



VIT®

Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

2022-23

ANNUAL REPORT

DECENT WORK AND ECONOMIC GROWTH



**VELLORE INSTITUTE OF TECHNOLOGY,
VELLORE, TAMILNADU, INDIA - 632014 | WWW.VIT.AC.IN**

08. DECENT WORK AND ECONOMIC GROWTH



SDG 8

DECENT WORK AND ECONOMIC GROWTH

PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL



Vellore Institute of Technology provides teaching, learning and research infrastructure to students and faculty members to excel in their career and to achieve sustainable economic growth, productive employment and decent work. During the academic year 2022-23, about 221 Scopus indexed papers are published by VIT on Decent Work and Economic Growth (SDG08). The titles of some of the papers are given below:

TITLE OF THE PAPER

- 01** IoT enabled HELMET to safeguard the health of mine workers
- 02** Multi-objective mutation-enabled adaptive local attractor quantum behaved particle swarm optimization based optimal sizing of hybrid renewable energy system for smart cities in India
- 03** Hydrogen towards sustainable transition:
A review of the production, economic, environmental impact, and scaling factors
- 04** Analysis of Economic Growth Dependence on Energy Consumption
- 05** Big data in driving greener social welfare and sustainable environmental management
- 06** A machine learning approach for District wise classification of Employability rate in southern Indian states

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Promote development-oriented policies that support decent job creation, entrepreneurship, creativity, and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises.

VIT has provided teaching positions to 156 faculty members during the academic year 2022- 23; the total number of faculty members on roll is 1866. About 1600 supporting staff work in VIT. A decent workplace along with a reasonable salary is given to faculty members as well as the staff of VIT.

VIT - EMPLOYEE ADVANTAGES (<https://careers.vit.ac.in/about-us/>)

- VIT has revised the salary structure based on 7th Pay Commission recommendations
- Employment Provident Fund & Gratuity
- Mediclaim Insurance / Accidental Policy with United India Assurance for Employees and Dependents
- Free Health Centre benefits (extended to family members also)
- Encashment of Earned Leave
- Special Pay to Staff Members for Continuous Service
- 25% Concession to avail Bus Facility to Staff Members
- Sabbatical Leave to pursue Higher Education / Research
- Laptops are issued to Faculty members while at service to pursue Research and Academic work
- Faculty members are encouraged to take up consultancy, projects and research work.

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- Faculty members are sponsored to pursue further studies
- Periodically, present papers in conferences abroad
- VIT is an equal-opportunity employer.
- VIT attracts the brightest and best talent pool available in the industry.
- Our human resource policies and practices are geared towards attracting and recruiting the best, rewarding, recognizing and retaining them. These policies and practices are comparable to some of the best in the industry.
- In our work environment, all employees are valued and respected and have opportunities to develop their full potential and pursue a career path of their choice.

Technology Business Incubator (TBI)

The Technology Business Incubator (TBI) conducts many programs for promoting creativity, innovation, entrepreneurship and helps many students to start microenterprises known as “Start-ups” to promote sustainable economic growth. The VIT Technology Business Incubator (VIT- TBI) offers a four-week Entrepreneurship Development Programme for science & technology graduates. According to a VIT, this non-residential programme trains the science & technology graduates and diploma holders in the essentials of conceiving, planning, initiating and launching an economic activity or an enterprise successfully. The programme content includes class room training on essentials of entrepreneurship, survey of the prevalent socio-economic scenario, identification of business opportunities, role and function as well as schemes of assistance offered by various

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constituents of the support system, preparation of a technically feasible and economically viable project report, and the nuances of management of an enterprise.

- As of June'23, VITTBI has 43 projects under incubation, including the 16 projects under pre incubation with the grants from PRAYAS & MeitY schemes. In addition, 14 VIT student projects are supported under pre-incubation.
- VITTBI signed a MoU with TICEL Biopark Ltd in the presence of our Honourable Chief Minister - Mr M K Stalin, and the Ministers of Govt.of TN on the 6th of July, 2022. This is to have access to TICEL Biopark facilities and also to leverage VIT & VITTBI's capacity for training & skill development in the state.



