



MARUDHAR KESARI JAIN

College for Women (Autonomous)

32 Years of Educational Excellence

Recognized u/s 2(f) & 12(B) of UGC Act 1956 | Accredited with "A+" Grade by NAAC (4th Cycle) | Permanently Affiliated to Thiruvalluvar University | An ISO 21001:2018 Certified Institution | Supported by DST - FIST



INSTITUTION'S INNOVATION COUNCIL (Ministry of Education Initiative) 4 STAR Rating

Institution's Innovation Council (IIC), ATAL Ranking of Institutions on Innovation Achievements (ARIIA),

Women Entrepreneurship Development Cell

associates with

Central Footwear Training Institute

MSME-Technology Development Centre, Chennai

Jointly Organizes



ARIIA

ATAL RANKING OF INSTITUTIONS ON INNOVATION ACHIEVEMENTS



ENTREPRENEURSHIP AWARENESS PROGRAMME

Date : 26.09.2025 | Venue : Sri Arihanth Seminar Hall



Dr. G. Deepalakshmi

Head & Director (Admission)
Department of Management Studies

Topic : Introduction to Entrepreneurship & Motivation
Time : 10.00 am to 11.00 am



Dr. D. Vetrivelan

Vice Principal & Dean (SOB)
Department of Management Studies

Topic : Business Opportunity & Identification to Guidance
Time : 11.30 am to 12.30 pm



Dr. C. Nithya

Head & Dean (SOB)
Department of Commerce

Topic : Financial Literacy and Government Schemes
Time : 01.30 pm to 02.30 pm

PRINCIPAL

Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District

V. Dilip Kumar Jain
President

Anand Singhvi
Secretary

Dr. M. Inbavalli
Principal



**MARUDHUR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS)
VANIYAMBADI**

AGENDA

Institution innovation council (IIC),

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ENTREPRENEURSHIP AWARENESS PROGRAMME

Date: 26.09.2025

Prayer song

Tamil Thai vazhthu

Welcome address

- Dr.D.Vetrivelan,

Vice Principal, Dean(SOB), Director, WEDC.

Felicitation Address

- Dr. M. Inbavalli

Principal

Felicitation Address

- Mr.Sadasivam,

CFTI, Chennai

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Honoring the Chief Guest

- Guest Intro 1** – Ms. S. Oviyashree,
II MBA, WEDC Secretary,
- Guest Speech** –Dr. G.Deepalakshmi,
Head & Director(Admission)
- Guest Intro 2** – Ms.S.Vaishnavi,
II BBA, Secretary(SOB)
- Guest Speech** – Dr.D,Vetrivelan,
Vice Principal & Dean(SOB)
- Guest Intro 3** - Ms. Mahalakshmi,
III BCA, IIC Secretary,
- Guest Speech** - Dr.C.Nithya,
Head & Dean(SOC)
- Vote Of Thanks** – Ms. S.Dhivya Dharshini,
Assistant Professor,
Department of Management Studies.

National Anthem



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN
(AUTONOMOUS), VANIYAMBADI**

Activity Report

Title	Entrepreneurship Awareness Camp in Association with Central Footwear Training Institute -Chennai		
Organized By	WEDC		
Type of Activity	Awareness Program		
Level	Institutional		
Date	26.09.2025	Time	10.00 am
Venue	Old Seminar Hall	Mode	Off line
Resource Person Details	Dr G. Deepalakshmi , Head, Department of Management Studies, MKJC Dr. D.Vettrivelan, Dean School of Business, MKJC Dr.C.Nithiya , Dean School of Commerce, MKJC		
Objective of the Programme	<ol style="list-style-type: none">1. To create awareness among students about the importance of entrepreneurship as a career option.2. To provide guidance on identifying viable business opportunities and transforming ideas into action.3. To familiarize students with financial literacy concepts and various government schemes and support systems available for budding entrepreneurs.		
Internal Participants Count	Students : 52 Faculty : 05	External Participants Count	NIL

Summary

The Women Entrepreneurship Development Cell (WEDC) in collaboration with the Central Footwear Training Institute (CFTI), Chennai, jointly organized an **Entrepreneurship Awareness Program** aimed at fostering entrepreneurial spirit and creating awareness about business opportunities among newly inducted student members.

Session I: Introduction to Entrepreneurship and Motivation

The first session was delivered by **Dr. Deepalakshmi**, Head and Director (Admissions), on the topic "*Introduction to Entrepreneurship and Motivation.*"

She elaborated on the **concept and importance of entrepreneurship** in today's competitive world and explained how innovative thinking and self-confidence play a crucial role in entrepreneurial success.

Dr. Deepalakshmi also discussed **real-life examples of successful entrepreneurs**, highlighting their determination and problem-solving abilities. She motivated the students to identify their strengths, take calculated risks, and become job creators rather than job seekers.

