



NANDHA ENGINEERING COLLEGE

(Autonomous)

Perundururai-Erode Road, Vaikkaalmedu,

ERODE – 638 052

NEC Institution’s Innovation Council (IIC)



Type of Activity	MIC Driven	IIC Calendar	Celebration	Self-Driven
Quarter				Q4

Social Media Promotion	
Facebook	https://www.facebook.com/share/p/LgwXR9RHbbfNqwQN/?mibextid=WUal2a
Institute website	https://mba.nandhaengg.org/
LinkedIn	https://www.linkedin.com/posts/nandha-engineering-college-autonomous-b79562b5_activity-7224768836770709504-JhAE?utm_source=share&utm_medium=member_android

Session Details	
Theme	Innovation / IPR / Startup / Entrepreneurship
Activity Name	Workshop on Creativity, Innovation, IPR and Entrepreneurship – The Road Map
Mode of conduct	Offline
Date	01.08.2024
Time (Duration)	1 day
Program Type	Level 2
Budget (settled amount)	Rs.3000

Session Plan			
Title	Workshop on Creativity, Innovation, IPR and Entrepreneurship – The Road Map		
Day	Session-1 9.30 am to 9.40 am	Session-2 9.40 am to 9.50 am	Session-3 10.00 am to 4.00 pm
16.07.2024 (Thursday)	Welcome Address Dr.K.ARULINI Assistant Professor, MBA	Guest Introduction Ms.K.AKILA Assistant Professor , MBA	Workshop on Creativity, Innovation, IPR and Entrepreneurship – The Road Map Dr.S.M.SENTHIL Centre for Research and Development KPR College of Institute and Technology, Coimbatore

Agenda	
9.30 am to 9.40 am	Welcome Address
9.40 am to 9.50 am	Guest Introduction
10.00 am to 1.15 pm	Expert talk “ Workshop on Creativity, Innovation, IPR and Entrepreneurship ”- The Road Map
2.00 pm to 4.00 pm	Activity for students to develop their innovation skills.

Objectives of the Event:
<ul style="list-style-type: none"> ▪ To foster creativity and innovation by encouraging participants to think outside the box and develop novel solutions. ▪ To provide a clear understanding of Intellectual Property Rights (IPR) and their importance in protecting innovative ideas.



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- To guide participants through the key stages of entrepreneurship, from idea generation to business development.
- To offer a practical roadmap for transforming creative concepts into viable entrepreneurial ventures.

Speaker Details

Dr.S.M.SENTHIL

Dr. Senthil has a robust track record in both teaching and research. His academic journey has seen him rise through the ranks, from Assistant Professor to his current role, with significant contributions to innovation and research at esteemed institutions like Kongu Engineering College. Dr. Senthil is a recognized research supervisor at Anna University and a certified Innovation Ambassador by the Ministry of Education, Government of India. His leadership in the development of advanced research projects and the establishment of cutting-edge laboratories has garnered him recognition and substantial research funding, amounting to Rs. 1.68 Crores.

Dr. Senthil's expertise spans machine design, friction stir welding, and additive manufacturing, with numerous publications in high-impact journals. He has mentored startups, driven by his passion for innovation and technology transfer. As the Head of KPR PRIDE, he plays a pivotal role in promoting research and development initiatives. His dedication to advancing the field of mechanical engineering through both education and research makes him a valuable asset to the global academic community.

Brief Summary/Report of the Event

The "Workshop on Creativity, Innovation, IPR, and Entrepreneurship – The Road Map," led by Dr. S.M. Senthil, is a dynamic event aimed at guiding participants through the essential aspects of innovation and entrepreneurship. Dr. Senthil, with his extensive experience in research, innovation, and academia, provides a deep dive into the creative process, emphasizing the significance of intellectual property rights (IPR) in safeguarding innovations. The workshop outlines a strategic roadmap for budding entrepreneurs, offering practical insights on how to transform creative ideas into successful business ventures.

Key Highlights of the Event

- Creativity and Innovation
- Intellectual Property Rights (IPR)
- Entrepreneurship Roadmap
- Real-world Applications
- Networking Opportunities

Benefits in terms of Learning: Skill acquired / Knowledge gained

The "Workshop on Creativity, Innovation, IPR, and Entrepreneurship – The Road Map" provided comprehensive skill set and knowledge base essential for modern innovators and entrepreneurs. Also gained a deeper understanding of how to harness creativity to drive innovation, learned the intricacies of protecting their ideas



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through Intellectual Property Rights (IPR), and acquired practical insights into developing and launching successful business ventures. Additionally, the workshop enhanced problem-solving abilities, critical thinking, and strategic planning skills, empowering them to navigate the entrepreneurial landscape with confidence.

Key Outcomes of the Activity

The key outcomes of the "Workshop on Creativity, Innovation, IPR and Entrepreneurship – The Road Map" resulted in several key outcomes: participants developed a clear roadmap for transforming creative ideas into viable innovations, gained practical knowledge about intellectual property protection and its importance in safeguarding their work, and acquired essential skills for launching and managing successful entrepreneurial ventures. The workshop also fostered a deeper understanding of the entrepreneurial ecosystem, enhancing participants' ability to strategize and execute business plans effectively.

Participation Details

Total no. of Student participation	Inside	56
Total no. of Staff participation	Teaching	5

Event Flyer

The flyer features the logos of Nandha Engineering College (Autonomous), Institution's Innovation Council, and Nandha Engineering College. It states the event is organized by the Department of Management Studies on August 01, 2024, at Azim Premji Hall. The workshop is a Level 2 - Self Driven Activity from 09:30 am to 04:00 pm. The session is led by Dr. S. M. Senthil, Associate Professor at KPR Institute of Engineering and Technology, Coimbatore. The event coordinators are Dr. K. Arulini AP/MBA and Ms. K. Akila AP/MBA. The convener is Dr. V. Manimegalai HoD/ MBA and the principal is Dr. U. S. Ragupathy.



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	NANDHA ENGINEERING COLLEGE (Autonomous) ERODE – 638 052 INTERNAL QUALITY ASSURANCE CELL
	Department : Management Studies

CIRCULAR


Ref: NEC/EMDC/ 2024-25 /CIR - 01

Date: 19.08.2024

Date of the Event	Name of the Resource person	Title	Time	Venue
Title of the Event: World Entrepreneur Day Celebration and Inaugural Ceremony of Entrepreneurship Management Development Cell	Karthi Easwaramoorthy, The founder and CEO Kanavu Startup Village Technology Park AnnamalaiKottai Erode	A Talk with Start-up Founder	10.00 am- 12.30 pm	Conference Hall, Nandha Engineering College, Erode

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	SPEAKER PROFILE


Name	Karthi Easwaramoorthy
Designation	Founder and CEO of Kanavu.org
Organization	Digital Village, Kanavu Startup Village, Kanavu School of English, Kanavu Cross Country Run, and Kanavu Help, collectively addressing diverse needs in rural communities.
Areas of Interest	Digital Village, Kanavu Startup Village
Experience (in years)	25 Years

Invitation Flyer (To be Enclosed)	
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Profile


Karthi Easwaramoorthy, the founder and CEO of Kanavu.org, has carved a remarkable entrepreneurial path. His journey includes significant milestones as the Co-Founder and CEO of TicketGoose.com, an online bus ticketing E-Commerce Company that raised an impressive \$ 5 millions in investments, propelling its turnover to surpass 120 Crore rupees. Committed to social impact, he established Kanavu.org, comprising five interconnected organisations: Digital Village, Kanavu Startup Village, Kanavu School of English, Kanavu Cross Country Run, and Kanavu Help, collectively addressing diverse needs in rural communities.

At the heart of his vision is the dedication to empowering rural communities through initiatives like Kanavu Startup Village, providing engineers in rural areas with invaluable opportunities and contributing to bridging the rural-urban divide. The Kanavu School of English stands as a beacon of linguistic empowerment, breaking down language barriers and aligning with the broader vision of connecting rural areas with the global landscape. His commitment to growth with zero marketing budget for the Digital Village initiative underscores his innovative approach, relying on inbound marketing strategies driven by both natural and artificial intelligence. His expertise in digital marketing technologies and emphasis on “Natural Intelligence” lay the foundation for making lives easier through innovative, cost-effective solutions, showcasing a complete and impactful approach to community development.

