

SASURIE COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi. Affiliated to Anna University, Chennai

Near NH544, Coimbatore Bypass, Near Vijayamangalam Tollgate, Tirupur 638056

NAAC DOCUMENTS

QUALITY INDICATOR FRAME WORK

CRITERION - 3

RESEARCH, INNOVATION & EXTENSIONS

SUBMITTED BY

IQAC

INTERNAL QUALITY ASSURANCE CELL

SASURIE COLLEGE OF ENGINEERING



INTERNAL QUALITY ASSURANCE CELL (IQAC)


Ref: SCE / IQAC / Students / EDC / 2020-2021 / ODD

13.08.2020

CIRCULAR

In order to create awareness among the students about Entrepreneurial Development Skill, the following workshop is conducted on the title "Marketing Strategies for Startups: Capturing Your Clients" from 26.08.2020 to 27.08.2020. Interested Students are informed to register their name to the faculty Mr.V.P.Krishnamurthy on or before 21.08.2020. At the end of this programme, Participants Certificate will be issued to the Participants,

Resource Person Details	Mr.P.Manikandan, Vi-Microsystems.Pvt.Ltd, Chennai-600096	Dr.VijayaRajeswaran, Vi-Microsystems.Pvt.Ltd, Chennai-600096
Venue	Online Google Meet https://meet.google.com/uau-hzsc-qdu	


V.P. Krishnamurthy
IQAC Co-ordinator


T.S. V.
PRINCIPAL

Copy to:

1. Chairman & Secretary for information
2. Principal office
3. IQAC Co-Ordinator
4. All Department Faculty members
5. All UG and PG students class room
6. All Department Notice Board
7. All Department File


Dr.M.VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
 **SASURIE COLLEGE OF ENGINEERING,**
Vijayamangalam - 638 056, Tirupur (Dt).



SASURIE COLLEGE OF ENGINEERING

Vijayamangalam, Tiruppur.

(Approved by AICTE, New Delhi. Affiliated to Anna University, Chennai - 600025)

DEPARTMENT OF MECHANICAL ENGINEERING

in association with IQAC

Cordially invites

Entrepreneurship Development Cell Training Programme

On

“Marketing Strategies for Startups: Capturing Your Clients”

Date: 26.08.2020 to 27.08.2020

Venue: Online Google Meet <https://meet.google.com/uau-hzsc-qdu>

Resource Persons

Mr.P.Manikandan,
Vi-Microsystems.Pvt.Ltd,
Chennai-600096

Dr.VijayaRajeswaran,
Vi-Microsystems.Pvt.Ltd,
Chennai-600096

in the esteemed presence of
Dr.T.S.Sivakumaran

Principal

Shri A.M.Kandaswami
Chairman

Ms. K. Savitha Moganraj
Secretary

MA
Dr.M.VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL



SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tiruppur (Dt).

Students Participation List – EDC Training Programme

“Marketing Strategies for Startups: Capturing Your Clients”

From 26.08.2020 to 27.08.2020

Academic Year : 2020 - 2021 /ODD

S.No.	Reg No.	Name of the Student	Year / Branch
1.	732420243001	BHARADHWAJ S	I/AI&DS
2.	732420243002	KATHIRAVAN T J	I/AI&DS
3.	732420104002	DEPAKAR B	I/CSE
4.	732420104003	DHAVIN R	I/CSE
5.	732420104004	KIRUBAKARAN M	I/CSE
6.	732420104005	KOWSALYA A	I/CSE
7.	732420104006	NIVETHA S	I/CSE
8.	732420104007	RAGUPATHI M	I/CSE
9.	732420104008	SUDHAKAR M	I/CSE
10.	732419103001	PRAKASH V	II/CIVIL
11.	732419103002	VIPIN H	II/CIVIL
12.	732419104001	ABBARNA N	II/CSE
13.	732419104002	ADITHYA S	II/CSE
14.	732419104003	DEEPA T	II/CSE
15.	732419104004	DHEENAMANI E	II/CSE
16.	732419104005	DHINESH KUMAR R	II/CSE
17.	732419104006	ELANGO VAN P	II/CSE
18.	732419104007	GAYATHIRI R	II/CSE
19.	732419104009	HARI PRASANTH E K	II/CSE
20.	732419104010	HARIPRASATH R	II/CSE
21.	732419104032	SUBHASHINI N	II/CSE
22.	732419104033	SUGI A	II/CSE
23.	732419106005	UMESH KUMAR S	II/ECE

