

**Title of Event: Session on “My Story- Motivational Session by Successful Innovators”
and “International Women’s Entrepreneurship Day 2024”**

Date of Session: 19 November 2024

Time: 11:30 AM- 1:00 PM.

Unit Coordinator: Dr.Renugadevi S

Speaker: Ms M.Seethalakshmi

Poster/Banner/Brochure of the event:

AUXILIUM COLLEGE (Autonomous)
Accredited by NAAC A+ in the 4th cycle
Gandhi Nagar, Vellore – 632 006.

**PG & Research
Department of Business Administration**
Celebrates
International Women’s Entrepreneurship Day 2024

CHIEF GUEST
Ms. M. Seethalakshmi
Member of Organic Farmers Market (OFM)
Chennai

DATE: 19.11.2024 **TIME:** 11.30 AM TO 1.00PM
VENUE: AUXILIUM COLLEGE AUDITORIUM

PATRON
Dr.(Sr). Mary Josephine Rani A
Secretary

CONVENER
Dr.(Sr).Arokia Jayaceli A
Principal

CO - CONVENERS
Dr.(Sr).Amala Valarmathy A
Vice Principal
Dr.(Sr).T.Sagaya Mary
Director, Management Studies

CO-ORDINATOR
Dr.Beulah Suresh
Head & Assistant Professor,
Department of Business Administration

FACULTY CO-ORDINATORS
Dr. L.Bhuvaneswari
Dr. M.Balapriya
Dr. S. Uma Mageswari
Assistant Professors
Department of Business Administration

ACTIVITY SUMMARY

Objective:

The objective of the **My Story- Motivational Session by Successful Innovators** and **“International Women’s Entrepreneurship Day 2024”** was to inspire and motivate students by showcasing the journey of a successful woman entrepreneur, Ms. Seethalakshmi. The event aimed to encourage students, particularly women, to pursue entrepreneurial ventures and engage in meaningful activities post-graduation, fostering a spirit of innovation and leadership.

Key Highlights:

1. Celebration of Women’s Entrepreneurship:

The program marked the celebration of International Women’s Entrepreneurship Day, focusing on empowering women in the field of entrepreneurship.

2. Inspiring Entrepreneurial Journey:

Ms. Seethalakshmi shared her journey of creating a plastic-free market, highlighting the challenges and rewards of starting and sustaining a business in an eco-friendly sector.

3. Encouragement for Post-Graduation Engagement:

The Principal encouraged students to engage in entrepreneurial activities after graduation, emphasizing the importance of initiative and innovation in shaping their careers.

4. Awareness of Sustainability and Ethical Business:

The event focused on the significance of building businesses with ethical values and sustainability in mind, particularly for women entrepreneurs.

5. Student Engagement and Networking:

The program encouraged active participation from students of various programs, fostering an environment of learning and inspiration while promoting networking with successful entrepreneurs.

PHOTOGRAPHS



Outcomes Achieved:

- Participants were inspired by Ms. Seethalakshmi's entrepreneurial journey in building a sustainable, plastic-free market.
- Attendees learned strategies to overcome business challenges, focusing on sustainability and ethics.
- Networking opportunities were created with industry professionals for future collaborations.
- Students gained insights into integrating sustainability and ethical practices into their business ideas.

Feedback and Testimonials:

The event was truly inspiring, offering valuable insights into sustainable entrepreneurship and empowering students to explore business opportunities. Ms. Seethalakshmi's talk motivated the students to consider sustainability in their future business ventures and the networking opportunities boosted their confidence in pursuing entrepreneurship.

Conclusion:

The **My Story- Motivational Session by Successful Innovators** and **“International Women's Entrepreneurship Day 2024”** inspired students to embrace entrepreneurship with a focus on sustainability, ethics and provided valuable insights and networking opportunities.