



AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(Affiliated to Bharathidasan University, Thiruchirappalli)

Regunathapuram (PO), Karambakudi (TK), Pudukkottai (DT) – 622302



2 – DAY EXPOSURE VISIT CUM TRAINING PROGRAM

Activity Name	2 – Day Exposure Visit Cum Training Program
Date of Activity	07.06.2024 & 08.06.2024
Mode of Conduct	Offline
Time	09.00 AM – 04.00 PM
Participants	Faculty:02
Description	<p>On June 7th and 8th, 2024, Ms. Juliet and Ms. Princia from the Department of Commerce, Auxilium College of Arts and Science for Women attended the IIC Meeting at SRM University, Kattankulathur. Four other colleges participated in this meeting.</p> <p>Day 1</p> <p>Session I: Dr. Shantanu Patil delivered the opening session on the topic of Entrepreneurship Culture. The session provided a clear and valuable description of entrepreneurship culture.</p> <p>Session II: Dr. P. Vijayakumar led the second session on the theme "Idea to Product Development." This session enriched our understanding of transforming ideas into products, utilizing SCAMPER Analysis, and detecting adulteration.</p> <p>Session III: Dr. Sankaramoorthy presented on creating a customer-centric mindset through a design thinking approach. This session inspired creative thinking about our products and taught us how to develop design thinking skills.</p> <p>Session IV: Dr. Shantanu Patil returned to discuss the creation of pre incubation and incubation facilities. He covered the necessary facilities for creating pre incubation and the terms and conditions for the duration of incubation.</p> <p>Day 2</p> <p>Session I: Mr. Ramesh handled the session on National Innovation and Startup Policy (NSP), startup services, and policy mechanisms. He explained the details of NSP and the terms and procedures of these mechanisms.</p> <p>Session II: Mr. Vijay Rathan Lingaa gave an engaging open talk on IPR filing and management. He detailed the rules and regulations for registering a company, obtaining patent and copyright rights, and learning from failures. This session was very insightful, and he also demonstrated his own product, a room heater.</p>

Session III: We visited a Fabrication Laboratory (FABLAB), which featured various machines including wood cutting, short circuit implementation, iron cutting, and body shaping machines. This visit was particularly beneficial for engineering students.

Session IV: Dr. Shantanu Patil discussed startup funding opportunities, providing valuable information on securing funding for startups.

The meeting concluded with Mr. Ramesh conducting a quarterly progress review among the participants.

Brochure

 **SRM**
INSTITUTE OF SCIENCE & TECHNOLOGY
(Approved by University U-2 of AICTE Act, 1986)

 Directorate of
Entrepreneurship &
Innovation (DEI)

 INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education, Government of India)

2-Day Exposure Visit Cum Training Program

Focusing on

Innovation, IP, Entrepreneurship, Pre-Incubation and
Incubation Facility Creation, IPR Filing & Management and
start-up Services and Policy Mechanisms (NISP, ARIIA and others).

Event Date(s)
7th & 8th June, 2024

 **in** /srmiiec  www.srmdei.com **98944-23131 / conveneriic.dei@srmist.edu.in**

Photos





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SESSION ON ANGEL INVESTMENT/VC FUNDING OPPORTUNITY FOR EARLY-STAGE ENTREPRENEURS

Activity Name	Session on Angel Investment/VC Funding Opportunity for Early-Stage Entrepreneurs
Date of Activity	23.07.2024
Mode of Conduct	Offline
Time	10.00 AM - 03.00 PM
Participants	Students:90 Faculty:04
Description	<p>The Department of Computer Science organized a one-day session on “Angel Investment/VC Funding Opportunity” on Tuesday, July 23, 2024, from 11:00 AM to 2:00 PM. The lecture was delivered by A. Anita Janova, Innovation Activity Coordinator of AIIC, Regunathapuram. She was honored by the president and vice-president of AIIC.</p> <p>Anita Janova began the session by emphasizing that today's youth should aim to be providers rather than jobseekers. She encouraged the talented youth in the country to focus on their goals and make their ideas a reality, stating that with dedication, the sky is the limit.</p> <p>The speaker concluded the session by exploring financing options for startups at an early stage. She provided insights into financial terms, strategies, creating and executing a business plan, securing appropriate funding and investments, identifying accurate funding sources, preparing for initial risks, increasing profits, and understanding the overall aspects of early-stage financing.</p> <p>The session was interactive, with opportunities for questions, feedback, and discussion. The event concluded with a vote of thanks.</p>

Brochure



AUXILIUM INSTITUTION'S INNOVATION COUNCIL

Organizes

A SESSION ON

*Angel Investment / VC Funding
Opportunity for Early-Stage Entrepreneurs*

11.00 AM

23 July, 2024

Multipurpose Hall

Speaker

Mrs. A. Anitha Janova

Innovation Activity Co - ordinator
Auxilium Institution's Innovation Council
Regunathapuram.

