



MARUDHAR KESARI JAIN

College for Women (Autonomous)

32 Years of
Education
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



WOMEN ENTREPRENEURSHIP & INCUBATION CELL ASSOCIATION
WITH INSTITUTION INNOVATION COUNCIL (IIC)

ORGANIZES

WORLD ENTREPRENEURSHIP DAY

Date : 21.08.2025 | Time : 11.00 am

Venue : Sri Arihanth Seminar Hall

Resource Person



Mr. Santhosh

AMBUR ROTI SPOT

PRINCIPAL

Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 754,
Tirupattur District

From IT to Roti Spot

V. Dilip Kumar Jain
President

Anand Singhvi
Secretary

Dr. M. Inbavalli
Principal

Dr. D. Vetrivelan
Convener



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



AGENDA

WOMEN ENTERPRENEURSHIP DEVELOPMENT CELL

ORGANISES

WORLD ENTREPRENEURSHIP DAY

Date: 21.08.2025

Prayer song

Tamil Thaivazhthu

Welcome address

**– Dr. D.Vetrivelan,
Director,
WEDC**

Felicitation Address

**– Dr. M. Inbavalli
Principal**

Honouring of the Chief Guest

Guest Intro

**– Ms.S.Dhivya Dharshini ,
Assistant Professor,
Department of Business Administration, MKJC**

Guest Speech

**–Mr.Santhosh,
Entrepreneur,
Ambur Roti Shop,
Ambur.**

Vote Of Thanks

– Ms. S.Vaishnavi , II BBA, Secretary(SOB)

National Anthem

M.

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



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

Title	Entrepreneurship Day Program		
Organized By	WEDC		
Type of Activity	Awareness Program		
Level	Institutional		
Date	21.08.2025	Time	10.00 am
Venue	Old Seminar Hall	Mode	Off line
Resource Person Details	Mr.Santhosh, Entrepreneur, Ambur Roti Shop, Ambur		
Objective of the Programme	<ol style="list-style-type: none">1. To celebrate World Entrepreneurship Day and encourage entrepreneurial spirit among students.2. To inspire students by providing practical exposure through interaction with successful entrepreneurs.3. To create awareness about business opportunities and challenges in the present market.4. To equip students with insights on innovative business ideas and strategies.5. To motivate young learners to develop confidence and pursue entrepreneurship as a career option.		
Internal Participants Count	Students : 60 Faculty : 04	External Participants Count	NIL

Summary

The Women Entrepreneurship Development Cell (WEDC) of Marudhar Kesari Jain College for Women (Autonomous), Vaniyambadi organized a special program on **World Entrepreneurship Day** on **21st August 2025**. The event aimed to foster entrepreneurial thinking among students and highlight the role of entrepreneurship in creating economic and social impact. The program commenced with a soulful **prayer song** followed by *Tamil Thai Vazhthu*, setting a reverent and inspiring atmosphere. The **welcome address** was delivered by **Dr. D. Vetrivelan, Director of WEDC**, who emphasized the importance of entrepreneurship in shaping society and building self-reliant individuals. He motivated students to develop innovative ideas that could be transformed into meaningful business ventures.

This was followed by the **felicitation address** by **Dr. M. Inbavalli, Principal of MKJC**, who appreciated the efforts of the WEDC in organizing events that create awareness and provide opportunities for student learning beyond the classroom. She stressed that entrepreneurship is not merely about profit-making but also about creating solutions, providing employment, and contributing to the economy.

After honoring the chief guest, **Ms. S. Dhivya Dharshini, Assistant Professor, Department of Business Administration, MKJC**, introduced the guest speaker of the day, **Mr. Santhosh, Entrepreneur and Owner of Ambur Roti Shop, Ambur**.

In his **guest speech**, Mr. Santhosh shared his inspiring journey as an entrepreneur, beginning from a small-scale venture and growing into a successful food business. He narrated the challenges he faced during the initial stages and explained how perseverance, customer satisfaction, and innovation helped him sustain and expand his enterprise. He also highlighted the importance of understanding customer needs, maintaining quality, and adapting to market demands.

Mr. Santhosh encouraged students to believe in their ideas and not hesitate to take risks. He also shared several practical business strategies, including the significance of cost management, branding, and digital promotion in today's competitive environment. His talk gave the students a clear understanding of how small ideas, when executed with dedication and innovation, can grow into successful businesses.

The students were highly inspired by his words, as he combined his business experience with practical advice that was both relatable and motivating. The session also provided a platform for students to interact with him, ask questions, and gain valuable insights into entrepreneurship.


The event concluded with a heartfelt **vote of thanks** delivered by **Ms. S. Vaishnavi, II BBA, Secretary (SOB)**, who expressed gratitude to the guest speaker, faculty members, and the organizing team. The program ended with the **National Anthem**, marking a patriotic conclusion to an inspiring event.


Overall, the program was enriching, leaving students with strong motivation to think entrepreneurially and take steps toward building their own ventures in the future.

Outcome of the Programme

1. Students gained practical knowledge about entrepreneurship through real-life business experiences shared by the guest speaker.
2. The program enhanced students' confidence to generate, nurture, and implement innovative business ideas.
3. Participants developed a positive attitude toward entrepreneurship as a viable and rewarding career path.


