

## Best Practice 1

### **Creation of Entrepreneurial Eco system and budding Women Entrepreneurs**

#### **1. Objectives**

- To provide all students an opportunity to develop their entrepreneurial skill and to become self-reliant women through various mentoring sessions and ED workshops.
- To identify the budding Entrepreneurs and motivate them to start their own business by the support of Shabash- Entrepreneurial Development Cell.
- To provide seed capital for budding entrepreneurs for the establishment of their incubation or startups inside the campus.

#### **2. Context**

- To create an eco- system fostering Entrepreneurial culture and innovative start-up in the campus this will contribute to the development of the society by generating self- employment opportunities through Women entrepreneurship.
- To motivate the young minds to become entrepreneurs and to outfit them with the life skills needed to create opportunities in their area of interest and to stimulate the economical stability.

#### **3. The Practice**

- Shabash- ED cell of our college has formulated the **Shasun Innovation and startup Policy Council (SISPC)**, which will be instrumental in leveraging the potential of students' innovation & entrepreneurial mind-set among the student.
- Mentoring and Motivational session's organization in association with MSME and EDII, TN for all interested students on regular basis.
- Skill Course training offered by KVIC with certification is provided to all interested students on Herbal Products, Sanitizer making , Mask

- making, Bakery, Sanitary Napkins, Terrace gardening, Lantern making, Greeting cards etc is conducted in the campus for the students to gain hand-on experience.
- A series of workshops, mentoring sessions and international webinars are conducted for students to interact with successful entrepreneurs from industry and to enhance their knowledge.
  - Student's incubation and startups are initiated through Shabash – ED cell by providing seed capital from the Management to our budding entrepreneurs.
  - Shasun Bazaar is a mega event organized every year to develop the marketing skill of the students to display their creative products and have an experiential learning practice of entrepreneurship. During pandemic 2019-20, shasun bazaar was initiated in the online mode.
  - Students are encouraged to display their products in our daily-vend-in stalls in the college campus under the concept of “**Earn-while –learn programme**”. It encourages supporting economically poor students for their educational expenses. All campus businesses are given priority to our students to take up under this concept.
  - Budding entrepreneurs are encouraged for their innovative idea generation and organizing Business Plan workshops and competitions. Networking students with other funding agencies for their financial support in setting up their startup.
  - The college management is providing magnanimously and generously entrepreneurial seed capital fund, rent free shops inside campus and other amenities and provisions for students startup and develop their business.

#### **4. Outcome, Evidence of Success**

The workshop and programmes organised demonstrate the emphasis on entrepreneurship and its evidence of success was measured by no. of students emerging as budding entrepreneurs.

There are **110 budding entrepreneurs** in the college to establish their marketing and trading skills. 25 entrepreneurs are successfully running their business with good profit. (List enclosed)

In the year 2020-2021 two startups are initiated inside the college campus – Aavin parlour and Hekkai corner (herbal Tea and soups) are started by our Alumni. 7 student's startups are in progress for the year 2021-22.

## **5. Problems encountered and resources required**

### **• Problems Encountered:**

1. The students are not focused in one business and also do not reveal their interest in setting up their own business due to their family constraints.
2. Conduct of events through online mode due to pandemic, reduced the essence of practical sessions.
3. Financial problems for capital investment are faced by women students and parent's prevention in taking up business as their career option.

### **• Resources Required:**

- Financial support from college
- Seed capital Investment
- Infrastructure Facilities and amenities for startup
- Marketing support from college