



SRI RAMACHANDRA FACULTY OF MANAGEMENT SCIENCES

ENTREPRENEURSHIP ACTIVITIES

During the year 2018 - 2021

Faculty of Management has signed an MOU from the year 2009 with the National Entrepreneurship Network (NEN) established by Wadhvani Foundation to carry out entrepreneurial education at SRMC&RI. The Wadhvani Foundation rolled out a series of courses for the benefit of students who aspire to become Entrepreneurs. To make this happen, NEN requires Faculty Members to play the role of a Facilitator to create a vibrant entrepreneurship network. The first course named WFNEN100, an orientation programme was conducted in the month of July 2017 for Faculty Members at LIBA, Chennai. Three Faculty Members from Faculty of Management participated in the programme and they in turn trained 15 Faculty Members drawn from various constituent Faculties of our University. NEN course 100 was made as part of the timetable for BBA as well as MBA students. In continuation, NEN also collaborated with SRMC&RI in hosting the second Orientation Programme WFNEN 101 in Entrepreneurship benefiting 10 faculty members. Also Faculty of Management initiates in conducting NEN E-Week every year encouraging various entrepreneurial activities within the SRMC&RI campus. Students put up stalls trying out business at campus level thus gaining hands on entrepreneurial experience.

The National Entrepreneurship Network inspires, educates and supports approx. 100K+ students in over 500 member institutes and deliver high-impact entrepreneurship programs. NEN enables over 3200 entrepreneurship faculty in these institutes, creating approximately 1000 new companies every year.

NEN's unique approach includes a well-balanced mix of classroom (Curriculum Programs) and practical training (Practicum programs), facilitated by dedicated on-ground consulting and education team. NEN offers a wide bouquet of online & classroom offerings for students, aspiring entrepreneurs & student entrepreneurs (courses, workshops, boot camps, networking sessions, vertical specific training, Campus Company initiatives and start-up internships) and provides platforms like student-run E Cells, innovation centers and incubators that enable sustainable entrepreneurship development.

Curriculum Programs

NEN's curriculum programs are designed to instill critical entrepreneurship skills in students through innovative online and faculty assisted lessons spanning 3 years.

Practicum Programs

NEN enables Wadhvani E-cells where students can practice entrepreneurship through structured activities, campus companies, Smart E Challenges, workshops, interactions with entrepreneurs, startup internships and events.

Faculty Development Programs

NEN's Faculty Development Programs are intended to cover the needs of a faculty member going from basic to advanced levels in terms of knowledge, skill of facilitating entrepreneurship. Select faculty will undergo advanced programs to mentor student entrepreneurs.

Entrepreneurship Cell

The E-cell of SRIHER was launched in the year 2010 which has been fostering innovation and entrepreneurship students of various constituent colleges like Pharmacy, Bio-medical Sciences, Physiotherapy, BASLP, etc. It identifies and advises on the types of business the individuals/groups can carry out based on competencies and skill assessment. It inspires entrepreneurship feeling through seminars, workshops, e-week on campus, etc.

Activities

Basics of Entrepreneurship

Students gained the knowledge about entrepreneurship and what kind of ideas to be developed, if you are going to be an entrepreneur. The students also came to know about risks for entrepreneurship and how various ideas can be developed to start a business.

