



SRI MANAKULA VINAYAGAR  
ENGINEERING COLLEGE  
(AN AUTONOMOUS INSTITUTION)



Department of  
Electronics and Communication Engineering



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Club Activities Report (2024-25)

## **ENTREPRENEURSHIP CLUB**

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## **Preface**

The Entrepreneurship Club is established with the objective of nurturing entrepreneurial mindset, innovation, and leadership qualities among students. In today's rapidly evolving economic landscape, entrepreneurship plays a crucial role in employment generation, technological advancement, and national development. The club serves as a platform to inspire students to transform ideas into viable business solutions.

The Entrepreneurship Club bridges the gap between academic learning and real-world business practices by providing exposure to startup culture, business models, innovation strategies, and market-driven thinking. Through interactive sessions, workshops, idea pitching events, startup meets, and mentorship programs, the club encourages students to think creatively, take calculated risks, and develop problem-solving skills.

By fostering innovation and self-reliance, the Entrepreneurship Club aims to produce confident graduates who are not only job seekers but also job creators, contributing to sustainable economic and social growth.

Prepared by

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Assistant Professor

Department of Electronics and Communication Engineering

Verified by

**Dr.SB.Lenin**

Associate Professor,

Department of Electronics and Communication Engineering

Recommended by

**Dr.C.A.Sathiyamoorthy**

(IQAC Co-Ordinator)

Approved by

**Dr.P.Raja**

Professor and Head

## About the Institution

Sri Manakula Vinayaga Educational Trust was founded to provide quality and affordable education to the weaker sections of society. The trust established Sri Manakula Vinayagar Engineering College (SMVEC) in 1999. SMVEC is an autonomous institution affiliated to Pondicherry University. It offers a variety of undergraduate, postgraduate, and research programs in engineering. SMVEC has been accredited by NAAC with “A” grade and NBA. The institution is also accredited by TATA consultancy services. The college has a good placement record with students getting job offers from top companies in India and abroad. SMVEC students have won many awards and accolades for their academic achievements.



### Vision

To be globally recognized for excellence in quality education, innovation and research for the transformation of lives to serve the society.

### Mission

**M1: Quality Education :** To provide comprehensive academic system that amalgamates the cutting edge technologies with best practices.

**M2: Research and Innovation :** To foster value-based research and innovation in collaboration with industries and institutions globally for creating intellectuals with new avenues.

**M3: Employability and Entrepreneurship :** To inculcate the employability and entrepreneurial skills through value and skill based training.

**M4: Ethical Values :** To instill deep sense of human values by blending societal righteousness with academic professionalism for the growth of society.

## About the department

The Department of Electronics and Communication Engineering is a top-notch department that offers high-quality UG, PG and Ph.D. programs. The UG program B.Tech - Electronics and Communication Engineering is accredited by the National Accreditation Board, AICTE-New Delhi, and has a placement record of over 80%. The department's graduates are highly sought-after by employers in the Electronics and Communication sector.

Our department contributes significantly to achieving the national objective of envisioning the world with a clear and deep commitment and a sincere desire to meet the expectations of a rising, fast-developing technology.

### Vision

Facilitate academic excellence and research among Electronics and Communication Engineers to meet global needs with high competence and ethical professionalism.

### Mission

- **Academic Excellence:** To impart learning skills to meet the global challenges in the field of Electronics and Communication Engineering.
- **Research and Innovation:** To provide excellence in research and innovation through multidisciplinary specialization.
- **Employability and Entrepreneurship:** To enhance inter and intra-personal skills to make them employable and entrepreneurs.
- **Ethics:** To inculcate the significance of human values and professional skills to serve society.

### Programs offered

- B.Tech - Electronics and Communication Engineering
- M.Tech - Electronics and Communication Engineering
- M.Tech - VLSI & Embedded Systems

Ph.D - Electronics and Communication Engineering  
About the Entrepreneurship Club

## **Summary of Club**

The Entrepreneurship Club is a student-driven initiative that promotes entrepreneurial awareness, innovation, and startup culture among students from all disciplines. The club provides opportunities for students to explore business ideas, understand market dynamics, and gain practical knowledge of entrepreneurship.

