







3.3.1 Institution has created an ecosystem for innovations, Indian Knowledge System (IKS), including awareness about IPR & establishment of Incubation centre

List of Activities Organised by Institution Innovation Council (IIC), Intellectual Property Cell (IPR) and Entrepreneurship Development Cell (ED Cell)

| S. No. | Date | Activity | Organized by | Resource Person / Place | Link |
|--------------------|------------|--|---|---|---|
| 2022 - 2023 | | | | | |
| 1. | 23.03.2023 | Workshop on "Entrepreneurship Schemes" | Entrepreneurship Development Cell | Mr.L.Ramasubramanian, The General Manager, District Industrial Centre, District Collectorate Office, Virudhunagar. |  |
| 2. | 28.02.2023 | Guest Lecture on "Sustainable Innovation in Biology for Reformed Life Style and Environment" | Institution Innovation Council and Intellectual Property Cell | Dr.S.Karthikumar, Associate Professor, Department of Biotechnology, Kamaraj College of Engineering and Technology, Virudhunagar |  |
| 3. | 24.02.2023 | Workshop on "Entrepreneurship and Innovation as a Career Opportunity" | Institution Innovation Council | Mrs.A.Rohini Priyadharshana, Assistant Professor, Department of Business Administration, SRNM College, Sattur. |  |
| 4. | 23.02.2023 | Workshop on "Entrepreneurship Skill, Attitude & Behavioural Development" | Institution Innovation Council | Dr.S.Yavana Rani, Associate Professor, MBA Decision Science, Jain University, Bangalore. |  |










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NAAC IV CYCLE

| S. No. | Date | Activity | Organized by | Resource Person / Place | Link |
|--------|------------|--|--------------------------------|--|---|
| 5. | 20.02.2023 | Motivational Session on "Successful Entrepreneur" | Institution Innovation Council | Mr.R.Johnlawrance, Janaaja Exports, Madurai. |  |
| 6. | 17.02.2023 | Workshop on "Design Thinking, Critical Thinking and Innovation Design" | Institution Innovation Council | Ms.Shanmathy Karthik, Founder, CVO, Witty Wise, Coimbatore. |  |
| 7. | 16.01.2023 | National Start-up Day Celebration | Institution Innovation Council | Mr.M.Ramamoorthy, Assistant Professor, Department of Commerce (CA), Sri Kaliswari College, Sivakasi. |  |
| 8. | 30.08.2022 | Field visit for incubation unit | Institution Innovation Council | Horticultural College and Research Institute - EDII Horti Business Incubation Forum, Periyakulam.- |  |
| 9. | 23.08.2022 | Session on "Innovation/Prototype Validation for Business Fit" | Institution Innovation Council | Mr.S.Muthukumar, Assistant Professor, Department of Information Technology, Sri Kaliswari College, Sivakasi. |  |
| 10. | 22.08.2022 | Session on "Incubation-Opportunities for early stage entrepreneurs" | Institution Innovation Council | Mr.S.Vasanthan, CEO, EDII - Periyakulam Horti Business Incubation Forum Horticultural College and Research Institute, Periyakulam. |  |
| 11. | 22.08.2002 | World Entrepreneurs Day Celebration | Institution Innovation Council | Dr.M.Gurusamy, Head and Associate Professor, Department of Commerce, Sri Kaliswari College, Sivakasi. |  |

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NAAC IV CYCLE

| S. No. | Date | Activity | Organized by | Resource Person / Place | Link |
|--------------------|------------|---|-----------------------------------|---|---|
| 12. | 13.05.2022 | Guest Lecture on "IPR and Entrepreneurship Opportunities in Biotechnology" | Intellectual Property Cell | Dr.I. Ganesh Moorthy, Associate Professor, Department of Biotechnology, Kamaraj College of Engineering and Technology, Virudhunagar |  |
| 2021 - 2022 | | | | | |
| 13. | 30.04.2022 | Workshop on "Angel Investment for early stage entrepreneurs" | Institution Innovation Council | Dr.K.Siva Murugan, Assistant Professor, PG Department of Commerce, St. Claret College, Bangalore |  |
| 14. | 28.04.2022 | Workshop on "Intellectual Property Rights and IP management for Startups" | Institution Innovation Council | Mr.S.Siva Sankar, Head and Assistant Professor, .Department of Business Administration, GVN College, Kovilpatti. |  |
| 15. | 06.04.2022 | Workshop on "Business Plan Preparation" | Institution Innovation Council | Dr.K.N.Marimuthu, Assistant Professor, Department of Management Studies, MS University, Tirunelveli |  |
| 16. | 30.03.2022 | A five day Promotional activities Programme on Entrepreneurship "Business Plan Preparation" | Entrepreneurship Development Cell | Dr.K.N.Marimuthu, Assistant Professor, Department of Management Studies, MS University, Tirunelveli |  |

