





The Entrepreneurs Club of PSG College of Technology, Coimbatore encourages students to come up with ingenious ideas by providing them with stimuli for ideation in order to help them in becoming successful entrepreneurs. The mission is to cultivate, express, and confer about various ideas, make everyone realize the multitude of possibilities in the field of entrepreneurship, and motivate the students to take advantage of the forthcoming opportunities to become full-fledged entrepreneurs in any field.



The Crown Jewel event of the PSG College of Technology's Entrepreneurs Club is an Annual E-Summit. The primary goal is to infuse every potential spirit of entrepreneurship among our students and motivate them by conducting different exciting events, engaging workshops, and taking them on inspiring road trips with great entrepreneurs from all walks of life, to stimulate their creative minds. The highlight of the event is that it enables students to inculcate the necessary entrepreneurial skills in them.



# OUR JOURNEY

2021

**E-NEXT**

The First Big Thing this Decade

2020

**E-NEXT**

Entrepreneurial Decennium

2019

**E-NEXT**

A Tryst with Entrepreneurship

2018

**E-NEXT**

Evoke your Entrepreneurial Instinct

2017

**E-NEXT**

Evolution of Entrepreneurship

2016

**E-NEXT**

The Next Big Thing in Entrepreneurship

2015

**DOT-E**

2014

**ESUMMIT**

2013

**E360**

2012

**E360**

2011

**E360**

Entrepreneurship drives innovation, fosters vision, and inspires leadership. Being an entrepreneur is essentially having and actualizing the confidence that brings change.

E-Club's mission is to encourage and inculcate entrepreneurship in the student community. To promote a vision, path, and a bigger picture to the community and ourselves. Be confident enough to think that we can change the world and change it.

The entrepreneurs club at PSG College of Technology is a student-driven organization dedicated to cultivating true leadership and entrepreneurial vision in budding entrepreneurs.

## **1 THIRST E** *Serving happiness*

Starting from 2008, PSG Tech's E-club has provided fresh fruit juices to quench the thirst of college students in the hostel and the canteen. A start-up offers students an opportunity to learn about the basics of management and accounting. The two outlets are managed by the budding entrepreneurs of PSG Tech. After overcoming several hurdles, we have now achieved six-figure profits and seven-figure revenue.

## **2 TECH TRAVELS** *The compass to memories*

In order to assist the industrial visits and outbound training that are part of PSG Tech's culture, the tech travel startup by E-Club provides reliable plans throughout the country while addressing all the students' hospitality needs. Besides arranging transportation, we also provide food and accommodations for a safe and satisfying journey. All arrangements made so far have been incredibly well received and we will continue to strive to satisfy our customers' needs.

## **3 TREND E** *It's more than just a keepsake*

To make college life closer to oneself at PSG Tech, all products required for students are personalized at Trend-E. Since then, the company has grown and now offers bags, notes, T-shirts, stickers, notebooks, and much more. College students are unanimously drawn to take back souvenirs from this place as a reminder of their memorable days.

## **4 FABINO** *Fashion that goes into customization!*

A 2015 initiative of the department of Fashion Technology supported by E-club, Fabino now has five different departments, each headed by a student. The creative services of Fabino range from soap carving, handcrafted jewelry, designer clothing, and so much more.



# EVENTS

Every event that the club organizes, is driven by passion and infused with entrepreneurial flair. Amid hectic syllabi and never-ending tests, we help you enjoy what you had previously missed.



## AUCTION

Sold in 1-2-3! E-club's auctions are some of the most sought-after events among the participants. This event takes place over a weekend and allows you to bid for your favorite companies using virtual money. Team members have to manage inventory money given to them while bidding for the high-rated companies. As its tagline states, this event highlights how to manage and spend money wisely.



## MONOPOL-E

If you are a fan of monopoly, this event is right up your alley. Take a peek inside the world of business trading, real estate development, and property management in this life-sized rendition of the classic board game.



## BIZ-QUIZ

Knowing your surroundings better is the key to good marketing. In addition to increasing your knowledge, this event tests your memory and reasoning skills. During the first round, the slogan and logo must be interpreted correctly. For the second round, candidates are asked to answer current business affairs questions.

# OUR SPEAKERS

## HIMANSHU BAKSHI

*Managing director of Danone India*



Himanshu began his Brand Marketing journey with Reckitt Benckiser, responsible for brands such as Lizol and Dettol, then with Danone, where he handled various marketing and sales roles. Protinex began a journey to become a consumer-facing brand with the goal of promoting protein relevance through key initiatives under his leadership.

## PADMASINGH ISSAC

*Chairman & Managing Director of Aachi Group of Companies*

The idea for Aachi came from Isaac's restlessness to create a place for himself in the masala business. He wondered what would make cooking happy and relieve women from the boredom of cooking. Consequently, he ground and blended masalas for most of the popular Indian dishes.



## RAUNAQ MANGOTTIL

*Founder Of Fully Filmy*



Fully Filmy is India's leading brand in the cinema & pop-culture sector. As a 90s 'kid' in the guise of an adult's body, he worships Mani Ratnam, A.R. Rahman, and Tarantino, as well as the old school movies before the internet changed the world.

# OUR SPEAKERS

## RAJESH KALYANARAMAN

*Executive Director of Kalyan Jewelers*

The fourth-generation entrepreneur at Kalyan Jewelers, Rajesh is responsible for keeping Kalyan Jewelers in line with the company's century-old legacy. Rajesh's sharp financial acumen and keen sense of design have ensured the rapid expansion of the business across India, laying the foundation for global expansion.



## KING SIDDARTH

*Entrepreneur, Product & Design Leader & Public Speaker*



India's King Sidharth is regarded as a young entrepreneur of great zest. In addition to being a regular speaker at college events, he is popular for his designs and philosophy.

## M. SOMASUNDARAM

*Founder and the Managing Director of Amman TRY Steels.*

In the early days, Amman TRY became popular and began ramping up its operations behind the scenes under the leadership of the founder, M Somasundaram, a BBA graduate from National College, Trichy, who also wrote the advertising campaign.





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# NEXT



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