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- Movio Mobility, a company under incubation was approved for a scale up grant of Rs.35 Lakhs by MeitY and VITTBI received Rs.3.5 Lakhs as management fee.
- Rs.11.16 Lakhs of grant under NIDHI PRAYAS scheme was released to 4 beneficiaries during July'22.
- Rs. 23.66 Lakhs of grant under MeitY TIDE 2.0 scheme was released to 10 beneficiaries during Aug'22.
- insideFPV Pvt.Ltd has been selected by Shark Tank India and 4 investors have committed a funding of Rs.75 Lakhs. Their interactions with the investors (realty show) were telecast on SonyTV.
- Four companies from VITTBI presented before a DANA committee on 4th August seeking support under their CSR funding. Dana Care Foundation (DCF) has approved CSR grant Rs.10.80 Lakhs for providing support to two of our incubees, Teralumen Solutions and Biodimension Technologies. A communication from DANA was received on 15th Sep'22.
- Ensect Farms Pvt.Ltd., has won Carbon Zero Challenge with a grant of Rs.5 Lakhs from IIT Madras on 24th Dec'22.



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- BioDimension Technology Private Limited got shortlisted for the 11th CavinKare- MMA Chinnikrishnan Innovation Awards 2022 during the month of Sept 2022. BioDimension covered in press/media.



- VITTBI signed a CSR agreement with LG Soft India Pvt. Ltd., on the 28th of February 2023 to facilitate capacity building trainings and workshops for early stage/aspiring entrepreneurs. LGSI released Rs.20 Lakhs as CSR grant to carry out this project.
 - VITTBI organized roadshows to promote and scout for applicants for the “Program for Accelerating Technology Startups (PACTS)” that will be supported by LG Soft India. Roadshows were conducted in Chennai and VIT on the 24th and 27th of May 2023 while the roadshow Bangalore was conducted online on the 3rd of June 2023.
 - About 24 aspirants and their teams had been shortlisted to attend the PACTS starting 19th of July 2023.

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- Dr. A.Balachandran received a felicitation from DST for his long years of service in the incubation ecosystem. This award was presented by Mr. Ajay Chowdhry, Co-founder of HCL on 12th Aug'22 during DST Startup Utsav event held in New Delhi.



XPitch Partnership: VITTBI continues its partnership as a country partner under 'XPitch', a global business plan event organized by a Taiwanese accelerator and a Venture Capital firm. VITTBI nominated two of its startups, 'Veon Green Innovations' and 'Ensect Farms' to the 'XPitch 2022' during Sep'22. VITTBI is the (India) country partner to this event. Dr.A.Balachandran was a panelist during 'XSummit: Future of X held' on 18th August 22. Over 500 participants from 23 countries attended this event. **Startup Fair 2022:** VIT organized a 'Startup Fair' on 24th Sep'22 as part of the pre Gravitas (tech fest). Around 30 startups (including 8 VITTBI incubated startups) took part in the event.

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The event was inaugurated by Mr.Sivarajah Ramanathan, Mission Director & CEO, Tamil Nadu Startup and Innovation Mission (TANSIM) and Vice Chancellor & Registrar delivered felicitation addresses. Over 1500 students, faculty and others from VIT and neighboring institutions visited the stalls.



TN Biocluster conference: VITTBI took part in the ‘TN Bioclusters conference and Startup showcase’ event held on 28th Sep’22 at HTM Research Park’ in Chennai. Dr.A.Balachandran, Ms. Sudha Rajagoapalan and Mr. Gopinath from VITTBI took part in the event. Dr.A.Balachandran moderated a panel discussion on ‘Startup financing’ during the event. Two of the VITTBI startups Lamark Biotech and Biodimension Technologies were showcased to the investor community during the event. Four other startups from VITTBI, Uyiriyal Biotech, Clowak Innovations, VIFR technologies and Ensect Farms took part in the event.



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Ms. Sudha Rajagopalan attended the ISBA Incubation Manager's conclave "Unconference on Incubation Practice and Networking" on the 20th & 21st of April 2023 at IIT Mandi Catalyst, Himachal Pradesh.



insideFPV, a company founded by a team of VITians, Arth Chowdary, Oshi Kumari and Devyant were featured in the episode of Shark Tank India Season 2 in Sony LIV and Sony Entertainment Television on the 18th of Jan 2023.

insideFPV has also been selected as one the top 100 global emerging startups recognized under the Defence & Aerospace category at TiE Global Summit 2022, TiE Hyderabad in Dec 2022.

