



# CHEVALIER T. THOMAS ELIZABETH COLLEGE FOR WOMEN

(No.16, St.Mary's Road, Maryland, Sembium, Perambur,Chennai-11)  
Affiliated to the university of Madras& Re- accredited by NAAC with Grade 'A'

3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** TWO-DAY WORKSHOP FOR STUDENTS ON RESEARCH IDEATION TO PUBLICATION

**Date:** 22-02-2024 & 23-02-2024

**No. of. Participants:** 87

**Resource Person:** Dr. J. Arunodaya, Assistant Professor, Department of Physics was the Guest speaker on the first day, and Dr.P.Sudha, Assistant Professor, Department the second day.

**Objective:**

The Two two-day workshop focussed on guiding students on how to make Research Papers and small details such as citations of research papers and the importance of choosing the appropriate topic were discussed. Plagiarism and AI alternatives were also highlighted and discussed in this Two Day Workshop.

**Outcome:**

- The students learned new information about making research
- research papers and also understand the plagiarism and AI alternatives

**Report:**

The Research Cell of Chevalier T. Thomas Elizabeth College for Women organized a Two Day Workshop for Students on 'Research Ideation to Publication' on February 22 & 23, 2024. Dr.J.Arunodaya, Assistant Professor, Department of Physics was the Guest speaker on the first day and Dr. P. Sudha, Assistant Professor, Department of Corporate Secretaryship was the Guest speaker for the second day. The Two Day Workshop focussed on guiding students on how to make Research Papers and small details such as citations of research papers and importance of choosing the appropriate topic discussed. Plagiarism and AI alternatives were also highlighted and discussed in this Two Day Workshop.

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**RESEARCH CELL**  
cordially invites you for the

**TWO-DAY WORKSHOP FOR STUDENTS**  
on  
**Research Ideation to Publication**

**Resource Persons**

Day 1	Day 2
<b>Dr. J. Arunodaya</b> Assistant Professor, Department of Physics, CTTE College for Women	<b>Dr. P. Sudha</b> Assistant Professor, Department of Corporate Secretaryship, CTTE College for Women

February 22 & 23, 2024  
01.30 pm - 02.30 pm

Conference Hall



Interaction with Students



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Enforcement of Intellectual Property Rights – Indian Scenario

**Date:** 11-10-2023

**Details of Resource Person:** Dr. A. Usha Rani Nanthini, Professor & Head, Dept. of Bio-technology, Mother Teresa Women's University, Kodaikanal. 2. Dr. Pramod Malik, Assistant Professor, Charge of IPR Studies BPS Women University (Sonipat), Haryana. 3. Ms. Soundarya S, Practicing Advocate, Highcourts, Mysore & Bangalore.

**No. of Participants:** 65

## REPORT

### EVENT OBJECTIVES:

- To strengthen the knowledge on Intellectual Property Rights and its protection among students
- To motivate students towards innovations and inventions

### EVENT OUTCOMES:

- Webinar provided valuable awareness and insights on the various aspects of IPR
- Students gained knowledge of Legislative laws of IPR in India and were able to correlate the terms of IPR with some real case studies

### EVENT REPORT:

#### SESSION 1: "IPR Management and Protection" (10.30 am to 11.45 am)

Dr. A. Usha Rani Nanthini began the session by stressing the importance of IPR. She discussed the main characteristics of Intellectual Property Rights and explained the major types of Intellectual Property rights. She then introduced the idea of a patent, what innovations would fall into the domain of patenting, and what not to be patented. She also discussed a few interesting cases about Geographical Indications. The presentation was an eye-opener for many and received accolades from the participants for its clarity and relevance. The session concluded around 11.30 am with an interactive session where the participants raised their queries and the resource person answered.

#### SESSION 2: "Legislative laws of Patents and Copyrights" (12 pm to 1.10 pm)

This session was delivered by Dr. Pramod Malik. His lecture started with an introduction to Intellectual Property Laws and spanned across the different disciplines related to IPR. Then he discussed different aspects of intellectual property like industrial design, trade secrets, and the protection of researchers' rights. He concluded the talk with an interesting example of the recent 'Monkey Selfie' (Naruto v. David Slater et al.) case over the image copyright. This session went up to 12.40 am followed by 5 minutes of interaction with participants.

#### SESSION 3: "An Overview of Trademarks and Trade Secrets" (1.15 pm to 2.30 pm)

The final session of the webinar was presented by Ms. Soundarya, a Practicing Advocate. She elucidated the idea of Trademarks and how a business gains competitive advantage through Trademarks and Trade secrets with the examples of Coca-Cola and KFC. She also explained how to prevent the unauthorized dissemination of confidential and trade secret information to competitors. The session finished at 2.15 pm. She was impressed with the participants' queries.



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**Department of B.Com(Corporate Secretaryship)**  
organizes  
**National Level Webinar**  
on  
**"Enforcement of Intellectual Property Rights  
-Indian Scenario"**  
in connection with  
**National Intellectual Property Awareness Mission - 2023**



**Dr.A.Usha Raja Nanthini**  
Professor & Head,  
Department of Biotechnology  
Mother Teresa Women's University,  
Kodakanal.



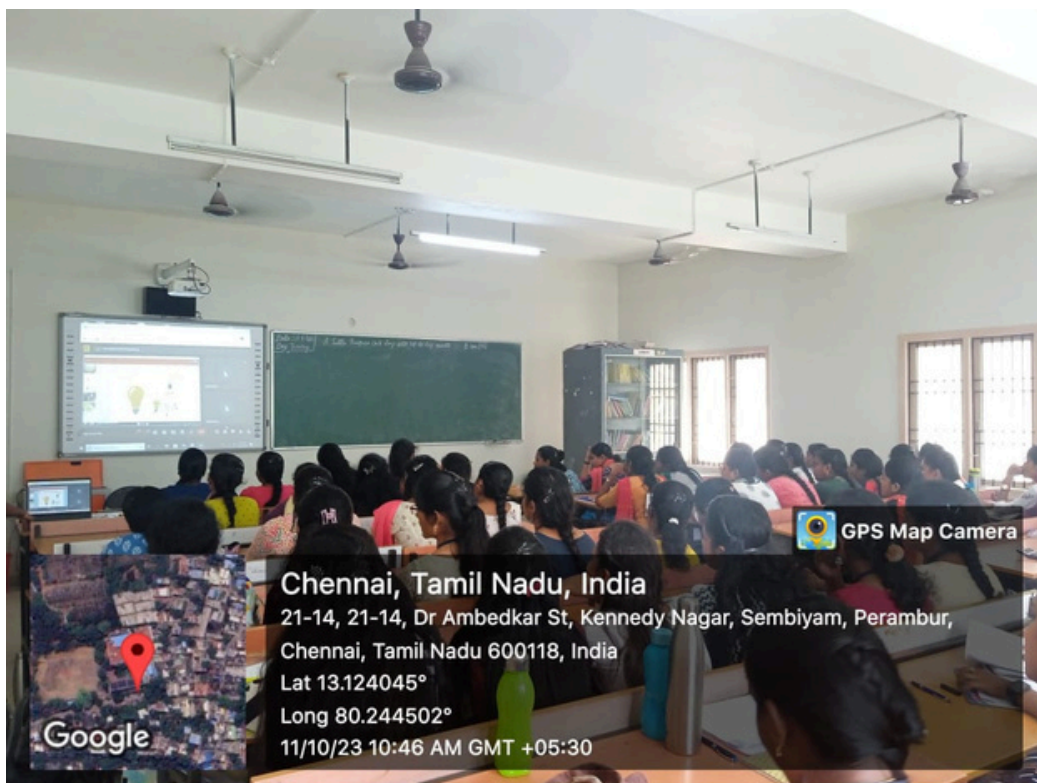
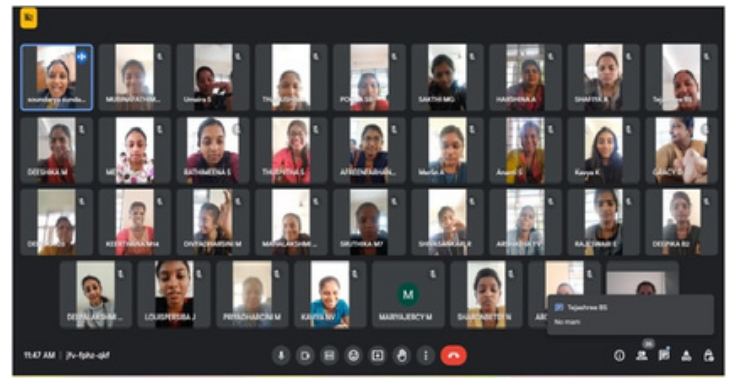
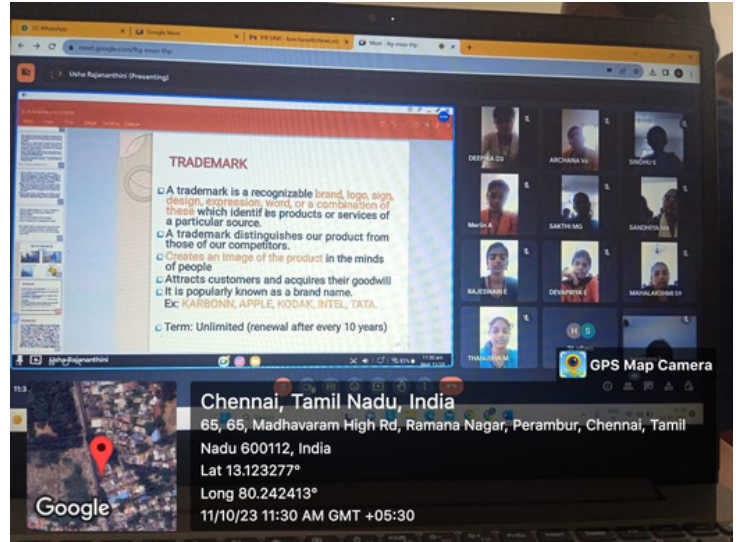
**Dr. Pramod Malik**  
Assistant Professor  
Incharge Centre for IPR studies  
in Dept. of Laws, BPS Women  
University, Sonapat ( Haryana)



**Ms. Soundarya S**  
Practicing Advocate,  
High Courts Mysore &  
Bangalore

**G-Meet Link**  
<https://meet.google.com/ftg-evuo-thp>

 **JJK Auditorium**  **October 11, 2023**  **10.30 a.m.**



Students listening to the Guest Lecture



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Opportunities for Early-Stage Entrepreneurs

**Date:** 24/07/2023

**Details of Resource Person:** Mrs.Jayashree.M, Assistant Professor, CTTE College for Women

**No. of. Participants:** 70

**Report:**

**Objective:**

- To Mentor the students about entrepreneurship as a career option
- To explore the opportunities available for entrepreneurship
- To understand the support systems(Government & Non-Government) available for entrepreneurship
- To develop their skills as an entrepreneur, innovators, and leaders.
- To explore entrepreneurship as a potential career.