The list of programs and activities conducted from 2018 are listed below

E-WEEK 2018

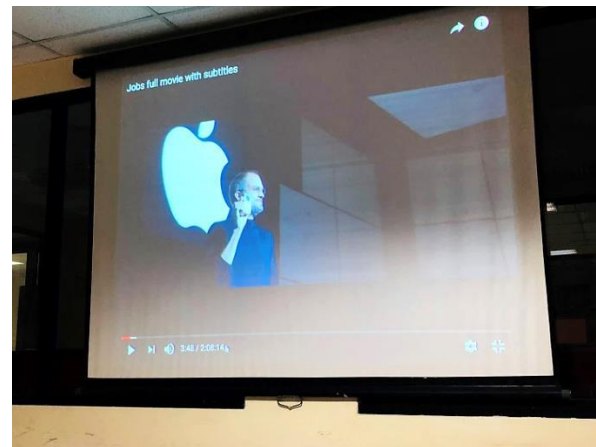
E – week is the celebration of bold vision that re-imagine the world and in doing so, change it forever by pushing the boundaries of what is possible and shaping history. Sri Ramachandra Medical College and research institute is proud to welcome to the valedictory celebration of this year’s grand and spectacular week with over forty events and eighty prizes designed to bring out the entrepreneur in you.



Movie screening

10th, February, 2018.

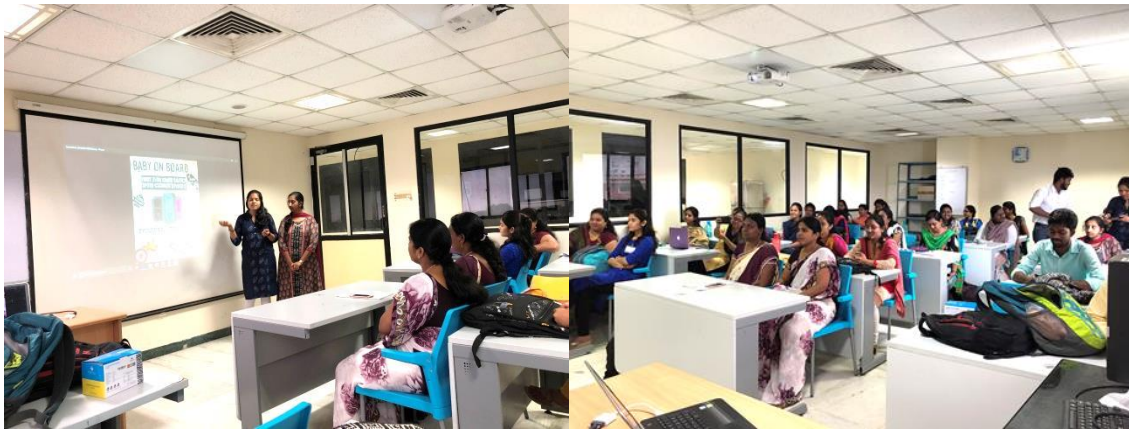
As per the criteria for NEN E-week, a movie was screened; in which Michael Fassbender and director Danny Boyle bring the late, great tech genius back to life. Steve Jobs, a renowned businessman, faces problems in his personal and professional life while trying to launch three products in the market. This was visualised by the 30 students of management. Furthermore, it’s a brilliant and dazzling atmosphere to be in surrounded by; more interesting and vast views that came into our sight. In fact, Indulging in the cinema experience is profoundly memorable.



Hackathon

11th, February, 2018.

The idea behind a hackathon is for people with different skills and knowledge to get together, pool their various abilities and have fun. In fact, one can produce something nobody wants, but it is something cool or interesting. About 30 students participated in teams, where everyone ended up in presenting their ideas. We learnt new things about technology, as we created something from scratch; it is learning-by-doing. Hackathons are about participation.



12th, February, 2018.

The idea behind Talks by eminent speakers is to provide entrepreneurial knowledge for people those who wish to learn something from scratch. Mr.Ajit kumar chordia, Managing director of Olympia group and Dr.M.Hamsaraj, Director, Physiocare mentored the students with their success mantras “stay hungry and stay blessed” and “With your hard work and perseverance you can reach your destiny”. About 274 students participated, where everyone ended up in learning new things based on the e-week theme “Live your entrepreneurial dream”. Talks are about learning.