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Mrityunjaya Sahu, founder of Bariflo-Labs was selected for the Akamai's Accelerator Programme Cohort-4 with a grant of Rs 30 lakhs organized by the International Centre for Clean Water in Nov 2022. Bariflo had been under incubation with VITTBI between January 2019 and December 2021. In addition, Bariflo is one of the startup selected by the NIDHI Social Accelerator for their capacity building program under the category of Climate Change in Dec 2022.

Anup founder of Ensect Farm, under incubation at VITTBI was one among the Top 03 finalists for the 'Aegis Graham Bell Award' by the Ministry of Electronics and Information Technology, Government of India.



Achieve full and productive employment and decent work for all women and men, including for young people, and equal pay for work of equal work:

Career Development Centre - An Overview (AY 2022-2023)

Students at VIT are well-prepared for jobs in high-cost-to-company (CTC) industries. Students can get the help they need with their personal and financial profiles through VIT Placement cell, popularly known as the CDC (Career Development Centre) supported by Dedicatedand his team with SOPs, which has connections with more than 850 companies across many different industries.

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REGULAR RECRUITERS

AUTOMOBILE COMPANIES			
AUDI-LEFLAND	CAT	CHRYSLER	DAEWOO
DAIMLER	FORD	GM	HERO
HONDA	HONDA	HYUNDAI	Mahindra
CITROEN	BMW	RENAULT	VOLVO
JK LINES	TVS	YAMAHA	Yamaha Motor

CORE COMPANIES

SAMSUNG	Schneider Electric	BP	D-BASF
Dupont	De Beaufort	JSW	TITAN
Johnson Controls	GE Healthcare	ABCBTEK	WACKER
NVIDIA	SANMAR	KPIT	TPC Housing
SKF	SKF	IFB	IFB
Reliance Industries	Saint Gobain	Qualcomm	Qualcomm

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CITROEN	BMW	RENAULT	VOLVO
JK LINES	TVS	YAMAHA	Yamaha Motor

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NVIDIA	SANMAR	KPIT	TPC Housing
SKF	SKF	IFB	IFB
Reliance Industries	Saint Gobain	Qualcomm	Qualcomm

© Career Development Centre

PLACEMENTS

© Career Development Centre

Few examples of companies that provide competitive salary packages (Super Dream Offers) Motorq INR 10200000, Krypto 5900000 with Stipend of INR 30000, Dayworks Pvt Ltd 5200000 , Microsoft Internship with Fulltime offer INR 125000 and INR 4600000 Respectively , Amazon INR 4414713, Virtusa Internship with Fulltime offer INR 40000 and INR 4400000 Respectively, INTUIT Internship with Fulltime offer INR 80000 and INR 4154000 Respectively, List continues .



CDC HIGHLIGHTS



VIT
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► Highlights Of 2023 Engineering & Non-Engineering

Degree	No. of Companies	No. of Offers	Highest CTC
M.B.A	69	256	15 L.P.A
M.Sc (Life Sciences)	44	249	9.83 L.P.A
3 Yr. UG	41	127	12 L.P.A

► Career Counselling/Higher Education

No. of Programs Conducted	64
No. of Students Benefited	6228

► Campus Engagements

MoU's	16
Events with industries	45
Certifications	6506
Online Internships	3117

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It has been successful in placing over 90% of its students across all departments at VIT, regardless of their chosen field of study. Its goal is to place **all** students who register for placement. Two distinct streams are served: the engineering stream and the non-engineering stream. It helped even undergraduate students get jobs earning INR 12 LPA as Highest CTC and helped Management graduates get jobs paying 15 LPA as much as possible for the 2022–2023 academic year along with aforesaid companies with respective Super dream Offer.