The club activities include:

- Entrepreneurship awareness programs
- Startup idea generation and validation sessions
- Business plan and pitch competitions
- Workshops on finance, marketing, and legal aspects
- Interaction with entrepreneurs, startup founders, and industry experts.

## **Objectives of Club**

The primary objectives of the Entrepreneurship Club are:

- To inculcate entrepreneurial mindset and innovative thinking among students
- To encourage students to identify real-world problems and develop sustainable solutions
- To provide basic knowledge on startup formation, business models, and funding
- To develop leadership, communication, and decision-making skills
- To motivate students to pursue self-employment and startups
- To create awareness about government schemes and support for entrepreneurs
- To build a strong ecosystem connecting students, mentors, and industry



**MEMBERS OF ENTREPRENEURSHIP CLUB**

S.NO	Position	Name	Year/ Sem/ Sec
1.	President	1.krithika S	III/ VI/ B
2.	Vice president	1.Kamini 2.Kavitaanjali V	III/ VI/ B II/IV/C
3.	Secretary	1.Keerthivasan 2. Dhayanidhi.K	III/ VI/ A III/ VI/ B
4.	Joint Secretary	1.Vasanthraj 2.Giridharan	III/ VI/ C III/ VI/ A
5.	Treasurer	1.Sriram.S 2.Aishwarya.G 3.Hemavathy M	III/ VI/ C III/ VI/ C III/ VI/ A
6.	Technical Head	1.Rithik sandron V 2.Ashwin Pradeep S	III/ VI/ C III/ VI/ C
7.	Assistant Technical Head	1.Anugraha NC 2.Dinesh S	III/ VI/ B II/ IV/ C
8.	Organization Head	1.Sathya seelan P 2.Abdul Hafeez A	II/ IV/ C II/ IV/ D III/ VI/ B
9.	Assistant Organization Head	1.Lakshmipriya S 2.Abinesh S	II/ IV/ D II/ IV/ B
10.	Publicity Head	1.Chezhen K 2.Thnaigavelan A	II/ IV/ B II/ IV/ D
11.	Assistant Publicity Head	1.Vinodha E 2.Kavi sri V.S	II/ IV/ C II/ IV/ C
12.	Creative Head	1.Sundareshwar V 2.Varshini E	II/ IV/ D II/ IV/ D
13.	Assistant Creative Head	1.Harshavardhini R 2.Priyanka K	III/ VI/A II/IV/ C

## **PURPOSE OF THE CLUB ACTIVITIES**

The Entrepreneurship Development Club is established with the purpose of empowering students with entrepreneurial competencies and practical business exposure. The club activities are designed to achieve the following purposes:

### **1. Entrepreneurial Awareness**

To introduce students to the concept, importance, and scope of entrepreneurship and its role in economic and social development.

### **2. Skill Development**

To develop essential skills such as leadership, communication, financial literacy, problem-solving, and decision-making through hands-on activities.

### **3. Innovation and Creativity**

To encourage idea generation, creative thinking, and innovation by addressing real-world challenges through startup-oriented solutions.

### **4. Practical Exposure**

To provide real-world exposure through interaction with entrepreneurs, startup founders, industry experts, and incubation ecosystems.

### **5. Career Transformation**

To shift student mindset from job-seeking to job-creating, thereby promoting self-reliance and entrepreneurial confidence.

## **Activity 1 - ENTREPRENEURSHIP FEST**

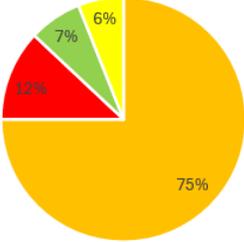
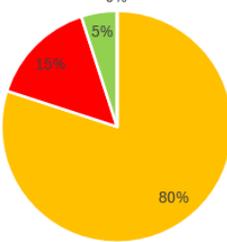
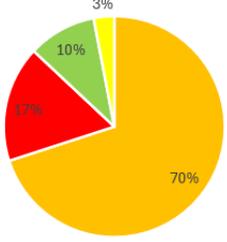
Name of the Activity	: Startup Conclave
Name of the Club	: Entrepreneurship Club
Date / Day of Activity	:24/8/24
Activity executed for	: I year /I Sem / B Sec

ENTREPRENEURSHIP FEST, conducted as part of the Startup Conclave, was successfully organized by the Entrepreneurship Club with the objective of promoting entrepreneurial thinking, innovation, and startup awareness among students. The event was organized under the guidance of industry mentors and entrepreneurship development organizations and witnessed active participation from students across various departments.

