



E-CELL PSGIM

REPORT 2023-24















Event: Inauguration of **B-School Bistro – A PSGIM E-Cell initiative**

Date: March 17th 2023

Time: 10.00 AM

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 17^{th,} 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	
Gayathridevi K		
(22AW06) Mohammad Ashiq A	(WMSE)	
(22AW15)		
	THE R-SCIECE EDITION	il direction of the second of

Event: Keerai Kadai at the PSGIM campus

Date: December 21, 2023

Time: 2.00 PM

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 our community. As the part of 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.





PSGIM's Entrepreneur cell proudly presents the inauguration of "Keerai kadai " drop point



27 SEP 2023 3.00PM



PSGIM Campus

Event: Young Entrepreneurs Meet

Date: December 21, 2023 Time: 2.00 PM – 4.30 PM

Venue: Convention Hall, PSG Institute of Management



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 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.











E-cell of PSGIM cordially invites you to

YOUNG ENTREPRENEURS MEET

INVITED GUESTS



Mr. Vikram Ahuja Managing Director Ahuja Developers Coimbatore



Ms. Aanchal Bhatia Chartered Accountant Coimbatore

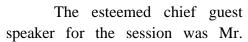
21 DEC 2023 Time: 2.00-4.30 pm Venue: Convention Hall

Event: Young Entrepreneurs Meet

Date: January 11, 2024 Time: 2.45 PM – 4.00 PM

Venue: Convention Hall, PSG Institute of Management

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.





Muthu Vangaliappan T, the Co-Founder and CEO of Katomaran. 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.



Dr. Vijaykumar, the faculty coordinator of E-Cell, delivered the welcome address, setting the stage for the session. The event concluded with a vote of thanks delivered by student Jayapradha, expressing gratitude to Mr. Vangaliappan for his inspiring talk and the E-Cell team for organizing the event.

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.





E-cell of PSGIM cordially invites you to

YOUNG ENTREPRENEURS MEET

INVITED GUEST



Muthu Vangaliappan T
CEO, Co- Founder

Katomaran Technologies Pvt Ltd

Coimbatore

11 Jan 2024 Time: 2.45-4.00 pm Venue: Convention Hall

Event: PSGIM E-Cell News letter release

Date: January 11, 2024

Time: 2.45 PM

Venue: Convention Hall, PSG Institute of Management

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

Event: Poster Making Challenge

Date: February 8th, 2024 Time: 2.00 PM – 4.30 PM

Venue: Call Lab, PSG Institute of Management

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 Kavinbharathi 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.





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ENTREPRENEURSHIP WEEK OF CHALLENGE 1ST WEEK



Theme: Onspot
No registration fees
Bring your laptops for poster making

Exciting gifts for 1st and 2nd prize winners

8 Feb 2024 Time: 2.00-2.30 pm Venue: Room 303

Event: Young Entrepreneurs Meet

Date: February 15, 2024

Venue: Convention Hall, PSG Institute of Management

Time: 2.30-3.30 PM



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. Vaishnavee 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.



Event: Young Entrepreneurs Meet

Date: February 28, 2024

Venue: CAL Lab, PSG Institute of Management

Time: 2.00-3.30 PM



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 Mr. Success at Draup. 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.







YOUNG ENTERPRENEUR MEET ON

"Customer discovery for business"

Venue: CAL LAB

Date: 28-02-2024

Time: 3:00 pm - 4.00 pm



Mr. Manikandan Parthasarathy

Associate Director - Customer Success,

Draup

E-Cell Week of Challenge

Event: Crossword Challenge

Date: February 29th, 2024

Venue: Call Lab, PSG Institute of Management

Time: 2.30 PM - 4.00 PM

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 Jacquline V, J Mohammed Taufique, Hariharan, and Dharshini securing the first prize.

Winners:

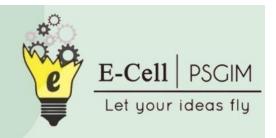
1st Prize: Jacquline V, J Mohammed Taufique, Hariharan, and Dharshini

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

3rd Prize: Pooja, Joel, Nithya, and Joel







E CELL PSGIM

ENTREPRENEURSHIP WEEK OF CHALLENGE

2nd week challenge

Crossword Puzzle

29 FEBURARY 2024



Time: 2.30-3 pm Venue: Cal Lab

Event: Young Entrepreneurs Meet

Date: February 29, 2024

Venue: Convention Hall, PSG Institute of Management

Time: 2.00 PM - 2.30 PM



The E-cell of PSGIM organized an informative Entrepreneurship Meet on Venture Capital on February 29, 2024, in the PSGIM Sa les Lab. The event attracted 40 enthusiastic students eager to gain insights into the world of venture capital funding.

The esteemed speaker for the session was Mr. Anuj Sharma, a prominent figure

in the venture capital landscape. Mr. Sharma's address delved into the intricacies of venture capital, covering key aspects such as:

- Understanding the role of venture capitalists in funding startups
- Different stages of venture capital funding (seed, Series A, B, etc.)
- Investment criteria typically considered by venture capitalists
- The process of pitching to venture capitalists for funding
- Strategies for attracting venture capital investment

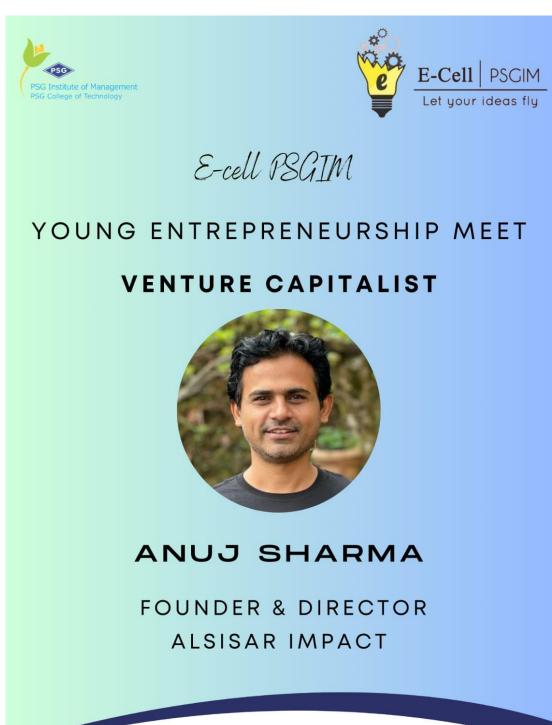
Mr. Sharma's presentation offered valuable knowledge and practical guidance for aspiring entrepreneurs seeking to secure venture capital funding for their ventures. The session provided



a clear understanding of the expectations, processes, and challenges involved in navigating the world of venture capital.

Following the presentation, an engaging Q&A session allowed students to interact with Mr. Sharma and address their specific questions and concerns. The interactive format fostered a dynamic learning environment where students gained valuable insights directly from a venture capital expert.

The Entrepreneurship Meet on Venture Capital concluded successfully, equipping the participating students with a strong foundation for understanding venture capital funding and its role in supporting entrepreneurial ventures. The event served as a valuable resource for students considering entrepreneurial paths and seeking potential funding avenues for their future endeavors.



29th Feb 2024 Time: 2 to 2.30 PM Venue: Sales Lab

Event: Young Entrepreneurs Meet

Date: March 6, 2024

Venue: Convention Hall, PSG Institute of Management

Time: 10.30 PM – 11.30 PM

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.