Organizing Committee

AIC & Department of Computer Science

Photos





AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

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Regunathapuram (PO), Karambakudi (TK), Pudukkottai (DT) – 622302



ORGANIZING INNOVATION & ENTREPRENEURSHIP OUTREACH PROGRAM IN SCHOOL/COMMUNITY

Activity Name	Organizing Innovation & Entrepreneurship Outreach Program in School/Community
Date of Activity	21.08.2024
Mode of Conduct	Offline
Time	11.00 AM - 04.00 PM
Students Innovators	1. Ms.K.Mahalakshmi - II – M.COM 2. Ms.R.Juby Jersha - I – M.COM 3. Ms.K.Guka Priya - I – M.COM Auxilium Institution's Innovation Council, Regunathapuram.
Participants	Students:44 Faculty:02
Description	<p>The student innovators, along with the Innovation Ambassadors of Auxilium Institution Innovation Council, visited Vidyaa Vikas Higher Secondary School, Gandarvakottai and interacted with 40 students from grade 7. The student innovators, Ms. K. Mahalakshmi, Ms. R. Juby Jersha, and Ms. K. Guka Priya, explained and demonstrated their innovative products.</p> <p>Ms. K. Mahalakshmi demonstrated how to make homemade soap and highlighted its benefits, while Ms. R. Juby Jersha and Ms. K. Guka Priya showed the process of making homemade lip balm and discussed its advantages. Additionally, Ms. Anitha Janova demonstrated a creative way to reuse waste paper by making beautiful pictures, emphasizing the importance of recycling and up cycling.</p> <p>The students were engaged and delighted to participate in the program, which included live demonstrations. Overall, the event was a success, and the school students were enthusiastic about the hands-on experience.</p>

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ISO 9001:2015 CERTIFIED INSTITUTION

Auxilium Institution's Innovation Council

Organizes

**Innovation & Entrepreneurship
Outreach Program in Schools**



11.00 am

21 August, 2024

Vidyaa Vikas Matric Hr. Sec School,
Gandharvakkottai.

Organized by
AiIC & Department of Commerce

Photos





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SESSION ON ACCELERATORS/ INCUBATION- OPPORTUNITIES FOR STUDENTS & FACULTIES EARLY - STAGE ENTREPRENEURS

Activity Name	Session on Accelerators/ Incubation- Opportunities for Students & Faculties Early - Stage Entrepreneurs”
Date of Activity	23.08.2024
Mode of Conduct	Offline
Time	09.00 AM - 03.00 PM
Participants	Students:82 Faculty:07
Description	<p>On August 23, 2024, an insightful session titled “Accelerators/Incubation: Opportunities for Students & Faculty Early-Stage Entrepreneurs” was conducted at our college under the auspices of the AIIC (Auxilium Institution Innovation Council). The session was delivered by Dr. Mrs. A. Jospin Nirmala, a distinguished faculty member from the Department of Commerce and an Innovation Ambassador at our college.</p> <p>The event was graced by the presence of the President of AIIC, Dr. Sr. Sebasti Jeya Pushpam, and the Vice President of AIIC, Dr. Sr. Santiagu Theresal V. The chief guest was warmly honored by the President and Vice President of AIIC for her commitment to fostering innovation and entrepreneurship within the institution.</p> <p>During the session, Dr. Jospin Nirmala delivered an engaging and comprehensive overview of the critical role that accelerators and incubators play in supporting entrepreneurial ventures for both students and faculty. She emphasized the importance of self-employment as a viable career option and outlined practical strategies and resources that early-stage entrepreneurs could leverage for success.</p> <p>The session was highly beneficial to all attendees, offering valuable insights into the entrepreneurial ecosystem. Dr. Nirmala's presentation emphasized the need for self-reliance, introduced the concept of incubation centers, and provided detailed information on various methods to nurture and scale innovative business ideas. Students gained a clearer understanding of the entrepreneurial landscape and the critical resources available</p>

to them through accelerators and incubators.

This event marked a significant step toward fostering entrepreneurial thinking among students and faculty alike. It provided them with essential tools and knowledge to pursue self-employment and engage in venture creation, both of which are increasingly vital in today's economy. The session concluded with a feedback session to enhance future learning experiences and a vote of thanks to acknowledge all contributors and participants.

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AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN
(Affiliated to Bharathidasan University, Tiruchirappalli)
Regunathapuram PO., Karambakudi TK., Pudukkottai (DT) - 622302, Tamil Nadu, India.

AUXILIUM INSTITUTION'S INNOVATION COUNCIL
Organizes

**Session on Accelerators/Incubation – Opportunities
for Students & Faculties Early-Stage Entrepreneurs**

Resource Person
Dr. A. Joshphin Nirmala
Innovation Ambassador
Auxilium Institution's Innovation Council
Regunathapuram.

