

## Progress Report- WEDP Training Program

<b>Name of Training Program Conducted</b>	<b>Women Entrepreneurship development Program (WEDP)</b>	
<b>Name of the Coordinator &amp; Institution with complete Address including Mobile numbers</b>	Dr.S.Sowmya Assistant Professor Department of Commerce Cauvery college for Women Annamalai Nagar, Trichy-18 Mobile: 9944400287	
<b>Name of Training Program, partners if any</b>	Challenges and Opportunities of Budding Entrepreneurs in Digital Marketing	
<b>Financial Details</b>	Rs.1,00,000/-	
<b>Total cost of the Training Program</b>		
<b>Support provided by DST</b>	<b>Sanction Order No.</b>	<b>Sanction Order Date with Amount</b>
	1. 09/53/2020-NEB(TR)	Rs.1,00,000/-

1	<b>Number of the Training Programs conducted</b>	01
2	<b>Date, Duration &amp; location of each Training Program</b>	ANNEXURE-I
3	<b>No. of Trainees</b> (Please attach the list of the trainees which includes name, age, institution, state & mobile number) as per the format attached.	ANNEXURE-II
4	<b>List of resource person / expert engaged with Training Program with complete contact details including mobile number</b>	ANNEXURE-III
5	<b>Focus areas of Training Program</b>	Digital Marketing
6	<b>Attach the details of training organized including activity schedule and Broad Structure/ content of Training Program</b>	ANNEXURE-IV
7	<b>Key performance indicator (to be tracked with 1<sup>st</sup>/ 2<sup>nd</sup> Year).</b>	
A	No. of unit started up to 2 years (under Startups / MSME / Livelihood)	<b>Proposed</b>
B	No. of self employment started up to 2 years (under Startups / MSME / Livelihood)	<b>Proposed</b>
C	No. of employment generation up to 2 years (under Startups / MSME / Livelihood)	<b>Proposed</b>
D	Any revenue generation or capital raised	<b>Proposed</b>
E	Percentage of unit of self employment started/ no. of	-

	total trainees participated (unit + self employment / total trainees participated)	
F	<b>Any other achievement / impact, you would like to highlight as a progress of the Training Program.</b>	<b>The participants wished to get our mentorship in their entrepreneurship carrier</b>

*[Handwritten Signature]*  
**PRINCIPAL INVESTIGATOR**

*V. Vijal*  
**Principal**  
 Cauvery College for Women  
 (Autonomous)  
 Annamalai Nagar,  
 Tiruchirappalli - 620 018  
 Tamilnadu.



ANNEXURE I

DATE/DURATION AND LOCATION OF EACH TRAINING PROGRAM

DATE	DURATION	LOCATION
2.02.2021 – 2.03.2021	MORNING SESSION: 9.30AM -11.30AM 12.30PM – 2.30PM	GOOGLE MEET <a href="https://meet.google.com/hes-aiba-zxu">https://meet.google.com/hes-aiba-zxu</a>

*V. Jayalthe*  
Principal  
Sauvery College for Women  
(Autonomous)  
Annamalai Nagar,  
Tiruchirappalli - 620 018  
Tamilnadu.



