

## **Coimbatore Institute of Engineering and Technology** **Activities of 'Entrepreneurship Development Cell'**

The Entrepreneur Development Cell functions under the aegis of MBA Department. It conducts entrepreneurship awareness camps, development programmes and motivational programmes. The year 2015-16 was a successful one with lot of activities on the anvil. The incharge for the cell is Dr.S.Jaya Bharathi, Professor & Head of MBA department.

The following events were conducted in the academic year 2015-16.

- 03.11.2015 – Entrepreneurship Development Programme - Newspaper Exercise



The event was organized for I MBA students. Newspapers were given to groups of students and they were made to discuss business ideas generated from the contents of the papers.

- 25.02.2016 – Entrepreneurship Development Programme at Sri Ramasamy Naidu Memorial College, Sattur



The event was organized for the final year UG students from various disciplines like BBA, B.Com, B.Com (CA) and B.Sc (IT). Around 500 students benefitted from the programme. They were given awareness on entrepreneurship.

- 01.03.2016 & 24.03.2016 – Entrepreneurship Development Programme



The programme was arranged for Select B.E/B.Tech students in association with Asian Institute of Family Managed Business, Mumbai through skype and video sessions.

- 07.03.2016 – Entrepreneurship Development Programme



Dr.P.Pon Meenakshi, Faculty, Sree Narayana Guru Institute of Management Studies delivered a talk on 'Interview and Group Discussion Challenges' to Final Year B.Com Students of Kovai Kalaimagal College of Arts and Science, Coimbatore.



- 05.04.2016 – Entrepreneurship Development Programme

The programme was conducted for select women students from B.E/B.Tech. in association with Women Empowerment Cell of CIET.

- 27.07.2016 – Seminar in association with MSME Business Incubator and Technology Business Incubator of CIET



A seminar was conducted on “Trademarks and Patents for new Startups” by Mr.V.Selvarajan, Patent Attorney, Coimbatore in association with MSME Business Incubator and Technology Business Incubator of CIET.