Branch Wise Placements



Degree & Specialization	VIT - Chennai			VIT - Vellore		
	Registered	Placed	Percentage	Registered	Placed	Percentage
B.Tech	1548	1408	90.96	3911	3495	89.36
M.Tech - 5 Years Integrated Software Engineering	104	98	94.23	372	352	94.62
M.Tech 2 Years	172	159	92.44	699	619	88.56
MCA - Computer Application	81	75	92.59	245	192	78.37
MBA - Master of Business Administration	56	49	87.50	114	106	92.98

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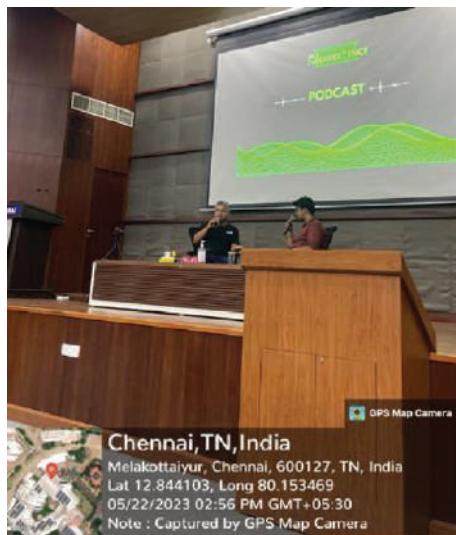
There were 64 programs that year, and 6228 students took advantage of CDC's career counseling program, which seeks to attract companies through matching them with competent applicants. Furthermore, it maintains a number of MOUs and is heavily involved in organizing events to motivate students in partnership with various firms to keep them abreast of present market trends. Core engineering, finance, product consulting, and IT services are just a few of the many possible job options open to students ensuring DEI

These placement possibilities provide students the freedom to pick the offer that speaks to their interests the most. VIT is proud to have been recognized in the Limca book of records for seven years running as the university with the most placements from the IT sector.

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1. NEXPERIENCE – EMPLOYABILITY, COMMUNICATION AND DECENT WORK LIFE



The Nexperience event took place on May 22, 2023, between 2:00 PM and 4:00 PM at the Netaji Auditorium, located on the 7th floor of AB-1. Dr. Asi Vasu Deva Reddy and Dr. J Balaji coordinated the event, which attracted the participation of more than 130 students from various academic backgrounds. The event centred on the Entrepreneurship and Digital Marketing theme, with the chosen activity category being podcasting. Mr. Vipin Jain, the founder of Degpeg, served as the expert speaker for the occasion. Mr. Jain currently serves as the co-founder and Chief Marketing Officer at Bidstalk and has played a pivotal role in establishing the company's marketing channels. His notable competencies include Marketing for Mobile, Marketing for Web, Web Analytics, and Digital Marketing, among others.

The outcome of the podcast activity was highly beneficial for entrepreneurs, offering valuable insights, top-notch content, tips, and strategies from established entrepreneurs and industry experts in areas such as business initiation, marketing tactics, financial management, leadership and innovation. It also fostered a community of individuals who share similar goals and provided motivation and inspiration for those pursuing their entrepreneurial aspirations. Hosting an entrepreneurship podcast not only bolsters the credibility of the host or brand but also presents opportunities for monetization. Additionally, it opens doors to personal and professional growth through continuous learning, networking, and the development of communication skills. Incorporating storytelling techniques, humour, and engaging discussions further enhances the podcast's ability to entertain and captivate the audience.



2. ENTREPRENEURSHIP SKILL, ATTITUDE AND BEHAVIOUR DEVELOPMENT

The event Entrepreneurship Skill, Attitude and Behaviour Development was conducted on 30th March 2023, from 11.00 AM to 01.00 PM at Nethaji Auditorium, 7th Floor, AB1. The theme for the event was Innovation and start-ups. The event was organised by Dr. Saurav Gupta, Dr. Rishikeshan C A and Dr. Sandeep Sathapathy. More than 100 students of B.Tech and M.Tech and faculty of different departments participated in the workshop. The speaker for the event was Mr. Karthik T P, IBM India Private Ltd/ Kyndryl Inc. He gave students massive information on how to get started with entrepreneurship. Entrepreneurs have a burning passion and desire, improvisational habits, skills, and problem-solving abilities. An entrepreneur is someone who solves various problems in the market. Achieving one goal means setting another, so avoid arrival syndrome. The workshop helped students to understand the fundamentals of start-ups and entrepreneurship. In addition, they were encouraged and motivated to be entrepreneurial and developed an inner desire to become entrepreneurs in the future and become job creators rather than job seekers.





