of successful organizations and academic institutions implementing effective growth strategies were shared.

The seminar concluded with an interactive Q&A session, where participants explored practical applications of measurement tools and growth techniques. Overall, the event was insightful and

provided attendees with valuable strategies to drive progress and excellence in their respective fields.



Photographs



13. SEMINAR ON

GLOBAL TEXTILE EXPORTS: PROBLEMS, PROSPECTS AND THE WAY FORWARD

Report



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SEMINAR ON

Global Textile Exports : Problems, Prospects And The Way Forward

Resource Person

Mr.S.Periasamy,
Advisor - sustainability
Tiruppur Exporters Association
Tiruppur

A seminar on “Global Textile Exports: Problems, Prospects, and the Way Forward” was conducted on 23rd Jan 2025 at MBA Seminar Hall to discuss the challenges, opportunities, and future direction of the textile export industry. The event aimed to provide insights into the evolving global textile market, trade policies, and strategies for sustainable growth.

The keynote speaker, Mr.S.Periasamy,Advisor - sustainability Tiruppur Exporters Association, highlighted the key challenges faced by textile exporters, including rising production costs, trade restrictions, environmental concerns, and intense global competition. The impact of changing consumer preferences, technological advancements, and government policies on the textile industry was also discussed.

The seminar explored potential growth opportunities, such as diversifying export markets, adopting sustainable practices, and leveraging digitalization for better supply chain management. The speaker emphasized the importance of innovation, value addition, and compliance with international trade standards to maintain a competitive edge in the global market.

The session concluded with a Q&A segment, where participants discussed solutions to enhance export competitiveness, improve product quality, and strengthen India's position in the global

textile trade. Overall, the seminar provided a comprehensive understanding of the textile export landscape and actionable strategies to navigate future challenges effectively.



Photographs



14. SEMINAR ON

BRIDGING THE GAP: ALIGNING ACADEMIC CURRICULUM WITH INDUSTRY REQUIREMENTS

Report



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SEMINAR ON

Bridging the Gap : Aligning Academic Curriculum with Industry Requirements

Resource Person

Dr M.Manickam,
Chairman, Sakthi Group,
Coimbatore

A seminar on “**Bridging the Gap: Aligning Academic Curriculum with Industry Requirements**” was conducted on 24th Jan 2025 at MBA Seminar Hall to address the disconnect between traditional education and industry expectations. The event aimed to explore strategies for making students job-ready by integrating practical skills and industry insights into academic programs.

The keynote speaker, Dr M.Manickam, Chairman, Sakthi Group, Coimbatore, emphasized the importance of adapting curricula to meet the demands of the rapidly evolving job market. Key topics included the need for experiential learning, internships, industry collaborations, and the incorporation of emerging technologies into education. The speaker highlighted how soft skills, problem-solving abilities, and critical thinking play a crucial role in professional success alongside technical knowledge.

Challenges such as outdated syllabi, lack of real-world exposure, and the skill gap between graduates and employers were discussed. Proposed solutions included industry-academia partnerships, guest lectures from industry experts, hands-on training, and skill-based certifications to enhance employability. Case studies of institutions successfully implementing such reforms were shared as best practices.

The seminar concluded with an interactive Q&A session, where participants explored ways to modernize education and improve career readiness. Overall, the event provided valuable insights into creating a more dynamic and industry-relevant academic framework.

Photographs



15. GARMENT STITCHING WORKSHOPS

Report



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Report on Garment Stitching Workshops

The Institution Innovation Council (IIC) and the Entrepreneurship Development Cell (EDC) of P.K.R. Arts College for Women organized a Garment Stitching Workshop to enhance students' practical skills in tailoring, garment construction, and creative designing. This initiative aimed to equip students with hands-on expertise in garment stitching while also encouraging them to explore entrepreneurial opportunities in the field of fashion and apparel designing.

Date: 22.01.2025

Venue: Tailoring Lab

Resource Person: Ms. K. Euchrist Mary, Assistant Professor of Physics

Objective

The primary objective of this workshop was to impart practical skills in tailoring and garment creation, enabling students to design and stitch basic garments independently. Additionally, students were introduced to basic business concepts like pricing, quality control, and customer handling, empowering them to turn their skills into income-generating ventures.

