



SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY

Dindigul - Palani Highway, Dindigul - 624 002.

Phone: 0451-2448800-99 (100 Lines)

Fax: 0451-2448855

Email: ssmietdgl@gmail.com

Website: www.ssmiet.ac.in

10/10/2023

CIRCULAR

Institution's Innovation Council & Women Empowerment Cell of SSMIET has planned to conduct *A Special Talk on "Woman as a Successful Entrepreneur"* on 17/10/2023 for the girl Students of III and IV year of all branches. All HoD's are requested to permit the students for attending the programme.

Venue: Seminar Hall 3

Time: 10:00 a.m to 12:30p.m

President IIC

Dr.K.Vinoth Kumar
Prof. / ECE

Coordinators

Dr.G.Selvabharathi, HoD/Civil
Mrs.S.Kavitha, AP/Maths
Mrs.C.Merlin Rani, AP/Civil

Principal



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INSTITUTION'S INNOVATION COUNCIL

&

WOMEN EMPOWERMENT CELL

organizes

A Special Talk on

"Woman as a Successful Entrepreneur"

Date & Time : 17-10-2023 (Tuesday) & 10.00 a.m

Venue : Seminar Hall - 3

AGENDA

Time	Programme
10.15 AM	Prayer song
10.20 AM	Lighting of Kuthuvilakku
10.25 AM	Welcome Address by Ms.J.Shri Shadha , II Year - ECE
10.30 AM	Honoring the Chief Guests
10.35 AM	Presidential Address by Dr.S.Karthigai Lakshmi , Dean Academics
10.40 AM	Introduction of Chief Guests - Ms. Jennifer Xavier by Ms. Gracious Louissana of II year - EEE
10.45 AM	Chief Guest Address by Mrs. Jennifer Xavier
11.00 AM	Introduction of Chief Guests - Ms.Nandhini Sankar by Ms.Upasnasree of II year - ECE
11.05 AM	Chief Guest Address by Ms.Nandhini Sankar
11:20 AM	Introduction of Chief Guests - Ms. S. Nirmala by Ms.Devipriya of II year - ECE
11:25 AM	Chief Guest Address by Ms. S. Nirmala
11:40 AM	Introduction of Chief Guests - Ms.Vijaya Lakshmi by Ms.Senthamizhiniya, II year - CSBS
11:45 AM	Chief Guest Address by Ms.Vijaya Lakshmi
12:00 PM	Introduction of Chief Guests - Ms. Divyadharshini by Ms.J.Shri Shadha , II Year - ECE
12:05 PM	Chief Guest Address by Ms. Divyadharshini
12:20 PM	Vote of Thanks by Ms.Senthamizhiniya, II year - CSBS
12:25 PM	National Anthem



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INSTITUTION'S INNOVATION COUNCIL
&
WOMEN EMPOWERMENT CELL
Report
on
A Special Talk on
WOMEN AS A SUCCESSFUL ENTREPRENEUR

Date: 17/10/2023

Venue: Seminar Hall 3

IIC - PRESIDENT: Dr. K.Vinoth Kumar HoD/CSBS & AIDS

Event Co-ordinators: Dr. G. Selvabharathi, HoD/Civil

Mrs. S. Kavitha, AP/Maths

Mrs. C. Merlin Rani, AP/Civil

SSM Institute of Engineering and Technology, Dindigul.

Institution's Innovation Council and Women Empowerment Cell had organized A Special Talk on "Women as a Successful Entrepreneur" for girl students on 17/10/2023 in Seminar hall 3, SSMIET. The students were asked to assemble at video conference hall at 9.30 a.m. The programme was commenced with the inaugural function at 10:15 a.m. with TamizhThai Valthu, followed by Lighting of Kuthuvilakku by the Chief Guests. Then, welcome address was given by Ms. J. Shri Shadha, II Year, ECE. The Chief Guests were honored by the Dr. C. Sujatha, HoD/CSE, Dr. S. Karthigailakshmi HoD/ECE, Dr. K. Vinoth Kumar, Professor/ECE, Mrs. S.Kavitha AP/Maths and Dr. G. Selvabharathi, HoD/Civil. Books were presented to the Chief Guests by Dr. K. Vinoth Kumar. The Dean Academics Dr. S. Karthigai Lakshmi delivered the Presidential Address. Ms. Gracious Louissana of II Year-EEE introduced the Chief Guest Ms. Jennifer Xavier.

