



vidhya sagar
WOMEN'S COLLEGE
(Affiliated to University of Madras)
Accredited at 'A' Grade by NAAC
Chengalpattu - 603 111

BEST PRACTICES – 2021-2022

Best practice I : The nurturing of entrepreneur talent by the Entrepreneurship Development Cell

Vidhya Sagar Women's College has established a full-fledged entrepreneurship development cell that caters to all the needs of the students to become dynamic entrepreneurs. The cell ED primarily aims to train and motivate students to start businesses. It provides a conducive environment for entrepreneurial innovation, creates opportunities for self-employment through formal and non-formal programs, and trains students to display entrepreneurship and an entrepreneurial mindset in their future workplaces. Promoting the culture and spirit of entrepreneurship among students and motivating students to become entrepreneurs.

Objectives

- To help students develop entrepreneurial skills to keep up with current market trends.
- To assist students in acquiring the necessary management skills to effectively run a business.
- Creating awareness of entrepreneurship among students through training programmes and camps.
- Enhance industry-institute interaction through guest lectures and industry visits.
- To help students channelize their goals to become a well-rounded entrepreneur.

The Context:

Every year, VidhyaSagar Women's College organizes Manthan Bazaar, a platform for students to showcase their entrepreneurial skills in teams to run their businesses. What is unique about Manthan Bazaar is the student-organized and student-led shopping extravaganza. Everything from setting up the stalls to procuring the goods to be sold to selling those goods is organized independently by the students. The students themselves set competitive prices for their products and keep proper records of their sales throughout the day. The promotional campaign for the Manthan Bazaar is conducted by the students themselves. Merchandise ranges from food, baked goods, clothing, mehendi, beauty services, cosmetics, fancy items and games. A range of services are also offered. The students of Vidhya Sagar College have taken courses in bakery and cosmetics from KVIC (Khadi And Village Commission) which help them to set up stalls and earn more profit.

The Practice:

The Entrepreneurship Cell creates a supportive environment and raises student awareness of entrepreneurship through orientations, motivational sessions, and guest lectures by experts in relevant fields. The awareness program for young entrepreneurs was organized by KVIC through an online platform on 29.09.2021. Students of Vidhya Sagar Women's College participated in a three-day workshop on promoting rural entrepreneurship and innovation at Women's Christian College, Chennai on April 11, 12 and 13, 2022. Students with future business ideas were encouraged and supported with inputs to participate in various competitions. Not only the students but also the faculty members have benefited from the above activities and faculty members are now mentoring students in developing their business ideas. In addition, the cell has helped promote team building among student entrepreneurs, which has helped them transform their partnerships into their first viable startups.

Evidence of success:

The ED Cell strives to help budding entrepreneurs turn their business ideas into viable ventures. Manthan Bazaar is a great opportunity to hone the marketing skills of the students. Ms. YuvaraniJ from III BBM started her handmade business by setting up a stall in Manthan Bazaar. She receives many orders and has shipped nearly 80 chalk carvings and handmade items. Ms. Krishnaveni of I M.com has completed KVIC baking course in the year 2021-2022. As a result, she became an entrepreneur. As a result, she runs her own bakery in her house.

Problems encountered and resources required:

Getting students to participate in the programme and improve their skills is challenging because students are more likely to seek vocational courses and further academic development. In addition, in many cases, students are encouraged by their family members to seek employment rather than take the plunge into entrepreneurship at such a young age.

BEST PRACTICE –II Providing study materials to students at minimal cost

Objectives

- To help students to complete their course without any problem as far as study materials are concerned.
- To provide book sets for all courses of study.
- To issue books at minimal cost to all regular students of the College.

The Context

The Book Bank was launched from the academic year (2018-2019) in collaboration with RYA (RAJASTHAN YOUTH ASSOCIATION). It provides textbooks for students at a minimal price. The ultimate goal of this institution is to educate women to educate the whole family. Students receive books from the book club, which indirectly motivates both students and parents to bring their children and neighbor children to education.

Practice

Vidhyasagar Women's College provides book bank facility to all students. It has a separate collection of books not available in the library. The books can be issued to needy students at the beginning of the academic year and returned by the students at the end of the academic year. It is our desire that no student drop the course of their choice for lack of textbooks. Students keep the books for one academic year and then exchange them for the next year. This continues until the end of their studies. The Book Bank holds contests among book users to increase the number of users.

Evidence of success

Students from various disciplines shown interest to avail the book bank during subsequent years.

Problems encountered

Initially, very few students benefited because they were not aware of the book bank. Subsequently, the percentage of beneficiaries increases to a greater extent.

Resources

This requires minimal costs rose from beneficiaries, so no additional funding is required.