Entrepreneurship Development Cell

Programmes Conducted during 2019-2020

S.No.	DATE	PROGRAMME	TITLE	No of Students Benefited
1.	11th June 2019	ENTREPRENEURSHIP AWARENESS PROGRAMME	IDEATION AND CONCEPTUALIZATION OF BUSINESS MODELS	60
2.	09th July,2019	ONE DAY WORKSHOP	HOW TO START YOUR OWN BUSINESS	267
3.	10th July 2019	AWARENESS CAMP ON ENTREPRENEURSHIP	"ENTREPRENEURSHIP AS A CARRIER OPTION"	60
4.	4th September, 2019	INVITED LECTURE	JOURNEY OF AN ENTREPRENEUR	40
5.	16,17,18,19&20th September,2019	5 DAY MSME CERTIFICATE COURSE PROGRAMME	PYTHON PROGRAMME, PROGRAMMING 'R' MACHINE LEARING	119
6.	30th October, 2019	AWARENESS CAMP ON ENTREPRENEURSHIP	ENTREPRENEURSHIP AS A CAREER OPTION FOR MBA	220
7.	23rd November, 2019	ENTREPRENEURSHIP AWARENESS PROGRAMME	UNCONFERENCE ON RESEARCH – INNOVATION	20
8.	27th November 2019	AWARENESS CAMP ON ENTREPRENEURSHIP	DESIGN THINKING –AN INTRODUCTION	60
9.	2nd December, 2019 to 6th December, 2019	5 DAY NATIONAL FACULTY DEVELOPMENT (FDP) WITH MSME	PREDICTIVE ANALYTICS OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN CYBER SECURITY	37

10	8th January 2020	AWARENESS CAMP ON ENTREPRENEURSHIP	ARE YOU READY TO BE AN ENTREPRENEUR	70
11	23,24&25th January,2020	3 DAYS WORKSHOP	DIGITAL MARKETING	45
12	23rd January, 2020	STARTUP WORKSHOP SERIES	DESIGN THINKING: FROM INSIGHTS TO INNOVATION	60
13	27th, 28th January, 2020	2 DAYS WORKSHOP	E-LEADER WORKSHOP	49
14	3rd – 13th February 2020	STARTUP WORKSHOP SERIES	AWARENESS SESSIONS ABOUT IDEATING AND DESIGN THINKING	50
15	2nd -13th March 2020	STARTUP WORKSHOP SERIES	IDEATION & PITCHING PROGRAMS	60

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Entrepreneurship Awareness Programme

On

"*Ideation and Conceptualization of*

***Business Models*"**

INVITED SPEAKER

Mr. Mahesh Krishnan

TVS Training Centre

Date: 11th June, 2019   Time: 10.30am-12.00pm

Venue: TBI Training Hall, Col. Dr. Jeppiaar Research Park

Sathyabama Institute of Science and Technology

Beneficiaries: Students from Entrepreneurship Development cellof Sathyabama Institute of Science and Technology

Report on Entrepreneurship awareness programme on "Ideationand Conceptualization of Business models"

Sathyabama Technology Business Incubator organized Entrepreneurship awareness programme on "**Ideation and Conceptualization of Business models**" for the pre-final year students-Faculty of Computing on 11.07.2019. Mr. Mahesh Krishnan, TVS Training Services and a Mentor from BYST has enlightened the participants with short lectures, group discussions, interactions and provided a lot of insight to the students and the session very interactive and lively.

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Report on How to Start to Your Own Business, dated 9th July,2019

Date	Programme	Title	No. of students Benefited
9th July,2019	One Day Workshop	How to Start Your own Business	267

https://www.youtube.com/watch?v=6ostzkOTYaY

How to Start to Your Own Business organized by Entrepreneurship Development Cell and Entrepreneurship Development Club for the students of Sathyabama on 09th July,2019.The programme started with felicitation by Dr.R.Thamilselvan, ED Cell, Coordinator to the Guest **Shri. K.Elangovan**,Managing Director,,Akshara Business Services (P) Ltd.Chennai.with shawl and memento .The welcome address by Mr.Vrudesh Chilla and vote of thanks by Mr.Manish, Members of the ED Club, Sathyabama. **The session-I** of the programme titled *Startup Entrepreneurs- Challenges*. This session was handled by **Shri. K.Elangovan** He spoke on the need for choosing Entrepreneurship as the career and challenges they have to face in the entrepreneurship environment. His quoted examples are very realistic and highly motivated. **The session-II** of the programme titled "opportunities to Entrepreneurs**".** This session was handled "Opportunities and challenges to the Entrepreneurs"Shri.R.Harikrishnan,National Trainer (Junior Chamber International),Chennai.**,** he spoke on the Leading to successful life in the new industrial environment after completing engineering with videos. It was very encouraging to the students.

