

**2 – DAY EXPOSURE VISIT CUM TRAINING PROGRAM**

<b>Activity Name</b>	2 – Day Exposure Visit Cum Training Program
<b>Date of Activity</b>	07.06.2024 & 08.06.2024
<b>Mode of Conduct</b>	Offline
<b>Time</b>	09.00 AM – 04.00 PM
<b>Participants</b>	Faculty:02
<b>Description</b>	<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><b>Day 1</b></p> <p><b>Session I:</b> 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><b>Session II:</b> 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><b>Session III:</b> 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><b>Session IV:</b> 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><b>Day 2</b></p> <p><b>Session I:</b> 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><b>Session II:</b> 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  
(Established by University Act of 1984, 1985)

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)**  
**7<sup>th</sup> & 8<sup>th</sup> June, 2024**

**in** /srmiiec [www.srmdei.com](http://www.srmdei.com) **98944-23131 / conveneriic.dei@srmist.edu.in**

Photos







# AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(Affiliated to Bharathidasan University, Thiruchirappalli)

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



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

<b>Activity Name</b>	Session on Angel Investment/VC Funding Opportunity for Early-Stage Entrepreneurs
<b>Date of Activity</b>	23.07.2024
<b>Mode of Conduct</b>	Offline
<b>Time</b>	10.00 AM - 03.00 PM
<b>Participants</b>	Students:90 Faculty:04
<b>Description</b>	<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 COLLEGE OF ARTS AND SCIENCE FOR WOMEN  
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**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**  
AIIC & Department of Computer Science

Photos





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



## ORGANIZING INNOVATION & ENTREPRENEURSHIP OUTREACH PROGRAM IN SCHOOL/COMMUNITY

<b>Activity Name</b>	Organizing Innovation & Entrepreneurship Outreach Program in School/Community
<b>Date of Activity</b>	21.08.2024
<b>Mode of Conduct</b>	Offline
<b>Time</b>	11.00 AM - 04.00 PM
<b>Students Innovators</b>	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.
<b>Participants</b>	Students:44 Faculty:02
<b>Description</b>	<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>



## Brochure


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





**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*  
**AIRC & Department of Commerce**

## Photos





# AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

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



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

<b>Activity Name</b>	Session on Accelerators/ Incubation- Opportunities for Students & Faculties Early - Stage Entrepreneurs”
<b>Date of Activity</b>	23.08.2024
<b>Mode of Conduct</b>	Offline
<b>Time</b>	09.00 AM - 03.00 PM
<b>Participants</b>	Students:82 Faculty:07
<b>Description</b>	<p>On August 23, 2024, an insightful session titled “Accelerators/Incubation: Opportunities for Students &amp; 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. Santiago 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.

## Brochure

The brochure features a background of stylized human silhouettes in shades of pink and red. At the top, the Auxilium College logo is on the left, and a religious icon is on the right. The central text block includes the college name, its affiliation with Bharathidasan University, and its location. Below this are logos for NAAC, the Institution's Innovation Council, and ISO 9001:2015 certification. The main title 'AUXILIUM INSTITUTION'S INNOVATION COUNCIL' is prominently displayed, followed by the word 'Organizes' in a green script font. The session title 'Session on Accelerators/Incubation – Opportunities for Students & Faculties Early-Stage Entrepreneurs' is in red. The resource person, Dr. A. Joshphin Nirmala, is listed with her title 'Innovation Ambassador' and affiliation. The event details at the bottom include the time '10.00 am' with a clock icon, the date '23 August, 2024' with a calendar icon, and the location 'Multipurpose Hall' with a location pin icon. The organizing body is 'AIIC & Department of Tamil', with 'Organized by' written above it. The bottom of the brochure is decorated with a red scalloped border.