Program Overview

The Garment Stitching Workshop covered the following areas:

1. **Introduction to Garment Construction:**
 - o Overview of basic garment types, materials, and sewing tools.
 - o Understanding fabric selection based on garment design.
2. **Basic Stitching Techniques:**
 - o Measurement taking, pattern drafting, fabric cutting, and sewing techniques.
 - o Practice on straight stitch, hemming, dart stitching, seam finishes, and decorative stitches.
3. **Stitching Different Garments:**
 - o Hands-on practice in stitching simple garments like skirts, blouses, and salwar kameez.
 - o Focus on traditional and contemporary designs.
4. **Creative Enhancements:**
 - o Adding embroidery, patchwork, and embellishments to enhance garment aesthetics.
5. **Entrepreneurship Guidance:**
 - o Tips on starting a tailoring unit from home.

- Understanding cost estimation, marketing techniques (social media marketing), and customer relationship management.

Skills Developed

Through this workshop, students acquired multiple practical and entrepreneurial skills, including:

- Measurement and Pattern Drafting Skills
- Fabric Handling and Sewing Proficiency
- Creative Designing and Customization
- Understanding of Pricing, Marketing, and Customer Service
- Confidence to Start Home-Based Tailoring Businesses

Outcome

The Garment Stitching Workshop received enthusiastic participation from 40 students. It provided a valuable platform for students to blend creativity with practical skills, fostering self-reliance and entrepreneurial thinking. Many participants expressed interest in starting their own boutique services or custom tailoring units, making the workshop a successful step toward women's empowerment through skill development.

Photographs



16. EMBEDDED SYSTEMS DESIGN FOR IOT APPLICATIONS

Invitation

The poster features a light blue background with a subtle geometric pattern of hexagons and lines. At the top, there are four logos: ZEEKERS (in orange and black), IHFC (in green and orange), the Institution's Innovation Council logo (a stylized figure in blue and orange), and the Government of India logo (a circular emblem). Below the logos, the text is centered and reads: 'P.K.R ARTS COLLEGE FOR WOMEN' in bold black, followed by 'Gobichettipalayam, Erode.' in a smaller black font. Then, 'SKILL AND ENTREPRENEURSHIP DEVELOPMENT PROGRAM' is written in bold black. Below this, in a smaller italicized font, it says 'Supported By I-Hub Foundation for Cobotics(IHFC)-Technology' and 'Innovation hub of IIT Delhi'. The main invitation text is in a large, bold, maroon font: 'WE CORDIALLY INVITES YOU TO THE INAUGURAL FUNCTION'. Below this, in a smaller bold black font, it says 'FOR THE PROGRAM ON EMBEDDED SYSTEMS DESIGN FOR IOT APPLICATION'. A central box with a double-line border contains the date and time: 'MONDAY, 27TH JAN 2025' and 'TIME: 10:00AM ONWARDS'. Below the box, the venue is listed: 'VENUE: P.K.R ARTS COLLEGE FOR WOMEN, GOBI'. The EDC Coordinator is 'Dr. M. Indira', an Associate Professor in Computer Science. The Program Coordinators are 'Dr. C. Aruljothi', Assistant Professor and Head in Physics, and 'Ms. S. Amshalekha', Assistant Professor in Mathematics. At the bottom, a dark blue bar contains the contact information: 'FOR MORE DETAILS: +91 96292 93943' and 'www.zeezers.in'.

ZEEKERS **IHFC** **INSTITUTION'S INNOVATION COUNCIL**

P.K.R ARTS COLLEGE FOR WOMEN
Gobichettipalayam, Erode.