Venture Launch

The idea behind Venture Launch is the launching of the innovative product, designed and sold by the students in their entrepreneurship venture. Dr. Shruti Balagopal launched her product “Greenish” which is a start-up that offers variety of green plants for gifting on various occasions. The product was launched by Dr. P. V. VijayaRagavan, Vice chancellor, Sri Ramachandra Medical College and research centre.



Udan

The idea behind Udan is a real time business environment simulation. Participants will get an industry, based on lot, upon which they have to approach and impress the government officials by speaking about their company and get tenders. The government officials will then, ask for the prototype with specifications. The participants have to buy the inventory from stores available, build the prototype and then they have to market their prototype to government officials and they will get the revenue based on the quality of their product. The game was conducted in the university campus with participants from constituent colleges.





Eship Competitions

The idea behind Eship competitions is to improve the abilities and knowledge of the people in entrepreneurship. It is a learning process that provides the capacity to think creatively and ambitiously through games. The competition Multitasking and Taglines and logos provided the students a platform to test their skills and knowledge respectively. About 3 students participated in multitasking and 10 students participated in Taglines and logos in teams, where everyone ended up in showcasing their talents. Eship Competitions are about participation and learning.



AD MADS

The idea behind Ad mads is for people with different skills and knowledge to get together, pool their various abilities and have fun. It is to improve their knowledge in marketing the products. The competition Ad mads provided the students a platform to think creatively and ambitiously through games. We learnt new things about marketing and sales and it is learning-by-doing. About 16 students participated in teams where everyone ended up in showcasing their talents. Ad mads are about participation.



Mela

The idea behind putting up stalls is to improve the entrepreneurial skills of people with different abilities and knowledge. It is a learning process that provides the capacity to not only start companies but also to think creatively and ambitiously. In fact, one can produce and sell something that nobody wants, but it is something interesting and gives hands-on experience. About 49 students participated in teams and put up 16 stalls, where everyone ended up in converting their ideas into short-term business. We learnt real time problem solving; it is learning-by-doing. Melas are about participation and learning.



13th, February, 2018.

The idea behind Talks is for people to improve their entrepreneurial knowledge by listening to eminent speakers. The most enabling talk was given by our guest lecturer Mr. Rakesh Murali. He is the founder of one of the Chennai's entrepreneur network Chennai Startups and Stratonik, an established technology consulting firm. He enlightened us on working out an idea, as early as possible, no matter what other people think. He stressed out the fact that one needs to surround themselves with a positive group of people, for a

successful business. About 144 students participated, where everyone ended up in learning new things and gaining knowledge. Talks are about learning.



Super marketing

The idea behind having super marketing (sell me please!) is to bring about innovative strategies that can be followed to market their products, since marketing plays a major role in sales of a product. About 15 students participated in teams; the game was conducted in the university campus with participants from constituent college.



Crisis management

The idea behind having crisis management game (Houston- we have a problem) is to engage people with a sudden emergency situation, an unexpected event that threatens to harm one's organisation. This simulates a business environment within which they need to manage the disruptive event. About 10 students participated in teams; the game was conducted in the university campus with participants from constituent colleges.

Mad angles

The idea behind having mad angles (blind folded) is to demonstrate communication without speaking among their team members though they are blind folded. About 16 students participated in teams; the game was conducted in the university campus with participants from constituent colleges. Through this a person's leadership quality breaks through in order to communicate among their team and accomplish the task.



14th, February, 2018.

The idea behind Talks is for people to improve their entrepreneurial knowledge by listening to eminent speakers. The most enabling talk was given by our guest lecturer Ms. Shreya Nagarajan Singh, the founder of SNS Arts which is a developmental consultancy. She enlightened us on dreaming big and thinking creatively and ambitiously. She mentored us with her positive speech which will lead us to create new ideas for a successful business. About 14 students participated, where everyone ended up in learning new things and gaining knowledge. Talks are about learning.



