



# **Entrepreneurship Development and Innovation Institute**

**Academic Innovation and Entrepreneurship Development Programme Hub**

**Annamalai University**

## **Two Days Entrepreneurship Cell Leaders Workshop**

**29.03.2022 to 30.03.2022**

**Venue : St. Joseph's College of Arts & Science ( Autonomous )**

**Report**

**PROMOTIONAL ACTIVITIES ON ENTREPRENURSHIP**

Dr.K.Krishnasamy  
Hub Coordinator  
AIEDP Hub – EDII  
Annamalai University

### Two Days **Entrepreneurship Cell Leaders Workshop**

Venue: St. Joseph's College of Arts & Science (Autonomous)

Date : **29.03.2022 to 30.03.2022**

Two Days Entrepreneurship Cell Leaders Workshop was held at St. Joseph's College of Arts & Science, Cuddalore from 29.03.2022 to 30.03.2022. In this Programme. 46 Students were participated.

Resource Persons

Mr.A.Adarsh Mittal

Master Trainer – EDII Chennai

#### **The Following Content of the Programme were covered .**

Basic concept of entrepreneur # Entrepreneurship scope, definition, need and importance # Some theories of entrepreneurship # Myths about the entrepreneurship # How entrepreneurship evolved # Characteristics and factors affecting entrepreneurship # Motivational factors of an entrepreneur # Entrepreneurship in India Various types of Entrepreneurship # Start-up case study # Team setup for the students # Basics of creativity and its barriers # Principles of innovation # Skills Traits and qualities of an entrepreneur # Decision making and problem solving Various competencies of an entrepreneur # Entrepreneurship culture, values, ethics and attitudes # Essential tasks to start a start-up Describing the entrepreneurial culture & motivational factors # General attitudes of entrepreneur and risk-taking behavior # Why mobility is important Challenges & barriers to entrepreneurship mobility # Methods to manage the risk What is good communication, Art of communication, Body language, Active listening # Failure points in communication and barriers to effective communication # Basic selling skills to be possessed # Use the skills/techniques of personal selling, Show and Tell, and Elevator Pitch to sell effectively Basics of Project Evaluation: Risk Identification, Risk # Mitigation and Risk Management # Stakeholder Management # Sensitivity Analysis # Financial Viability – Profitability and Sustainability # Competitors Landscape Revenue Streams to be articulated well # Highlight Customer Segments and Growth Potential # Channels of Growth # Business model Features,

Customer identification and Value Proposition canvas for the identified MVP # Various feasibility analysis - Market, Technical, Financial # Understanding the customer # Lean Canvas for a successful venture

The programme was Successfully ended with Students Feedback



**Annamalai University**

**St. Joseph's College of Arts and Science (Autonomous) Cuddalore - 607 001.**  
Academic Innovation & Entrepreneurship Development  
Programme - Hub, Annamalai University, Annamalai Nagar.

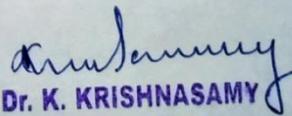
Date: 29<sup>th</sup> & 30<sup>th</sup> March 2022  
Time: 10.00 AM to 5.00 PM  
Venue: Library Annex Hall

Jointly Organize

Resource Person  
Mr. A. ADARSH MITTAL  
Master Trainer - EDII, Chennai

**TWO DAYS E-LEADERS WORKSHOP**

*All are Welcome*

  
**Dr. K. KRISHNASAMY**  
HUD Coordinator  
EDII - AIEDP HUB  
Annamalai University



# Annamalai University

**St. Joseph's College of Arts and Science (Autonomous) Cuddalore - 607 001.**

**Academic Innovation & Entrepreneurship Development  
Programme - Hub, Annamalai University, Annamalai Nagar.**

**Resource Person**

**Mr.A.ADARSH MITTAL**

**Master Trainer - EDII, Chennai**

**Date: 29<sup>th</sup> & 30<sup>th</sup> March 2022**

**Time: 10.00 AM to 5.00 PM**

**Venue: Library Annex Hall**

Jointly Organize

**TWO DAYS E-LEADERS WORKSHOP**

*All are Welcome*



# ANNAMALAI UNIVERSITY

(Accredited with 'A' Grade by NAAC)

**ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION INSTITUTE**  
Academic Innovation & Entrepreneurship Development Program Hub

