



Punjab Association's
ANNA ADARSH COLLEGE FOR WOMEN
(Affiliated to University of Madras)
Chennai - 600040, Tamil Nadu.

INSTITUTIONAL DISTINCTIVENESS

Anna Adarsh College for Women was established in 1985, committed to the exclusive cause of women's education and to transform aspiring young learners into energetic, empowered women of integrity. Qualities of empowerment like academic proficiency, self-reliance, and social responsibility are inculcated and nurtured. Along with academic programs, Skill enhancement programs like Personality enrichment, Employability skill development, Entrepreneurial development, Language skill development, etc., groom the students to become self-confident and independent.

One Distinct Area

Adarsh Stree Shakti - Women Entrepreneurs

One of the best practices of the institution is to promote an entrepreneurial mindset amongst the students. The College works through all means possible to create a conducive ecosystem for women to become entrepreneurs so as to uplift them into independent, capable, economically-empowered citizens.

Adequate training and exposure is given to help students develop entrepreneurial traits such as leadership, perseverance, creativity, passion, values, and ethics. The ecosystem for innovation and entrepreneurial traits is promoted through the following:

Institution's Innovation Council

The institution constituted a well-organized entrepreneurial cell soon after the inception of the college. Workshops, Seminars, Guest lectures on entrepreneurship were conducted to increase knowledge and skills in the many facets of entrepreneurial acumen. In 2005, the **ED cell** was formally inaugurated and various projects were carried out. The first project in 2006 was organizing and conducting Adarsh Angadi, an exhibition event and sale of indigenous products.



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In 2007, students and staff went to a village in Villupuram to help the women of this village to upskill and generate better income. Employment and enhanced standard of living was the aim of this project. The highlight of this venture was that their children benefited when they were sent to the elementary school. Four such projects were carried out. The institution won the SIFE International award at the regional level three times for such exemplary services carried out.

As the need to bring in opportunities for creativity and innovation into the education system was on the rise, the existing entrepreneurial development cell in AAC was upgraded to the Institution's Innovation Council registered under the Ministry of Education's Institution Innovation Council (IIC). IIC at Anna Adarsh College for Women was established in December 2021 and functions as per the government policy. With the aim to encourage, inspire and nurture young students to work on new ideas, the IIC works to create a culture and ecosystem of entrepreneurship to provide start-up support to students. Students were trained in preparing face masks and herbal products during the pandemic. It motivated the students who had an aptitude to be an entrepreneur by providing necessary support in terms of mentoring the budding entrepreneurs.

Skill development Programs: The department of Business Economics and IQAC in association with CPPPI, KVIC, MSME, and the Government of India conducted skill development training programs in Bakery, Beautician, and Aari embroidery work. The students were given entrepreneurial knowledge and skill-sets necessary to set up a small-scale or cottage industry. A total of 200 students from various departments participated and benefited from this training. To encourage the students to do well in their entrepreneurial journey, several workshops and programs were organized by the institution. These workshops motivate the students to choose entrepreneurship as a career, and train them to understand the business needs and to exploit the opportunities available in the market. The mission of being an entrepreneur is taught first. Following is a list:

- Workshops on Cake Baking -2021-2022, Photo Album Designing and Giftbox Making,



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Kashmir Velvet Hand Embroidery, Fabric Painting-2019-2020, Embroidery Workshop-2021-2022, Cloth Mask Making by Hand Stitch Method, Functional properties of natural dyes on fabrics-2019-2020.

- Conference on “Innovative Business Practices in the Digital Era”-2021-2022.
- Guest Lectures on "Social Entrepreneurship: The Journey of Mohan Foundation" -2017-2018
- Programmes on “Seed Capital and Equation of Investment in Entrepreneurship”-2021-2022, “Venture Capitalism - The Support System for Every Entrepreneur”-2021-2022, “Discovering Entrepreneurial Skills-2019-2020, “Entrepreneurial education - A key to Success”-2021-2022, Steps to Become Women Entrepreneurs”-2021-2022, Entrepreneur's Awareness programme in collaboration with Central Palmgur & Palm products, Ministry of MISE, Govt of India-2021-2022
- Motivational talks on "Women Entrepreneurship"-2019 - 2020, "Discovering entrepreneurial skills"-2019-2020, “Pathways on Entrepreneurial Networking”-2021-2022, “Steps to become Women Entrepreneur” - 2021- 2022.
- Webinars on "Unlocking the Entrepreneurial Mindset"-2021-2022, “Igniting Young Minds for Entrepreneurship”-2021-2022.

Adarsh Angadi

Adarsh Angadi is one of the projects of the EDC, which is an event of exhibition and sale of the indigenous products of the students. The motto of Adarsh Angadi is **for the students, by the students and of the students**. It is a venture to tap the business competency of the students. This venture was such a great success that the institution in collaboration with the women’s welfare board, Tamilnadu government encouraged the SHGs to set up stalls & sell their products. Differently-abled children from two schools were invited to set up stalls & sell their own products here.



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Management Initiative

According to the vision of the institution, the management is committed to the cause of women empowerment and many initiatives like old age homes, orphanages and creating job opportunities are given to support the **under-privileged** women. One such unit created for this purpose is an industrial school recognised by the government of Tamilnadu which gives training in tailoring, embroidery, etc. Every year, 50 women are given training free of cost, job opportunities are given in the same unit or elsewhere, or help is given to start their own business. This has drastically improved their livelihood by making them financially independent.

Over the years, the institution has moulded generations of graduates, given shape to their aspirations, and have created successful entrepreneurs and the number of students who have chosen to become entrepreneurs has steadily risen.