The event provided an excellent platform for students to ideate, design, and present innovative business ideas that address real-world problems. Participants actively took part in various entrepreneurship-focused activities such as startup idea presentation, business model development, problem–solution mapping, product pitching, and innovation challenges. These activities enabled students to apply their theoretical knowledge along with creativity, market understanding, and strategic thinking in a practical entrepreneurial environment.

ENTREPRENEURSHIP FEST also included interactive sessions and panel discussions with successful entrepreneurs, startup founders, and business professionals. These sessions enriched students' understanding of startup ecosystems, funding opportunities, business scalability, and emerging trends in entrepreneurship. The event emphasized leadership, teamwork, innovation, critical thinking, and effective communication skills, thereby motivating students to consider entrepreneurship as a viable and impactful career path.

# FEEDBACK

Was the class useful and relevant to the topic?	The session was clear and understandable.	How did the club members interact with the students?																														
 <table border="1"> <caption>Feedback Data: Was the class useful and relevant to the topic?</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Excellent</td> <td>75%</td> </tr> <tr> <td>Good</td> <td>12%</td> </tr> <tr> <td>Satisfactory</td> <td>7%</td> </tr> <tr> <td>Un satisfactory</td> <td>6%</td> </tr> </tbody> </table>	Category	Percentage	Excellent	75%	Good	12%	Satisfactory	7%	Un satisfactory	6%	 <table border="1"> <caption>Feedback Data: The session was clear and understandable.</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Excellent</td> <td>80%</td> </tr> <tr> <td>Good</td> <td>15%</td> </tr> <tr> <td>Satisfactory</td> <td>5%</td> </tr> <tr> <td>Un satisfactory</td> <td>0%</td> </tr> </tbody> </table>	Category	Percentage	Excellent	80%	Good	15%	Satisfactory	5%	Un satisfactory	0%	 <table border="1"> <caption>Feedback Data: How did the club members interact with the students?</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Excellent</td> <td>70%</td> </tr> <tr> <td>Good</td> <td>17%</td> </tr> <tr> <td>Satisfactory</td> <td>10%</td> </tr> <tr> <td>Un satisfactory</td> <td>3%</td> </tr> </tbody> </table>	Category	Percentage	Excellent	70%	Good	17%	Satisfactory	10%	Un satisfactory	3%
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Satisfactory	10%																															
Un satisfactory	3%																															

## Gallery of Photographs



## Activity 2 - Introduction to Basic Entrepreneurship

Name of the Activity	: <b>Introduction to Basic Entrepreneurship</b>
Name of the Club	: Entrepreneurship Club
Date / Day of Activity	: 16/9/2024
Activity executed for	: III year /III Sem / B Sec

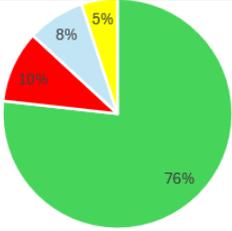
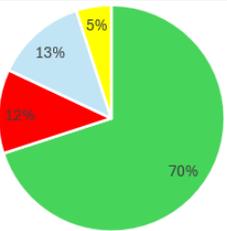
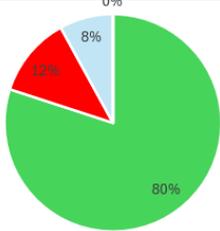
Entrepreneurship is an interdisciplinary field that focuses on the identification of opportunities, creation of innovative ideas, and development of sustainable business ventures. It integrates knowledge from management, economics, finance, marketing, technology, and social sciences to create value-driven enterprises. In recent years, entrepreneurship has gained significant importance due to its role in employment generation, innovation, economic growth, and social development.

An entrepreneur is an individual who identifies a problem or opportunity and takes initiative to develop a solution by organizing resources, managing risks, and creating value. Entrepreneurs play a vital role in transforming ideas into products or services that meet market needs. They utilize creativity, leadership, and strategic thinking to build ventures that contribute to industrial and societal progress.

