

Sree Saraswathi Thyagaraja College (Autonomous), Pollachi

Centre for Entrepreneurial Development (CED)

The Centre for Entrepreneurial Development (CED) @ STC was incepted way back in the academic year 2012-13 for the purpose of imparting entrepreneurial skill and thrust among our students. It is one among the vibrant support centres at STC and over the past four years, the Centre for Entrepreneurial Development, with due support of Entrepreneurship Development Institute of India (EDII), Ahmadabad and under the aegis of Dept of Science and Technology (DST), Govt of India, has organized as many as 25 Entrepreneurship Awareness Camp (EAC), each camp for 3 days. We have covered almost all leading educational institutions in Coimbatore (including PSG Institute of Management - PSGIM) Tiruppur, Erode, Madurai, and Dindugul districts and Palghat in Kerala State. The experts of EAC have interacted with more than 2,000 aspiring students and encouraged them to take up entrepreneurial ventures by showing them the right ways and means. As carried out during the yester years, CED @ STC got sanctions from Entrepreneurship Development Institute of India, (EDII) Ahmedabad and under the aegis of Dept of Science and Technology, (DST) Govt of India, to organize 25 Entrepreneurship Awareness camps (EAC) and all the 25 camps EACs were successfully completed.

VISION

To become a Premier educational Institute in the state of Tamil Nadu that facilitates, supports and promotes entrepreneurship and the Private enterprise system, thereby to serve the society by encouraging and motivating job seekers to become job providers through our CED.

MISSION

To act as a catalyst for undertaking the concept of entrepreneurship and its role in economic development in the country, to provide a life time achievement to an aspiring entrepreneur, to organize more training programs, academic research and community involvement thereby taking various schemes of Government at Central and State Level.

Sree Saraswathi Thyagaraja College (Autonomous), Pollachi

GOAL

To generate at least two percent of our final year students in a year who opted for Entrepreneurship .

OBJECTIVES

- To foster innovation and create an entrepreneurial culture in the institution, particularly at STC.
- Promotion of strong entrepreneurship among Commerce, Management and Science students of STC.
- To promote linkages and collaboration with industries and other national organizations and institutions, and
- To undertake projects by utilizing the available resources.

ACTIVITIES OF CED

- To conduct Entrepreneurship Awareness Camps (EAC) in the colleges.
- To conduct Sector Specific Entrepreneurship Development Programme.
- Sharing Innovative Entrepreneurial skills.
- To conduct Sensitization Programme on Small Industry to Bankers / Development Officials.
- To conduct a programme on Women Entrepreneurship and Financial Assistance.
- To conduct Skill Development and technology up-gradation Courses.
- To conduct Capacity Building Programme for NGO.
- To undertake Industry consultancy services.
- To undertake research projects.
- To collaborate with other agencies / organizations for mutually beneficial activities

Sree Saraswathi Thyagaraja College (Autonomous), Pollachi

Advisory Board

Patrons:

- (1) Rtn. S.Venkkatesh, Chairman, STC
- (2) Lion. M.A.Vijayamoghan, Vice Chairman, STC,
- (3) Lion T.Sethupati, Secretary, STC
- (4) Dr.M.Settu, Director General, STC
- (5) Dr.V.Venkateswaran, Principal, STC

Advisory Board (External) Members

S.N o	Name	Designation	Organisation
1	Mr. S. Asokan	JD, Industries & Commerce and GM	DIC, CDICBE.
2.	Mr.V. Sundaram Chairman -CED@STC	President	CODISSIA, CBE.
3.	Mr. K. Ilango	Managing Director	RSM Auto Kast Ltd, CBE.
4.	Mr. S. Ramamurthy	Former. Secretary – CPC, CBE and CEO	Fluidics, CBE.
5.	Dr. K. Sureshkumar	General Manager	PSG-STEP, CBE.
6.	Dr. R. Jayaraman	Member Secretary	CED, Tamilnadu, Madurai.
7.	James Rajanayagam	Senior Project Advisor	Centre for Social Innovation & Entrepreneurship, IIT Madras
8	Dr.Akilandeswari. A	Project Manager	Women Technology Park PSGRK College, Coimbatore
9	Mr. G. Poopalan	Regional Officer	Coir Board, Pollachi.
10	Mr. CR. Badrinath	Managing Director	Visinture Strategic Solutions (Cbe) Pvt. Ltd, CBE.

Advisory Board (Internal) Members

S.N o	Name	Department	Designation
1	Dr.A. Venkatachalam	Dean Commerce	Director
2	Mr. S. Dhanaraj	UG – IT	Member Secretary
3	Dr. M. Elamparithi	MCA	Member
4	Mr. K. Loganathan	B.Com (PA)	Member

Sree Saraswathi Thyagaraja College (Autonomous), Pollachi

5	Mr. S. Vinod Kumar	PG – CS	Member
6	Mr.K.Muthukannan	MBA	Member
7	Mr. P. Sivaraj	B.Com (CA)	Member
8	Mr. M. Vijayakumar	B.Com (ABA)	Member
9	Dr. P. Mariselvam	M.Com (IB)	Member
10	Dr. N. Ponsabariraj	B.Com	Member
11	Mr. M. Vijayakumar	UG – CT	Member
12	Mr.R.Venkatesh	B.Com	Member
13	Dr. T. Kannan	B. Com (PA)	Member

Incubation Activity through CED during 2017 – 18:

Incubation services and other support activities are offered to promote entrepreneurship among students. Through this facility the students are encouraged to promote the emerging non- technological and knowledge based innovative ventures. Such entrepreneurial ideas have been fostered and developed by CED. On 17.03.2017 fifty students of our college visited PSGR Krishnammal College for Women incubation centre at Annur, Coimbatore Dist.