At 10.40 a.m. Ms. Jennifer Xavier, President of the Rotary Club, delivered a compelling speech during the special talk. Her address was filled with valuable insights and words of encouragement for aspiring women entrepreneurs. The following key points summarize the essence of her speech:

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- ❖ **Dispelling the notion:**
Ms. Jennifer Xavier began by dispelling the notion that a woman's primary goal should be to marry a wealthy man. She emphasized the importance of women pursuing their own financial independence and success.
- ❖ **Taste of Earning:**
She encouraged women to savor the taste of earning their own income. Experiencing the rewards of one's own hard work can be empowering and fulfilling.
- ❖ **Financial Independence:**
Ms. Jennifer Xavier stressed that financial independence is a vital element of women's empowerment. It enables them to make choices and decisions without being reliant on others.
- ❖ **Decision Making:**
Empowering women to be active participants in decision-making was a central theme of her speech. Ms. Jennifer Xavier highlighted the significance of women making informed choices, both in their personal lives and in their entrepreneurial endeavors.
- ❖ **Family is Also Equally Important:**
While advocating for women's entrepreneurial pursuits, Ms. Jennifer Xavier emphasized the importance of maintaining a balance between family and work life. She underscored that family remains a crucial aspect of a woman's life.
- ❖ **Hard Work:**
Success in entrepreneurship, she pointed out, requires hard work, dedication, and perseverance. She motivated the audience to embrace the challenges and put in the effort required for success.
- ❖ **Create Your Own Identity:**
Ms. Jennifer Xavier encouraged women to break away from societal norms and relationships to create their own identities. She highlighted the significance of personal accomplishments and achievements.
- ❖ **Burning Desire:**
A significant point in her speech was the importance of having a burning desire to succeed. She highlighted that unwavering ambition and a strong internal drive are often key factors in achieving one's goals.
- ❖ **Ambition:**
Lastly, Ms. Jennifer Xavier spoke about the importance of ambition. She encouraged women to nurture their ambitions, have a clear vision, and work relentlessly to transform their aspirations into reality.

Ms. Jennifer Xavier's speech was met with enthusiastic applause from the audience and left a lasting impression. Her words served as a source of inspiration and motivation for women looking to embark on their entrepreneurial journeys. Her insights encouraged women to aim for



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financial independence, embrace hard work, create their own identities, and pursue their ambitions with a burning desire.

Then, at 11.10 a.m. Ms. Upasnasree of II Year-ECE introduced the Chief Guest Ms. Nandhini Shankar. Ms. Nandhini Sankar, the Managing Director of Classic Creator, delivered a compelling and deeply personal speech that resonated strongly with the audience during the special talk. Her life story is a testament to resilience, determination, and an unwavering commitment to her dreams. Here are the key points from her speech:

❖ **The First Graduate in Her Family:**

Ms. Nandhini Sankar began her speech by revealing that she was the first person in her family to graduate. This achievement set the stage for her future endeavors and underscored the value of education and empowerment.

❖ **Overcoming Challenges:**

She shared her early struggles, including passing a demanding bank exam and clearing Group 2 examinations. These challenges served as stepping stones on her path to success.

❖ **Transition to Entrepreneurship:**

Ms. Nandhini Sankar detailed her transition from her family's business, particularly in printing, to the field of design. This shift reflected her willingness to explore new horizons and pursue her true passion.

❖ **Building Renowned Brands:**

Her journey in the field of design led her to collaborate with top brands such as Anil, Thalappakatti, and Vaahaa. Her achievements underscored her talent, dedication, and hard work in establishing partnerships with esteemed brands.

❖ **Advice to Aspiring Entrepreneurs:**

In her closing remarks, Ms. Nandhini Sankar imparted invaluable advice to students. She emphasized the importance of continuous self-improvement, highlighting the need to constantly upgrade their skills, read, and engage in research. Her message served as a call to action, encouraging students never to settle for mediocrity.

