



**DKM COLLEGE FOR WOMEN (AUTONOMOUS) VELLORE -1**  
Ministry of Human Resource Development (MHRD)  
& Institution Innovation Council (IIC)



## REPORT ON “THE MEGA SALE 2022”

### INVITATION



**D.K.M COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE**  
&  
**MHRD- INSTITUTION'S INNOVATION COUNCIL (IIC)**  
**Organizes**  
**“DKM SANTHAI”**

 **Date: 05.04.2022 Time : 11.00 am to 03.00 pm**

**CHIEF PATRONS**  
Er.D.MANINATHAN, B.E., SECRETARY  
Dr.T.SIVAKUMAR, M.A., PRESIDENT

**PATRON**  
Dr.P.N SUDHA- PRINCIPAL

**CONVENOR**  
Dr.A.AMIRTAHVALLI  
IIC-PRESEIDENT

**ORGANIZING COMMITTEE**

Dr.C.Vinothini	Dr.N.Dhanam
Mrs.R.Sarathy	Dr. A. Vinodhini
Dr.V.Rekha	Dr.R.Arunadevi
Dr.M.Devi	Dr.M. Kasthuri
Dr.G.Bhavani	Dr.J.Hemapiya
Dr.K. Shoba	Mrs.A.Kalaiselvi
Mrs.J.Saranya	Dr.C.Suganthi
Dr. S.Tharani	Dr.V.Sudha

**ALL ARE CORDIALLY INVITED**

**“A Big Business Starts Small”**



### REPORT OF THE PROGRAMME

#### TITLE: DKM SANTHAI

#### PROGRAMME OBJECTIVES:

- To instill the spirit of entrepreneurship among the students.
- To motivate the students to surface their talents in a productive field.

## REPORT OF THE PROGRAMME:

With an ambition to promote entrepreneurs among the students of DKM College for Women, the Institution Innovation Cell organized a Mega Sale of handmade products from the various startup groups of the cell on 05.04.2022. The startup groups of IIC like Handicrafts and Jewelry group, Organic Farming, Cosmetics and Toiletries, Herbal Plants, Health care and Web designing and development group participated the event. Nearly 200 students from the above group displayed their products in 4 classrooms. Dr.P.N.Sudha, the Principal of DKM College for Women and Dr.Amirthavalli, the coordinator of IIC inaugurated the mega sale at 11.00 PM. The Handicrafts and Jewelry team displayed their handmade products like silk thread jewelry, home decors, wall hangings, embroidery products, photo frames and flower bouquets. Under the name of *Dream Cultivators*, the organic farming team brought various value-added products like organic homemade powders from carrot, beetroot, onion, tomato and various green leafy vegetable powders. They also displayed homemade hair oil, health mix powder, coconut mix, face enhancer powders, scrubber, face creams and homemade face packs. The web designing and development team under the name of *Technical knockout* propagated their products like invitation, poster, banner, web page development and technical support related to project typing. Cosmetics and Toiletries group displayed their handmade products soaps and toiletries. The Health care team introduced products like health mix, Pirandai powder, Herbal hair oil and Herbal toothbrush. Herbal Plants team motivated the college students to plant trees with their herbal plants display like Aloe vera, Beetroot, Coleus, Tulasi, Insulin plant, Mint Tulasi, Thesleria, Money plant, Lemon, Papaya, Guava and Neli. The staff and students from various departments visited the stores and appreciated the products. The students from the teams advertised their products and explained the details about their products to the students and staff who visited their stores. Students willingly bought these products and encouraged the budding entrepreneurs.

## PHOTOS OF THE PROGRAMME















**Vellore, Tamil Nadu, India**

No. 57, DKM College Rd, Sainathapuram, RV Nagar, Vellore,  
Tamil Nadu 632001, India

