

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

MHRD NISP DKMC

REPORT

ON

SECOND BRAINSTORMING SESSION

Second brainstorming session of MHRD NISP DMKC was organized on 28th October 2020 at 2pm through Google Meet. Dr. A.Amirthavalli, the president of MHRD IIC DKMC welcomed the gathering. Dr.D.Charumathi, MHRD NISP DKMC member gave a recap on the 1st brainstorming session which was followed by Dr.V.Rekha, MHRD NISP DKMC coordinator described the theme of the session. Dr.C.Vinothini, MHRD NISP DKMC member presented the problem tree at our institute level which included root causes, sub problems, core problems, effects and development challenges.

Dr. A.Amirthavalli presented the rough draft of the Startup Policy of MHRD NISP DKMC to the committee in which objectives, thrust areas, eligibility criteria, selection process and facilities to the incubators was also presented.

Dr.M.Kanthababu Director, CIPR, Anna University, Chennai shared his views on implementation of MHRD NISP in DKMC. He explained the difference between invention and innovation. He also differentiated start-ups and entrepreneurship. He emphasized that the main objective of the start-up policy is to get recognition certificate from government for the students innovation. He suggested that the food & beverages, health care and agriculture as important thrust areas to be focussed on. He recommended few points on incubation. They are 1. Identification of preincubatee. 2. Identification of thrust areas 3. Sorting out of business plan 4. Doing market research 5. Prototype development by incubatee with seed money. He also suggested to conduct Hackathon at intracollege level to boost students to come up with innovative ideas.

Dr. S. Babu, Professor and Dean, VAIAL, VIT Vellore put forward that training should be given to students to identify problems. The students should be encouraged to find the problems at local or regional levels. After finding the problem, students should be encouraged to find solution. The innovative and uniqueness in solution should be encouraged. He also suggested that successful entrepreneurs must be made to interact with students. A team of incubatees from various disciplines can be formed for developing a valuable product.

Dr.S. Deepalakshmi, MD, SD farms, Katpadi, Vellore assured that she would give free training to interested students in the areas of mushroom cultivation, organic farming, vermicomposting and terrace gardening so that the students can find problems in these areas and find solutions.

Mr.K.Senthamil Selvan, Founder, Arivuthotham, Vellore highlighted that the student should develop creative thinking. He recommended the students to carry out innovation in agro products. He assured that he could render help from Tamil Nadu Science Forum (TNSF) for conducting training programmes on creative thinking and innovative thinking.

Mrs.R.Kalpana, MD, AK foods, Vellore mentioned that the team of students from different departments can work together and share their ideas in developing a product.

Dr.M.Kanthababu summarised the session and he highlighted the following suggestions, 1. Identifying experts to talk to students on entrepreneurship. 2. Thrust area could be selected as agriculture. 3. Identifying the opportunities and problems in agro based industries. 4. Choosing the right problem and discussing with the expertise. He also suggested that one faculty from each department must be identified and they should encourage students in identifying problems first at regional level.

The session ended with vote of thanks proposed by Dr.C.Vinothini.

INVITATION



D.K.M College For Women (Autonomous), Vellore

MHRD National Innovation and Startup Policy, DKMC

Second Brainstorming Session

Date : 28.10.2020

Time: 2.00 P.M.

Dr.M.Kanthababu

Professor & Director of CIPR,
Anna University, Chennai.

Dr.S.Babu

Professor & Dean,
VIT School of Agricultural
Innovations & Advanced Learning, VIT,Vellore.

Dr.K.Manoharan Krishna

Founder, Chairman & MD, Naturaa-GRE Agrorgania,
Guruvarajapuram,

Mrs. S.Deepalakshmi

Managing Director, SD Farms,
Katpadi, Vellore.

Mr.Prasanth Kumar Paranthaman

Royal Enfield Retailer, CADBURY-(C&F) NADT
Vellore

Mr.K.Senthamil Selvan

Founder, Arivuthotham, Vellore & State
Executive Member of Tamil Nadu Science Forum

Mrs.R.Kalpana

Managing Director of AK Foods, Vellore

Dr.V.Rekha

Assistant Professor of Zoology, DKMC
MHRD NISP Coordinator

Dr.A.Amirthavalli

HOD & Asso.Prof in History,
President, MHRD IIC DKMC

Dr.P.N Sudha

Principal, DKMC

Meeting Link : <https://meet.google.com/kij-whzf-fqm>

All are cordially invited

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

SECOND BRAINSTORMING SESSION

BY

MHRD NISP, DKMC

Date : 28.10. 2020

Time : 2:00pm

Programme Agenda

- Welcome address : Dr. A.Amirthavalli, MHRD DKMC President
- Recap of 1st Brainstorming Session : Dr.D.Charumathi, MHRD NISP DKMC Member
- Theme of the session : Dr. V.Rekha, MHRD NISP DKMC Coordinator
- Problem Tree discussion : Dr. M.Vasumathy, MHRD NISP DKMC Member
- NISP Policy Draft : Dr. A.Amirthavalli, MHRD DKMC President
- Brainstorming session : Panel discussion
Headed By
Dr.M.Kanthbabu
Director, CIPR,
Anna University, Chennai
- Dr.S.Babu
Professor & Dean,
VAIAL, VIT-Vellore.
- Mrs. S.Deepalakshmi
MD SD Farms,
Katpadi, Vellore.
- Dr.K.Manoharan Krishna
Founder, Chairman & MD,
Naturaa-GRE Agrorganica,
Guruvarajapuram,
Vellore.

