



## **ACTIVITY REPORT**

**Social Entrepreneurship, Swachhtha and Rural Engagement  
Cell (SESREC)**

**Mehr Chand Mahajan DAV College for Women,  
Chandigarh (U.T.)**

*in association with*

**Mahatma Gandhi National Council of Rural  
Education (MGNCRE), Ministry of Education,  
Govt of India.**

## **SESREC Activity Report**

**Activity :** One day Online Institutional Workshop on “ (SES REC)’ for Social Entrepreneurship, Swachhtha and Rural Engagement Cell

**Date :** 15 Oct 2020

**Organized by:** Mehr Chand Mahajan DAV College for Women, Chandigarh in collaboration with Mahatma Gandhi National Council of Rural Education (MGNCRE), Ministry of Education, GOI.

**Convenor and Principal:** Dr. Nisha Bhargava

**Resource person:** was Dr. G Rajni, Professor; Head / MBA (Integrated); School of Management Studies, VELS Institute of Science, Technology and Advanced Studies

**Coordinators:** Dr. Suman Mahajan, Dr. Vandana Sharma, Dr. Sandeep Kaur

**Student participation:** Online activity; 90 Students participated

### **Context and Objectives :**

- Understand the vision of SES REC Plan
  - Appreciate the need for a SES REC Committee in HEI
  - Identify aspects relevant to sanitation and hygiene, greenery, water, waste and energy conservation/management in a Swachh Campus
  - Appreciate the importance of institutionalizing SESREC Plan for sustainable action in the five identified areas of sanitation and hygiene, greenery, water, waste and energy conservation in the campus
  - Become familiar with the contents of the Swachh Campus Manual and the Jal Shakti Manual
  - Become aware of/Share a few best practices in the five areas of sanitation and hygiene, greenery, water, waste and energy conservation in the campus
- Prepare for implementation of SES REC Plan as soon as HEIs reopen post Covid 19

### **The Practice:**

A National level online workshop on “Social Entrepreneurship- Business Plan Preparation” was held in collaboration with Mahatma Gandhi National Council of Rural Education Department of Higher Education, GOI on 15 Oct 2021. The workshop was collectively attended by a total of 100 students and faculty members of Mehr Chand Mahajan DAV College for Women, Chandigarh. The primary objective of the workshop was to train the students on key aspects of social entrepreneurship while promoting Swachhta and community engagement related initiatives.

The resource person was Dr. G Rajni, Professor; Head / MBA (Integrated); School of Management Studies, VELS Institute of Science, Technology and Advanced Studies”. She focused on conveying the main objective of this action plan to give them clarity on the importance and responsibilities involved in social entrepreneurship-based ventures. She interacted with the young minds and enlightened them with the key steps involved in building an innovative idea and how to develop an effective business plan for successful execution of the idea. The Key points of the session included:

- Introduction and importance of Social Entrepreneurship
- Process of choosing an innovative and new idea
- Key steps involved in building a business plan
- Setting up the sustainable and achievable goals
- Define vision, mission and broad objectives of your enterprise.
- Market survey and know your customers
- Competitive analysis for knowing the strength and weaknesses of your competitors
- To understand the challenges/issues of society and how your business plan and product will cater to solving the problem.

### **Feedback Shared by Participants:**

- 1) The workshop was useful and well presented. It gave us knowledge about the role and importance of being a social entrepreneur.
- 2) The workshop was useful for gaining idea how to choose an idea and execute it for running an enterprise. It was interactive session and full of information.

- 3) The workshop was a useful one and we learned about entrepreneurship. The speaker acquainted us about the need for running your own business and serving the needs of society. We wish to have more such workshops in near future.

**Suggestions Shared by Participants:**

- Need to have more such training workshops on topics of social relevance.

**Evidence of Success:**

The students were actively engaged in the workshop and responded well to the learning. The students have been shared a link for filling up a business plan detailing their idea, its relevance, setting up of goals and brief objectives along with market analysis. The students will be further trained on these grounds and shall be making their own business development plans (initially as draft plans) which will be refined for final submission for the final idea competition entry in Feb 2021. More batches of students of the college will be subsequently trained in the area of “**Social Entrepreneurship, Community Engagement and Swachhta related themes**” making them ready for participating in the final contest.



**महात्मा गांधी राष्ट्रीय ग्रामीण शिक्षा परिषद**  
**Mahatma Gandhi National Council of Rural Education**  
(formerly National Council of Rural Institutes)  
Department of Higher Education, Ministry of Education, Government of India



