



GURU NANAK COLLEGE (AUTONOMOUS)

Re-accredited at 'A' Grade by NAAC & Affiliated to University of Madras
Guru Nanak Salai, Velachery, Chennai – 600 042

GURU NANAK CENTRE FOR INNOVATION INCUBATION ENTREPRENEURSHIP & STARTUPS

Guru Nanak Institution's Innovation Council

REPORT OF THE EVENT

Event Title	:	Impact Lecture Series Session II
Event Date	:	31st July, 2022
Event Mode	:	Online
Number of Participant	:	171

The Guru Nanak Institution's Innovation Council organized The Impact Lecture Session II on 31/07/2022 which is one among the two sessions sponsored by the Ministry of Education's Innovation Cell (MIC), Government of India. The aim of this programme is to To create an Impact among students and faculty regarding the importance of Entrepreneurship and Startups. Lecture I of the Session II held started at 10.00 a.m. The welcome address of the Programme was delivered by Dr. N.C. Rajashree, Vice Principal Shift – II, Guru Nanak College (Autonomous), Chennai. Ms. R. Rama, Convener, GNIIC, delivered the theme of the Webinar. Dr. Mahendrakumar. M, Member, GNIIC introduced the Resource Person of the Lecture I of the Session II, Mrs. Kavitha Balaji, Senior Project Associate, Y R Gaitonde Foundation, Chennai The Resource Person, Mrs. Kavitha Balaji delivered the Lecture titled "Enhancing Community Opportunities Through Women Entrepreneurship". She explained the activities and social contribution of their organisation and the schemes available through which the donor and the needy is connected by their organisation. She gave an insight into their project ECO kitchen and explained how food is hygienically prepared and served to the needy, giving opportunity for destitute women who are either affected or infected by HIV aids or poor family. Dr. Bharathi Ravikrishnan, Head, Department of Biotechnology, Guru Nanak College and Dr. K. Uma Devi, President, IIC interacted with the resource person during Q&A session. Dr. Mahendrakumar, Member, IIC proposed Vote of Thanks.

The Lecture II of the Session II titled “My Startup Journey - Sri Kolhapuri - The Doll Factory” held on 31.07.2022 at 3.00 p.m. Dr. D. Sowmya, GNIIC Startup Cell Coordinator delivered the theme of the Webinar and introduced the Resource Person of the Session II, Ms. Nisha Srikanth, Founder Director, Sri Kolhapuri - The Doll Factory. Ms. Nisha Srikanth shared her experience on starting her start up Sri Kolhapuri - The Doll Factory. She also expressed the challenges faced by her in transformation from an ITES employee to women entrepreneur. She spoke about KAIZEN strategy and its application in her successful business career. She informed students, budding entrepreneurs to identify their ideas and convert them to business. Being women entrepreneur, she also shared the importance of work life balance and time management. During the question & answer session, Ms. Nisha Srikanth clarified all the questions and doubts posted by the participants The participants understood the concepts delivered by the Resource Person Ms. Nisha Srikanth regarding the process and preparedness in setting up a Startup and the strategy involved in building the startup into a big business. Dr. K. Umadevi, President GNIIC delivered the Vote of Thanks.