



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI



Recognized u/s 2(f) & 12(B) of UGC Act 1956 Re-Accredited with "A" Grade by NAAC (3rd Cycle)
Permanently Affiliated to Thiruvalluvar University An ISO 9001:2015 Certified Institution

**Women Entrepreneurship Development Cell (WEDC) Organized VIT
WEDP 4 Weeks Online Training Programme on 10-02-2021 to 28-02-2021**

INVITATION

IMPORTANT DATES

Last Date for Registration
28.01.2021

Intimation of Selection
(email / What's up)
29.01.2021

Confirmation to
Participants on
31.01.2021



scan QR code for Registration

Topics Covered

- Business Opportunities identification
- Business Plan Preparation
- Import & Export Procedure
- Detailed Project Report
- Marketing Management
- Soft Skill Development
- Working Capital Management
- Market Survey Tools and Techniques
- Negotiation Skills
- Patent/Copyrights /TradeMark
- Government -MSMEs schemes

ABOUT REGISTRATION

- The course will be conducted through Google Meet Platform (online mode only)
- No. of participants is restricted to 25 / Batch
- Women with age limit between 18 to 35 are eligible to apply
- Diploma / Degree in any branch of Science / Engineering /Technology can apply
- Selected candidates will be intimated by E-mail/whats up
- Participation Certificate will be provided
- No course Fees

Registration link

<https://forms.gle/w15wGSunaQAUthFg6>

Total 3 Batches /
25 Participants per Batch


PRINCIPAL
Marudhar Kesari Jain College
for Women
Vaniyambadi - 635 751

AGENDA

BATCH - I

Marudhar Kesari Jain College for Women, Vaniyambadi

WOMEN ENTREPRENSHIP DEVELOPMENT

PROGRAMME SCHEDULE

S.N	Date	Session	Subject/ Topic	
1	2	3	4	
1	10.02.2021	I	Inauguration & orientation of the training programme	Wednesday
		II	Programme Objectives: Expectations from trainees, Final Goal, Programme Strategy	
		III	Who is an Entrepreneur & Charms of Being an Entrepreneur	
		IV		
2	11.02.2021	I	Schemes of Assistance for MSMEs: Financial Agencies, Institutions	Thursday
		II		
		III - IV	Schemes of Assistance for MSMEs: NSIC, SIDBI, DIC and Support Agencies	
3	12.02.2021	I	History of Entrepreneurship in India and scope	Friday
		II		
		III - IV	Developing Entrepreneurial Competencies & Case Study discussions	
4	13.02.2021	I to II	How to Identify Business Opportunities Opportunities identification: Criteria of selection & Sources of Information	Saturday
		III & IV	Business Opportunity Guidance Interactions with Rep. From SFC, KVIC, Consultant	
5	13.02.2021 03.00 pm to 06.00 pm	I to IV	Virtual Field work - Basic of Market Survey - Preparation for Market Survey Importance of Survey, Feed Back	Saturday
6	14.02.2021	I to IV	Virtual Field work - Preparation for Market Survey -Homework	Sunday
7	14.02.2021 03.00 pm to 06.00 pm	I to IV	Virtual Field work - Preparation for Market Survey -Homework	Sunday

8	15.02.2021	I	Basic of Marketing and Management	Monday
		II	Marketing Sales and Development	
		III	Marketing Management : Sales and Advertisement	
		IV	Marketing Product promotion	
9	16.02.2021	I	Entrepreneurship Ethics & value	Tuesday
		II	Entrepreneurship latest trends	
		III	Linking Business Opportunities with trainees Interactions with Experts for projects	
		IV		
10	17.02.2021	I - II	Business Communication & Business Development: Information Seeking	Wednesday
		III	Briefing and Planning for the Market Survey: Questionnaire Preparation	
		IV		
11	18.02.2021	I	Business Communications	Thursday
		II	Business Development: Information Seeking	
		III	Briefing and Planning for the Market Survey: Questionnaire Preparation	
		IV		
12	19.02.2021	I	Innovation and Scope in Entrepreneurship	Friday
		II	Importance of Technology Support to Entrepreneurship	
		III	Environmental and Social Impact Assessment	
		IV	Case Studies Discussion - I	
13	19.02.2021	I to IV	Virtual Field work - Market Survey - I - Homework Assignment	Friday
14	20.02.2021 10.00 am to 01.00 pm	I	Digital Marketing and Latest Trends , Importance of Data Management	Saturday
		II		
		III		
		IV		
15	20.02.2021 03.00 pm to 06.00 pm	I to IV	Developing Entrepreneurial Competencies Case Study Discussion - II	Saturday
16	21.02.2020	I to IV	Virtual Field work - Market Survey - II - Assignment	Sunday

S.N	Date	Session	Subject/ Topic	
17	22.02.2021	I	How to find out pre - feasibility of Project PPR	Monday
		II		
		III	Market Questionnaire Discussion - I	
		IV		
18	23.02.2021	I	Developing Entrepreneurial Competencies	Tuesday
		II		
		III	Case Study Discussion - II	
		IV		
19	24.02.2021	I	Basics of Import & Export	Wednesday
		II	Import & Export Requirements, Licenses	
		III	MSME procedures & Connecting Institutions	
		IV	Guidelines & Procedures	
20	25.02.2021	I	Financial Management - Basic of accounting	Thursday
		II		
		III	Ledger Taxation Procedures	
		IV		
21	26.02.2021	I	Cash Flow - Procedures	Friday
		II	Profiting , Balance Sheet	
		III	Export Good and Service Tax - GST,	
		IV	Tally	
22	26.02.2021	I to IV	Project Detail and Virtual Field Work Assignment	Friday
23	27.02.2021	I	Preparation of DPR	Saturday
		II	DPR Procedures	
		III	Finalization of DPR - IPR /Pattern /Copy Rights.	
		IV		
24	28.02.2021 11.00 pm to 02.00 pm	I	Product Planning , Product Marketing Strategy Feedback , Valediction E- certificate verification	Sunday
		II		
		III		
		IV		


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**Women Entrepreneurship Development Cell (WEDC) Organized VIT
WEDP 4 Weeks Online Training Programme on 10-02-2021 to 28-02-2021**

REPORT

Vellore Institute of Technology organized Women Entrepreneurship Development Programme for PG Students of Marudhar Kesari Jain College for Women, Vaniyambadi from 10-2-2021 to 28-2-2021. It was 4 weeks Online Training Programme Supported by Ministry of Science and Technology Dept of Science and Technology, organized by Centre of Sustainable Rural Development and Research Studies (CSRD & RS). It was coordinated by Dr. C.R. Sundara Rajan, Assistant Director of CSRD & RS, Dr. Parthiban NK., Assistant Project Officer CSRD & RS, and Mr. Rajeshkanna, CSRD & RS. From MKJC 78 students participated in this 4 weeks Online Training Programme and 10 staff participated. Students enriched their skills of entrepreneurship by the sessions. They have undergone lot of skills and topics which helped them to develop themselves as better entrepreneurs.

B. Varanthi

WEDC CO-ORDINATOR


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PHOTOS



GPS MAP CAMERA

JJQ3+GMP Tamil Nadu IN

Latitude: 12.638682

Longitude: 78.6042132

Date: 28 Feb 2021

Time: 11:31 PM



M. Suresh
PRINCIPAL
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