



MAHENDRA COLLEGE OF ENGINEERING
(Approved by AICTE-New Delhi, Affiliated to Anna University, Chennai)
Recognized U/S 2(f) & 12(B) of the UGC Act 1956, accredited by NAAC
Attur Main Road, Minnampalli, Salem (DT)-636 106, Tamilnadu



ENTREPRENEURSHIP DEVELOPMENT CELL
EVENTS CONDUCTED

Academic year 2024-25

S. No	Title of the Event	Event Date
1.	Workshop on “Planning Your Startup Journey: From ideation to Patent Registration”	30-09-2024
2.	Seminar on “Roadmap to Becoming an Entrepreneur”	05.11.2024
3.	Workshop on “Effective sales and marketing strategies for startups”	10.03.2025
4.	Workshop on Intellectual Property Rights and IP Management for Startups	12.03.2025
5.	Workshop on “ Innovative Ideas for Early - Stage Entrepreneurs	21.04.2025

MAHENDRA COLLEGE OF ENGINEERING

Attur Main Road, Minnampalli, Salem - 636 106.

Event Report

1. Name of the Department : COMPUTER SCIENCE AND ENGINEERING
2. Program/Activity Name : WORKSHOP ON “Planning Your Startup Journey: From ideation to Patent Registration”
3. Facebook URL :
4. Resource Person : Mr. Mr. M Praveen kumar,
Assistant Professor(SIG),
Department of Computer Science and
Engineering, Sri Eshwar College of
Engineering, (Autonomus), Coimbatore.
5. Academic Year : 2024-2025
6. Duration of the Activity (in mins) : 480
7. Start Date : 30-09-2024
8. End Date : 30-09-2024
9. Number of Student Participants : 149
10. Number of Faculty Participants : 15
11. Number of External Participants : NIL
12. Expenditure Amount, if any : 5000/-
13. Mode of Session delivery : Offline Mode
14. Objective of the program : Focus of the program is to understanding the process of planning a business and securing intellectual property and understanding the intricacies of patents. How to file a patent on design and utility product.
15. Benefit of the program : To initiate start-up and file a patent on design utility product and Detail description about engineers who want to start their own businesses should use their technical expertise to pinpoint and address real-world issues, assemble a team, create a business strategy, prototype their ideas, secure funding.
16. Faculty Coordinator : Mrs.V.Nishadevi, AP/CSE, 9943713122
Mrs.A.Indhuja, AP/CSE, 9655599932
Ms.V.Dhanakodi, AP/CSE, 7603928436



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Mahendra Salem-Campus, Attur Main Road, Minnampalli, Salem -636 106.

COMPUTER SCIENCE AND ENGINEERING

In association with

Institution's Innovation Council (IIC)



“Planning Your Startup Journey: From ideation to Patent Registration”

RESOURCE PERSON



Mr.M.PRAVEEN KUMAR M.E.,MBA.,(Ph.D)

IIC ambassador, MHRD Initiatives,

Assistant Professor / CSE

Sri Eshwar College of Engineering, Coimbatore.

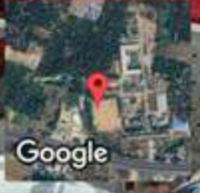
DATE : 30.09.2024

TIME : 10.00 AM

VENUE: SEMINER HALL







Salem, Tamil Nadu, India
M797+4G8, Salem, Tamil Nadu 636106, India
Lat 11.66783°
Long 78.263603°
30/09/24 10:40 AM GMT +05:30

GPS Map Camera



Event Report (ER)