**SKILL AND ENTREPRENEURSHIP
DEVELOPMENT PROGRAM**

*Supported By I-Hub Foundation for Cobotics(IHFC)-Technology
Innovation hub of IIT Delhi*

**WE CORDIALLY INVITES YOU TO THE
INAUGURAL FUNCTION**

FOR THE PROGRAM ON EMBEDDED SYSTEMS DESIGN FOR IOT APPLICATION

**MONDAY, 27TH JAN 2025
TIME: 10:00AM ONWARDS**

VENUE: P.K.R ARTS COLLEGE FOR WOMEN, GOBI

EDC COORDINATOR
Dr. M. Indira
Associate Professor in
Computer Science

PROGRAM COORDINATORS

Dr. C. Aruljothi
Assistant Professor and
Head in Physics

Ms. S. Amshalekha
Assistant Professor in
Mathematics

FOR MORE DETAILS: +91 96292 93943 **www.zeezers.in**

Report



P.K.R. ARTS COLLEGE FOR WOMEN
Re-Accredited with 'A' Grade by NAAC
Autonomous Institution-Affiliated to Bharathiar University
Gobichettipalayam



REPORT

Name of the Programme: Embedded systems design for IoT Applications

Organized by: P.K.R. Arts College for Women

In Collaboration with: Zeekers Employment Private Limited

Supported by: I-Hub Foundation for Cobotics (IHFC) - Technology Innovation Hub of IIT Delhi

Date: 27/1/2025 – 31/1/2025

Time: 10.00 a.m. - 4.00 p.m.

Trainer detail:

Objective of the Programme:

To equip students with hands-on skills in IoT-based application development and entrepreneurial insights to foster innovation.

A five-day hands-on training program on **Embedded systems design for IoT Applications** was organized by P.K.R. Arts College for Women in collaboration with Zeekers Employment Private Limited, located at Venkatesapuram, Annanagar, Ganapathy (Post), Coimbatore - 641006. This program was supported by I-Hub Foundation for Cobotics (IHFC), a Technology Innovation Hub of IIT Delhi.

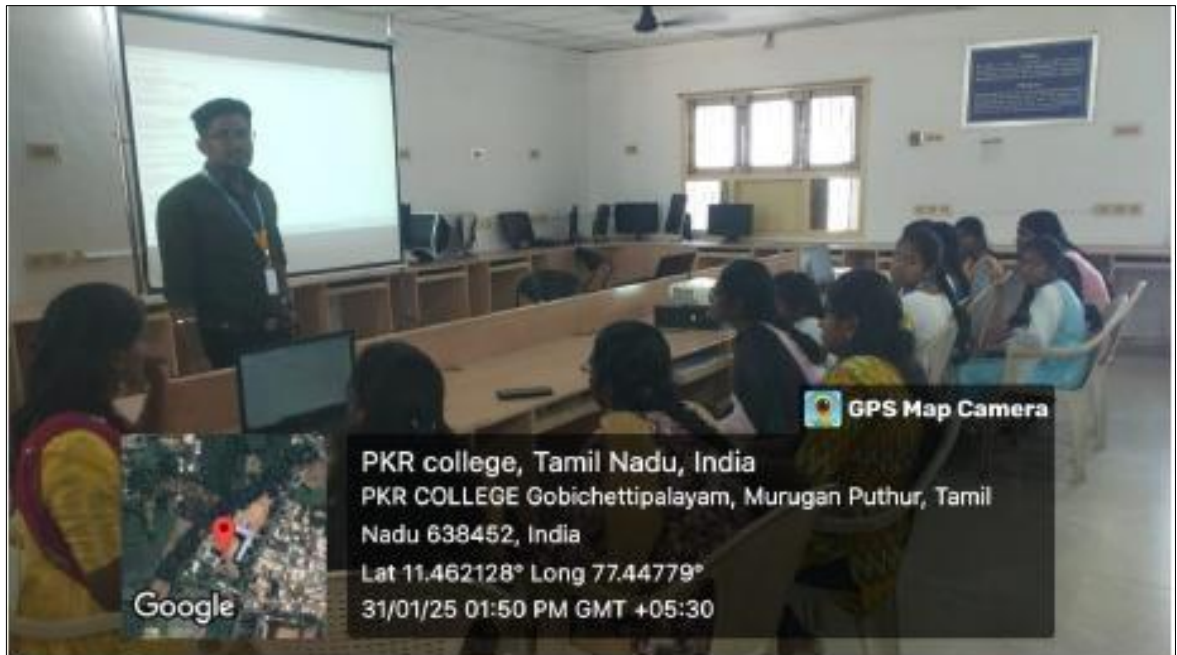
The training was attended by 49 students from Science Departments, who actively engaged in practical sessions focused on designing and developing IoT-based applications. The program emphasized real-world applications and entrepreneurial orientation, helping students gain industry-relevant skills in embedded development and IoT technologies. Throughout the training, participants received expert guidance from industry professionals, learning essential concepts such as microcontroller programming, sensor integration, communication protocols, and IoT system deployment. The sessions were structured to enhance problem-solving skills and encourage innovation in IoT-driven solutions.

