



## **International Seminar on “Innovate and Inspire: the What and How of Ideas”**

**3<sup>rd</sup> March 2020**

Dear Professors and well wishers,

Greetings from A.P.C. Mahalaxmi College for Women, Thoothukudi.

We invite you to participate in the one day international seminar **“Innovate and Inspire: the What and How of Ideas”**, being organized at our college premises by the Internal Quality Assurance Cell along with the Apcian Research Forum & Institution’s Innovation Council, with the support of Entrepreneurship Development and Innovation Institute, Chennai. Presentations are invited on innovations in all fields.

### **Objectives of the Seminar:**

- ❖ To gain an insight into IPR and encourage patenting research /products/technologies for the benefit of the Institution and the society
- ❖ To serve as a platform to share innovations in all fields
- ❖ To identify, disseminate and promote innovation in the fields of teaching-learning, research, entrepreneurship and marketing
- ❖ To motivate students to actively involve themselves in the quality enhancement and maintenance of the institution.

### **Guidelines for presentation**

- Suggested themes:
  - Innovative teaching-learning methods**
  - Innovative product launch**
  - Innovative marketing strategies**
- The template for the presentations can be accessed at the link: [www.apcmcollege.ac.in/isiiwhi2020.html](http://www.apcmcollege.ac.in/isiiwhi2020.html)
- The presentation should be a unique and original case study
- Participants can take 5 to 8 minutes for presentation
- The write-up of the presentation should be submitted in the prescribed format on or before **25<sup>th</sup> February, 2020** to [isiiwhi20@gmail.com](mailto:isiiwhi20@gmail.com)
- Participants can present their study in absentia through Skype; our Skype id is **ISIIWHI 20**
- Cash awards will be given to the best presentations
  - I Prize - **Rs 1000/-**
  - II Prize - **Rs 750/-**
  - III Prize - **Rs 500/-**

- Selected presentations will be published in a book with **ISBN**. Processing fee will be charged in addition to the registration fee.
- Payment shall be made only through online for presentation via Skype.

**Registration Fee:**

Delegates from Academic Institutions	- Rs. 200
Research Scholars & Students	- Rs. 100
Non Academicians	- Rs. 300

**Additional Information:**

- ❖ Participants are requested to meet their own expenses for travel
- ❖ Working lunch will be provided
- ❖ Certificate of Participation will be issued to all the participants

**Registration starts at 9.00 am**

**Organizing Committee**

**Patrons:**

Shri A.P.C.V. Chockalingam

President

Mrs.C. Subbulakshmi

Secretary

**Co patrons**

Dr. N. Meenakumari

Principal

Dr. K. Sathya Bama

Director

**Conveners:**

Dr. T. Lilly Golda, Coordinator, IQAC

Dr. H. Kohila Subathra Christy

Coordinator, Apcian Research Forum

**Coordinators:**

Dr. J. Clara Jeyageetha, President, IIC - Incubation Centre (Chocolaks)

Dr. K. Chitra Chellam, Coordinator, Entrepreneurship Development Cell & Member, IQAC

Dr. R. Samundeswari, Social Media Champion & Member, IQAC

**Organizing Secretaries:**

Dr. D. Shanmuga Priya, Coordinator, IPR Cell.

Dr. S. Vanitha, Member, IPR Cell

**Organizing Members:**

Dr. D. Radha, Coordinator, Career Guidance Cell & Member, IQAC

Dr. R. Selvalatha, Member, IQAC

Dr. V. Sornalakshmi, Member, IQAC

Dr. R. Anista, Member, IQAC

Dr. K. Jothilekshmi, Member, EDC

Dr.T. Sakthika, Coordinator, Student & Staff Research Projects Cell

Dr. S. Sankaravadivu, Member, Student & Staff Research Projects Cell

Mrs. Agnes Mary, Vice President, IIC - Incubation Centre

Ms. M. Vijayalakshmi, Member, EDC

Mrs. P.S. Muthulakshmi, Member, EDC

Dr. J. Das Navis Jeyanthi, Member, EDC

Dr. T. Akkini Devi, Member, IPR Cell

**Advisory Board:**

Mr.T.P. Vaidyanathan,  
Retired Librarian,  
V.O.Chidambaram College,  
Thoothukudi.

Mr.M.V.Sivaraman,  
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Thoothukudi.

Mr.K.Ponvenkatesh,  
Joint Secretary, Indian Chamber of Commerce,  
Thoothukudi.

Mrs.G.Geetah Sree,  
Management Representative

**Contact****For General queries:**

Dr. D. Shanmuga Priya – +91 9842911762

**For Presentation:**

Innovative teaching-learning methods:

Dr. T. Lilly Golda – +91 9789105564

Innovative product launch:

Dr. J. Clara Jeyageetha - +91 7598134489

Innovative marketing strategies:

Dr. R. Samundeswari – +91 8015332686

### **Innovative teaching-learning method**

**Theme:** Any innovative teaching-learning method used in the classroom which has brought about a tremendous impact among the students

#### **Personal Details:**

**Name:**

**Class:**

**College:**

**Contact no.:**

**Email id:**

**Title:**

**The context:** *not more than 50 words*

(include the setting/background, number of persons involved and why the initiative was taken up)

**The procedure:** *not more than 200 words*

(describe the process the method was carried out)

**The resources used:** *not more than 50 words*

**The barriers/challenges identified:** *not more than 50 words*

**The impact:** *not more than 100 words* (how was the method received)

**The outcome:** *not more than 50 words* (performance indicators to show how well the initiative has worked)

**Photo:** (add an illustrative evidence of the method)

## **Innovative Products/Startup**

**Theme:**

Agricultural & Rural Development, Food Processing, renewable energy, Healthcare Information, Communication Technologies, Clean Water, Smart vehicles, Robotics and Drones, Waste Management

**Name:**

**Yr & Dept:**

**College name & Address:**

**Contact No:**

**Email ID:**

**Title :**

**Problem Statement:** Concise description of an issue to be addressed:*Maximum 50 words*

**Idea or Solution :** *Maximum 150 words*

**Constraints identified:** (Limitation or restriction)*Maximum 100 words*

**Advantages:** *Maximum 50 words*

**Uniqueness:** *not more than 50 words*

**Resources used:** *not more than 50 words*

**Target Customer:** *not more than 50 words*

**Picture or Video if any:**

**Cost of Prototype Development:**

## **Innovative Marketing Strategy**

### **Theme:**

Marketing plan will be the roadmap for businessman follow to get unlimited customers and dramatically improve the success of organization. Use this 7 proven marketing plan template and give good innovative marketing strategies.

### **Personal Details:**

**Name:**

**Year & Department**

**College Name & Address**

**Contact No:**

**Email ID:**

**Title:**

### **Marketing Plan**

**Unique Selling Proposition:** Maxi 75 words

**Pricing & Positioning Strategy:** Maxi 50 words

**Distribution Plan:** Maxi 75 words

**Marketing Materials:** Maxi 75 words

**Promotion Strategy:** Maxi 75 words

**Online Marketing Strategy:** Maxi 100 words

**Retention Strategy:** Maxi 50 words