



# THIAGARAJAR SCHOOL OF MANAGEMENT

( An Autonomous College affiliated  
to Madurai Kamaraj University )  
Re-Accredited by NAAC with 'A+' Grade

Established in 1962  
Pamban Swamy Nagar,  
Thirupparankundram,  
Madurai - 625 005,  
Tamil Nadu, India.  
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## Annual Gender Sensitisation Action Plan

S.No.	Strategic Goal	Traget Participants	Action Plan
1	Promoting gender equity and inclusion in the appointment of women to various administrative positions	Management	TSM has made a concerted effort to promote gender equity and inclusiveness in the nomination of women to various administrative positions.
2	Health and Hygiene	Students	Interactive sessions with invited doctors on women's health issues and preventive measures for a healthy life, as well as general health awarness for women of all ages.
3	Gender-based Physical Fitness	Students	Training is provided for good physcial fitness in a campus-provided gym in order to protect their health and overcome stress.
4	Women Rights and Gender equality	Students	Interactive sessions held by inviting lawyers and NGO's
5	Entrepreneurship Opportunities	Students	Male and female students receive equal training to complete live projects and receive input from experts in the field of entrepreneurship
6	Gender equality in TSM's academic and administrative aspects	Faculty and Staff	Representation of Women: Board of Governors - 4 out of 15(27%). Faculty Council - 9 out of 26(35%).
7	Infrastructure and supporting facilities for gender equality and security	Students	Separate Gym, Rest Rooms, Hostels
8	Celebrate the International Women's Day - The 8th of March	Students, staff, Faculty	Women's day is observed every year to raise gender awareness
9	Anti-ragging/women and student grievances redressed	Students	Regular meetings are held to instill gender sensitivity and to address grievances.
10	Continue to use Gender sensitive language in course plans other documents	Faculty, Deans, Principal, Director	Gender sensitive language is used throughout the institution's documents and the course plan.
11	Gender equality is addressed in institutional policies (programmes and strategies)	Principal	The policies are presented in the form of handbooks, with a strong emphasis on gender equality .
12	Provide maternity leave to female employees in accordance with existing State/Central Government regulations.	Management	Maternity leave is provided to both academic and non-academic staff, as per the Government rules.
13	Admission of female students is encouraged	Students	Students are admitted without regard to gender (around 50%). To promote gender equality among studnets, a weighted age has been assigned to female candidates in the merit -based admission procedure.
14	Counseling	Students	TSM Mentors provide counselling and guidance to students with gender equity to help the students to overcome problems and become more gender aware, as TSM is a fully residential programme.

  
IQAC Coordinator  
Dr. Senthil V

# Entrepreneurship Awareness Programmes for Potential Women Entrepreneurs



*Sponsored by:*

**National  
Commission  
for Women**



*Implemented by:*

**Entrepreneurship  
Development  
Institute of India  
Ahmedabad**

## Background

The much-highlighted demographic dividend of India can reap optimum results only when gender mainstreaming is strategically approached as a parallel strategy. Making women enterprising and enabling them to participate in economic activities is one of the ways of assigning them a prominent status in society. Women Entrepreneurship Development is, therefore, being pursued as a strategy to advance the economic status and prospects of women, nationally and globally. Evidences suggest that women are bogged down by complex circumstances that hinder their mobility, access to information, services and also resources. There is, therefore, a need to offer effective training, counselling and handholding to potential women entrepreneurs to bring about a shift in their attitude, motivation, knowledge and working style. Women empowerment and gender equality are the need-of-the-hour, and entrepreneurship is one way of ensuring this.

Given the efforts of the Government through focussed trainings and progressive schemes, women are also stepping forth to look beyond the confines of traditional jobs, and are venturing into newer avenues that are driven by innovation and entrepreneurship. However, women do require preparedness in terms of knowledge, skills and attitude as well as motivation to take the plunge into entrepreneurship, which is largely viewed with apprehensions.

Realizing this need and to sensitize more and more women to adopt entrepreneurship as a career, the National Commission for Women and Entrepreneurship Development Institute of India have joined hands to build on the entrepreneurial potential among women and orient them to the charms of being an entrepreneur through Entrepreneurship Awareness Programmes.

### Objective

NCW and EDII will be organizing 100 Entrepreneurship Awareness Programmes (EAPs) across the country in 2023. The objective of the 1-day EAPs is to orient women to the benefits of adopting entrepreneurship as a career and overcome social, economic and familial barriers in becoming entrepreneurs.

## Curriculum

- ✔ Introduction to Entrepreneurship: Defining entrepreneurship and its significance; discussing the characteristics of successful entrepreneurs and sharing inspiring success stories of women entrepreneurs.
- ✔ Identifying Opportunities: Emerging Business opportunities for women; brainstorming potential business ideas; understanding techniques for recognizing market gaps and customer needs; evaluating the feasibility of business ideas and preparing opportunity canvas.

