

NEWS LETTER

2023 - 2024

INAUGURATION OF B-SCHOOL BISTRO – A PSGIM E-CELL INITIATIVE MARCH 17, 2023

One of the mission pillars of PSG Institute of Management is Empower which is to empower individuals to achieve their managerial and entrepreneurial potential. As an emphasis to the mission pillar, the Entrepreneurship cell has been instrumental in inspiring students to practice entrepreneurship. The E- cell student café (yellow building) is resuming its operations after COVID-19 by a group of three first-year students whose presentation was selected by the panel



The E-Cell student café has been renamed as “The B-School Bistro- A PSGIM E-Cell initiative”. The B-School Bistro was inaugurated by Dr.K.Suresh Kumar, the executive director of PSG-STEP on March 17th, 2023 in the presence of Dr.Srividya and the faculties and staff.



Name of the students operating the cafe	Batch & Year
Dhyaneswaran K (22AW04)	MBA (WMSE)
Gayathridevi K (22AW06)	
Mohammad Ashiq A (22AW15)	

KEERAI KADAI AT THE PSGIM CAMPUS: DECEMBER 21,2023



The e-cell of PSG Institute of Management is proud to partner with Keeraikadai, a social enterprise that empowers local farmers and delivers fresh, organic greens to our community. As part of the Entrepreneurship Cell initiative, the student team inaugurated the drop point for organic and ready-to-use packed greens and cut vegetables from the organization Keerai Kadai at the PSGIM campus in the presence of our Director, Dr. V. Srividya, Dr. Shripriya (E-cell faculty adviser), Dr. Vijaykumar (E-cell faculty coordinator), faculty, staff, and students

YOUNG ENTREPRENEURS MEET: DECEMBER 21, 2023



PSG Institute of Management's E-Cell in collaboration with the Confederation of Indian Industry (CII), Yuva, and Young India led a speaker series, "Young Entrepreneurs Meet" for the faculty, staff, and students with a vision to promote the importance of entrepreneur skill development on 21 December, 2023. The event began with the welcome address by Dr.Srividhya, Director In charge, PSGIM. The session by distinguished speakers, Mr. Vikram Ahuja- Managing Director, Ahuja Developers, and Ms. Aanchal Bhatia - Chartered Accountant, ignited the halls of academia with a spotlight on the evolving entrepreneurial landscape and offered invaluable takeaways from their journey. The enlightening session also sparked an interactive Q&A. The event concluded with Dr. Vijay Kumar summarizing the key takeaways and thanking the organizers and volunteers

YOUNG ENTREPRENEURS MEET: JANUARY 2024

The E-Cell of PSG Institute of Management successfully conducted a speaker series titled "Young Entrepreneurs Meet" on January 11, 2024, at the institute's convention hall. The event aimed to inspire and educate aspiring entrepreneurs by providing insights from a successful industry leader.



The esteemed chief guest speaker for the session was Mr. Muthu Vangaliappan T, the Co-Founder and CEO of Katamaran. Mr. Vangaliappan shared valuable insights from his entrepreneurial journey, captivating the audience with his experiences and the challenges he faced while building his business. His address likely covered aspects such as:

- Identifying a business opportunity and building a unique value proposition.
- The importance of perseverance and overcoming challenges in the entrepreneurial journey.
- Strategies for building a successful team and company culture.
- Lessons learned and key takeaways from his entrepreneurial experience.

The Young Entrepreneurs Meet served as a valuable platform for students to gain firsthand knowledge from a leading entrepreneur. Mr. Vangaliappan's insights likely instilled motivation and practical guidance in the minds of aspiring young entrepreneurs at PSG Institute of Management.

PSGIM E-CELL NEWS LETTER RELEASE: JANUARY 11,2024

On January 11th, 2024, the PSGIM E-Cell released a newsletter reflecting on the past year's entrepreneurial activities. Highlighting the 2022-23 academic year, the newsletter showcased successful events organized by the E-Cell and celebrated the contributions of enthusiastic student members

E-CELL WEEK OF CHALLENGE

POSTER MAKING CHALLENGE

The E-Cell of PSGIM organized a poster making challenge on February 8th, 2024. The theme of the challenge was to create a poster for a company that manufactures furniture and interlocking blocks from plastic bottles. The event was open to all students of PSGIM and saw participation from 20 students.

First prize poster

The posters were judged on the basis of creativity, originality, and relevance to the theme. Karthikeyan I K of Anna A batch was awarded the first prize for his creative and impactful poster. Hemanth Raj S N of First Year Anna A batch and Kavimbharathi A of First Year WMSE batch jointly secured the second prize for their well-designed and informative posters.