 **10.00 am**

 **23 August, 2024**

 **Multipurpose Hall**

Organized by
AIIC & Department of Tamil

Photos





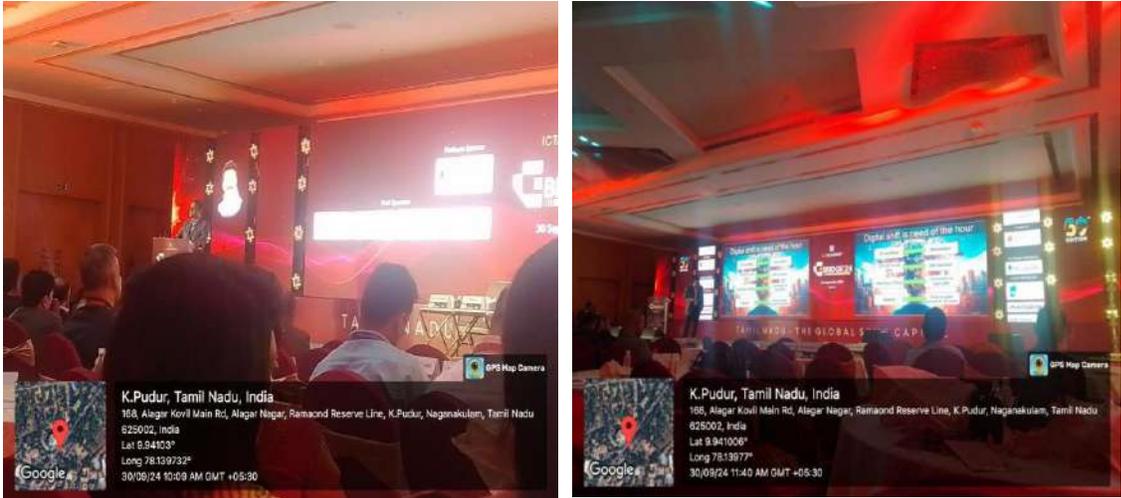
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ICT ACADEMY BRIDGE '24 TAMILNADU -THE GLOBAL SKILL CAPITAL

Activity Name	ICT ACADEMY BRIDGE '24 Tamilnadu -The Global Skill Capital
Date of Activity	30.09.2024
Mode of Conduct	Offline
Time	10.00 AM – 11.00 AM
Participants	Faculty:02
Description	<p>On September 30, Ms. Saranya from the Department of Mathematics and Ms. Juliet Sellammal from the Department of Commerce attended ICT Academy's BRIDGE '24 event, organized by the Government of Tamil Nadu's Information Technology and Digital Services Department at Courtyard, Madurai. Themed "A High-Impact Industry-Institution Interaction," the event featured Honourable State Minister Dr. Palanivel Thiaga Rajan as the chief guest, who emphasized the importance of improving placement opportunities for students. The second session, "Building Gen AI: Stimulating Innovation for Students," focused on promoting critical thinking and innovative outcomes. With over 100 participants from institutions across Tamil Nadu, the event offered valuable insights, encouraging educators and students to foster creativity and adaptability in today's rapidly evolving technological landscape. At the end of the event, e-certificates were awarded to all participants.</p>
Photos	 <p>The left photograph shows a stage during the event. A large screen displays the text "Digital Skills" and "ICT". The right photograph shows a stage with a large screen displaying "Digital Skills is Lead of the Hour" and "TAMIL NADU - THE GLOBAL SKILL CAPITAL". Both photos include a Google Maps overlay with the following details: K.Pudur, Tamil Nadu, India; 16A, Alagar Kovil Main Rd, Alagar Nagar, Ramaoond Reserve Line, K.Pudur, Naganakulam, Tamil Nadu 625002, India; Lat 8.94103°; Long 78.13972°; 30/09/24 10:09 AM GMT +05:30.</p>



