

E N T R E P R E N E U R I A L
D E C E N N I U M



PSG TECH, COIMBATORE
6 4 1 0 0 4



NEXT
ENTREPRENEURIAL DECENNium



FEBRUARY 28 & 29
2020

P S G T E C H E C L U B . C O M



To be Entrepreneurs, to promote, inculcate and encourage entrepreneurship in the student community. To provide a vision, a path and a bigger picture to the community and ourselves. Be confident enough to think that we can change the world and change it.



IDEATE.

INITIATE.

The Entrepreneurs Club is a student-led organisation from the PSG College of Technology that is dedicated to fostering the spirit of entrepreneurship and the entrepreneurial way of thinking.

It provides a forum for students to network and share ideas in an environment that will stimulate innovation and entrepreneurship and help students cultivate and develop their own ideas, be it in the context of starting their own business or working for a firm with an entrepreneurial culture.



INVIGORATE.

01

THIRST-E

Serving happiness

The first student run start-up of PSG Tech, that's been serving fresh fruit juices since 2008 in the hostel premises and in the college canteen. It serves as a real-time platform to help the students learn the basics, importance of management and accounting skills. With two outlets, being managed entirely by the students of E-Club, we have crossed several hurdles and we now make a six-figure profit and seven-figure turnover per annum.

02

TECH TRAVELS

The compass to memories

Industrial visits and outbound training have become a part of the college culture, resulting in the need for a reliable travel plan in and around the country. Tech Travels, a startup by E Club, addresses all the hospitality needs for the students at PSG Tech. We not only make transport arrangements but also take care of food and accommodation for a safe and fulfilling journey. The arrangements that have been made so far have received astounding response and with an avid team we are sure this will continue.

03

TREND-E

It's more than just a keepsake!

Trend-E produces personalised and visually appealing products that range from bags, mugs to notebooks to funky stickers, and the start-up has only grown since then. Trend-e delivers products that stimulates the memories of the best part of our college lives. The one place that students unanimously look into when they need to buy or gift stuff that are special and unique.

04

FABINO

Fashion that goes into customization!

Supported by the E Club, Fabino is an initiative by the department of Fashion Technology. The seed for this start-up was sown by our seniors in 2015. Now fabino is fully organised with 5 different departments each lead by a student head. The creative services offered by Fabino are garment designing, soap carving and threaded jewellery to name a few. Through Fabino, we bring out the creative mind that lurks in each and every student.

STARTUPS



OUR JOURNEY

E-NEXT
Entrepreneurial Decennium

2020

E-NEXT
Evoke your Entrepreneurial instinct

2019

E-NEXT
A Tryst with Entrepreneurship

E-NEXT
The Next Big Thing in Entrepreneurship

2018

2017

E-NEXT
Evolution of Entrepreneurship

2016

2015

DOT-E 

ESUMMIT

2014

2013

E360


E360

2012

2011

E360





“Entrepreneurial Decennium” - the clinical aspects of new age entrepreneurship 2020 marks the inception of a new decade, new beginning and new opportunities. We would like to felicitate those who have defied conventional entrepreneurial myths, adopted offbeat yet efficacious strategies and taken the fourth dimension path, which inspires people to break free from traditional business style and broaden their thought process about entrepreneurship.

EVENTS

The events organised by E-club accentuate communication, scrutiny, creativity and for the purpose of celebration, education and reunion. Every event of the club has been infused with passion and entrepreneurial touches.



BIZ-QUIZ

A typical business quiz for quiz enthusiasts. The first round consisted of the slogan and logo. The second round was a buzzer round on current affairs on business. A game that tested the participants on their knowledge on the business world and they also could learn about a few facts that was currently creating a wave in the field of business.



MONOPOL-E

If you're a lover of Monopoly, it is no longer a fantasy to step inside the game and experience it in real life. At our club we help you relish what you have been missing amidst hectic syllabi and never ending tests.



AUCTION

Buy, bid and make an offer is the tagline that best stands for this all-time favourite auction. An event where we try to replicate the real life auction but here only with fake money. Featuring almost every dream product, we had different types of auction like IPL auction, Movie auction and others where the participants in a team of five to six had to manage the inventory cash that was given to them. They also learnt on how to spend the money usefully which is what money management is all about.



After 'Evoke your Entrepreneurial Instinct' of E-Next 2018 the E-Next 2019 marked the third anniversary of the annual E-Summit and focussed on "A Tryst with Entrepreneurship".



OUR SPEAKERS



Padma Shri Arunachalam Muruganantham - Social Entrepreneur

Mr. Arunachalam Muruganantham, better known as Padman, was a common man who went on to create pink revolution in India. He invented machines to make low cost sanitary napkins. He is being hailed as a champion who fought for women's cause and is celebrated by millions of poor Indian women. This social entrepreneur was awarded the Padma Shri in 2015 to appreciate his effort.