**Mahatma Gandhi National Council of Rural Education**  
Department of Higher Education, Ministry of Education  
**ONLINE WORKSHOP REPORT**

| Sl.No | Reporting items  | Details  |
|-------|--|--|
| 1     | Name of the Resource Person  | Dr.G. Rajni  |
| 2     | Complete details of the Program conducted (Workshop / FDP) with theme/topic, date(s), etc                                | One day Online Institutional Workshop on “ (SES REC)’ for Social Entrepreneurship, Swachhatha and Rural Engagement Cell  |
| 3     | Complete details of the Name of the University / institute / College / State /District for whom the program is conducted | Mehr Chand Mahajan DAV College for Women<br>Sector 36, Chandigarh  |
| 4     | Objective(s) of the program  | <ol style="list-style-type: none"><li>1. Understand the vision of SES REC Plan</li><li>2. Appreciate the need for a SES REC Committee in HEI</li><li>3. Identify aspects relevant to sanitation and hygiene, greenery, water, waste and energy conservation/management in a Swachh Campus</li><li>4. Appreciate the importance of institutionalising SESREC Plan for sustainable action in the five identified areas of sanitation and hygiene, greenery, water, waste and energy conservation in the campus</li><li>5. Become familiar with the contents of the Swachh Campus Manual and the Jal Shakti Manual</li><li>6. Become aware of/Share a few best practices in the five areas of sanitation and hygiene, greenery, water, waste and energy conservation in the campus</li></ol> Gain clarity on the documentation of <b>SOCIALENTREPRENUERSHIP AND COMMUNITY</b> |

| Sl.No | Reporting items   | Details  |
|-------|---|--|
|       |   | ENGAGEMENT CELL Activities<br>7. Prepare for implementation of SES REC Plan as soon as HEIs reopen post Covid 19.  |
| 5     | Number of participants (please enclose the detailed list in the prescribed format)        | 90 student participants (as enclosed )   |
| 6     | Details of the Resource persons / key speakers (please enclose the details)               | Dr. G Rajni<br><br>Professor & Head / MBA (Integrated)<br><br>School of Management Studies,<br><br>VELS Institute of Science , Technology and Advanced Studies.  |
| 7     | Key points discussed & the suggestions/feedback given by the participants of the workshop | <ol style="list-style-type: none"> <li>1. Introduction and importance of Social Entrepreneurship</li> <li>2. Process of choosing an innovative and new idea</li> <li>4. Key steps involved in building a business plan</li> <li>5. Setting up the sustainable and achievable goals</li> <li>6. Define vision, mission and broad objectives of your enterprise.</li> <li>7. Market survey and know your customers</li> <li>8. Competitive analysis for knowing the strength and weaknesses of your competitors</li> </ol> |

| Sl.No | Reporting items   | Details  |
|-------|---|--|
|       |   | <p>10. To understand the challenges/issues of society and how your business plan and product will cater to solving the problem.</p> <p><b>Feedback Shared by Participants:</b></p> <ol style="list-style-type: none"> <li>4) The workshop was useful and well presented. It gave us knowledge about the role and importance of being a social entrepreneur.</li> <li>5) The workshop was useful for gaining idea how to choose an idea and execute it for running an enterprise. It was interactive session and full of information.</li> <li>6) The workshop was a useful one and we learned about entrepreneurship. The speaker acquainted us about the need for running your own business and serving the needs of society. We wish to have more such workshops in near future.</li> </ol> <p><b>Suggestions Shared by Participants:</b></p> <ul style="list-style-type: none"> <li>• Need to have more such training workshops on topics of social relevance.</li> </ul> |
| 8     | Brief summary of the Outcome of the program along with the snapshot of the photographs. | <p>An online workshop on “Social Entrepreneurship, Swachhta and Rural Engagement Cell Action Plan (SESREC) for Institutions” was held by Mahatma Gandhi National Council of Rural Education Department of Higher Education , GOI on 15<sup>th</sup> Oct 2020. The workshop was collectively attended by a total of 100 students and faculty members of Mehr Chand Mahajan DAV college for Women, Chandigarh. The primary objective of the workshop was to train the students on key aspects of social entrepreneurship while promoting Swachhta and community engagement related initiatives.</p> <p>The resource person, DR.G Rajni from VELS Institute of Science Technology and Advanced Studies, Chennai focused on conveying the main objective of this action plan to give them clarity on the importance and responsibilities involved</p>  |

| Sl.No | Reporting items   | Details  |
|-------|---|--|
|       |   | <p>in social entrepreneurship based ventures. She interacted with the young minds and enlightened them with the key steps involved in building an innovative idea and how to develop an effective business plan for successful execution of the idea. The students were actively engaged in the workshop and responded well to the learning.</p> <p><b>[Snapshots enclosed]</b></p>  |
| 9     | Course of action / follow up action of this program/No.of Project Ideas Submitted                                     | <p>The students have been shared a link for filling up a business plan detailing their idea, its relevance, setting up of goals and brief objectives along with market analysis.</p> <p>The students will be further trained on these grounds and shall be making their own business development plans (initially as draft plans) which will be refined for final submission for the final idea competition entry in Feb 2021.</p> <p>More batches of students of the college will be subsequently trained in the area of “<b>Social Entrepreneurship, Community Engagement and Swachhta related themes</b>” making them ready for participating in the final contest.</p> |
| 10    | Any comments / suggestions / recommendations of the Resource Person on the program for betterment of future programs. | -----  |



List of enclosures:

1. List of Participants
2. Workshop Schedule
3. Snapshots of the Workshop
4. Resource person profile

## **Mahatma Gandhi National Council of Rural Education**

Department of Higher Education, Ministry of Education

### **Enclosure 1:LIST OF PARTICIPANTS**

List of Participants for the **One-day Online Workshop on Social Entrepreneurship, Swachhta and Rural Engagement Cell (SES REC)** for

| <b>S.No</b> | <b>Name of Student</b> | <b>Course</b>            | <b>Username</b>             | <b>Contact No.</b> |
|-------------|------------------------|--------------------------|-----------------------------|--------------------|
| 1           | Rigzi Angmo Thakur     | B.Sc. Medical - 1st year | 108rigzin@mcmdavcwchd.in    | 7876070143         |
| 2           | Maheep kaur            | B.Sc. Medical - 1st year | 110maheep@mcmdavcwchd.in    | 9872147619         |
| 3           | Jasmine Kaur           | B.Sc. Medical - 1st year | 114jasmine@davcwchd.in      | 7087742873         |
| 4           | Nandini khurana        | B.Sc. Medical - 1st year | 115nandini@mcmdavcwchd.in   | 6284044800         |
| 5           | Yashika                | B.Sc. Medical - 1st year | 117yashika@mcmdavcwchd.in   | 7357895492         |
| 6           | Gurpriya kaur          | B.Sc. Medical - 1st year | 119gurpriya@mcmdavcwchd.in  | 8427031003         |
| 7           | Neha                   | B.Sc. Medical - 1st year | 121neha@mcmdavcwchd.in      | 6378820197         |
| 8           | Ishima sahotra         | B.Sc. Medical - 1st year | 129ishima@mcmdavcwchd.in    | 9878053574         |
| 9           | Mehakjeet Kaur         | B.Sc. Medical - 1st year | 130mehakjeet@mcmdavcwchd.in | 8968646989         |
| 10          | Urvashi raturi         | B.Sc. Medical - 1st year | 132urvashi@mcmdavcwchd.in   | 8727868163         |
| 11          | Vidushi                | B.Sc. Medical - 1st year | 139vidushi@mcmdavcwchd.in   | 7508211604         |
| 12          | Anmolpreet Kaur        | B.Sc. Medical - 1st year | 149anmolpreet@mcmcwchd.in   | 7888991473         |
| 13          | Monika verma           | B.Sc. Medical - 1st year | 161monika@mcmdavcwchd.in    | 7719631789         |
| 14          | KAREENA PAHUJA         | B.Sc. Medical - 1st year | 169kareena@mcmdavcwchd.in   | 6280943970         |
| 15          | Bandna kaunsal         | B.Sc. Medical - 1st year | 175bandna@mcmdavcwchd.in    | 7087954685         |
| 16          | Kashvi Sharma          | B.Sc. Medical - 1st year | 177kashvi@mcmdavcwchd.in    | 8307477791         |
| 17          | Muskan Narula          | B.Sc. Medical - 1st year | 179muskan@mcmdavcwchd.in    | 9996160915         |