Figure: 1- One Day Workshop "How to Start Your own Business" on 9th July,2019.

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Entrepreneurship Awareness Programme
On

"*Entrepreneurship as a carrier option*"

INVITED SPEAKER

Mr. Padmesh
BYST

Date: 10th July, 2019   **Time: 10.30am-12.00pm**

Venue: TBI Training Hall, Col. Dr. Jeppiaar Research Park

Sathyabama Institute of Science and Technology

Beneficiaries: Students from Entrepreneurship Development cellof Sathyabama Institute of Science and Technology

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Report on Entrepreneurship awareness programme on"Entrepreneurship as a carrier option" **Sathyabama Technology Business Incubator** organized Entrepreneurship awareness programme on "**Entrepreneurship as a carrier option**" for the pre-final year students-Faculty of Computing on 10.07.2019. Mr. Padmesh, Mentor from BYST has enlightened the participants with short lectures, group discussions, interactions and provided a lot of insight to the students and the session very interactive and lively.

One Day Workshop "How to Start Your own Business" on 9th July,2019.

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Technology Business Incubator

(Supported by NSTEDB-DST, Govt. of India)

Organizes

Invited Lecture
On

"*Journey of an Entrepreneur*"

INVITED SPEAKER

Mr. Colin Raja
Founder- RIMSPORTS and EMSSUPPLY

Date: 4th September, 2019   **Time: 10.30am-12.00pm**

Venue: TBI Training Hall, Col. Dr. Jeppiaar Research Park

Sathyabama Institute of Science and Technology

Beneficiaries: Students from Entrepreneurship Development cellof Sathyabama Institute of Science and Technology

Report on "Journey of an Entrepreneur"

Sathyabama Technology Business Incubator organized an Invited Lecture on "Journey of an Entrepreneur" for the students of Faculty of Management Studies on 04.09.2019. Mr. Colin Raja, Founder RIM Sports & EMS Supply delivered the lecture to bring about awareness regarding Entrepreneurial life right from grass root levels and also offered suggestions towards better entrepreneurship.

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Report on 5 Day MSME Government of India Certification Programme dated 16,17,18,19 & 20th September, 2019

Date	Programme	Title	No. of students Benefited
16,17,18,19&20th September,2019	5 Day MSME Certificate Course Programme	PYTHON programme, Programming 'R' Machine Learing	119

5 Day MSME (Government of India) Certification Programme (PYTHON programing,Programming 'R' and Machine Learing) organized by Entrepreneurship Development Cell and Entrepreneurship Development Club for the students of Sathyabama on **16,17,18,19&20th September,2019**.Total of 119 students actively participated, received certificate and benefitted from MSME –PPDC -Agra (Government of India).

Technology Business Incubator

(Supported by NSTEDB – DST, Govt of India),

In association with

School of Management Studies

Organizing an

"Awareness Camp on Entrepreneurship"

Entrepreneurship as a career option

for

MBA Students

on

30th October 2019

Time: 10.00 am - 12.00 pm

Venue: AC Auditorium

Sathyabama Institute of Science and Technology

Report on "Awareness Camp on Entrepreneurship"

       Technology Business Incubator in association with School of Management Studies organized a two-hour "Awareness camp on Entrepreneurship" for the MBA students on 30.10.2019. Mr. Kishore Kumar, TBI Administrator handled the session, almost 220+ students have attended the camp. How Entrepreneurship can be considered as a career option, how to generate ideas, how to form an E-cell, what is Start-up was discussed in the camp.

       The students were interactive, and raised questions regarding how TBI can support them, what possible ideas is required to step in to TBI.

Technology Business Incubator

(Supported by NSTEDB – DST, Govt of India),

Organizing an

"Unconference on Research – Innovation"

for

Faculties, Scientists & Research Scholars

on

23rd November 2019

Venue: TBI Training Hall Sathyabama Institute of Science and Technology

<u>Unconference on "Research to Innovation"</u>

Unconference on "Research to Innovation" was organized by Sathyabama TBI for the faculties of Centre for Ocean Research, Centre for Earth & atmospheric sciences and Centre for Remote Sensing & Geo informatics. Mr. Kishore Kumar, TBI- Manager briefed about how research can be transformed in to product, Later Dr. B. Sheela Rani (Director-Research) & Dr. Seshadri and all the faculties had an interactive session.

