



**RASHTRIYA UCHCHATAR SHIKSHA ABHIYAN (RUSA)
STATE PROJECT DIRECTORATE,
DOTE CAMPUS, CHENNAI
TAMILNADU**

044-22301510 email. misrusa@tn.gov.in



**REPORT
on
ENTREPRENEURSHIP AND
CAREER HUB
RUSA 2.0**



UNIVERSITY OF MADRAS

***Submitted for*
August & September, 2022**

Report on Programmes Organized and Participated in the Months of August and September 2022

1) Participated in 'Tamilnadu StartUp and Incubators Meet' conducted by the Government of Tamil Nadu

Venue: Chennai Trade Centre

Date: 2nd Aug, 2022

Name of the Coordinator: Dr. P.S. Manjula

The members of the Entrepreneurship and Career Hub- EAP Programme participated in the Tamilnadu Startup and Incubators Meet conducted at the Chennai Trade Centre on 4th August, 2022. The Meet was inaugurated by our Honourable Chief Minister Mr. M.K. Stalin, who promised that the Tamil Nadu Government will soon unveil a new Startup and Innovation policy to encourage new startups targeting the socio-economic development of the state. The Chief Minister further launched three Startup Tamil Nadu Regional Hubs in Madurai, Tirunelveli and Erode through Teleconferencing. More over 5 accelerator programmes in Industry 4.0 were announced in the programme. Under the flagship Tamil Nadu Startup Seed Grant Fund (TANSEED), the first tranche of Rs.1.55 core providing Rs. 5 lakh each to 31 startup beneficiaries was also disbursed during the meet. This meet was attended by Dr. P.S. Manjula, Programme Convenor, and the Campus Coordinators, Dr. H.Fazlunnisa, Dr. K. Sankaranarayan and Dr. D. Prabu.

Photographs



2) Mega Book Exhibition on Career Development

Venue : Main Library, University of Madras, Chepauk Campus

Date & Time : 29th August 2022, 10:00 a.m. – 5:00 p.m.

Name of the Coordinator : Dr. Fazlunnisa H

A mega book exhibition was organized, where more than 10 book vendors displayed their books, exclusively on career development and competitive examinations. The Exhibition served as a medium for faculty to suggest purchase of pertinent books on competitive exams on the respective disciplines. It also encouraged communication between the Library Professionals and the Students and Scholars to understand their needs and demands. The book exhibition facilitated book suggestions from the faculty, scholars and students.

Brochure

MADRAS UNIVERSITY LIBRARY & RUSA 2.0 ENTREPRENEURSHIP & CAREER HUB

Organizes

MEGA BOOK EXHIBITION

on

CAREER DEVELOPMENT

29-08-2022 (MONDAY)

10 AM TO 5 PM

MADRAS UNIVERSITY LIBRARY (CHEPAUK CAMPUS)

Organized by

DR. FAZLUNNISA H CHEPAUK **DR. AMANULLA M B** MARINA **DR. ARULVASU C** GUINDY **DR. PRABU D** TARAMANI

Logos: 75th Anniversary, Madras University, TNPSC, UGC NET, TANCET, CSIR NET, TOFEL, IELTS, EXAM, Goal, Microscope, Hand writing, Exam desk.

Photographs





3) Training Programme -“Strategy for Startups”

Date & Time : 30th August, 2022, 10:00 a.m. – 1:00 p.m.

Venue: ECH Conference Hall, Guindy Campus

Name of the Coordinator: Dr. P.S. Manjula

A half a day orientation programme was conducted for the participants of the THULIR 2022 Startup Competition for students; The students who have registered for this year’s competition were oriented about the path that lies ahead of them in the competition and what was expected out of them. The programme was inaugurated by Ms. Vijayalakshmi, Project Manager, State RUSA Office who motivated the students to achieve their goals. Apart from these two entrepreneurs addressed the students and shared with them their personal experiences as

entrepreneurs and also interacted with the students, helping clear any apprehension that they had in starting their entrepreneurial journey.