|    |                  |  |  |            |
|----|------------------|--|--|------------|
| 18 | SARA             | B.Sc. Medical - 1st year                         | 185sara@mcmdavcwchd.in   | 7876803352 |
| 19 | Aditi            | B.Sc. Medical - 1st year                         | 192aditi@mcmdavcwchd.in  | 9416808586 |
| 20 | Arpita           | B.Sc. Medical - 1st year                         | 219arpita@mcmdavcwchd.in   | 9813444663 |
| 21 | Bharti           | B.Sc. Medical - 1st year                         | 221bharti@mcmdavcwchd.in   | 9896524625 |
| 22 | Anamika yadav    | B.Sc. Medical - 1st year                         | 223anamika@mcmdavcwchd.in  | 9779454097 |
| 23 | Aayushi Rana     | B.Sc. Medical - 1st year                         | 230aayushi@mcmdavcwchd.in  | 9817073243 |
| 24 | Harsimran kaur   | B.Sc. Medical - 1st year                         | 232harsimran@mcmdavcwchd.in  | 7018241547 |
| 25 | Simarpreet kaur  | B.Sc. Medical - 1st year                         | 235simarpreet@mcmdavcwchd.in   | 8558022069 |
| 26 | Arohi            | B.Sc. Medical - 1st year                         | 237arohi@mcmdavcwchd.in  | 9888990979 |
| 27 | Prabhjot kaur    | B.Sc. Medical - 1st year                         | 240prabhjot@mcmdavcwchd.in   | 7814161643 |
| 28 | Arkita Dwivedi   | B.Sc. Medical - 1st year                         | 245arkita@mcmdavcwchd.in   | 7876827052 |
| 29 | Manjeet kaur     | B.Sc. Medical - 1st year                         | 253manjeet@mcmdavcwchd.in  | 7814043169 |
| 30 | Yashika Sharma   | B.Sc. Medical - 1st year                         | 255yashika@mcmdavcwchd.in  | 7876751903 |
| 31 | Hiya Sood        | B.Sc. Medical - 1st year                         | 257hiya@mcmdavcwchd.in   | 8360627215 |
| 32 | Prachi           | B.Sc. Medical - 1st year                         | 265prachi@mcmdavcwchd.in   | 9417691956 |
| 33 | Avantika         | B.Sc. Medical - 1st year                         | 269avantika@mcmdavcwchd.in   | 7876610320 |
| 34 | Ankita saini     | B.Sc. Medical - 1st year                         | 270ankita@mcmdavcwchd.in   | 7988688933 |
| 35 | Shivali          | B.Sc. Medical - 1st year                         | 271shivali@mcmdavcwchd.in  | 7082870825 |
| 36 | Shivali          | B.Sc. Medical - 1st year                         | 271shivali@mcmdavcwchd.on  | 7082870825 |
| 37 | Rajmeet kaur     | B.Sc. Medical - 1st year                         | 274rajmeet@mcmdavcwchd.in  | 7696115988 |
| 38 | Simran Rashpa    | B.Sc. Medical - 1st year                         | 277simran@mcmdavcwchd.in   | 7340952304 |
| 39 | Muskan           | B.Sc. Medical - 1st year                         | 279muskan@mcmdavcwchd.in   | 8571829959 |
| 40 | Gungun goyal     | B.Sc. Medical - 1st year                         | 285gungun@mcmdavcwchd.in   | 7027304652 |
| 41 | Priya            | B.Sc. Medical - 1st year                         | 290priya@mcmdavcwchd.in  | 6239426396 |
| 42 | Sania            | B.Sc. Medical - 1st year                         | 291sania@mcmdavcwchd.in  | 7696039618 |
| 43 | Udita singh      | B.Sc. Medical - 1st year                         | 294udita@mcmdavcwchd.in  | 9416294380 |
| 44 | Chestha          | BSc.(MFT)-II year                                | <a href="mailto:4952chestha@mcmdavcwchd.in">4952chestha@mcmdavcwchd.in</a> | 7082652715 |
| 45 | Noveldeep Kaur   | B.Sc(Microbiology and Food Technology)- 1st year | 5002noveldeep@mcmdavcwchd.in   | 7740095543 |
| 46 | Divyanshi        | Bsc.(MFT) 1                                      | 5003divyanshi@mcmdavcwchd.in   | 9996403586 |
| 47 | Tumesh Chaudhary | BSc.(MFT)-I year                                 | 5005tumesh@mcmdavcwchd.in  | 8708301871 |

|    |                     |                     |  |            |
|----|---------------------|---------------------|--|------------|
| 48 | Manu Sorout         | BSc.(MFT)-I year    | 5006manu@mcmdavcwchd.in  | 9817105883 |
| 49 | Tirath Kaur Swaitch | Bsc.(MFT) 1         | 5007tirath@mcmdavcwchd.in  | 7717343589 |
| 50 | Shreya              | BSc.(MFT)-I year    | 5008shreya@mcmdavcwchd.in  | 7009448006 |
| 51 | Ananya              | Bsc.(MFT) 1         | 5011ananya@mcmdavcwchd.in  | 7018373091 |
| 52 | Tanupreet kaur      | Bsc.(MFT) 1         | 5012tanupreet@mcmdavcwchd.in   | 7696167424 |
| 53 | Aayushi             | Bsc.(MFT) 1         | <a href="mailto:5013aayushi@mcmdavcwchd.in">5013aayushi@mcmdavcwchd.in</a> | 9779071968 |
| 54 | Ishdeep             | Bsc.(MFT) 1         | 5016ishdeep@mcmdavcwchd.in   | 9815379134 |
| 55 | Ishita              | BSc.(MFT)-I year    | <a href="mailto:5019ishita@mcmdavcwchd.in">5019ishita@mcmdavcwchd.in</a>   | 7018550519 |
| 56 | SAKSHI              | Bsc.(MFT) 1         | 5026sakshi@mcmdavcwchd.in  | 9592338252 |
| 57 | Rubal               | Bsc.(MFT) 1         | 5028rubal@mcmdavchdcw.in   | 9306236165 |
| 58 | Lavish              | Bsc.(MFT) 1         | 5032lavish@mcmdavcwchd.in  | 9888618190 |
| 59 | Palak               | Bsc.(MFT) 1         | 5039palak@mcmdavcwchd.in   | 8813048557 |
| 60 | Parneet             | Bsc.(MFT) 1         | 5040parneet@mcmdavcwchd.in   | 8284029459 |
| 61 | Sejal               | BSc.(MFT)-I year    | <a href="mailto:5041sejal@mcmdavcwchd.in">5041sejal@mcmdavcwchd.in</a>     | 7508939823 |
| 62 | Agrima Sohal        | Bsc.(MFT) 1         | 5044agrima@mcmdavcwchd.in  | 8427735278 |
| 63 | Riya                | Bsc.(MFT) 1         | 5045riya@mcmdavcwchd.in  | 8901508211 |
| 64 | Pranjal             | BSc.(MFT)-I year    | 5046pranjal@mcmdavcwchd.in   | 7206272116 |
| 65 | Samreen Kaur        | Bsc.(MFT) 1         | 5047samreen@mcmdavcwchd.in   | 8728825900 |
| 66 | Saizel              | BSc.(MFT)-I year    | <a href="mailto:5053saizel@mcmdavcwchd.in">5053saizel@mcmdavcwchd.in</a>   | 8580577279 |
| 67 | GUNEET KAUR         | Bsc.(MFT) 1         | 5062guneet@mcmdavcwchd.in  | 7814753542 |
| 68 | Prabhjot kaur       | Bsc.(MFT) 1         | 5067prabhjot@mcmdavcwchd.in  | 8284893182 |
| 69 | Nidhi               | BSc. (MFT) - I year | 5069nidhi@mcmdavcwchd.in   | 9518149539 |
| 70 | Antra               | BSC MFT -1 YEAR     | 5072antra@mcmdavcwchd.in   | 7018372330 |
| 71 | Sehajpreet Kaur     | Bsc.(MFT) 1         | 5074sehajpreet@mcmdavchdcw.in  | 7082561434 |
| 72 | Anushka Sharma      | BSc.(MFT)-I year    | 5078anushka@mcmdavcwchd.in   | 9389785859 |
| 73 | Sangam              | BSc.(MFT)-I year    | 5079sangam@mcmdavcwchd.in  | 6239555180 |
| 75 | Harmeet Kaur        | Bsc.(MFT) 1         | 5080harmeet@mcmdavcwchd.in   | 6239630229 |
| 76 | Ananya Sharma       | Bsc.(MFT) 1         | 5084ananya@mcmdavcwchd.in  | 7009449049 |
| 77 | Aparna Sharma       | Bsc.(MFT) 1         | 5085aparna@mcmdavcwchd.in  | 7009449049 |
| 78 | Simran Kapur        | Bsc.(MFT) 1         | 5086simran@mcmdavcwchd.in  | 9119049431 |
| 79 | arushi dhiman       | BSc.(MFT)-I year    | 5088arushi@mcmdavcwchd.in  | 8427409359 |

