

E-cell report 2022-23

Panel discussion with the Young Entrepreneurs in the Food industry and Textile Industry September 2022

The poster is for an event organized by E-Cell PSGIM. At the top left is the PSG Institute of Management logo, and at the top right is the E-Cell PSGIM logo with the tagline 'Let your ideas fly'. The main text reads: 'E-Cell Cordially invites you to the PANEL DISCUSSION WITH THE YOUNG ENTREPRENEURS'. Below this is an illustration of three people in a discussion. The event is divided into two sections: 'In Food Industry' and 'In Textile Industry'. The first section, 'In Food Industry', features 'Mr. Arun' (Founder, Cafe Infusions) and 'Mr. Arvind' (Zero Cals Private Ltd.,) at 4.00 PM. The second section, 'In Textile Industry', features 'Ms. Swathi' (Founder, Atoddlerthing) and 'Mr. Kavi Mukilan Kamaraj' (Founder, C Gen Clothing Company) at 4.30 PM. The date is 29.09.2022 and the venue is Alumni Hall, 2nd Floor, PSGIM.

PSG Institute of Management

E-Cell | PSGIM
Let your ideas fly

E-Cell Cordially invites you to the
**PANEL DISCUSSION WITH THE
YOUNG ENTREPRENEURS**

Guest Speakers

In Food Industry **4.00 PM**

Mr. Arun
Founder
Cafe Infusions

Mr. Arvind
Zero Cals
Private Ltd.,

In Textile Industry **4.30 PM**

Ms. Swathi
Founder
Atoddlerthing

Mr. Kavi Mukilan Kamaraj
Founder
C Gen Clothing Company

Date : 29.09.2022 || Venue : Alumni Hall, 2nd Floor, PSGIM

Mr.Arun and Mr.Arvind were part of the first-panel discussion. They discussed the challenges they faced post-COVID. Different challenges related to staff retention and cash flow were discussed. Students were motivated by the discussion where the entrepreneurs emphasized the Changing mindset of the people in Coimbatore to experiment with fusion cuisines and also the rise of the cloud kitchen concept in the city.

Ms.Swati and Mr.Kavi were the guest speakers for the second-panel discussion. They emphasized the importance of sustainable clothing, local raw material sourcing, and the need for awareness

among people regarding good quality durable clothing. Ms.Swati discussed the diaper industry in south India and the emergence of immense interest of Venture Capitalists in the former industry. Mr.Kavi , PSG Tech Alumni started his first venture in sustainable clothing.



Entrepreneurship In Marketing Services: October 2022



E-Cell Cordially invites you to the

talk on

Entrepreneurship in Marketing Services

yellow
circle
studios.



Guest speaker

Mr. Sathish Kumar

Founder
Yellow Circle Studios

**Date :
13th October**

**Venue :
Alumni Hall,
2nd Floor, PSGIM**

**Time :
4.00 PM**

Mr. Sathish Kumar inspired the students and sparked their interest in Entrepreneurship in digital branding. He discussed the different analytics involved in digital branding. Also, he spoke about Yellow circle Studios s contract with famous brands like Tanishq, Sri Krishna sweets and Vilvah Skincare.



Entrepreneurship in Educational services : November 2022



E-Cell Cordially invites you to the

ENTREPRENEURSHIP TALK



Guest speaker :
Mrs. Anusha Adithya
Founder
Little Zebra School &
Northern Lights Academy