# ANNEXURE - II

## CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS) ENTREPRENEURSHIP DEVELOPMENT CELL

### DST-WOMEN ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

#### ONLINE TRAINING ON "CHALLENGES AND OPPORTUNITIES IN DIGITAL PLATFORM FOR BUDDING YOUNG ENTREPRENEURS

##### ANNEXURE-II

#### LIST OF EXTERNAL TRAINEES

S.No	Name	Age	Institution Studied/Organization with address	State	Contact No	D.O.B
1	ARTI KULKARNI	34	MCE	Telangana	7639009151	05-09-1988
2	SINDHUJA BALASUBRAMANIAM	33	Sac State	Tamil Nadu	8825784736	16-04-1987
3	MANJULA S	21	Cauvery college for women, annamalai nagar, trichy.	Tamil nadu	9500268399	04-07-2000
4	RADHIKA R	34	1, Ganapathy Layout street, K.K. pudur, Saibaba colony, Coimbatore - 38	Tamilnadu	+919952296277	25-06-1987
5	MONIKA RAY	38	RRTTS, Keonjhar	Odisha	9437084611	16-09-1982
6	MALA S	28	MBA Dhanalakshmi Srinivasan College of Engineering Chennai	Karnataka	9448928792	04-07-1992
7	SOLAIPRIYA S	26	SRMIST, chennai	Tamilnadu	9698899499	30-03-1994
8	KALAISELVI B	42	St. Anne's girls Higher secondary school, Trichy	Tamilnadu	9486325454	28-01-1979
9	KEERTHIKA S	21	Cauvery college for women, trichy	Tamil nadu	9047352032	03-03-2000
10	DHIVYA J	25	M.sc,BED	Tamilnadu	8838530684	23-11-1995
11	YAMUNA V	20	Ys academy	Tamil nadu	9360338168	28-11-2001
12	MADHUMITHA MEGANATHAN	23	Cauvery college for women, trichy	Tamil Nadu	7305982992	11-09-1998
13	KEERTHANA V	21	Cauvery college for women, trichy	Tamilnadu	8946014098	09-03-2000
14	MALINI P	21	Cauvery college for women, trichy	Tamil Nadu	6385303196	30-11-1999
15	ARTHI K	20	Cauvery college for women, trichy	Tamilnadu	9786516135	02-09-2000
16	MAHESHWARI K	23	No	Tamil Nadu	8111039778	25-10-1997
17	SHANMUGA PRIYA S	33	Cauvery college for women, trichy	Tamilnadu	8754118015	15-12-1987
18	CATHERINE E	21	Bishop heber college, Trichy	Tamilnadu	+919944765810	26-12-1999
19	Dr.ZEENATH AMMAN A	42	Jamal Mohamed College	Tamil nadu	9965779770	20-05-1978
20	SINDHUJA S	28	SRM TRP Engineering College	Tamil nadu	8754808155	12-08-1992
21	GAYATHRI S	32	Bharathiar University	Tamil nadu	8220899431	30-01-1988
22	LAVANYA R	21	Cauvery College for women, Trichy	Tamil nadu	6379378983	04-05-2000
23	AARTHY T	21	Cauvery College for women, Trichy	Tamil nadu	8056753462	07-09-1999
24	KEERTHANA S	22	Cauvery College for women, Trichy	Tamil nadu	6379066788	22-12-1998
25	VIMALESWARI K	23	Cauvery College for women, Trichy	Tamil nadu	8940327273	02-04-1998

**CAUVERY COLLEGE FOR WOMEN(AUTONOMOUS)  
ENTREPRENEURSHIP DEVELOPMENT CELL  
DST-WOMEN ENTREPRENEURSHIP DEVELOPMENT PROGRAMME  
ONLINE TRAINING ON "CHALLENGES AND OPPORTUNITIES IN DIGITAL PLATFORM FOR BUDDING YOUNG ENTREPRENEURS  
ANNEXURE- II**

**PARTICIPANTS OF INTERNAL TRAINEES (PG FINAL YEARS STUDYING AT CAUVERY COLLEGE)**

S.No	Name	Age	Institution Studied/Organization	State	Contact No	D.O.B
1	MADHUMITHA V	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9345726457	22-05-1998
2	LENYA S	21	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9677491128	08-07-1999
3	PAVITHRA D	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	7538832900	18-10-1998
4	NITHYASHREE.E	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	8098478876	02-11-1998
5	DURGADEVI M	21	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9345332258	02-06-1999
6	KAYATHRI T	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9629020443	02-10-1998
7	SAMBAVI R	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	7548857052	18-08-1998
8	VINOH K	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	8489198425	09-09-1998
9	BAVITRA K	21	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	8760556135	30-06-1999
10	DHIVYA A	21	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9940732249	07-05-1999
11	JAYARANI A	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9003208967	28-10-1998
12	MAFIYA BEGAM.S	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9751714092	15-03-1998
13	JAYANTHI.B	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9751092335	14-08-1999
14	VASUKI.S	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	7603863004	19-04-1999
15	SRIMATHI.L	21	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	7558138317	05-07-1999
16	SOWMIYA. R	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9842931573	07-09-1998
17	PRIADHARSHNI.S	21	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9003490275	23-05-1999
18	SHOBANA R	21	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9360347349	30-06-1999
19	NITHYA MARY. K	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	9688222387	13-01-1999
20	PRIYA.M	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	6374655144	27-06-1999
21	MENAGA.M	23	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	8526467598	27-09-1997
22	NILAVU.S	22	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	8526467598	02-08-1998
23	SAMLIN NIROBA.V	23	CAUVERY COLLEGE FOR WOMEN ,Annamalai Nagar, Trichy.	Tamilnadu	6382188572	08-04-1997