|    |                 |                          |                               |            |
|----|-----------------|--------------------------|-------------------------------|------------|
| 80 | Pratishtha      | Bsc.(MFT) 1              | 5090pratishtha@mcmdavcwchd.in | 7508973929 |
| 81 | Shiwani         | BSc.(MFT)-I year         | 5098shiwani@mcmdavcwchd.in    | 9465475213 |
| 82 | Gurjapleen Kaur | Bsc.(MFT) 1              | 5099gurjapleen@mcmdavcwchd.in | 9914777733 |
| 83 | Shruti          | BSc.(MFT)-I year         | 5100shruti@mcmdavcwchd.in     | 6280615795 |
| 84 | Arkita Dwivedi  | B.Sc. Medical - 1st year | arkitadwivedi0003@gmail.com   | 7876827052 |
| 85 | JASKIRAT KAUR   | B.Sc. Medical - 1st year | jaskiratkaur2907@gmail.com    | 9876252067 |
| 86 | Maheep kaur     | B.Sc. Medical - 1st year | kaurmaheep2182@gmail.com      | 9872147619 |
| 87 | Maheep kaur     | B.Sc. Medical - 1st year | kaurmaheep2182@gmail.com      | 9872147619 |
| 88 | KomalMehta      | B.Sc. Medical - 1st year | mehtakomal2310@gmail.com      | 9894604952 |
| 89 | Shagun sharma   | B.Sc. Medical - 1st year | shagunsharma3103@gmail.com    | 8350958609 |
| 90 | Smrity          | Bsc.(MFT) 1              | simi369s@gmail.com            | 7876839953 |