No. of Beneficiaries: 49 Students

Outcome of the Programme:

Students gained practical experience in embedded IoT development, learned to integrate hardware and software for IoT applications, and developed an entrepreneurial mindset to create market-driven IoT solutions.

Photographs



17. BANGLE MAKING COMPETITION

Report



P.K.R. ARTS COLLEGE FOR WOMEN
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Report on Bangle Making Competition

The Institution Innovation Cell (IIC) and the Entrepreneurship Development Cell (EDC) of P.K.R. Arts College for Women are consistently working towards enhancing students' creative skills and entrepreneurial mindset. As part of this initiative, a Bangle Making Competition was organized to help students explore traditional art forms and craftsmanship, while also encouraging them to consider business opportunities in the field of handmade accessories. The competition commenced on 29.01.2025.

Program Overview

The Bangle Making Competition was designed to cover the following key areas:

1. **Creative Design:**
 - Students were encouraged to design unique bangles using diverse materials such as threads, beads, stones, mirrors, and fabrics.
 - The focus was on blending traditional craftsmanship with modern aesthetic trends.
2. **Practical Session:**
 - Participants were provided with raw materials and guided to create their own designs within a specified time frame.
 - Techniques such as thread wrapping, stone embedding, painting, and embroidery on bangles were demonstrated.
3. **Theme-Based Creations:**
 - The competition also introduced theme-based design challenges, where students had to create bangles for festive, bridal, or casual wear.
4. **Entrepreneurship Guidance:**
 - The EDC provided insights into starting a small-scale bangle-making business, covering aspects like costing, pricing, branding, online marketing (Instagram, Etsy), and customer engagement.

Skills Developed

Through this competition, students acquired several valuable skills, including:

- **Creativity and Innovation:** Learning to design and craft unique accessories.
- **Craftsmanship:** Gaining hands-on experience in working with different materials and tools.
- **Cultural Awareness:** Understanding the cultural significance of bangles in Indian traditions.

- **Entrepreneurship:** Learning the basics of starting a home-based business, from product development to marketing and sales.

Conclusion

The Bangle Making Competition, held on 29.01.2025, served as an excellent platform to nurture creativity, celebrate cultural heritage, and develop entrepreneurial thinking among students. The event not only honed artistic talents but also inspired students to explore opportunities in the creative and fashion industry, aligning with the college's vision of empowering young women as future entrepreneurs.

Photograph



18. HANDS-ON WORKSHOP ON "BUILDING AI-POWERED ROBOTS"

Report



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Report

Name of the Programme: Hands-on Workshop on "Building AI-Powered Robots"

Date: 06.02.2025

Venue: II BSc AI ML Class Room

Time: 10:30 a.m

Guest Speaker: Dr. S.Sampath, Associate Professor, Department of Computer Science,
P.K.R.Arts College for Women

Objective of the Programme:

The primary goal of this workshop was to provide students with practical experience in designing and assembling AI-powered robotic systems. The session aimed to bridge the gap between theoretical knowledge and real-world applications in robotics and artificial intelligence.

The workshop introduced students to key concepts such as AI integration in robotics, motor control, and sensor interfacing. The Guest Speaker, Dr. S.Sampath, guided students through the step-by-step process of assembling a robotic structure and programming it for basic autonomous movements. He emphasized the significance of robotics in modern industries and how AI can enhance automation, efficiency, and innovation.