Dr.M.VIJAYAKUMAR ME., Ph.D.,
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24.	732419106301	KAVIYA PRIYA G	II/ECE
25.	732419106302	VIVEK S M	II/ECE
26.	732419105001	AJITH KUMAR S	II/EEE
27.	732419105002	DINESH M	II/EEE
28.	732419105004	NAVEENKUMAR A	II/EEE
29.	732419105005	PRAVEEN KUMAR M	II/EEE
30.	732419114001	AMULRAJ P	II/MECH
31.	732419114002	ARUNKUMAR B	II/MECH
32.	732419114003	KAVIKRISHNAN P	II/MECH
33.	732419114006	PAVENDHAR S	II/MECH
34.	732419114007	PRIYADHARSHAN G	II/MECH
35.	732419114008	SELVENTHIRAN S	II/MECH
36.	732419114010	THIRUNAVUKKARASU S	II/MECH
37.	732418104002	BALAKRISHNAN P	III/CSE
38.	732418104005	KARTHICK R G	III/CSE
39.	732418104006	KARTHIKA S	III/CSE
40.	732418104007	KARTHIKEYAN C	III/CSE
41.	732418104008	KAVIYA R	III/CSE
42.	732418104013	RAMYA M	III/CSE
43.	732418104014	SUNDARA MANIKANDAN G	III/CSE
44.	732418104017	YUVADHARSHINI R P	III/CSE
45.	732418106005	SUJITHRA P	III/ECE
46.	732418105002	JAYAPRIYA R	III/EEE
47.	732417103001	BASKARAN K	IV/CIVIL
48.	732417103003	GOWTHAM P	IV/CIVIL
49.	732417103004	LAVANYA M	IV/CIVIL
50.	732417103006	NIVETHA S	IV/CIVIL
51.	732417103007	SANGAR G	IV/CIVIL
52.	732417103010	VAISHNAVI P	IV/CIVIL


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54.	732417104035	MARIYAMMAL K	IV/CSE
55.	732417104036	MARTINA S	IV/CSE
56.	732417104037	MATHIAZHAGAN R	IV/CSE
57.	732417104038	MATHUBALAN P	IV/CSE
58.	732417104039	MEENAKSHI S	IV/CSE
59.	732417104040	MOBINA J	IV/CSE
60.	732417104042	MUHAMMED RASHID C	IV/CSE
61.	732417104043	NANDHINI S	IV/CSE
62.	732417104044	NAVEEN J	IV/CSE
63.	732417104047	PRATHEESH KRISHNA T S	IV/CSE
64.	732417104048	PREMA R	IV/CSE
65.	732417104049	PREMALATHA L	IV/CSE
66.	732417104058	SARAVANAKUMAR A	IV/CSE
67.	732417104059	SARUMATHI E	IV/CSE
68.	732417104060	SOWMIYA B	IV/CSE
69.	732417104061	SUGUNA M	IV/CSE
70.	732417106002	AJITHKUMAR K	IV/ECE
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72.	732417106005	ARAVIND V	IV/ECE
73.	732417106008	GOKILAVANI M	IV/ECE
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75.	732417106011	KAYALVIZHI K	IV/ECE
76.	732417106017	NATESH R	IV/ECE
77.	732417105010	PRAKASH M	IV/EEE
78.	732417105011	RAMESH KUMAR T	IV/EEE
79.	732417105013	SEDHUMADHAVAN A	IV/EEE

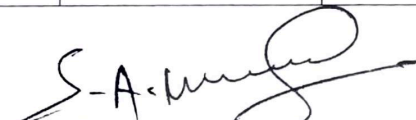

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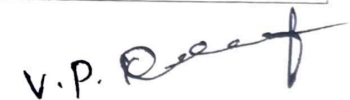


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82.	732417114025	KRISHNAMOORTHY P	IV/MECH
83.	732417114026	LOGAPRIYAN E	IV/MECH
84.	732417114028	MURUGANANDAM K	IV/MECH
85.	732417114029	MUTHUPANDI M	IV/MECH
86.	732420631001	ADITHYA A	I/MBA
87.	732420631002	AFRIN A	I/MBA
88.	732420631004	ATCHARA BHAVANI G	I/MBA
89.	732420631007	LAVANYA R	I/MBA
90.	732420631010	NEVILLEDARIUS G	I/MBA
91.	732420631013	SATHIYAVEERAN C	I/MBA
92.	732419631001	BAVADHARANI K	II/MBA
93.	732419631002	DURGADEVI S	II/MBA
94.	732419631004	KAVIRAJ D	II/MBA
95.	732419631005	MAHES KUMAR M	II/MBA
96.	732419631008	MANIMEGALAI K	II/MBA
97.	732419631009	MEGALA V	II/MBA
98.	732419631018	RANJITHA S	II/MBA