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SWAYAM NPTEL COURSE

Activity Name	SWAYAM NPTEL Course
Date of Activity	8 Weeks (19.08.2024 – 11.10.2024)
Mode of Conduct	Online
Exam Date	02.11.2024
Participants	Faculty: 01
Description	<p>Ms. Anita Janova, faculty member of Auxilium College of Arts and Science for Women, Regunathapuram, successfully registered for and completed the SWAYAM – NPTEL online certification course titled "Fundamentals of Cost Accounting", offered under the Management & Commerce category at the Undergraduate level.</p> <p>The course was conducted over a period of eight weeks, beginning on 19th August 2024 and concluding on 11th October 2024. Online lectures and assessments were held from 2:00 PM to 5:00 PM, covering key concepts of cost accounting such as cost classification, budgeting, cost control, and managerial decision-making.</p> <p>Ms. Anita Jenova appeared for the proctored final examination on 2nd November 2024 at Nehru Memorial College, Trichy, and successfully cleared the course, earning her certification.</p> <p>Her participation and successful completion of this course highlight her commitment to continuous learning and professional development, contributing to academic excellence and enhanced subject delivery for the benefit of the students.</p>
Certificate	 <p>The certificate image contains the following text: NPTEL ONLINE CERTIFICATION (Funded by the MoE, Govt. of India). This certificate is awarded to ANITHA JANOVA A for successfully completing the course Fundamentals of Cost Accounting with a consolidated score of 56 %. Online Assignments: 12.08/25, Proctored Exam: 43.5/75. Total number of candidates certified in this course: 779. The certificate is signed by CMA Dr. D.P. Handu (The Institute of Cost Accountants of India) and Prof. Andrew Thangaraj (NPTEL Coordinator, IIT Madras) for the Aug-Oct 2024 (8 week course). Logos for The Institute of Cost Accountants of India, Indian Institute of Technology Madras, and Swayam are also present.</p>



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MY STORY - MOTIVATIONAL SESSION BY SUCCESSFUL INNOVATORS

Activity Name	My Story - Motivational Session by Successful Innovators
Date of Activity	08 November, 2024
Mode of Conduct	Offline
Level of Activity	Level - 1
Participants	Faculty:04 Students:92
Description	<p>On 08th November 2024, the Auxilium Institution's Innovation Council, in collaboration with the Department of Computer Applications, organized an inspiring session titled "My Story - Motivational Session by Successful Innovators". This event was aimed at encouraging and empowering students by sharing the journey and achievements of successful innovators. The session was graced by Ms. A. Anitha Janova, who served as the resource person for the event. Her motivational address provided deep insights into the challenges, strategies, and triumphs experienced by innovators in their pursuit of excellence.</p> <p>The session commenced with a warm welcome and introduction of the guest by Ms. N. Sengamala Selvi, Head of the Department of Computer Science, who also had the honor of felicitating Ms. A. Anitha Janova. During her talk, Ms. Anitha Janova elaborated on the qualities and mindset required to become a successful innovator. She emphasized the importance of perseverance, creativity, and continuous learning in overcoming obstacles and achieving success. Her personal anecdotes and practical advice left a lasting impact on the audience.</p> <p>The session was well-attended by students and faculty members, who actively engaged in the interactive Q&A session, reflecting their enthusiasm and curiosity about the innovation journey. The event concluded with a vote of thanks, expressing gratitude to the resource person for her valuable contribution and to all participants for making the event a success. This motivational session was a testament to Auxilium Institution's commitment to fostering innovation and inspiring future leaders.</p>

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AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN
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Regunathapuram PO., Karambakudi TK., Padakkottai (DT) – 622302, Tamil Nadu, India.

MAAC INSTITUTION'S INNOVATION COUNCIL ISO 9001:2015 CERTIFIED INSTITUTION

Auxilium Institution's Innovation Council
Organizes
Session on
My Story - Motivational Session
by Successful Innovators

Resource Person
Ms. A. Anitha Janova
Start up Activity Coordinator,
Auxilium Institution's Innovation Council,
Regunathapuram.

10.00 am 08 November, 2024 Multipurpose Hall

Organized by
AIIC & Department of Computer Applications

Photos





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Regunathapuram (PO), Karambakudi (TK), Pudukkottai (DT) – 622302



NATIONAL EDUCATION DAY

Activity Name	National Education Day
Date of Activity	11 November, 2024
Mode of Conduct	Offline
Level of Activity	Level - 1
Participants(offline)	Faculty: 05 Students: 50
Description	<p>The Auxilium Institution Innovation Council (AIIC), in collaboration with the Department of Commerce, celebrated National Education Day on November 11, 2024. The program was inaugurated by the Principal, Sr. M. Sebasti Jeya Pushpam, who warmly welcomed the attendees and emphasized the significance of the occasion.</p> <p>The guest speaker, Ms. S. Juliet Sellammal, delivered an inspiring talk on the Importance of Education. She highlighted several key aspects, including:</p> <ol style="list-style-type: none">Awareness Raising: She underscored the importance of inclusive and equitable education as a fundamental right and a cornerstone for personal and societal development.Reflection on Progress: The day encourages stakeholders to assess advancements in the educational sector while identifying areas needing improvement to ensure continuous growth.Inspiration for Future Generations: Events like these aim to motivate students and educators to strive for excellence, fostering critical thinking and creativity to shape future-ready generations in an ever-changing world. <p>Ms. Juliet Sellammal also emphasized the significance of National Education Day as a tribute to Maulana Abul Kalam Azad, whose invaluable contributions to India's educational landscape have left a lasting impact. By reflecting on past achievements and challenges, she called for continued efforts toward ensuring quality and inclusive education for all.</p>

The session enriched students' understanding of the importance of education and inspired them to pursue academic excellence and personal growth. The event concluded with an interactive discussion, leaving participants motivated and better informed about the role of education in shaping a brighter future.