## Enclosure 2 : Workshop Schedule





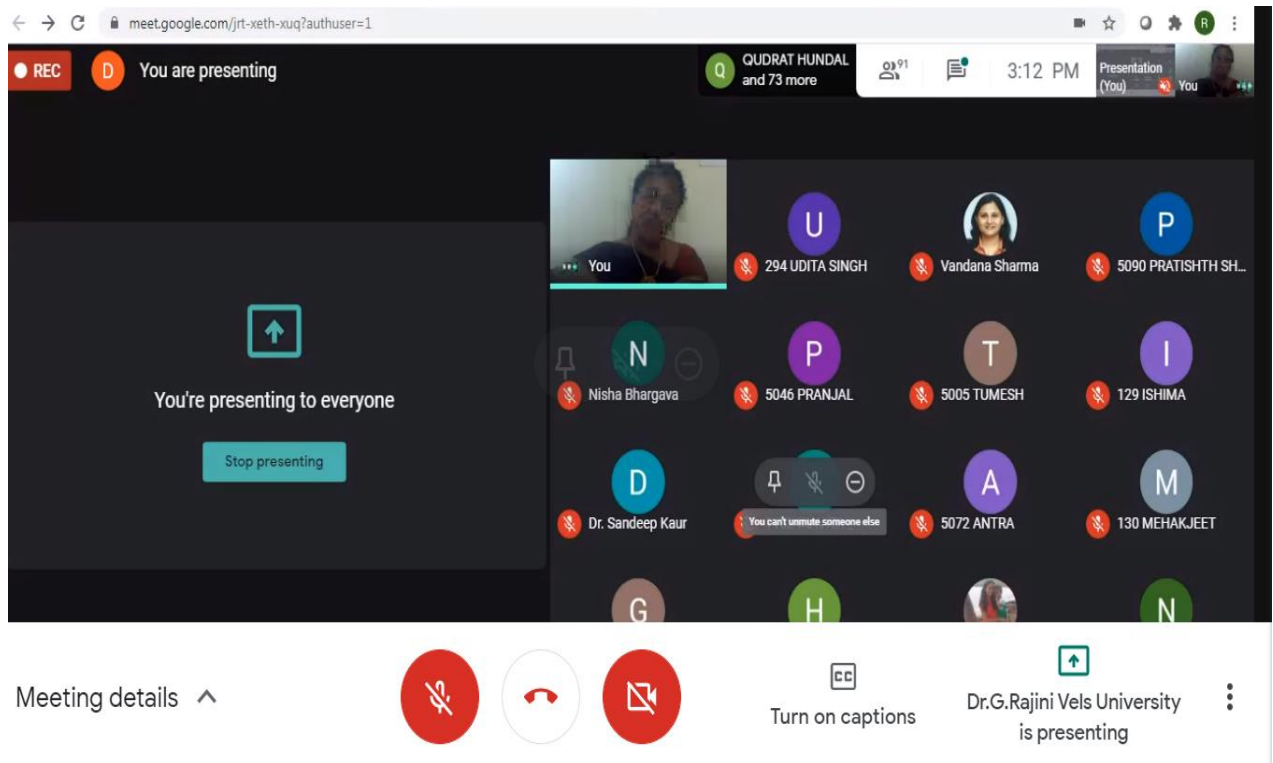
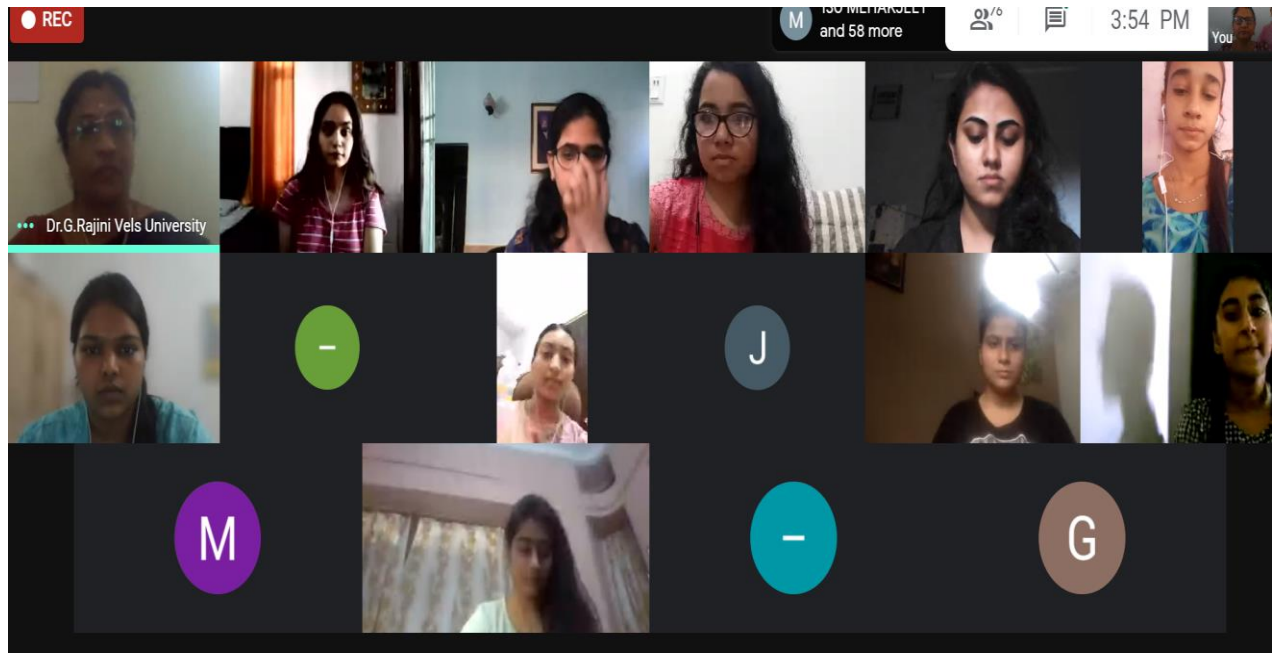
**Faculty Development Centre**  
(Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)  
**Mahatma Gandhi National Council of Rural Education**  
Department of Higher Education, Ministry of Human Resource Development, Govt. of India  
Hyderabad

