Training Programs and Other Events

1. The Centre conducted the Special Certificate Programme on Photo Copier Technician for Differently Abled from February 2013 to May 2013. A total of 7 differently-abled people benefited through this programme.
2. The Centre conducted the Special Short-Term Programme on Office Automation with Internet to the Lawyers of Tiruchirappalli Bar Association in collaboration with Shrimati Indira Gandhi College in May 2013 and August 2013. A total of 46 lawyers benefited from the programme.
3. Entrepreneurship Development Cell was inaugurated at Naina Mohamed College of Arts and Science, Erukalakottai, Aranthangi, by Dr. K. Parthasarathy, Director, IECD, Bharathidasan University, Tiruchirappalli, on 9th July 2013.
4. One Day Training Workshop on Business Project Preparation for Final Year IT Students of Bharathidasan University was organised on 19th July 2013 at IECD, Dr. S. MuthuKumaran, Former Vice-Chancellor, Bharathidasan University, Tiruchirappalli, Presided & Inaugurated the Training Workshop, and 83 Students of the Computer Science Department of the University participated and benefited.



5. **80 Final Year Management Students** of the University had actively participated and benefited through the One Day Training Workshop on Business Project Preparation organised at IECD on 23rd July 2013 and inaugurated by V. Rajagopalan, (Syndicate Member of Bharathidasan University), Principal, Sri Vengateshwara College of Arts and Science, Peravurani.



6. On 24th July 2013, IECD organised a One Day Training Workshop on Business Project Preparation, 113 Arts and Science Students of the University participated actively. Prof. R. Selvanayagam (Syndicate Member of Bharathidasan University), Librarian, Dharmapuram Adhinam Arts College, Dharmapuram, Mayiladuthurai, inaugurated the Workshop.
7. For **97 Unemployed Youth and the Alumni of Bharathidasan University**, IECD organised a One-Day Training Workshop on Business Project Preparation on 27th July 2013. The workshop was inaugurated and presided over by Thiru. Thangam Moorthy, (Syndicate Member of Bharathidasan University, Tiruchirappalli.
8. One Day Training Workshop on Business Project Preparation for Final Year IT Students of Bharathidasan University was organised on 6th August 2013 at IECD. 33 Students of Saranathan College of Engineering & Technology, Tiruchirappalli actively participated and benefited.

9. Govt. of Tamil Nadu, EDI's sponsored **Five Days Capacity Building Training Programme** forIC & DIC Staff on Administrative Procedures was organised jointly by Entrepreneurship Development Institute (EDI) and IECD at IECD, Bharathidasan University, Tiruchirappalli, from 07th – 11th Oct'2013.
10. **The Skill Development Programmes**, such as Computer Applications, Tally ERP 9 and Computer Hardware and Networking, were conducted at the university and completed as detailed below. A total of 152 unemployed youth, school dropouts, and a few current college students benefited from the programmes during November 2013.

Sl. No.	Name of the Programme	No of Beneficiaries
1	Diploma in Computer Applications	12
2	Tally.ERP 9	120
3	Computer Hardware and Networking	20
Total no. of Beneficiaries		**152**

11. Govt. of Tamil Nadu, Entrepreneurship Development Institute (EDI)'s **Five Days Capacity Building Training Programme** for IC & DIC Staff on Administrative Procedures was organised jointly by Entrepreneurship Development Institute and IECD, Bharathidasan University from 09th – 13th December 2013. 18 Staff members from District Industries Centres of Tiruchirappalli, Thanjavur, Thiruvarur, Nagapattinam, Perambalur, Ariyalur, Karur & Pudukkottai districts of Tamil Nadu benefited through the programme. The Training programme was conducted under the Directorship of Prof. K. Parthasarathy, Director, IECD and coordinated by Thiru. S. Sasiraja, Sr. Programme Co-ordinator of IECD.