**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





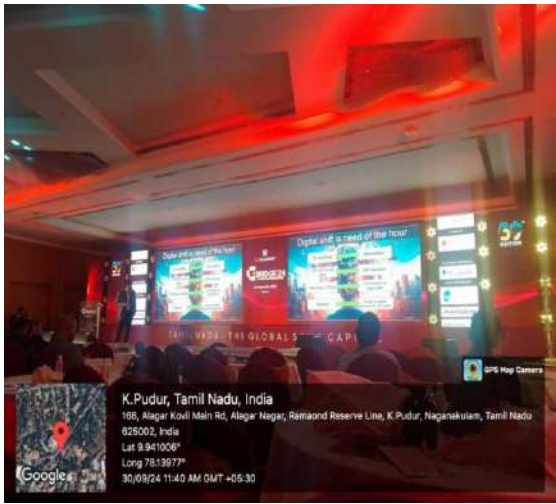


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Regunathapuram (PO), Karambakudi (TK), Pudukkottai (DT) – 622302



## ICT ACADEMY BRIDGE '24 TAMILNADU -THE GLOBAL SKILL CAPITAL

<b>Activity Name</b>	ICT ACADEMY BRIDGE '24 Tamilnadu -The Global Skill Capital
<b>Date of Activity</b>	30.09.2024
<b>Mode of Conduct</b>	Offline
<b>Time</b>	10.00 AM – 11.00 AM
<b>Participants</b>	Faculty:02
<b>Description</b>	<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>
<b>Photos</b>	<div></div>






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



## SWAYAM NPTEL COURSE

<b>Activity Name</b>	SWAYAM NPTEL Course
<b>Date of Activity</b>	8 Weeks (19.08.2024 – 11.10.2024)
<b>Mode of Conduct</b>	Online
<b>Exam Date</b>	02.11.2024
<b>Participants</b>	Faculty: 01
<b>Description</b>	<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 &amp; 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>
<b>Certificate</b>	



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## MY STORY - MOTIVATIONAL SESSION BY SUCCESSFUL INNOVATORS

<b>Activity Name</b>	My Story - Motivational Session by Successful Innovators
<b>Date of Activity</b>	08 November, 2024
<b>Mode of Conduct</b>	Offline
<b>Level of Activity</b>	Level - 1
<b>Participants</b>	Faculty:04 Students:92
<b>Description</b>	<p>On 08<sup>th</sup> 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&amp;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>