Mr. K. Senthamil Selvan
Founder, Arivuthotham, Vellore &
State Executive Member of Tamil Nadu Science
Forum

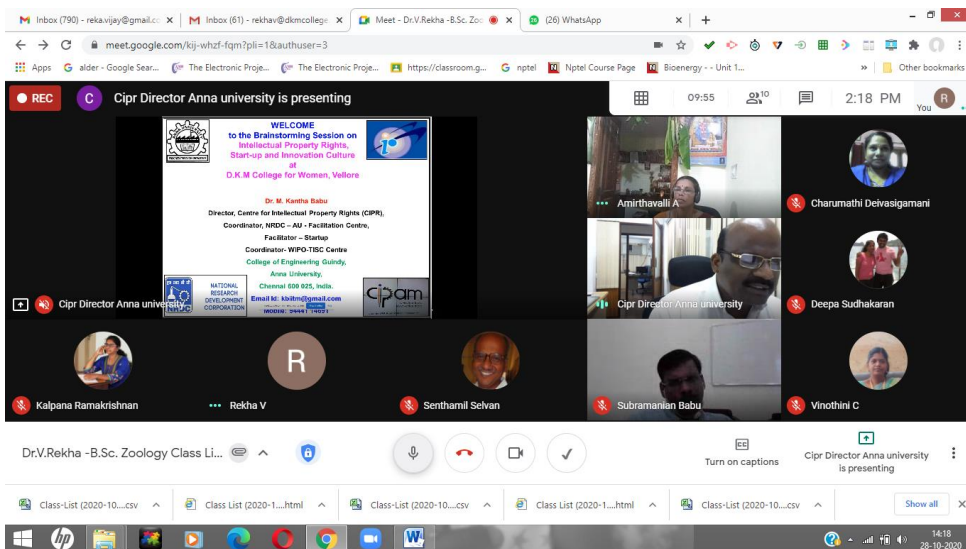
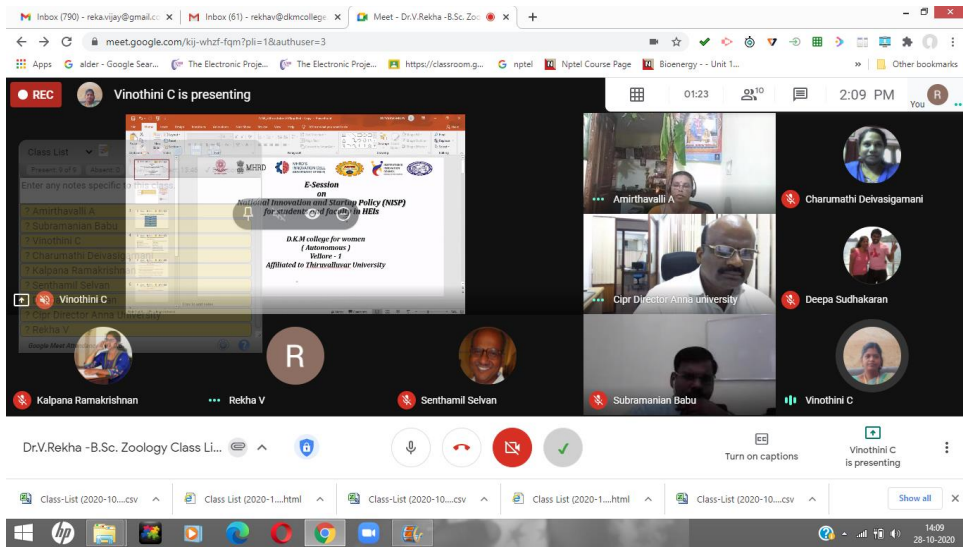
Mr. Prasanth Kumar Paranthaman
Royal Enfield Retailer, Vellore &
CADBURRY-(C&F) NADT

Mrs.R. Kalpana
MD, AK Foods, Vellore

Vote of thanks : Dr.C. Vinothini, MHRD NISP DKMC Member

Moderator : Dr. V.Rekha,MHRD NISP DKMC Coordinator

SCREEN SHOTS



ATTENDANCE

Attendance for:	Class List			"Meet			
Date:	"2020-10-28"	"Time:"	"13:46"	ID:"	"kij-whzf-fqm"		
Names	"2020-10-28"	"Email"	"Comments"	"Arrival time"	"Last Seen"	"# of Checks"	"Joined"
Amirthavalli A	" ✓"	""	""	"13:54"	"15:51"	"118"	"4"
Subramanian Babu	" ✓"	""	""	"13:51"	"15:07"	"50"	"3"
Vinothini C	" ✓"	""	""	"13:55"	"15:53"	"85"	"2"
Charumathi							
Deivasigamani	" ✓"	""	""	"13:46"	"15:50"	"91"	"2"
Vasumathi M	" ✓"	""	""	"14:39"	"15:07"	"21"	"1"
Kalpana Ramakrishnan	" ✓"	""	""	"13:56"	"15:32"	"61"	"1"
Senthamil Selvan	" ✓"	""	""	"14:03"	"15:38"	"64"	"3"
Deepa Sudhakaran	" ✓"	""	""	"13:57"	"15:38"	"66"	"1"
Cipr Director Anna							
University	" ✓"	""	""	"13:59"	"15:38"	"181"	"2"
Rekha V	" ✓"	""	""	"14:09"	"15:53"	"105"	"1"

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