1.	Name of the Event (Seminar/Workshop/Conference /FDP / Any others please specify)	Seminar
2.	Title of the event	Seminar on “Roadmap to Becoming an Entrepreneur”
3.	Date(s) of the Event	05.11.2024
4.	Duration	90 Minutes
5.	Venue of the Event	Seminar Hall
6.	Name & Address of the Guest (Including Email id and Contact No)	Mr.M.Govindaraj, Innovation Ambassador, Mahendra College of Engineering, Salem, e-mail: govindarajm@mahendracollege.com Phone No: 9789496931
7.	Nature of participants	Internal
8.	Total number of Participants and Internal, external split up	55
9.	Beneficiary -Students- (branch and year) / Staffs- (Nos and Department)	Students - 55 Faculty- 3
10.	Description about the Programme	This seminar introduces students to the step-by-step journey of becoming an entrepreneur – from identifying a problem to launching a successful startup. It aims to ignite an entrepreneurial mindset and guide students in transforming ideas into real-world solutions. Participants will gain clarity on the process, challenges, and essential skills needed to start their own venture.
11.	Objective of the program	To educate students on the fundamental steps involved in becoming an entrepreneur and inspire them to explore innovative ideas. To equip them with the knowledge and mindset needed to initiate and develop their own entrepreneurial ventures.
12.	Benefit of the program	Participants will gain a clear understanding of the entrepreneurial process and the confidence to take their first step toward innovation. The session also helps in building problem-solving, creative thinking, and decision-making skills essential for future entrepreneurs.



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**Salem – Chennai Highway, Minnampalli,
Salem 636106, Tamilnadu, India.**

DEPARTMENT OF MECHANICAL ENGINEERING & INSTITUTION'S INNOVATION COUNCIL (IIC)

Jointly Organize
And cordially invite you for the Inaugural function of One day

Seminar on **“Roadmap to becoming an Entrepreneur”**

On 5th November 2024 | Time – 11.00 AM | @ Seminar Hall

RESOURCE PERSON

Mr.M.GOVINDARAJ
Innovation Ambassador,
Mahendra College of Engineering,
Salem.

SEMINAR





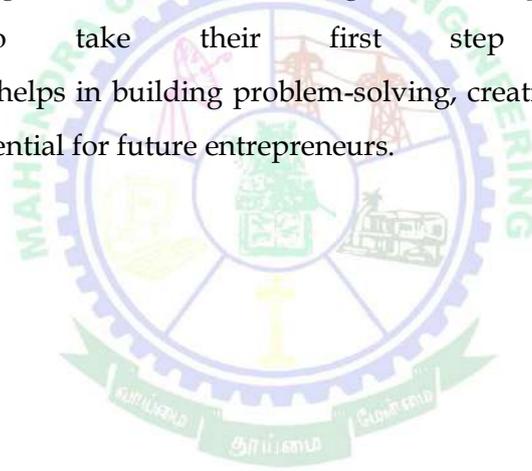
EVENT REPORT

Seminar on

“Roadmap to becoming an Entrepreneur”

Outcome of the Seminar:

- To educate students on the fundamental steps involved in becoming an entrepreneur and inspire them to explore innovative ideas.
- To equip them with the knowledge and mindset needed to initiate and develop their own entrepreneurial ventures.
- Participants will gain a clear understanding of the entrepreneurial process and the confidence to take their first step toward innovation. The session also helps in building problem-solving, creative thinking, and decision-making skills essential for future entrepreneurs.





Photos of the seminar on "Roadmap to becoming an Entrepreneur" by Mr. M.Govindaraj on 05.11.2024



Photos of the seminar on "Roadmap to becoming an Entrepreneur" by Mr. M.Govindaraj on 05.11.2024

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Attur Main Road, Minnampalli, Salem - 636 106.

Event Report

1. Name of the Department : Biomedical Engineering
2. Program/Activity Name : Workshop on “Effective sales and marketing strategies for startups (Entrepreneurship)”
3. Facebook URL : <https://www.facebook.com/share/p/177EBKToP7/>
4. Academic Year : 2024-2025
5. Duration of the Activity (in mins) : 2Hrs
6. Start Date :10.03.2025
7. End Date :10.03.2025
8. Number of Student Participants :103
9. Number of Faculty Participants :09
10. Number of External Participants :Nil
(if any)
11. Expenditure Amount, if any :Nil
12. Mode of Session delivery :Offline
13. Objective of the program
(Within 100 words) : This workshop aims to introduce students to the basics of entrepreneurship, sales, and marketing. To help students understand how startups identify customer needs and position their products or services effectively. To develop an entrepreneurial mindset among students and encourage innovative thinking
14. Benefit of the program
(Within 150 words) : By the workshop, students would understand the role of sales and marketing in the success of a startups. They are able to identify potential customer segments and define a target market by developing a simple marketing and sales plan for a product or idea. Basic knowledge of digital marketing platforms and techniques had been demonstrated. Students would improve their confidence in approaching business problems with creative solutions. They also understand the challenges and opportunities in entrepreneurship and how to overcome them. This session had boosted their knowledge by presenting the ideas that is help to improve the marketing of startups.