Panel Discussion

The idea behind Panel Discussion is for people with different abilities to share their knowledge and ideas in order to provide a solution for a common problem. The panellists were Ms.Kiley Adams, Fulbright-Nehru Researcher; Mr. Phani Kumar, founder of catalyst 28; Mr. Krishna Kumar, Music producer and composer, Founder of K River Records and Ms.Shreya Nagarajan Singh, Founder of SNS Arts Developmental Consultancy. The panel discussion was on the topic “Common trends and threads of entrepreneurship and leadership” About 30 students participated, where everyone ended up in learning new things and gaining knowledge and new ideas. Panel discussion is about learning and sharing the knowledge.



Bankruptcy

Who said CEO's should have all the fun of running a company into the ground? The Bankruptcy Game is a fast-paced game, in that the object of the game is to be the first player to declare "Bankruptcy" and have an empty hand. The game has 110 cards, which consist of Stock Share cards with values from 1 to 10. About 5 students participated; the game was conducted in the university campus with participants from constituent colleges.



Kaunbanega entrepreneur (scavenger hunt)

A scavenger hunt is a party game in which the organizers prepare a list defining specific items, which the participants seek to gather or complete all items on the list, without purchasing them. Usually participants work in small teams, although the rules may allow individuals to participate. About 40 students participated in teams; the game was conducted in the university campus with participants from constituent colleges.



Flash mob

A flash mob is where we formed a group and assembled suddenly in a public place in our campus, performed an unusual and seemingly pointless act for a brief time, then quickly disperse; this is done often for the purposes of entertainment, satire, and artistic expression. About 16 students participated in this event.



Rally

We first started with a welcome speech, and started the rally with an aim to spread awareness on the theme “Live Your Entrepreneurial Dream”- Break Barriers, create wealth and change India. About five constituent departments took part in this event.



Street play

Street play is one of the most popular and widespread forms of drama. The primary objective of performing street play is to create a sense of awareness in the society we live in. The Street play we performed was based on unemployment, inter caste marriage etc. Street plays are best known for their catchy dialogues, attracting slogans, and powerful dramatic elements like tragedy, humour, mimicry etc., which was carried out by us along with the music and dance. About 16 students participated in this event.



Walkathon

We first started with a welcome speech, and started the rally with an aim to spread awareness on the theme “Live Your Entrepreneurial Dream”- Break Barriers, create wealth and change India. About five constituent departments took part in this long-distance walk organized as an event.



15th, February, 2018.

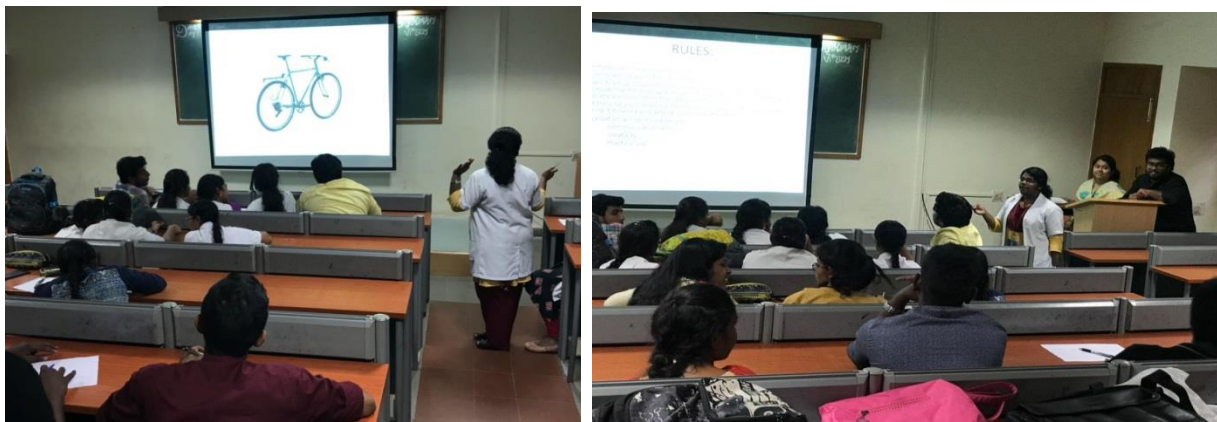
Boot camp

The idea behind having boot camp is to provide physical training to new paramedics in assessment of haemoglobin level & body fat analysis. About 10 students participated in learning through this boot camp.