Brochure

UNIVERSITY OF MADRAS
RUSA 2.0
ENTREPRENEURSHIP & CAREER HUB

THULIR 2022
Strategy for Startups

Experts for the day

Mr. Balaguru Chellaiah,
Founder Chairman,
GITS Pvt. Ltd

Mr. A. Dinakar,
Founder,
ADwhys.in &
Former MD,
Saint Gobain Sekurit India

Mrs. Vijayalakshmi
DRO,
Project Manager
RUSA State Office

Event details

Date: 30.08.2022(Tuesday)
Time: Between 10.00 am to 01.00 pm.
Venue: ECH Building, University of Madras, Guindy campus

Organising Team

Dr.Fazlunnisa H Campus Coordinator Chepauk Campus	Dr.K.Sankara Narayanan Campus Coordinator Marina Campus	Dr.D.Prabhu Campus Coordinator Taramani Campus	Dr.R. Manikandan Campus Coordinator Guindy Campus
Dr.P.S.Manjula Programme Convenor		Dr.A.Stephen RUSA Coordinator	

Photographs



4) Online workshop on 'Improving Research Writing Using Grammarly'

Date & Time : 19th September 2022, 3:00 p.m. – 5:00 p.m.

Name of the Coordinator : Dr. Fazlunnisa H

An online awareness programme on the Grammarly Tool for enhanced writing experience was organized. There were nearly 1000 registrations received for the event. It was well attended too. The session briefed about the benefits of using the Grammarly tool, as it helps in enhancing the writing skills and helps to overcome the limitations in writing. It can also be effective in curbing plagiarism. Based on the participation and suggestions received it will be decided if the tool can be purchased for use at the University through the University Library.

Brochure:

BridgePeople
Empowering Research

Invites you to an Online Workshop on
Improving research writing using

grammarly
The world's No. 1 Research Writing Software

Exclusively for
University of Madras - Chennai

- 400+ Checks on Grammar than nearest Word editor
- Ensure perfect style, structure and format of technical English
- Preventive Audit with Citation Audit tool to prevent plagiarism before it happens
- Use Grammarly where you want with its MS Word, Outlook and Browser Plugins
- Improve author confidence and improves publication efficacy

Special Invitee
Dr. V. Chandrakumar
Professor & Head - Department of Library and Information Science

Special Invitee
Dr. A. Stephen
Professor & Coordinator RUSA 2.0

Coordinator
Dr. H. Fazlunnisa
Library Incharge - Madras University Library

Presenter
Mr. Goutham
Senior BDM

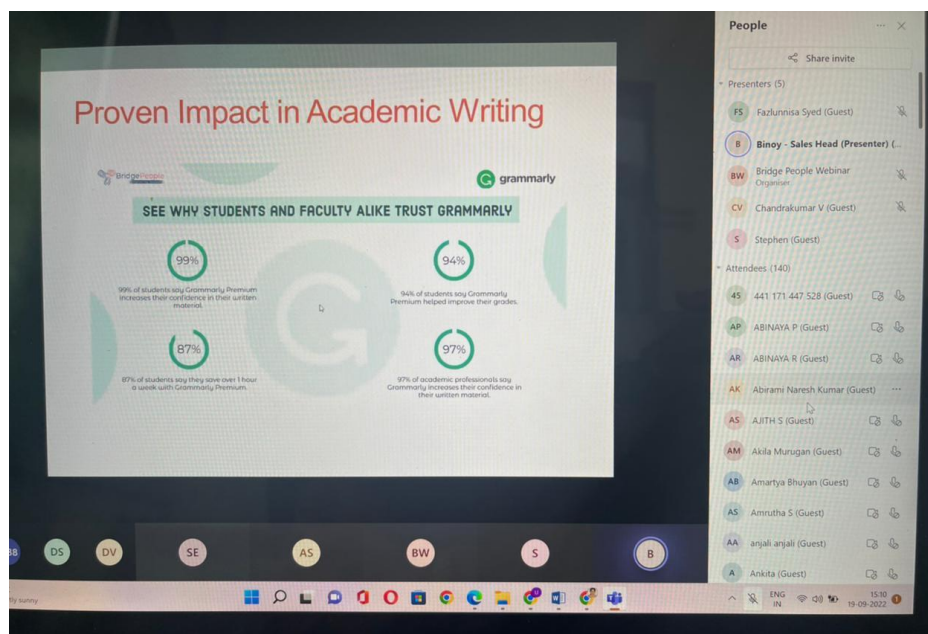
Monday
3:00 PM to 4:00 PM

19th Sep 2022
Register NOW!!!