**The outcome of the activity:**

- Students expressed their interest in exploring entrepreneurship as a career.
- Students understood the governmental schemes supporting entrepreneurship
- The session instilled the confidence of entrepreneurship among students to become an entrepreneur.
- Students came to know about the business start-ups and management
- **Key Highlights:**
- Mrs.Jayashree, IIC Innovation Ambassador & Assistant Professor, CTTE College for Women explained about the importance of taking entrepreneurship as a career by highlighting the case studies of successful startups and business ventures. The resource person also highlighted various governmental & non-governmental schemes supporting entrepreneurs in their successful ventures. The session was interactive and also gave clear inputs about problems faced by early-stage entrepreneurs enabling the students to choose entrepreneurship as a career option

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College for Women  
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**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
&  
**Department of Business Administration**  
organise a  
**Mentoring Session**  
on  
**Opportunities for Early Stage  
Entrepreneurs**

**Resource Person**  
Mrs . Jayashree.M  
Assistant Professor  
Department of Business Administration  
IIC Innovation Ambassador  
CTTE College for Women

Venue : NT1  
Date : 24/07/2023  
Time : 9.00 am

Dream | Design | Innovate



Resource Person addressing the Students



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## 3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Navapravartana-Business Idea Competition

**Date:** 25/07/2023

**Details of Resource Person:** Dr. Malarvizhi & Dr. Princy Susan Selvakumari, Assistant Professor, CTTE College for Women

**No. of Participants:** 20

**Report:**

**Objective:**

The Objective of the session is

- To bring out creative and Innovative business Ideas from students
- To develop their skills as an entrepreneur, innovator, and leader.
- To explore entrepreneurship as a potential career.

**The outcome of the activity:**

- Students expressed their interest to explore entrepreneurship as a career.
- Students understood the essential contents of Business Plan
- The competition instilled the confidence of entrepreneurship amidst students to become an entrepreneur.

**Key Highlights:**

EDC, IIC OF CTTE College for Women in association with Department of Business Administration organised NAVAPRAVARTANA- Business Idea Competition, as part of IIC Celebration activity- IIC-Celebration-World Creativity & Innovation Day as organised for the students, Dr.Malarvizhi, President, EDC, IIC & Assistant Professor Department of Commerce & Dr.Princy Susan Selvakumari, Vice President, EDC, IIC & Assistant Professor Department of Business Administration were the judges for the event. Around 4 teams registered for the event and presented their Business Ideas. Ms.Hema Malini, I BCA student won the First prize for her Innovative Business Idea in designing an Application software for Instant textile Order & delivery to Customers.. The competition instilled the confidence of Thinking about a Business idea and formulating a business Plan and taking entrepreneurship as career was instilled amidst students.

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Centre for Student Development  
(Entrepreneurship Development Cell & Institution's Innovation council)  
&  
Department of Business Administration  
organize

**NAVAPRAVARTANA**  
**Business Idea Competition**  
in celebration of World Creativity and Innovation Day

July 25, 2023 | 01.30 pm | NT1

**Rules**

- Two per team
- Duration five minutes
- Creative/ Innovative business Ideas can be presented
- Judge's decision will be final

\*E- Certificate will be provided

Dream | Design | Innovate



Students Presenting their ideas in the Competition



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Industrial Visit to SRM Incubation Cell

**Date:** 19/07/2023

**Details of Resource Person:** -

**No. of. Participants:** 101

**Report:**

**Key Highlights:**

gave a brief overview of Intellectual Property Rights and their types.

- Students visited the Fabrication Laboratory of SRMIIC. Fablab is a multipurpose platform for all kinds of engineering to take shape, fuel innovation and entrepreneurship, and engineer ideas into reality. Equipment and facilities available for innovators in FABLAB are fiber laser metal cutting machine, 3D printer, Milling Machine,Lathe,

PCB printing machine and High-performance workstation. The employees of the Fablab help the students to experiment the operation of the equipment.

**The outcome of the activity:**

Students clearly understood how incubation centers help to convert their innovative ideas into startups.

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Centre for Student Development  
(Entrepreneurship Development Cell & Institution's Innovation Council)

&

Department of Business Administration

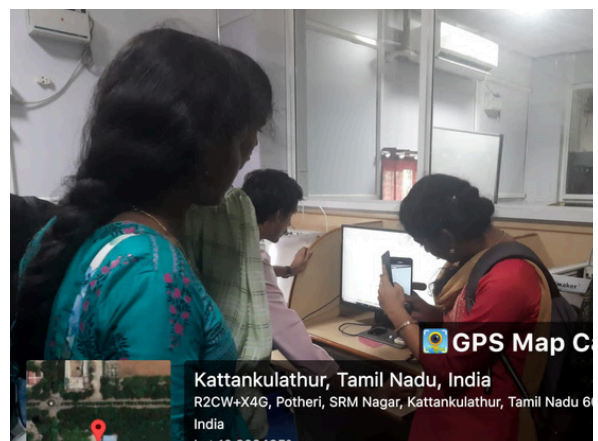
Organize

*Industrial Visit to*

**SRM INCUBATION CELL**

July 19, 2023 | 10:00am  
SRM Incubation Cell

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Industrial Visit to SRM Incubation Cell



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## 3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Innovation and IPR-The Synergy

**Date:** 11/07/2023

**Details of Resource Person:** Dr. T. Pavan Kumar Senior Scientist, CSIR-IMMT

**No. of. Participants:** 83

### Report:

#### Objective:

The objective of an "Innovation and IPR - The Synergy" session is to provide participants with a comprehensive understanding of the relationship between Innovation and Intellectual Property Rights (IPR). The session also provides a platform for participants to share their experiences and explore potential collaborations related to Innovation and IPR. It includes interactive activities, case studies and discussions to foster engagement and knowledge exchange among participants.

#### Key Highlights:

- The outcome of the activity is Discovery, Invention, and Innovation. IPR serves as a legal framework for the protection of Intellectual Property. Patents, trademarks, copyrights, and trade secrets safeguard the rights of creators and innovators, preventing unauthorized use or exploitation of their intellectual assets.
- IPR laws and regulations provide creators and innovators with legal protection for their inventions, designs, and creative works. This protection incentivizes individuals and organizations to invest in research and development, leading to the creation of new and innovative products, technologies, and services.
- The synergy between innovation and IPR provides a framework for promoting and protecting creativity and invention. It encourages innovation, drives economic growth, facilitates technology transfer, and strikes a balance between the interests of creators and the public.

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*In association with*  
**CSIR – Institute of Minerals and Materials Technology**  
Innovative Technology Enabling Center -InTEC  
Bhubaneswar,Odisha,INDIA

*invites you to a*  
**Talk on**  
**Innovation and IPR - The Synergy**  
*commemorating*  
**National Intellectual Property Festival**  
Nurturing Ideas to Innovation

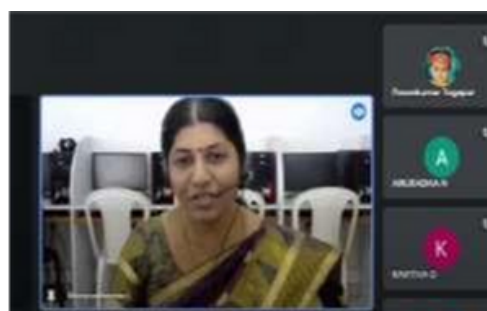
**SPEAKER**  
Dr. T Pavan Kumar  
Senior Scientist, CSIR-IMMT

11.07.2023 | 11 am  
<https://meet.google.com/xzr-xcbk-dcg>

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Resource Person addressing the Students



Faculty Engaged in thought-provoking discussions on Innovation and IPR



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Minimum Viable Business

**Date:** 10/7/23

**Details of Resource Person:** Dr. P.Malarvizhi Assistant Professor of Commerce & Innovation ambassador CTTE College for Women

**No. of. Participants:** 40

**Report:**

**Objective:**

The event aimed at orienting the young entrepreneurial minds towards lean startup and entrepreneurship.

**Key Highlights:**

- The Resource person illustrated the cases of Uber, Amazon and Airbnb to the participants and explained the ways in which a minimum viable product or business should be developed. MVP Moscow matrix was used to highlight the essentials of a minimum viable product or business model.

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NAAC GRADE A Re-accredited

**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)

organises a  
**Mentoring Session**  
on  
**MINIMUM VIABLE BUSINESS**

**Resource Person**  
**Dr. P. Malarvizhi**  
Assistant Professor in Commerce and  
President & Innovation Ambassador- IIC  
CTTE College for Women

July 10, 2023  
9.00 am

NT1

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INSTITUTION'S INNOVATION COUNCIL



Participants listening to the resource person with rapt attention





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## 3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** “NEP ki Samajh”-Short Video Making Competition celebrating the 3 years of implementation of NEP 2020

**Date:** 07/7/23

**No. of. Participants:** 6

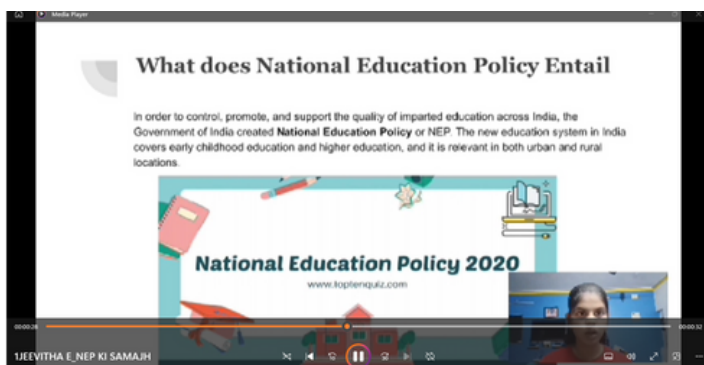
**Report:**

**Objective:**

- To develop the technical skills and to tap the creativity of the students by making short videos.
- To engage the students in the educational reforms initiated by the Government.
- To provide a stage for the students to contribute to the dissemination of information about NEP 2020.

**Key Highlights:**

The Ministry of Education in collaboration with MyGov conducted a Short Video Competition on Implementation of NEP 2020 to raise awareness about the student centric aspects of NEP amongst young people on the Theme: “NEP Ki Samajh” from July 7,2023 to July 12,2023. Through their videos, students effectively communicated the benefits and implications of the policy's student-centric approach. Various dimensions of NEP like academic bank of credit, choice-based learning, mother tongue as the medium of instruction were explored by the students.10 students participated in the competition and uploaded their perspectives on the educational policy.