Overall, the event was a success in promoting awareness about sustainability and creative thinking among the students. The participation and quality of the posters were encouraging, and the event served as a platform for students to showcase their talents and ideas.



YOUNG ENTREPRENEURS MEET, FEBRUARY 15,2024

The E-cell of PSGIM, in association with YUVA, successfully organized an Entrepreneurship Meet on February 15, 2024, at the PSGIM Convention Hall. The event focused on the crucial theme of "COLLABORATION VS. COMPETITION: HOW ENTREPRENEURS CAN PARTNER FOR SUCCESS." The meet featured a stimulating panel discussion moderated by Vishnu Prabhakar. Renowned entrepreneurs Mr. Prakash Balakrishnan, Mr. Karthik Ram, Ms. Vaishnavi Janani, Ms. Vaishnavi Subramaniam, and Mr. Anand Raj S shared their valuable insights and experiences on the power of collaboration in the entrepreneurial journey.

The discussion explored various aspects of collaboration, including:

- Identifying potential partners with complementary strengths and resources.
- Building trust and effective communication for successful collaboration.
- Overcoming challenges and navigating potential conflicts in partnerships.
- Leveraging collaboration to achieve greater market reach and impact.



The esteemed speakers emphasized the importance of viewing collaboration not just as a strategic option but also as a mindset shift for entrepreneurs. They highlighted numerous real-world examples of successful partnerships that have driven innovation and growth in various industries.

The interactive session also witnessed active participation from the audience, who posed insightful questions and engaged in stimulating discussions with the panelists. The event concluded with a sense of shared learning and valuable takeaways for aspiring and existing entrepreneurs, emphasizing the significance of collaboration in achieving entrepreneurial success. Overall, the Entrepreneurship Meet served as a valuable platform for fostering knowledge sharing, promoting collaboration, and inspiring the next generation of entrepreneurs.

YOUNG ENTREPRENEURS MEET, FEBRUARY 28,2024

On February 28th, 2024, E-Cell PSGIM organized a Young Entrepreneurship Meet at the Cal Lab facility at 2:00 pm. Dr. Shripriya, the E-Cell advisor, welcomed the guest speaker, Mr. Manikandan Parthasarathy, Associate Director of Customer Success at Draup. Mr. Parthasarathy's insightful talk focused on the crucial topic of customer discovery for aspiring business owners. The event aimed to equip young entrepreneurs with the knowledge and strategies necessary to identify and understand their target customer base, a critical step for building a successful venture.



CROSSWORD CHALLENGE, FEBURARY 29,2024



The E-Cell of PSG Institute of Management (PSGIM) organized a Crossword Challenge for the students of PSGIM on February 29, 2024, at the CAL Lab. A total of 26 teams participated in the event, which was coordinated by Dr. Vijaykumar N, faculty coordinator of E-Cell. There was no registration fee for participation.

The challenge consisted of two rounds, with the first round being easier and the second round being more difficult. The report details the winners of the competition, with the team of Jacqueline V, J Mohammed Taufique, Hariharan, and Dharshini securing the first prize.

Winners:

1st Prize: Jacqueline V, J Mohammed Taufique, Hariharan, and Dharshini

2nd Prize: Aswin R, Varsa Vikasini, Shubhashree, and Hemanth Raj

3rd Prize: Pooja M, Joel Lackwin and Nithya

YOUNG ENTREPRENEURS MEET, MARCH 09,2024

In collaboration with the Confederation of Indian Industry (CII), Yuva, and Young India (YI), PSG Institute of Management's E-Cell hosted the March edition of the premier talk series, "Young Entrepreneurs Meet", a forum that provides an exceptional opportunity for students to gain insights from C-level executives and accomplished entrepreneurs who generously share their wealth of experience.

The distinguished speaker Mr. Neil Kikani, Director, RAGOK Medicare Pvt. Ltd discussed multifaceted aspects of the theme, "Opportunities for setting up businesses today" in an active panel discussion with the students. Sharing real-time entrepreneurial insights, Mr. Kikani inspired students to march into the entrepreneurial arena with a purpose-oriented business mindset.



