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# Meeting Minutes

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## Agenda

A Consultation meeting of MSDE-UKIERI by Centre for Social Innovation & Entrepreneurship (CSIE) with faculty from various colleges in Tamil Nadu was held at the Hall 2, IC&SR building at IIT Madras on 19<sup>th</sup> September 2019 from 10 AM to 2 PM

## Attendees from IIT Madras include:

- Prof L.S Ganesh, Department of Management Studies, IIT Madras,
- Prof R. Nagarajan, Coordinator of Centre for Social Innovation and Entrepreneurship and Head of Department of Chemical Engineering, IIT Madras,
- Mr. James Rajanayagam Senior Project Adviser, CSIE, IIT Madras,
- Mr. Sandeep Kumar Gangaram, Project Officer at CSIE, IIT Madras
- Ms. Aishwarya Raman, Senior Project Officer, CSIE, IIT Madras
- Ms. Suba Ramesh, Project Associate, CSIE, IIT Madras

Our partner from Social Impact Lab at the University of Southampton had sent a video message as he could not join us for the meeting.

Total number of participants attended: 24 (18 participants + 6 organizers).

S. N	Name	Designation	Institution	Phone number	Email id
1	Mr.S.Viswanathan	Asst.Professor	J.K.K.Nattraja College of Engineering and Technology - Kumarapalayam	9894848882	viswanathan.s@jkkn.org
2	Dr.SentamilSelvan	e-cell chairman	scsvmv university kanchipuram	9894442343	sentamilselvans@gmail.com
3	Sridhar Lakshman	Co-founder & CEO	Ecologin	9962763876	sridhar@ecologin.org
4	Dr.N.Pughazendi,	Professor / CSE	Panimalar Engineering College	9962969429	pughazendi@gmail.com
5	Dr. Munnusamy		J.K.K Nattraja College of Pharmacy	9942642699	<a href="mailto:munnusamy.k@jkkn.ac.in">munnusamy.k@jkkn.ac.in</a>

6	Ms. Sindhuja M	Asst. Professor / IT	New Prince Shri Bhavani College of Engg. & Tech., (NPSBCET),	9487707274 / 9840297677	sindhuja@newprinceshribh avani.com
7	Dr. E.K. Mohanraj	Professor & Dean - Department of Civil Engineering	Nandha Engineering College, Erode	98427 94011 / 7373714706	<a href="mailto:deancivil@nandhaengg.org">deancivil@nandhaengg.org</a>
8	Prof. N. Devaraj	Head - Master of Business Administration	Nandha Engineering College, Erode	9750410111 / 6380452045	<a href="mailto:devaraj.nanjan@nandhaengg.org">devaraj.nanjan@nandhaengg.org</a>
9	Mr.N.Vijaya Kumar	Asst. Prof/CSE	Pollachi Institute of engineering and Technology	9500774616	<a href="mailto:nvijay3988@gmail.com">nvijay3988@gmail.com</a>
10	Mr.T.Saravanakumar	Asst. Prof?ECE	Pollachi Institute of engineering and Technology	9965443303	<a href="mailto:tsaravanaece86@gmail.com">tsaravanaece86@gmail.com</a>
11	Prof.S.Ganesh Vaidyanathan	Principal, SVCE.	Sri Venkateswara College of Engineering (SVCE)	9445694664	epic@svce.ac.in
12	Dr.S.Ilaiyavel,	Manager, Entrepreneurship Promotion and Incubation Center (SVCE-EPIC)	Sri Venkateswara College of Engineering (SVCE)	9941486476	epic@svce.ac.in
13	Prof.Anitha Bai T	Assistant Prof	MSSW	7402025037	<a href="mailto:anithabai@mssw.in">anithabai@mssw.in</a>
14	Antony Stephen	HoD, Social Entrepreneurship	MSSW	9486425879	stephen@mssw.in
15	Dr. Anitha Karthi	Senior consultatnt VYOAM	VYOAM - An AI and Embeded Solutions	9841557655	<a href="mailto:anithadkarthi@gmail.com">anithadkarthi@gmail.com</a>
16	Mr. Venkatesan Appu	E-cell manager	Sri Shakthi Institute of Engineering and Technology, Coimbatore	9443514698	<a href="mailto:e-cell@siet.ac.in">e-cell@siet.ac.in</a>
17	Dr. C Amutha Charu Sheela	Asst. Prof.	Sri Venkateswara College of Engineering (SVCE)	9340010336	<a href="mailto:aesheela@svce.ac.in">aesheela@svce.ac.in</a>
18	Mr. Gautham Nayak	Asst. Prof	Sahayadri College of Engg & Management	89702078969	<a href="mailto:gautham.mech@sahyadri.edu.in">gautham.mech@sahyadri.edu.in</a>

## Proceedings:

Prof .L.S. Ganesh presented the welcome address followed by introducing the objective and scope of the MSDE UKIERI project to all the participants..