The students presenting the videos in the NEP ki Samajh Competition



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Success Mantra of Start-ups

**Date:** 21/08/2023

**Details of Resource Person:** Dr. Princy Susan Selvakumari & Mrs.V.Suganthi Assistant Professor, CTTE College for Women

**No. of. Participants:** 16

**Report:**

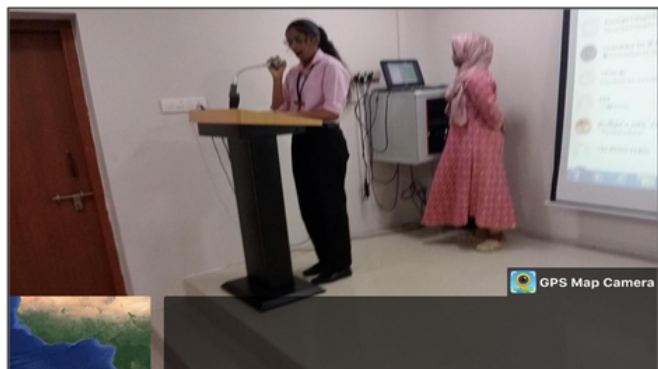
**Objective:**

- The primary objective of the “success Mantra of startups competition for students is to foster an entrepreneurial mindset.
- The competition aims to inspire, educate and empower students by exposing them to the world of entrepreneurship

**Key Highlights:**

- Encourage students to brainstorm and develop innovative business ideas that address real-world challenges or fulfill unmet needs.
- Where participants present the success stories of entrepreneurs to a panel of judges.
- This helps students refine their communication skills and learn how to effectively convey their ideas.
- Provide a hand on learning experience by exposing students to real world challenges faced by startups.
- This helps them understand the complexities of entrepreneurship and problem solving.
- The importance of creative thinking and innovation in entrepreneurship. Encourage participates to think outside the box and come ups with unique solution.

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(Affiliated to the University of Madras) NAAC GRADE A  
Centre for Student Development  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
on the occasion of  
**World Entrepreneurs Day**  
organizes a  
**PowerPoint Presentation Competition**  
**SMS**  
(Success Mantra of Start-ups)  
Seminar Hall August 21, 2023  
01.30 pm  
Dream | Design | Innovate



The students participating in the Powerpoint Presentation Competition on World Entrepreneurs Day



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Pragati Exhibition Event

**Date:** 31/08/2023

**Details of Resource Person:** Mrs.V.Suganthi Assistant Professor, CTTE College for Women

**No. of. Participants:** 28

**Report:**

**Objective:**

The main objective of the session is to provide a virtual platform for participants to engage in with the latest developments in various industries and foster meaningful connection within the business community.

The event sought to achieve the following:

- Knowledge
- Networking
- Showcasing innovation
- Global reach.

**Key Highlights:**

- Be clear and concise.
- The event featured a series of Webcasts each of them focusing on a specific subject.
- College is helping students better understand and excel in their coursework.

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**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)

*organises the*

**Webcast of Pragati Maidan Exhibition Event**

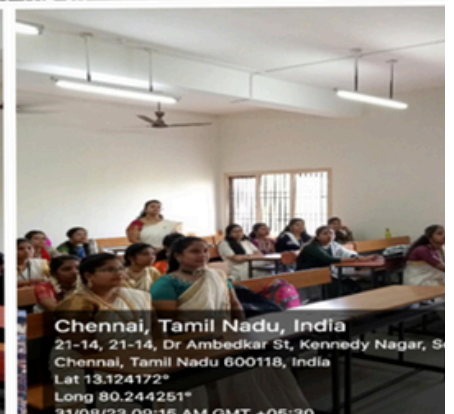
*on*

**3rd anniversary of NEP 2020**

31.08.2023  
1:30 pm  
NS4

**Dream | Design | Innovate**

**INSTITUTION'S INNOVATION COUNCIL**



Webcast of Pragati Maidan Exhibition Event



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Panel discussion on Start up ecosystem

**Date:** 31/08/2023

**Details of Resource Person:** Mrs. P. Amalathi.

**Designation :** IIC Innovation Ambassador, Assistant Professor • **Organization :** C.T.T.E College for Women.

**Brief about Expert/Speaker :** Mrs. Amalathi is an Assistant professor of C.T.T.E college for women and also an IIC innovation ambassador.

**No. of. Participants:** 27

**Report:**

**Outcome of the activity:**

**Key Highlights :** It enhances young people to be innovative and also helps them to take a step out of the comfort zone and get into a new field of exploration known as business. To get to know the needs of society and what's needed to start up a business.

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CENTRE FOR STUDENT DEVELOPMENT  
(Entrepreneurship Development Cell & Institution's Innovation Council)

in association with  
**DEPARTMENT OF CHEMISTRY**  
organises

**Panel Discussion  
on  
Startup Eco System**

**RESOURCE PERSON**  
**Mrs. P. Amalathi**  
Assistant Professor, Department of Chemistry  
IIC Innovation Ambassador  
C.T.T.E College for women

31/08/2023  
2.30 - 3.30 PM

S5

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INSTITUTION'S INNOVATION COUNCIL



Panel Discussion on Startup Eco System



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Venture Capital Funding for Early Stage Entrepreneurs

**Date:** 31/08/2023

**Details of Resource Person:** Dr. P.Malarvizhi Designation Assistant Professor of Commerce & Innovation ambassador

**No. of Participants:** 40

**Report:**

**Objective:**

The event aimed at exposing the young participants to the concepts and features of venture capital and angel funding.

**The outcome of the activity:**

**Key Highlights :**

The Resource person explained the concepts by relating to entrepreneurial ideas. She highlighted the way and manner in which such funding opportunities can be availed by participating in various Business Plan competitions. She also gave examples of angel investors operating in India.

The session stimulated the entrepreneurial instincts of the participants, one of whom expressed her business idea in the retail sector.

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(Affiliated to the University of Madras)

**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)

organises a

**Mentoring Session**

on

**VENTURE CAPITAL FUNDING FOR EARLY STAGE ENTREPRENEURS**

**Aug 31, 2023**  
10.00 am

**NT 1**

**Resource Person**  
**Dr. P. Malarvizhi**  
Assistant Professor in Commerce and  
President & Innovation Ambassador-IC  
CTTE College for Women

**Dream | Design | Innovate**



Participants listening to the resource person in rapt attention



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Value Proposition Fit and Business Fit

**Date:** 22/08/2023

**Details of Resource Person:** Dr. P Princy Susan Selvakumari Designation :Assistant Professor in Department of Business Administration, President and Innovation ambassador-IIC

**No. of Participants:** 38

**Report:**

**Objective:**

- The main objective of the session is to make the student understand the importance of value proposition fit and business fit.
- To clearly explain Problem solution fit, Product-Market fit, and Business Model fit

**The outcome of the activity:**

**Key Highlights :**

- The students understood the need for value proposition fit and business fit
- It is essential for the business to keep its promises and make sure the business acknowledges that.

**Chevalier T. Thomas Elizabeth College for Women**  
No.16, St. Mary's Road, Maryland, Sembium, Perambur, Chennai-11 (Affiliated to the University of Madras)

**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)

&

**Department of Business Administration**  
organize a session on

**Value Proposition Fit & Business Fit**

**Resource Person**  
Dr. P. Princy Susan Selvakumari  
Assistant Professor in Department of Business Administration and President & Innovation Ambassador-IIC CTTE College for Women

Aug 22, 2023  
10.00  
NT 1

**Dream | Design | Innovate**



The students are keenly listening to the topic



# CHEVALIER T. THOMAS ELIZABETH COLLEGE FOR WOMEN

(No.16, St.Mary's Road, Maryland, Sembium, Perambur,Chennai-11)  
Affiliated to the university of Madras& Re- accredited by NAAC with Grade 'A'

3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Internal Hackathon 2023

**Date:** 27/09/2023

**Details of Resource Person:** A. Richard Rozario Product Enablement Specialist, kiss flow Technologies Private Ltd

**No. of Participants:** 90

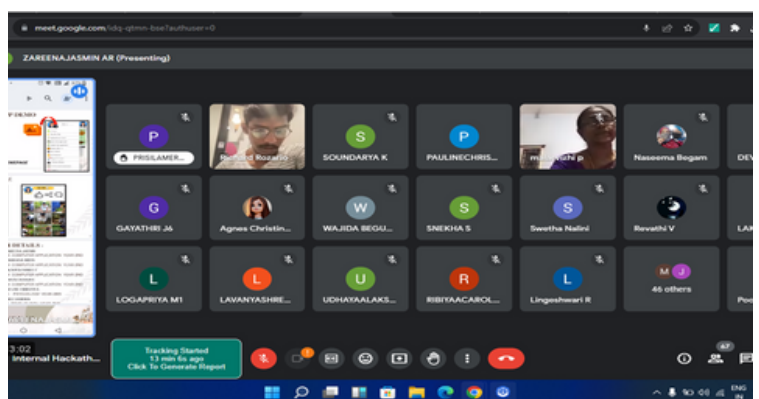
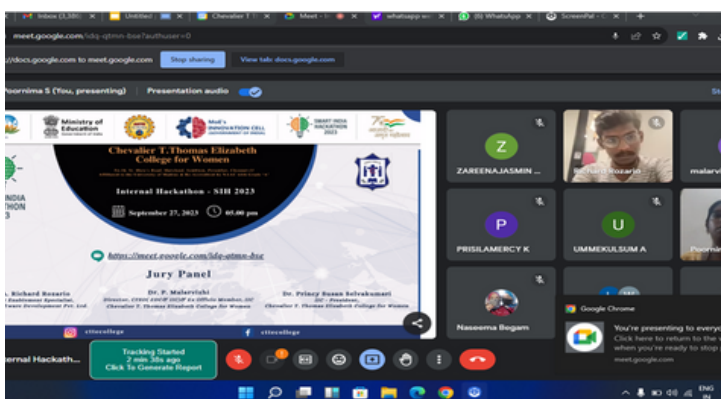
**Report:**

**Objective:**

- Internal Hackathon helps us to identify the teams focusing on the solutions for the problem statement listed in the Smart India Hackathon 2023 portal.
- The team members with innovative ideas will be nominated to upload their solutions to the problem statements provided by all the ministries and organizations.

**Key Highlights:**

- Our team – Eco Envoys selected from the Internal Hackathon got an opportunity to participate in the grand finale of Smart India Hackathon 2024 under the Ministry of Environment – Pro Planet App held at P.R. Pote Patil College of Engineering & Management, Amravati, Maharashtra on December 19 & 20, 2023.



Internal Hackthon - Student Participation (Online)



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** “Toycathon 2023” – Educational Toy Making Competition celebrating the successful launch of Chandrayaan - 3

**Date:** 11.09.2023

**No. of Participants:** 10 students (5 teams)

**Report:**

**Objective:**

- To create interactive educational toys highlighting remarkable achievements of ISRO with special focus on Chandrayaan - 3.

**Key Highlights:**

- The competition enabled the students to
- Create awareness among the other students about the achievements of Chandrayaan - 3.
- The students were able to make an eco-friendly educational toy highlighting the ISRO and its achievements.
- Created innovative and user-friendly educational toys as the final product.

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**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)

in association with  
**Science Club**

organises  
**Toycathon'23**

**Registration Link**  
<https://forms.gle/yd9iKNvwScVPtNcs8>

**Sep 11, 2023**  
2.30 pm to 3.30 pm

**Lecture Hall**

**Dream | Design | Innovate**

INSTITUTION'S INNOVATION COUNCIL



“Toycathon 2023” – Educational Toy Making Competition celebrating the successful launch of Chandrayaan - 3





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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Developmental Ideas Propounded by Dr. A.P.J. Abdul Kalam

**Date:** 13/10/2023

**Details of Resource Person:** Mrs. Amalathi is an Assistant professor of C.T.T.E College for Women and also an IIC Innovation ambassador.