14. Faculty Coordinator

: Dr. A.T.Priyeshkumar, HoD/BME

Ms.G.Shyamala, AP/BME

15. Student Coordinator

: Kalki T, III/BME

Jayaseelan S, III/BME

Invitation:



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Salem-Chennai Highway, Minnampalli, Salem - 636 106



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EDUCATIONAL INSTITUTIONS
SINCE 1978

**Department of Biomedical Engineering
&
Institution's Innovation Council (IIC)**



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)

Cordially invite you for the

**Workshop on Effective Sales and Marketing
Strategies for Startups**



**National
Digital Library
of India**



Resource Person

**Mr. Jayakumar Arumugam
Senior Technical Engineer
Livewire, Chennai.**

**Date : 10.03.2025 | Time: 02.30 PM
Venue: Seminar Hall, MCE**

Session Photos:





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DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING
ACADEMIC YEAR 2024-2025

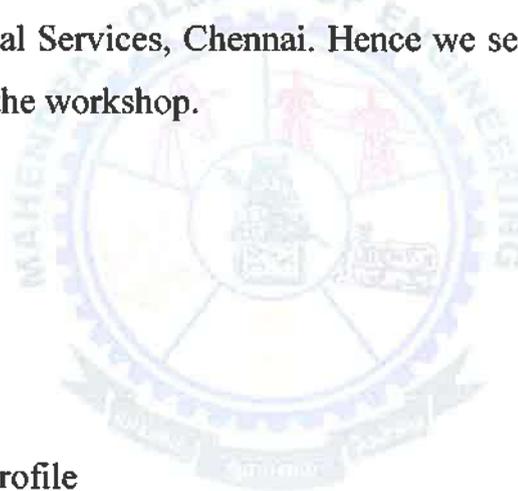
Date : 05.03.2025

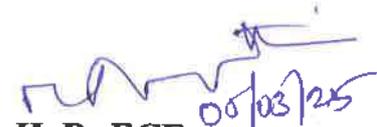
Submitted to the Principal

Sub: Requesting permission to conduct the workshop - Reg.

The Department of Electronics and Communication Engineering is planning to organize a workshop on “**Intellectual Property Rights (IPRs) and IP Management for Startups**” in our campus. The proposed date of the Workshop is on **12.03.2025**.

The Resource Person will be Dr. A. K. Rajasekar, IP Consultant and Patent Agent, Founder – ProIP Intellectual Services, Chennai. Hence we seek your goodself permission for the smooth conduct of the workshop.




05/03/25
HoD- ECE

Encl: Resource Person's Profile


5/3/25



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Event Proposal

Format No: MCE/002(A)

ECE

Submitted to the Principal

Academic year 2024 - 2025 (Even Semester)

1.	Nature of the Event (Conference/Technical Symposium/Workshop/Seminar/Guest Lecture/FDP/Any other specify)	Workshop
2.	Date of the Event Planned	12.03.2025
3.	Title of the Event	Intellectual Property Rights (IPRs) and IP Management for Startups
4.	Venue of the Event	Seminar Hall
5.	Resource person(s) details (including Email Id and Mobile No)	Dr. A. K. Rajasekar IP Consultant and Patent Agent Founder - ProIP Intellectual Services, Chennai. Email : proipservices@gmail.com
6.	Total Participants expected	100
7.	Proposed Budget (Attach Separately in Annexure)	Nil
8.	Co-ordinators of the Event	Name (s) : Mrs.S.Meera Designation: Assistant Prof /ECE Contact No (s):8610631798 Name (s) : Mrs.K.Priyadevi Designation: Assistant Prof /ECE Contact No (s):9500827717
9.	Co-ordinator (s) Signature:	1. 2.

Kindly approve the same.