Student Entrepreneurs

SAM'S CAKERY FOUNDER – SAMRIDHAA (23UT33)



I'm Samridhaa, a 21-year-old MBA student. I discovered a passion for baking early on, which led to a short baking course at Celesteyum Academy in Whitefield, Bangalore, in 2018. Graduating high school in 2020 and facing the lockdown, my interest in baking flourished, giving rise to Sam's Cakery. The bakery's mission is to provide healthy, high-quality baked goods, which initially served family and friends. The lockdown's lack of bakery options and the unique quality and taste of my creations quickly grew the business.



Sam's Cakery is renowned for its specialty brownies, made with whole wheat, brown sugar, pure chocolate, and butter—free from any additives. Every cake is crafted from scratch, including the fillings, with the orange cake being a standout. This cake features orange sponges infused with orange zest, layered with whipped cream, and filled with handmade orange jam. Other bestsellers include Dutch chocolate truffle, butterscotch cake, and chocolate mousse cake.

Though currently a full-time student, I continue to hold monthly bake sales and looks forward to one day becoming a bakery store owner and successful entrepreneur.

The Brownie Haven: : My Sweet Journey as an Entrepreneur

FOUNDER: Bharkavi P (23UT10)



“The Brownie Haven” was born out of passion to bake, and it blossomed into a small business that I had never envisioned. Initially I started small, aiming to make the inner child in me happy by learning to bake; it turned into an online business that received orders for more than a hundred customers from different districts of Tamil Nadu in the span of 2 months after I saw positive feedbacks and increased demand among my peers. I understood that people liked that I tried my best on every batch made.

Each and every brownie that I baked was done with consistency to the goal of quality and care!. I was proud to put the best ingredients and that I made each order unique to make the customer feel valued.

Competing with various other e-businesses was a difficulty, yet I remained loyal to my idea, giving the consumers homemade quality goods that they appreciate.

It was challenging to maintain all aspects of the business including content creation and social media management single handedly. Even so with passion, dedication and the right use of social media even small business like “The Brownie Haven” can make big things.

This story is proof of the possibility of having a simple passion that can transmute into a business selling a batch of brownies.

THE SUCCESS SAGA OF 'FALGUNI NAYAR'



FALGUNI NAYAR ,CEO – NYKAA

Falguni Nayar is an elite Indian entrepreneur, who is the founder and CEO of 'Nykaa'. Falguni Nayar was a well-established investment banker and the Managing Director at Kotak Mahindra Capital Company. Despite her successful career, she harboured a dream of building something of her own. In 2012, at the age of 50, she decided to step out of her comfort zone and embark on a new journey by starting Nykaa, an online beauty and wellness platform. She started Nykaa with a clear focus on building a strong, customer-centric brand. Nykaa began as an online platform, but under Falguni's leadership, it expanded into offline retail stores as well, which helped the brand to reach a wider audience and build trust among customers.

The journey was not without challenges. Falguni entered a competitive market dominated by established players. Moreover, building trust in an online platform for beauty products, where authenticity is a major concern, required significant effort. Nykaa's partnerships with international and domestic brands helped in ensuring the availability of genuine products, which was a key differentiator.

Under Falguni's leadership, Nykaa grew rapidly, becoming a household name in India's beauty and wellness industry. By 2020, Nykaa had expanded its portfolio to include over 1,500 brands and more than 130,000 products. Her journey from the corporate world to building a billion-dollar company has inspired countless young women in India to pursue their entrepreneurial dreams. Falguni Nayar's story is a testament to the power of vision, perseverance, and the willingness to take risks. She broke stereotypes by starting her entrepreneurial journey later in life, proving that age is just a number when it comes to pursuing your passion. Through Nykaa, she not only built a successful business but also empowered women across India by giving them access to a diverse range of beauty products and knowledge.

Walkaroo Inspiring



Walkaroo Inspiring Tales from the Classroom to the Boardroom The road from classroom theories of entrepreneurship to real-world success seems a tough ask for aspiring MBA entrepreneurs. Yet, there are those who beat all the odds to turn their business pipe dreams into fruitful businesses. One of the most inspiring stories to be shared is about 'Walkaroo' a brand one associates with style and comfort. From Student to Shoe Mogul Shaji P. Nair, the man behind Walkaroo, did not start as some seasoned entrepreneur. Much like many of you, he was once an MBA aspirant, confused by the intricacies of the business world. His entrepreneurial spirit, though, got its spark in the very halls of his academics. He perceived an untapped market in comfortable, stylish footwear. With clarity in his vision and armed with the analytical acumen of an MBA, he set out on his journey of entrepreneurship. The Walkaroo Walk to Success One of the most challenging decisions in an entrepreneur's life is building up a successful brand. Among various challenges raising initial investments and fighting out established players Nair never gave up. It was this determination coupled with insights gathered through his MBA studies that turned out to be invaluable. He sieved market trends, understood consumer behavior, and crafted a unique brand identity. Walkaroo has been a success story of patience, perseverance, and innovation. From small beginnings to a house name, this brand diversified in a plethora of footwear aimed at different lifestyles. The ability to adapt to the changing dynamics of the market has kept it going, coupled with the consumer satisfaction taken seriously, placing Walkaroo at the helm it is today. Walkaroo's case inspires all the MBA dreamers who want to create their own business empires. If you have the right mindset, coupled with unwavering dedication and strategic thinking, one day your business aspiration can turn into a resounding reality. Come out of your comfort zone and acquire the spirit of entrepreneurship, then start making your very own Walkaroo story! Remember, every giant leap starts with a small step.



