



E-Cell | PSGIM
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E-CELL PSGIM

REPORT 2023-24



Dr. Shripriya – Faculty advisor

Dr. Vijaykumar N - Faculty Co-ordinator

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 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)	



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 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.





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



27 SEP 2023
3.00PM



PSGIM Campus

Talk Series 1.0

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 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.



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

Talk Series 1.1

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.



The esteemed chief guest speaker for the session was Mr. 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 NEWS LETTER

2022 - 2023

PANEL DISCUSSION WITH THE YOUNG ENTREPRENEURS IN THE FOOD INDUSTRY AND TEXTILE INDUSTRY SEPTEMBER 2022

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.



Guest Speakers	
In Food Industry  Mr. Arun Founder Cafe Infusions	4.00 PM  Mr. Arvind Zero Cals Private Ltd.,
In Textile Industry  Ms. Swathi Founder Atodderlthing	4.30 PM  Mr. Kavi Mukilan Kamaraj Founder C Gen Clothing Company

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

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.

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



POSTER MAKING COMPETITION



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

Talk Series 1.3

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. 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.



E-cell club cordially invites you to

COLLABORATION VS. COMPETITION:
HOW ENTREPRENEURS CAN PARTNER FOR SUCCESS.
&
PANEL DISCUSSION

INVITED GUEST



PRAKASH BALAKRISHNAN
ENTREPRENEUR
THINK TECH SOLUTIONS



KARTHIK RAM
RAMKUMAR INDUSTRIES
NANDHI TRACTORS



ANAND RAJ S
MANAGING DIRECTOR
VISAKAM PROPERTIES



VAISHNAVI JANANI
BUSINESS HEAD
TRINETRA WIRELESS INDIA PVT LTD

15/02/2024

Time: 2.00PM

Venue: convention hall

Talk Series 1.4

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 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.



YOUNG ENTREPRENEUR MEET

ON

“Customer discovery for business”



Mr. Manikandan Parthasarathy

Venue : CAL LAB

Date : 28-02-2024

Time : 3:00 pm - 4.00 pm

**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 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, Joel, Nithya, and Joel





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ENTREPRENEURSHIP WEEK OF CHALLENGE

2nd week challenge

Crossword Puzzle

29 FEBURARY 2024



Time: 2.30-3 pm

Venue: Cal Lab

Talk Series 1.5

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 Sales 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.




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YOUNG ENTREPRENEURSHIP MEET

VENTURE CAPITALIST



ANUJ SHARMA

FOUNDER & DIRECTOR
ALSISAR IMPACT

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

Talk Series 1.6

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.