Basic entrepreneurship involves understanding fundamental concepts such as idea generation, opportunity recognition, market analysis, value proposition, business models, and customer needs. It also includes knowledge of resources, finance, risk management, and legal aspects related to starting a business. Practical examples such as small startups, social enterprises, and technology-based ventures are commonly used to introduce students to the principles of entrepreneurship.

The session emphasized the importance of entrepreneurial mindset, innovation, and problem-solving skills. Students were introduced to real-life entrepreneurial examples and encouraged to think creatively about solving everyday problems through business solutions. The activity helped students gain clarity on entrepreneurship as a career option and motivated them to explore startup opportunities in the future.

## FEEDBACK

Was the class useful and relevant to the topic?	The session was clear and understandable.	How did the club members interact with the students?
 <p style="font-size: small; margin-top: 5px;"> <span style="color: green;">■</span> Excellent    <span style="color: red;">■</span> Good    <span style="color: lightblue;">■</span> Satisfactory    <span style="color: yellow;">■</span> Un satisfactory         </p>	 <p style="font-size: small; margin-top: 5px;"> <span style="color: green;">■</span> Excellent    <span style="color: red;">■</span> Good    <span style="color: lightblue;">■</span> Satisfactory    <span style="color: yellow;">■</span> Un satisfactory         </p>	 <p style="font-size: small; margin-top: 5px;"> <span style="color: green;">■</span> Excellent    <span style="color: red;">■</span> Good    <span style="color: lightblue;">■</span> Satisfactory    <span style="color: yellow;">■</span> Un satisfactory         </p>

## Gallery of Photographs



### Activity 3 - EXPERT GUEST LECTURE

Name of the Activity	: Insights on Entrepreneurship and startup
Name of the Club	: Entrepreneurship Club
Date / Day of Activity	: 27/9/2024
Activity executed for	: IInd Year students
Participants	: 545

A guest lecture on *Startup Insights and Entrepreneurship* was organized to provide students with practical exposure to the startup ecosystem and modern business practices. The session was delivered by an experienced startup founder who shared real-world knowledge about ideation, execution, and scaling of a business venture. The primary objective of the lecture was to bridge the gap between academic learning and industry expectations while encouraging students to explore entrepreneurship as a career option.

The speaker began by defining a startup as an innovation-driven organization focused on solving a real-world problem through a scalable and sustainable business model. Unlike traditional businesses, startups emphasize rapid experimentation, adaptability, and continuous improvement. The importance of identifying customer pain points and validating ideas before product development was strongly emphasized. According to the speaker, many startups fail because they focus on the product rather than the problem. Therefore, understanding user needs through surveys, interviews, and prototype testing is crucial.

The lecture also highlighted the startup lifecycle, which includes ideation, validation, development, launch, and scaling. During the ideation phase, entrepreneurs must analyze market gaps and competitor strategies. In the validation stage, minimum viable products (MVPs) are developed to test feasibility and customer acceptance. The speaker explained that early feedback helps reduce risk and prevents unnecessary investment in non-viable ideas. He also stressed the role of data-driven decision making in refining products and services.

# PHOTO GALLERY



Madagadip, Puducherry, India  
Sri Manakula Vinayagar Engineering college, Madagadipet, Puducherry 605106, India  
Lat 11.912533°  
Long 79.635104°  
27/09/24 02:31 PM GMT +05:30



Madagadip, Puducherry, India  
Sri Manakula Vinayagar Engineering college, Madagadipet, Puducherry 605106, India  
Lat 11.912533°  
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27/09/24 02:30 PM GMT +05:30