The students actively engaged in hands-on activities, connecting servomotors, wiring circuits, and coding AI-based functionalities. The collaborative environment encouraged problem-solving and teamwork, making the learning experience more immersive and impactful.

Outcome of the Programme:

The workshop provided students with a strong foundation in AI-powered robotics. They gained practical exposure to building and programming robotic systems, fostering innovation and technical skills crucial for future career opportunities in robotics and AI.

No. of Beneficiaries: 50 students and 6 faculty members.

Photographs



19. ORGANIZING INNOVATION & ENTREPRENEURSHIP OUT REACH PROGRAM IN SCHOOLS BY ENGAGING ACTIVE ATAL TINKERING LABS AND SCHOOL

INNOVATION COUNCIL (SIC)

Report



P.K.R. ARTS COLLEGE FOR WOMEN
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Organizing Innovation & Entrepreneurship Outreach Program in Schools by engaging active Atal Tinkering Labs and School Innovation Council (SIC)

Date: 12.02.2025

Resource Person

Dr. M. Indira
Associate Professor,
Department of computer Science,
P.K.R. Arts College for Women
Gobichettipalayam

The Innovation & Entrepreneurship Outreach Program was successfully organized to inspire students in Mylampadi School, Sakthi HSS, Vellode GHSS, and Avalpundurai GHSS through active engagement with Atal Tinkering Labs (ATL) and School Innovation Councils (SIC). The program aimed to develop an innovative mindset by introducing students to IoT sensor models and hands-on learning experiences.

Program Highlights

- Students were introduced to the fundamentals of Internet of Things (IoT) and trained on how sensors can be used in real-world applications.
- Schools with Atal Tinkering Labs (ATL) provided access to advanced tools, fostering creativity and problem-solving skills. The School Innovation Council (SIC) facilitated mentorship from experts.
- Students learned how IoT sensors work in Oxygen level checking sensor, health monitoring, and Vehicle tracking through real-time demonstrations.
- Teams of students were encouraged to brainstorm and develop prototype models using IoT technology to solve local challenges.

Impact & Outcome

- Increased awareness about innovation and entrepreneurship among school students.
- Hands-on experience with IoT devices, improving technical skills and problem-solving abilities.
- Encouraged interdisciplinary learning, integrating science, technology, engineering, and mathematics (STEM).

- Strengthened the innovation ecosystem by engaging students in a structured innovation pathway through ATL and SIC.

Photographs



GHSS Vellode



GHSS Avalpundurai



GHSS Mylaimpaddi



Sakthi Higher Secondary
School, Appakudal

20. SEMINAR ON DIGITAL MARKETING AS STARTUP

Report



P.K.R. ARTS COLLEGE FOR WOMEN, GOBI
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REPORT

Name of the programme: Seminar on Digital Marketing as Startup

Date: 13 .02.2025 & 14.02.2025 **Venue:** MBA Hall **Time :** 10:30am to 4pm

Objective of the Programme : To equip entrepreneurs, startups, and marketing professionals with practical knowledge and strategies for effectively utilizing digital marketing to drive business growth.

The seminar on "Digital Marketing as a Startup" provided valuable insights into how digital marketing strategies can play a pivotal role in the growth and success of a startup. The session covered a range of topics, from the fundamentals of building a strong online presence to leveraging social media, search engine optimization (SEO), and paid advertising. Experts shared their experiences on how startups can create cost-effective marketing campaigns, target niche audiences, and use data analytics to measure and optimize their marketing efforts. A significant focus was placed on building brand awareness in a highly competitive digital landscape and the importance of storytelling to connect with consumers. The seminar also highlighted the role of emerging technologies, such as artificial intelligence and automation tools, in streamlining marketing efforts for startups.

Outcome of the Programme:

The students gaining a deeper understanding of how to leverage digital marketing tools and strategies to grow their businesses.