Brain stormers

The idea behind having Brain stormers is to involve the spontaneous contribution of ideas from all members of the group; also: the mulling over of ideas by one or more individuals in an attempt to devise or find a best product from the six pictures that were shown. About 11 students participated in teams; the game was conducted in the university campus with participants from constituent colleges.



Project X

The idea behind having Project X is a business simulation game that involves the spontaneous contribution of ideas from all members of the group; in building a bridge in the most economical way. The bridge need to be in such a way it can hold books. About 7students participated in teams; the game was conducted in the university campus with participants from constituent college.



Rangoli

Rangoli is an art form, originating in the Indian subcontinent, in which patterns are created on the floor using materials such as colored rice, dry flour, colored sand or flower petals. Here the participants were asked to prepare a logo on entrepreneurship. About 9students participated in teams; the game was conducted in the university campus with participants from constituent colleges.



Tag line Reveal

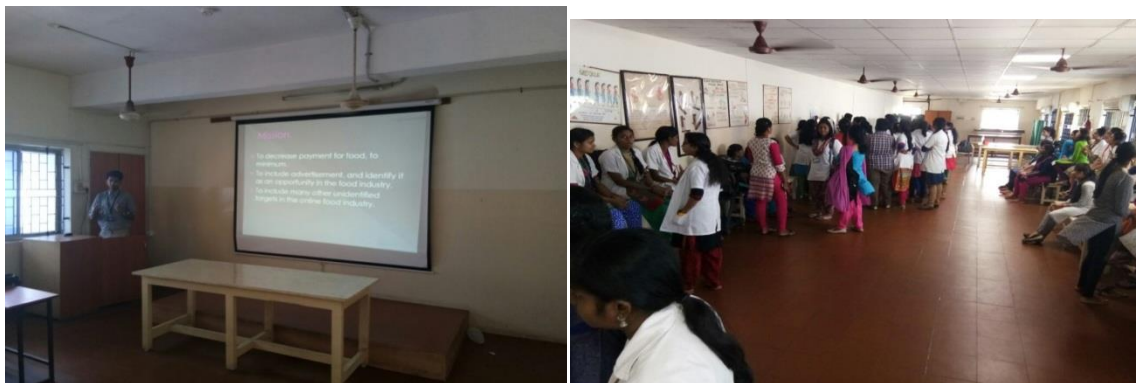
The idea behind having Tag line Reveal is about guessing the Slogan & marketing campaign lines of brands. A few well-chosen words were included to recall a favourite brand. But today, since marketers and advertisers tend to rely on visual cues - a font, a colour, a spokesperson, or even an icon - to inspire, logos were too included. About 12 students participated in teams; the game was conducted in the university campus with participants from constituent colleges.



16th February 2018

Business plan

In this event each team consists of one member from each department. A business plan is a written document that describes in detail how a business, usually a new one, is going to achieve its goals. A business plan lays out a written plan from a marketing, financial and operational viewpoint. Here the teams are provided with the rules within which a business plan need to be prepared.



Brick walk

The event involved walking a previously allotted distance with the help of bricks. The participants weren't allowed to place their feet on the ground, which in case if they do so, they were found to be disqualified. The timing of the completion of their task was noted down, and the prize belongs to the one who completed the distance in the shortest span of time. Brick walk turned out to be new-fangled for those who participated and they indeed did enjoy this event. Many students from different colleges took part in the competition and it was a very innovative and interesting event.