[Click Here to Register](#)

Contact Person: Dr.H. Fazlunnisa | fazul_8383@yahoo.com

Photograph:



5) Workshop titled “Stepping Stone for THULIR 2022”

Date & Time : 16th and 17th September 2022, 10:00 a.m. – 5:30 p.m.

Venue: Nuclear Physics Auditorium

Name of the Coordinator: Dr. P.S. Manjula

A Workshop titled, “Stepping Stone for THULIR 2022” was organized for the students who have registered to participate in the Startup Competition for Students, THULIR 2022. As part of this competition a workshop was organized to give training to the student participants to help them fine tune their Business Model proposals. Six sessions were organized to give them inputs on topics like Business Model Canvas, Marketing Essentials, Finance for Entrepreneurs, Traveling the Business Tunnel, Innovation and Leadership and Entrepreneurial Mindset. Speakers from the industry and academia gave exemplary inputs to the students in these two days session. Some of the sessions were complemented with hands on activity, which made the programme highly interactive, experiential and interesting.

Brochure



UNIVERSITY OF MADRAS
RUSA 2.0
ENTREPRENEURSHIP & CAREER HUB

Workshop

THE STEPPING STONE
FOR
THULIR 2022

16.09.2022 & 17.09.2022
(Friday and Saturday)

Between 10.00 am to 05.30 pm.

Nuclear Physics Auditorium,
University of Madras, Guindy campus



Organising Team

<p>Dr.Fazlunnisa H Campus Coordinator Chepauk Campus</p>	<p>Dr.K.Sankara Narayanan Campus Coordinator Marina Campus</p>	<p>Dr.D.Prabu Campus Coordinator Taramani Campus</p>
<p>Dr.Jr. Manikandan Campus Coordinator Guindy Campus</p>	<p>Dr.P.S.Manjula Programme Convenor</p>	<p>Dr.A.Stephen RUSA Coordinator</p>

16.09.2022-Day 1 Speakers

 <p>Mr.Peter Sahaya Raj U Chief Operating Officer Build HQ Design Topic: Introduction to Business Plan and Business Model Canvas</p>	 <p>Mr. Jai Epen CEO & Founder Britta Camp Topic: Marketing Essentials and Growth Strategies for Entrepreneurs</p>
 <p>Mrs.Uma Baskaran S Corporate Trainer & NLP Master Practitioner Topic: Show me the Money: Finance for Entrepreneurs</p>	 <p>Mr. TK Prem Kumar GM-Projects Arasan Eye Hospital Topic: The Magic of Thinking Different and Big Mindset of the Entrepreneurs</p>

17.09.2022-Day 2 Speakers

 <p>Dr.Arulsamy Head-Karma Yoga LEAP Great Lakes Institute of Management Topic: Innovation and Leadership</p>	 <p>Ms. Vinutha Kadayam Venkatraman Head-HR Chirataa Ventures Topic: Navigating the Business Tunnel</p>
--	--

Session	Timing
Session 1	10.00 am-11.30 am
Tea Break	11.30 am-11.45 am
Session 2	11.45 am-1.15 pm
Lunch Break	1.15 pm-2.15 pm
Session 3	2.15 pm-3.45 pm
Tea Break	3.45 pm-4.00 pm
Session 4	4.00 pm-5.30 pm

Photographs









6) Workshop on “Promoting Awareness on Intellectual Property Rights Among Students”

Date & Time : 27th and 28th September 2022, 10:00 a.m. – 5:00 p.m.

Name of the Coordinator : Dr. D. Prabu

Entrepreneurship and career hub supported by RUSA 2.0, University of Madras successfully conducted workshop on “Promoting Awareness on Intellectual Property Rights Among Students” for the University Post graduate students and research scholars on 27-09-2022 and 28-09-2022. The workshop includes 8 sessions covering various aspects of Intellectual Property Rights organized at Seminar Hall, National Center for Ultrafast processes, University of Madras, Taramani campus, Taramani, Chennai- 25. Forty student and research scholars actively participated in the workshop. On day one the programme started with invocation song. Dr. S. Prakash, Convenor, IPR cell, ECH- RUSA 2.0 addressed the participants about the importance of IPR. Mr. T. Srinivasan, Lakshmikumaran & Sridharan Attorneys, Chennai, shed light on several areas of intellectual property such as copyright, trademarks, trade secrets and patents. Mr. S. Udhaya Shanker, Assistant Controller of Patent, Office of the Controller General of Patent, Designs & Trade Marks, Government of India, discussed the laws and procedure for registration of IPR. On day 2, Ms. B. Deepa, Founder Director, Intellpat Patent Solutions, Chennai, explained the overview and implications of IPR in biomedical research. Mr. A. Ambigaapathy, Assistant Controller of Patent, Office of the Controller General of Patent, Designs & Trade Marks, Government of India, described the importance of IPR in digital world. At the end of the day, Dr. D. Prabu, EAP – Taramani campus coordinator, ECH- RUSA 2.0, University of Madras, gave the valedictory Address.



