

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE



(Autonomous), College with Potential for Excellence,
(Linguistic Minority Institution), Affiliated to University of Madras,
No.833, Gokul Bagh, E.V.R. Periyar Salai,
Arumbakkam, Chennai-600106



KICK -START IIC - REPORT


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(AUTONOMOUS)
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Arumbakkam, Chennai - 600106

THE DEPARTMENT OF ACCOUNTING AND FINANCE
IN ASSOCIATION WITH
INSTITUTION INNOVATION COUNCIL


KICK - START!

THREE DAY WORKSHOP ON ENTREPRENEURIAL DEVELOPMENT
Resource person: **Mr. ANANTH SELVA KUMAR** (B.E, MBA, PhD & Entrepreneur)
Gexin Design, Innov8events, SB Bottles
Ms. NIVEDITA (Alumni)

DATE : 27th , 28th & 29th December 2021

ORGANIZING TEAM

Dr. N Alamelu Satyabama
Faculty Coordinator, Member, IIC, DDGDVC
Mr. Rahul Kumar M
Student Coordinator, IIC, DDGDVC
Ms. Harini Shree S
Student Coordinator, IIC, DDGDVC
VENUE: SRI JAGADGURU VALLABHACHARYA AUDITORIUM

Dr. P. VIDYA Convener - IIC DDGDVC	Dr.R.KUMARAN Vice President - IIC DDGDVC	Dr. KAVITHA MENON Head of the Department	Dr.S.SANTHOSH BABOO Principal/President - IIC DDGDVC	SHRI ASHOK KUMAR MUNDHRA Secretary
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Name of the event :- Kick – Start!

Date :-27th ,28th,29th December 2021

Platform: – Offline(On Campus)

Facebook, instagram and twitter ***

Venue:-Sri JagadguruVallabhacharya Auditorium

Organizers:-Faculty Co-ordinator: Dr. N. AlameluSatyabama , Student Co-ordinators:- Rahul Kumar M, Harini Shree S

Resource Person:-(27th & 28th December) – Ms. Nivedita Anand(Alumni), (29th December) – Mr. AnanthSelvakumar(B.E, MBA, PhD)

Video: ** upload, check and add the youtube link from IIC dgdvc page

No. of student participants:-

27th December – 68

28th December – 68

29th December – 68

No. of staff participants

27th December – 1

28th December – 1

29th December – 2

No of External participants:-NIL

Coordinator

Star performer

Faculty:- NIL

Student:- NIL

Detailed report of the program

Overview of the program (100 words)

Kick- Start was a 3 day Entrepreneurial Development based workshop which enlightened the students on business development and gave an in-depth knowledge about how they could establish their start-ups being the future entrepreneurs. On Day 1 (27th) the participants had to give a summary about their business idea in about 100 words. On Day 2 (28th) they were briefed about how a market research needs to be done for a successful business. On Day 3 (29th) the participants got to know the various steps involved in preparing a pitch document which needs to be presented in front of investors.

Benefits in time of learning (150 words)

Kick-Start!helped the participants to come out of their comfort zone and give a write up about their business ideas confidently on Day 1 of the workshop.It also helped them to gain knowledge on market research through which they can assess the product's sustainability in the market and also to know how to survive in the market for a long period on Day 2 of the workshop. Finally they were given a thorough understanding on how to pitch their ideas to the investors on Day 3

Photos (minimum 5 geo tagged photos / screenshot)



Copy of certificate



Social media Link copy the URL of Facebook, Twitter and Instagram of IIC DDGDVC

Social media	Link
Face book	NIL
Twitter	NIL
Instagram	NIL

(Kindly avoid sharing excel of Student participants, faculty participants, enclose in the prescribed format in word)

List of staff participants

Si no	Name	Department	Contact No	Mail id	Signature
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List of student participants

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List of External participants

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* **Note: Press report should be submitted on same day**

** Invitation: copy in JPEG/pdf format

** Video should be mailed to iic@dgvaishnavcollege.edu.in on completion of the event and check whether its uploaded in youtube page of IIC DDGDVC

*** Invitation to be mailed to iic@dgvaishnavcollege.edu.in the day before the event

***Check whether it's posted in Twitter, Facebook and Instagram page of IIC DDGDVC