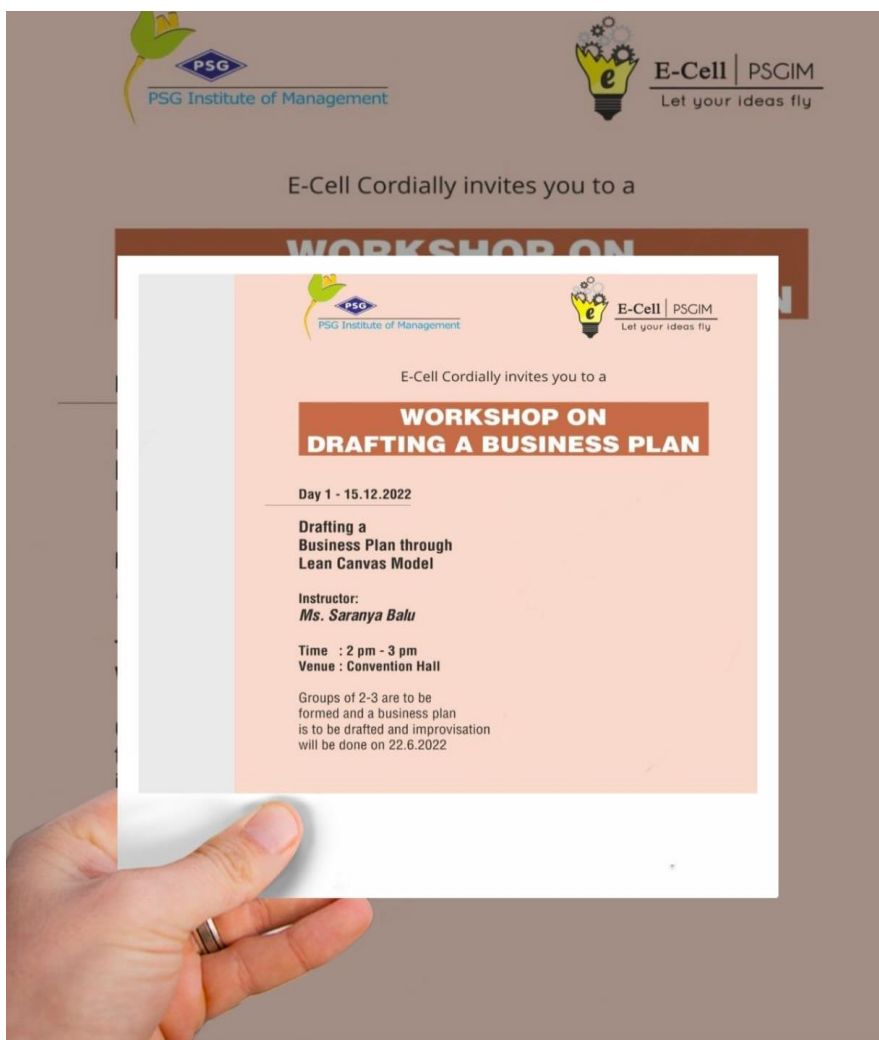
Date : 17th November Time : 5.00 PM

Venue : Alumni Hall, 2nd Floor,
PSG Institute of Management

Mrs. Anusha Aditya, the Founder of Little Zebra School and Northern Lights Academy was the keynote speaker. It was an inspiring talk in which she shared about her entrepreneurial journey and the battles she faced while setting up her dream school. She also focused on the darker side of entrepreneurship and motivated the students to remain persistent and work smartly to achieve success. She also put forth the importance of financial literacy and understanding of market needs.



Workshop on Drafting a business plan: December 2022



As part of E-cell, a workshop on “How to draft a Business plan” was conducted by the E-Cell Coordinator Ms. Saranya Balu through Lean Canvas Model. Students learned the process of drafting the ideal business plan by acknowledging different factors such as Revenue Model, Unique Selling Proportion, etc,. The intention of teaching the students of proposing an idea through the Lean Canvas Model is that a pitch when put forth needs to be communicated concisely in a short period of time. All the students part of the E-Cell were instructed to draft their own business idea through the Lean Canvas Model. The Business plan proposal was planned to be reviewed by budding entrepreneur Mr. Kanishka Arumugam the following week.

Iteration of the Business Plan Proposal:



E-Cell Cordially invites you to a

**WORKSHOP ON
DRAFTING A BUSINESS PLAN**



Day 2 - 22.12.2022

**Iteration of the
Business Plan
proposals**

Guests :
Mr. Kanishka Arumugam
Founder
Ekki Pumps

Mr. Kamalanathan & Mr. Arun
Ekki Pumps

Time : 2.45 pm onwards
Venue : Convention Hall

Mr.Kanishka Arumugam – CEO & Director of EKKI Pumps and Water Technology was the Chief Guest for this E-Cell event – Iteration of the Business Plan Proposals. In the last E-cell Workshop, students learned to draft a proper business plan through Lean Canvas Model. Shortlisted students explained their Business Plans to all the Entrepreneurship Cell students.

Shortlisted students with their Business plan Proposal

Puviyarasi	LIS Lift Irrigation System
Ishwaryaa	Mobile Pet Grooming
Gowtham	Salt water into fresh water through Reverse Osmosis
Vel Siddharthan	Tender coconut using UVV technology
Shindhujaa	Recycling cigarette waste into compost
Pooja	Vegan chicken
Gayatri	Tube-Lift



Our Chief Guest Mr.Kanishka Arumugam reviewed and shared his thoughts about the student's presentation. He appreciated our students for their innovative business plans. Also, he shared his knowledge and also encouraged them to develop their business model further.