HoD-ECE

05/06/2024

Recommendation by

Approved/Not Approved

Principal



DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

- Title of the Event** : Workshop on “Intellectual Property Rights (IPRs) and IP Management for Startups”
- Nature of Event** : IIC Calendar Activity
- Date of the Event** : 12.03.2025

RESOURCE PERSON PROFILE



Dr. A. K. Rajasekar
IP Consultant and Patent Agent
Founder – ProIP Intellectual Services, Chennai
Email: proipservices@gmail.com

Dr. A. K. Rajasekar is an expert in Intellectual Property Rights with over a decade of experience in IP consultancy, patent filing, and startup IP strategy. As the founder of ProIP Intellectual Services, he has guided numerous innovators, researchers, and early-stage startups in protecting their intellectual creations across domains. His areas of expertise include patent drafting and prosecution, trademark registration, copyright protection, and IP commercialization. He regularly conducts awareness programs for academic institutions, incubation centers, and MSMEs on the importance of IP in driving innovation and competitiveness. Through his work, Dr. Rajasekar contributes to building a culture of innovation with legal safeguards, especially among young entrepreneurs and engineering graduates. His session provides real-world insights, practical tools, and motivational case studies that bridge the gap between creativity and legal protection.



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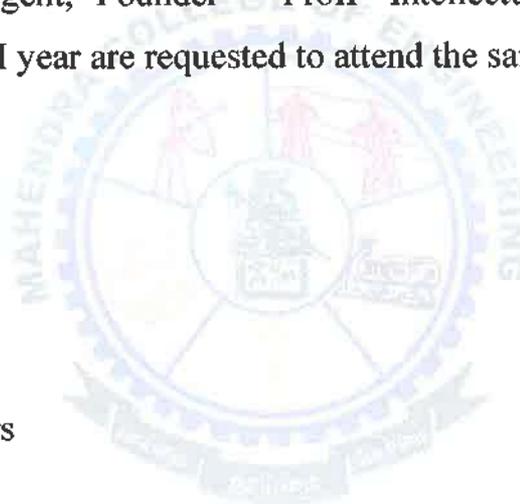
DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING
ACADEMIC YEAR 2024-2025

10.03.2025

CIRCULAR

This is to inform that the Department of Electronics and Communication Engineering is planning to organize a Workshop on “**Intellectual Property Rights (IPRs) and IP Management for Start-ups**” in our campus. The proposed date of the workshop is on **12.03.2025**. A resource person will be presented by Dr. A. K. Rajasekar, IP Consultant and Patent Agent, Founder – ProIP Intellectual Services, Chennai. The interested Students from III year are requested to attend the same.

1. S. New 10/3/25
2. U. Raj 10/3/25
Coordinator



N.M.
Principal

Copy Submitted to:
The Managing Directors

Copy to:
All the Heads,
IQAC,
To the faculty concerned through the respective Head,
Administrative Officer,
To read in all class rooms,
To display in notice board,
File.

INVITATION



MAHENDRA COLLEGE OF ENGINEERING

DEPARTEMENT OF ELECTRONICS AND COMMUNICATION
ENGINEERING



in association with Institutions Innovation Council

WORKSHOP ON *Intellectual Property Rights and IP Management for Startups*

Date: 12.03.2025

Time: 10 AM



CHIEF GUEST

DR. A. K. RAJASEKAR

*IP Consultant & Patent Agent,
Founder - ProIP Intellectual Services, Chennai*

Venue: Seminar Hall





EVENT REPORT

Workshop on “Intellectual Property Rights (IPRs) and IP Management for Startups”

Date: 12.03.2025

The Department of Electronics and Communication Engineering, Mahendra College of Engineering, Salem Campus, organized a workshop on “Intellectual Property Rights (IPRs) and IP Management for Startups” as part of the Innovation and Entrepreneurship Outreach Programme on 12th March 2025. A total of 100 participants from the ECE department attended, including both faculty and students.

The Program started with the inaugural function by 10.00 am on 12.03.2025 in the Seminar Hall and this was made to be the most devotion with Tamil thaivazhthu.

The Welcome Address:

Dr. M. Suganthi, Head of the Department of Electronics and Communication Engineering, extended a warm welcome to the Chief Guest Dr. A. K. Rajasekar, IP Consultant and Patent Agent, Founder – ProIP Intellectual Services, Chennai. The Principal Dr.N.Mohanasundararaju also welcomed the Heads of various departments of the College, Faculty members, students from various Departments.

Felicitation Address:

The Principal, Dr. N. Mohanasundararaju, emphasized the importance of innovation protection and intellectual property rights for budding engineers and student entrepreneurs. He motivated the students to utilize IPR knowledge for innovation and startup development.