Padma Singh Isaac
Founder, Aachi groups

Aachi was the brainchild of Mr. Isaac's relentlessness to create a place for himself in the spices industry. The Aachi Chilli Powder mix is the flagship product of Aachi that keeps the cash counters ringing cheerfully, although it was initially a failure. Mr. Isaac started his career in Chennai as a sales officer in Godrej, and his passion for marketing helped him to get promoted as an area sales manager soon. Aachi products are sold in more than 25 states in India. It has over 200 products.



Joshua Karthik
Founder, Stories by Joseph Radhik

We all have fantasized the wedding of many celebrities like Nagachaitanya and Samantha Akkineni, Priyanka Chopra and Nick Jonas, Virat Kohli and Anushka Sharma. What made these weddings so amazing? The man behind the lens is Joshua Karthik, the co-founder of "Stories by Joseph Radhik", who has ample experience in what makes a photo so memorable, and how an ephemeral moment can be made eternal.

OUR SPEAKERS



Dr Velumani

Founder, Thyrocare

Dr.Velumani is an Indian scientist turned entrepreneur. He is the founder, chairman and managing-director of Thyrocare technologies Ltd., a chain of diagnostic and preventive care laboratories headquartered in Navi Mumbai. He is also credited to be the founder and managing director of Nuclear Healthcare Limited.



Nandhini Vaidyanathan

Founder Carma Connect

Academician-turned-corporate executive-turned mentor Nandini Vaidyanathan is the founder of CARMA CONNECT, a platform to connect entrepreneurs and mentors globally. It offers mentoring products not just to entrepreneurs but to large organizations as well which encourage their employees to think like entrepreneurs.



Mr. Rajesh Kalyanraman

MD, Kalyan Jewelers

The summit began with the inauguration by Mr. Rajesh Kalyanraman. It was followed by his insightful session on paradigm shift in family business. He focused on the challenges faced by him as a young entrepreneur managing his family business. He also answered few questions from the gathering.



Mahalakshmi Saravanan

Women Entrepreneurs India

Mahalakshmi Saravanan not only one of the first generation Ted speakers but also the founder and CEO of Women Entrepreneurs India (WEI). She has been a North star for most of the budding women entrepreneurs for the past 12 years, being instrumental in guiding several businesses that were on the verge of bankruptcy to acquire high rankings online.



Himanshu Bakshi

Manager EY

It's always inspiring to see how someone can manage to accomplish so much, especially when they are restricted physically. Mr. Himanshu is the manager of international tax and transfer pricing at Ernest and Young. Apart from this, he is also a motivational speaker, a TED-x speaker, chartered accountant, writer and has a degree in BCom, Honours.



Ramesh Babu

"Millionaire Barber"

Fondly called the "Millionaire Barber", Mr Ramesh Babu spoke about his Story of how, in 1994, he purchased his first ordinary Maruti Omni van and started renting it out. But now, 17 years later, his car collection is anything but ordinary. He reiterated this simple message to the audience who were listening with rapt attention "Work hard. Be humble. Anything else is just luck!

OUR BENEFACTORS

DESIGN PARTNER - Dot Studios

OUTREACH PARTNER - Naukri.com

PLATINUM SPONSOR - Twin Birds

GIFT VOUCHER SPONSOR - Green Trends

OTHER SPONSORS

Chandra Hyundai Coimbatore

First Class , Gatesware

Pepsi & Co

SPONSORSHIP LEVEL

Mileage for the sponsor The brand will be showcased to a major student community as a company encouraging student programs. The company can showcase their products or provide information about them in the stalls provided. The company can showcase its creativity and ingenuity with a session which will be conducted in association with them (only for title sponsor) It will be "Marketing through the hands of the youth" thus giving access to the next generation.

TITLE SPONSOR –Rs. 2 LAKH

"Title sponsor " branding for all the sessions - 60 minute sponsor slot on the day of the event- "Title sponsor" branding in all materials provided by Entrepreneurs Club for the event-Company banner displayed most prominently in all the session venues.- Company information centre/stall can be placed near the registration counter.- Advertisement space on event website



PLATINUM SPONSOR – Rs.1 LAKH

"Brought to you by" Branding for all the sessions.-"Brought to you by" Branding in all materials provided by E-Club for the event-Welcome remarks in all the sessions.-Company banner displayed most prominently in all the session venues-Company information centre can be placed near the registration counter



SILVER SPONSOR – Rs.25,000

Awards and Prizes for one event will be announced as sponsored by the Event Sponsor-Welcome remarks in all events, conferences, simulations of the event-Listed Associate Event sponsor on all marketing materials-Advertisements in all events, conferences, simulations-Company banner displayed in all the event venues and website.



GOLD SPONSOR – Rs.50,000



Welcome remarks in all events, conferences, simulations of the event-Listed as Gold sponsor on all marketing materials- Advertisements in all events, conferences, simulations-Company banner displayed in all the event venues-Company information or product booth at the big-ticket event

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