Challenges

In this event each team was comprised of two members from each department. Challenges comprised of 3 levels like eye for an eye, neutral action, spray it consisting of elimination at each level. Selection for next level was based on accuracy, timing and performance.



CUTTU-OTTU CUTOUT

In this event each team was given 15 minutes to make a poster showcasing the advertisement of any product using the newspaper given to them along with the tag lines. No writing was allowed, and the sketch pens were used only for designing purpose. The resources – chart paper, glue, scissors, sketch pens and newspapers were provided to each team. 10 minutes was allotted for presentation of poster. After innovative and creative presentations from each team, and careful consideration; the department of Speech language and hearing secured the first place in the event.



Dum charades

In this event each team was comprised of three members. The event was organized at 3 levels namely movie title, words and songs. Each level consists of one minute. Each members of the team has to come at least once for gesticulation. Lip movement or any kind of sound is unacceptable.



Jill Jung Juck

In this event each team was comprised of four members from each department. The event comprised of 3 levels like hop and go, rock and roll, blows and built with elimination at each level. Each level consists of one minute. Selection for next level was based on accuracy and performance.



Fashion show

A fashion show is a chance for a designer to show off a particular aesthetic, a particular mood, a particular feel or point of view. As a result, fashion shows can tend to be more conceptual and focused on a higher level idea. About 70 students from constituent colleges took part in this event with great enthusiasm.



VALEDICTORY

The idea behind Talks is for people to improve their entrepreneurial knowledge by listening to eminent speakers. Mr.Kumaravel, CEO of Naturals salon and spa addressed the students during the annual celebration of National entrepreneurship networking E-Week. He stressed out the fact that entrepreneurs should be motivated by a range of goals, not just profit. He also enlightened us on following our dreams to become successful entrepreneur. He defined entrepreneurship as a way of thinking and acting; about imagining new ways to solve problems and create value. About 106 students participated, where everyone ended up in learning new things and gaining knowledge. Talks are about learning.



College Startup

Students were educated about the various big companies, organizations that were incorporated in university campuses globally. The students understood that all it takes to start a venture is just an idea to fulfill a social need and the rest of the plan automatically falls in place.

INSTITUTE OF HIGHER EDUCATION AND RESEARCH (DU)
CAMPUS COMPANY / START-UPS-POLICY AND GUIDELINES
NOVEMBER 2018

Faculty of Management, SRUHER (DU) adopts policy / guidelines for campus start-ups to encourage and promote and entrepreneurial culture among the students. College is a great time to learn time management, conflict management, multitasking, negotiation, money management and other basic managerial skills and hence encouraging the students to come with new ventures becomes the need of the hour. Therefore, if any students comes with an idea, the institution will support the budding entrepreneur as per the following guidelines.

BOARD

8 All the Faculty Members of Faculty of Management Sciences, SRIHER (DU), henceforth will be referred as BOARD. The Principal/Principal i/c of the Faculty of Management Sciences, will be referred as CHAIRMAN. Every faculty member will be referred as MEMBER.

ELIGIBILITY AND APPROVAL

- Any student who is currently on roll in Faculty of Management Sciences is eligible to come up with their business proposals / business plan for campus-start-ups and these are subject to scrutiny / screening and approval by the BOARD to protect the interest and name of the Institution.
- However, the decision of the CHAIRMAN will be final.

BOARD'S SUPPORT TO START-UPS

- Space for the Start-ups (E-cell)
- Permission to use Computer Laboratories

- Mentoring / monitoring
- Permission to use SRIHER (DU) brand name upon approval by the Chancellor of the Institution

FUNDING FOR THE COMPANY

- The start-up company will have its own funding and accounting procedures and the BOARD / Institution will not lend any financial assistance.

