

E-Cell Activities for the year 2024-25

B-School Bistro - Inauguration of the Student-Run Café

07th August 2024

About the event:

The inauguration of the B-School Bistro, a student-run cafe at PSG Institute of Management, marked a significant milestone in fostering entrepreneurial spirit and experiential learning. The event was graced by Ms. Shreeya Adka, an esteemed chef and entrepreneur, who inspired the attendees with her presence and shared her insights on innovation and success in the hospitality industry.

The B-School Bistro is envisioned as more than just a cafe. It serves as a vibrant hub for students to explore entrepreneurial opportunities, apply innovative ideas, and collaborate on projects. This initiative aims to provide hands-on experience in managing and operating a business, empowering students with practical skills and real-world knowledge.



*Inauguration of B-School Bistro by
Chef & Entrepreneur
Ms. Shreeya Adka, 07 Aug 2024.*



*Chef Shreeya Adka inspiring students at the
B-School Bistro opening, 07 Aug 2024*

E Cell Talk Series 1

The Future of Food Business: Trends, Innovations and Entrepreneurial Opportunities **07th August 2024**

Ms. Shreeya Adka delivered an engaging talk on “The Future of Food Business: Trends, Innovations, and Entrepreneurial Opportunities.” She highlighted key industry shifts, including the rise of cloud kitchens, AI-driven personalization, and sustainable food practices. Attendees gained a deeper understanding of the importance of adapting to digitalization and eco-friendly initiatives. She also emphasized resilience, creativity, and customer engagement as crucial elements for entrepreneurial success. The session left the audience inspired, equipping them with actionable insights to navigate the food industry’s evolving landscape and leverage emerging trends for business growth.



Ms. Shreeya Adka delivers expert insights on food business innovation during E Cell Talk Series, 07 Aug 2024

E Cell Talk Series 2
Global collaboration opportunities for tech start-ups
13th September 2024

PSGIM's Entrepreneurship Cell (E-Cell) organized a session as part of its talk series titled "Global Collaboration Opportunities in Emerging Tech Areas," featuring Dr. Andy David, Director of the Innovation Task Force at Israel's Ministry of Foreign Affairs, along with special invitees from Yellow Network, CII, Young Indians, and UVA.

Dr. David provided an insightful overview of the evolving innovation landscape, focusing on the vast potential for India-Israel collaboration. His 360-degree outlook on emerging technologies sparked a dynamic exchange of ideas among attendees, particularly regarding advancements in AI across sectors like healthcare and automotive.

In an informal interaction with students, Dr. David emphasized the importance of identifying gaps in the market and creating business opportunities. He encouraged students to adopt critical thinking and problem-solving approaches that are essential for future business challenges. The discussion also highlighted the significance of networking and developing soft skills, alongside intangible behaviors that are vital for professional success.



Dr. Andy David (Israel Ministry of Foreign Affairs) leads tech startup collaboration session, 13 Sep 2024



Invited speakers and guests interact at PSGIM E-Cell global tech session, 13 Sep 2024

**Welcoming the Freshers to E Cell
&
Formation of Core Committee
10th October 2024**



*Welcoming freshers to E Cell with
committee formation, 10 Oct 2024*



*E Cell members assemble for core
committee induction, 10 Oct 2024*



*E Cell team celebrates new core committee, PSGIM, 10
Oct 2024*

Talent Night - Student Expo 2024

24th October 2024

On 24th October 2024, PSG Institute of Management once again came alive with the vibrancy of Talent Night. Organized by the E-Cell club and the Student Council, this annual event gathered students, faculty, and staff to witness an exciting showcase of student talents and innovative stalls.

In addition to the performances, E-Cell set up various stalls, inaugurated by Dr. Srividya. The stalls, which included categories like Food, Fashion, and Self-Care, were entirely organized and managed by PSGIM students. Along with curriculum, students were exposed to entrepreneurial experiences.

The evening concluded with a prize distribution ceremony where outstanding business performers among the registered stalls. The warm applause and cheers during the award ceremony reflected the strong sense of community and support within PSGIM.