12. A series of 20 **One Day Motivation Campaign to College Students on Promotion of Youth Entrepreneurship** were organized in collaboration with the following 20 affiliated colleges of Bharathidasan University during March 2014, as detailed below in the form of a table. For which the IECD has spent Rs. 2 Lakhs from its own funds, @ Rs. 10,000/- per college, for organising the One Day Motivation Campaign. A total of 2578 students benefited from this programme.

Motivation Campaign to College Students on Entrepreneurship Development			
Sl No	**Name of the College**	**Date**	**No. of Students Benefitted**
1	Bharathidasan University College, Perambalur	14.03.2014	100
2	Bharathidaan University College (W), Orathanadu	24.03.2014	120
3	Bharathidasan University College, Lalgudi	13.03.2014	110
4	Bharathidaan University Model College, Aranthangi	21.03.2014	120
5	Bharathidasan University Model College, Thiruthuraipoondi	19.03.2014	100
6	Bharathidasan University Model College, Vedaranyam	12.03.2014	110
7	Bharathidasan University Constituent Arts & Science College, Inamkulathur	11.03.2014	180
8	Bharathidasan University Constituent Arts & Science College, Nannilam	25.03.2014	110
9	Bharathidasan University Constituent Arts & Science College, Nagapattinam	20.03.2014	130
10	Bharathidasan University Constituent Model Arts and Science College for Women, Veppur	24.03.2014	135
11	Ganesar College of Arts and Science, Melaisivapuri	10.03.2014	115
12	Bharath College of Science and Management, Thanjavur	14.03.2014	110
13	Annai Vailankanni College of Arts and Science, Thanjavur	21.03.2014	120
14	Sri Venkateshwara College of Arts and Science, Peravurani	27.03.2014	120
15	Idhaya College for Women, Kumbakonam	27.02.2014	120
16	Shrimathi Indira Gandhi College, Tiruchirappalli	26.03.2014	100
17	Srinivasan College of Arts and Science, Perambalur	27.03.2014	110
18	Mother Teresa College of Arts and Science, Illuppur	20.03.2014	358
19	Dharmapuram Adhinam Arts College, Dharmapuram	12.03.2014	110
20	Chidambaram Pillai College for Women, Manachanallur	05.03.2014	100
Total No. of Students Benefitted			**2578**

13. The Placement and Training Cell, and the Centre for Entrepreneurship cum Skill Development, Bharathidasan University, organised a **One Week Training Programme on Rural Entrepreneurship in Agriculture & Allied Sectors** from 24.09.2018 to 28.09.2018 at Bharathidasan School of Management, Bharathidasan University.
14. The Placement and Training Cell, and the Centre for Entrepreneurship cum Skill Development, Bharathidasan University, jointly organised **Triune Skill Development Workshops on Automobile Technology, Logistics & Supply Chain Management, and Trouble-Shooting of Home Appliances** from 10.09.2018 to 12.09.2018 & 17, 18 & 24.09.2018 at the Deen Dayal Upadhyaya (DDU) Kaushal Kendra, Bharathidasan University.
15. The Placement and Training Cell, and the Centre for Entrepreneurship cum Skill Development, Bharathidasan University, jointly organised a **Spoken English & Personality Development Workshop** from 24.09.2018 to 28.09.2018 at the Department of Biochemistry, Bharathidasan University.
16. The Placement and Training Cell, and the Centre for Entrepreneurship cum Skill Development, Bharathidasan University, jointly organised a **Spoken English & Personality Development Workshop** from 18.09.2018 to 20.09.2018 and 24.09.2018 at Bharathidasan School of Management, Bharathidasan University.
17. The Placement and Training Cell, and the Centre for Entrepreneurship cum Skill Development, Bharathidasan University, jointly organised a **Spoken English & Personality Development Workshop** from 10.09.2018 to 20.09.2018 at the Department of Geography, Bharathidasan University.
18. The Placement and Training Cell, and the Centre for Entrepreneurship cum Skill Development, Bharathidasan University, in collaboration with the Departments of Bio-Medical Science and Physical Education, organised a **Workshop on Physiotherapy Skills** on 03.09.2018 at Bharathidasan University.