### ANNEXURE III

**List of resource person/expert engaged with training program with complete contact details including mobile number**

S.No	Name of the resource person	Designation	Contact number	Email id
1.	Dr.Kavitha Saxena	Guest Faculty from EDII Ahmedabad	9824254590	kavita@ediindia.org
2.	Mr.S.Sathish Kumar	Food Consultant Nadhi Knowledge Partners Coimbatore	9750566633	sathishfpe@gmail.com
3.	Mr.E.Venkatesa Prabhu	Sarath Associates Trichy	9500729231	cavenkat.e@gmail.com
4.	Ms.U.Shrinidhi	Propertior Retailors, Trichy	8610057319	shrinidhi.cutie@gmail.com
5.	Mr.R.Micheal	Program Co-ordinator TIDITSSIA	9443733016	micdais@gmail.com
6.	CA. Pradeep.S	Co Chair, Young Indians	9841156777	pradeep@chenthilca.net
7	Dr.N.Krishanan	Manager, Mentor Centre for Entrepreneurship Development & Incubation National Institute of Technology Tiruchirappalli -620015	9677682106	cedi@nitt.edu
8.	Dr.P.Sivakumar	Chief Technology officer, Ariviya Tecnologies - A start up firm Pattukkotaai	9751313534	drsiva@ariviya.com
9.	Mr.G.Raveendran	General Manager, District Industries Centre, Trichy	9994362092	raveendran@gmail.com
10.	Mr.M.Aravind	Infinite Engineers Cofounder Chennai	9176796828	aravindinfinte@gmail.com
11.	Dr.Anusuya Saravanan	Professor/Registrar Indra Ganesan Group of Institutions, Trichy	9952767994	Sarananu94@gmail.com

12.	Mr.Shaik Waseem	Manager-Entrepreneur Educator Wadhvani Foundation	9113969350	shaikcell@gmail.com
13.	Aishwarya Srinivasan	Managing director Saa technology, Chennai	9655178731	sriniaishwarya@gmail.com
14.	Mr.Chollin Selvan	Managing Partner Cornions Industries Perambalur	9943699959	chollinselvan@esandhaiindia.com
15	Mr. Venkateshwaran	National Award Winner in Innovative Farming Practices Propertier, Earthworm Industry, Trichy	9994443695	venkateshwaran12@gmail.com
16.	Mrs. Devi Muthukumar	Proprietor, Irravikai Creations, Trichy.	9842414014	devimuthukumar@gmail.com
17.	Mr.Adarsh Mittal. A	Master Trainer, EDII, TN Assistant Professor Department of Management studies	9843750957	aadi.dj4u@gmail.com
18.	Dr.S.Rahini	Assistant Professor in MBA, Bishop Heber College, Trichy.	9842973317	rahinionline@gmail.com
19.	Mr.S.Santhosh	CEO,EDII,TN, Trichy Agri Business Incubation Forum	9942151058	santhosh.abm@gmail.com
20.	Dr.R.Arul	EDC Coordinator,St.Joseph college, Trichy	9940779255	arulfriends2005@gmail.com
21.	Dr.S.Najma	Associate Professor Department of Business Administration, Holy Cross College, Trichy.	9944616111	s.najmasha@gmail.com
22.	Mr.Mohammed Niyamathullah	Founder, Thinkin Lab	9894778518	thinkinvellore@gmail.com