 S. A. ...
 Event Co-ordinator


 V. P. ...
 IQAC Co-ordinator


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"Marketing Strategies for Startups: Capturing Your Clients"

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Students Attendance List – EDC Training Programme

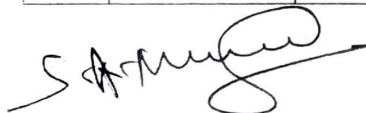
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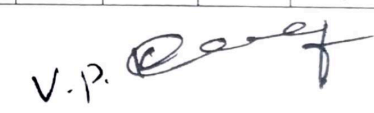

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 Event Coordinator


 V.P. IQAC Co-ordinator


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Report on EDC Training Programme

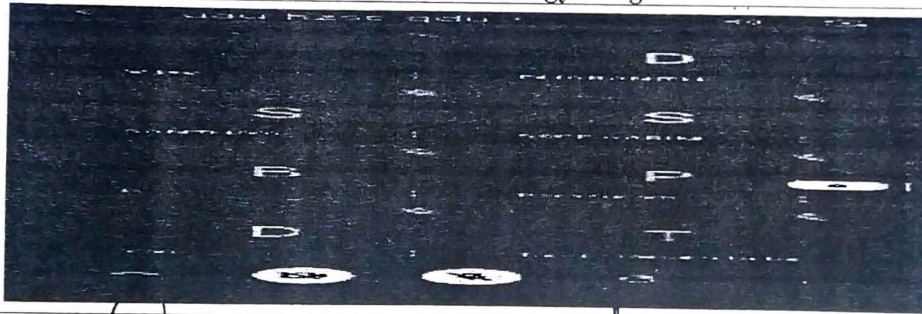
Title:	"Marketing Strategies for Startups: Capturing Your Clients"				
Resource Person:	Mr.P.Manikandan, Vi-Microsystems.Pvt.Ltd, Chennai-600096	Dr.VijayaRajeswaran, Vi-Microsystems Pvt Ltd, Chennai-600096			
Date of conduct from :	26.08.2020	To:	27.08.2020	Duration:	2 Days
Organized by :	Mechanical Engineering in association with IQAC of our Institution				
Academic Year:	2020 – 2021		Semester:	ODD	
Participant Year:	UG and PG students of all Department		No. of Students Participated :	98	
Venue:	https://meet.google.com/uau-hzsc-qdu				

Outcome of EDC Training Programme

At the end of EDC Training Programme, Students can be able to

- Leveraging platforms like Facebook, Instagram, and LinkedIn to connect with prospects and clients
- Utilize influencers to promote products and build legitimacy.
- Create engaging and informative videos to capture the audience's attention.
- Focus on digital strategies, traditional marketing channels like business cards, pamphlets, and networking events remain valuable
- Engage customers through personalized email campaigns and interactive content on social media

Glimpse of Research Methodology Programme Photos



J.A. Muthu
Event Co-ordinator

V.P. Ramesh
IQAC Co-ordinator

T.S. N
Principal



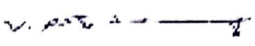
SASURIE COLLEGE OF ENGINEERING

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Vijayamangalam, Tiruppur

CERTIFICATE OF PARTICIPATION

This is to Certify thatMs. SWATHI C. II / MBA.....
has participated in the Entrepreneurship Development Cell Programme on
"Marketing Strategies for Startups: Capturing Your Clients" organized by
IQAC of Sasurie College of Engineering in association with
Vi-Microsystems.Pvt.Ltd from 26.08.2020 to 27.08.2020 during the
Academic year 2020-2021.


IQAC Co-ordinator


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Principal

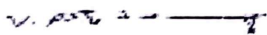


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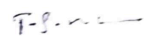
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Academic year 2020-2021.



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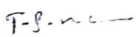
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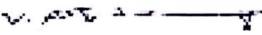


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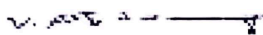



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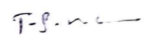
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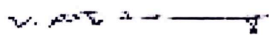


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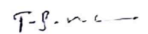
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