BUSINESS QUIZ



Answer the following questions.

- ① Which type of business structure is owned by one person?
- ② What is the term for a business plan that outlines a new venture's operations, market and financial projections?
- ③ What is the process of identifying and evaluating potential customers for a product or service?
- ④ Which of the following is a key trait of a successful entrepreneurs?

-- SANJIEEV E.G.V.

Entrepreneur Crossword Puzzle

Across

4. Customers desire for a product or service.

8. Someone who provides money or resources for a business, with the expectation or financial return or other gain.

9. Someone who organizes, manages and takes on the risk of starting a new business.

11. Placing a number value/worth on a product.

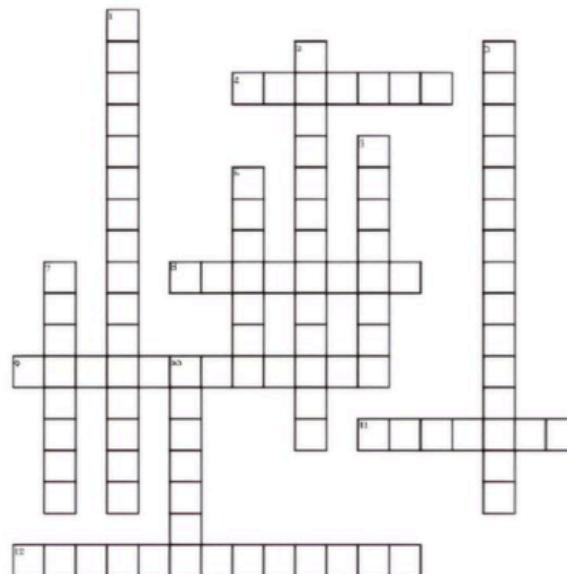
12. Money that is made/lost in a business after all costs and expenses are paid.

Down

1. The act of being an entrepreneur and creating a business.

2. in the US, a business containing fewer than 500 employees.

3. The goals, purpose, and work a business hopes to accomplish.



5. One who purchases a product or service.

6. Work done for pay that benefits someone else.

7. The size, sum, or amount of countable or measurable products, expressed as a numerical value.

10. Something produced or manufactured to be sold; a good.



-- SANJIEEV E.G.V.

ABOUT US

PSG Institute of Management, a facet of the renowned PSG & Sons'Charities is one of the prestigious and premier B School in the country. It was started as Department of Management Science under PSG College of Technology in 1964 to cater the ever growing need for management education in the region. Ranked among the top 30 B Schools, PSGIM has been a thought leader in imparting management education. The institute became the most sought-after B school, grew wings and expanded its each with international alliances and collaborations. With illustrious alumni spread across the world and strong industry connect, the institute has been proactive in curriculum design and delivery in a practical dimension. The institute is equipped with expert faculty and state of art infrastructure to impart management and entrepreneurial skills. The various clubs, extra-curricular activities, placement records speak volumes of the achievement by the students supported by the competent faculty and staff of the institute.

E- CELL

The need and role of entrepreneurs is growing every day, it is the need of hour to plant the seed, promote and support the entrepreneurial skills among the students. As the Coimbatore region is identified for entrepreneurship since the beginning of last century, PSGIM spearheaded these activities through the entrepreneurship cell (E Cell). The first objective of the E cell is to inculcate entrepreneurship awareness and values among the students during their course of study. A series of planned and structured activities like E talk, where a lecture or workshop by successful entrepreneurs are conducted regularly. The students are supported for events like biz plan, ideathon that are organised under E cell banner. Those students into part-time business are nurtured by mentors from industry and faculty. The E Cell of PSGIM plays a great role in shaping the entrepreneurship skills of the enterprising students

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