



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

REPORT OF THE EVENT

Event Title: Workshop on “Entrepreneurship and Innovation as career opportunity in Globalized Economy”

Event Date: 17th November 2021

Event Mode: Online

Chief Guest: Prof. V. S. Rangarajan, TIC division Former Head,
Industry and Technical Consultancy Organization of Tamil Nadu.

Number of Participant: 530

Web recording: <https://youtu.be/vy8cV4CiT4M>

GNC IIC – Start up cell of Guru Nanak College (Autonomous) organized one-day **National Webinar on “Entrepreneurship and Innovation as Career Opportunity in Globalized Economy”** on 17th November, 2021. Resource person for the workshop Prof. V. S. Rangarajan, TIC division former head, Industry and Technical Consultancy Organization of Tamil Nadu. The workshop was a jump-start event for students and faculty members who wish to make their life better by pursuing entrepreneurship. The session started with an introduction of GNC IIES by Dr. K. Uma Devi, Dean, GNC IIES. She explained about the Institute Innovation Cell and introduced the coordinators of various cells associated with IIC. Dr. D. Sowmya, Startup cell co-ordinator shared development of ED cell of GNC and explained about GNC GURU NANAK COLLEGE (AUTONOMOUS) Affiliated to University of Madras and Re-Accredited at “A” Grade by NAAC Guru Nanak Salai, Velachery, Chennai – 600042. Ndevour, mock company initiated for honing entrepreneurial skills of the students of the college. Dr. M. G. Rangunathan, Principal, Guru Nanak College gave the presidential address. Dr. N. C Rajashree, Vice – Principal (shift II) shared her views on development of the cell. Dr. R. Rama, Convener, IIC introduced the resource person Prof. V. S. Rangarajan, TIC division former head, Industry and Technical Consultancy Organization of Tamil Nadu. The students were provided

in-depth knowledge about the various nuances of start-up economy. The session was explained with live examples for the audience to understand the concepts easily.

Learning Objective:

- Steps and process involved in Product Development
- Steps and process involved in Project Development
- Basis of Idea Collection
- Process involved in Concept Evaluation
- Criteria for Project Outline selection

There was active participation from students and teachers in the program. 530 participants attended the session. The session was concluded with the most awaited Q&A session. All queries were clarified with utmost diligence. The session ended with vote of thanks by Dr. Mahendrakumar. M, Member, IIC.