Director


IQAC Director

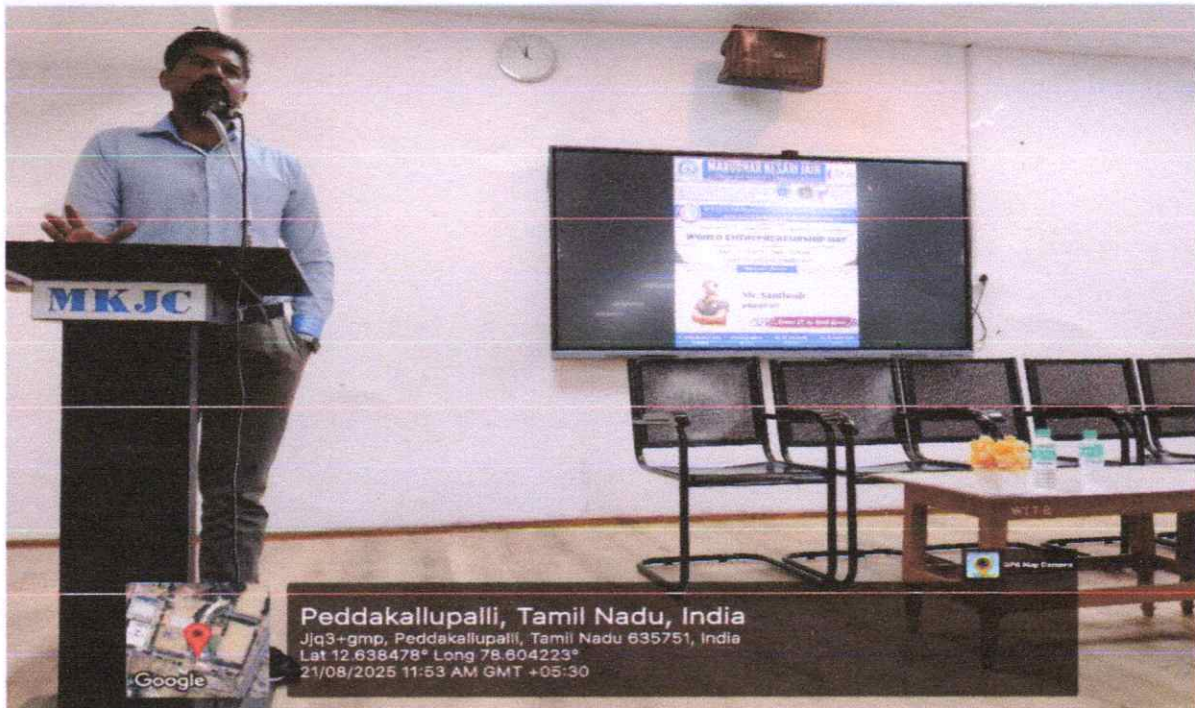

Principal
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**MARUDHAR KESARI JAIN
COLLEGE FOR WOMEN (AUTONOMOUS), VANIYAMBADI**

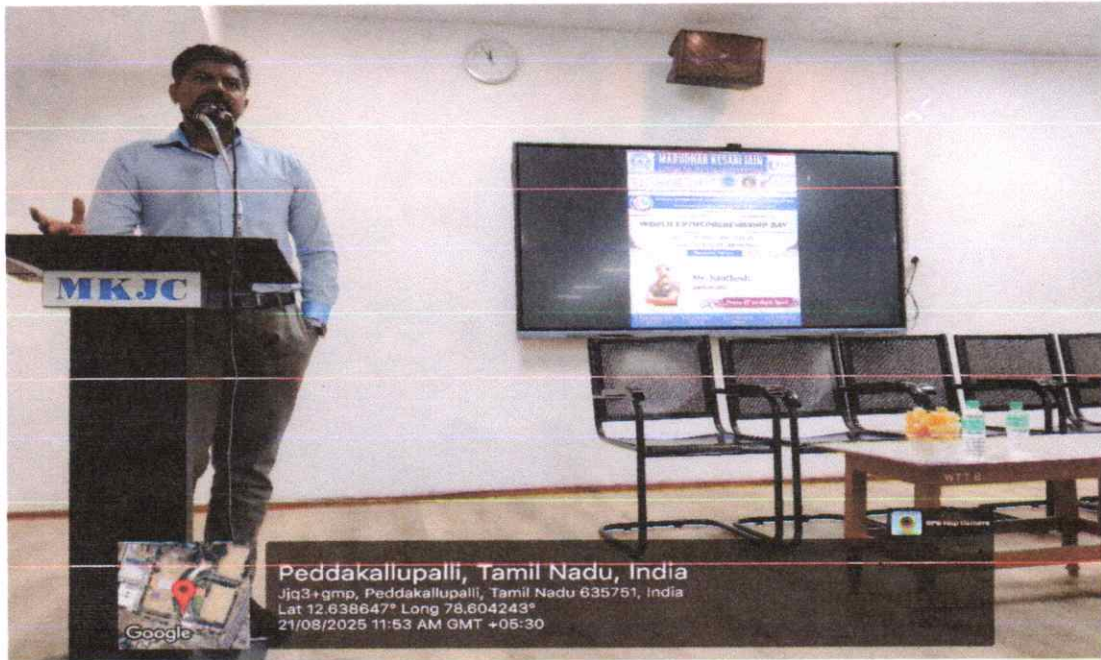


**Women Entrepreneur Development Cell
Entrepreneurship Day Awareness Program
Date :21.08.2025**



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Tirupattur District




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