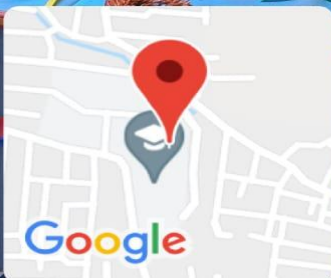
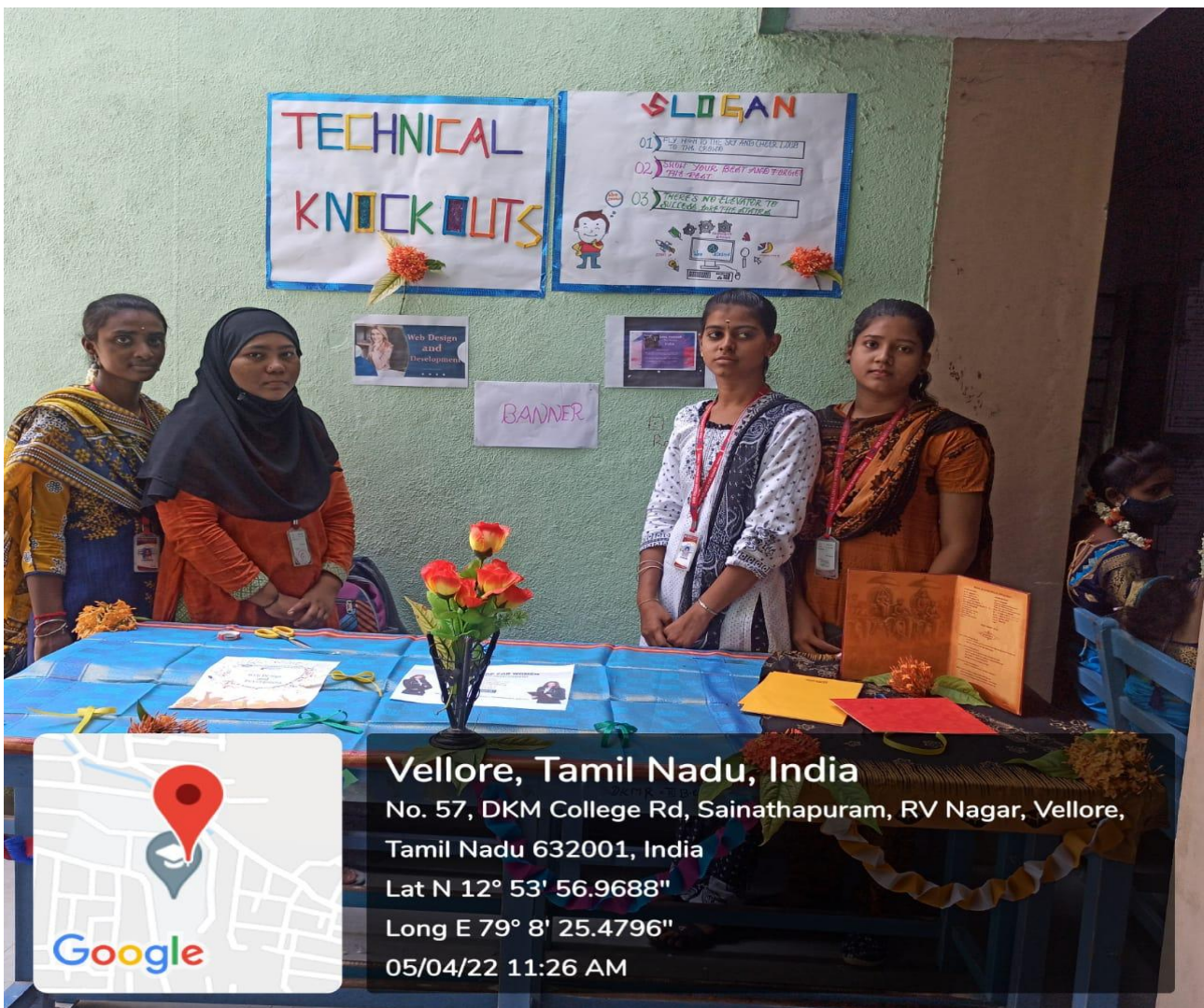
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Long 79.140463°

05/04/22 11:04 AM



GPS Map Camera



**Vellore, Tamil Nadu, India**

No. 57, DKM College Rd, Sainathapuram, RV Nagar, Vellore,  
Tamil Nadu 632001, India

Lat N 12° 53' 56.9688"

Long E 79° 8' 25.4796"

05/04/22 11:26 AM





### **Programme Outcome:**

- The students from the various start up groups learned to give value addition to their products display, advertise and sell it to their customers.
- The mega sale encouraged the students and staff to plunge more into self-made India.

**Number of students visited : 1000 (shift 1&2)**