About the workshop:

This workshop focused on **how Intellectual Property Rights empower innovators and startups** to protect and commercialize their creations. Key sessions included:

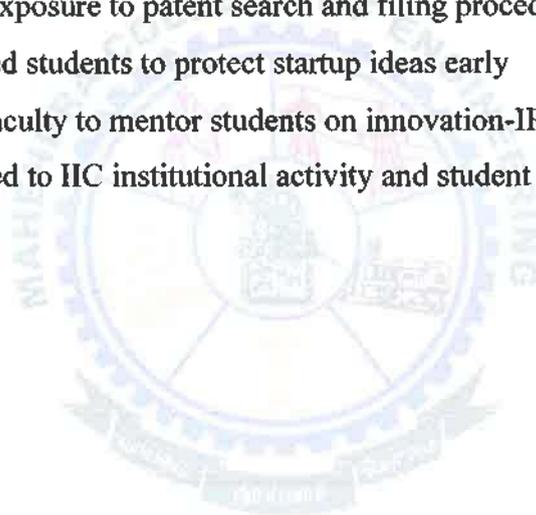


- Introduction to IPRs: Patents, Trademarks, Copyrights, Designs
- IP Filing Procedures in India
- Startup IP Strategy and Commercialization
- Case Studies of IP-backed Startups
- Hands-on Demo: Online Patent Search

The session was interactive and included practical demonstrations. Students were made aware of the legal frameworks and benefits of securing their innovative ideas through IPRs.

Outcome of the Workshop:

- Developed understanding of IPR concepts and types
- Practical exposure to patent search and filing procedures
- Encouraged students to protect startup ideas early
- Enabled faculty to mentor students on innovation-IP link
- Contributed to IIC institutional activity and student innovation roadmap.



[Handwritten Signature]
HoD-ECE 14/03/2018



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Principal Delivering the Speak



Resource Person handling about Seminar to the students



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Participates Snaps



Resource Person interacting with Students



Event Report

1. Name of the Department : Electronics and Communication Engineering
2. Program/Activity Name : Intellectual Property Rights (IPRs) and IP Management for Startups
3. Facebook URL :

<https://www.facebook.com/share/p/1B3zD3ruNc/>

4. Academic Year : 2024-25
5. Duration of the Activity (in mins) : Full Day
6. Start Date : 12.03.2025
7. End Date : 12.03.2025
8. Number of Student Participants : 92 Nos.
9. Number of Faculty Participants : 8 Nos.
10. Number of External Participants : Nil
(if any)
11. Expenditure Amount, if any : Nil
12. Mode of Session delivery : OFF Line
13. Objective of the program
(Within 100 words) :

The objective of this workshop is to provide engineering students and faculty with a comprehensive understanding of Intellectual Property Rights (IPRs) and their vital role in innovation, research, and entrepreneurship. It aims to create awareness about the procedures for protecting intellectual assets, including patents, copyrights, trademarks, and designs. Through expert-led sessions and demonstrations, the program seeks to empower students to transform innovative ideas into protected intellectual property, enabling them to pursue startup ventures confidently and responsibly. It also supports institutional IIC initiatives by promoting a culture of IP awareness and legal innovation safeguarding.



14. Benefit of the program (Within 150 words):

The event was organized to help students to have practical exposure to:-

The workshop on “Intellectual Property Rights (IPRs) and IP Management for Startups” provided valuable insights to students and faculty on the significance of intellectual property in today’s innovation-driven world. Participants learned how to identify, protect, and manage intellectual assets such as patents, trademarks, and copyrights. The session highlighted the strategic importance of IPR in startup ecosystems, empowering students to safeguard their ideas and gain competitive advantage. Hands-on demonstrations on patent searches and case-based discussions enhanced practical understanding. Faculty members gained clarity on guiding student innovations towards formal protection and commercialization. The program fostered a strong IP mindset, encouraging innovation with responsibility. It also contributed to the Institution’s Innovation Council (IIC) objectives by promoting awareness on IP-related opportunities, funding schemes, and legal compliance. Overall, the workshop built foundational knowledge and motivation for students to innovate confidently and pursue entrepreneurship while respecting legal frameworks.