19. One day **FDP on Entrepreneurial Education, Practice and Skill Transfer**, at Shrimathi Indira Gandhi College, in association with SMART Journal of Business Management Studies, Trichy, was conducted on 29.10.2018.



20. **One-day International Training on Entrepreneurship Skill for Management Graduates**, at Department of Commerce and Financial Studies, Bharathidasan University, in association with SMART Journal of Business Management Studies, Trichy, was conducted on 30.10.2018.





21. Special Lecture Programme on the topic "**India as Emerging Power"** was conducted at the Department of Commerce and Financial Studies, Bharathidasan University, for the benefit of MBA Financial Management students and scholars on 9th September 2019 (11.30 a.m. to 1.00 p.m). **Dr. P. Kanagasabapathi,** Member, ICSSR, New Delhi, Syndicate Member, Bharathiar University, Coimbatore, served as the resource person.





22. **A Training Programme on Capital Market Operation (Student Development Program)** sponsored by National Stock Exchange of India Limited, Chennai, for the benefit of B.Com., and BBA students of Aiman College of Arts & Science for Women, held on 4th October 2019 at Conference Hall, Aiman College of Arts & Science for Women. **Dr. Suhashini Ernest**, Principal, Aiman College, presides over the function. **CMA Dr. M. Sheik Mohamed,** Director, Aiman College, Trichy, offered felicitations. **Shri. K. Rajan Diehl,** Deputy Manager, NSE, Chennai, served as the resource person.

23. **A Training Programme on Capital Market Operation** sponsored by National Stock Exchange of India Limited, Chennai, for the benefit of B.Com., and BBA students of Jamal Mohammed College, held on 4th October 2019 at 11.30 a.m. at Commerce Gallery A/c, Jamal Mohamed College. **Shri. K. Rajan Diehl,** Deputy Manager, NSE, Chennai, served as the resource person.

24. **A Training Programme on Capital Market Operation** sponsored by National Stock Exchange of India Limited, Chennai, for the benefit of MBA (Financial Management) students and scholars held on 4th October 2019 at 2.30 p.m. at the Seminar Hall, Department of Commerce and Financial Studies, Bharathidasan University. **Shri. K. Rajan Diehl,** Deputy Manager, NSE, Chennai, served as the resource person.



25. **Day Long Workshop on Entrepreneurship and Career Development** held on 23rd October 2019 at 10.30 a.m. at Seminar Hall, Department of Commerce and Financial Studies for the benefit of MBA (Financial Management) students. **Dr. S. Premanand,** HR Professional, Ministry of Labour and Employment, National Career Service, Rashtriya Sanskrit Vidyapeetha, Tirupati, and **Mrs. Anusha Ursula,** CEO, Arrant HR Solutions, Tiruchirappalli, served as the resource persons.





26. Centre for Entrepreneurship and Skill Development, Department of Commerce and Financial Studies, Bharathidasan University, has organised an **Industrial Motivation Campaign for Youth** sponsored by MSME Development Institute, Chennai, during 30th and 31st October 2019 at the Seminar Hall, Department of Commerce and Financial Studies, Bharathidasan University. **Sri. N. Srinivasulu**, Assistant Director, MSME Development Institute, Chennai, **Sri. G. Raveendran**, General Manager, District Industries Centre, Trichy, **Sri. C. Ramaswamy Desai,** Project Consultant, C.R. Business Solutions, Trichy, **Sri. G. Sathyanarayanan,** Lead District Manager, Indian Overseas Bank, Trichy, and **Sri. K. Susil Kumar,** Regional Head, TIIC, Trichy, served as the resource persons for the two-day event. **Mr. B. Srikanth**, Managing Director, and **Mr. S. Mugundan**, Director, Banyan Engineering Technologies Private Limited, motivated the students by sharing their experiences. The University students benefited from this Industrial Motivation Campaign for Youth. Nearly 150 participants gain knowledge about entrepreneurship.