- He invited the faculties to attend this program in order to gain a good exposure to Social Entrepreneurship which will enable them to play a crucial role in promoting Social Enterprises in the future.
- Next Prof R. Nagarajan, Mr. James and the staffs of CSIE were introduced to the participants by him.
- The main purpose of the meeting was to encourage the participants not only to share their experiences about the Social Entrepreneurship Programs in their colleges but also to get necessary solutions for the Challenges faced by them in Promoting Social Entrepreneurship among their students.
- Prof. Nagarajan shared about the MS Course offered in Social Entrepreneurship at IIT Madras and also introduced about CSIE, Centre for Innovation (CFI) and various start-ups by the IITM Students.
- He advised the faculties to choose students who have the capacity and dedication to come up with such good start ups rather than choosing students who score high in their academics but could not spare their time to dedicate themselves in such activities.
- Also, he advised the faculties to instill creativity in the minds of the students in order to identify opportunities and to develop their skills sets in the areas such as Design Thinking, Problem Solving and also to shape them to get a good business sense before encouraging them to start their enterprises.
- Next a video was played, where Dr. Pathik Pathak from the Social Impact Lab at the University of Southampton had shared his message to the participants. He shared with them some valuable ideas about Social Entrepreneurship and explained the objective of the meetings by asking questions like “Why do you wish you have a Social Entrepreneurship course at your institute” and “What are the barriers to implement the same?” setting up the context for the meeting.

### **Presentation Session by various Colleges**

- Dr.S. Ilaiyavel, Manager of Entrepreneurship Development and Promotion from SVCE College started with his presentation. He presented the participants about the Various Entrepreneurship Development Programs, Their Networks, Trainings, Incubation, Activities and their Incubatees under MSME Scheme.
- In the discussion round, Mr. Deepan Thangavelu from Shakthi Institute of Engineering and Technology, Coimbatore posed a query to Dr. Ilaiyavel regarding their initiatives taken on Promoting Social Entrepreneurship. The reply from him was “Conducting Boot Camps and Awareness programs”.
- Next Ms. Sindhuja from Bhavani College posed a query to Mr. Ilaiyavel as to how run a startup successfully. The Suggestions given by him were: Simple Awareness Program, to Tie up with EDI etc.

- Then Ms. Amutha Charu Leela from SVCE College was introduced.
- Next Prof N. Devaraj from Nandha College made his presentation. He stated a few challenges faced by their Entrepreneurship Development Cell for which he requested CSIE to Support them to bring about effective changes. Their Requirement and Challenges include:
  - Visibility of the of the cell as a separate entity
  - Students Career Interests keep changing every Year and
  - Lack of Family support.
- The Next presentation was made by Mr. Munnusamy from J.K.K Nattraja College of Pharmacy. He shared about their Entrepreneurship programs, Competitions, Speeches delivered and the achievements made by their students in various industries. Their Start-ups include: Xponential Spring Board, JICAT, Start-up mania and Yuva Startup. They are yet to activate these start-ups since it is taking quite longtime for them to obtain patent. Mr. Ilaiyavel suggested to initially filing their start-ups, then to prototyping level and later on to legal protection in order to obtain their patent within a short period of time.
- Mr. Deepan Thangavelu from Sri Shakthi Engineering College shared the various initiatives taken by them in promoting social entrepreneurship.
- Mr. Gautham Nayak from Sahyadri College presented their entrepreneurship activities. Their students work on SDG's and their focus areas on entrepreneurship include: Fisheries, Agriculture and Homemade Products. They have several hubs and platforms to promote social entrepreneurship programs. They currently have 6 startups. All of these start- ups focus on IT.
- Mr. Pughazendi from Panimalar Engineering College shared the various programs and initiatives taken on social entrepreneurship development. Their programs include Start up 100 and Start up 101. The other initiatives include Quencha and Ideathon Program.
  - Their major requirement is to impart more of training programs in social entrepreneurship in their College.
- Mr. N. Vijay Kumar from Pollachi Institute of engineering and Technology presented their entrepreneurship initiatives.
- Dr. Sentamilselvan from SCSVMV University, Kanchipuram made his presentation. Their major requirement is:
  - To know the curriculum on social entrepreneurship and to know how to inculcate for engineering and non- engineering Students.
- The next presentation was made by Mr. Antony Stephan from Madras School of Social work (MSSW). He shared the various Social Entrepreneurship initiatives taken by the students in the Department. The startups include Nakuras that work towards development of the Gypsy Community, CAP (CHILD AID PROJECT) that focuses on providing solutions to Child Abuse, Violence, Neglect and Exploitation of Children through board games.
- Mr. Sridhar Lakshman, a social entrepreneur, from Eco-Login presented about his start up. Their major focus is to provide Livelihood opportunities among rural and tribal areas

