Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi

(Affiliated to Alagappa University, Karaikudi)

Entrepreneurship Development Cell / Startup Cell

Vision

- To create an entrepreneurial culture among students by nurturing innovation, creativity, and leadership.
- To empower students to become successful entrepreneurs, job creators, and socially responsible business leaders.
- To transform the institution into a hub for entrepreneurship, startups, and sustainable enterprise development.

Mission

- To promote entrepreneurial awareness and develop business-oriented thinking among students.
- To provide training, mentoring, and guidance for startup creation and self-employment opportunities.
- To encourage students to identify innovative ideas and convert them into viable business ventures.

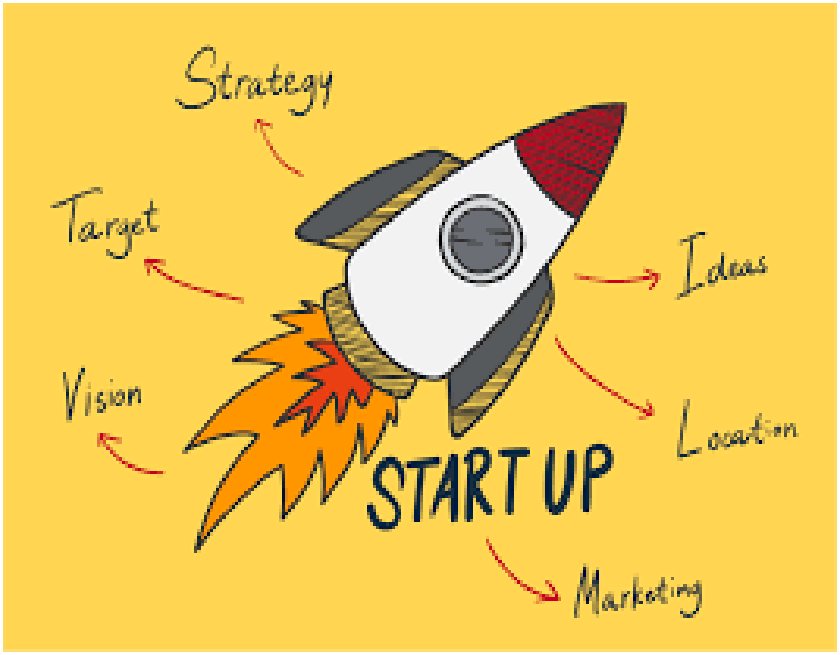
Objectives

- To create awareness about entrepreneurship opportunities, startup schemes, and government support programs.
- To organize workshops, seminars, FDPs, guest lectures, and entrepreneurship awareness camps.
- To provide practical exposure in business planning, idea generation, and startup development.
- To develop leadership, communication, decision-making, and problem-solving skills.
- To connect students with successful entrepreneurs, investors, and startup mentors.

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Poovanthi

Entrepreneurship Development Cell / Startup Cell Report

2024 – 2025



PAPER BAG DAY

On 17th August 2024, our college 20 students went to athikarai village and given awareness program on plastic bag at under Startup /Entrepreneurship Development Cell and Unnat Bharath Abiyan of our college. In this program 50 village people are participated.Mrs.R.Soniya Gandhi Coordinator of Unnat Bharath Abiyan and Mrs.M.Kanimozhi Coordinator of Startup / Entrepreneurship Development Cell arranged and to accompanied the students.



MSN- MARKET

The Entrepreneurship development cell /Startup cell has arranged a student's fair "MSN Market 2024 on 2nd & 3rd September 2024 at our college premises. In the presence of our college principal **Dr.T.Visumathy, M.A., M.phil., Ph.D,** Students displayed 23 sales counter for Edible and Fancy items. It created an opportunity of marketing their own products. Both the staff and students were the customers for the fair and its help the to become entrepreneur in future.



AWARENESS PROGRAMME

On 21.01.2025 Unnat Bharat Abhiyan, Startup Cell and Industry Cell of Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi jointly organized an Awareness Programme on MSME Scheme. The programme was started with a prayer song and welcome address was given by Ms. S.J. Meenalokshani of III BA English. Dr. Visumathi, Principal of our college gave the presidential address.



Mr. S. Dhinakaran, Assistant Director, MSME –TDC, Extension Centre, Madurai introduced the objectives and key highlights of MSME Scheme. Mrs. T. Uma Chandrika, Assiatant Director, MSME- DFO, Madurai discussed how the scheme helped the participants and also the governments support for entrepreneurs to start and grow a business.



Mr. Nagarajan, Manager, Indian Overseas Bank, Poovanthi, gave an awareness on the financial assistance given by the government for start ups and new businesses. Mr. Joseph Vedamanickam, Member of MSME demonstrated how to prepare simple chemical products such as detergent powder, soap, and incense stick and so on. Vote of Thanks was delivered by Mr. N. Pandiyarajan, MSME Technology Centre, Madurai. The programme came to an end with National Anthem and around 80 students were benefitted by this programme.

TRAINING PROGRAM

On 4th February 2025, our college 5 students went to poovanthi village and given training program on Organic Mehendi Cone, Soap Making, Paper Bag and Paper Quilling at under Startup /Entrepreneurship Development Cell organized by National Serving Scheme (NSS) of our college. In this program 20 village people are participated.Mrs.M.Kanimozhi Coordinator of Startup / Entrepreneurship Development Cell arranged and accompanied the students.



TRAINING PROGRAM

Startup cell / Entrepreneurship Development Cell of our college is collaboration with Micro Small and Medium Enterprises, Madurai to organize six days free course **"Computer Networking and Hardware"** for SC /ST Students. Mr.M.Vinothkumar, Chief Engineer and Manager of NAVI TECH, Dindigul took the class for the students. The classes started from 5th February to 12th March 2025. In this class totally 27 students are participated.



MSN-MART

The Entrepreneurship /Startup Cell development cell association with Self Help Group has arranged a student's fair "MSN MART- 2025 on 24th 25th & 26rd Febrauary 2025 at our college premises. **Dr.T.Visumathy, M.A., M.phil., Ph.D,** principal of our college and Miss.N.Kavithapriya JD/Project Director were inagurated the program. Millets snacks, jute bags, cotton bags, Art and Craft things, Incense Sticks, Decorative things and fancy items were displayed for sale. Our college students and Staff members visited the sales mart and purchased. The self help group women were benefitted by the sales mart.