		Vellore		
23.	Mr.N.Rajesh	Digital analyst, Internet agencies, Trichy	9751766066	rajesh@internest.agency
24.	Mr.T.Vigneshwaran,	Founder and CEO, Nanda Infotech, Coimbatore	9952498572	vignesh@nandhainfotech.com
25.	Ms.P.Umamaheswari	SASTRA TBI	7299085045	maheema@gmail.com
26.	Mr.N.Sampath	Sr.Consultant & Corporate Trainer	9843037478	lad2leader@gmail.com
27.	Ms.Thulsi Anand	Propertier Magna Jewels Trichy	9486491974	thulasiananth@gmail.com
28.	Mr.M Ravichandran	Director i/c ,Bharathidasan University Entrepreneurship, Innovation and Career Hub ( BECH),BDU ,Tiruchirappalli- 620 024	9842525728	muruguraavi@gmail.com
29.	Dr.N.Prasanna	Associate Professor, Department of Economics, Deputy Director i/c, BDU, Innovation & Career Hub(BECH-RUSA 2.0),Coordinator , Placement and Training Cell, BDU, Trichy.	9894915061	npeco@bdu.ac.in
30.	Mrs.Jayashree Suresh	Entrepreneur, Proprietor, First Craft and OMG, Trichy	7010266614	jayashreesureshss@gmail.com
31.	Mr.S. Suresh Kumar	MD International Centre for Entrepreneurship Learning and Research, Trichy	8883533777	gbssuresh@gmail.com
32.	Dr.R.Arockia Mary	Assistant Professor Department of Management studies Sacred Heart college ,	9952657036	arockiamaryr@gmail.com



		Tirupthur		
33.	Mr.R.Venkatesh,	Entrepreneurship Coordinator, Care Business school, Trichy	9442623483	rvenkateshbemba@gmail.com
34.	Mr.Stracey George	Skill trainer, Care Business school, Trichy	8883810999	stracey.george@care.ac.in
35.	Dr.Kabaly P.Subramanian,	Academic, Corporate Trainer and Strategy Consultant Muscat, Oman	+96899763903	kabaly@aou.edc.com
36.	Mr.S.Sivaraman	Advocate & Consultant in Foreign Policy, Customs Law Matters and MSME Development Chennai.	9840471561	sivaraman.sla@gmail.com
37.	Mr.Sunderraj	Proprietor, Subham Freight Pvt.Ltd	9360803535	Sunderraj08@gmail.com
38.	Mrs. Sridevi Jayachandran	FNA, SAP FICO Trainer (FreeLancer),Trichy.	9843442214	Sridevi.j@hotmail.com
39.	Mrs.D.Pradeeba	Proprietor, Decide Gifts	9943020143	prathibanatraj@gmail.com
40.	Dr.R.Bhargavi	Chair person,MPR Food Products	9842496161	bhargaviraja@mprfoods.com
41.	Mr.A Krishnamoorthy	IP Specialist Indian Patent agent Zacoo India R & D Private limited Bangalore	8220672150	krishna.moorthy@zahoo.com
42.	Ms. M.Nagamalar	Assistant Professor, PG Department of HRM,Shrimathi Dev Kunvar Nanalalbhatt, Vaishnav College for women, Chennai	9443741016	mnagamalar@gmail.com
43.	Dr.CMA.TK Sridhar	Cost Accountant Director, Sahasri Singar Academy	7708409466	sridhartks@gmail.com
44.	Mr.R.Rajaram	Practicing Chartered accountant	9842455441	krajaram@gmail.com
45.	Dr.Nichola Prakash	Head & faculty district	9500964460	nicolamsw@gmail.com

		resource centre for Panchayats, District Collectorate, Krishnagiri.		
46.	Dr.P. Umarani	MHRD, Resource person	9840888605	umapurusotham@yahoo.co.in
47.	Dr.R.Subha	EDC Coordinator CCW	9944400287	subha.chem@cauverycollege.ac.in



*V. Vijayathir*  
Principal  
Cauvery College for Women  
(Autonomous)  
Annamalai Nagar,  
Tiruchirappellii - 620 018  
Tamilnadu.

## ANNEXURE IV

### DST SPONSORED-WOMEN ENTREPRENEURSHIP DEVELOPMENT PROGRAMME ONLINE TRAINING ON “CHALLENGES AND OPPORTUNITIES IN DIGITAL PLATFORM FOR BUDDING YOUNG ENTREPRENEUR’S”

