

**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE [Affiliated to  
Bharathidasan University, Thiruchirappalli] (Accredited with "A" Grade by NAAC)  
SUNDARAKKOTTAI, MANNARGUDI – 614 016.**

**ENTREPRENEURSHIP DEVELOPMENT CELL**

**2013-2014**

Entrepreneurship Development Cell was created with the objective of generating the spirit of “Self Employment” among the students and also to create awareness among them to choose entrepreneurship as a career.

Our institution is one among the selected 50 colleges in Tamil Nadu by the Government of Tamil Nadu for setting up Entrepreneurship Development Cell. The cell has received an initial funding of Rs.1,00,000 from the Government of Tamil Nadu for identifying, training and creating entrepreneurs among the students community.

As an initiative, an Entrepreneurship Awareness Camp was organized by the Entrepreneurship Development cell on 9, 10 and 11<sup>th</sup> Dec 2013 in order to create awareness among the students of Science and Technology courses about various facets of entrepreneurship. The Department of Science and Technology, New Delhi has sponsored Rs. 7000 for this particular camp. Nearly 80 science students and 150 arts students were benefited by this camp.

The resource persons for the camp were Mr. R. Vivekanandhan, General Secretary, Small and Tiny Industries Association, Thiruvarur; Mr. P. Ravichandran, Junior Engineer, District Industries Centre, Thiruvarur, Mr. I. Dhakshinamoorthy, Manager, Rural Self Employment Training Institute, IOB, Thiruvarur, Ms. E. Rosaline Thenmozhi, Proprietor, Friends Jute Mall, Thanjavur, Mrs. S. Vijaya, Mrs. K. Gomathi, Mrs. S. Shanthi, Asst. Profs, Dept of Commerce, STET. They enlightened the students on concepts of entrepreneurship, Essential skills and characteristics of an entrepreneur, Business opportunity identification, Incentives and subsidies offered by the government, Financial assistance provided by banks, etc. On the last day, the students were taken for a visit to Indian Institute of Crop Processing Technology, Thanjavur to throw light on the availability of various business opportunities in crop processing.

In the forth coming months, EDC has planned to identify potential entrepreneurs among the students community and provide them training programs, workshops and assistance for acquiring special skills, bank loans, etc.

Staff Co-ordinators,

Mrs. B. Kayathiribai, Head, Dept of Commerce,

Mrs. R. Bhuvaneshwari, Asst. Prof, Dept of MBA.