## **Activity 4 - Introduction to basic Entrepreneurship**

Name of the Activity : **Introduction to Basic Entrepreneurship**

Name of the Club : **Entrepreneurship club**

Date / Day of Activity :23/11/2024

Activity executed : I year /I Sem / A Sec

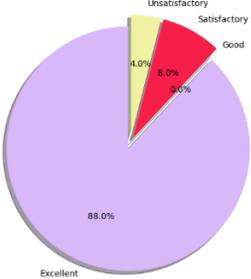
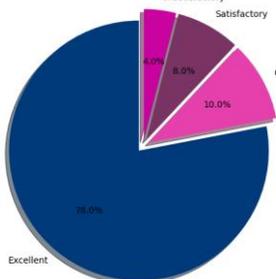
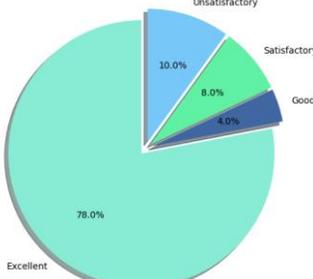
Entrepreneurship is a multidisciplinary domain that focuses on the creation, development, and management of new business ventures. It combines knowledge from areas such as management, economics, finance, marketing, technology, and innovation to develop solutions that address real-world needs. In the present economic scenario, entrepreneurship plays a vital role in fostering innovation, supporting industrial growth, and generating employment opportunities.

An entrepreneur is a visionary individual who identifies opportunities in the market and takes initiative to convert ideas into successful enterprises. Entrepreneurs utilize creativity, leadership, and strategic planning to organize resources, manage risks, and deliver value to customers. Their ability to adapt to changing market conditions and customer demands is a key factor in business sustainability and growth.

Basic entrepreneurship involves understanding core concepts such as opportunity identification, idea validation, customer analysis, value creation, and business feasibility. Students were introduced to essential components of a startup including product or service development, cost estimation, pricing strategies, marketing approaches, and revenue models. Emphasis was also given to the importance of innovation, ethical practices, and customer-centric thinking.

The session highlighted real-life examples of successful startups and small-scale entrepreneurs to help students relate theoretical concepts to practical applications. Students were encouraged to observe problems in their surroundings and think creatively about transforming them into viable business opportunities. The activity helped in developing entrepreneurial awareness and motivated students to explore entrepreneurship as a potential career path.

# FEEDBACK

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## Gallery of Photographs



## **Activity 5 - Modern Designing of Startup Products**

Name of the Activity : **Modern Designing of Startup Products**

Name of the Club : Entrepreneurship Club

Date / Day of Activity : 01/02/1015

Activity executed : I year / I Sem / D Sec

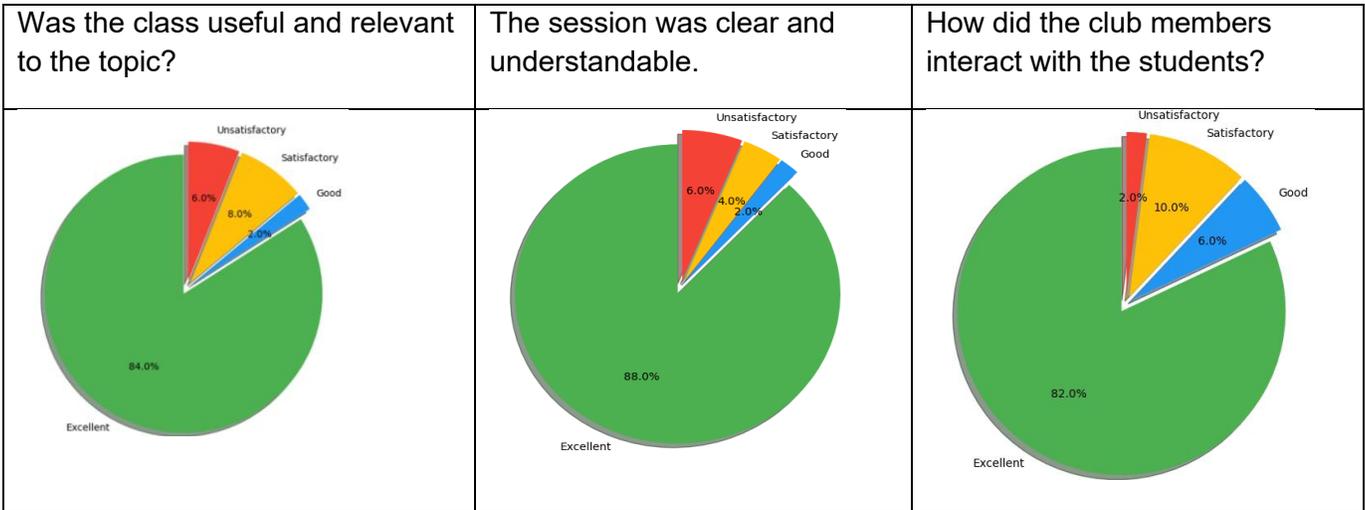
The vision of entrepreneurship is centered on creating innovative, sustainable, and value-driven enterprises that contribute to economic growth and societal development. Entrepreneurship aims to empower individuals to identify opportunities, solve real-world problems, and create products or services that improve quality of life. By encouraging innovation and self-reliance, entrepreneurship plays a vital role in employment generation and nation building.