## Brochure



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

**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

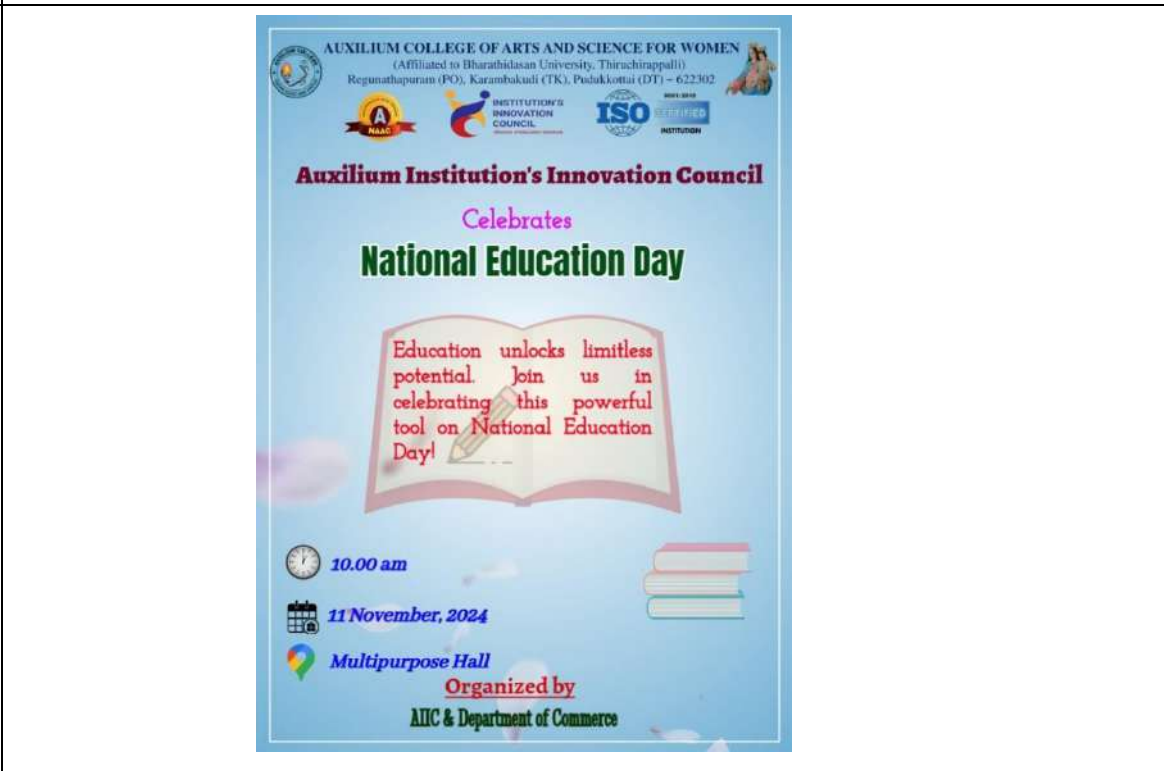


## NATIONAL EDUCATION DAY

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 <b>National Education Day</b> on <b>November 11, 2024</b>. The program was inaugurated by the Principal, <b>Sr. M. Sebasti Jeya Pushpam</b>, who warmly welcomed the attendees and emphasized the significance of the occasion.</p> <p>The guest speaker, <b>Ms. S. Juliet Sellammal</b>, delivered an inspiring talk on the <b>Importance of Education</b>. She highlighted several key aspects, including:</p> <ol style="list-style-type: none"><li>1. <b>Awareness Raising:</b> She underscored the importance of inclusive and equitable education as a fundamental right and a cornerstone for personal and societal development.</li><li>2. <b>Reflection on Progress:</b> The day encourages stakeholders to assess advancements in the educational sector while identifying areas needing improvement to ensure continuous growth.</li><li>3. <b>Inspiration for Future Generations:</b> 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.</li></ol> <p>Ms. Juliet Sellammal also emphasized the significance of <b>National Education Day</b> 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.

Brochure



Photos






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



## FACULTY DEVELOPMENT PROGRAMME ON STRESS MANAGEMENT – ICT ACADEMY

<b>Activity Name</b>	Faculty Development Programme on Stress Management – ICT Academy
<b>Date of Activity</b>	9.12.2024 – 11.12.2024
<b>Mode of Conduct</b>	offline
<b>Time</b>	10am – 4pm
<b>Participants</b>	Faculty : 30
<b>Description</b>	<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>
<b>Photos</b>	 <p>GPS Map Camera Check In Kaikkurichi, Pudukkottai, Tamil Nadu, India Sri Bharathi Arts And Science College for Women Lat 10.832134° Long 78.680931° 09/12/24 12:39 PM GMT +05:30</p>





## Certificate





# AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

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



## NATIONAL STARTUP DAY

<b>Activity Name</b>	National Startup Day
<b>Date of Activity</b>	21 January, 2025
<b>Mode of Conduct</b>	Offline
<b>Level of Activity</b>	Level - 1
<b>Participants</b>	Faculty:03 Students:53
<b>Description</b>	<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"><li>➤ What is a Startup? – Understanding the concept of startups and their role in addressing market needs.</li><li>➤ Importance of Startups – Exploring how startups contribute to technological advancements and economic development.</li><li>➤ Steps to Build a Successful Startup – Key phases, including ideation, validation, funding, and scaling.</li><li>➤ Challenges Faced by Startups – Common obstacles such as funding constraints, market competition, and sustainability.</li><li>➤ Government Support &amp; Startup Ecosystem – An overview of various government initiatives and policies supporting startup growth.</li></ul> <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.