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Photos





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FACULTY DEVELOPMENT PROGRAMME ON STRESS MANAGEMENT – ICT ACADEMY

Activity Name	Faculty Development Programme on Stress Management – ICT Academy
Date of Activity	9.12.2024 – 11.12.2024
Mode of Conduct	offline
Time	10am – 4pm
Participants	Faculty : 30
Description	<p>Sri Bharathi Arts and Science College for Women, Kaikkurichi, Pudukkottai conducted a Faculty Development Programme in the topic of “Stress Management” from 09.12.2024 to 11.12.2024. Our college faculty Mrs. P. Rajakumari, Assistant Professor in Commerce and Mrs. G.Nithya, Assistant Professor in Tamil were attended that Faculty Development Programme. Ms. A.P. Arul Jothi, Trainer, ICT Academy, Bangalore was the Resource Person. She discussed the concept of Stress, its Causes, Symptoms, and effects on Physical and Mental Health with all Faculty members. In this programme included group discussion about the topics like Strategies to manage stress, creating a stress reducing life cycle, understanding stress and body- language, coping with stress, acceptance, types of stress, emotions related to stress. Faculty enacted skit about awareness on stress. The Faculty Development Programme contributed to creating a more positive and supportive work environment.</p>
Photos	



Certificate





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Regunathapuram (PO), Karambakudi (TK), Pudukkottai (DT) – 622302



NATIONAL STARTUP DAY

Activity Name	National Startup Day
Date of Activity	21 January, 2025
Mode of Conduct	Offline
Level of Activity	Level - 1
Participants	Faculty:03 Students:53
Description	<p>On January 21, 2025, the Auxilium Institution's Innovation Council (AIIC), in association with the Department of Commerce, celebrated National Startup Day by organizing an insightful session aimed at fostering an entrepreneurial mindset among students and spreading awareness about startups.</p> <p>The event was graced by Dr. M. Julie, IPR Activity Coordinator, AIIC, who delivered an engaging and informative session on the significance of startups in today's business landscape. She highlighted how startups drive economic growth, job creation, and innovation while shaping the future of industries.</p> <p>Dr. Julie elaborated on key aspects of startups, including:</p> <ul style="list-style-type: none"> ➤ What is a Startup? – Understanding the concept of startups and their role in addressing market needs. ➤ Importance of Startups – Exploring how startups contribute to technological advancements and economic development. ➤ Steps to Build a Successful Startup – Key phases, including ideation, validation, funding, and scaling. ➤ Challenges Faced by Startups – Common obstacles such as funding constraints, market competition, and sustainability. ➤ Government Support & Startup Ecosystem – An overview of various government initiatives and policies supporting startup growth. <p>Interactive Discussions and Conclusion</p>

The session was highly interactive, with students actively engaging in discussions. They posed insightful questions about startup strategies, funding options, and overcoming challenges in entrepreneurship. Dr. Julie provided detailed responses, offering practical advice and guidance to aspiring entrepreneurs.

The event concluded on a highly motivating note, leaving participants inspired and equipped with the knowledge to explore, innovate, and engage in the startup ecosystem with confidence and enthusiasm.

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AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN
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Regunathapuram PO., Karambakudi TK., Pudukkottai (DT) - 622302, Tamil Nadu, India.

AAAC ISO 9001:2015 INSTITUTION'S INNOVATION COUNCIL

Auxilium Institution's Innovation Council
Celebrates
National Startup Day

Speaker
Dr. M. Julie
IPR Activity Coordinator
Auxilium Institution's Innovation Council
Regunathapuram.