- ✔ **Entrepreneurial Mindset and Challenges:** Developing an entrepreneurial mindset: risk-taking, resilience, adaptability, creativity, and leadership, common challenges faced by women entrepreneurs, strategies for overcoming obstacles and managing stress and understanding gender specific issues and challenges.
- ✔ **Government Schemes for Economic Empowerment of Women:** Information on Government schemes and policies for women business owners.

### **How to Apply and Eligibility Criteria**

Interested Participants can visit [ediindia.org](http://ediindia.org) for the nomination form and send the filled-in nomination form to [baishali@ediindia.org](mailto:baishali@ediindia.org). For enquiries, contact 9949062013.

Those who fill the forms will be approached by EDII team, and through selection mechanism, participants will be shortlisted for the EAP. Apply at least 7 days prior to the commencement date of the programmes. Dates of all programmes are mentioned on EDII Web Portal ([www.ediindia.org](http://www.ediindia.org))

### **About National Commission for Women**

The National Commission for Women (NCW) was set up as statutory body in January 1992 under the National Commission for Women Act, 1990 (Act No.20 of 1990 of Govt. of India) to review the Constitutional and legal safeguards for women; recommend remedial legislative measures, facilitate redress of grievances and advise the Government on all policy matters affecting women.

The mission of NCW is to strive towards enabling women to achieve equality and equal participation in all spheres of life by securing her due rights and entitlements through suitable policy formulation, legislative measures, effective enforcement of laws, implementation of schemes/policies and devising strategies for solution of specific problems/situations arising out of discrimination and atrocities against women.



## About Entrepreneurship Development Institute of India

The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute with support of apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII Campus. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India. The Institute has also been listed as the Institute of National Importance by Education Department, Govt. of Gujarat.

EDII moved on to adopt the role of a National Resource Institute in Entrepreneurship training, education, research, MSME development, innovations and institutional building. The Institute has set up Entrepreneurship Development Centres in Cambodia, Lao PDR, Myanmar and Vietnam, Uzbekistan and Rwanda. In consonance with the emphasis on startups and innovations, EDII hosted the Technology Business Incubator, CrAdLE – Centre for Advancing and Launching Enterprises in the year 2016. The Institute works in a collaborative mode with Government departments and noted corporates to conduct skill building programmes to ensure sustainable livelihood options for diverse target group, especially women. EDII operates through its 7 regional offices and PAN India branch offices, under the Departments of Policy Advocacy, Knowledge and Research; Entrepreneurship Education; Projects (Government & Corporates); Business Development Services & National Outreach and Developing Engagement.



## Entrepreneurship Development Institute of India

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# ENTREPRENEURSHIP AWARENESS PROGRAMME FOR POTENTIAL WOMEN ENTREPRENEURS

## Guests of Honour

1. Dr. Selvalakshmi – Principal, TSM
2. Ms. Uma Chandrika- Assistant Director, MSME, Chief Guest
3. Ms. Vanathi Sounda Ms. Sanram- Founder AASVA
4. Ms. Sendhamarai Selvi- Senior Researcher, TNAU
5. Ms. Vaishnavi Pavanakumar- Edupreneur, Delight School
6. Ms. Sangeetha Dhanushkaran- Proprietor
7. Ms. Kavitha Balaramana- SPC (EDII)

## AGENDA

- 10.00am-10.30am – Welcoming
- 10.30am-10.45am – Tea Break
- 10.45am-1pm – SpeakUp Session
- 1pm-1.45pm – Lunch Break
- 2.00pm-2.30pm – Successful Women Testimonials
- 3.30pm-3.45pm – Reimagining Womenpreneurs
- 3.45pm-4.15pm – Feedback & Q&A
- 4.15pm-4.30pm – Closing Tea



23, AUG, 2023



9.00AM - 4.30PM



THIAGARAJAR SCHOOL OF  
MANAGEMENT

REGISTRATION STARTS @ 9.00 AM





## Entrepreneurship Awareness Programme(EAP)



Organised by  
National Commission for Women (NCW)  
In Collaboration with  
Entrepreneurship Development Institute of India (EDII)