**No. of Participants:** 39

**Report:**

**Objective:**

- To celebrate the spirit of innovation, entrepreneurship, and intellectual curiosity.
- To promote the use of creative thinking and to foster innovation and growth among the students.

**Key Highlights:**

- To let the young generation know the greatness of science and dream.
- To make them understand how science leads to innovation.
- The students learned the important role they have to play in the future as innovators.

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(Affiliated to the University of Madras)

**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)

*in association with*

**Department of Chemistry**

*organises a Lecture on*

**Developmental Ideas Propounded by  
Dr. A. P. J. Abdul Kalam**

*on the occasion of*

**Institution's Innovation Day**

**Resource Person**  
**Mrs. P. Amalathi**  
Assistant Professor,  
Department of Chemistry,  
CTTE College for Women.

02.00 pm S5

October 13, 2023

**Dream | Design | Innovate**



Lecture on Developmental Ideas Propounded by  
Dr. A. P. J. Abdul Kalam



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Entrepreneurship and Innovation as a Career Opportunity

**Date:** 16/10/2023

**Details of Resource Person:** Dr. P. Malarvizhi Assistant Professor, Department of Commerce C.T.T.E College for Women.

**No. of Participants:** 78

**Report:**

**Objective:**

- To make the participants realise and become aware about entrepreneurship as a career opportunity
- To make the students aware of government schemes for Entrepreneurship.

**Key Highlights:**

- The resource person gave deep insights on the significance of entrepreneurship and innovation as a career opportunity and demonstrated the skills required to be a successful entrepreneur.
- The resource person also discussed about the common myths about entrepreneurship.
- Dr. P. Malarvizhi illustrated the statistical survey on job opportunities in the current scenario and also created awareness on various government schemes for start-ups.

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**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
in association with  
**Department of Business Administration**  
organizes  
**Special talk**  
on  
**Entrepreneurship and Innovation as a Career Opportunity**

**Resource Person**  
**Dr. P. Malarvizhi**  
Assistant Professor in Commerce &  
Director-CFSD,  
CTTE College for Women

**NT 1**  
**10.00 a.m.**  
**16.10.2023**

**Dream | Design | Innovate**



Special talk on Entrepreneurship and Innovation as a Career Opportunity



# CHEVALIER T. THOMAS ELIZABETH COLLEGE FOR WOMEN

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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Elevated Pitch Idea Generation Competition

**Date:** 19/10/2023

**Details of Resource Person:** Dr. P. Malarvizhi Assistant Professor, Department of Commerce C.T.T.E College for Women.

**No. of Participants:** 25

**Report:**

**Objective:**

- Every participant will be allotted precisely 90 seconds to pitch their individual start-up concept.
- They should cover vital aspects of their start-up idea, such as its distinctive features, target market, potential impact, and more.
- Participants must depend solely on their verbal communication abilities, without using slides, props, or visuals.
- The evaluation criteria will encompass factors like originality, clarity, persuasiveness, feasibility, and overall proficiency in presentation.

**Key Highlights:**

- Students were encouraged to explore their imagination to bring out brand-new ideas.
- Students succeeded in bringing something new to the table and were quite creative.
- They were given a chance to be heard and appreciated for their hard work.

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Centre for Student Development  
(Entrepreneurship Development Cell & Institution's Innovation Council)

organizes

**Elevated Pitch**  
(Idea Generation Competition)

Registration Link  
<https://forms.gle/PBsksnXw2c2DiK2k6>

02.30 pm  
October 19, 2023  
NT1



Elevated Pitch Idea Generation Competition



# CHEVALIER T. THOMAS ELIZABETH COLLEGE FOR WOMEN

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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Khadi Mahotsav

**Date:** 17/10/2023

**Details of Resource Person:** S. Prabakar M.B.A, Assistant Director/Principal Khadi & Village Industries Commission

**No. of Participants:** 70

**Report:**

**Objective:**

- To raise students' awareness of the goodness of natural products.
- To learn how to use products efficiently.

**Key Highlights:**

- The resource person gave deep insights into the significance of natural products.
- He proved to the students how hard work paves the way for success and how natural products will always last longer.

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**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
in association with

**Department of Business Administration**  
organises

**Khadi Mahotsav**  
(Awareness Program on Khadi)

**Resource Persons**

**Shri. S. PRABAKAR**  
Assistant Director/Principal

**Shri. M. Prabhakaran**  
Assistant Director - II

**Shri. M. S. KHANNA**  
Executive (Training)

**TUESDAY**  
17 OCTOBER, 2023

**TIME**  
01.30 PM

**PLACE**  
JJK AUDITORIUM



Resource Person addressing the students about  
Khadi for Nation - Khadi for fashion



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Textiles Fair

**Date:** 1/11/2023 – 3/11/2023

**Report:**

**Objective:**

The textiles fair was organized by the Centre for Student Development EDC&IIC in association with the Department of Language on account of National Entrepreneurship Day. The Textiles fair continued for three days at the CTTE college campus.

**Key Highlights:**

- Exhibition of different clothing accessories for the teachers and students to buy.
- Build the essence of entrepreneurship on the special day of National Entrepreneurship Day.
- The staff and the students were able to buy different clothing and accessories at our college premises



Textile Fair was organised in celebration of National Entrepreneurship Day



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Innovation and Entrepreneurship At VOC Vidyalaya Matriculation School

**Date:** 7/11/2023

**No. of Participants:** 07

**Report:**

**Objective:**

• This session was organized by the Centre for Student Development EDC&IIC and held at VOC Vidyalaya Matriculation School promotes entrepreneurship among school students and gives them a gist on how to enhance their entrepreneurship at a young age.

**Key Highlights:**

- The students learned about the various qualities of an entrepreneur.
- The students came to know about the successful young entrepreneurs who began their journey
- of entrepreneurship at our college.



An Outreach Program on Innovation & Entrepreneurship



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Entrepreneurship Skill, Attitude and Behavioural Development

**Date:** 18/12/2023

**Details of Resource Person:** Dr. P. Malarvizhi Assistant Professor, Department of Commerce C.T.T.E College for Women.

**No. of Participants:** 40

**Report:**

**Objective:**

To make the participants understand the qualities to be possessed by an entrepreneur

**Key Highlights:**

- The resource person shared the success stories of three entrepreneurs of Tamilnadu.
- From their stories, she drew different skills possessed by them, tactics used by them to establish themselves as entrepreneurs
- The resource person also shared a reel life story of an entrepreneurial Tamil movie and brought out the lessons to be learned as an entrepreneur

**The outcome of the activity:**

- Participants were drawn towards the journey of the success stories of the three entrepreneurs.
- Their entrepreneurial inquisitiveness was stimulated and realized that it is possible for them too to become an entrepreneur

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Centre for Student Development  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
in association with  
Department of Business Administration  
organises a workshop on  
Entrepreneurial Skill, Attitude  
&  
Behaviour Development

Resource Person  
**Dr. P. Malarvizhi**  
Director- CFSD(EDC & IIC)  
& Innovation Ambassador- IIC,  
C.T.T.E. College for Women

December 18, 2023  
10.00 am  
NT 1

Dream | Design | Innovate



The resource person illustrating the story of Bharath Matrimony Founder



Participants in interaction with the resource person



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** My Entrepreneurial Story

**Date:** 19.12.2023

**Details of Resource Person:** Ms. G.Rajalakshmi, Founder, Rajalakshmi Fine Arts Academy

**No. of Participants:** 19

## Report:

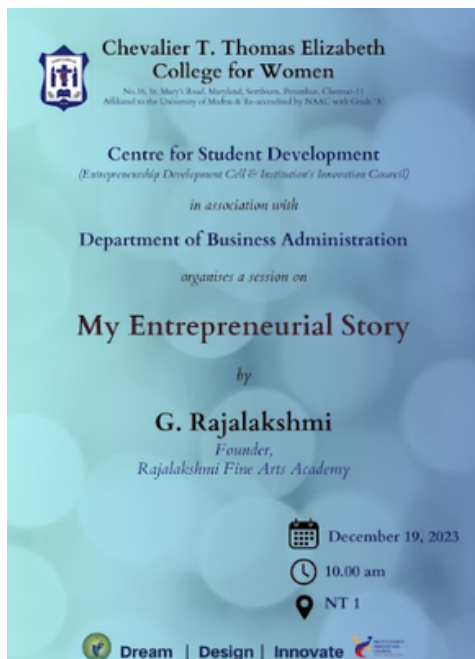
- The Center for Student Development and Department of Business Administration organized a session on My Entrepreneurial Story G. Rajalakshmi Founder, Rajalakshmi Fine Arts Academy gave a view on her journey on Entrepreneurship. This Session aimed to know the benefits of entrepreneurship to the entrepreneur such as attaining skill sets, financial freedom, and networking with influential people. The students gained knowledge on entrepreneurship opportunities regardless of their socio-economic status.

## Objective:

- To understand how entrepreneurs should be skilled in identifying opportunities and seeking ways to develop their businesses to generate profits.
- The benefits of entrepreneurship to the entrepreneur are attaining skill sets, financial freedom, and networking with influential people.

## The outcome of the activity:

- The students understood that entrepreneurship is the actor, entrepreneurship is the act. The outcome of the actor.
- The students gained knowledge on entrepreneurship opportunities regardless of their socio-economic status.



The Resource Person Ms. G.Rajalakshmi, Founder, Rajalakshmi Fine Arts Academy addressing the Students





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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Christmas Sale

**Date:** 21.12.2023

**No. of Participants:** 70

**Report:**

**Objective:**

- To sell the products made by the visually challenged.
- To encourage students to buy the products made by the visually challenged and give the amount to them in return to support them.

**Outcome of the activity:**

- The students bought the products made by the visually challenged.
- The students had a sense of happiness and satisfaction by supporting the people who were in real need.



The Students are purchasing bags during the Christmas Sale



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Students' Awareness and Staff Mentoring Session on Niral Thiruvizha

**Date:** 11/01/24

**No. of Participants:** 78

**Resource Person:** Ms. Lavanya Master Trainer at Entrepreneurship Development Institute of India (EDII) - CEO, Pearl Career

**Report:**

**Objectives of the Students' Awareness and Staff Mentoring Session on Niral Thiruvizha are:**

1. To educate students and staff about Niral Thiruvizha, a state government initiative aimed at promoting innovation and creativity
2. To raise awareness about the resources and support available through Niral Thiruvizha for aspiring innovators and entrepreneurs
3. To inspire students and staff to explore innovation and entrepreneurial opportunities and contribute to the state's economic growth

**Outcomes of the Students' Awareness and Staff Mentoring Session are:**

1. Awareness among students and staff about Niral Thiruvizha and its role in promoting innovation and entrepreneurship
2. Enhanced understanding of the resources and support available through state government funding for aspiring innovators and entrepreneurs
3. Motivated students to explore entrepreneurial opportunities and develop innovative solutions to address societal challenges

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**Centre for Student Development**  
Entrepreneurship Development Cell & Institution's Innovation Council  
in association with  
**Internal Quality Assurance Cell**  
organises a  
**Students Awareness & Staff Mentoring Session on Niral Thiruvizha**

**Resource Person**  
Ms. Lavanya G  
Master Trainer, EDII TN  
CEO - Pearl Career

**Venue: Seminar Hall**  
**Date: 11.01.24**  
**Timing: 10:00 - 12:30 PM**

**DREAM | DESIGN | INNOVATE**



Students' Awareness and Staff Mentoring Session on Niral Thiruvizha



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Handmade Products Sale

**Date:** 19.01.2024

**No. of Participants:** 78

**Objective:**

- To work for the welfare of the visually impaired.
- To empower these individuals by helping them achieve their full potential.