Technology Business Incubator

(Supported by NSTEDB – DST, Govt of India),

Cordially invites you all for

"Design Thinking –An Introduction"

on

27.11.2020

Venue: Training Hall, Technology Business Incubator

Sathyabama Institute of Science and Technology

Technology Business Incubator and Institution Innovation Council organized a programme on "Design Thinking: An introduction" for the I.T final year students on 27.11.2019 at TBI Training Hall. Dr. B. Sheela Rani (Director-Research) welcomed thestudents and briefed about the activities conducted by TBI and in what way their final year project can be converted into commercialization.

Dr. Seshadri (TBI- Coordinator) gave an introduction about Design Thinking and interacted with students on how to relate their project with social problems. Followed bywhich the students were taken to a visit to Applied Engineering Lab (Prototype Lab) where they were given a glimpse on how to prototype a product.

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Report on 5 Day National Faculty Development (FDP) Association with MSME (Government of India)

Date	Programme	Title	No. of students Benefited
2nd December, 2019 to 6th December, 2019	5 Day National Faculty Development (FDP) with MSME	Predictive analytics of Artificial Intelligence and Machine Learning in Cyber Security	37

5 Day National Faculty Development (FDP) Association with MSME (Government of India) (Predictive analytics of Artificial Intelligence and Machine Learning in Cyber Security) organized by Entrepreneurship Development Cell for the faculty of Sathyabama on **2nd December, 2019 to 6th December, 2019**.Total of 37 faculty actively participated, received certificate and benefitted from MSME –PPDC -Agra (Government of India).

Report on 3 DAY Workshop in Association with MSME (Government of India)

Date	Programme	Title	No. of students Benefited
23,24&25th Jan,2020	3 DAY Workshop	DIGITAL MARKETING	45

3 DAY Workshop in Association with MSME (Government of India) (DIGITAL MARKETING) organized by Entrepreneurship Development Cell for the faculty of Sathyabama on **23,24&25th Jan,2020.Total of 45 faculty** actively participated, received certificate and benefitted from MSME –PPDC -Agra (Government of India).

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Organizes a

Two Day

E-LEADER WORKSHOP

Leaders Are Made, Not Born

Date: 27th & 28th January, 2020   **Time: 8.00am-3.00pm**

Venue: TBI Training Hall, Col. Dr. Jeppiaar Research Park

Sathyabama Institute of Science and Technology

<u>Beneficiaries:</u> MBA Students of Sathyabama Institute of Science and Technology

E-leader Workshop Agenda

Session	Type of Activity	Description
Day 1 (Monday)		
0 Introduction and Icebreaker(8:00 AM - 8:30 AM)	Lecture and Icebreaker	• Structure and Goals of the E-leader workshop • Warm-up Exercise
1 (8:30 AM – 9:15 AM)		Self Reflection Exercise/ Swot Analysis
2 Building Entrepreneurship on Campus andYour Role (9.15 AM - 10:00 AM)	Lecture	o How E-cells play a very important role inbuilding entrepreneurship on campus? o What is an E-cell? o How is it different from other Entrepreneurship Clubs? • What role will you play?
BREAK (10:00AM – 10:15 AM)		
3 E-leaders: Functions and Activities(10:15 AM – 11:00 AM)	Lecture	• Structure of an E-cell; How to set up an E-cell. • Understand activities associated with operatingan E-cell such as: Marketing, Fund-raising, Documentation and Succession Planning. • Understand all about the Key Functions Framework: Building Organization & Studentbase, Program Management, Stakeholder Engagement & Impact.
4 Practicum Programs and Activities(11:00 AM - 12:00 PM)	Lecture	• Understand more about the various Practicumprograms and activities to be run.
LUNCH (12:00 PM - 1:00 PM)		
5 Adopting Shared Leadership(1:00 PM - 2:30 PM)	Activity	By the end of the session, you will be able to: • Identify your leadership style. • Recognize your role as a leader. • List the characteristics of shared leadership. • Identify two personal leadership traits you wantto develop.
9 Assignment of topics for Practice sessions(2:30 PM - 2:45 PM)	Instructions	• Assignment on 50 Rs exercise to the participants. Everyone must do as a group.
Day 2 (Tuesday)		
0 Recap of Day 1 (8:00 AM – 8:30 AM)	Recap	• Quick recap of concepts taught on Day 1.
1 How to Run Practicums (8:30 AM – 10.00 AM)	Practice session	• Discussion on 50 Rs exercise.
BREAK (10:00 AM – 10:15 AM)		