**DURATION: 02.02.2021-02.03.2021**

#### MODULE I

#### MODULE - 1: ENTREPRENEURSHIP & SCHEMES OF ASSISTANCE

Day	Date	Session	Title	Name of the Trainer	Designation/ Ph.No
1	2.02.2021	1	Inauguration	Dr.Kavitha Saxena	Guest Faculty from EDII, Ahamedabad
	2.02.2021	2/3	Expectations from trainees, Final Goal, Programme's Strategy etc.	Dr.R.Subha Dr.S.Sowmya	EDC Coordinator Cauvery College for women, Trichy
	2.02.2021	4	Who is an Entrepreneur & Charms of being an Entrepreneur	Mr.S.Sathish Kumar	Food Consultant, Nadhi Knowledge Partners Coimbatore
2	3.02.2021	1	Schemes of Assistance for MSMEs: Financial Agencies / Institutions	Mr.E.Venkatesa Prabhu., B.Com.,ACA	Sarath Associates, Trichy
	3.02.2021	2	Schemes of Assistance for MSMEs: Financial Agencies / Institutions	Ms.U.Shrinidhi	Propertior, Retailors Trichy
	3.02.2021	3&4	Schemes of Assistance for MSMEs: NSIC, SIDBI, DIC and Other Support Agencies	Mr.R.Micheal	Program Co-ordinator TIDITSSIA

**MODULE - 2: PROJECT SELECTION & IT'S PRE FEASIBILITY**

Day	Date	Session	Title	Name of the Trainer	Designation/ Ph.No
3	4.02.2021	1	How to Identify Business Opportunities	CA. Pradeep.S	Co Chair, Young Indians
	4.02.2021	3	Business Opportunity identification: Criteria of selection & Sources of Information	Dr.N.Krishanan	Manager, Mentor Centre for Entrepreneurship Development & Incubation National Institute of Technology Tiruchirappalli -620015
	4.02.2021	2/4	Business opportunity Guidance Interactions with Rep. from various support institutions	Dr.P.Sivakumar	Chief Technology officer, Ariviya Tecnologies - A start up firm Pattukkotaai
4	5.02.2021	1	Business Opportunity Guidance Interactions with DIC, DI-MSME, Lead bank	Mr.G.Raveendran	General Manager, District Industries Centre, Trichy
	5.02.2021	2	Business Opportunity Guidance Interactions with DIC, DI-MSME, Lead Bank etc.	Mr.R.Micheal	Program Co-ordinator TIDITSSIA
	5.02.2021	3/4	How to conduct Market Survey: Tools, Techniques and Guidelines	Mr.M.Aravind	Infinite Engineers Cofounder Chennai
5	6.02.2021	1	How to assess pre-feasibility of a Project	Dr.Anusuya Saravanan	Professor/Registrar Indra Ganesan Group of Institutions, Trichy

	<b>6.02.2021</b>	2	Preparing Pre-feasibility Report: Preliminary Project Report (PPR)	Mr.Shaik Waseem	Manager-Entrepreneur Educator Wadhvani Foundation
	<b>6.02.2021</b>	3/4	Preparing Pre-feasibility Report: Preliminary Project Report (PPR)	Aishwarya Srinivasan	Managing director Saa technology, Chennai
6	<b>8.02.2021</b>	1	Online exposure to a factory	Mr.Chollin Selvan	Managing Partner Cornions Industries Perambalur
	<b>8.02.2021</b>	2	Online Experience Sharing with Entrepreneurs	Mr. Venkateshwaran	National Award Winner in Innovative Farming Practices Propertier, Earthworm Industry, Trichy
	<b>8.02.2021</b>	3	Online Experience Sharing with Entrepreneurs	Aishwarya Srinivasan	Managing director Saa technology, Chennai
	<b>8.02.2021</b>	4	Online Experience Sharing with Entrepreneurs	Mrs. Devi Muthukumar	Proprietor, Irravikai Creations, Trichy.

**MODULE - 3: CONSOLIDATION OF BUSINESS IDEA**

<b>Day</b>	<b>Date</b>	<b>Session</b>	<b>Title</b>	<b>Name of the Trainer</b>	<b>Designation/ Ph.No</b>
7	9.02.2021	1	Soft Skill Development: Business Communication	Ms. Shrinidhi.U	Re-tailors,Proprietor,Trichy
	9.02.2021	2 & 3	Soft Skill Development: Information Seeking	Mr.Adarsh Mittal. A	Master Trainer, EDII, TN Assistant Professor Department of Management studies
	9.02.2021	4	Briefing for Market Survey: Questionnaire Designing	Dr.S.Rahini	Assistant Professor in MBA, Bishop Heber College, Trichy.
8	10.02.2021	1/2	Conducting Market Survey and online Data Collection for the identified business opportunities	Mr.S.Santhosh	CEO,EDII,TN, Trichy Agri Business Incubation Forum
	10.02.2021	3/4	Conducting Market Survey and online Data Collection for the identified business opportunities	Dr.R.Arul	EDC Coordinator,St.Joseph college, Trichy
9	11.02.2021	1/2	Conducting Market Survey and online Data Collection for the identified business opportunities	Dr.S.Najma	Associate Professor Department of Business Administration, Holy Cross College, Trichy.
	11.02.2021	3/4	Conducting Market Survey and online Data Collection for	Mr.Mohammed Niyamathullah	Founder, Thinkin Lab Vellore