INDUSTRIAL MOTIVATION CAMPAIGN FOR
YOUTH (IMC-Y)
MSME Development Institute, Chennai
Centre for Entrepreneurship and Skill Development
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27. Capability Enhancement and Development Schemes Programme on **Career Counselling** was held on 22nd January 2021 at 2.15 p.m. at the Seminar Hall, Department of Commerce and Financial Studies, Bharathidasan University. **Dr. K. Karthikeyan,** Associate Professor of Commerce, Dean and Controller of Examinations, Vivekananda College, Madurai, handled the session entitled **"Employment and Entrepreneurship in the Digital Age".**
28. **One Day National Workshop on Entrepreneurial Development and Innovation** was held on 26th February 2021 at the Seminar Hall, Department of Commerce and Financial Studies, Bharathidasan University. **Sri. K. Susil Kumar,** Regional Head, TIIC, Trichy, in his lecture on "**Avenues for Starting New Business"** mentioned that with 6% interest subvention Government loans can be availed by micro and small entrepreneurs. Trichy C.R. Business Solutions Project Consultant, **Sri. C. Ramaswamy Desai** trained the participants on "**Project Identification and Preparation of Project Report". Dr G. Gopinath,** Registrar, Bharathidasan University, in his Valedictory Address, emphasised that Management students can contribute to nation-building only if they prepare an agenda for the next two decades. Nearly 100 participants benefited from this workshop.



29. Centre for Entrepreneurship and Skill Development, Department of Commerce and Financial Studies, Bharathidasan University has organised **Industrial Motivation Campaign for Youth** sponsored by MSME Development Institute, Chennai during 8th and 9th March 2021 at Seminar Hall, Department of Commerce and Financial Studies, Bharathidasan University. **Sri. G. Raveendran**, General Manager, District Industries Centre, Trichy, **Sri. C. Ramaswamy Desai,** Project Consultant, C.R. Business Solutions, Trichy, **Sri. G.**



Sathyanarayanan, Lead District Manager, Indian Overseas Bank, Trichy, **Sri. K. Susil Kumar,** Regional Head, TIIC, Trichy, **Sri. N. Srinivasulu,** Assistant Director, MSME Development Institute, Chennai and **Sri. B. Ramesh,** C& P Substrates, Trichy, served as the resource persons for the two-day event. The University students benefited from this Industrial Motivation Campaign for Youth. Nearly 150 participants gain knowledge about entrepreneurship.

30. **Career Counselling and World Entrepreneurs' Day Celebrations** was held on 18th August 2021 through online at the University Informatics Centre, Bharathidasan University. **Dr. M. Selvam, Honourable Vice-Chancellor, Bharathidasan University, inaugurated the event. Sri. G. Raveendran,** General Manager, District Industries Centre, Tiruchirappalli, delivered a special lecture on "Financial Support by Government for MSME". **Sri. C. Ramaswamy Desai,** Project Consultant, C.R. Business Solutions, Tiruchirappalli, delivered a special lecture titled **"How to identify and prepare Business Proposals?"** A **Quiz on Entrepreneurship** was conducted for the benefit of MBA Financial Management students and scholars. A Debate on **"Are Entrepreneurs – Born or Made?"** was conducted. The students and scholars are divided into two teams with three members each for the debate.