CRITERION - III



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NAAC IV CYCLE

| S. No. | Date | Activity | Organized by | Resource Person / Place | Link |
|--------|------------|--|-----------------------------------|---|------|
| 17. | 29.03.2022 | A five day Promotional activities Programme on Entrepreneurship "Business Model Canvas" | Entrepreneurship Development Cell | Mr.J.Vigneswaran, Assistant Professor, Department of Business Administration, Ayya Nadar Janaki Ammal College, Sivakasi. | |
| 18. | 28.03.2022 | A five day Promotional activities Programme on Entrepreneurship "Hands on Training on the preparation and application of agriculture organic inputs" | Entrepreneurship Development Cell | Dr.M.Murugan, Assistant Professor, Department of Botany, Sri Kaliswari College, Sivakasi. | |
| 19. | 26.03.2022 | A five day Promotional activities Programme on Entrepreneurship "Innovation - A Road Map for Success in Entrepreneurship" | Entrepreneurship Development Cell | Mr.S.Siva Sankar, Head and Assistant Professor, Department of Business Administration, GVN College, Kovilpatti. | |
| 20. | 25.03.2022 | A five day Promotional activities Programme on Entrepreneurship "Preparation of Organic Soap and Squash" | Entrepreneurship Development Cell | Mr.A.Shanmuganathan, Entrepreneur & Trainer, M/s Phoenix Industrires, Srivilliputhur. | |
| 21. | 25.02.2022 | Field Visit to City MSME Clusters | Institution Innovation Council | SIDCO Industrial Estate, Madurai. | |
| 22. | 24.02.2022 | One Day Workshop on "Design Thinking, Critical Thinking and Innovation Design" | Institution Innovation Council | Dr.A.Sampathkumar, Assistant Professor, Department of Business Administration, Manonmaniam Sundaranar University College, | |

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| S. No. | Date | Activity | Organized by | Resource Person / Place | Link |
|--------|------------|---|--------------------------------------|---|------|
| | | | | Nagalapuram . Mr.S.Sivakumar, Entrepreneur, Mothi Millet Foods, Virudhunagar. | |
| 23. | 23.02.2022 | One Day Workshop on "Entrepreneurship Skill, Attitude & Behavioural Development" | Institution Innovation Council | Mr.M.Ramachandran, EDII Trainer, Madurai. Mr.P.Vijay Anandh, Entrepreneur, Shiv Traders, Sivakasi. | |
| 24. | 17.02.2022 | "Motivational Session by Successful Entrepreneur | Institution Innovation Council | Dr.A.Tamizha Karthic, Founder, Tamizha Group of Companies, Tenkasi. | |
| 25. | 17.02.2022 | Motivational Session on "Struggle and Success : Inspiring Story of an Entrepreneur" | Entrepreneurship Development Cell | Ms.Aruna Anubuseliyan, Social Media Marketer, Sivakasi. | |
| 26. | 15.02.2022 | Workshop on "Entrepreneurship and Innovation as Career Opportunity" | Entrepreneurship Development Cell | Ms.P.Dheivanai, Proprietor, M/S SAAI Greens, Madurai. Dr.P.K.Balamurugan, Vice Principal & Head, Department of Business Administration, | |

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NAAC IV CYCLE

| S. No. | Date | Activity | Organized by | Resource Person / Place | Link |
|-------------------|------------|--|--|---|------|
| | | | | Sri Kaliswari College, Sivakasi. Dr.S.Amutharani, Head & Associate Professor, PG Department of Commerce, Sri Kaliswari College, Sivakasi. | |
| 27. | 28.12.2021 | Workshop on "Rural Entrepreneurship" | Rural Entrepreneurship Development Cell | Ms.V.Durga, Tamilnadu RED Cell Coordinator of MGNCRE | |
| 28. | 15.12.2021 | Awareness Programme on "Tamilnadu Student Innovators - 2021" | Entrepreneurship Development Cell and Institution Innovation Council | Mr.R.Ramachandran. Field Co-ordinator & ILO Trainer, EDII TN-Madurai & ILO Geneva, Tamilnadu | |
| 29. | 22.10.2021 | Guest Lecture on "Intellectual Property Rights: Power House for Innovation". | Intellectual Property Cell | Prof. T. Parimelazhagan, Director, IPR Cell, Department of Botany, Bharathiar University, Coimbatore. | |
| 2020 -2021 | | | | | |
| 30. | 22.03.2021 | Guest Lecture on "Research Methodology" | Intellectual Property Cell | Dr.S.Saraswathi, Assistant Professor, Department of PG Commerce, Sri Kaliswari College, Sivakasi. | |
| 31. | 05.02.2021 | Virtual Guest Lecture on "A Successful Entrepreneur - The Path Passed" | Institution Innovation Council and Rural Entrepreneurship Development Cell | Mr.V.I.D.Amal Anand, Industrialist,JC International | |

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NAAC IV CYCLE

| S. No. | Date | Activity | Organized by | Resource Person / Place | Link |
|------------------|------------|--|--|--|------|
| 32. | 20.01.2021 | Orientation Session on " New Education Policy - Innovation & Entrepreneurship" | Rural Entrepreneurship Development Cell and Institution Innovation Council | Dr.S.Amutharani, Head, Department of PG Commerce, Sri Kaliswari College, Sivakasi. | |
| 33. | 29.01.2021 | Virtual Orientation session on "National Innovation & Start-up Policy" | Institution Innovation Council and Rural Entrepreneurship Development Cell | P.S.Krishnasudha, Assistant Professor, Sri Kaliswari Institute of Management & Technology, Sivakasi | |
| 34. | 27.11.2020 | Faculty Development Programme on "Intellectual Property Rights in Academia" | Intellectual Property Cell | S.Gomathi Padma Thilaga, Patent Agent / IP Consultant, Women Scientist - C (KIRAN - IPR, DST) | |
| 2019-2020 | | | | | |
| 35. | 10.10.2020 | Awareness Programme on "Rural Entrepreneurship and Business plan Development" | Rural Entrepreneurship Development Cell | Dr.P.Uma Rani, Programme Co-ordinator - RED, Mahatma Gandhi National Council of Rural Education | |

CRITERION - III