**Report :**

As a part of the Outreach Programme, The Department of English in association with IQAC & Centre for Student Development and Mission to the Blind, organized a *Handmade Products Sale* on January 19, 2024. Exclusive handmade products made by visually impaired students from Mission to the Blind were sold in the stall. The program was designed to address the unique challenges faced by those who are blind and to create a supportive and inclusive environment where they can learn, grow, and thrive. The department is committed to making a difference in the lives of visually impaired individuals through this activity.

**Outcome:**

- It enabled the students to work towards Changing Attitudes towards Disability.
- It built confidence in the life of the visually impaired students to lead a normal and fulfilling life.

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**IQAC & Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
in collaboration with  
**Department of English**  
&  
**Mission to the Blind**  
Welcome you to the  
**Handmade Products Sale**

**January 19, 2024**  
**10.00 am onwards**  
**College Campus**

**Dream | Design | Innovate**

**DEPARTMENT OF ENGLISH & MISSION TO THE BLIND**  
**Outreach Programme**  
**Handmade Products Sale 19.01.2024**

**Chevalier T. Thomas Elizabeth College for Women**  
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**IQAC & Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
in collaboration with  
**Department of English**  
&  
**Mission to the Blind**  
Welcome you to the  
**Handmade Products Sale**

**January 19, 2024**  
**10.00 am onwards**  
**College Campus**

Chennai, Tamil Nadu, India

Outreach program - Handmade Products Sale



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Intercollegiate Competition EvolvateX - 2024

**Date:** 22.01.2024

**No. of Participants:** 39

**Resource Person:** Dr.L.RAMESH, M.Sc., M.Phil., B.Ed., Ph.D.,

**Objective:**

The primary objective of the intercollegiate competition was to provide a platform for students to showcase their entrepreneurial acumen and creative prowess through active participation in the business plan and logo designing competitions. Encourage students to develop innovative business ideas, fostering an entrepreneurial spirit among the participants. Create an environment where students can express their creativity through visually compelling and conceptually rich logo designs.

**Outcome:**

The intercollegiate competition yielded significant outcomes and key highlights, showcasing the talent and potential of the participants. Participants in the business plan competition presented a diverse range of innovative business ideas, demonstrating a depth of understanding in various industries. The logo designing competition showcased exceptional creativity, with participants producing visually striking and conceptually sound logos that effectively conveyed the essence of the themes assigned.

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**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
in association with  
Department of Business Administration  
*invites you to*  
**EvolvateX- 2024**  
**Intercollegiate Competition**  
**Business Plan & Logo Designing**

**Guest of Honour**  
**Dr.L.RAMESH,**  
M.Sc.,M.Phil.,B.Ed.,Ph.D.,  
Assistant Professor,  
Department of Information  
Technology,  
Vels University,  
Pallavaram,  
Chennai- 600117

10.00 am  
January 22, 2024  
JJK Auditorium

Dream | Design | Innovate



The students participating in EvolvateX - 2024 Intercollegiate Competition



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** AARI WORK DESIGNING

**Date:** 07/02/2023 – 08/03/2023

**No. of. Participants:** 30

**Resource Person:** VASUNTHRA.M Certified and Professional Aari work Trainer and an alumnae of B.Com ( Accounting and Finance), CTTE College for Women

**Report:**

- Certified in Aari design work
- Professionally handled many bridal works.
- Efficient in communication and teaching skills.
- More than 5 years of experience in Aari work designs.

**The outcome of the activity:**

**Key Highlights**

- Students were able to design their own works.
- Students learned more about Aari's designing work.
- Built an ability to become an entrepreneur and earn while they learn.
- Able to do work from basic design to advanced level designs.
- Advanced Designs were taught and hands-on practice was given.

Chevalier T. Thomas Elizabeth College for Women  
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**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)

offers

## Owena Scheme

(Developing Women Entrepreneurs)

**Classes for the following courses  
commence from February 7, 2024**

Mehendi Designing - NT5  
Aari Work Designing - C1  
Stock Market -NT5

🕒 2.30 pm to 4.00 pm



Dream | Design | Innovate



GPS Map Camera

Certificate Courses on Aari work Designing



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Mehendi Designing Course

**Date:** 07/02/2024 – 11/03/2024

**No. of. Participants:** 51

**Resource Person:** Thajun Alifia Certified and Professional Mehendi Artist and an alumna of B.Com (Accounting and Finance), CTTE College for Women

**Report:**

- Certified Mehendi Artist.
- Professionally handled many bridal works.
- Efficient in communication and teaching skills.
- More than 7 years of experience in the Mehendi field

**The outcome of the activity:**

**Key Highlights:**

- Students were able to design on their own.
- Students learned more about mehendi design.
- Built an ability to become an entrepreneur and earn while they learn.
- Organic cone making and complete product knowledge were given.
- Advanced Designs were taught and a hand on practice was given.

Chevalier T. Thomas Elizabeth College for Women  
No.16, St. Mary's Road, Maryland, Sembium, Perambur, Chennai-11  
(Affiliated to the University of Madras) NAAC GRADE A

**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)

offers  
**Owena Scheme**  
(Developing Women Entrepreneurs)

**Classes for the following courses commence from February 7, 2024**

Mehendi Designing - NT5  
Aari Work Designing - C1  
Stock Market -NT5

🕒 2.30 pm to 4.00 pm



Dream | Design | Innovate





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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** STOCK MARKET COURSE

**Date:** 07/02/2024 – 12/03/2024

**No. of. Participants:** 08

**Resource Person:** JENITA RANISH Professional STOCK MARKET AND FOREX MARKET TRADER and a Student of III B. Com (Accounting and Finance), CTTE College for Women

**Report:**

- Forex trader.
- Professionally handled many trades personally and teaching.
- Efficient in communication and teaching skills.
- More than 3 years of experience in the stock market and forex trading.

**The outcome of the activity:**

**Key Highlights**

- Students were able to identify the market structure on their own.
- Students learned more about the stock market from a new point of view
- Built an ability to become an entrepreneur and earn while they learn.
- Built a ability to Study the market.

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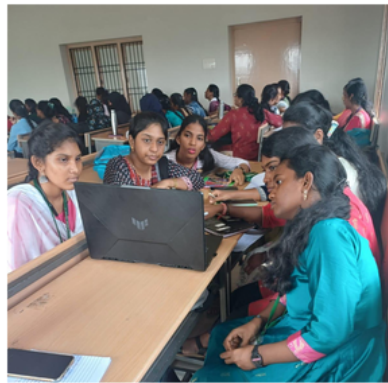
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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Lecture on Critical Thinking & Innovation Design

**Date:** 23/02/2024

**No. of. Participants:** 25

- **Resource Person:** Mrs. R. Lavanya, Assistant Professor, Department of Psychology C.T.T.E. College for Women

## Report:

- Pursuing PhD in Periyar University, Salem
- M. Phil was awarded from Justice Basheer Ahmed College for Women & Title: Life Skills Training to Enhance Empathy and Adjustment Among Adolescents, August 2015
- M. Phil was awarded from Tamil Nadu Open University & Title: A Study on Self Concept, Decision-making Style and Level of Aspiration among Boys and Girls with Siblings and without Siblings, July 2010
- PGDP in Learning Disability from Bharat Swevak Samaj in May 2015
- M.Sc. Psychology, University of Madras in 2006
- B.Sc Psychology, University of Madras in 2004.

## The outcome of the activity:

### Key Highlights :

- The students of the Chemistry Department actively Participated in the lecture and also gained knowledge about innovation.
- They also gained knowledge about the Problem Solving skills.
- They were introduced to the new term Critical Thinking which paves the way to design a successful product.
- Proper Mindset to excel in the field of Entrepreneurship

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&  
**DEPARTMENT OF CHEMISTRY**  
in association with  
**MILIR**  
Registered in Ministry of Micro, Small & Medium Enterprise Under UDYAM,  
UDYAM-TN-02-0114939  
organics

**Lecture**  
on  
**Critical Thinking & Innovation Design**

**Resource Person**  
**Mrs. R. Lavanya**  
Assistant Professor,  
Department of Psychology  
C.T.T.E College for women

23/02/2024  
2.30 Pm

Dream | Design | Innovate



Lecture on critical thinking & innovation design





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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Students' Workshop on Niral Thiruvizha - Problem Solving and Ideation

**Date:** 24/02/2024

**No. of Participants:** 25

**Resource Person:** Dr. R. Kavitha, Asst. Professor, Department of Mathematics CTTE College for Women, Chennai 11

**Report:**

**Objectives of the Students' Workshop on "Niral Thiruvizha - Problem Solving and Ideation" are:**

1. To help students understand the importance of problem-solving skills
2. To foster creativity and innovation through the ideation process
3. To enhance students' confidence in addressing challenges and finding effective solutions for academic and real-world problems

**The outcome of the activity:**

The Students' Workshop on "Niral Thiruvizha - Problem Solving and Ideation" aimed to empower students with essential skills and strategies to tackle complex problems and generate innovative ideas. Dr. Kavitha, Assistant Professor in the Department of Mathematics, CTTE College for Women, served as the resource person for the workshop. She emphasized the need for a systematic approach to problem-solving, including defining the problem, brainstorming for solutions, and implementing effective problem-solving strategies.

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**Centre for Student Development**  
Entrepreneurship Development Cell & Institution's Innovation Council  
in association with  
**Internal Quality Assurance Cell**  
organises a  
**Students' Workshop**  
on  
**Niral Thiruvizha**  
**Problem Solving and Ideation**

**Resource Person**  
**Dr. R. Kavitha**  
Asst. Professor  
Dept. of Mathematics  
CTTE College for Women

**Venue: Conference Hall**  
**Date: 24.02.24 (Saturday)**  
**Timing: 1:30 - 2:30 PM**

**DREAM | DESIGN | INNOVATE**



Students workshop on Niral Thiruvizha Problem Solving and Ideation



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Bakery Products Course

**Date:** 26/02/2024 - 01/03/2024

**No. of Participants:** 32

**Resource Person:** Mr M.S Khanna, Senior Training Executive, Central Palmgur And Palm Products Institute, Khadhi & Village Industries Commission

### Report:

- To provide students with a solid understanding of bakery techniques, raw materials, and value addition in the field of baking.
- To impart practical experience in preparing bakery products and value-added items. This includes honing skills in baking, decorating, and presentation
- To acquire a working understanding of the equipment needed for baking.
- Encouraging students to consider self-employment by setting up a small bakery unit.