			the identified business opportunities		
10	12.02.2021	1/2	Conducting Market Survey and online Data Collection for the identified business opportunities	Mr.N.Rajesh	Digital analyst, Internet agencies, Trichy
	12.02.2021	3/4	Conducting Market Survey and online data Collection for the identified business opportunities	Mr.T.Vigneshwaran,	Founder and CEO, Nanda Infotech, Coimbatore
11	13.02.2021	1/2	Feedback and Discussion on Market Survey	Ms.P.Umamaheswari	SASTRA TBI
	13.02.2021	3/4	Evaluating the PPRs prepared by the Trainees	Mr.N.Sampath	Sr.Consultant & Corporate Trainer
12	15.02.2021	1	Linking Business Opportunities with trainees	Ms.Thulsi Anand	Propertier Magna Jewels Trichy
	15.02.2021	2	Linking Business Opportunities with trainees	Mr.S.Sathish Kumar	Food Consultant, Nadhi Knowledge Partners Coimbatore
	15.02.2021	3	Linking Business Opportunities with trainees	Mrs. Aishwarya Srinivasan,	Managing director Saa technology, Chennai
	15.02.2021	4	Online Interactions with Technical Experts for finalizing project	Mr.T.Vigneshwaran	Founder and CEO Nanda Infotech

**MODULE - 4: MOTIVATIONAL INPUT**

<b>Day</b>	<b>Date</b>	<b>Session</b>	<b>Title</b>	<b>Name of the Trainer</b>	<b>Designation/ Ph.No</b>
<b>13</b>	<b>16.02.2021</b>	1	Developing Entrepreneurial Competencies (Achievement Motivation Training)	Mr.M Ravichandran	Director i/c ,Bharathidasan University Entrepreneurship, Innovation and Career Hub ( BECH),BDU ,Tiruchirappalli- 620 024
	<b>16.02.2021</b>	2	Developing Entrepreneurial Competencies (Achievement Motivation Training)	Dr.N.Prasanna	Associate Professor, Department of Economics, Deputy Director i/c, BDU, Innovation & Career Hub(BECH-RUSA 2.0),Coordinator , Placement and Training Cell, BDU, Trichy.
	<b>16.02.2021</b>	3/4	Developing Entrepreneurial Competencies (Achievement Motivation Training)	Mrs.Jayashree Suresh	Entrepreneur, Proprietor, First Craft and OMG, Trichy
<b>14</b>	<b>17.02.2021</b>	1/2	Developing Entrepreneurial Competencies (Achievement Motivation Training)	Mr.S. Suresh Kumar	MD International Centre for Entrepreneurship Learning and Research, Trichy
	<b>17.02.2021</b>	3/4	Developing Entrepreneurial Competencies (Achievement Motivation Training)	Dr.R.Arockia Mary	Assistant Professor Department of Management studies Sacred Heart college , Tirupthur
<b>15</b>	<b>18.02.2021</b>	1/2	Developing Entrepreneurial Competencies (Achievement Motivation Training)	Mr.R.Venkatesh,	Entrepreneurship Coordinator, Care Business school, Trichy



	18.02.2021	3/4	Developing Entrepreneurial Competencies (Achievement Motivation Training)	Mr.Stracey George	Skill trainer, Care Business school, Trichy
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#### MODULE - 5: BUSINESS PLAN PREPARATION