Session II: Business Opportunity Identification and Guidance

The second session was handled by **Dr. D. Vetrivelan**, who spoke on "*Business Opportunity Identification and Guidance.*"

He explained how to **analyze market needs, recognize emerging trends, and transform ideas into viable business opportunities.**

Dr. Vetrivelan guided the students on the steps involved in preparing a **business plan**, conducting **SWOT analysis**, and understanding **customer needs**. He also encouraged participants to think innovatively and consider sustainability and social impact while identifying business ideas.

Session III: Financial Literacy and Government Schemes

The third session was conducted by **Dr. C. Nithya** on "*Financial Literacy and Government Schemes.*"

She emphasized the importance of **financial planning, budgeting, and management of funds** in running a successful enterprise.

Dr. Nithya also highlighted several **government schemes and funding opportunities** available for women and young entrepreneurs, such as the **PMEGP, Stand-Up India, and MUDRA schemes.**

She urged students to take advantage of institutional support and incubation facilities to transform their innovative ideas into successful ventures.

The session was observed by the representative Mr. Sadasivam, Coordinator, Central Footwear Training Institute (CFTI).

The program concluded with a **vote of thanks** proposed by **Ms. S. Dhivya Dharshini**, who expressed gratitude to all the resource persons and participants for their active involvement and enthusiasm.

Outcome of the Programme

- Students gained a clear understanding of entrepreneurial concepts, characteristics, and the process of starting a business.
- The sessions helped participants identify potential business ideas based on their skills, interests, and market needs.
- Students became aware of the various financial resources and government support schemes available for women and young entrepreneurs.


Director


IQAC Director


Principal
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Tirupattur District



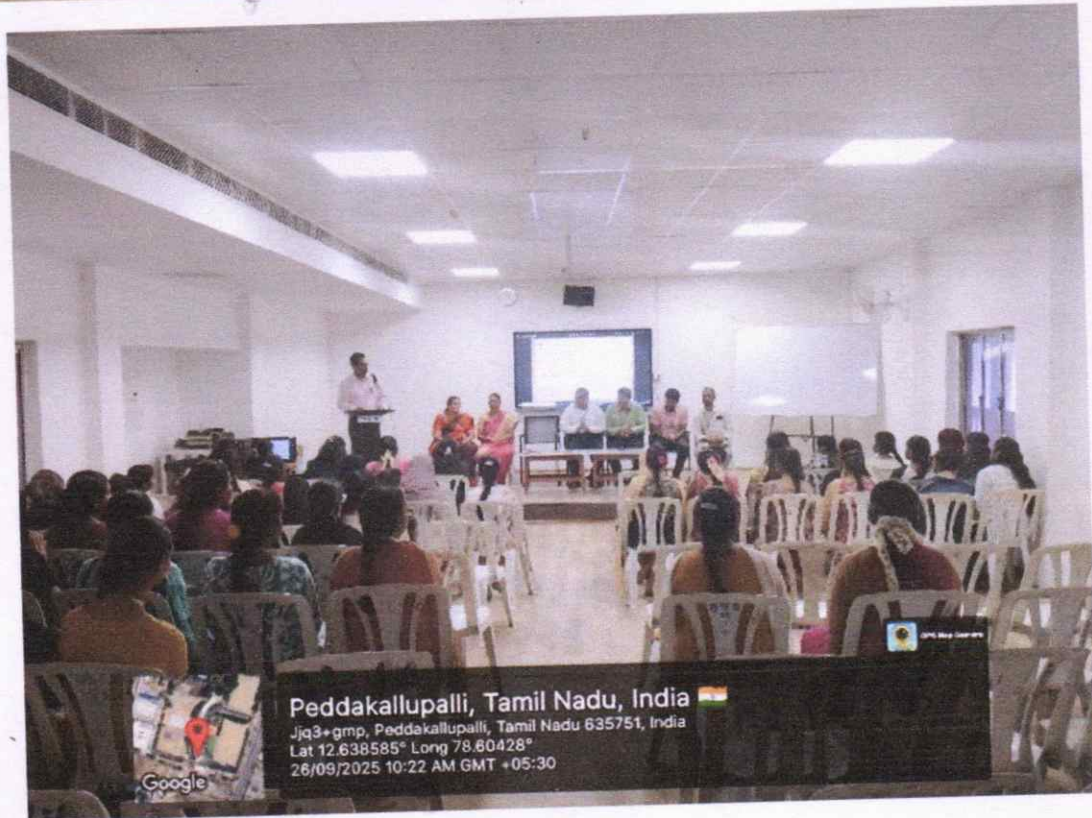
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**Women Entrepreneur Development Cell
Programme Name: Entrepreneurship Awareness Programme
Topic Name: Entrepreneurship Awareness Camp
Date: 26.09.2025**



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