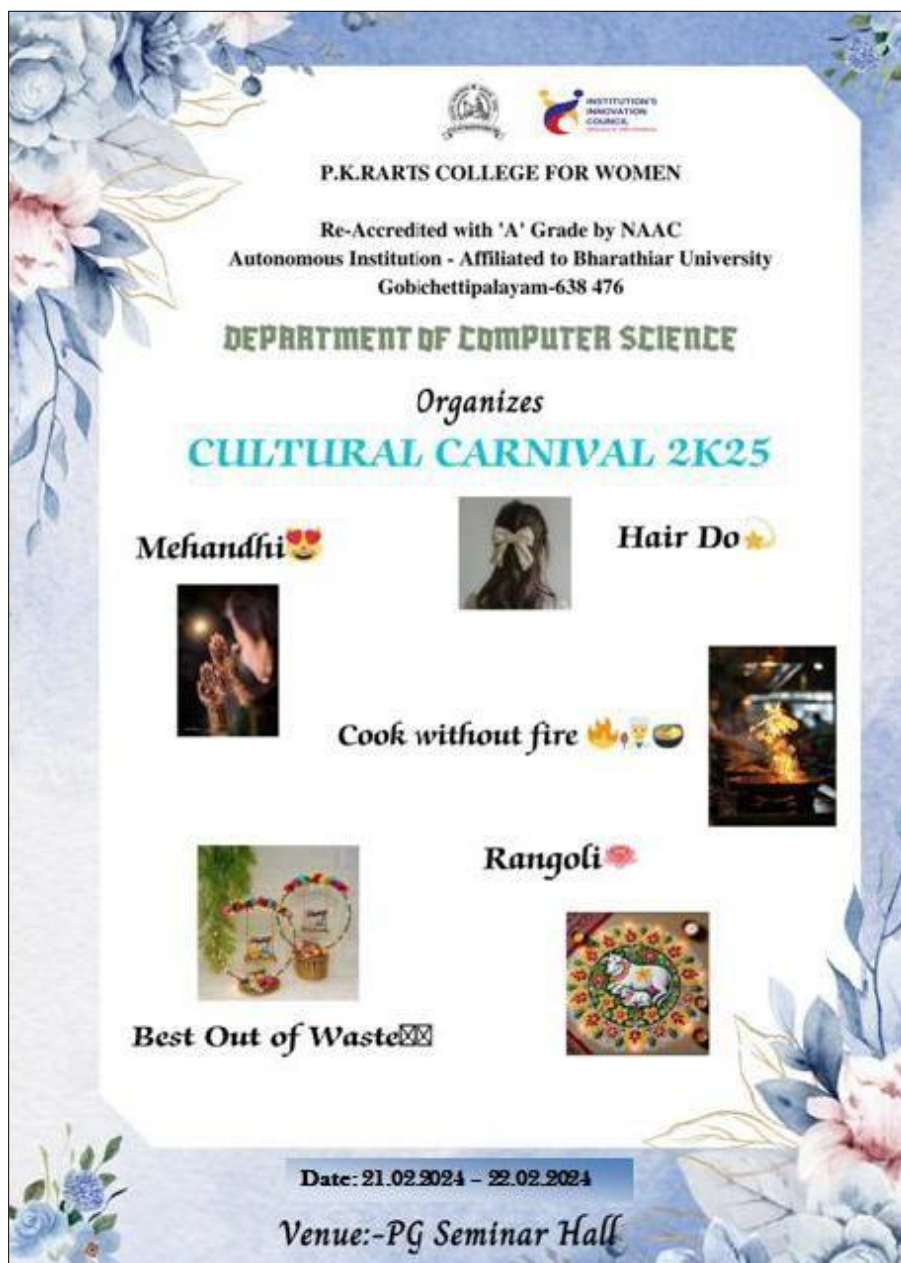
No.of. Beneficiaries: 117 students and 6 faculty