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GLIMPSES OF THE EVENT	

Title of the Event: World Entrepreneur Day Celebration and Inaugural Ceremony of Entrepreneurship Management Development Cell




	NANDHA ENGINEERING COLLEGE (Autonomous) ERODE – 638 052 INTERNAL QUALITY ASSURANCE CELL
	POST EVENT REPORT

Department	Management Studies	
Name of the event	World Entrepreneur Day Celebration and Inaugural Ceremony of Entrepreneurship Management Development Cell	
Title of the Event	A Talk with Start up Founder	
Date & Time	21.08.2024	10.00am-12.30 pm
Venue	Conference Hall,Nandha Engineering College,Erode	
Name of the Chief Guest	Karthi Easwaramoorthy	
Designation of the Chief Guest	The Founder and CEO Kanavu Startup Village Technology Park AnnamalaiKottai Erode	
Number of Participants	133	
Outcome	<ul style="list-style-type: none"> • Program helped in applying theoretical knowledge to real-world challenges. • The program likely provided valuable networking opportunities, connecting the founder with mentors, investors, and fellow entrepreneurs. • The founder may highlight the importance of mentorship received during the program, which could have provided critical insights into avoiding common startup pitfalls and making informed decisions. • The program likely enabled the founder to develop a solid business plan, including detailed market research, financial forecasting, and strategic planning. • The founder discussed how the program developed their leadership skills, helping them build and manage a cohesive team that shares the startup's vision and values. • The founder shared stories of how the program taught them to be adaptable and innovative, enabling them to pivot their business model when 	

	<p>necessary to meet market demands or overcome challenges.</p>
<p>Mapped with PO</p>	<p>Engineering Courses PO7. Environment and sustainability: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development. PO11:Project management and finance: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one’s own work, as a member and leader in a team, to manage projects and in multidisciplinary environments. Management Studies PO 3. Develop Value based Leadership ability. PO 4. Understand, analyze and communicate global, economic, legal, and ethical aspects of business.</p>
<p>Related to SDG (Mention the relevant Goal)</p>	<div data-bbox="695 852 1230 1077" data-label="Image"> </div> <p>"This talk helped bridge the gap between the theoretical knowledge we've gained in the program and the real-world challenges of running a startup. Mr. Karthi’s experiences gave us a new perspective on topics like market validation, fundraising, and scaling a business, which will be immensely beneficial as we move forward with our projects."</p>
<p>Feedback</p>	<p>"Listening to Mr. Karthi Easwaramoorthy was incredibly inspiring. His journey from a simple idea to establishing Kanavu Startup Village was a powerful testament to the impact of passion and perseverance. The way he addressed the challenges he faced, especially in a developing area like AnnamalaiKottai, was particularly motivating for those of us looking to start our ventures in less conventional locations." "Mr. Karthi provided us with practical advice that we can apply directly to our startup ideas. His emphasis on understanding the local market, building a supportive network, and leveraging technology resonated with many of us. I appreciated how he broke down complex concepts into actionable steps, making it easier to relate to our own projects."</p>

Event Coordinators

HOD

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	FEEDBACK FORM SAMPLE

Name of the Participant:

Course title :

Dates of the program :

5 - Excellent 4 - Good 3 - Average 2 - Below average 1 - Poor

S.No	Parameter	Grading				
		5	4	3	2	1
Indicate the level of relevance according to your understanding about the						
1	How would you rate the new information learned?					
2	Have you enjoyed this event?					
3	How would you rate the quality of the materials?					
4	How would you rate the Speakers/Presentation Skills?					
5	How would you rate the satisfaction about the event?					
6	How would you rate the usefulness of this event to your Job?					
7	How would you feel about Arrangements and Hospitality?					
Any other suggestions for improvement:						

Signature of the Participant