❖ **A Remarkable Balance:**

It's truly remarkable that in addition to being a successful entrepreneur, Ms. Nandhini Sankar also takes on the important role of caring for her elderly parents and in-laws. Her ability to balance her entrepreneurial pursuits with family responsibilities exemplifies her commitment and dedication not only to her work but also to her loved ones. This is a testament to her strength and the values that guide her life. It's an inspiring example of how individuals can successfully manage multiple roles and responsibilities.

Ms. Nandhini Sankar's speech was met with a resounding ovation and left a profound impact on the audience. Her journey from personal struggles to professional triumph was a source of inspiration. Her story exemplified the significance of resilience, determination, and the pursuit

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of one's true passions. Her words motivated the audience to relentlessly strive for self-improvement and to never settle for less.

Then, at 11.45 a.m. Ms. Devipriya of II Year-ECE introduced the Chief Guest Ms. S. Nirmala. Ms. S. Nirmala, the Proprietress of Neela Products, delivered a heartfelt and motivating speech during the special talk on "Women as Successful Entrepreneurs." Her story is a testament to the incredible power of passion and determination. Here are the key points from her speech:

❖ **Rising from Modest Beginnings:**

Ms. Nirmala opened her speech by sharing her humble background, highlighting that she came from a modest and economically disadvantaged family.

❖ **Pursuit of Education:**

Despite her challenging circumstances, she was determined to pursue education and managed to complete her schooling up to the 12th grade. Her commitment to education was the first step in her journey towards success.

❖ **A Career in Teaching:**

Ms. Nirmala went on to become a teacher, contributing to society through her educational efforts. However, she took a break from her teaching career to care for her children.

❖ **From Crafts to Entrepreneurship:**

During her time away from teaching, she engaged in crafting small projects using materials like coconut shells and fur toys. These creative endeavors ignited her entrepreneurial spirit.

❖ **Learning the Art of Selling:**

Ms. Nirmala realized that her creations had market potential. She embarked on the journey of learning how to sell her crafted items, turning her passion into a business opportunity.

❖ **Diverse Product Range:**

As she gained confidence and expertise, she expanded her product line to include homemade chocolates, millet chocolates, and more. Her commitment to quality and innovation shone through in her products.

❖ **The Role of Passion and Love:**

Ms. Nirmala emphasized that passion and a deep love for one's work are essential for success. Her story exemplified how dedication and enthusiasm can transform a hobby into a thriving business.

❖ **Overcoming Barriers:**

She conveyed a powerful message that looks, educational background, and language should not be barriers to pursuing one's dreams. Her journey demonstrated that determination can overcome any obstacle.

❖ **The Importance of Doing Your Best:**



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In her closing remarks, Ms. Nirmala urged the audience to do their best in whatever they do. Her story illustrated how consistent effort and a positive attitude can lead to remarkable achievements.

Ms. S. Nirmala's speech was met with admiration and applause from the audience. Her journey from a humble background to a successful entrepreneur showcased the transformative power of passion and hard work. Her words served as a powerful source of inspiration for aspiring entrepreneurs and individuals aiming to make a difference through their endeavors.

Then, at 12.15 a.m. Ms. Senthamizhiniya of II Year-CSBS introduced the Chief Guest Ms. Vijaya Lakshmi. Ms. Vijayalakshmi Sivakumar, the CEO of Vaahaa Naturals, delivered an enthralling and empowering speech during the special talk on "Women as Successful Entrepreneurs." Her journey is a remarkable example of transformation and resilience. Here are the key points from her speech:

❖ **Privileged Background:**

Ms. Vijayalakshmi Sivakumar began her speech by acknowledging her fortunate background, marked by sophistication and comfort. Despite her privileged upbringing, she expressed that she initially had limited decision-making authority.

❖ **Transformation Through In-Laws:**

She shared that her life underwent a profound transformation after joining her in-laws' family. With their support and encouragement, she gained the opportunity to explore her potential.

❖ **The Turning Point:**

Ms. Vijayalakshmi Sivakumar revealed that the turning point in her life came after the loss of her brother and father. This personal tragedy ignited her interest in farming and agriculture.

❖ **Foray into Farming:**

Driven by her newfound passion for farming, she embarked on the journey of creating farms. Her commitment to sustainable and organic practices underscored her dedication to responsible farming.