Future entrepreneurship focuses on the integration of technology, creativity, and strategic thinking to develop scalable business models. Emerging areas such as digital entrepreneurship, social entrepreneurship, green businesses, and technology-driven startups are reshaping traditional business practices. Data analytics, artificial intelligence, e-commerce platforms, and digital marketing tools are enabling entrepreneurs to reach global markets and adapt quickly to changing customer needs.

Human-centric and ethical entrepreneurship is another important aspect of future vision, where businesses are built not only for profit but also for social impact. Collaboration, adaptability, and continuous learning are key qualities required for modern entrepreneurs. Startups increasingly emphasize sustainability, inclusivity, and responsible innovation to address social and environmental challenges.

In the educational and societal context, entrepreneurship plays a crucial role in developing leadership, creativity, and problem-solving skills among students. The vision on entrepreneurship emphasizes innovation, ethical values, and sustainability while encouraging research, experimentation, and startup culture. Overall, entrepreneurship is expected to shape a resilient, inclusive, and innovation-driven future for society.

# FEEDBACK



## Gallery of Photographs



## **Activity 6 - Entrepreneurship Trivia and Puzzle Challenge**

Name of the Activity : Entrepreneurship Trivia and Puzzle Challenge

Name of the Club : Entrepreneurship Club

Date / Day of Activity :08/02/2025

Activity executed for : II Year / IV Sem / C sec

The Entrepreneurship Trivia and Puzzle Challenge was organized with the objective of making entrepreneurial learning interactive, engaging, and thought-provoking. The activity aimed to strengthen students' understanding of entrepreneurship concepts through fun-based learning methods such as quizzes, puzzles, and problem-solving games. This approach encouraged active participation and improved conceptual clarity among students.

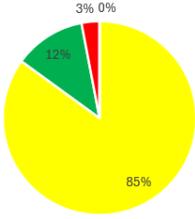
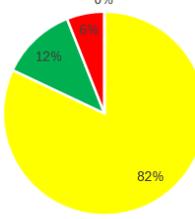
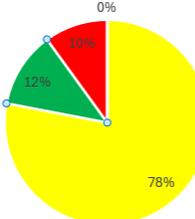
The event consisted of multiple rounds including entrepreneurship trivia, startup-themed quizzes, business model puzzles, logo and brand identification, case-based riddles, and problem–solution matching activities. The questions were designed to test students' knowledge of entrepreneurs, startups, business terminology, innovation concepts, funding mechanisms, and real-world entrepreneurial scenarios. Puzzle-based activities helped students develop analytical thinking and quick decision-making skills.

Students actively participated in individual and team-based challenges, promoting teamwork, collaboration, and healthy competition. The activity encouraged participants to think creatively, connect concepts, and apply entrepreneurial knowledge in a logical and time-bound manner. Interactive puzzles such as revenue model matching, customer–product fit games, and startup journey sequencing made the session lively and educational.

The session also emphasized critical entrepreneurial skills such as problem identification, opportunity recognition, risk analysis, and strategic thinking. Faculty coordinators and club members facilitated discussions after each round to clarify concepts and provide real-world insights related to the questions and puzzles.

Overall, the Entrepreneurship Trivia and Puzzle Challenge successfully created an engaging learning environment that enhanced students' interest in entrepreneurship. The activity improved awareness of startup fundamentals while making learning enjoyable and memorable, thereby reinforcing entrepreneurial mindset among participants.

# FEEDBACK

Was the class useful and relevant to the topic?	The session was clear and understandable.	How did the club members interact with the students?
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## Gallery of Photographs