3. INNOVATION AND ENTREPRENEURSHIP- OUTREACH PROGRAM

The event Innovation and Entrepreneurship was conducted on 23rd March 2023 at St. Joseph Matriculation School, Melakottaiyur, Kandigai from 2.00 PM to 4.00 PM. The event was coordinated by Dr. Stephan Thangiah I.S, Dr. Sharon Sophia, Dr. J. Bhavani, Dr. Sumathi G N of VIT Business School. 65 students participated in the program. Mr. Rishikesh Amit Nayak, Student and Founder of MOVIS was the main speaker of the program.

The purpose of this outreach program is to motivate young people to improve themselves, help others in need, and strive to make their community a better place to live. It intends to include undergraduate students from the Vellore Institute of Technology in volunteer work by providing academic service-learning support and outreach programs for indigenous children attending Government Schools. In order to help the students understand their responsibilities as community members, the resource person, Mr. Rishikesh Amit Nayak, founder of MOVIS Team, shared his ideas on how to recognize problems that are prevalent in our society or that confront an individual with a small activity. He also explained how to apply design thinking to find solutions to these problems. In an effort to speak to the 9th grade St. Joseph Matriculation students as his intended audience, he stressed his own personal experiences as to what inspired him to think innovatively and how he searched for a workable solution among farmers. His invention provided a better alternative for the farmers, which taught the children how to take care of themselves by becoming socially responsible citizens.

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This outreach program will undoubtedly have helped them in realizing the importance of and raising awareness among the students about higher education and design thinking.



4. SOCIAL ENTREPRENEURSHIP AND SKILL DEVELOPMENT

The start-up and entrepreneurship session on "Social Entrepreneurship and Skill Development" was held on 21st March 2023, from 11.00 AM to 12.00 Noon in Nethaji Auditorium, 7th, Floor AB1, VIT Chennai. The event coordinators were Dr. Rishikeshan C A and Dr. Sourav Gupta. More than 75 students of B.Tech and M.Tech and faculty of different departments have participated in the workshop. The speaker for the event was Mr. R Sathishraj, CEO, E-CRUSADERS. Mr. Sathishraj enlightened students with grass root knowledge about the ways to do start-up. He began real-life examples, innovative ideas that are demanded in the market, and strategies to convert ideas into business. In addition, he shared his views on the importance of entrepreneurship with ample illustrations and discussion.

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5. WOMEN IN ENTREPRENEURSHIP

The event Women in Entrepreneurship was conducted on 8th March 2023 at 10.00 AM on the occasion of Women's Day celebration. The event was online and was organized by Dr. Sumathi G.N., Dr. Divya S, and Prof. Janani R.

V-NEST
VIT INNOVATION & ENTREPRENEURSHIP CENTRE
VIT
Vellore Institute of Technology
(Devoted to the Community sector within IITs of UGC Act, 1956)

INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

INTERNATIONAL WOMEN'S DAY CELEBRATION

PANEL DISCUSSION on
WOMEN IN ENTREPRENEURSHIP

MARCH 8th 2023
10.00 AM to 12.00 PM

Our Speakers

Ms. PADMA JAYARAMA
Associate Director, CSS Corporation
Co-Founder, Dreamworks

Ms. PRARTHANA S
Creative Director, Wedding Minnen

Ms. DEEPTHI RAVICHANDRAN
Co-Founder & Artistic Director, Tvarita

Organized by: VIT BUSINESS SCHOOL, VIT Chennai

Zoom Link:
<https://zoom.us/j/91031475229?pwd=QXVIWHNgSW9GNzTwTXZxdTFEdHROUT09>
Meeting ID: 910 3147 5229
Passcode: 938971

Coordinators: Dr. Sumathi G.N., Dr. Divya S and Prof. Janani R.



6. CIRCULAR ECONOMY - POSSIBILITIES AND CHALLENGES

The webinar series on Circular Economy - Possibilities and Challenges was conducted on 22nd February 2023 as part of the quality week celebration (20th to 24th of February 2023). The coordinators were Dr. V Sakthivel and Dr. P Prakash from School of computer science and Engineering. The event was conducted online from 6.30 pm to 8.30 pm. Total of 52 participants participated. Mr. Mahesh M K S, Supply chain project Manager, Dominion Global, France was the key resource person. The talk started with our guest explaining how a Circular Economy is used in the SDG's. Mr Mahesh spoke about the need for downstream supply flow and the anticipatory shipping of Amazon. He spoke about the advanced strategies to market the products in social media and its techniques. He also explained digital marketing scenarios along with examples. He also gave us a wide idea about how to earn money from social media like Facebook, Twitter, and Instagram. By the end of the session, he spoke about the security of the posts created in social media and various job opportunities.