&

**St. Joseph's College of Arts and Science (Autonomous) Cuddalore - 607001**  
Cordially invite you for the

## TWO DAYS E-CELL LEADERS WORKSHOP

( 29.03.2022 - 30.03.2022 )

**Time: 10.00 am to 5.00 pm    Venue: Library Annex Hall**

### **Dr.K.KRISHNASAMY**

Director & Hub Coordinator  
DTP&E and AIEDP Hub - EDII  
Annamalai University

has kindly consented to deliver the Presidential Address

### **Dr.J.PADMANABAN**

Deputy Director , DTP&E  
Annamalai University

has kindly consented to offer Felicitation

### **Mr.A.ADARSH MITTAL**

Master Trainer - EDII , Chennai

has kindly consented to offer the Key Note Address

### **Mr.VIGNESH THANASELVAN**

Field Coordinator  
AIEDP Hub - EDII

Annamalai University

has kindly consented to offer Felicitation

**Dr.M.Arumai Selvam**

Principal

**Rev.Fr.G.Peter Rajendiranlvam**

Secretary

**Rev.Fr.Dr.A.Alex**

Director of E-Cell

**Mrs.A.Poomagal**

EDC Coordinator

**All are Invited**

ANNAMALAI UNIVERSITY

AIEDP HUB – EDII –TAMIL NADU

PARTICIPANTS REGISTER

TWO DAYS E-LEADERS WORKSHOP

Venue: St. Joseph's College of Arts & Science (Autonomous), Cuddalore

Date: 29<sup>th</sup> & 30<sup>th</sup> March 2022

S.No	College Name	Name of the Student 1	Year & Department	Signature		Name of the Student 2	Year & Department	Signature	
				Day 1	Day 2			Day 1	Day 2
1	St. Joseph's clg	S. Sobitha	II - M. Com	S. Sobitha	S. Sobitha	M. Jayanthi	II - M. Com	Jayanthi M	Jayanthi M
2	R.V.M. clg	V. DHANUSK	II B.A. E.C	V. Dhank	V. Dhank	K. Abinash	II B.A. E.C	K. Abinash	K. Abinash
3)	Govt. ARTS & Science, VPM	P. GURUBARATHI	I BSC BOT	P. Gurubara H.	P. Gurubara H.	R. ASATHANAND	II B-SC BOT	R. Asath	R. Asath
4.)	TACH	D. Traviya	I - B. Com	D. Traviya	D. Traviya	G. Yamuna devi	I - B. Com	G. Yamuna	G. Yamuna
5.)	IMMACULATE	P. Reshmi	II - M. Com	P. Reshmi	P. Reshmi	A. Lavanya	II - M. Com	Lavanya A	Lavanya A
6.	VNIC	V. Kaviya	I - B.A	V. Kaviya	V. Kaviya	K. Alamelu	I - B.A	K. Alamelu	K. Alamelu
7	Thiruvalluvar University Pg. Ed	S. RAVIKUMAR	II - M. Com	S. Ravik	S. Ravik	S. Prasad	II - M. Com	S. Prasad	S. Prasad
8.	Govt. Arts & Science C. Mus	V. PRASAD	II - BBA	V. Prasad	V. Prasad	Mohammad Hossain	II - B.P. Eco	Mohammad Hossain	Mohammad Hossain
9.	Krishnasamy arts & Science	S. Lakshmi Priya	II - BBA	S. Lakshmi	S. Lakshmi	Sujatha P	II - BSC	Sujatha P	Sujatha P
10.	Dr. R.K.S College of Arts Science	M. SAMANTHAN	I - M. Com	M. Samanth	M. Samanth	S. PAULRAJ	I - M. Sci Chemistry	S. Paulraj	S. Paulraj
11.	Jawahar Science college	SEENIVASAN	I - MSW	Seeni	Seeni	SURIYAVANAN R	I - MSW	Suriya	Suriya
12	Joseph arts & Sci college	MD. RAJAL	III BBA	MD. RAJAL	MD. RAJAL	J. JEFFREY MANOJA	III BBA	J. Jeffrey	J. Jeffrey
13.	DR. S. Pandey arts & Sci college	M. Balaraman	I - B. Com	M. Balaraman	M. Balaraman	N. Sarath	I - B. Com	N. Sarath	N. Sarath
14.	St. Ann's college Arts & Science	I. Pragyathi	II - B. Com	I. Pragyathi	I. Pragyathi	N. ABDUL ANAS	I - B. Com	N. Abdhan	N. Abdhan
15.	K.S. Raja Arts and Science college	V. Swiya	II - B. SC CS	V. Swiya	V. Swiya	R. Buvaneshwari	II BSC CS	R. Buvaneshwari	R. Buvaneshwari
16.	A.R.C. Viswanathan mayiladurai	A.M.D. RAJEE	II - B. Com	A.M.D. RAJEE	A.M.D. RAJEE	S. NAVEENKUMAR	II B. Com	S. NAVEENKUMAR	S. NAVEENKUMAR
17	GOVT. ARTS & Science college Thiruvananthapuram	SATHYANARAYAN	II - M. Com	S. Sathy	S. Sathy	SABARINATHAN	II - M. Com	R. Sabarinathan	R. Sabarinathan