OBLIGATIONS OF THE START-UP COMPANY

Upon approval from the Board, The Start-up Company will enter into an agreement with the BOARD and it will be obligated to diligently follow the following provisions. Failure to satisfy these requirements may result in cancellation of the approval by the Board. The start-up company will:

- Hold the business transactions transparently
- Comply with the Institution Rules and will not cause any damage to the reputation of the Institution
- Run the business ethically and will be responsible towards the society
- Take care of the infrastructural facilities provided by the Institution and will not cause damage to the facilities
- Make required payments (Refer Clause..) within 14 days of the due date
- Submit the balance sheet of the company at the end of every month to the BOARD

BOARD'S EQUITABLE ROLE IN THE START-UP COMPANY

- The BOARD / INSTITUTION will not hold any shares / seat in the governing body of the Start-up company
- However, the Start-up firms shall pay the rent amount on 10th of every month to the BOARD
- The rent amount will vary according to the location of the space provided and the size of the space and the same will be mentioned in the agreement

WITHDRAWAL OF SUPPORT

- The BOARD reserves the right to withdraw its support to any Start-up that it engages with, following a due process of notice. This may involve withdrawal of access to facilities, and/or withdrawal of mentoring support and/or, the BOARD may seek modifications to the agreement signed with the Start-up through an amendment. Should the need arise, the BOARD may also wind up the Start-up in order to protect the Institution's name and its interests.



As part of our E-cell activity, one of our MBA students Dr. Shruthi Balagopal has come up with few ideas one among which was Greenwaves launched during our E-week celebration by our honorable Vice-Chancellor. Our Institution is a perfect place to introduce this concept of a greener environment in both the surroundings and the interiors of the hospital given its beautifully crafted infrastructure and location.

ENTREPRENEUR TALK- 2019:

- Ms. Archana Stalin Co-Founder & Growth Champion, My Harvest Farms – Agricultural Entrepreneurship Entrepreneurship - cell organized for a talk on “Agricultural Entrepreneurship” on 21.09.2019. She gave an insight on agriculture through organic farming. She shared her experience and nuances in agriculture. She also shared opportunities in this field and the session ended with question and answer session.



- Talk on "Creating awareness on start-ups and Boards Games" by Mr.G.Senthil kumar on 31.08.2019
- Talk on Entrepreneurship as a Fitness and Health Coach Profession by Ms.Devimeena Sundaram on 14.02.2020
- Talk on Entrepreneurial Opportunities in Healthcare by Dr.Babu Joseph on 06.03.2020

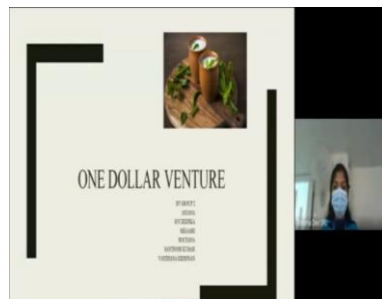


- Entrepreneurial Talk by Ms. Kathambari, Women Entrepreneur, Founder Wedo, Chennai on 08.03.2021
- One dollar venture activity by MBA students on 16/03/2021
Student groups presented their venture through online to the judge and it was judged based on their new idea (novelty), profit and strategy.

Group 1



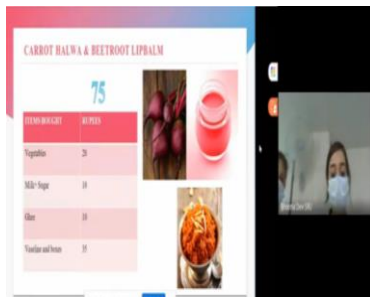
Group 2



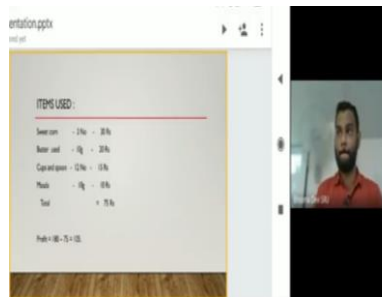
Group 3



Group 4



Group 4



Group 6