### The outcome of the activity:

### Key Highlights:

- The activity taught the students how to bake different varieties of cookies and cakes within the duration.
- The students learned baking in a fun-filled learning way.
- The course provided skill development and entrepreneurship opportunities



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**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
in association with  
**Department of Business Administration**  
and  
**Central Palmgur and Palm Products Institution**  
Khadhi & Village Industries Commission

**Offers**

Faculty Coordinator:  
**9840393217**

Student Coordinator:  
**9363220118**

**5 DAYS ₹ 1,000**

**BAKERY PRODUCTS COURSE**

**You Learn**

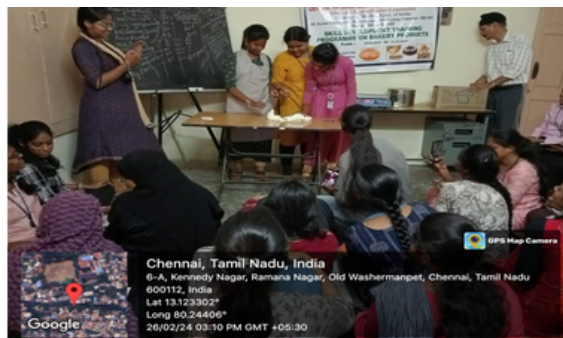
- Biscuits, Cookies
- Breads, Buns
- Puffs and Pastries
- Decoration and Icing
- Different varieties of Cakes and Puddings

SCAN HERE FOR REGISTRATION

**26.02.2024 - 01.03.2024** Annex-Bakery Unit  
1.30pm

**Dream | Design | Innovate**

INSTITUTION'S INNOVATION COUNCIL



Students gaining hands on experience in various baking procedures



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Demo Day (Quarter- 1)

**Date:** 09/02/2024

**No. of Participants:** 37

**Resource Person:** Eco Envoy's Department of Computer Application and Psychology

**Report:**

**Objective:**

The primary objective of the Demo Day showcased innovative projects developed by students aimed at promoting environmental sustainability and personal well-being. The event served as a platform for students to present their solutions to pressing environmental challenges while fostering creativity and collaboration.

**The outcome of the activity:**

**Key Highlights:**

Overall, the outcome of the activity was positive, fostering a sense of enthusiasm, collaboration, and empowerment among the 37 students in attendance. It demonstrated the potential of technology to address pressing environmental issues and inspired students to actively contribute to a more sustainable future. The event facilitated networking and collaboration opportunities among students interested in environmental sustainability and technology. By connecting like-minded individuals, the demo day encouraged interdisciplinary collaboration and the exchange of ideas for future projects and initiatives.



A picture of the demo day while showcasing the innovation and fostering creativity & Collaboration



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Glass Painting Workshop

**Date:** 28/02/2024

**No. of Participants:** 29

**Resource Person:** Mrs. N. Shyamala Devi, Specialist (Head Tutor, Chennai)Fevicryl

**Report:**

- To introduce participants to various glass painting techniques, including stained glass, reverse glass painting, brushwork, blending techniques, and freehand designs.
- To foster participants' creativity by allowing them to express themselves through glass art.
- To educate participants about different tools and glass suitable for painting
- To ensure that participants complete at least one glass painting during the workshop.
- To provide insights into selling glass paintings, setting up an online store, or participating in exhibitions.

**The outcome of the activity:**

**Key Highlights :**

- The Glass painting workshop brought out the artistic expression of the students.
- The students learned about various tools and techniques of glass painting.
- Promoted skill development and entrepreneur opportunities.

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**CENTRE FOR STUDENT DEVELOPMENT**  
(Entrepreneurship Development Cell & Institution's Innovation Council)

in association with  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
organize

**Workshop : Glass Painting**  
**Feb 28, 2024**

Instructor : **Mrs. Shymala Devi**  
Fevicryl - Specialist  
Head tutor for Chennai

📍 Lecture Hall 1  
🕒 2.30 pm

**Dream | Design | Innovate**



Workshop on Glass Painting



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Lecture on Personality Development

**Date:** 27/02/2024

**No. of. Participants:** 28

**Resource Person:** Dr. Sudha Srikanth, Placement Officer, C.T.T.E. College for Women

## Report:

- PhD from the University of Madras with 24 years of experience in Soft Skills Training, Corporate Training, and English Teaching
- Multi-lingual skills in English and German combined with the skills to create a learning environment to drive successful training programs
- Recognized for a strong analytical outlook for solving real-life problems through the execution of tested and well-defined strategies; published and presented several papers on different topics
- Exercises judgment within generally defined practices in selecting methods & techniques for obtaining solutions
- Achievement-oriented professional with excellent people management skills and a capability to manage change with ease

## The outcome of the activity:

### Key Highlights :

- The Chemistry Department students had learned how to enhance their personal qualities in order to support their startup ideas.
- They also learned a key to managing one's time that maximizes productivity.
- They also gained knowledge about communication techniques

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**DEPARTMENT OF CHEMISTRY**  
in association with  
**MILIR**  
Registered in Ministry of Micro, Small & Medium Enterprise  
Under UDYAM-TN-02-0114939  
organises

**Lecture**  
on  
**Personality Development**

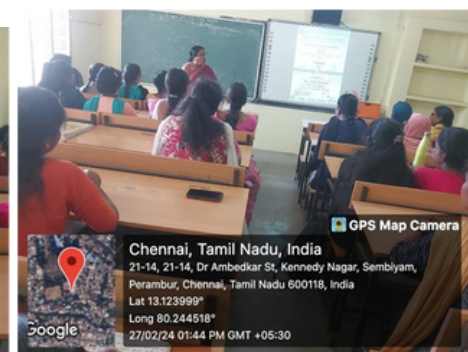
Resource Person  
**Dr. Sudha Srikanth**  
Placement Officer  
C.T.T.E College for Women

27/02/2024  
2.30 PM

85

Dream | Design | Innovate

INSTITUTION'S INNOVATION COUNCIL



The students participating in lecture on personality development



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Lecture on the Role of Innovation in Business Development

**Date:** 26/02/2024

**No. of. Participants:** 24

**Resource Person:** Mrs. P. Amalathi, Assistant Professor, Department of Chemistry IIC Innovation Ambassador, C.T.T.E. College for Women

**Report:**

- M. Phil, M.Sc.
- Published various Research Papers in reputed journals.
- Won the Best Paper Award at a National conference at Magna College of Engineering, Chennai, 2015.
- Won the Best Paper Award at an International conference at NIIT, Trichy, 2018

**The outcome of the activity:**

**Key Highlights :**

- The students of the Chemistry department participated in the lecture and learned about the importance of innovation in business development.
- An example was also illustrated by the resource person for a better understanding of the concept of innovation.
- Gained knowledge on how to convert their ideas into a desired product.

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**DEPARTMENT OF CHEMISTRY**  
in association with  
**MILIR**  
Registered in Ministry of Micro, Small & Medium Enterprise  
Under UDYAM-TN-02-0114939  
organises  
**Lecture**  
on  
**Role of Innovation in Business Development**

**Resource Person**  
**Mrs. P. Amalathi**  
Assistant Professor, Department of Chemistry  
IIC Innovation Ambassador  
Proprietor of MILIR,  
C.T.T.E College for Women

26/02/2024  
2.30 Pm

Dream | Design | Innovate



Lecture on role of innovation in business development



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Inspiring Story of Elon Musk

**Date:** 26/02/2024

**No. of Participants:** 34

**Objective:**

To inspire the students with an emotion of positivity.

**Report :**

As a part of the Institution Innovation Council, the session on Inspiring story of Elon Musk was organized for the students of II B.Sc Chemistry and Computer Science. An inspiring story on Entrepreneurs will help the students gain the motivation they need to achieve great heights in their lives. Elon Musk and his Venture are true examples of following passion even in bad times and working to achieve some great milestones.

**Outcome:**

- The students will be motivated to take challenges and embrace failure
- The students will be able to gain confidence power of perseverance, resilience, and visionary thinking.

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**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)

organises a session on  
**Inspiring Story of Elon Musk**

**Resource Person**  
**Dr. M R WAJIDA BEGUM**  
Assistant Professor,  
Department of English,  
C.T.T.E. College for Women

Monday | 12.30 pm - 01.30 pm | T3  
February 26, 2024

**Dream | Design | Innovate**



Session on Inspiring story of Elon Musk



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Students' Workshop on Niral Thiruvizha: Incubation and Acceleration - Opportunities for the Students

**Date:** 29/02/2024

**No. of Participants:** 35

Resource Person: Mrs. P. Amalathi Designation : Asst. Professor, Department of Chemistry (Founder, Milir) Organisation : CTTE College for Women, Chennai 11

**Report :**

**Objectives of the Students' Workshop on "Niral Thiruvizha: Incubation and Acceleration - Opportunities for the Students" are:**

1. To introduce the concepts of incubation and acceleration in the context of entrepreneurship and innovation
2. To provide information about the various opportunities available for students to incubate and accelerate their start-up ideas
3. To motivate students to explore entrepreneurial ventures and leverage support networks for their projects

**Outcomes of the Activity:**

**Key Highlights:**

The workshop focused on educating the students about the processes of nurturing and accelerating start-up ideas and the support available to them within the entrepreneurial ecosystem. Mrs. P. Amalathi, Assistant Professor in the Department of Chemistry at CTTE College for Women and the Founder of Milir, served as the resource person for the workshop. With her expertise in both academia and entrepreneurship, Mrs. Amalathi provided valuable insights and guidance to the students. Mrs. Amalathi conducted various activities and provided practical advice on how students can work as a team, pitching their ideas effectively to potential investors and partners.

**Outcomes of the Students' Workshop on "Niral Thiruvizha: Incubation and Acceleration - Opportunities for the Students" are:**

1. The students gained a better understanding of the concepts of incubation and acceleration and the opportunities available to them within the start-up ecosystem.
2. They got inspired to explore entrepreneurial ventures and take proactive steps towards realising their start-up ideas.

