



**V.V.VANNIAPERUMAL COLLEGE FOR WOMEN**  
(Belonging to Virudhunagar Hindu Nadars)  
An Autonomous Institution Affiliated to Madurai Kamaraj University  
Re-accredited with 'A' Grade (3<sup>rd</sup> cycle) by NAAC  
Virudhunagar-626 001



**Best Practice:**

**1. Title of the Practice**

Entrepreneurial Drive

**2. Objectives of the Practice**

With a view to create entrepreneurial spirit and culture among the students, several activities are carried out under the wings of 'Earn While You Learn Scheme', Entrepreneurship and Talent Development cell and 'Start-Up Companies'.

The principal objective of the 'Earn While You Learn Scheme' was to instill the spirit of entrepreneurship in students and thereby make them self-reliant and self-sustained. The Scheme offers an opportunity to the needy and economically backward students to earn money and make them self-employable. It aims to instill the spirit of confidence in them and trains them to foster their entrepreneurial skills.

The prime objective of the 'Entrepreneurship and Talent Development cell' was to redefine the role of the youth and women and make them more financially independent. The cell focuses to empower the youth with entrepreneurial skills. Through the cell, the students are groomed as job providers rather than job seekers. The vision of the cell is to become a renowned center of excellence for entrepreneurship development and actively mentor and train aspiring entrepreneurs to realize their dreams. The mission of the cell is to develop an entrepreneurial spirit among youth and to provide guidance for translating their latent ideas into viable enterprises.

The chief objective of the Start-up Companies is to build a vibrant startup ecosystem, by establishing a network between academia, financial institutions, industries, and other institutes. The Start-up Companies inculcate entrepreneurial culture among the students and motivate and assist the budding entrepreneurs. They aim to create a passion for self-employment and help entrepreneurs in identifying right business opportunities and appropriate means of sourcing finance.

**3. The Context**

Virudhunagar is a town laden with entrepreneurs. It makes clear that a conscious and targeted effort can help spread entrepreneurial culture among women students and make them more self-sustainable. Hence the need to develop a drive to create business opportunities was felt and hence activities were undertaken under 'Earn While You Learn Scheme', Entrepreneurship and Talent Development cell and 'Start-Up Companies'.

#### **4. The Practice**

The 'Earn While You Learn Scheme' provides an opportunity for the needy as well as students who interested to work and earn in their studenthood. Students are involved in the preparation of various products like phenyl, soap oil, jam, pickle, squash, cushion, biscuit, etc under the guidance of faculty members. The principal amount for the purchase of raw materials is provided by the Managing Board. Students are involved in the preparation of phenyl to supply for V.V.Vanniaperumal Nursing College for Women. The products prepared by students are also sold within the campus by students and the profit gained is shared among them. Students are also engaged in DTP work and taking coaching classes for jewel making. The core activities of the Entrepreneurship and Talent Development cell are as follows

- Creating an entrepreneurship culture by conducting Entrepreneurship Development Programmes.
- Making tie ups with various Corporate Companies engaged into Entrepreneurship development for mentoring.
- Conducting courses in Entrepreneurship for students and organizing skill development training programmes for unemployed youth.
- Organizing guest lectures delivered by successful entrepreneurs.
- Arranging interaction with entrepreneurs and creating a mentorship scheme for students.
- Arranging visits to industries for prospective entrepreneurs.
- Conducting workshops in collaboration with the 'Equal Opportunity Centre'.
- Organizing 'Learners as Trainers' Programme jointly with the 'Earn While You Learn' scheme.
- Inculcating Corporate Social Responsibility by inducing the healthy philanthropic attitude of helping the needy people with the profit money earned through 'Campus Company'.

There are five Start-up companies at present – Virutcham, Vyugam, Srushti, Trendy Turn-Joy in Creativity and Techie-Tree Solutions and one campus company-'Young Minds' functioning in the college.

'Virutcham' engages students in the preparation and sales of nutritious food products like health mix powder, curry leaf powder, cluster bean vathal, idly powder, sprouted green gram, soups and sundal.

'Viyugam' was started inside the college campus to provide Business Solutions to the organizations. Under this startup, the students provide Marketing Research Consultancy to the organizations.

‘Srushti’ is a start-up inside our college campus to fulfill all the graphics designing needs of the college. This startup includes student designers from Computer Science & IT Departments. They design Certificates, Invitations & Banner for all College and Department Programmes. They also design covers for College calendar and Magazine. They are duly paid for their creative designing skill.

Trendy Turn-Joy in Creativity entuses the budding entrepreneurs to produce home furnishing products and accessories. The company involves students in the preparation and sales of pillow covers, door mats, bags and bouquets.

Techie-Tree Solutions motivates students to develop software required for automating various tasks in the college and to design software as per the requirements.

Campus Company ‘Young Minds’ is the company run by students inside the college campus to practice real-time entrepreneurship. The products include food items, accessories and greeting cards. The service comprises of Graphics Designing and Business Consultancy. The students of Campus Company exhibit their wide collection of handmade products in stalls during the intercollegiate meet and celebrations. Every year, they do a community service Activity of sharing a portion of their profit for the benefit of kids in ‘Anbu Illam’ - a school for orphans.

## **5. Evidence of Success**

The installation of Campus Companies is a clear evidence of success of the entrepreneurship programme. The profit earned through these initiatives are fruitfully channelized to the needy people in the society and this is a positive sign of having inculcated the much needed Corporate Social Responsibility. The healthy practice of using ‘Students as Trainers’ has developed a high level of confidence with the required skill sets in them to become smart entrepreneurs. Learners gain a good experience through the activities of the Cell and this serves as an incentive to become self-confident business women. There are instances of alumna students who have emerged as successful entrepreneurs.

## **6. Problems Encountered and Resources Required**

At the time of conduct of online training programmes, difficulty was faced in effective communication and coaching due to lack of face to face contact. Due to time constraint, there was inconvenience to conduct many number of training programmes and organizing field visits. It was felt that special professionals and International experts could be invited if sufficient financial resource is available. Another drawback faced was that the college being situated in a rural location, parents tend to settle their wards by getting them married. Most parents are not ready to spare money for their daughters to start business and they do not come forward to enable their daughters to become entrepreneurs. What is much needed is awareness among parents about the fact that the investment made today will definitely be a profitable income tomorrow.