PSGIM Talent Night stall inauguration by Dr. Srividya, 24 Oct 2024



PSGIM students manage stalls at Talent Night Expo, 24 Oct 2024

United Nations Day Celebration 24th October 2024

About the event:

To celebrate the UN day with the theme focusing on Global unity and sustainable development and creating the awareness of the United Nations Sustainable Development Goals (SDGs), PSGIM students organized a vibrant display, decorating tree trunks with informative flyers on each SDG goal in the parking area. Each SDG flyer was thoughtfully linked to specific student-led stalls, showcasing real-life applications and projects aligned with the respective goals. This innovative setup highlighted PSGIM's commitment to fostering peace and sustainable growth through community engagement and student initiatives.

Each tree trunk featured a flyer about an individual SDG, creating a visual representation of PSGIM's commitment to sustainable development and global awareness. Each stall represented a unique SDG, with students presenting projects, ideas, or initiatives linked to that goal, allowing for interactive learning and community participation. The chosen theme for 2024, "Global unity and sustainable development," was interwoven throughout the event, reminding participants and attendees of the importance of peace in sustainable development efforts.



UN SDG awareness at UN Day, PSGIM, 24 Oct 2024

Photos, Certificate Pic (If applicable)



E Cell Talk Series 3
TELECOMMUNICATION INDUSTRY
14th November 2024

The E-Cell Talk Series, organized by PSG Institute of Management, featured Mr. Puneet Krishnan, Cluster Business Head of Vodafone Idea Ltd., on 14th November 2024. The session provided an in-depth overview of trends, challenges, and opportunities within the telecommunication industry. Attendees gained valuable insights into technological advancements and startup potential in the telecom sector.

The session provided valuable insights into the telecommunication industry, focusing on its evolution, challenges, and future opportunities. Key discussions included the importance of personal values and adaptability in professional growth, along with the critical measures of success that extend beyond societal expectations. The speaker emphasized strategies during pivotal periods such as the 2017-2018 telecom mergers and addressed post-merger challenges, including cultural integration, technological compatibility, and network unification. The session also shed light on the impact of OTT platforms, rural connectivity improvements, and the necessity of diverse business models in shaping the industry's future.



Mr. Puneet Krishnan (Vodafone Idea Ltd.) speaks at Telecom Industry session, 14 Nov 2024.



Telecom industry panel led by Mr. Puneet Krishnan, E Cell, 14 Nov 2024

Roll the ball- Entrepreneurial fun game for E-Cell Members

14th November 2024

The goal of the “Roll the ball- Entrepreneurial fun game” for E-Cell members was to share their knowledge and thoughts about entrepreneurial ecosystem and helps them in effective teamwork and togetherness. The participants were asked to sit in a circular form and one ball was kept inside the circle, one can hit the ball to any direction, whoever receives the ball must pose a question to the person hit the ball, like this ball will roll in between the participants. It is both fulfilled learning activity.



E Cell members enjoy Roll the Ball entrepreneurial teamwork game, 14 Nov 2024

Beyond the Pitch: Understanding Funding Options and Evaluation Metrics for Startups”

23rd January 2025

PSGIM; s Entrepreneurship Cell (E-Cell) organized an insightful talk series Beyond the Pitch: Understanding Funding Options and Evaluation Metrics for Startups on January 23, 2025. The session featured Mr. Pradeep Pathiyamveetil, Co-founder of Aavishkaar Venture Management Services Pvt. Ltd, Mumbai, as the keynote speaker. The session provided hands-on guidance on structuring effective pitches and understanding common startup pitfalls. By fostering a collaborative and educational environment, this event empowered participants to refine their business ideas, develop market-ready startups, and confidently present them to potential investors.



Mr. Pradeep Pathiyamveetil (Aavishkaar Venture) leads startup funding workshop, 23 Jan 2025



Insights on startup evaluation by Mr. Pradeep Pathiyamveetil, 23 Jan 2025

Entrepreneurial Quiz for E-Cell Members

13th February 2025

About the event:

The BIZ-QUIZ 2025 competition, organized by the Entrepreneurship Cell at PSGIM on February 13, 2025, at the CAL LAB, was an exciting test of business acumen and strategic thinking. Led by Dr. Vijaykumar N, Faculty Coordinator of E-Cell, the quiz featured multiple engaging rounds that challenged participants' knowledge of entrepreneurship. The event concluded with the recognition of top-performing teams, celebrating their analytical skills and enthusiasm.



