



# V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

(Belonging to Virudhunagar Hindu Nadars)

An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai

Re-accredited with 'A' Grade (3<sup>rd</sup> Cycle) by NAAC

VIRUDHUNAGAR



## 7.3.1: Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words

### Entrepreneurial Drive

The Institution envisages the emancipation of rural women in its Vision and Mission and therefore strives with focused interest to develop strategies towards women empowerment. The Institution deems Entrepreneurship Development as the vital hallmark for Women Empowerment in its truest sense. Hence, more avenues are thrown open for the students to hone their Entrepreneurial skills and emerge as budding Entrepreneurs.

A sound grounding on Entrepreneurial education is provided to the students through need-based curriculum in their respective disciplines. Courses such as Entrepreneurship Development, Business Statistics, Business Communication, Journalism and Mass Communication, Business Mathematics, Business Legislations, Business Organization and Management, Business Environment, Business Economics, Digital Business, Entrepreneurship and Food Service Management, Bio-entrepreneurship, Business Intelligence, Practical Advertising, Medical Laboratory Technology, Medical Coding, Mushroom Cultivation, Organic Farming, Vermiculture, Bakery and Confectionery and Bee Keeping strengthen the students with preliminary knowledge required to launch an enterprise. The Skill Enhancement Courses also equip the students with allied domain-specific skills.

The Certificate, Diploma and Value Added Courses enable students to gain an in-depth knowledge in their chosen fields to become successful entrepreneurs. 'Becoming an Entrepreneur' is an exclusive Certificate Course offered for developing their urge to become an entrepreneur. Vocational Courses conducted on Tailoring, Typewriting, Hindi, Shorthand, Yoga help in transforming the students into able and efficient entrepreneurs.

Workshops and Hands on Training Programmes are amply organised to enable the students to have participative learning by which the students experience learning by

doing. Training in Bonsai Cultivation, Herbal Medicine, Baking, Medical coding, DTP has enabled the students to tune their skills in the respective fields.

The Entrepreneurship and Talent Development Cell is pro-active in grooming the entrepreneurial skills of the students by giving an open call to participate in Short-term Courses conducted periodically on topics like Interior Designing, Organic Farming, Graphics Designing, Arduino based Robotics, Bakery and Confectionary, Beautician, Rubics Cube Solving. Workshops are also organized to train the students in Soft Toy Making, Chocolate Making, Mobile Pouch Making, Glass Painting, Coffee Painting, Fashion Jewellery, Zardosi Embroidery. The Cell actively mentors and trains aspiring entrepreneurs to translate their latent ideas into viable enterprises thereby materialise their dreams.

The academic and non-academic exposure to Entrepreneurship for the students serves as stepping stones in building their career. The culmination of this initiative is that the Institution opens avenues for real time business inside the campus. The students join in clusters to run their own Campus Company under the guidance of the Faculty. They play different roles in the Board of Directors for efficient management.

The Campus Companies - Young Minds, Suvai, Srushti, Techie Tree Solutions, Virutcham, Trendy Turn-Joy in Creativity, Come-aur-Cut Compos, act as launch pads for their future ventures. The prime motive of these Companies is to provide a para-entrepreneurial experience for the students. They engage in micro level production with a minimum investment and market their products within the campus to the teachers and students. They also engage in such sales activities during College Fun Fair and Sports Day Celebrations. Trade Fairs are also organised in collaboration with the Self-Help Groups of Virudhunagar District. College Bazaar is organised every year and the students of the Campus Companies exhibit their wide collection of hand made products in stalls during the event. The health-beneficial food products prepared by Virutcham are sold like 'hot cakes'. The annual profit earned through the Campus Companies are shared among the student members.

The needy and interested students are provided with an additional platform, Earn While You Learn Scheme, to exhibit their entrepreneurial skills wherein they sell their self-prepared household products to meet a part of their educational expenses. They are

involved in the preparation of phenyl, soap oil, jam, pickle, squash, cushion and biscuit under the guidance of the Faculty Members. The Management motivates the students by providing the principal amount for the purchase of raw materials. The phenyl prepared by them is purchased by the Institution for self-use as well as by V.V.Vanniaperumal Nursing College for Women, its sister concern.

The students thus chiselled with entrepreneurial skills have emerged as successful Online Traders, Nutripreneurs, Homebakers, Aariwork Designers, Digital Designers, Youtubers, Mehendi Designers, Home Tutors, Fashion Designers, Aerobic Trainers, Classical Dance Trainers and Proprietors of Supermarket, Art Studio, Nursery Garden, Sheep Farm, Coir Farm, Textile Shop, Business Consultancy and Xerox Centre. They stand as testimony to the success of the initiative.

The Institution stands as a beacon of hope for women empowerment by transforming themselves into resourceful entrepreneurs and lead a life of self-reliance, contributing to the economic growth and the overall development of the nation.