Date: 23<sup>rd</sup> August 2023; 9.15 AM to 4.30 PM  
Madurai, Tamil Nadu

<b><u>Programme Schedule</u></b>		
<b>AGENDA</b>	<b>PARTICULARS</b>	<b>Start-End</b>
Registration	<ul style="list-style-type: none"><li>➤ Participants Bio-metric Registration and programme kit distribution</li><li>➤ Training Expectations of participants – writing on a Sticky Note</li></ul>	09.15 am 10.00 am
Inaugural Session	<ul style="list-style-type: none"><li>➤ Welcome Address</li><li>➤ Lamp Lighting</li><li>➤ Inaugural Speaker 1: Dr. Selvalakshmi. M, Principal, TSM Topic: Women Entrepreneurship and Leadership</li></ul>	10.00 am 10.45 am
Break	<b>TEA BREAK</b>	10.45 am 11.00 am
EAP Sessions	<ul style="list-style-type: none"><li>➤ Chief Guest – Speaker 2: SHRI Uma Chandrika – Assistant Director, MSME, Sivagangai Topic: State and Central Government various schemes for Economic Empowerment of Women</li><li>➤ Chief Guest – Speaker 3: Ms. Vanathi Soundaram - Founder of AASVA Technologies India Pvt Ltd, Rameswaram Topic: "Emerging Business Opportunities for Women &amp; Technologies"</li></ul>	11.00 am 12.00 am
Get to Know	<b>PARTICIPANTS SPEAK UP SESSION</b>	12.00 pm 12.15 pm
EAP Sessions	<ul style="list-style-type: none"><li>➤ Speaker 4: Mrs. Vaishnavi Pavanakumar – Edupreneur, Delight School Topic: Effective Communication Skills in Entrepreneurship</li><li>➤ Speaker 5: Ms. Sangeetha Dhanushkaran – Proprietor, Kannan Departmental Stores, Coimbatore &amp; Madurai Topic: "Major Challenges to Women Entrepreneurship and How to Overcome"</li></ul>	12.15 pm 01.15 pm

<b>Break</b>	<b>LUNCH BREAK</b>	<b>01.15 pm</b> <b>02.00 pm</b>
<b>EAP Sessions</b>	<ul style="list-style-type: none"> <li>➤ <b>Speaker 6:</b> <b>Dr. Senthamarai Selvi - Sr. Researcher, TNAU, Madurai</b> Topic: Importance of Market Research in Entrepreneurship</li> <li>➤ <b>Speaker 7:</b> <b>Ms. Kavitha Balaraman, Senior Project Coordinator, EDII</b> Topic: Important steps to start a business and qualities of a successful entrepreneur</li> </ul>	<b>02.00 pm</b> <b>03.00 pm</b>
<b>Successful Entrepreneurs Testimonials</b>	<p><b>Women Entrepreneurs Talks &amp; Tidbits From Different Trades</b></p> <p>Mrs. Geetha Saravanan - Siddusree Bridal Care, Trichy</p> <p>Mrs. Gowri Krishnan - Yellow Bags Foundation, Madurai</p> <p>Mrs. M.S. HAMSI SUGUNYA - Trainer cum Consultant, Madurai</p> <p>Ms. R. Latha - Ice Factory, Coimbatore</p> <p>Ms. R. Krishnaveni, RK Jute Bags, Madurai</p> <p>Mrs. S. Maheswari Sudalaimuthu - Madurai Madasamy Idlipodi</p> <p>Ms. J. Nithya - Pandiyan Tender Coconuts, Madurai</p> <p>Mrs. K. Saranya - Snegithi Millets, Madurai</p> <p>Mrs. G. Sarojini - MS Foods, Madurai</p> <p>Mrs. Thenmozhi Sethu - Art &amp; Craft, S.S. Training Institute, Madurai</p> <p>Mrs. Vasundhara - Narbhavi Products, Madurai</p>	<b>03.00 pm</b> <b>03.45 pm</b>
<b>Break</b>	<b>TEA BREAK</b>	<b>03.45 pm</b> <b>04.00 pm</b>
<b>Recap</b>	<b>EDII-NCW-EAP VISUAL RECAP SESSION</b>	<b>04.00 pm</b> <b>04.10 pm</b>
<b>Feedback</b>	<ul style="list-style-type: none"> <li>➤ Feedback from potential women entrepreneurs</li> <li>➤ Ticking on a Sticky Note</li> <li>➤ Question &amp; Answers</li> <li>➤ Group Photo</li> </ul>	<b>04.10 pm</b> <b>04.30 pm</b>







# International Women's Day Celebration 2024



The Women's Cell of TSM cordially invites you for  
the Daksha Awards 2024

## TSM Daksha

Date : 13<sup>th</sup> March 2024

Time : 3:30 p.m.

Venue : TSM Auditorium



### Daksha Awardees



**Ms Nandhini Arivasaran**  
Cofounder & CEO ServerCake



**Ms. Maheswari Sudalaimuthu**  
Madurai Madasamy Idlypod



**Ms. K Chandra Jothi**  
Jothi Idiyappa Kadai & Mess



**Ms. K.Umamaheswari**  
M.A., M.Ed., M.Phil  
Teacher



**Ms. Indu.S.Nair**  
Indu's Beauty Valley



**Ms. Shanmugapriya.R**  
Director, Senthil Murugan Jewellers



**Ms. N.Haritha**  
Naga Herbal Products



**Ms. Meenatchi Sankaran**  
My Fundz



**Ms. P.K.M.Andal Padmini**  
Lawyer



**Ms. Vishnu Priya.S**  
PVA AGRO CARE THEM (FERTILIZERS AND PESTICIDES)



# International Women's Day Celebration 2024



## TSM Daksha 2024

### Agenda

- Prayer
- Welcome Address by Ms Gayathri S – I MBA
- Daksha awards intro by Ms Renuka S – Program Manager
- Presidential address by Dr Murali Sambasivan- Director
- Awards Ceremony
- Vote Of Thanks by Pratiksha A – I MBA
- National Anthem
- Photograph session



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