

ACTIVITY REPORT

Title Of Event: Workshop on “Entrepreneurship and Innovation” as a career opportunity.

Date of Session: 4th December 2024 (Wednesday)

Time: 10:00 AM – 03:00 PM

Organizers: Department of Business Administration

Unit Coordinator: Dr. S. Renuga Devi

Speaker: M. Elangovan, Director of TM Consulting, Chennai.



AUXILIUM COLLEGE (AUTONOMOUS)
(Accredited by NAAC with A+ Grade in the 4th Cycle)
Gandhi Nagar, Vellore - 632 006



DEPARTMENT OF BUSINESS ADMINISTRATION
and
AUXILIUM INNOVATION AND INCUBATION CENTER
in collaboration with
MSME - TOOL ROOM, HYDERABAD
CENTRAL INSTITUTE OF TOOL DESIGN
(EXTENSION CENTRE - CHENNAI)
Organizes

WORKSHOP ON “ENTREPRENEURSHIP AND INNOVATION” AS A CAREER OPPORTUNITY
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Under Entrepreneurship Skill Development Programme (E-SDP)
Scheme Sponsored by Government of India, Ministry of MSME

ONE DAY TRAINING PROGRAMME
on 04/12/2024 at 10 a.m.
GUEST SPEAKER
ELANGO VAN M
Director
TM Consulting, Chennai



PATRON
Dr.(Sr.) Mary Josephine Rani A
Secretary

CONVENER
Dr.(Sr.) Arokia Jayaceli A
Principal

CO-CONVENER
Dr.(Sr.) Amala Valarmathy A
Vice Principal

AIIC CO-ORDINATOR
Dr. Renuga Devi S

ORGANIZING COMMITTEE
Ms. Ruthmary
Ms. Umamageswari S
Ms. Divya Bharathi
Dr. Rajeswari P

ACTIVITY SUMMARY

The workshop on "**Entrepreneurship and Innovation**" aims to inspire and equip college students with the knowledge, skills, and mindset needed to explore entrepreneurship as a viable career option.

The key objectives include:

1. **Encouraging Entrepreneurial Mindset** – Instil creativity, problem-solving abilities, and risk-taking attitudes necessary for successful entrepreneurship.
2. **Understanding Business Fundamentals** – Provide insights into business models, startup strategies, funding opportunities, and market research.
3. **Fostering Innovation & Creativity** – Encourage students to think innovatively and develop solutions for real-world problems.
4. **Exposure to Industry Experts & Mentorship** – Connect students with successful entrepreneurs, mentors, and industry experts for guidance and networking.
5. **Enhancing Leadership & Decision-Making Skills** – Train students to take initiative, make strategic decisions, and manage resources effectively.
6. **Creating Awareness of Startup Ecosystem** – Familiarize students with incubators, accelerators, government schemes, and financial support available for startups.
7. **Hands-on Learning & Idea Development** – Provide interactive sessions, case studies, and brainstorming activities to help students develop their own business ideas.
8. **Encouraging Self-Employment & Job Creation** – Empower students to become job creators rather than job seekers, contributing to economic growth and employment.
9. **Building Confidence & Resilience** – Equip students with the ability to handle challenges, failures, and risks associated with entrepreneurship.

KEY HIGHLIGHTS:

The Department of Business Administration, in collaboration with the Career Guidance and Placement Cell of Auxilium College, organized a one-day Entrepreneurship Awareness Programme (EAP) on December 04, 2024, at 10 a.m. The event, conducted in association with MSME – Tool Room, Hyderabad, and the Central Institute of Tool Design, Chennai, aimed to

promote entrepreneurial skills among students. The program commenced with a prayer, followed by a warm welcome speech delivered. The chief guest, Mr. Elangovan M, Director of TM Consulting, Chennai, addressed the gathering and provided valuable insights into entrepreneurship development and its future prospects for students. He emphasized the importance of courage, persistence, and skill enhancement in the entrepreneurial journey.

The session concluded with an interactive segment where students shared their feedback, highlighting the session's effectiveness in enhancing their understanding of entrepreneurship. Many expressed appreciations for the practical insights provided by the speaker. The program ended with a vote of thanks acknowledging the efforts of the faculty, guest speaker, and participants. The event successfully inspired students to consider entrepreneurship as a viable career path, aligning with the Government of India's initiatives under the Entrepreneurship Skill Development Programme (E-SDP). Overall, the workshop empowers students with the knowledge and confidence to pursue entrepreneurship, innovate, and contribute to the business world.

OUTCOMES ACHIEVED:

1. **Enhanced Entrepreneurial Mindset** – Students develop creativity, problem-solving abilities, and risk-taking confidence essential for starting a business.
2. **Understanding of Startup Ecosystem** – Participants gain knowledge about business models, funding sources, incubation centers, and government schemes that support startups.
3. **Development of Business Ideas** – Students learn to generate, evaluate, and refine innovative business ideas that can be transformed into viable startups.
4. **Practical Exposure & Networking** – Interaction with industry experts, successful entrepreneurs, and mentors helps students build connections and gain real-world insights.
5. **Improved Leadership & Decision-Making Skills** – The workshop nurtures leadership qualities, teamwork, and strategic thinking needed for entrepreneurial success.
6. **Inspiration for Startup Initiatives** – Some students may take the first step toward launching their startups or joining incubation programs.

MOMENTS FROM THE EVENT