2 How to Run Practicums (10:15 AM - 11:00 AM)	Practice session	•	Practice how to run the Practicums. (Success Story, Idea Box)
3 How to Run Practicums (11:00 AM – 12:00 PM)	Practice session	•	Practice how to run the Practicums. (Think with the box)
LUNCH (12:00 PM - 1:00 PM)			
4 How to Run Practicums- (1:00 PM - 2:00 PM)	Practice session	•	D.I.S.R.U.P.T
5 Make Your Activity Calendar for your E-cell(2:00 PM - 2:30 PM)	Debrief and Best Practices Sharing	• •	Making of the Activity Calendar for E-cells isdiscussed. Two E-cells to present their Activity Calendars.
6 Wrap up (2.30 PM – 2. 45 PM)	Wrap up	•	Wrap Up and Feedback

Sathyabama Technology Business Incubator in association with Department of Management Studies organized a Two- Day E-leader Workshop for the benefit of Students.49 students have attended the workshop.This workshop aims to train E-leaders, who will be able to establish and transform Entrepreneurship Cells (E-cells) through inspired leadership.

The participants of this program will go through facilitated sessions in the following areas: Self-Discovery and Leadership,Entrepreneurship Development on Campus, and Action Planning for their E-cells.

Self-Discovery and Leadership: Focus on you as a person, your dreams, and howto become an inspiring and effective leader by using the shared leadership model.

Action Planning: How to make an activity calendar to realize your E-cell dream. Students were

involved in various set of activities and they were able to do a real-

time business in a 12-hr period. Mr. Kishore Kumar S, TBI-Administrator handled the 2-

day workshop.

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Inauguration of

Startup Workshop Series
On

"*Design thinking: From Insights to Innovation*"

Guest of Honor

C. R. SASI
Director, Munoth Industries,

Governing Council Member, MNM Jain Engineering College,Mentor, BYST & CII (Past Chairman, IEEE Madras Section)

Invited Speaker

K. Shanmugasundaram
Founder, Art Workshop and Communications

Date: 23rd January, 2020   **Time: 9.00am-3.00pm**

Venue: Admin Block, Second Floor Auditorium Sathyabama Institute of Science and Technology

Beneficiaries: Students of Sathyabama Institute of Science and Technology

Sathyabama Technology Business Incubator in association with Sathyabama Institution Innovation Council organized a Inauguration of "Startup Workshop Series on Design Thinking: From Insights to Innovation" for the Students of Mangement Studies on 23.1.2020 at Second Floor Auditorium, Admin Block. Shri. C. R . Sasi Director, Munoth Industries, Governing Council Member, MNM Jain Engineering College, Mentor, BYST & CII (Past Chairman, IEEE Madras Section) was the guest of honour and Shri. K. Shanmugasundaram, Founder, Art Workshop and Communications was the Invited Speaker.

Dr. Sheela Rani, Director- Research welcomed the dignitaries and gave an insights to the students about the activities done by Sathyabama TBI. Dr. S. Seshadri, TBI- Coordinator briefed about the program highlights and how design thinking is going to help them in future. Dr. Sundar Manohar, Vice - Chancellor stressed the importance of entrepreneurship and kindled the minds of the Students.

The Chief Guest and Speaker gave more information about what is design thinking, where to apply it, difference between brainstorming and Design thinking. Vote of Thanks was given by Mr. Kishore kumar – TBI Administrator.

Afternoon it was an interactive session conducted by Shri. Shanmugasundaram and students were given a problem statement and asked the students to solve it. The students were formed in groups and solved it.

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TECHNOLOGYBUSINES INCUBATOR

in association
with

Cordially invites you all for

Startup Workshop Series
On

"Awareness Sessions About Ideating andDesign Thinking"

3rd- 13th Feb' 2020

"Ideation & Pitching Programs"
2nd – 13th March '2020

Venue: Student Activity Center-1

Sathyabama Institute of Science and Technology

Beneficiaries: Students of Sathyabama Institute of Science and Technology

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STUDENT DEVELOPMENT CELL - INSTITUTION INNOVATION COUNCIL
in association with
TECHNOLOGY BUSINESS INCUBATOR
AWARENESS SESSIONS ABOUT IDEATING AND DESIGN THINKING
Timing: 1.00 to 3.00 P.M