### Schedule for Online Workshop on Workshop Link:

| No | Topic                                     | Duration | By                     | Workshop Objectives   |
|----|---|----------|------------------------|---|
| 1. | <b>Introduction and Program Structure</b> | 10 min   | MGNCRE Resource Person | <ol style="list-style-type: none"> <li>1. Understand the vision of SES REC Plan</li> <li>2. Appreciate the need for a SES REC Committee in the HEI</li> <li>3. Identify aspects relevant to sanitation and hygiene, greenery, water, waste and</li> </ol> |

|    |  |        |   |   |
|----|--|--------|---|---|
| 2. | <b>Presentation of SESREC Action Plan Possibilities</b>                | 10 min | MGNCRE Resource Person                                | <p>energy conservation/management in a Swachh Campus</p> <p>4. Appreciate the importance of institutionalising SESREC Plan for sustainable action in the five identified areas of sanitation and hygiene, greenery, water, waste and energy conservation in the campus</p> <p>5. Become familiar with the contents of the Swachh Campus Manual and the Jal Shakti Manual</p> <p>6. Become aware of/Share a few best practices in the five areas of sanitation and hygiene, greenery, water, waste and energy conservation in the campus</p> <p>Gain clarity on the documentation of SOCIAL ENTREPRENEURSHIP AND COMMUNITY ENGAGEMENT CELL Activities</p> <p>Prepare for implementation of SES REC Plan as soon as HEIs reopen post Covid 19</p> |
| 3. | <b>Guidelines and Process of Filling Action Plan – Google Form</b>     | 10 min | MGNCRE Resource Person                                |   |
| 4. | <b>Filling of Action Plan and Submission</b>                           | 30 min | Students  |   |
| 5. | <b>Discussion on Action Plan (submitted by students)</b>               | 30 min | MGNCRE Resource Person and Students                   |   |
| 6. | <b>Sharing of experience by Audio/Video on Successful Entrepreneur</b> | 30 min | MGNCRE Resource Person/Guest Speaker/ Video Resources |   |
|    |  |        |   |   |

### **Enclosure 3: Workshop Snapshots**



## **Enclosure 4: Resource Person Profile**

**Dr. G.Rajini, MBA., Ph.D**

Resource Person

Mahatma Gandhi National Council of Rural Education

Department of Higher Education

Ministry of Education ,GOI ,India



Professor & Head / MBA (Integrated)  
School of Management Studies,  
**VELS Institute of Science ,Technology and Advanced Studies**  
(Deemed to be University u/s 3 of UGC Act )  
Pallavaram,Chennai,India.  
Phone:9443377437  
Email: [dr.rajini.g@gmail.com](mailto:dr.rajini.g@gmail.com), [rajini.sms@velsuniv.ac.in](mailto:rajini.sms@velsuniv.ac.in)

Principal Investigator (2020-23 )  
NSTMIS Project , Department Of Science and Technology  
Government of India

Residential Address:  
Flat.No.F-33,ARIHANT AMARA Apartments ,Poonamalee High Road,  
Kattuppakam,,CHENNAI .600077

<https://orcid.org/0000-0001-6160-6012>

<http://www.researcherid.com/rid/L-4166-2016>

SCOPUS Author ID: 55768805900

<https://scholar.google.co.in/citations?user>  
[https://www.researchgate.net/profile/Rajini\\_g](https://www.researchgate.net/profile/Rajini_g)

**Experience ( From 9<sup>th</sup> March 2015 -- present position)**

### **ACADEMICS**

June 9<sup>th</sup> '14 to March 6<sup>th</sup> '15 --

Coordinator( Shift II), Dr.MGR Janaki College of Arts And Science For Women.Chennai.28

June 2011 to June 7<sup>th</sup> 2014 --

Professor & Head ( Joined as AP & Promoted on 1<sup>st</sup> Oct,2013), Dept of MBA, Ganadipathy Tulsi's Jain Engineering College, Kaniambadi.Vellore

(January 2013 to October 2013-- Additional responsibility as Director -Training & Placement )

Aug 2003 to April 2011 --

Assistant Professor & Head, Department of Management Studies,  
DKM College for Women(Autonomous)Sainathapuram,Vellore

### INDUSTRY

Nov 1992 to Jun 1997 --

Electrical Supervisor Co-op Sugar mills,Tamil Nadu (Quasi Government)

Jan 1990 to Dec 1990 -- Apprentice, Tamilnadu Electricity board

### CREDENTIALS AT A GLANCE (Scopus H-Index -6 )

1. Dr G.Rajini has authored 4 Books on Strategic Human Resource Management, Metropolitan Women on-line shoppers experience , Human Resource Analytics –Key to Organizational Development, Purchase Experiences of Indian Women with Facial Cream brands :A Contemporary Research, published from Germany and Published 60 papers in International, National and Edited volumes of Books indexed in Scopus, Elsevier ,Springer Nature ,ICI ,Google scholar, Ebsco & by reputed publishers like Sage, Inder science ,IGI etc

2.Received distinguished faculty award for performing unique,commendable,resourceful and consistently significant contribution in the field of teaching by Indo Global Chamber of Commerce ,Industries and Agriculture on 4<sup>th</sup> February ,2018 at Pune and best faculty award in the 7<sup>th</sup> International Conference on Healthcare Technology and Management jointly organised by Dhaka International University ,International Engineering and Technology Institute ,Hong Kong at Vivekanandha College of arts and Science on 4<sup>th</sup> February,2019 and Four best paper awards in International and national conferences .

