

Report Format for MIC Portal

Promotion in Social Media:

Facebook : <https://www.facebook.com/2195964937336285/posts/2958017407797697/> Instagram : https://www.instagram.com/p/CS7FTK1pA1y/?utm_medium=copy_link

Academic Year : **2021 - 2022**
Quarter : **1**
Program Type : **Session**
Program Driven by : **IIC Driven**
Program/Activity Name : **"My Story" - Motivational Session by Successful Entrepreneur**
Program Theme : **Entrepreneurship and Innovation**
Start Date : **24/08/2021**
End Date : **24/08/2021**
Number of student Participants : **300**
Number of Faculty Participants : **20**
Number of External Participants, if any: **Nil**
Remark : **Interesting session.**
Expenditure Amount, if any : **Nil**
Mode of session delivery : **Google meet.**

Overview:

Objective:

Inaugural ceremony of Institution innovation council (IIC) KEC and Entrepreneurship and Management Development Club(EMDC) both together was carried out on 24.08.2021. The inaugural function with a motivational guest lecture by the chief guests Mr. Nandakumar S, CEO & Co-founder and Mr. Puhazhendi K, Co-founder & Director Engineering, Perfint Healthcare Pvt Ltd, Chennai gives students a new hope to chase their dreams as an innovator and entrepreneur.

Brief points on the content delivered

- Clear customer need... why is your offering invaluable
- Large market vs Niche... Potential for growth is key.
- What are entry barriers... why someone else cannot do better in a short time
- Who's your funding team...relationship vs value
- Capital needed overestimate by 3x. Costs will always run ahead and revenue.
- Patentability (profitability) vs Business model (scale)

- People... domain vs passion, sincerity, ethics

Key takeaways:

The event gave us more ideas about how to start with your start-up idea. The speakers also explained complete lifecycle of start-ups. They explained about customer needs, entry barriers and about estimate capitals. The speaker answered for the following queries raised by the students:

1. What are the ways that can be done for marketing our product?
2. Why it's hard to close company in India sir?
3. Why products like naso filters are not getting more reach in India than many other foreign countries
4. If I have an idea based on Medtech, what should I do next?

Star performer:

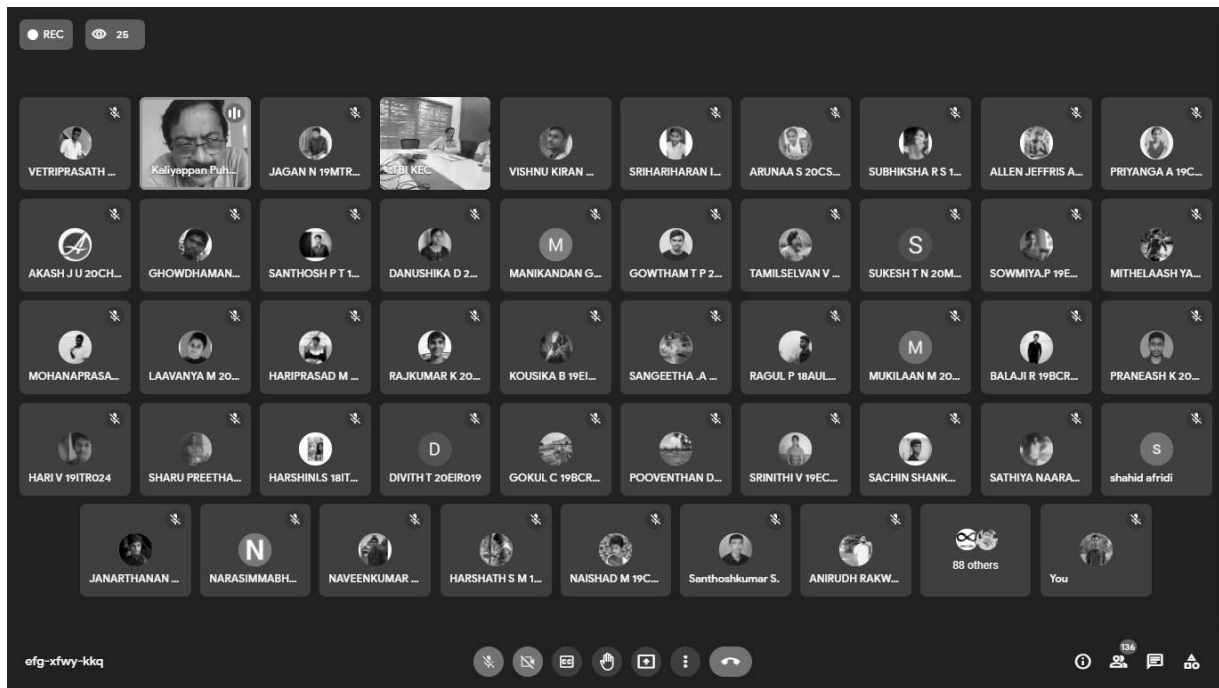
Faculty name: Ms.A.Sangeetha

Student name: J.K Ashwin

Attachments:

Video Url: https://drive.google.com/file/d/1lv5SWfRtxFszX4lhZ3jVeSHKoGHEODf_/view

Photograph 1:



Photograph 2:





Kongu Engineering College

(Autonomous)

Perundurai Erode - 638060



Transform Yourself

Session

Institution's Innovation Council KEC (IIC@KEC) & Entrepreneurship and Management Development Centre (EMDC)

Invite you to the inaugural guest lecture on **Journey Towards Unicorn**

Perfint Healthcare Pvt Ltd

Perfint™

New Directions in Interventional Oncology

(Incubated @KonguTBI during 2006-2008)

THE VISIONARIES



Nandakumar S
CEO & Co-founder
Perfint Healthcare Pvt Ltd
Chennai



Puhazhendi K
Co-founder & Director Engineering
Perfint Healthcare Pvt Ltd
Chennai



Date: 24.08.2021

Time: 2:30 - 4:00 pm

Meet Link: <http://meet.google.com/efg-xfwy-kkq>



INSTITUTION'S
INNOVATION
COUNCIL



TBI-KEC
INCUBATING SUCCESS

plan/Brochure/Circulars (if any)

Overall report of the activity:

The inauguration of Institutions innovation council KEC and Entrepreneurship and management development cell of Kongu engineering college was jointly conducted on 24th August, 2021 at 02:30 PM

in virtual mode. The event started with a prayer song by Ms.Priyanga, Internship Activity Co-coordinator. Mr.Allen Jeffris A, Joint Secretary, EMDC gave the welcome address of the function. Office bearers of IIC & EMDC were introduced by a video presentation. Mr.Mohamed Rila H M, Secretary, EMDC & Mr.Aswin.J.K, Chairman, IIC@KEC presented their year plan of various activities planned for the academic year. Dr.V.Balusamy, Principal , Kongu Engineering College gave the principal's address and Thiru.P.Sachidhanandham, Correspondent, KEC continued with the presidential address.

Then the most awaited motivational guest lecture on **"Journey Towards Unicorn"** by honourable Chief guests Mr. Nandakumar S, CEO & Co-founder and Mr. Puhazhendi K, Co-founder & Director Engineering, Perfint Healthcare Pvt Ltd, Chennai begins. Firstly, Mr. Nandakumar S, CEO & Co-founder explained about their start-up and the story behind it. He further added points about customer needs, entry barriers and funding process. Secondly, Mr. Puhazhendi K, Co-founder & Director Engineering spoke about the star-up life cycle. He explained about generating idea, validating POC, IP/copyright, prototype, pilot launch, commercial launch, Multi generation product, when to sell your company and when will one makes profit? This gives a good idea for students to go with their start-up plans. The speakers finally answered the queries of students.

Finally, I.Srihariharan gave the vote of thanks and the event end by 4.30 PM by playing National Anthem.