

SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE AUTONOMOUS



(Affiliated to Bharathidasan University)
(Accredited by NAAC) (An ISO 9001:2015 Certified Institution)

SUNDARAKKOTTAI, MANNARGUDI-614016.

TAMIL NADU, INDIA.

BEST PRACTICE-I

TITLE OF THE PRACTICE

Nurturing student innovation by encouraging startups.

AIM

1. To create a dynamic, innovative and entrepreneurial ecosystem in Rural Area.
2. To cultivate entrepreneurial skills and innovative thinking among students by creating an ecosystem that enables them to transform ideas into successful startups.
3. To develop an innovation-based system that fosters creativity among the rural students, nurturing their ideas and developing start-up-based culture and developing sustainable business models.
4. To Promote Social and Environmental Innovation and facilitate funding opportunities.

THE CONTEXT

The institution is recognized as one of the selected 50 colleges in Tamil Nadu by the Government of Tamil Nadu for setting up an Entrepreneurship Development Cell. The Initial funding of Rs.1,00,000 has been received from the Government of Tamil Nadu, alongside sponsorship and support from organizations like the Institute for Entrepreneurship and Career Development (IECD), Trichy and the Entrepreneurship Development Institute (EDI), Chennai. There is a growing need to equip students with entrepreneurial skills to address unemployment and create self-reliant individuals. The institution's efforts align with broader government initiatives to foster innovation, skill development and economic growth of students community.

PRACTICES

ESTABLISH INNOVATION COUNCIL

The Innovation Council is established to foster a culture of creativity, innovation and entrepreneurship within the institution. The council aims to create an ecosystem where students, faculty and staff can collaborate to develop innovative solutions for real-world problems and translate ideas into tangible outcomes such as startups, products or services.

AWARENESS PROGRAMME ON ENTREPRENEURIAL SKILLS

Functions as a hub for generating innovative ideas and converting them into actionable projects or business plans.

Brainstorming sessions and ideation competitions encourage students to think creatively and solve real-world problems.

MOTIVATION CAMPAIGN AND ORGANISING HACKATHON

Provide Access to Mentors and Industry Experts

Regularly organizing the motivational campaigns to inspire students to pursue entrepreneurship and hosting workshop with the expert from District industry centre and successful entrepreneurs to share insights and experiences.

Innovation Challenges and Hackathons: Regularly organize competitions to identify and reward innovative ideas.

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Workshops and Training Programs: Conduct sessions on design thinking, ideation, intellectual property (IP) management, develop prototyping and business model development.

Idea Incubation Support: Provide infrastructure, mentorship and financial support for the incubation of selected ideas.

Industry Interaction: Facilitate guest lectures, mentorship sessions, and collaboration with industry experts.

Innovation Exhibitions: Showcase innovative projects developed by students and faculty at local, regional and national levels.

Funding Support: Connect participants with funding agencies, angel investors and venture capitalists for seed funding.

Promote Government Schemes: Create awareness about government support programs, funding opportunities and policies that encourage entrepreneurship.

SKILL DEVELOPMENT TRAINING PROGRAMME

Conducted various training programs to enhance employability and entrepreneurial skills, includes,

Tailoring and Textile Screen Printing: Skills that can enable students to start small-scale businesses.

Jute Bag Preparation: Promoting eco-friendly business ideas.

Spiral Binding Training: Developing practical and scalable skill sets for employ mentor entrepreneurship.

Hands-on training sessions: Providing the practical skills like product development, packaging, and quality control.

EVIDENCE OF SUCCESS:

1. Creation of innovative solutions to societal, industrial and environmental challenges.
2. Development of student and faculty-led startups.
3. Enhanced employability skills and entrepreneurial mind set among students.
4. Strengthened linkages with industry and academic partners.
5. Contribution to the national mission of Ministry of Education's Innovation Cell (MIC), Government of India through innovation-driven growth.
6. By establishing the Innovation Council, the institution demonstrates its commitment to fostering a vibrant innovation ecosystem and empowering students to be future leaders and entrepreneurs.

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BEST PRACTICE-II

TITLE

Student placement initiatives by on Campus Drive and Job Fair

AIM

A common motto for a student placement cell could be "Empowering students, enhancing employability", highlighting the goal of preparing students with the necessary skills to secure successful employment opportunities.

THE CONTEXT

- Placement is the process of assigning a job to a candidate that matches their skills, qualifications and experience.
- It can also refer to the process of matching students to jobs, or students to educational programs.
- To match the students to educational programs based on their prior achievement, knowledge level, or personal characteristics.
- Career Guidance and Placement Cell is effectively working for the development of students to enrich their needed skills to avail an opportunity in their career path.
- The cell motivates the students to develop their skills in the different kinds of aspects to face the day to day job sectors in government sectors, corporate sectors and entrepreneur sectors.
- The primary aim of the cell is to develop corporate skills, competitive examination skills, entrepreneurial skills, personality development skills, academic skills and communication skills among the students with the help of Target CE, Soft skill Development Cell and Entrepreneurship Development Cell of the campus.

PRACTICES

PLACEMENT TRAINING

- A placement training program helps the students to develop the skills and knowledge they need to be successful in the job market. These programs can include training in communication, interview skills and professional etiquette.
- Placement Training was arranged for Elite students on 25.07.2023 "Orientation Programme" with Mr P Suriya Narayanan, Mr V Loghanandu, Mr R Janakiram, Shankar IAS Academy, Thiruvarur.
- Employability Skill Training Programme was conducted for III UG and II UG Students on 27.10.2023 with "LinkedIn Career Kickstarter Program" by Naan Mudhalvan Scheme.
- Online International Webinar was arranged for all UG and PG final year students on 06.09.2023 "Becoming Recruitable" with Ash Nan, School of Etiquette & Protocol London.

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PLACEMENT PROGRAMME

- Placement Programme was arranged for the UG and PG final year students with “Vertical Solution, Chennai” on 27.12.2023 and 329 students were selected.
- Placement Programme was arranged for the PG final year students with “Sureti Insurance Marketing PvtLtd, Coimbatore ” on 08.01.2024 and 11 Students were selected.
- Placement Programme was arranged for the PG final year (MCA ,M.ScIT.M.Sc CS) students with “Excel R EDTECH PvtLtd,Pune” on 08.02.2024 and 5 Students were selected.
- Mega Job fair was arranged for all the students inside, outside and nearby colleges to participate in the job fair to get placement all over the Tamil Nadu company. More than 300 students got placement in the job fair program.

EVIDENCE OF SUCCESS:

Mega Job fair was arranged for all the students inside, outside and nearby colleges to participate in the job fair to get placement all over the Tamil Nadu. More than 300 students received offer letter in the job fair program.