3..Invited Guest in Kalaingar Seithigal (TV News channel) for “ Kalvi selvam” (An Education update ) live telecast on 14<sup>th</sup> July 2015 and NEWS 7 Channel on 22<sup>nd</sup>,June 2016 “Varaverpparai” (Interview about MBA Programs)

4.Member in the editorial board/ Reviewer of



- Journal of Business Administration Research ( ISSN: 2630-5194 Online)
- International Journal of Commerce ( ISSN 2394-9597)
- International Journal of Research and Business innovation (ISSN 2321 – 5615)
- International Journal of Advanced Engineering and Management Research.
- International Journal on Research and Development-A Management Review.(ISSN 2319-5479)
- International journal of Management and Social Sciences (ISSN 2455-2267)
- International Journal of Law, Psychology and Human Life (IJLPHL)IJBST Journal Group (ISSN 2319-8489 )

●  
5.Consultancy offered by Drafting “ Business Development Plan to start Training centre for Tamilnadu Highways Department ” and submitted to Ecorys Pvt Ltd (Netherlands Based Company )

6.Produced Five Ph.D and Guiding 8 Ph.D scholars in the areas of Online marketing, Knowledge Management E-HRM , Social Entrepreneurship.Indian External Examiner for Ph.D thesis evaluation and conducted Public Viva voce of some Universities .

7.Presented nearly 30 papers in International and National conferences of repute..Attended FDP’s/MDP’s/Conferences in IIM, IIT, Anna University, Madras University, Loyola, Sri Ramachandra University, PSG Tech, University of Delhi, University of Kerala, VIT-University etc .

8.Resource person for ICSSR sponsored workshop for Ph.D scholars at University of Mysore , Entrepreneurial Development programs sponsored by ministry of HRD, India at DKM College for Women, Vellore(Autonomous) and Academy of prison & correctional Administration, Vellore and Police Training College, Vellore. Corporate Trainer and consultant for Coromandel International Limited (Murugappa Group) for the Eight years.

9.Occupied as chair person in 9 International Conferences and 8 National level Executive meet and conferences.

10.Conducted Entrepreneurial Development Program sponsored by Micro Small and Medium Enterprises –Development Institute (Govt. of India),Chennai and by NSIC

11.Coordinated and Convened International and National Seminars,Conference, Symposium, workshops etc . Bestowed with National merit certificate in recognition of high position secured in the list of meritorious candidates qualifying for awards from Tamilnadu in SSLC

Educational Qualification

MBA ,Ph.D from VIT ,Vellore

#### DETAILS OF CREDENTIALS

---

|                      |   |                                    |   |  |
|----------------------|---|------------------------------------|---|--|
| Publications Details | : | Book                               | - | 4  |
|                      | : | National                           | - | 1  |
|                      | : | International                      | - | 49<br>(39 SCOPUS Indexed,2 SSRN-Elsevier,<br>1-Inderscience,1-Springer Nature,1-Sage ) |
|                      | : | 7 Papers in Edited Volume of Books |   |  |
|                      | : | 6 Abstracts in Books of Abstracts  |   |  |

#### Noted Participation

Resource person to conduct online Workshops on “Social Entrepreneurship, Swachhta and Rural Engagement” for Mahatma Gandhi National Council for Rural Education ,Ministry of Education, Government of India from the month of September 2020.

Delegate in IMUN Online Conference 22.0 from September 12<sup>th</sup> to 13<sup>th</sup> ,2020 in UNDP conducted by International Model United Nations ,UNESCO and Australian Embassy .

Participated in International Webinar on "Managing HR in a Multi - Generational Workforce" conducted by ASBM University , Bhubaneswar on 4<sup>th</sup> September ,2020

Resource person in the National Level Seminar on “Micro Finance and its Relevance to Rural

Development ” and handled a Session on “Micro finance in Rural Development held on 9<sup>th</sup> March ,2019 at Dr.SNS. Rajalakshmi College of Arts and Science (Autonomous) , Coimbatore.

Resource Person for the Session “Soft Skills for Enterprenuers “ during the Entreprenuership Awareness Camp 2018-19 organised by EDC of DKM College for Women and Centre for Entreprenuership Development ,Madurai ,Supported by Department of Science and Technology ,GOI on 2<sup>nd</sup> March,2019 at Vellore .

Chairperson in the International Conference on“ Innovation, Entrepreneurship and Economy for Sustained Development ” held during October 10<sup>th</sup>& 11<sup>th</sup> , 2018 at Sri Sai Ram Institute of Management Studies, Chennai.

Chief Resource Person for the one workshop on , “Publish or Perish :The Art and Science of writing Research Papers in Management ” at Periyar Maniammai Institute of Science and Technology ,Thanjavur on 20<sup>th</sup> September 2018

Chair person in the International conference on “Innovative Business Practices and Consumer Protection in Digital World ” jointly organised by MEASI Institute of Management ,Chennai-14 and Department of Civil Supplies and Consumer Protection ,Government of Tamilnadu on 19<sup>th</sup> August 2017.

Date: 03.10.2020

Place: Chennai