 **10.00 am**  **21 January, 2025**  **Multipurpose Hall**

Organized by
AIC & Department of Commerce

Photos





CONDUCT A SESSION ON ACHIEVING PROBLEM-SOLUTION FIT AND PRODUCT-MARKET FIT

Activity Name	Conduct a Session on Achieving Problem-Solution Fit and Product-Market Fit
Date of Activity	29 January, 2025
Mode of Conduct	Offline
Level of Activity	Level - 2
Participants	Faculty:04 Students:61
Description	<p>On January 29, 2025, the Auxilium Institution's Innovation Council (AIIC), in collaboration with the Department of Commerce, organized an enlightening and interactive session titled "Achieving Problem-Solution Fit and Product-Market Fit." The session aimed to equip participants with essential knowledge on refining business ideas, identifying market needs, and ensuring product viability.</p> <p>The resource person, Dr. A. Josphin Nirmala, Innovation Activity Coordinator, AIIC, was warmly welcomed by Ms. S. Juliet Sellammal, Innovation Ambassador, AIIC. Ms. Sellammal emphasized the importance of innovation in today's business landscape, setting the stage for an insightful discussion.</p> <p>Dr. Nirmala delivered a comprehensive session covering:</p> <ul style="list-style-type: none"> ➤ Validating Business Ideas Effectively - The importance of testing and refining ideas to address genuine market needs. ➤ Problem-Solution Fit - Identifying real-world problems and designing sustainable solutions with a clear purpose. ➤ Achieving Product-Market Fit - Understanding how to ensure that a product not only solves a problem but also meets strong demand in the target market. ➤ Lessons from Failed Products - Case studies of market failures due to inadequate validation, highlighting common pitfalls in product development. ➤ Three Stages of a Startup - Exploring the evolution of startups from ideation to scaling, along with challenges and strategies for success. ➤ User Experience (UX) Considerations - The role of seamless and valuable user experiences in customer satisfaction and retention. ➤ Problem-Solution Fit Canvas - A structured approach to systematically analyze and refine business ideas. ➤ Customer-State Fit & Problem-Behavior Fit - Aligning products with customer behavior patterns and expectations to enhance success. <p>The interactive session encouraged active participation, with attendees raising insightful queries on business idea validation, real-world applications of problem-solution fit, and</p>

strategies to achieve product-market fit. Dr. Nirmala provided comprehensive responses, further enriching the learning experience.

The event concluded with a Vote of Thanks by Ms. P. Rajakumari, Innovation Ambassador, AIIC, who expressed gratitude to Dr. Nirmala for her valuable insights, the organizing team for their efforts, and the enthusiastic participants for their engagement.

The session proved to be highly beneficial, equipping participants with practical frameworks and strategies to refine business ideas and enhance product success in competitive markets.

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Regunathapuram PO., Karambakudi TK., Pudukkottai (DT) – 622302, Tamil Nadu, India.

AUXILIUM COLLEGE
WISDOM AND FAITH

NAAC
A

INSTITUTION'S
INNOVATION
COUNCIL
Library of Innovation Initiatives

ISO
CERTIFIED
0001:2016
INSTITUTION

Auxilium Institution's Innovation Council
Organizes
Session on
**ACHIEVING PROBLEM-SOLUTION FIT
AND PRODUCT-MARKET FIT**

Resource Person
Dr. A. Joshphin Nirmala
Innovation Activity Coordinator,
Auxilium Institution's Innovation Council,
Regunathapuram.

10.00 am 29 January, 2025 Multipurpose Hall

Organized by
AIIC & Department of Commerce

Photos





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FIELD/EXPOSURE VISIT TO PRE-INCUBATION UNITS SUCH AS AICTE IDEA LAB, FAB LAB, MAKERS SPACE, DESIGN CENTERS, CITY MSME CLUSTERS, WORKSHOPS ETC

Activity Name	Field/Exposure Visit to Pre-incubation units such as AICTE Idea Lab, Fab lab, Makers Space, Design Centers, City MSME clusters, workshops etc.
Date of Activity	03 February, 2025
Mode of Conduct	Offline
Level of Activity	Level - 2
Participants	Faculty:05 Students:57
Description	<p>On February 3, 2025, the Auxilium Institution's Innovation Council (AIIC), in collaboration with the Department of BBA & B.Com (CA), organized an industrial exposure visit to Vaseegrah Veda, a leading herbal product manufacturing company located in Srinivasapuram, Thanjavur. A total of 57 students, along with five faculty members, participated in the visit. This significant initiative aimed to provide students with firsthand experience of industrial operations, business management, and entrepreneurial success stories.</p> <p>During the visit, Ms. Vijaya Mahadevan, the Founder of Vaseegrah Veda, shared her inspiring entrepreneurial journey. She detailed how she started the business with a modest initial investment of just Rs. 8,000 and, through dedication, innovation, and a strategic approach, scaled it to generate an impressive monthly profit of Rs. 5 lakhs. She credited a significant portion of her success to her sons, whose systematic business management skills played a crucial role in the company's growth and sustainability.</p> <p>Ms. Mahadevan's son further engaged with our students, encouraging them to consider entrepreneurship as a viable career option after completing their studies. He emphasized the importance of leveraging technology to enhance business acumen, particularly in areas such as company formation, digital marketing, and GST filing. He cited an inspiring example of Ms. Shalini, a student from Kunthavai Nachiyar Government College, Thanjavur, who independently developed her accounting skills using online resources such as YouTube. This example highlighted the accessibility of self-learning opportunities in today's digital era and reinforced the value of continuous skill development.</p> <p>The students were warmly welcomed by the company and were treated to a refreshing cup of natural Hibiscus flower tea, a signature product of Vaseegrah Veda. The visit provided deep insights into the company's business model, including its streamlined processes for receiving orders, manufacturing, quality control, packaging, and dispatch. A key take</p>

away from the visit was the company's effective utilization of online marketing strategies, leveraging social media platforms such as Facebook, YouTube, and Instagram to expand its reach. Notably, Vaseegrah Veda has successfully built a global customer base exceeding 1,00,000 customers worldwide, demonstrating the power of digital engagement and brand visibility.