## FEEDBACK FORM

TITLE OF THE PROGRAMME	E.LEADERS WORKSHOP	
DURATION	29.03.2022 To 30.03.2022- 2 Days	
LOCATION/NAME OF THE TRAINING CENTRE	ST.JOSEPH'S COLLEGE OF ARTS AND SCIENCE AUTONOMOUS CUDDALORE - 607001	
HOW DID YOU KNOW ABOUT THE TRAINING?	Who is Entrepreneurship & what they are do, (Solve the problem & Implement & etc.)	
↓ My College EDC Co-ordinators informs us.		
WHETHER PROGRAMME WAS DESIGNED TO MEET ITS OBJECTIVES?	YES	<input checked="" type="checkbox"/>
	NO	
OUT COME OF THE TRAINING AND STATE THE BENEFITS YOU WILL DERIVE FROM THE TRAINING	Who are Entrepreneur & characters - what they do - observe manage (or) organizing, - planning - opportunities - Govt offers - Grants - * way of thinking - etc.	
WHETHER TRAINING WAS PRACTICAL AND MET YOUR EXPECTATIONS?	YES	<input checked="" type="checkbox"/>
	NO	
WHETHER YOU COULD INTERACT FREELY WITH FELLOW TRAINEES AND TRAINERS?	YES	<input checked="" type="checkbox"/>
	NO	

### GENERAL OBSERVATIONS (Please )

	DESCRIPTION	EXCELLENT	VERY GOOD	SATISFACTORY	AVERAGE	BAD
1	TRAINING SYLLABUS	<input checked="" type="checkbox"/>				
2	KIT/COURSEMATERIAL					
3	INTETRACTIVE APPROACH	<input checked="" type="checkbox"/>				
4	TRAINING METHODOLOGY	<input checked="" type="checkbox"/>				
	DESCRIPTION	EXCELLENT	VERY GOOD	SATISFACTORY	AVERAGE	BAD
5	TRAINING DURATION					
6	CASE STUDIES/PRESENTATION	<input checked="" type="checkbox"/>				
7	PROGRAMME PLAN		<input checked="" type="checkbox"/>			
8	OBSERVANCE OF DISCIPLINE/PUNCTUALITY	<input checked="" type="checkbox"/>				

Any other special observation on the above (mention briefly): Compare to other Seminars, Workshop. This workshop is better and excellent one.

**POINTS OF SATISFACTION AND DISSATISFACTION ABOUT TRAINING CENTRE FACILITIES/AMENITIES**

		EXCELLENT	VERY GOOD	SATISFACTORY	AVERAGE	BAD
1	ATTENTION/TREATMENT	✓				
2	CLASS ROOM FACILITIES		✓			
3	REST ROOM FACILITIES			✓		
4	AUDIO/VIDEO FACILITIES			✓		
5	DINING FACILITIES		✓			
6	QUALITY OF REFRESHMENTS SUPPLIED	✓				
7	ANY OTHER AMENITIES OR FACILITIES WORTH MENTION (PLEASE MENTION BRIEFLY)					
	Good Quality of Refreshments.					

**YOUR SUGGESTIONS**

1	YOUR RECOMMENDATIONS TO IMPROVE THE QUALITY OF THE TRAINING PROGRAMME: Each and every Interested Students must get
2	WHAT IN YOUR VIEW THE INSTITUTE HAS TO DO IN ADDITION ? Extend this Workshop for a couple of days.
3	BENEFITS PROVIDED BY THE TRAINING (specify knowlegewise, skill wise or any other) Good knowledge.