S.NO.	NAME OF THE CLUB	DATE	DAY	VENUE
1.	AERO CLUB	SCHOOL OF MECHANICAL		
		03-Feb-20	Monday	Student Activity Center-1
		02-Mar-20	Monday	Student Activity Center-1
2.	AUTO CLUB	SCHOOL OF MECHANICAL		
		04-Feb-20	Tuesday	Student Activity Center-1
		03-Mar-20	Tuesday	Student Activity Center-1
3.	EN-CORE CLUB (ENGINEERING CORE CLUB)	SCHOOL OF MECHANICAL		
		05-Feb-20	Wednesday	Student Activity Center-1
		04-Mar-20	Wednesday	Student Activity Center-1
4.	ROBOTICS CLUB	SCHOOL OF EEE		
		06-Feb-20	Thursday	Student Activity Center-1
		05-Mar-20	Thursday	Student Activity Center-1
5.	ROTARACT CLUB	STUDENTS FROM ALL DEPARTMENTS		
		07-Feb-20	Friday	Student Activity Center-1
		06-Mar-20	Friday	Student Activity Center-1
6.	COMMUNITY DEVELOPMENT CLUB	STUDENTS FROM ALL DEPARTMENTS		
		10-Feb-20	Monday	Student Activity Center-1
		11-Mar-20	Wednesday	Student Activity Center-1
7.	ENTREPRENEURSHIP DEVELOPMENT CLUB	STUDENTS FROM ALL DEPARTMENTS		
		11-Feb-20	Tuesday	Student Activity Center-1
		12-Mar-20	Thursday	Student Activity Center-1
8.	ENGLISH LITERARY CLUB	STUDENTS FROM ALL DEPARTMENTS		
		12-Feb-20	Wednesday	Student Activity Center-1
		13-Mar-20	Friday	Student Activity Center-1
9.	ECO CLUB	STUDENTS FROM ALL DEPARTMENTS		
		13-Feb-20	Thursday	Student Activity Center-1
		16-Mar-20	Monday	Student Activity Center-1
10.	MATHEMATICS CLUB	STUDENTS FROM ALL DEPARTMENTS		
		03-Feb-20	Monday	Student Activity Center-2
		02-Mar-20	Monday	Student Activity Center-2

11.	SCIENCE CLUB	STUDENTS FROM ALL DEPARTMENTS		
		04-Feb-20	Tuesday	Student Activity Center-2
		03-Mar-20	Tuesday	Student Activity Center-2
12.	DESIGN CLUB	SCHOOL OF ARCHITECTURE		
		05-Feb-20	Wednesday	Student Activity Center-2
		04-Mar-20	Wednesday	Student Activity Center-2
13.	COMPUTER SCIENCE CLUB	SCHOOL OF COMPUTING		
		06-Feb-20	Thursday	Student Activity Center-2
		05-Mar-20	Thursday	Student Activity Center-2
14.	Dr.KALAM CLUB	STUDENTS FROM ALL DEPARTMENTS		
		07-Feb-20	Friday	Student Activity Center-2
		06-Mar-20	Friday	Student Activity Center-2
15.	MICROSOFT CLUB	SCHOOL OF COMPUTING		
		10-Feb-20	Monday	Student Activity Center-2
		11-Mar-20	Wednesday	Student Activity Center-2
16.	MOZILLA CLUB	SCHOOL OF COMPUTING		
		11-Feb-20	Tuesday	Student Activity Center-2
		12-Mar-20	Thursday	Student Activity Center-2
17.	HARDWARE CLUB	SCHOOL OF EEE AND COMPUTING		
		13-Feb-20	Thursday	Student Activity Center-2
		16-Mar-20	Monday	Student Activity Center-2
18.	I-CLUB	STUDENTS FROM ALL DEPARTMENTS		
		03-Feb-20	Monday	Skill Development Center

Sathyabama Institute of Technology Science and

Sathyabama Technology Business Incubator and Institutions Innovation council jointly organizing a series of start-up workshops on "Design Thinking From Insight to Innovation" (almost 30+) for all the department students during February- March'2020. Almost 1000 students may get benefited from this series of workshop. This workshop is aimed at bringing awareness to all the students from all the clubs, which in turn the students from all the departments will get addressed.

They students are facilitated on how to ideate, Design thinking and molding their raw idea into innovative product. The aspiring students from these workshops will be filtered and taken in to the next phase of Pre- Incubation support where they will be handheld by mentors and support them in tinkering their idea in to a valid proof of concept.