Photographs



21. INTRA-INSTITUTIONAL INNOVATION COMPETITION – "CULTURAL CARNIVAL 2K25"

Invitation



P.K.RARTS COLLEGE FOR WOMEN

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Gobichettipalayam-638 476

DEPARTMENT OF COMPUTER SCIENCE

Organizes

CULTURAL CARNIVAL 2K25

Mehndi 🥰 

Hair Do 🌟 

Cook without fire 🔥 🍷 🍲 

Rangoli 🌸 

Best Out of Waste ♻️ 

Date: 21.02.2024 - 22.02.2024

Venue:-PG Seminar Hall

Report



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REPORT

Name of the Programme: Intra-Institutional Innovation Competition – "Cultural Carnival 2K25"

Date: 21.02.2025 – 22.02.2025

Venue: PG Seminar Hall

Time: 10:30 a.m

Organized by: Department of Computer Science and Institution Innovations Cell and Entrepreneur Development Cell

Institution: P.K.R Arts College for Women

Objective of the Programme:

The primary objective of this innovation competition was to encourage creativity, innovation, and teamwork among students. The event aimed to provide a platform for students to showcase their artistic and technical skills in a competitive and engaging manner.

The competition featured various activities such as **Mehandhi Art**, **Hair Styling**, **Cook Without Fire**, **Rangoli Design**, and **Best Out of Waste**. These segments allowed participants to demonstrate their talents in both traditional and modern artistic expressions while promoting sustainability and cultural awareness.

Event Highlights:

- **Mehandhi Art:** Students displayed intricate henna designs, blending creativity with cultural traditions.
- **Hair Styling:** Participants showcased their hairstyling skills, emphasizing elegance and innovation.
- **Cook Without Fire:** A test of culinary creativity where students prepared delicious and nutritious dishes without using fire.
- **Rangoli Design:** Vibrant and intricate rangoli patterns were created, celebrating artistic excellence.
- **Best Out of Waste:** A sustainability-focused event where students transformed waste materials into useful and artistic creations.

The event witnessed enthusiastic participation, with students actively engaging in the competitions. Faculty members and judges evaluated the participants based on creativity, execution, and presentation.

Outcome of the Programme:

The Intra-Institutional Innovation Competition successfully fostered creativity, teamwork, and problem-solving among students. It provided them with an opportunity to explore their artistic and innovative potential while promoting eco-friendly and sustainable practices.

No. of Beneficiaries: 60 students and 10 faculty members.

Photographs



22. NATIONAL SCIENCEDAY

WORKSHOP ON SCIENTIFIC EXPLORATION THROUGH LIVE EXPERIMENTS

Report



P.K.R. ARTS COLLEGE FOR WOMEN
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Name of the Programme: National Science Day- Workshop on Scientific Exploration through Live Experiments

Report

Date: 27.02.2025

Time: 10 AM

Resource Person: Mr. V. Arivarasan
Program Director, Parikshan Charitable Trust, Vigyan Rath

Objective of the Program:

The primary objective of the workshop was to celebrate National Science Day by fostering a spirit of scientific curiosity and hands-on exploration among students and faculty members. The workshop aimed to:

- ☐ **Inspire Scientific Temper:** Encourage students and faculty to develop a scientific mindset by engaging with live experiments.
- ☐ **Practical Learning:** Provide participants with an opportunity to explore and perform live scientific experiments that demonstrate fundamental principles of physics, mathematics, and computer science.

The workshop was conducted in a highly interactive and engaging manner, led by Mr. V. Arivarasan, an esteemed educator and social worker known for his work in science education and environmental awareness. The session included a series of live experiments across multiple disciplines, where participants were encouraged to engage directly with the scientific process. Experiments were selected to demonstrate key concepts in physics, mathematics, and computer science.

Live Experiments: Several live demonstrations were conducted, including experiments on the principles of mechanics, mathematical puzzles, and real-world applications of computer science.

Each experiment was followed by an interactive discussion, where students actively participated in analyzing the results.

No of Beneficiaries: Students: 152 & Faculties: 30

Outcome of the Program:

The live experiments sparked curiosity and interest among the students, encouraging them to explore science outside the classroom. The interactive nature of the workshop inspired participants to think innovatively, connecting theoretical knowledge with real-world challenges.

Photographs