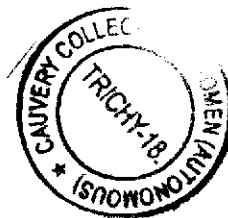
Day	Date	Session	Title	Name of the Trainer	Designation/ Ph.No
16	19.02.2021	1/2	Business Plan: Need, Importance, Content &Format	Dr.Kabaly P.Subramanian,	Academic, Corporate Trainer and Strategy Consultant Muscat, Oman
	19.02.2021	3	Production Planning in MSME	Mr.S.Sivaraman	Advocate & Consultant in Foreign Policy, Customs Law Matters and MSME Development Chennai.
	19.02.2021	4	Purchase Technique	Mr.Sunderraj	Proprietor, Subham Freight Pvt.Ltd
17	20.02.2021	1/2/3	How to assess Working Capital Requirement for MSME	Mrs. Sridevi Jayachandran	FNA, SAP FICO Trainer (FreeLancer), Trichy.
	20.02.2021	4	How to manage Working Capital for MSME	Ms.U.Shrinidhi	Propertior Retailors Trichy
18	22.02.2021	1/2	Product Costing and Cost Consciousness	Dr.S.Rahini,	Assistant Professor in MBA, Bishob Heber College, Trichy.
	22.02.2021	3/4	Break Even Point	Dr.S.Najma	Assistant Professor, Department of business administration, Holy Cross college, Trichy
19	23.02.2021	3	Cash flow	Mrs. Sridevi Jayachandran	FNA, SAP FICO Trainer(FreeLancer), T richy.

	<b>23.02.2021</b>	1/2	Profitability & Balance Sheet	Mr.E.Venkatesa Prabhu.	B.Com.,ACA, Sarath Associates
	<b>23.02.2021</b>	4	Product Planning & Product Mix	Mrs.Jayashree Suresh	Entrepreneur, Proprietor, First Craft and OMG, Trichy
20	<b>24.02.2021</b>	1/2	Preparation of detailed business plan	Mr.Stracey George	Skill trainer, Care Business school, Trichy
	<b>24.02.2021</b>	3/4	Preparation of detailed business plan	Mr.R.Venkatesh	Entrepreneurship Coordinator, Care Business school, Trichy

#### MODULE - 6: MANAGEMENT INPUTS

Day	Date	Session	Title	Name of the Trainer	Designation/ Ph.No
21	<b>25.02.2021</b>	1/2	Marketing Management: Product Promotion, Sales and Advertisement	Mrs.D.Pradeeba	Proprietor, Decide Gifts
	<b>25.02.2021</b>	3	Marketing Management: Product Promotion, Sales and Advertisement	Dr.R.Bhargavi	Chair person,MPR Food Products
	<b>25.02.2021</b>	4	Financial Management	Dr.S.Rahini,	Assistant Professor in MBA, Bishop Heber College, Trichy.
22	<b>26.02.2021</b>	1	Personal Management	Mr.Suresh.S Kumar	MD International Centre for Entrepreneurship Learning and Research, Trichy
	<b>26.02.2021</b>	2	IPR, Pattern, Copy Rights, Trade Mark etc.	Mr.A Krishnamoorthy	IP Specialist Indian Patent agent Zadoo India R & D Private limited Bangalore
	<b>26.02.2021</b>	3/4	Legal Formalities in an Enterprise: (Factory Act, PF,	Ms. M.Nagamalar	Assistant Professor, PG Department of HRM, Shrimathi Dev

			Labour Laws etc.)		Kunvar Nanalalbhatt, Vaishnav College for women, Chennai
23	27.02.2021	1	Negotiation and Networking	Mr.P.Sunderraj	Proprietor, Subham Freight Pvt.Ltd
	27.02.2021	2	Delegation of Authority	Dr.CMA.TK Sridhar	Cost Accountant Director, Sahasri Singar Academy
	27.02.2021	3	Leadership Modes	Dr.Kabaly P.Subramanian	Academic, Corporate Trainer and Strategy Consultant Muscat, Oman
	27.02.2021	4	Efficiency Orientation and Systematic Planning	Mr.Mohammed Niyamathullah	Founder, Thinkin Lab Vellore
24	01.03.2021	1/2	Legal formalities for Loan Disbursement	Dr.CMA.TK Sridhar	Cost Accountant Director, Sahasri Singar Academy
	01.03.2021	3/4	Taxation: Various Taxes Applicable to MSME	Mr.R.Rajaram	Practicing Chartered accountant
25	02.03.2021	1	Interfacing with financial Institutions for Business Plan Appraisal	Dr.Nichola Prakash	Head & faculty district resource centre for Panchayats, District Collectorate, Krishnagiri.
	02.03.2021	2/3	Feedback from Participants	Dr.R.Subha Dr.S.Sowmya	EDC Coordinators, CCW
	02.03.2021	4	Valedictory	Dr.P. Umarani	MHRD, Resource person
	Dr.Mrs.V.Sujatha			Principal CCW	



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