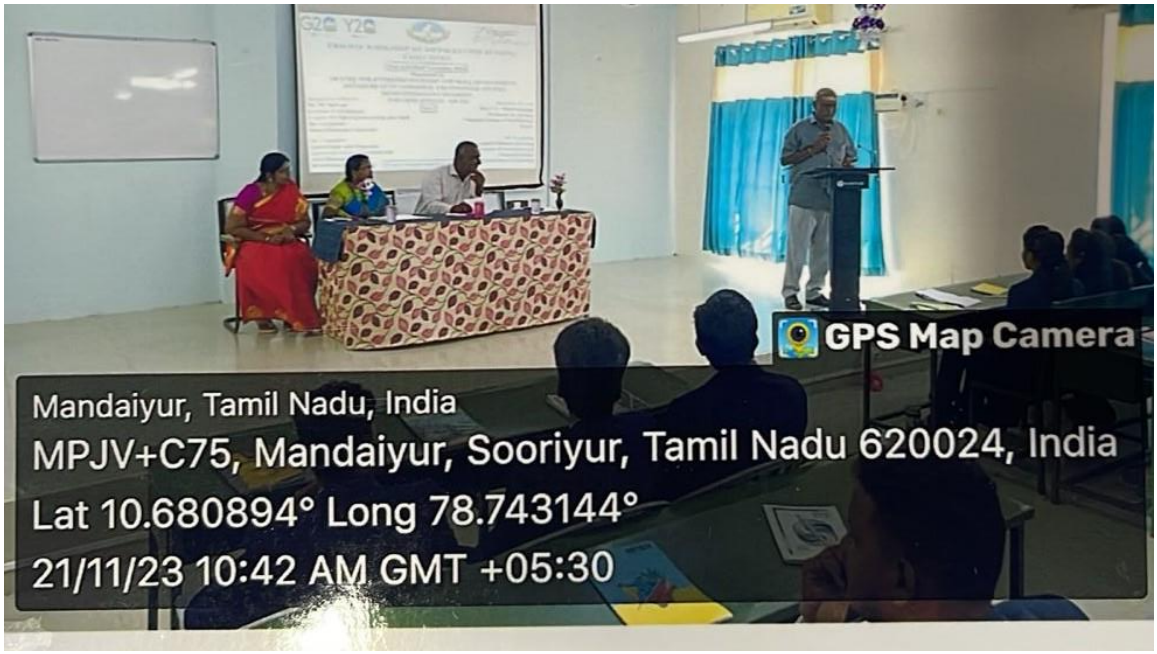
31. **Career Counselling Session** was held on 14th September 2021. **Mr. S. Muthukrishnan,** Proprietor of Murali Coffee, Srirangam, served as the resource person for the Webinar on **Entrepreneurial Mindset and Innovation**. He shared his success story of Entrepreneurship. He explained his innovative practices for succeeding against his competitors.



32. **Dr. T. R. Gurumoorthy,** Senior Professor and Head, Department of Commerce, Alagappa University, handled a session on **Self-Motivation** as part of the Capability Enhancement Schemes organised by the Centre for Entrepreneurship and Skill Development on **26th November 2022.**



33. **Two-day Workshop on Soft Skills for Budding Executives** was conducted by the Centre for Entrepreneurship and Skill Development, Bharathidasan University, during 21st and 22nd November 2023. **Dr. M. Selvam,** Former Coordinator, Centre for Entrepreneurship and Skill Development, Bharathidasan University, **Mr. V. C. Malarmannan,** Professor and Advisor, Nalanda Group of Institutions, Trichy, trained the students in Self-Evaluation and Goal Setting, Foundations of Communication, Interview Framework, Group Discussion, and Screening Test. He conducted the Mock Interview and provided the review to the students.



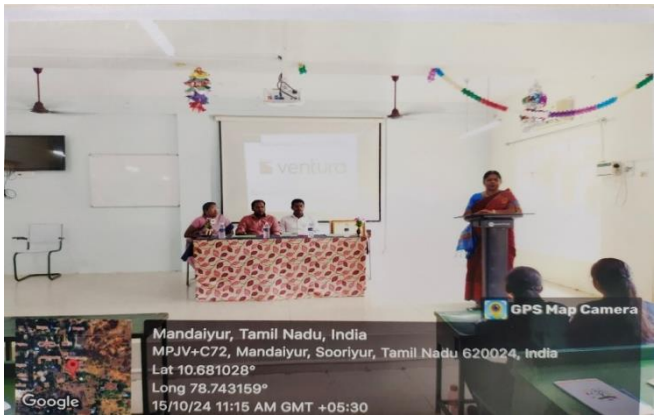


34. **Entrepreneurship Awareness Programme** was organised by Centre for Entrepreneurship and Skill Development on 13th March 2024. **Shri. C.V. Ramaswamy Desai,** C.R. Business Solutions, Trichy, handled the session on "Project Report Preparation". **Mrs. M.R. Poonkuzhali,** Director, P & P Metalloys Pvt. Ltd., shared her Journey from Trader to partner in Progress.