The following are the activities incubated by CED

S.No	Name of the start Ups	Nature of start up	Year of Commencement	Contact information of the promoters
1	RBP Gold	Jewellery Trading	2017	Periyakulam, Theni 7871960198
2	Dreams Photography	Services Marketing (Photo and Video Graphs)	2016	K. Kowsalya, AVS Complex, Pollachi.7598516152
3	Hutsun	Agency for Dairy	2017	G. Mohan Prabhu Chanthapuram Negamam,9524778326
4	Sri SenthoorMurugan Food Products	Food Products Manufacturing	2017	12/247, 9 SreeMurugan Nagar, Makkinampatti, Pollachi
5	Maha deva Iyar Sweets	Sweet Stall	2017	MariammanKovil Street, Pollachi.

Sree Saraswathi Thyagaraja College (Autonomous), Pollachi

6	Beexboo Event Management	Event management	2016	Mr. A. Thennavan, Pollachi 9958541661
7	Nallabagam Masala	Masala Company	2015	Rangasamuthiram, Alliyar, Pollachi 9952828813

STC - E - Cell

STC has created a separate E-Cell under the auspices of CED wherein 51 members have been enrolled and 30% of members are actively involving in one or other of entrepreneurial activities. E-Cell was inaugurated by Mr. Ashyanth Visvanathan, Managing Director, Sumangali Jewellers, Coimbatore on 09-August- 2017 and several guest lecturers and workshops have been conducted for promoting entrepreneurial culture among the students.

Under the aegis of Entrepreneurship Development Institute of India (EDII) Ahmedabad, and with due support of Dept. of Science & Technology, Govt. of India, New Delhi, CED at STC has conducted 15 Entrepreneurship Awareness Camps (EAC), each for three days, as furnished below;

Entrepreneurship Awareness Camp (EAC) - 2012-13

(Under DST NIMAT Project - 2012-13)

Location	Date of Commencement	Date of Completion
Dr. RANM Arts & Science College, Erode,	26.12.2012	28.12.2012
NV Polytechnic College, Pethappampatti, Udumalpet	02.01.2013	04.01.2013
Vidyasagar College of Arts & Science, Udumalpet.	03.01.2013	05.01.2013
Kamban College of Arts & Science College, Tiruppur	07.01.2013	09.01.2013
SreeSaraswathiThyagaraja College, Pollachi	08.01.2013	10.01.2013

Sree Saraswathi Thyagaraja College (Autonomous), Pollachi

Entrepreneurship Awareness Camp (EAC) - 2013-14 (Under DST NIMAT Project - 2013 - 14)

Location	Date of Commencement	Date of Completion
Nandha College of Arts & Science, Erode	04.02.2014	06.02.2014
Govt. Arts College, Udumalpet.	05.02.2014	07.02.2014
Kamadhenu College of Arts & Science, Sathiamangalam.	11.02.2014	13.02.2014
Rathinam College of Arts & Science, Coimbatore	26.02.2014	28.02.2014
SreeSaraswathiThyagaraja College, Pollachi	26.02.2014	28.02.2014

Entrepreneurship Awareness Camp (EAC) - 2013-14 (Under DST NIMAT Project - 2014 - 15)

Location	Date of Commencement	Date of Completion
NSS College, Nemmara, Palakkad Dt. Kerala State	06.01.2015	08.01.2015
Bharathiar College of Arts & Science, Valparai	07.01.2015	09.01.2015
Kamadhenu College of Arts & Science, Sathi	10.02.2015	12.02.2015
Rathinam College of Arts & Science, Coimbatore	21.01.2015	23.02.2015
SreeSaraswathiThyagaraja College, Pollachi	16.03.2015	18.03.2015

Sree Saraswathi Thyagaraja College (Autonomous), Pollachi

Entrepreneurship Awareness Camps conducted during 2015-16

Sl.No	EAC Program Location	Date of Signing Agreement	Date of Commencement	Date of Completion
1.	Sourashtra College (Autonomous), Madurai	20.07.2015	03.08.2016	05.08.2016
2.	Bharathidasan College of Arts and Science, Erode	21.07.2015	10.08.2016	12.08.2016
3.	Sakthi Polytechnic College, Bhavani	21.07.2015	11.08.2016	13.08.2016
4.	Nandha Arts and Science College, Erode	23.07.2015	17.08.2016	19.08.2016
5.	A. V. S Engineering College, Salem	21.07.2015	18.08.2016	20.08.2016
6.	NV Polytechnic College, Tirupur Dt.	21.07.2015	18.08.2016	20.08.2016
7.	Madurai Gandhi N.M.R.Subbaraman College for Women, Madurai	23.07.2015	22.08.2016	24.08.2016
8.	Christ the King Polytechnic College, Coimbatore	23.07.2015	29.08.2016	31.08.2016
9.	PSG Institute of Management, Coimbatore	18.08.2015	01.09.2016	03.09.2016
10.	Vellalar College for Women, Erode	18.08.2015	15.09.2016	17.09.2016

Sree Saraswathi Thyagaraja College (Autonomous), Pollachi

Participation of Faculty in EDP during last five years (2012 - 17)

The following is the details of Staff who has attended Entrepreneur related programmes.

S.No	Faculty Name	Date	Venue	Topic
1	Mr.V.Ramachandran	19 th Nov, 2012 - 1 st Dec, 2012(12days)	PSG STEP	FDP on Entrepreneurship
2	Mr.K.Loganathan	13 th - 24 th May, 2013(12 days)	PSG STEP	FDP on Entrepreneurship
3	Dr M. Elamparithi	10 th -21 st Nov 2014(12 days)	PSG STEP	FDP on Entrepreneurship
4	Mr. C. Shivaraj	3rd- 15th Nov, 2015(12 days)	PSGR Krishnamal College, CBE	FDP on Entrepreneurship
5	Dr. G. AnbuSelvi	02nd - 12th Feb 2015(10 days)	Madurai CED Centre	FDP on Entrepreneurship
6	Mr. S. Vinodkumar	16th- 20th Feb 2015(5 days)	ICTACT-CED Coimbatore	FDP on Youth Entrepreneurship
7	Mr. P. Senthilkumar	7th- 18th Dec 2015(12 days)	PSG-STEP	FDP on Entrepreneurship
8	Dr. P. Mariselvam	14th - 25th Dec 2015(12 days)	AmirtaVishwaVidyapeetham, CBE	FDP on Entrepreneurship
9	Mr. S.Dhanaraj Dr.N.PonSabariraj	1st -14th Nov 2016 (12 days)	PSGR Krishnamal College. CBE.	FDP on Entrepreneurship
10	Dr. T.Kannan Mr.M.Vijayakumar	4 th -6 th Jan 2017(3 days)	Anna University, CBE	FDP on Entrepreneurship Development & Innovation Process
11	Mr.R.Venkatash	23 rd May- 3 rd June 2017(12 days)	PSG-STEP	FDP on Entrepreneurship
12	Mr. S.Dhanaraj	27 th Nov- 9 th Dec 2017(12 days)	IIT Madras	FDP on Entrepreneurship

Sree Saraswathi Thyagaraja College (Autonomous), Pollachi

STC Alumni as Entrepreneurs

STC paves the way for evolving the alumni as meticulous entrepreneurs for the past three years.

Sl. No	Name and Batch	Firm Name	Business	No. of employees in the firm
1	U. Muthuthalapathy MBA	Coir Concern	Coir products manufacturing	10
2	B.Manivannan - MCA	Sairam Computer Technologies	Software development and training centre	5
3	M.Raja - B Com	Furniture Service Center	Furniture repair and service	3
4	D.Gokulakrishnan	Jewellery	Jewellery Business	5
5	Mr.S.NiyazHussain , M.R. Raja Mohammed, Raj Mohamed - MCA	iSoft	Software Development	5
6	N.Balakrishnan	Amman fibres	Fibres	15
7	P.Satheymoorthy	Project.com	Software Development	05
8	M.Pandiya Rajesh Kumar	Angel Broking	Broker	3
9	V.Makesh(05-07)	Coir Industry	Coir products	30
10	Rohit.k.Divakar(05-07)	Bus transports	Transports	10
11	Sivakumar(06-08)	Diary Farm	Diary Products	10
12	Murugan(06-08)	Piggery	Export	10
13	Anand Sam(07-09)	Jaggery business	Jaggery sales	5
14	Raja gopal(07-09)	Fertilizer shop	Fertilizer sales	5
15	Palanivel(08-10)	Mobile Shop	Mobile Wholesale Spares	15
16	M.Mahendran (MBA 2003-05 Batch)	Ragavendra Industries	Industrialist	10
17	T.AkhilGiridharan (MBA 2009-11 Batch)	Jothi Industries	Industrialist	45

Sree Saraswathi Thyagaraja College (Autonomous), Pollachi

18	R.Sivakumar (MBA 2008-10 Batch)	SK Farms	Farm products	5
19	A.AbdulSiddiq	No.10 AS Beedi Manufacturing Industry	Beedi manufacturing	10
20	M.Mahendran	Amman Plastics Industry	Plastics	6
21	AkhilGiridharan.T	Jothi Traders,	Buying and selling of coconuts	2
22	R.Siva Kumar	SK Farms	Poultry	4
23	B.Saravana Kumar	Arun Coir Products	Coir	5




PRINCIPAL
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