## Brochure

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

**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

<b>Activity Name</b>	Conduct a Session on Achieving Problem-Solution Fit and Product-Market Fit
<b>Date of Activity</b>	29 January, 2025
<b>Mode of Conduct</b>	Offline
<b>Level of Activity</b>	Level - 2
<b>Participants</b>	Faculty:04 Students:61
<b>Description</b>	<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. Joshphin 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"><li>➤ Validating Business Ideas Effectively - The importance of testing and refining ideas to address genuine market needs.</li><li>➤ Problem-Solution Fit - Identifying real-world problems and designing sustainable solutions with a clear purpose.</li><li>➤ 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.</li><li>➤ Lessons from Failed Products - Case studies of market failures due to inadequate validation, highlighting common pitfalls in product development.</li><li>➤ Three Stages of a Startup - Exploring the evolution of startups from ideation to scaling, along with challenges and strategies for success.</li><li>➤ User Experience (UX) Considerations - The role of seamless and valuable user experiences in customer satisfaction and retention.</li><li>➤ Problem-Solution Fit Canvas - A structured approach to systematically analyze and refine business ideas.</li><li>➤ Customer-State Fit &amp; Problem-Behavior Fit - Aligning products with customer behavior patterns and expectations to enhance success.</li></ul> <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.

## Brochure

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NAAC  
INSTITUTION'S INNOVATION COUNCIL  
ISO CERTIFIED 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





# AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

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



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

<b>Activity Name</b>	Field/Exposure Visit to Pre-incubation units such as AICTE Idea Lab, Fab lab, Makers Space, Design Centers, City MSME clusters, workshops etc.
<b>Date of Activity</b>	03 February, 2025
<b>Mode of Conduct</b>	Offline
<b>Level of Activity</b>	Level - 2
<b>Participants</b>	Faculty:05 Students:57
<b>Description</b>	<p>On February 3, 2025, the Auxilium Institution's Innovation Council (AIIC), in collaboration with the Department of BBA &amp; 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.

## Brochure



**AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN**  
(Affiliated to Bharathidasan University, Tiruchirappalli)  
Regunathapuram PO., Karambukudi 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





# AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

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



## CAMPUS DRIVE

<b>Activity Name</b>	Campus Drive – MITSUBA INDIA PVT LTD, Chennai
<b>Date of Activity</b>	21.02.2025
<b>Mode of Conduct</b>	offline
<b>Time</b>	10 am – 1.30 pm
<b>Participants</b>	Students: 270
<b>Description</b>	<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"><li>➤ Mr. Abdulghani – HR Executive</li><li>➤ Mr. Arul – HR Coordinator</li><li>➤ Mr. Sarath – HR Coordinator</li><li>➤ Mr. Manojkumar – Founder of Placement</li></ul> <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"><li>➤ Online Screening Test</li><li>➤ Written Technical Examination</li><li>➤ Group Discussion</li><li>➤ Final HR Interview</li></ul> <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







# AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

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



## WORKSHOP ON BUSINESS MODEL CANVAS (BMC)

<b>Activity Name</b>	Workshop on Business Model Canvas (BMC)
<b>Date of Activity</b>	27 March, 2025
<b>Mode of Conduct</b>	Offline
<b>Level of Activity</b>	Level - 1
<b>Participants</b>	Faculty:07 Students:87
<b>Description</b>	<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"><li>➤ The fundamentals of business development</li><li>➤ The role of economic growth in fostering entrepreneurship</li><li>➤ Strategies for attracting and retaining customers</li><li>➤ Innovative thinking in product development</li><li>➤ Motivating students toward entrepreneurship</li></ul> <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., Pudukkottai (DT) - 622302, Tamil Nadu, India.





**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*  
**AIRC & 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

<b>Activity Name</b>	SWAYAM NPTEL Course
<b>Course Name</b>	Principles of Management
<b>Duration</b>	12 Weeks (January -April 2025)
<b>Exam Date</b>	4 <sup>rd</sup> May 2025
<b>Participants</b>	Faculty: 02
<b>Mode of Conduct</b>	Online
<b>Description</b>	<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"><li>➤ Apply management principles to real-world scenarios,</li><li>➤ Understand the roles and responsibilities of managers within organizations,</li><li>➤ Identify and address challenges in the contemporary business environment.</li></ul> <p>The course covers essential topics such as:</p> <ul style="list-style-type: none"><li>➤ Planning</li><li>➤ Organizing</li><li>➤ Directing</li><li>➤ Controlling</li><li>➤ Decision-Making</li><li>➤ Human Resource Management</li></ul> <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