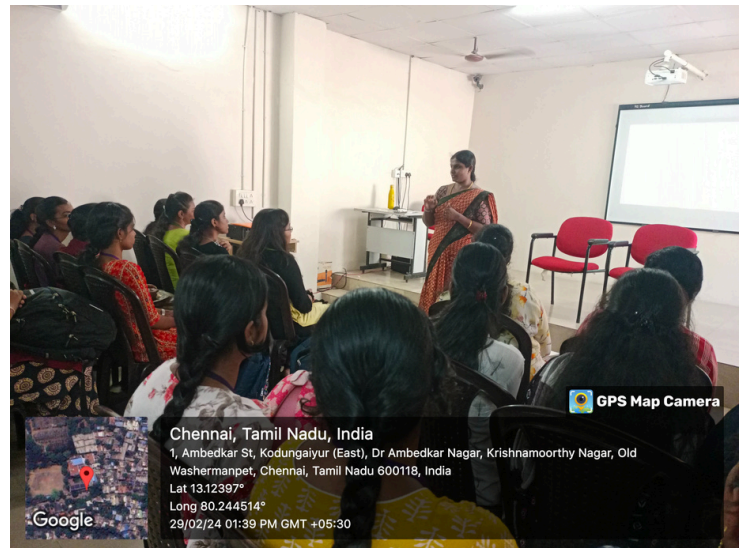
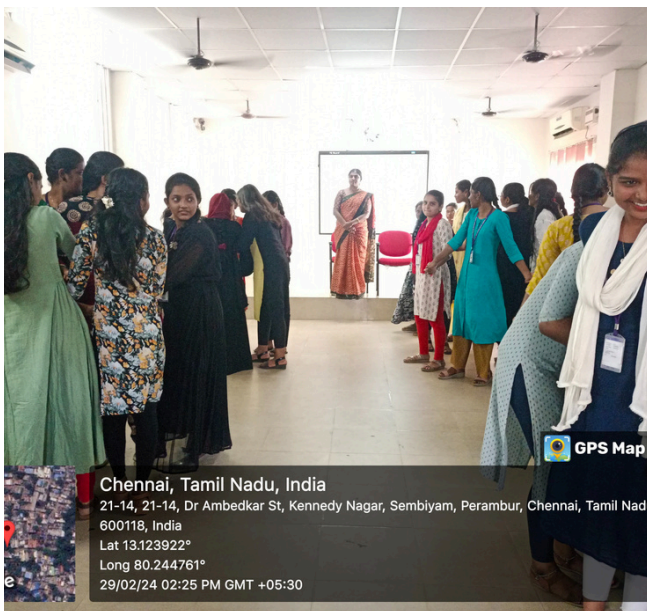




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## 3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year



Students' Workshop on Niral Thiruvizha: Incubation and Acceleration - Opportunities for the Students



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Manufacturing of Milir Products

**Date:** 22 Feb 2024 – 7 March 2024

**No. of. Participants:** 12

**Resource Person:** Dr. P. Amalathi IIC Innovation Ambassador, Assistant Proffesor  
Department of Chemistry Chevalier T. Thomas Elizabeth College for women

**Report :**

**Objective:**

- Centre for student development cell in association with Department of Chemistry and Milir organized a Value-added course on the Manufacturing of Milir Products.
- To know about product development and to enhance their entrepreneurial skills.

**Outcome of the activity:**

**Key Highlights:**

- The training course was a platform to learn product manufacturing and designing.
- Students came up with different ideas and implemented the same
- Students worked as a team to come up with innovative products

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Registered in Ministry of Micro, Small & Medium Enterprise Under UDYAM,  
UDYAM-TN-02-0114959  
organises  
**Value Added Course on**  
**Manufacturing**  
**of**  
**MILIR Products**

**Course Instructor**  
**Mrs. P. Amalathi**  
Assistant Professor, Department of Chemistry  
Proprietor of MILIR,  
C.T.T.E College for Women

Venue: **S5** Time: **2.30 - 3.30 PM** From - To: **23/02/2024 - 07/03/2024**

**Dream | Design | Innovate**

INSTITUTION'S INNOVATION COUNCIL



Value added course on Manufacturing of MILIR products



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Preparation Of Business Model Canvas

**Date:** 06/03/2024

**No. of. Participants:** 53

**Resource Person:** Dr. P. Malarvizhi Assistant Professor in Commerce and Director-CFSD(EDC&IIC) & Innovation Ambassador-IIC, CTTE College For Women

**Report :**

**Objectives:**

To educate the budding entrepreneurs about the significant elements to be covered in their business plan

**The outcome of the activity:**

**Key Highlights :**

- Discussed about 9 segments of the business model canvas.
- Displayed successful entrepreneurs' quotes to inspire the students.
- An attractive animated video of 9 segments was displayed via PowerPoint presentation.
- Difference between Self-employed Vs starting up business.
- Discussed elaborately about Strategy for developing start-ups, promotion of business, decision-making skills, e-commerce platform & marketing field etc.

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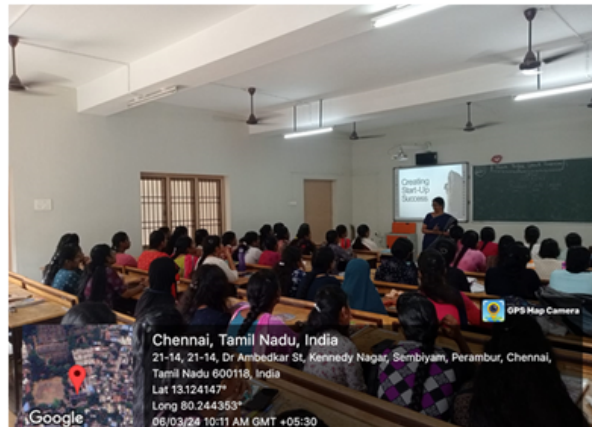
organises a  
Session  
on

**Preparation of Business Model Canvas**

Resource Person  
**Dr. P. Malarvizhi**  
Assistant Professor of Commerce & Director- CFSD(EDC&IIC), C.T.T.E College for Women

March 06, 2024 10.00 am  
NF 1

Dream | Design | Innovate



Resource person explaining the mantra behind creation of a successful startup



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** SRM Incubation Visit

**Date:** 09-03-2024

**No. of. Participants:** 38

**Resource Person:** -

**Report :**

**The outcome of the activity:**

Students clearly understood how incubation centers help to convert their innovative ideas into startups.

**Key Highlights:**

- Mr.Prakash S, Assistant Ecosystem Development Manager, SIIEC, SRMIST motivated the students to start their own businesses. He elucidated on the startup India Seed Fund Scheme. He described the notable startup exits and Incubatees of SRM Innovation Incubation Entrepreneurship Centre.
- The Techno- Legal Advisor Mr. J. Vijay Rathan Lingaa highlighted the significance of opportunity recognition. He also stated that identifying problems and giving innovative solutions to the problem is the foremost requirement for a start-up. He also suggested the students have to undergo internships with startups to gain the best entrepreneurial experiences. He also gave a brief overview of Intellectual Property Rights and their types.
- Students visited the Fabrication Laboratory of SRMIIC. Fablab is a multipurpose platform for all kinds of engineering to take shape, fuel innovation and entrepreneurship, and engineer ideas into reality. Equipment and facilities available for innovators in FABLAB are fiber laser metal cutting machine, 3D printer, Milling Machine, Lathe,



The Students visit to SRM Incubation Cell



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Problem Solution Fit and Product Market Fit

**Date:** 11-03-2024

**No. of Participants:** 58

**Resource Person:** Mr. John Kiran, Founder & CEO, Iconic Dreams Focus Private Ltd.

**Objective:**

To find a significant problem and create a solution.

**Report:**

The session on Problem Solution fit and Product Market Fit was organized for the students of III B.Sc and BCA. The resource shared his valuable time to motivate the Participants on Achieving Problem-Solution Fit and Product-Market Fit based on their experience. He provided students with new insights and knowledge that could help them grow their businesses and improve their skills against any obstacles. Mr.Kiran as an entrepreneur had a remarkable ability to turn challenges into opportunities, and students found the interactive session was highly informative and valuable.

**Outcome:**

The students were able to understand and analyze stages of development in Product-Market fit and top reasons for Start Ups Failure.

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Affiliated to the University of Madras

Centre for Student Development  
(Entrepreneurship Development Cell & Institution's Innovation Council)

organises a session on

**Problem Solution Fit & Product Market Fit**

Resource Person

**Mr. John Kiran,**  
Founder & CEO,  
Iconic Dreams Focus Private Ltd

Date: March 11, 2024      Venue: NS4  
Time: 01.30 pm

Dream | Design | Innovate



Session on Problem Solution Fit and Product Market Fit



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Idea to Opportunity

**Date:** 15-03-2024

**No. of. Participants:** 58

**Resource Person:** Dr. P. Malarvizhi, Assistant Professor in Commerce and Director-CFSD(EDC&IIC) & Innovation Ambassador-IIC CTTE College For Women

**Objectives:**

- To bring out startup ideas among the students and convert them to prototypes.
- To make them understand the essentials of team building and motivate them to participate in teamwork.

**The outcome of the activity:**

**Key Highlights:**

- Nearly 7 business ideas were presented by the participants
- The budding entrepreneurial ideas covered the development of an App for household services, an App for facilitating the spiritual needs of people, a Power station for charging of e vehicles, Hair serum, event management services, tours and travels and provision of customised gifts

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**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
*in association with*  
PG & Research Department of Commerce  
*organises a*  
Session  
*on*  
**Idea to Opportunity**  
( Presentation of Business Plans)

15/3/24 11.00 am NF1

Dream | Design | Innovate



A team of participants presenting their idea on “Help Venuma” app – an app connecting to household services like plumbing, domestic, electric services



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** My Product My Identity(Quarter- II)

**Date:** 18-03-2024

**No. of. Participants:** 07

**Resource Person:** Dr. P.Malarvizhi, Asst. Prof. of Commerce & Innovation Ambassador, CTTE College for Women

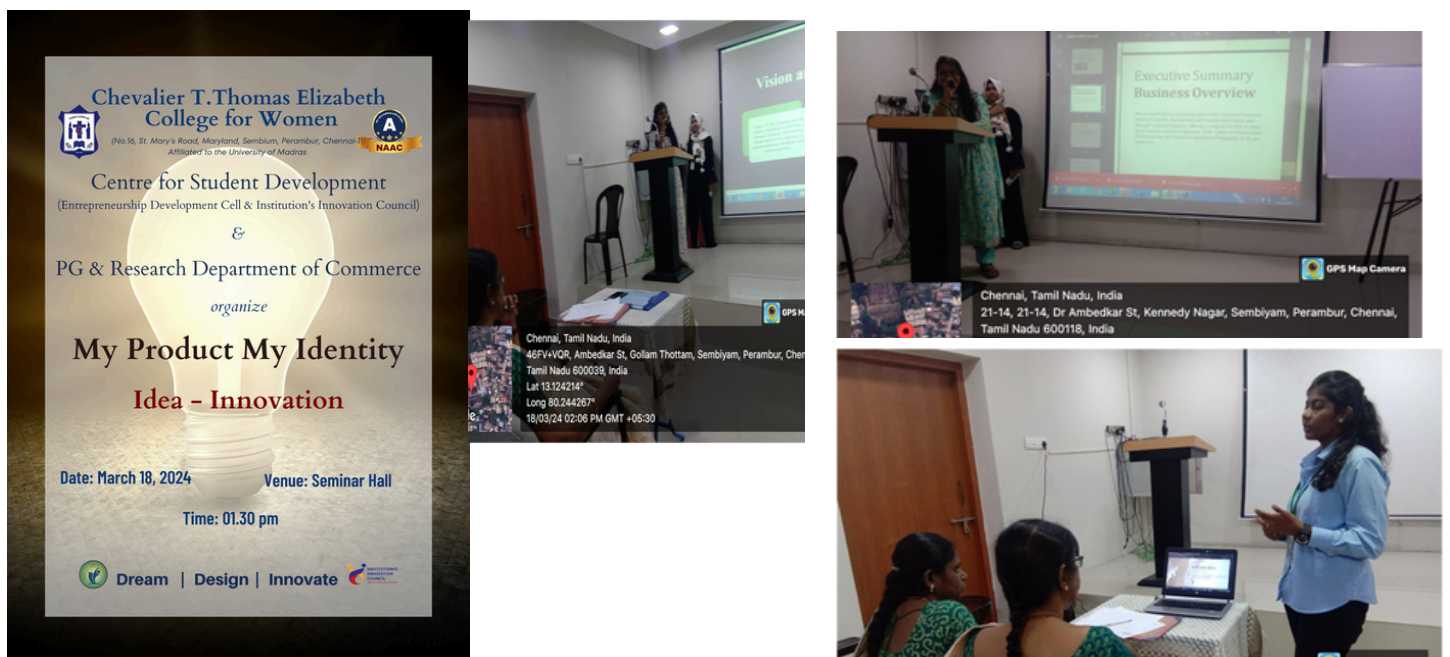
**Objective:**

The primary objective of the Idea-Innovation Competition for student entrepreneurs is to provide a platform for aspiring student innovators and entrepreneurs to showcase their business ideas and ventures. The competition aims to: Encourage students to pursue their entrepreneurial aspirations and turn their innovative ideas into viable business ventures. Cultivate an entrepreneurial mindset among students, encouraging them to embrace risk-taking, resilience, and creativity in pursuing their business goals.