35. Centre for Entrepreneurship and Skill Development, in association with the Department of Commerce and Financial Studies, organised a Workshop on **"Technical Skills for Budding Financial Graduates"** on 15th October 2024**. Dr. S. Vanitha**, Professor and Head of the Department, delivered the welcome address. **Mr. A. Dharmaraj**, Senior Branch Manager at Ventura Securities Limited, Trichy, conducted an engaging session on "Stock Market – A Tool to Beat Inflation". This was followed by an interactive session titled "Hands-on Training in Stock Trading," led by **Mr. J. Frederik Arun**, Senior Relationship Manager at Ventura Securities Limited, Trichy. Approximately 80 students participated in the program.





36. **Entrepreneurship Awareness Programme** was organised by the Centre for Entrepreneurship and Skill Development in association with Bharathidasan School of Management on 18th October 2024. **Mrs. M.R. Poonkuzhali,** Director of P & P Metalloys Pvt. Ltd., explained how the core management domains integrate seamlessly into real-world operations, tracing her company's journey from a trading firm to a leading manufacturing unit. Her talk emphasised the qualities cultivated by the founders that contributed to their success, and she illustrated how strategic planning helped identify market opportunities for high-strength alloys. She detailed how applying organisational management principles fostered teamwork among the production, quality assurance, and marketing departments to improve efficiency. Furthermore, she highlighted that a focus on financial management enabled effective budgeting and investment, while operations management ensured optimal resource utilisation and adherence to quality standards. By aligning these functions, she demonstrated to the MBA students how these managerial domains collectively sustain innovation, competitiveness, and business growth. Approximately 150 participants benefited from this programme.



37. Centre for Entrepreneurship and Skill Development, in association with the Department of Commerce and Financial Studies, organised an International Workshop on **"Entrepreneurship and Career Development Skills"** on 12th February 2025 to equip students with key professional competencies like problem-solving, leadership, and networking. The morning session was led by **Dr. S. S. Jeyaraj**, Faculty of Accounting and Finance, Guangxi Minzu University (China), who elaborated on the attitudes and skills essential for entrepreneurs, citing perspectives from Reid Hoffman, Bill Gates, and Peter Drucker. He detailed 15 critical entrepreneurial skills and highlighted the emerging role of women entrepreneurs in transforming global economies. The afternoon session was handled by **Ms. R. Lavanya**, Associate Director (Marketing), Apti Solutions, Chennai. She focused on career planning, emphasising the ALPS model (Area, Location, Passion, Satisfaction), Maslow's Hierarchy of Needs, and SWOT analysis as tools for identifying and pursuing one's dream career. **Dr. J. Gayathri** introduced the theme and stressed the importance of career awareness and entrepreneurship for future success. The workshop drew enthusiastic participation from students, research scholars, and faculty, offering valuable insights into career building and entrepreneurial thinking. The beneficiaries of this event account for 80 (approx.).





38. The Centre for Entrepreneurship and Skill Development, in association with the Bharathidasan School of Management, organised an **"Online International Workshop on Technical Skills"** on 20th February 2025. The workshop featured a session on **"Awareness on Enterprise Management with SAP S/4HANA"** by **Dr. Zakiya Abdul Samad,** Assistant Professor, Program Director, MA- Business and Finance, AEF – Edinburgh Business School, Heriot-Watt University, Dubai, and a talk on **"Careers beyond Borders"** by **Mr. Dinesh Ramadoss,** Technical Architect, Accenture, Ireland, who encouraged students to become job-ready. Notably, **Mr. Manoj**, Inymart Digi Solutions, Chief Executive Officer, Jobbycart Technologies, Trichy, delivered his lecture on **"Digital Marketing Skills"** in person, conducting an offline practical session where he trained students on multiple digital marketing channels. The event successfully benefited 88 participants.