❖ **Organic Product Production:**

She transitioned from farming to the production of organic products. Her entrepreneurial journey was characterized by the development and sale of natural and organic goods.

❖ **Empowering Women:**

One of the most impactful aspects of her speech was her commitment to providing employment opportunities for women. Ms. Vijayalakshmi Sivakumar emphasized her dedication to empowering and supporting women in her community, thereby promoting gender equality.

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Ms. Vijayalakshmi Sivakumar's story was met with resounding applause and admiration from the audience. Her journey from a life without decision-making authority to a successful CEO was profoundly inspiring. Her commitment to organic farming, sustainable practices, and the empowerment of women served as a powerful testament to her dedication to social responsibility and positive change.

Then, at 12.45 a.m. Ms. J. Shri Shadha of II Year-ECE introduced the Chief Guest Ms. Divyadharshini.

Ms. D. Divyadharshini, the Proprietress of Elite Engineering Works, delivered a compelling speech during the special talk on "Women as Successful Entrepreneurs." Her address was marked by valuable insights and practical advice for budding entrepreneurs. Here are the key points from her speech:

❖ **The Significance of Networking:**

Ms. Divyadharshini emphasized the importance of networking in the world of entrepreneurship. She highlighted that building and nurturing relationships with other professionals and entrepreneurs can lead to valuable opportunities.

❖ **Seizing Opportunities:**

She encouraged the audience to actively seek out opportunities. Ms. Divyadharshini shared that opportunities may not always come knocking; one must be proactive in identifying and capitalizing on them.

❖ **Continuous Skill Improvement:**

One of the key takeaways from her speech was the need for ongoing skill improvement. She emphasized that learning and growing professionally are essential for success. Constantly refining one's skills is a path to staying relevant and competitive.

❖ **Setting Clear Goals:**

Ms. Divyadharshini stressed the significance of having clear and well-defined goals. She discussed how having a vision and setting goals can provide a sense of purpose and direction in one's entrepreneurial journey.

❖ **Working Towards Goals:**

In line with goal-setting, she shared that merely having goals is not enough; one must work consistently and diligently toward achieving them. Dedication and hard work are the foundations of success.

❖ **Uniqueness and Creating an Impression:**

She advised the audience to be unique in whatever they do. Being distinctive sets one apart from the competition. Furthermore, creating a lasting impression on clients and partners is key to building a strong brand and reputation.

❖ **Popularity and Recognition:**



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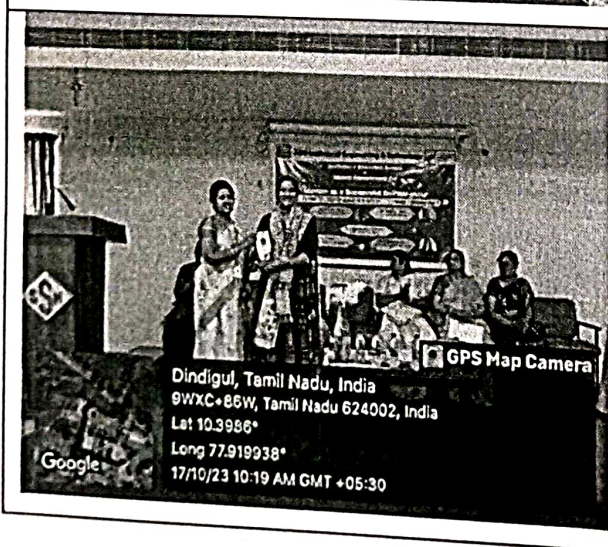
Ms. Divyadharshini concluded her speech by emphasizing that popularity and recognition can be assets in the entrepreneurial world. Becoming known for one's expertise and contributions can open doors to new opportunities.

Ms. D. Divyadharshini's speech provided a wealth of practical advice for individuals aspiring to be successful entrepreneurs. Her insights on networking, skill improvement, goal setting, and uniqueness are valuable takeaways for those looking to make a significant impact in the business world.

At 1.00 p.m. Ms. Senthamizhiniya of II Year- CSBS delivered the Vote of Thanks.

At 1.05 p.m, the Programme ended with National Anthem.

EVENTS PHOTOS:



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