**The outcome of the activity:**

**Key Highlights:**

The outcome of the Idea-Innovation Competition for student entrepreneurs encompasses various educational, professional, and personal achievements: Student participants gain practical experience in business development, from conceptualizing and refining their ideas to creating business plans and prototypes. Participants develop a range of entrepreneurial skills, including critical thinking, problem-solving, communication, leadership, and resilience, which are valuable for their future careers and endeavors.



Idea-Innovation Competition on My Product My Identity(Quarter- II)



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** My Entrepreneurial Journey (UNAVE MARUNDHU)

**Date:** 28-03-2024

**No. of. Participants:** 69

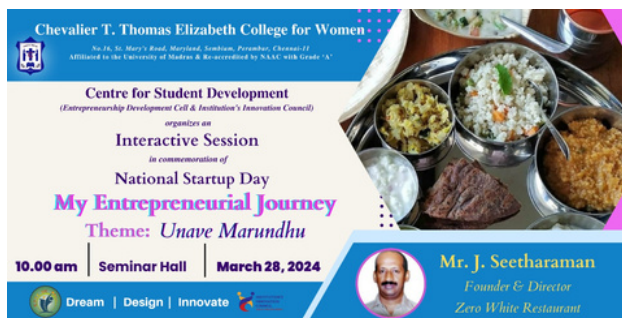
**Resource Person:** Mr.J.Seetharaman, B.Tech. in Mechanical Engineering from Prist University

**Objective:**

- To commemorate National Startup Day and to promote entrepreneurship among students.
- To provide students with insights into the entrepreneurial journey through the success story of Mr. J. Seetharaman.
- To emphasize the role of entrepreneurship in empowering students with practical skills and knowledge applicable to today's business environment.
- To showcase innovative approaches in entrepreneurship, especially within the context of sustainable practices and the theme "Unave Marundhu" (Healthy Living).

**The outcome of the activity:**

- The event focused on equipping students with practical skills and knowledge essential for navigating the contemporary business landscape.
- Emphasized innovative approaches to entrepreneurship that align with sustainable practices, highlighting the importance of responsible business operations.
- The session explored entrepreneurial opportunities related to healthy living, promoting ideas and ventures that contribute to wellness.
- Participants were actively engaged in discussions, and activities aimed at enhancing their entrepreneurial mindset and problem-solving abilities.
- The session encouraged students to leverage their educational experiences and strengths, empowering them to take initiative and pursue entrepreneurial endeavors.



Interactive session on My Entrepreneurial Journey - UNAVE MARUNDHU





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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Glass Painting Competition.

**Date:** 08-03-2024

**No. of Participants:** 13

**Resource Person:** Mrs. Sudha Srikanth, Placement Officer, Chevalier T. Thomas Elizabeth College for Women.

**Objective:**

- To provide a platform for young artists to showcase their creative abilities. By observing their peers' work, students can assess and evaluate their own techniques and outcomes compared to those of other artists.
- To encourage experimenting with various glass painting techniques, colors, and designs. This exploration will nurture their artistic skills and help them grow as painters.

**The outcome of the activity:**

- The competition brought out the artistic talent of our students.
- The students participated with their creativity and brought out wonderful Artistic Glass paintings.
- The competition helped in continuous learning, self-motivation, and personal growth.
- Winning or participating in this competition served as a stepping stone toward a bright career as an artist.



Glass Painting Competition Theme : Women in Business



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Workshop on Process design and development

**Date:** 01-04-2024

**No. of. Participants:** 102

**Resource Person:** DR.D.T.Roshini, Founder, AAM Business School, Chennai

## REPORT

On April 01, 2024, the Department of Business Administration in association with the Centre for Student Development (EDC&IIC) organized a workshop on process design and development. Dr.D.T.Roshini, Founder of AAM Business School Chennai gave her view on her business and the process that is followed for the development of the business. The objective is to make students know the goals of process design and development to enhance customer satisfaction. The event focused on equipping students with scalable and replicable processes to expand their business ventures.

## OBJECTIVES

To provide students with an opportunity to enhance their career prospects and access higher-paying positions by obtaining specialized knowledge and skills through an MBA program.

To allow students to specialize in specific areas of business, such as finance, marketing, operations, or entrepreneurship, through focused coursework and practical experiences offered in MBA programs.

## OUTCOME

- The workshop emphasized leadership development, and enabled students to cultivate essential leadership skills such as decision-making, strategic thinking, team management, and communication, preparing them for leadership roles in their careers.
- The students understood that MBA graduates typically command higher salaries and enjoy faster career advancement compared to those with only undergraduate degrees, leading to increased earning potential and financial stability.

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Centre for Student Development  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
in association with  
Department of Business Administration  
organizes a workshop on  
**Process Design and Development**

Resource Person  
**Dr. D. T. Roshini**  
M.Com, M.B.A, M.Phil, Ph.D  
Founder, AAM Business School,  
Chennai.

April 01, 2024 10.00 am  
T. Thomas Auditorium

Dream | Design | Innovate



Workshop on process design and development



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Orientation on Intellectual Property Rights

**Date:** 04-04-2024

**No. of. Participants:** 61

**Resource Person:** Mrs. S. Poornima Asst. Professor of Computer Applications

## REPORT

A workshop on Intellectual property rights was organized in association with CFSD(EDC&IIC) &Department of Computer Application on April 4, 2024. The Resource person Mrs.S.Poornima Assistant Professor, Department of Computer Application, Start-up Activity Coordinator gave her view on the importance of IPR and types of Intellectual property rights. The students were inspired to innovate and create, knowing that their IPR can provide valuable protection to their ideas and inventions.

## OBJECTIVES

- To inform students about the Intellectual Property Rights in the present Scenario.
- To know the types and importance of Intellectual Property Rights.
- To understand IP Management and Commercialization in a Global Perspective.

## OUTCOME

- The students understood the significant increase in awareness regarding the importance of IPR in fostering innovation and protecting intellectual creations.
- The students gained a deeper understanding of the various strategies and mechanisms available for protecting intellectual property.
- They recognized the commercial opportunities associated with intellectual property management and commercialization.

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**Centre for Student Development**  
(Entrepreneurship Development Cell & Institution's Innovation Council)  
in association with

**Department of Business Administration**  
&  
**Department of Computer Application**  
organizes a workshop on

**Intellectual Property Rights**

**Resource Person**  
**Mrs. S. Poornima**  
Assistant Professor, Department of  
Computer Application  
Start-up Activity Coordinator  
C.T.T.E College for Women.

April 04, 2024  
12.30 pm  
NT1

Dream | Design | Innovate



Workshop on Intellectual Property Rights



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** Breaking Barriers: Empowering Entrepreneurial Mindsets

**Date:** 22/02/2024

**Details of Resource Person:** Ms. Kamala Subramaniam, Founder & CEO, Skill Techno

**No. of. Participants:** 65

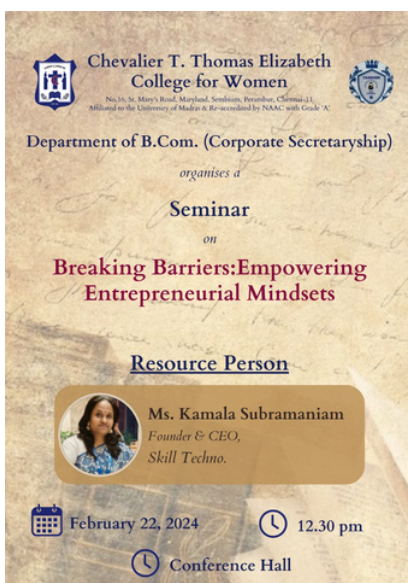
**Report:**

## OBJECTIVES:

- to educate the students on essential entrepreneurial skills
- to motivate the students to start the entrepreneurial journey
- The Department of B. Com (CS) organized a Seminar on Entrepreneurship for the Final year students. Ms. Kamala Subramaniam, Founder of Skill Techno was the resource person for the session. Students were divided into small groups and each group was asked to choose an industry they were interested in. Students were explored to ChatGPT tool and instructed to express the responses they get for key problems faced by people in the industry, the Target Audience for the chosen industry, Benefits that people may get out of their service/product, and pain points that need to be focused and eliminated in their chosen industry. Students were also taught how to differentiate their service/product from their competitors and always be ready with an alternative business option if they are not able to shine in an already running business.

## OUTCOMES:

- Students learned how to take calculative risks and overcome setbacks for long-term survival
- Students were educated on financial resources available for start-ups



Students Interaction with the resource person



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3.2.2 Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year

**Name of the Event:** RESEARCH METHODOLOGY LECTURE

**Date:** 22/02/2024

**Details of Resource Person:** Dr. R Kavitha, M.Sc, M.Phil., Ph.D.

**No. of. Participants:** 54

## Report:

A workshop on Research Methodology was organized on February 21, 2024, for the students to make them know the importance of research methodology and how to use statistical tools when doing the research. It was very useful for the students they learned to apply statistical tools in the research. Dr.

**R. Kavitha Assistant Professor Department of Mathematics was the resource person.**

## OBJECTIVES

- To familiarize students with various research methods and techniques.
- To understand the importance of research design and data collection methods.
- To provide practical insights into the research process.
- To encourage critical thinking and problem-solving abilities among students.


## OUTCOME



- The research methodology session provided students with a solid foundation in research principles and practices. By emphasizing practical applications and critical thinking, the session effectively equipped students with the necessary skills to conduct research in their academic and professional endeavors.
- Overall, the session was successful in achieving its objectives and received positive feedback from participants.

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Department of Business Administration  
organises

**Workshop on  
Research Methodology**

 **Resource person**  
Dr. R.Kavitha,  
Assistant Professor,  
Department of Mathematics,  
CTTE College for Women

 February 21, 2024 | 12:30pm-2:00 pm  
 NTI Classroom



RESEARCH METHODOLOGY LECTURE