UNIVERSITY OF MADRAS



ENTREPRENEURSHIP AND CAREER HUB - RUSA 2.0

SPONSORED

WORKSHOP

ON

'PROMOTING AWARENESS ON INTELLECTUAL PROPERTY RIGHTS AMONG STUDENTS'

DATE: 27/09/2022 - 28/09/2022

TIMING : 10 AM - 5.30 PM

VENUE:
National Centre for Ultrafast Process
University of Madras,
Taramani Campus

REGISTRATION LINK:

<https://forms.gle/MqCoEtZEcV9NBhT28>



ABOUT THE UNIVERSITY

- University of Madras is a post - sesquicentennial (150 years) institution, which has forged a glorious path for itself.
- The University has been accredited by National Assessment and Accreditation Council (NAAC) with the five star rating first, and later with an A rating.

ABOUT THE ECH

- With a strong sense of purpose and the intent to influence the Start - Up climate in our campuses and create a spark of Entrepreneurial values among young minds, the Entrepreneurship and Career Hub (ECH) has been established with the support of MHRD's RUSA scheme in the University of Madras. Various programmes are conducted by the ECH to foster an Entrepreneurial ecosystem and promote Entrepreneurial skills among students.



INTELLECTUAL PROPERTY

WORKSHOP

ON

PROMOTING AWARENESS ON INTELLECTUAL PROPERTY RIGHTS AMONG STUDENTS

TOPICS & SPEAKERS

DAY 1 (27/09/2022)

SESSION 1 & 2 : FORENOON

UNDERSTANDING INTELLECTUAL PROPERTY RIGHTS:

Mr. T. SRINIVASAN,
Lakshnikumaran & Sridharan Attorneys.

SESSION 3 & 4 : AFTERNOON

REGISTRATION OF INTELLECTUAL PROPERTY RIGHT:

Mr.S. UDHAYA SHANKER,
Assistant Controller of Patent,
Office of the Controller General of Patent, Designs & Trade Marks,
Govt. of India.

DAY 2 (28/09/2022)

SESSION 5 & 6 : FORENOON

AGREEMENTS AND LEGISLATIONS:

Ms. DEEPA B.,
Intellpat Patent Solutions, Chennai, Tamilnadu, India.

SESSION 7 & 8 : AFTERNOON

INTELLECTUAL PROPERTY RIGHTS AND THE DIGITAL WORLD:

Mr.A.AMBIGAAPATHY,
Assistant Controller of Patent,
Office of the Controller General of Patent, Designs & Trade Marks,
Govt. of India.

ORGANISING TEAM

Dr. S.Prakash, Convener, IPR-Cell.
Dr. P.S.Manjula, Convener, EAP.
Co-ordinators
Dr. H.Fazlunnisa, EAP, Chepauk campus.
Dr. K.Sankaranarayanan, EAP, Marina campus.
Dr. D.Prabu, EAP, Taramani campus.
Dr.Manikandan, EAP, Guindy campus.

ABOUT THE WORKSHOP

The focus of this two days workshop is to highlight the importance of Intellectual Property Rights (IPR) and to enhance its application in transforming their R&D research and Project works into Patents.

OBJECTIVES OF THE WORKSHOP

- To create awareness about Intellectual property rights (IPR) specially on Patents.
- To provide basic understanding about Trademark, Copyright and Designs.
- To provide necessary guidance and training about various procedures of Patent search and application filing.
- Overview of Design Thinking to Enable Innovation.

★ THE PROGRAM WILL BE CONDUCTED IN OFFLINE MODE

★ NO REGISTRATION FEES

★ LIMITED SEATS ARE AVAILABLE

Photograph