7. ONE DAY WORKSHOP ON ENTREPRENEURSHIP AND INNOVATION AS CAREER OPPORTUNITY

The One Day Workshop on Entrepreneurship and Innovation as Career Opportunity was conducted on 15th February 2023 from 9.30 AM to 4.30 PM. The coordinators for the program were Dr. Nachiyappan S, Dr. Anusha K, Dr. Braveen M, Dr. Sandeep Kumar Sathapathy. The speakers for the event were Mr. Simon Anand Raj, Vinothini Lakshmanan, Anusha Rajam and Varnika Thirumani from People Coach. Students of multiple disciplines attended the event/workshop. The majority of the students belonged to the B.Tech (AIR) discipline. More than 50 students actively participated. The event Motivated and encouraged the students towards Entrepreneurship and innovation. Also, Research/job opportunities in the field of Training and Consultancy were created.

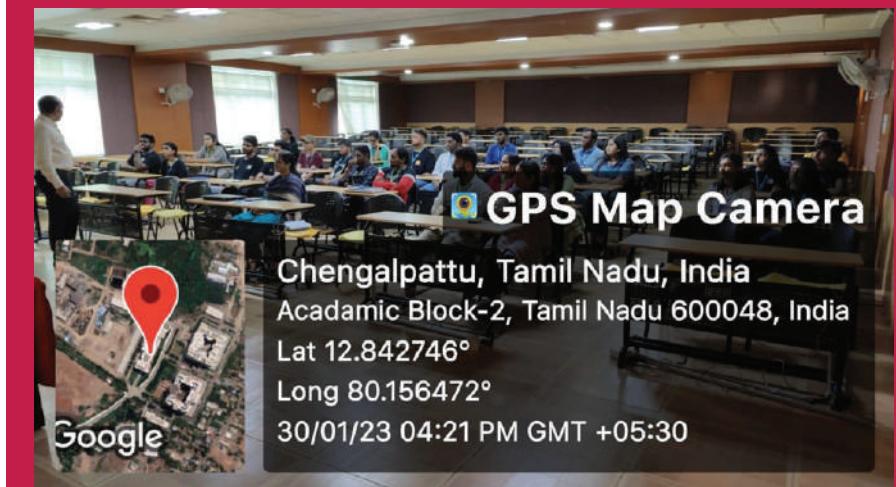


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8. INNOVATION, CHALLENGES AND ENTREPRENEURSHIP OPPORTUNITIES IN CIVIL ENGINEERING

The Innovation, Challenges, and Entrepreneurship opportunities in Civil Engineering were conducted on 30th January 2023 from 3.00 PM to 5.00 PM. Er. N. G. Muralidharan, Consultant, Radcrete Pacific Pvt Ltd., Chairman, ICI Chennai Center, Chennai, Radcrete Pacific Pvt., Ltd was the speaker. Participants were motivated to adopt innovation in their projects. The lights were thrown on the opportunities for Entrepreneurship opportunities to them. Innovations in all possible ways are the need of the hour. Total 26 students participated in the program.



9. ONE-DAY WORKSHOP ON START-UP AND ENTREPRENEURSHIP “BREAK THE BARRIER INITIATIVE”

School of Computer Science & Engineering & VNEST (start-up and incubation centre) VIT Chennai in association with Start- up TN (TANSIM) organized One day workshop on start-ups and entrepreneurship “Break the Barrier Initiative” on 2nd Nov 2022 at VOC auditorium, 5th Floor, Admin Building, VIT Chennai. More than 250 students of B.Tech, MBA, LAW and faculty of different departments have participated in the workshop. The aim of the workshop

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is to make students aware about start-ups and entrepreneurship, to encourage and motivate them for entrepreneurship, which will boost their inner urge to become self-employed in future, to be job creators rather than job seekers. The workshop provided students with awareness on entrepreneurial practices going on in the corporate world that would be shared by young entrepreneurs and trainers.

Mr. Vignesh Shankar, Co-Founder and Chief Business Officer of Krato Analytics Private Limited, Mr. Senthamil, Project Lead at Start-up TN (TANSIM) and Mr. Magheswar from Start-up TN (TANSIM) were the speakers at the event. Mr. Senthamil, Project Lead at Start-up TN (TANSIM) commenced the program with an inaugural and introductory speech. Mr. Senthil highlighted some preliminary suggestions, which are important for fostering an entrepreneurial mind-set among students. He also discussed a few aspects of market analysis, loyalty and risk-taking abilities crucial for being in entrepreneurship and motivated participants to think outside of the box.

Next, the Chief Guest, Mr. Vignesh Shankar, Co-Founder and Chief Business Officer of Krato Analytics Private Limited shared his words of wisdom, experience and inspired participants. He enlightened students about the ways to do start-ups. Mr. Vignesh gave real-life examples, innovative ideas that are demanded in the market, and strategies to convert ideas into business. In addition, he shared his views on the importance of entrepreneurship with ample illustrations and discussion. Next, speaker Mr. Magheswar from Start-up TN (TANSIM). He is a thoroughbred marketing professional with a Master of Business Administration (MBA) focused in Investment Promotions, Business Partnerships & Strategies, Government Policies, International Relations, Community Building. He informed about problems in start-up especially in India and how to solve problems, also he encouraged and inspired youth to be in start-up by nothing is impossible concept. He conducted an activity among the student groups that simulated the Steps in Bring or make up an idea, Pitch it, Design It, Build it and Lessons learned.

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This workshop helped the students to know about the fundamentals of startup and entrepreneurship. In addition, they got encouragement and motivation for entrepreneurship, which will boost their inner urge to become self-employed in the future, to be job creators rather than job seekers. More than 250 students of B.Tech, MBA, LAW, and faculty of different departments have participated in the workshop. Dr. Rishikeshan C A and Dr. Renta Chintala Bhargavi were the workshop coordinators.



10. LETS START-UP



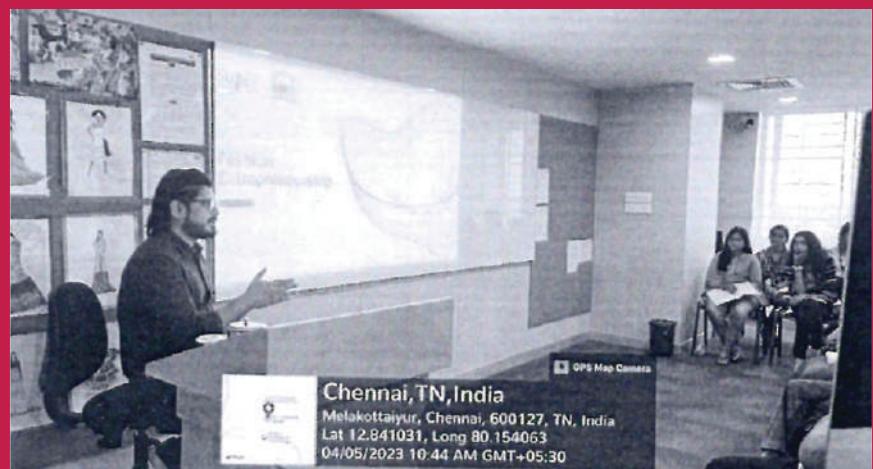
The 3 -day online workshop “Let's Start-up” was conducted from 12 to 14th of September 2022 as part of Techno-VIT’22. The coordinators for the event were Dr. E Manikandan and Dr G Idayachandran with 18 participants. The workshop gave an idea of Techno entrepreneurship and the need to start a start-up.



11.

GUEST LECTURE ON FASHION BRANDING AND ENTREPRENEURSHIP

The guest lecture on fashion branding and entrepreneurship was conducted on 5th April 2023 from 10.15 AM to 12.15 PM in the CAD Lab, 8th floor, Admin Block. The coordinators for the event were Prof A Jesica Roshima and Prof Deepika S G of VFIT. Mr. Rizvi Manzavalli, CEO, Superlyfe Clothing Store, Virgambakkam, Chennai was the resource person. Mr Rizvi spoke about the challenges he faced in life and also gave ideas on sales, marketing strategy, size of the market, problems in current and upcoming markets. Also spoke about the real-world challenges and how to overcome using social media. 23 students participated in the guest lecture.





12. PANEL DISCUSSION ON WOMEN IN ENTREPRENEURSHIP

The “panel discussion on women in entrepreneurship” was organized by VITBS as part of the Women's Day celebration. It was coordinated by Dr Divya and Dr Sumathi. Ms. Padma Jayaraman, Associate Director – Campus and Institutional Alliances CSS Corp., Chennai; Ms. Prarthana Srikanth Creative Director – Wedding Minnen (An Event Management company) Chennai and Ms. Deepthi Ravichandran – Cofounder and Artistic Director, Tvarita (Dance Company), Chennai were the key resource speakers of the event. The speakers are 3 different entrepreneurs from 3 entirely different fields to inspire you followed by thought provoking panel discussion. Ms. Padma Jayaraman is an Ambition Painter with 29 years of experience in Business and CSR, passionate with a deep knowledge of the Youth and the Job space (urban & rural), she has 9 years of experience in CSR driven Skilling Centres and Institutional Skilling with the Mahindra Group and Titan Company and over 2 decades in the IT Training Industry with Aptech, NIIT and The Fourth R India Ltd. A recipient of the "She Inspires" award and the "India Inclusive Award" for Project Mahindra Pride, Padma has mentored and positively impacted the lives of over 5000 youth. She is also a co-founder of Dreamworks, a not-for-profit which works with rural women to promote rural entrepreneurship. The program is called Thiranmigu Maadhar, empowers women with skills for economic sustainability.

Ms. Prarthana Srikanth, a woman entrepreneur with over 10 years of experience in event management is a passionate model and an actor. Her event management company, "Wedding Minnen" is a

08. DECENT WORK AND ECONOMIC GROWTH

successful venture over a decade. She manages a team of 40 young skilled labourers who specialize in planning, organizing, promoting, business and social events. She also trains young women entrepreneurs and guides them to the start-up ecosystem. She is counted as one of the most successful wedding planners in Chennai and also won an award for the "Best wedding planners - luxury awards" by Razzmatazz Group.

Ms. Deepthi Ravinchandran is a chemical engineer with ample interest in psychology by academic qualification. But she took art seriously. She is a CID-UNESCO certified therapeutic dance facilitator who runs her own dance company in the banner of Tvarita – Chennai. She envisions inculcating dance as a performing art. She is one of the few artists who envisioned dance to be therapeutic and integrated the art to serve a purpose. She delivers dance as a therapy to destitute women and mentally challenged adults, autistic children and for Parkinson patients. She also introduces Bharathanatyam to tourists from other countries who visit India for as a part of cultural and heritage trips. She is a graded Doordarshan artist and has performed over 500+ shows. For her passion towards dancing, she has been awarded "Natana Bhava Padmam", an Endowment award from Brahma Gnana Sabha. It was a great and delightful session for students.



13.

ENTREPRENEURSHIP IS A LIFETIME OF REWARDS: LIVE INTERACTIVE AND EXPERIENCE SHARING SESSION

The guest lecture on Entrepreneurship is a lifetime of rewards: Live Interactive and Experience Sharing Session was organised by Dr. J Bhavani, VITBS on 21th September 2022 from 1.00 PM to 2.30 PM. Mr. Mohanraj, Managing Director, Diamond Engineering Group of Companies, Chennai. 51 MBA students attended the guest lecture at Diamond Engineering Group of Companies Seminar Hall. The speaker narrated his experience from the beginning of establishment of his fabrication unit, the amount of effort and hardwork involved in reaching the destination. He also motivated the students to improve their entrepreneurship skills and blessed everyone to be successful in their personal life. He asked questions and encouraged the students to ask questions and provided gifts to all the interactive students. Briefly recited with lots of live examples and success stories happened during his tenure as a first-generation entrepreneur. It was a thrilling moment to our students to meet the first-generation entrepreneur in his own premises and had very good live and interactive session on face to face.



INDUSTRIAL VISITS



VIT University, Melakottaiyur, Chennai - 600127 21st September 2022 www.decpit.gov



Kanchipuram, Tamil Nadu, India
ENQUIRY OFFICE, EMERALD ENGINEERING, B Block,
Long 80.204190°
Lat 12.796286°

GPS Map Camera