**EVALUATION OF FACULTIES (Please )**

	Names	EXCELLENT	VERY GOOD	SATISFACTORY	AVERAGE	BAD
1	Mr. Adarsh Mittal.A	✓				
2	Ms. Nignesh	✓				

3 WRITE BRIEFLY YOUR OVERALL OPINION ABOUT THE PROGRAMME:

**YOUR ULTIMATE RANKING ABOUT THE PROGRAMME (Please ✓)**

EXCELLENT	✓	VERY GOOD	SATISFACTORY	AVERAGE	BAD
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## FEEDBACK FORM

TITLE OF THE PROGRAMME	E.LEADERS WORKSHOP
DURATION	29.03.2022 To 30.03.2022- 2 Days
LOCATION/NAME OF THE TRAINING CENTRE	ST.JOSEPH'S COLLEGE OF ARTS AND SCIENCE AUTONOMOUS CUDDALORE - 607001
HOW DID YOU KNOW ABOUT THE TRAINING?	By TACW Staff.

WHETHER PROGRAMME WAS DESIGNED TO MEET ITS OBJECTIVES?	YES	<input checked="" type="checkbox"/>
	NO	<input type="checkbox"/>
OUT COME OF THE TRAINING AND STATE THE BENEFITS YOU WILL DERIVE FROM THE TRAINING I <del>will</del> get clear idea about <u>Entrepreneurship</u> . Definitely, I will make best use of this session.		
WHETHER TRAINING WAS PRACTICAL AND MET YOUR EXPECTATIONS?	YES	<input checked="" type="checkbox"/>
	NO	<input type="checkbox"/>
WHETHER YOU COULD INTERACT FREELY WITH FELLOW TRAINEES AND TRAINERS?	YES	<input checked="" type="checkbox"/>
	NO	<input type="checkbox"/>

### GENERAL OBSERVATIONS (Please )

	DESCRIPTION	EXCELLENT	VERY GOOD	SATISFACTORY	AVERAGE	BAD
1	TRAINING SYLLABUS			<input checked="" type="checkbox"/>		
2	KIT/COURSE MATERIAL		<input checked="" type="checkbox"/>			
3	INTERACTIVE APPROACH	<input checked="" type="checkbox"/>				
4	TRAINING METHODOLOGY	<input checked="" type="checkbox"/>				
	DESCRIPTION	EXCELLENT	VERY GOOD	SATISFACTORY	AVERAGE	BAD
5	TRAINING DURATION		<input checked="" type="checkbox"/>			
6	CASE STUDIES/PRESENTATION	<input checked="" type="checkbox"/>				
7	PROGRAMME PLAN	<input checked="" type="checkbox"/>				
8	OBSERVANCE OF DISCIPLINE/PUNCTUALITY	<input checked="" type="checkbox"/>				

Any other special observation on the above (mention briefly):

**POINTS OF SATISFACTION AND DISSATISFACTION ABOUT TRAINING CENTRE FACILITIES/AMENITIES**

		EXCELLENT	VERY GOOD	SATISFACTORY	AVERAGE	BAD
1	ATTENTION/TREATMENT	✓				
2	CLASS ROOM FACILITIES		✓			
3	REST ROOM FACILITIES	✓				
4	AUDIO/VIDEO FACILITIES	✓				
5	DINING FACILITIES	✓				
6	QUALITY OF REFRESHMENTS SUPPLIED		✓			
7	ANY OTHER AMENITIES OR FACILITIES WORTH MENTION (PLEASE MENTION BRIEFLY) Interacting with other genders.					

**YOUR SUGGESTIONS**

1	YOUR RECOMMENDATIONS TO IMPROVE THE QUALITY OF THE TRAINING PROGRAMME: * That is too good.
2	WHAT IN YOUR VIEW THE INSTITUTE HAS TO DO IN ADDITION ?
3	BENEFITS PROVIDED BY THE TRAINING (specify knowlegewise, skill wise or any other)

**EVALUATION OF FACULTIES (Please )**

	Names	EXCELLENT	VERY GOOD	SATISFACTORY	AVERAGE	BAD
1	Mr. Adarsh Mittal.A	✓				
2						
3	WRITE BRIEFLY YOUR OVERALL OPINION ABOUT THE PROGRAMME: The great opportunities, I learn something new.					
<b>YOUR ULTIMATE RANKING ABOUT THE PROGRAMME (Please ✓)</b>						
EXCELLENT	✓	VERY GOOD	SATISFACTORY	AVERAGE	BAD	

Thank You