39. **“Strategies for Career Advancement**” was conducted by Centre for Entrepreneurship and Skill Development in association with Bharathidasan School of Management on 6th March 2025 at Seminar Hall, Bharathidasan School of Management. **Mr. M.S. Shince Peter**, HR Enablement, EY, Chennai was the resource person. He educated the participants on setting career goals, the skill sets needed by the industry from MBA graduates, and the AI-enabled interview process, and conducted mock interviews. He also led group discussions on emerging business themes. Nearly 100 participants benefited from this event.

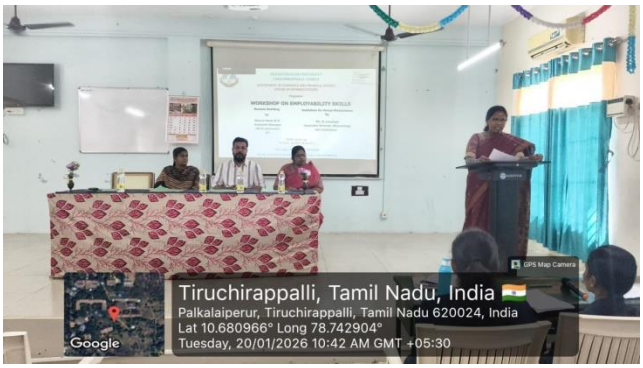


40. Centre for Entrepreneurship and Skill Development organised a **Workshop on Employability and Entrepreneurial Skills** in association with Bharathidasan School of Management on 27th November 2025. **Dr. D. Umamaheswari**, Professor in Commerce, Periyar Maniammai Institute of Science and Technology, Thanjavur, handled the session on the topic “**Future-Ready Skills for Tomorrow’s Business Leaders”.** She explained the shift from basic technical literacy to AI orchestration and the ability to “unlearn” outdated strategies in a VUCA environment. **Mrs. M.R. Poonkuzhali**, Director, P & P Metalloys Pvt. Ltd., Peramangalam, Trichy shared her views on the topic, “**Managerial Insights from an Entrepreneur”.** In her session, she detailed how **e**ntrepreneurs offer insights into lean decision-making and failing fast, teaching managers how to navigate uncertainty and pivot resources without the paralysis of traditional bureaucracy. Nearly 100 participants have benefited from this Workshop.





41. **Centre for Entrepreneurship and Skill Development,** in association with the **Department of Commerce and Financial Studies,** conducted a **"Workshop on Employability Skills"** on 20th January 2026 at Bharathidasan University. **Mr. Shince Peter MS, Assistant Manager,** HR Enablement, EY handled the session on **"Resume Building".** He advised the students to focus on a clean, reverse-chronological layout that prioritises readability and incorporates relevant keywords to ensure the resume passes through Applicant Tracking Systems (ATS). He insisted on tailoring each resume to the specific job description, ensuring that top-tier skills and a professional summary align with the employer's needs. **Ms. R. Lavanya,** Associate Director (Marketing), Apti Solutions, Chennai, handled the session on **"Guidelines for Group Discussions".** She insisted on focusing on structured communication, using clear transitions to build on previous points or politely redirecting the flow when the group veers off-task. She asked the participants to demonstrate leadership through facilitation, such as encouraging quieter members to speak and summarising key points to help the group reach a cohesive consensus. Mock interviews and group discussions were conducted as part of this workshop. Nearly 80 participants have benefited from this programme.





42. **"Workshop on Nextgen Supply Chain and Logistics"** was conducted by the Centre for Entrepreneurship and Skill Development in association with Bharathidasan School of

Management on **30th January 2026. Dr. R. Arivalagan,** Senior Manager, (SCM, BI Analytics & Data Science), Comcast, Chennai. He detailed the evolution of logistics and supply chain, disruptive technologies in logistics and supply chain, and sustainable practices in that field. He trained the students on the skills required for the logistics career. The case study analysis and simulation exercises kept the participants engaged. He encouraged the students by elaborating on career opportunities in logistics and supply chain management. Nearly 80 students have benefited from this Workshop.