by means of identifying spaces which could be mutually benefitted. They also help them by means of offering them service to make their products reach in the market, thereby ensuring market sustainability. Their focus areas include tourism, manufacture of raw honey, essential oils extraction, making bamboo products etc.

- Dr. Anitha Karthi from VYOAM – an AI and Embedded solutions organization presented about the various programs and services offered by them in the field of entrepreneurship. Their services include: skill training for entrepreneurs, product development (AI & IOT products). Training programs are offered by them in the following areas: AI, Machine Learning, Deep Learning. They work in Agro systems at Oothangarai, for which they have come up with Dripped Technology to reduce Water Scarcity during Irrigation and other works include installing Smart aid kit in Health Care Systems. Services include: Consultancy services in various domains and hands on training workshops for tailor made products. TASTA is their partner which offers Guidance and support to them.
- Once gain the video presentation of Dr. Pathik from the University of Southampton was shown to the participants who missed to see it during the starting session.
- The last session was handled by Prof L.S Ganesh. In this session Prof. Ganesh pointed out the various issues faced by our Country. Some of the major issues include: Civil Population fulfillment, unstructured inequality, Unemployment with rise in Robotics and Unbalanced Automation which has led to the loss of 2 million Jobs.

## Summary

- For engineering colleges, the chances of social entrepreneurship as a core course are minimal and hence it can be made as an elective course.
- It may be introduced as a core course in Arts colleges.
- The elective course may comprise of 45 hours with 3 credits.
- There is a need to do publicity within a college to let the students know about the introduction of a new elective on social entrepreneurship.
- Posters and a talk can be organized inviting interested students to learn more about what the elective has to be offered.
- All the materials, resources, contacts of experts and curriculum stricture implemented by CSIE to be shared with all the participants.
- A common online platform will be enabled where all participants can access the materials.
- A discussion forum on the platform needs to be built to enable queries clarification and to initiate discussions related to the course.
- Faculty Development Programs focused on Social Entrepreneurship are necessary and all the participants showed interest in attending the same in the future. The individual sessions to be handled by domain experts.

In closure the participants agreed with the summary and action points by Prof. Ganesh. They found the meeting to be valuable as they were able to get some valuable ideas from CSIE and from their fellow participants.

## Closing Note:

Social Entrepreneurship is an emerging trend in our country, as they pave a way for creating employment opportunities for people who have lost their jobs. Therefore by implementing Social Entrepreneurship as an elective course in the Engineering colleges and as a core course in arts colleges, the youngsters will be benefited to a greater extent in the future.

## Link to Videos:

Session 1 - [https://www.youtube.com/watch?v=X7pyo\\_rEYCc](https://www.youtube.com/watch?v=X7pyo_rEYCc)

Session 2 - <https://www.youtube.com/watch?v=8IEmTADxMD0&feature=youtu.be>

## Testimonial:

*"I would like to extend my sincere thanks to you and your officials for the opportunity extended for our institution participation for the Consultation meeting held at IIT Madras CSIE on the 19th of September 2019.*

*And I would like to extend my special gratitude to Prof. R Nagarajan and Prof. L S Ganesh for their valuable guidance on designing and implementing the Social Innovation and Entrepreneurship program among Technology Graduates.*

*I highly value the information and guidance received through this meeting"*

Venkatesan A,  
E-Cell Manager, Sri Shakthi Institute of Engineering and Technology, Coimbatore -641 062. Mobile:  
9443514698

## Pictures:



