



G.VENKATASWAMY NAIDU COLLEGE

Reaccredited with 'A' Grade by NAAC
Affiliated to Manonmaniam Sundaranar University, Tirunelveli
(Autonomous)

Kovilpatti - 628 502, Thoothukudi District, Tamil Nadu
Industry Relations Cell

Report

On

Guest Lecture

"Driving Entrepreneurial Innovation: Design Thinking & Startup Business Models"

The Industry Relations Cell and the Entrepreneurship Development & Innovation Institute of **G. Venkataswamy Naidu College (Autonomous), Kovilpatti**, organized a Guest Lecture on "*Driving Entrepreneurial Innovation: Design Thinking & Startup Business Models*" on **27 January 2026 at 10.00 AM** in the **Seminar Hall**. The program was conducted for the benefit of **UG and PG students of the Department of Commerce** to enhance their entrepreneurial knowledge and innovative thinking skills.

The session was delivered by **Dr. G. Rajasekar, Assistant Professor, PG Department of Commerce, Lakshmi Bangaru Arts and Science College, Melmaruvathur, Chengalpattu District, Chennai**, who served as the Resource Person. He shared valuable insights on entrepreneurship, startup strategies, and modern business practices. The program was conducted in the presence of the college management, Principal, faculty members, and students.

The lecture began with a brief introduction about the importance of entrepreneurship in today's competitive world. The resource person explained the concept of **Design Thinking** and how creative problem-solving helps in identifying business opportunities. He highlighted the stages of design thinking such as empathy, ideation, prototyping, and testing with practical examples that made the concepts easy to understand.

Further, he elaborated on **Startup Business Models**, business planning, risk management, funding sources, and marketing strategies. Students gained knowledge about how to transform innovative ideas into successful enterprises. Real-life case studies of startups were shared to motivate students to think creatively and confidently.

The session was highly interactive, and students actively participated by asking questions and engaging in discussions. The lecture encouraged them to develop leadership qualities, decision-

making skills, and entrepreneurial mindset. It also created awareness about self-employment and career opportunities in business and innovation.

Overall, the guest lecture was informative, inspiring, and beneficial for both UG and PG Commerce students. The program successfully enhanced their understanding of entrepreneurship and provided practical guidance for starting their own ventures. The department expressed its sincere gratitude to the resource person and the management for organizing such a valuable academic event.



✓
 Convenor

B. M. Kumar
 Director

W. S.
 Principal



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*Industry Relations Cell, Career Guidance, Placement & Skill Development Cell, and Innovation
Incubation & Entrepreneurship Development*

Report

On

Inauguration cum MoU Signing Ceremony & Placement Drive

Date: 02 January 2026

Time: 10.00 AM

Venue: Auditorium

G. Venkataswamy Naidu College (Autonomous), Kovilpatti, through its Industry Relations Cell, Career Guidance, Placement & Skill Development Cell, and Innovation Incubation & Entrepreneurship Development, organized the **Inauguration cum MoU Signing Ceremony & Placement Drive** on 02 January 2026 at the college auditorium. The primary objective of the program was to strengthen the relationship between academia and industry and to provide employment opportunities for students.

The event aimed to enhance students' career prospects by connecting them directly with industry professionals and corporate recruiters. It also focused on improving employability skills and creating pathways for internships and placements.

Inaugural Session

The program commenced with a warm welcome to the dignitaries, guests, faculty members, and students. The organizers highlighted the importance of industry collaboration in shaping students' careers and preparing them for real-time corporate challenges.

The ceremony was graced by the presence of the college management and officials:

- **Chief Patron – Dr. P. Mahendran, Secretary**
- **Patron – Dr. M. Subbulakshmi, Principal**
- **Co-Patron – Dr. B. Makesh Kumar, Director (SFC)**
- **Mr. R. Venkatesan, IQAC Coordinator**

Their presence added significance to the event and motivated students to actively participate.

Industry Representatives

The inauguration and MoU signing were carried out by the distinguished representatives from **Sri Sumukha Enterprises, Hosur**:

- **Mr. Dhanunjaya K – Manager / HR**
- **Mr. Mahesh Kumar V – Assistant Manager / HR**
- **Mr. Jagannathan – HR Safety Officer**

They shared their experiences and expectations from young graduates and emphasized the importance of skills, professionalism, and dedication in the workplace.

MoU Signing Ceremony

A key highlight of the program was the **Memorandum of Understanding (MoU) signing ceremony** between the college and Sri Sumukha Enterprises. The MoU aimed to establish long-term collaboration in the areas of:

- Campus recruitment and placement opportunities
- Internship and training programs
- Skill development initiatives
- Industry exposure and practical learning
- Career guidance and mentorship

This partnership will help bridge the gap between theoretical knowledge and practical industry requirements, ensuring students are better prepared for employment.

Placement Drive Activities

Following the inauguration, the **Placement Drive** was conducted for eligible UG and PG students from various departments. A large number of students enthusiastically participated in the recruitment process.

The selection procedure included:

- Pre-placement talk
- Aptitude and technical tests
- Group discussions
- Personal interviews

During the pre-placement talk, the company officials explained job roles, responsibilities, work culture, and growth opportunities within the organization. Students gained clarity about industry expectations and career pathways.

The drive provided students with an excellent platform to showcase their knowledge, communication skills, and confidence. Many students actively engaged with the recruiters and performed well in the different rounds.

Benefits to Students

The event proved to be highly beneficial for the students in many ways. It helped them:

- Understand current industry trends
- Improve interview and communication skills
- Gain confidence in facing recruiters
- Explore employment opportunities
- Learn professional behavior and workplace ethics
- Build connections with industry experts

The MoU and placement drive together ensured both immediate job opportunities and long-term career development support.

Student Participation

Students from various UG and PG courses participated in large numbers. Their enthusiasm and active involvement reflected their keen interest in career advancement. The sessions were interactive and informative, enabling students to clarify their doubts directly with HR professionals.

Faculty members also supported the event by guiding and motivating students throughout the process.

Conclusion

The Inauguration cum MoU Signing Ceremony & Placement Drive was a grand success. The collaboration between the college and Sri Sumukha Enterprises marks an important step toward strengthening industry-academia relationships. The program provided valuable exposure and career opportunities for students and enhanced their employability skills. Such initiatives play a vital role in preparing students for the professional world and ensuring a bright future for them. The management, faculty members, and organizers expressed their sincere gratitude to the industry representatives and participants for making the event meaningful and successful.



கோவில்பட்டி கோ.வெங்கடசுவாமி நாயுடு கல்லூரியில் புரிந்துணர்வு ஒப்பந்தம் மற்றும் வேலைவாய்ப்பு முகாம் நடைபெற்றது.

கோவில்பட்டி கல்லூரியில் வேலை வாய்ப்பு முகாம்

கோவில்பட்டி, ஜன. 4- கோவில்பட்டி கோ.வெங்கடசுவாமி நாயுடு கல்லூரியில் தொழில் தொடர்பு குழு, வேலை வாய்ப்பு குழு, புதுமை புகுத்தல் மற்றும் தொழில்முனைவு மேம்பாட்டுத் துறைசார்பில் புரிந்துணர்வு ஒப்பந்தம் மற்றும் வேலைவாய்ப்பு முகாம் நடைபெற்றது. இயற்றியல் துறை உதவிப் பேராசிரியர் ரேணுகா தேவி, வணிகவியல் துறை பேராசிரியர் ரேவதி ஆகியோர் வரவேற்றனர். கல்லூரி முதல்வர் கப்பலெட்குமி குத்துவிளக்கு ஏற்றி தலைமையுரையாற்றினார். கயநிதி பாடப்பிரிவு இயக்குநர் மகேஷ்குமார், கல்லூரி உறுதிப்படுத்துதல் துறை ஒருங்கிணைப்பாளர் வெங்கடேசன் வாழ்த்துரை வழங்கினர். அதனைத்தொடர்ந்து ஸ்ரீ கமுகா நிறுவனத்தின் மேலாளர் தனஞ்செயா, துணை மேலாளர் மகேஷ்குமார், மனித வள பாதுகாப்பு அலுவலர் ஜெயகாந்தன் ஆகியோர் "தற்போதைய தொழில் துறை அறிவு மற்றும் மாணவர்களை பணியமர்த்துவதில் கவனம்" என்ற தலைப்பில் பேசினர். பின்னர் நடைபெற்ற வளாக தேர்வாணலில் சுமார் 100க்கும் மேற்பட்ட மாணவர்களுக்கு பணிநியமன ஆணை வழங்கப்பட்டது. தொழில் தொடர்பு குழு ஒருங்கிணைப்பாளர் வைரவன் நன்றி கூறினார்.

Convenor

Director

Principal