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.

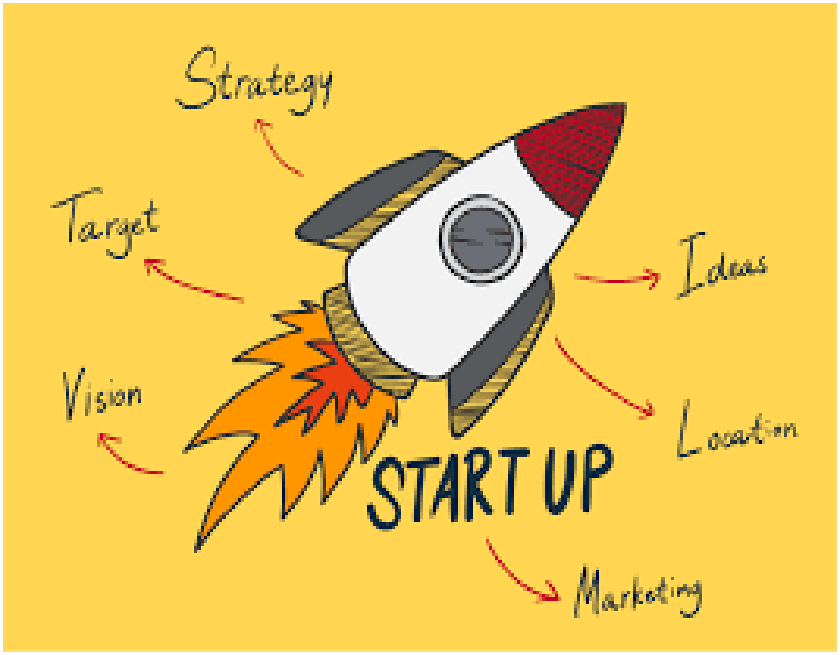
Objectives

- 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.

Madurai Sivakasi Nadars Pioneer Meenakshi Women's College,
(Affiliated to Alagappa University, Karaikudi)
Poovanthi

Entrepreneurship Development Cell / Startup Cell Report

2025 – 2026



MSN-BAZAAR-2025

The Entrepreneurship /Startup Cell development cell in association with Self Help Group, Sivagangai has organized a student's fair "MSN BAZAAR - 2025 on 18th 19th & 20th August 2025 at our college premises. **Ms.K.Sudharani, M.Sc., M.Phil.,** Vice Principal of our college and Miss.N.Kavithapriya JD/Project Director were inaugurated the program on 18.08.2025. Millets snacks, jute bags, cotton bags, Art and Craft things, Incense Sticks, Decorative things and fancy items were displayed for sale. Our students and Staff members visited the sales mart and purchased. The self help group women were benefitted by the bazaar.





RESEARCH SURVEY

On August 29, 2025, the Rotaract Club, Entrepreneur Development Cell, and Industry Interaction Cell collaborated with **Cavinkare Pvt. Ltd.** to conduct a product research survey on campus. In the presence of Vice-Principal **Ms. K. Sudharani**, Mr. Adidravidan (Senior Research Executive) and Mr. Sethupathy (Market Research Auditor) introduced the brand's legacy and engaged students in a survey for an upcoming perfume product. The event successfully provided 258 students with direct exposure to professional market research and industry interaction.





AWARENESS PROGRAMME

On 07.10.2025, the Startup/Entrepreneurship Development Cell and the Women Empowerment Cell of Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, in collaboration with MSME, Madurai, hosted an impactful Entrepreneurship Awareness Programme titled "Funding Opportunities for Empowering Women Entrepreneurs." The event featured expert insights from government and banking officials, including representatives from MSME, the Indian Overseas Bank, and EDII-TN, who elaborated on vital government support schemes, startup funding, and financial planning. Through motivational speeches and expert guidance on achieving financial freedom, the program successfully equipped approximately 100 students with the knowledge and resources needed to pursue their entrepreneurial aspirations.





MSN TRADE – 2026

The Entrepreneurship development cell /Startup cell has arranged a student's fair **"MSN Trade – 2026"** on 10th of January, 2026 at our college premises. In the presence of our college principal **Ms. K. Sudharani, M.Sc., M.Phil.,** Students displayed 22 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 it helped them to become entrepreneurs in the future.



IDEA GENERATION WORKSHOP

On 19.02.2026, Startup Cell / Entrepreneurship Development Cell organized an **Idea Generation Workshop for Nimirndhu Nil Hackathon** at Smart Class Room. **Ms.M.Kanimozhi**, **Coordinator of Entrepreneurship Development Cell** shared insightful strategies with the students on implementing the design thinking process and fostering innovative ideation.Total of 100 students benefited from this programme.



WORKSHOP

On 11.03.2026, the Institution's Innovation Council and the ED Cell, in collaboration with Yi Yuva, organized an insightful workshop titled “Raising Capital and Finance Management for Start-ups.” The event was facilitated by Principal In-charge Dr. K. Sudharani and Yi Yuva member Mr. Fazal Hussain. Guest speaker Mr. M. Rajamanickam, Deputy Director of Maditssia BIC, Madurai, provided a comprehensive session on securing capital, leveraging government schemes, and navigating business registration processes. By acting as a vital bridge between academia and industry, the workshop effectively equipped 60 students and 6 faculty members with practical knowledge on financing and managing new ventures.