The exposure visit proved to be an enriching and motivational experience for our students, offering them a comprehensive understanding of real-world business operations. Many students expressed keen interest in exploring internship opportunities with the company to further enhance their practical knowledge and entrepreneurial skills.

This visit not only provided valuable industrial insights but also served as an inspiration for students to consider entrepreneurship as a future career path. By witnessing the journey of a successful entrepreneur and understanding the dynamics of a thriving business, our students were motivated to develop their own innovative ideas, embrace digital advancements, and explore opportunities in the business world. The event truly underscored the importance of hands-on learning experiences in shaping the future of aspiring entrepreneurs.

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Regunathapuram PO., Karambakudi TK., Pudukkottai (DT) - 622302, Tamil Nadu, India.

Auxilium Institution's Innovation Council
Organizes

**Exposure Visit to Pre-incubation units such as
AICTE Idea Lab, Fab lab, Makers Space, Design
Centers, City MSME clusters, workshops etc.**

09.00 am

03 February, 2025

**Vaseegrah Veda,
Herbal Product Manufacturing Industry,
Thanjavur.**

Organized by
AIIC & Department of BBA & B.Com CA

Photos



Q4M8+2H, 22, Vijaya Nagar, Balaganapathy Nagar,
Thanjavur, Tamil Nadu 613009, India,
03 Feb, 25, 11.51 am, Monday

0° 153 SE



Q4M8+2H, 22, Vijaya Nagar, Balaganapathy Nagar,
Thanjavur, Tamil Nadu 613009, India,
03 Feb, 25, 11.53 am, Monday

0° 153 SE



AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(Affiliated to Bharathidasan University, Thiruchirappalli)

Regunathapuram (PO), Karambakudi (TK), Pudukkottai (DT) – 622302



CAMPUS DRIVE

Activity Name	Campus Drive – MITSUBA INDIA PVT LTD, Chennai
Date of Activity	21.02.2025
Mode of Conduct	offline
Time	10 am – 1.30 pm
Participants	Students: 270
Description	<p>On February 21, 2025, MITSUBA INDIA PVT. LTD., a reputed multinational company with a strong global footprint, conducted a campus recruitment drive at Auxilium College of Arts and Science for Women, Regunathapuram. The drive aimed to identify and recruit talented final-year undergraduate and postgraduate students across various departments. The event was coordinated by the Placement and Training Cell, led by Dr. M. Julie and Mrs. P. Rajakumari, who extended a warm welcome to the MITSUBA recruitment team. The visiting team included:</p> <ul style="list-style-type: none">➤ Mr. Abdulghani – HR Executive➤ Mr. Arul – HR Coordinator➤ Mr. Sarath – HR Coordinator➤ Mr. Manojkumar – Founder of Placement <p>The drive commenced with a pre-placement talk, during which the HR team introduced the company's profile, work culture, job roles, and career growth opportunities. Students were briefed on the recruitment process and company expectations.</p> <p>Over 300 final-year students registered for the drive by completing an online Google form. The selection process involved several stages:</p> <ul style="list-style-type: none">➤ Online Screening Test➤ Written Technical Examination➤ Group Discussion➤ Final HR Interview <p>Following the rigorous multi-level evaluation, 62 students were selected for various positions within the company. The selected candidates are expected to receive competitive salary packages and benefits in accordance with company standards. They will undergo professional training and receive mentoring from industry experts, enabling them to work on real-time projects and enhance their technical</p>

and interpersonal skills.

The MITSUBA team expressed appreciation for the discipline, talent, and preparedness of the students and conveyed their interest in organizing future placement drives at the college. The placement drive was a resounding success, providing an excellent platform for students to demonstrate their skills and secure employment with a leading company in the manufacturing sector. The initiative significantly contributed to the career development of the students and highlighted the college's commitment to academic excellence and industry collaboration.