E Cell BIZ-QUIZ participants showcase business acumen, PSGIM, 13 Feb 2025



Top teams recognized at BIZ-QUIZ entrepreneurship competition, PSGIM 13 Feb 2025

Pannel Discussion
“Breaking Barriers: The Journey of First-Generation Entrepreneurs”
20th February 2025

About the event:

PSG Institute of Management’s Entrepreneurship Cell (E-Cell) hosted a panel discussion on “Breaking Barriers: The Journey of First-Generation Entrepreneurs”. The event featured industry leaders Premnath Selvakumarasamy (Managing Partner, Agro India Exporters), Ranjith Kumar K (Founder, Moringa Promise Wellness), and Cibi Chakravarthi (Founder, Vairra), who shared their entrepreneurial journeys.

The panel discussion offered valuable insights into the realities of first-generation entrepreneurship, inspiring participants to embrace challenges with determination and innovation. Attendees gained a deeper understanding of business scalability, market adaptability, and the strategic mindset required to navigate uncertainties in the entrepreneurial landscape. By fostering an interactive and knowledge-driven environment, this session reinforced E-Cell’s mission to equip students with practical insights and guidance, empowering them to embark on their entrepreneurial journeys with confidence.



First-gen entrepreneur panelists Premnath Selvakumarasamy, Ranjith Kumar K, and Cibi Chakravarthi share insights. PSGIM. 20 Feb 2025



Industry leaders share entrepreneurial stories, PSGIM, 20 Feb 2025

Workshop on: Listen, Observe, Assess and Respond: A Guide to Thoughtful Action 06th March 2025

About the event:

This workshop highlighted the significance of community radio, podcasting, and effective communication skills. The speakers shared their experiences on how to engage audiences, the role of broadcasting, and how observation and listening enhance communication. They also discussed the difference between community and commercial radio, emphasizing the potential growth of the industry and the impact of radio as a "blind media."



*Community radio experts discuss thoughtful communication at E Cell workshop,
06 Mar 2025*



Speakers on podcasting and broadcast engagement, PSGIM, 06 Mar 2025



Interactive workshop on radio as “blind media,” PSGIM, 06 Mar 2025

Young Entrepreneurship Summit 2025 24th & 24th March 2025

About the event:

PSG Institute of Management's Entrepreneurship Cell (E-cell) held its flagship event, Young Entrepreneurship Summit 2025, with sponsors Zen Consultech Pvt Ltd. and Luminescent Chemical India. The summit offered participants from across India a unique opportunity to advance their entrepreneurial knowledge and interact with resource experts.

The Day 1 Bootcamp, held at the ALPS Anaikatti facility, featured insightful sessions from Ramesh Chandran, Founder, Bio Basics, and Dr Radhika Meenakshi Shankar, Founder, Wise Owl Consulting Services.

On Day 2, participants showcased their entrepreneurial skills at the competitive VisionVent (Business Plan Competition). The winners were

Hariprasad, PSG Tech;

Sanika J, Yamini M, and Oviyaa Sri A V from Dr. N.G.P. Arts and Science College;

Ashik D, Sreesanth S S, and Gokul Kannan G B from Amrita College of Engineering & Technology, Nagercoil



Participants pitch business ideas at Young Entrepreneurship Summit, PSGIM, 25 March 2025



Day 1 bootcamp with Ramesh Chandran and Dr. Radhika Meenakshi Shankar at ALPS Anaikatti. Young Entrepreneurship Summit. 24 March 2025



*Business Plan Competition ideas at Young Entrepreneurship Summit, PSGIM,
25 March 2025*



Event gathering at bootcamp, Young Entrepreneurship Summit, PSGIM, 24 March 2025

E-cell Talk Series: “Scaling Flavors: Business Growth Lessons from Young Entrepreneur”

21st August, 2025

About the event:

PSG Institute of Management’s Entrepreneurship Cell (E-Cell) hosted an insightful session as part of its ongoing talk series, focusing on the theme "Scaling Flavors: Business Growth Lessons from Young Entrepreneur." The session aimed to provide students with a comprehensive understanding of the food business landscape, shedding light on the entrepreneurial journey of a young and successful food entrepreneur.

The event was designed to inspire and equip students with the necessary mindset and knowledge to explore opportunities in the dynamic food industry. The entrepreneur shared valuable experiences about overcoming challenges, building sustainable partnerships, and scaling a business efficiently.



Mohammed Rameez Raja shares scaling lessons in food business at E Cell Talk Series, 21 Aug 2025



E Cell students in dialogue with the guest- food entrepreneur Mohammed Rameez Raja, PSGIM, 21 Aug 2025