15. Faculty Coordinator

:

Mrs.S.Meera, AP / ECE

Mrs.K.Priyadevi, AP/ECE



ECE

Event Report (ER)

1.	Name of the Event (Seminar/Workshop/Conference /FDP /Any others please specify)	Workshop
2.	Title of the event	Intellectual Property Rights (IPRs) and IP Management for Startups
3.	Date(s) of the Event	12.03.2025
4.	Duration	10 am to 12 pm
5.	Venue of the Event	Seminar Hall
6.	Name & Address of the Guest (Including Email id and Contact No)	Dr. A. K. Rajasekar <i>IP Consultant and Patent Agent</i> Founder – ProIP Intellectual Services, Chennai Email: proipservices@gmail.com
7.	Nature of participants	Internal
8.	Total number of Participants and Internal, external split up	100
9.	Beneficiary –Students- (branch and year) / Staffs- (Nos and Department)	ECE – III Year – 100 nos
10.	Description about the Programme	The Innovation & Entrepreneurship Outreach Programme titled "Intellectual Property Rights (IPRs) and IP Management for Startups" is a collaborative initiative designed to enlighten engineering students and faculty members about the significance of intellectual property in the modern innovation-driven world. The program includes expert sessions, hands-on demonstrations, and interactive discussions that promote creative thinking, problem-solving, and entrepreneurship through legal protection of innovations. Participants were introduced to the core concepts of Intellectual Property Rights, including patents, copyrights, trademarks, and designs. The resource person provided detailed insights on the patent filing process, IP commercialization strategies, and case studies of startups that successfully leveraged IP to scale their ventures. This initiative aimed to spark curiosity, foster a culture of innovation, and equip students with practical knowledge to convert their ideas into protected intellectual assets, building a foundation for future innovators and entrepreneurs.
11.	Date of submission of report	14.03.2025

1. S. Meenakshi
14/3/25
2. C. Anurag
14/3/25
Signature of the Coordinators

14/03/25
HoD-ECE

MAHENDRA COLLEGE OF ENGINEERING

Attur Main Road, Minnampalli, Salem - 636 106.

Event Report

1. Name of the Department : COMPUTER SCIENCE AND ENGINEERING
2. Program/Activity Name : Workshop on “ Innovative Ideas for Early -Stage Entrepreneurs
3. Resource Person : Veteran Wing Commander M.Jeyakumar, Founder Director
BRIDGE Bharat Council & nRoot Group of start-ups, Thanjavur.
4. Academic Year : 2024-2025
5. Duration of the Activity (in mins) : One Day
6. Start Date : 21-04-2025
7. End Date : 21-04-2025
8. Number of Student Participants : Third Year Students - 120
9. Number of Faculty Participants : 12
10. Number of External Participants : NIL
11. Expenditure Amount, if any : -
12. Mode of Session delivery : Offline Mode
13. Objective of the program : The objective of this workshop is to inspire and guide students in developing innovative ideas that can be transformed into potential startup ventures. It aims to cultivate entrepreneurial thinking, introduce students to the early stages of entrepreneurship, and help them understand the process of idea validation, business planning, and market exploration under the mentorship of experienced professionals.
14. Benefit of the program : The session aims to build an entrepreneurial mindset by guiding students through the fundamentals of innovation, problem-solving, and early-stage business development. With expert insights from Veteran Wing Commander M. Jeyakumar, the workshop encourages students to explore how innovation can address real-world challenges and how to translate those ideas into action. The program benefits students by enhancing their creativity, critical thinking, and entrepreneurial confidence. It provides valuable exposure to idea validation, business planning, and market exploration. Students gain the opportunity to interact with an experienced entrepreneur, understand the challenges of starting a business, and learn how to overcome them with a strategic approach. Ultimately, the workshop empowers students to consider entrepreneurship as a meaningful and achievable career path.
15. Faculty Coordinator : Ms.M.Sathya AP/CSE, 8838647955
Dr.L.Jayanthi, AP/CSE, 9500978141

INVITATION



MAHENDRA COLLEGE OF ENGINEERING



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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

Workshop on Innovative Ideas for Early-Stage Entrepreneurs Seeking Funding & Signing of MoU

Veteran Wing Commander
M.JEYAKUMAR

Founder Director, BRIDGE Bharat Council & nRoot
Group of Startups, Thanjavur, TN, India



21 April, 2025

11. AM

Venue: Seminar Hall

EVENT PHOTOS