Photos





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WORKSHOP ON BUSINESS MODEL CANVAS (BMC)

Activity Name	Workshop on Business Model Canvas (BMC)
Date of Activity	27 March, 2025
Mode of Conduct	Offline
Level of Activity	Level - 1
Participants	Faculty:07 Students:87
Description	<p>On March 27, 2025, the Auxilium Institution Innovation Council, in collaboration with the Department of Tamil, organized a one-day training workshop titled “Business Model Canvas.” The primary objective of the workshop was to introduce students to essential concepts in business development and entrepreneurship. The workshop commenced at 10:00 AM with R. Shanthi, Head of the Tamil Department, presiding over the inaugural session. Dr. T. Sangeetha, Professor in the Tamil Department, warmly welcomed all participants. The resource person for the day was Dr. M. Julie, Head and Assistant Professor of the Commerce Department. She delivered a dynamic and insightful session on key elements of business development, covering topics such as:</p> <ul style="list-style-type: none">➤ The fundamentals of business development➤ The role of economic growth in fostering entrepreneurship➤ Strategies for attracting and retaining customers➤ Innovative thinking in product development➤ Motivating students toward entrepreneurship <p>Dr. Julie’s session was highly interactive, encouraging active student engagement. Participants posed thoughtful questions, engaged in meaningful discussions, and expressed enthusiasm about starting their own business ventures. The workshop offered students a clear and practical understanding of the Business Model Canvas, enabling them to structure and visualize their business ideas effectively. A total of 94 participants, including students and faculty from the Tamil Department, attended the session. The event concluded at 12:00 PM with a vote of thanks delivered by Ms. I. Sheeba, Professor in the Tamil Department. She expressed heartfelt gratitude to the guest speaker, participants, and the organizing team for their valuable contributions, which made the workshop a resounding success.</p>

Brochure

AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN
(Affiliated to Bharathidasan University, Tiruchirappalli)
Regunathapuram PO., Karambakudi TK., Padukkottai (DT) - 622302, Tamil Nadu, India.

RAAC INSTITUTION'S INNOVATION COUNCIL ISO CERTIFIED INSTITUTION

Auxilium Institution's Innovation Council
Organizes
Workshop on Business Model Canvas (BMC)

Speaker
Dr. M. Julie
IPR Activity Coordinator
Auxilium Institution's Innovation Council
Regunathapuram.

10.00 am 27 March 2025 Multipurpose Hall

Organized by
AIC & Department of Tamil

Photos





AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(Affiliated to Bharathidasan University, Thiruchirappalli)
Regunathapuram (PO), Karambakudi (TK), Pudukkottai (DT) – 622302



SWAYAM NPTEL COURSE

Activity Name	SWAYAM NPTEL Course
Course Name	Principles of Management
Duration	12 Weeks (January -April 2025)
Exam Date	4 th May 2025
Participants	Faculty: 02
Mode of Conduct	Online
Description	<p>The Department of Commerce undertook the SWAYAM–NPTEL course titled “Principles of Management”, with the objective of equipping faculty with a foundational understanding of key management principles and practices. The course is designed to enable participants to:</p> <ul style="list-style-type: none"> ➤ Apply management principles to real-world scenarios, ➤ Understand the roles and responsibilities of managers within organizations, ➤ Identify and address challenges in the contemporary business environment. <p>The course covers essential topics such as:</p> <ul style="list-style-type: none"> ➤ Planning ➤ Organizing ➤ Directing ➤ Controlling ➤ Decision-Making ➤ Human Resource Management <p>The final examination was conducted on 4th May 2025, held in two sessions:</p> <p>Forenoon: 9:00 AM to 12:00 PM</p> <p>Afternoon: 2:00 PM to 5:00 PM</p> <p>Exam centers included Arasu Engineering College, Kumbakonam, and MNSK College, Pudukkottai. Out of the three faculty members who registered for the course, two successfully completed it and received soft copies of their certificates. Participation in the course significantly enhanced the faculty members’ managerial competencies and practical understanding of management concepts.</p>



NPTEL ONLINE CERTIFICATION

(Funded by the MoE, Govt. of India)



This certificate is awarded to
JOSHPHIN NIRMALA S
for successfully completing the course

Principles of Management

with a consolidated score of **53** %

Online Assignments	23.13/25	Proctored Exam	30/75
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Total number of candidates certified in this course: **4503**

Prof. Kaushik Ghosh,
Professor (Chemistry)
Coordinator CEC

Jan-Apr 2025
(12 week course)

Prof. Ranjana Pathania,
Professor (BSSE)
Coordinator (NPTEL)



Indian Institute of Technology Roorkee



Roll No: NPTEL25MG52S1155100076

To verify the certificate



No. of credits recommended: 3 or 4



NPTEL ONLINE CERTIFICATION

(Funded by the MoE, Govt. of India)



This certificate is awarded to
JULIET SELLAMMAL S
for successfully completing the course

Principles of Management

with a consolidated score of **43** %

Online Assignments	12.5/25	Proctored Exam	30/75
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Total number of candidates certified in this course: **4503**

Prof. Kaushik Ghosh,
Professor (Chemistry)
Coordinator CEC

Jan-Apr 2025
(12 week course)

Prof. Ranjana Pathania,
Professor (BSSE)
Coordinator (NPTEL)



Indian Institute of Technology Roorkee



Roll No: NPTEL25MG52S1255100136

To verify the certificate



No. of credits recommended: 3 or 4