



StartupTN



ANNAI MIRA

College of Engineering and Technology



Epiphany moments of AMCET IIC 5.0

2022 - 2023



Mira Startup Club

Annai Mira College of Engineering and Technology
NH-46, Chennai-Bengaluru National Highways,
Arapakkam, Ranipet District - 632 517.
www.amcet.in





Events

 **5**
Pitching
Events

 **15**
Mentoring
Sessions

 **11**
Workshops

 **12**
Brainstorming
sessions

Impact

 **1247**
Inspired Students

 **9.6**
lakhs Nidhi Prayas
funding received

 **102**
Ideas Fetched

 **78**
Teams on
Ideation



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About

Mira Startup Club is a Student initiative that was formed with the coordination of Faculty and management to support and promote Entrepreneurship and make the students aware of this opportunity.



VISION

To inspire and empower students to become innovative and successful entrepreneurs by providing them with the necessary resources, knowledge, and support to turn their ideas into successful businesses.



MISSION

The Entrepreneurship Club in our college is dedicated to fostering an entrepreneurial mindset among students and faculties by:

- ♦ Providing a platform for students to learn about entrepreneurship, including business strategy, finance, marketing, and leadership.
- ♦ Encouraging students to develop their entrepreneurial skills through hands-on activities, workshops, and mentorship.
- ♦ Building a supportive community of like-minded individuals who are passionate about entrepreneurship.
- ♦ Connecting students with industry experts and successful entrepreneurs to learn from their experiences and insights.
- ♦ Promoting entrepreneurship as a viable career option and creating opportunities for students to launch their own businesses.



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Stake Holders



Mr. S. Ramadoss
Founder & Chairman
AMCET



Mr. G. Thamothiran
Secretary & Treasurer
AMCET



Mr. R. Prasanth
Director
AMCET



Dr. T.K. Gopinathan
Principal
AMCET



Dr. D. Saravanan
Vice Principal
AMCET



Mr. Surya M Rajendran
Advisor, EPA



Mr. Towfeeq
Advisor, EPA



Mr. S. Bharathidhasan
EDC Manager
AMCET



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Student Coordinators



Hema Hariharan Samson
CSE
AMCET



Yeshvanthi
EEE
AMCET



Logesh
ECE
AMCET



Nithish K M
CSE
AMCET



Md. Junaidh A
CSE
AMCET



Karthikeyan
MECH
AMCET



Rokesh M
CSE
AMCET



Balaji S
CSE
AMCET



Harini S
CSE
AMCET



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Ecosystem Partners

- **Institution Innovation Council(IIC):** The institution's Innovation Council (Toc H IIC) aims to streamline and strengthen the innovation and start-up ecosystem in the campus so that the students can develop the skill set which enables critical thinking, design thinking, innovative thought process and encourages an entrepreneurial mindset.



**INSTITUTION'S
INNOVATION
COUNCIL**

(Ministry of Education Initiative)

- **Entreovert People Association:** It is a non-profit organization located in Vellore, Tamil Nadu, India. It was established and registered on October 20, 2022. Our organization aims to foster innovation, acceleration, and entrepreneurship among the young population in Tier-II and III cities in India. We provide a powerful and convenient platform for networking, startup pitches, and connecting angel investors.



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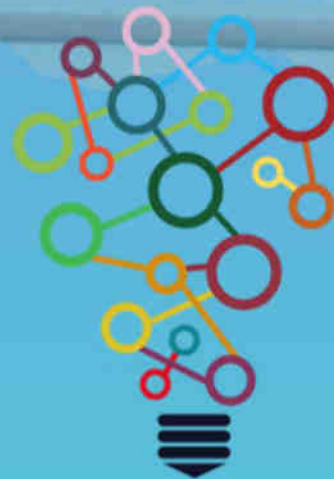


Ecosystem Partners

- **StartDom Education:** It is Associated with Shree Innotechwin LLP, where innovation meets education! At StartDom, they have a dedicated team of ambitious entrepreneurs with a collective passion for building remarkable ventures that redefine industries and leave a positive impact on society.



- **Thinkin Lab:** It is a dedicated company specializing in Robotics and AI education. With a strong focus on project-based learning, they actively engage in Robotics projects, contributing to hands-on learning experiences for enthusiasts.



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Ecosystem Partners

- **StartupTN:** Startup TN aims to achieve an innovative ecosystem in the State by joining hands with every Stakeholder. The Vision of the policy is to attract entrepreneurs and investors from across the globe and make the State as the "Knowledge Capital" and "Innovation Hub".



- **MSME:** MSME (Micro, Small, and Medium Enterprise) term was introduced by the Government of India in agreement with the Micro, Small & Medium Enterprises Development (MSMED) Act, 2006. MSME is initiated and managed under the Ministry of MSME (MoMSME) are entities engaged in the production, manufacturing, processing, or preservation of goods and commodities.



MSME

सूक्ष्म , लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES



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StartupTN

CHENNAI Metro Hub



Awareness Sessions



collaboration of Entrepreneur and
Adhai Udai” to promote
first event conducted by Mira
including **Arasi Arul**, Founder
BIODIMENSION; and **Adharsh**,



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Awareness Sessions

- ★ Mira Startup Club and Entreovert teamed up to empower aspiring entrepreneurs with a roadmap to success! On November 20, 2022, they hosted a dynamic session titled **"How to Plan for Startups and Legal and Ethical Steps"** featuring renowned speaker **Mr. Surya M Rajendran**, Director at Entreovert and Founder of CloWak. This insightful event provided students with a comprehensive guide to navigating the exciting world of startups. Surya, a seasoned entrepreneur himself, shared valuable tips and strategies on crafting a winning startup plan, ensuring legal compliance, and upholding ethical practices. Mira Startup Club and Entreovert's collaboration provided a valuable platform for students to gain crucial knowledge and connect with experienced mentors.



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Awareness Sessions

- ★ On April 21, 2023, under the insightful guidance of our distinguished speaker, **Mr. Pradeep Arunachalam**, COO at Biodimension, we enthusiastically commemorated **World Creativity and Innovation Day**. This special occasion was dedicated to fostering creativity, innovation, and unconventional thinking across diverse sectors. Our objective was to instill a culture that promotes the exploration of new ideas and inventive solutions to tackle the challenges of our time. Through a series of engaging activities and initiatives, participants were encouraged to unleash their creative potential. The celebration, led by Mr. Pradeep Arunachalam, aimed to inspire individuals to embrace innovation as a powerful force for positive change, shaping a future filled with imaginative solutions and breakthroughs.



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Awareness Sessions

- ★ On August 2, 2023, **Mr. Thirunavukkarasu Jayaraman** led an enlightening session titled "**Innovation/Prototype Validation – Converting Innovation into a Startup**" at AMCET. This engaging workshop offered a profound understanding of the intricate process of translating innovative concepts into thriving startup ventures. Mr. Jayaraman's guidance aimed to empower participants with pragmatic insights and tools essential for validating prototypes and effectively navigating the complexities of startup development. The session, held at AMCET, facilitated a deep dive into the crucial aspects of innovation and prototype validation, providing attendees with valuable skills and knowledge to embark on the journey of transforming groundbreaking ideas into successful and sustainable startups.



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Awareness Sessions

- ★ On October 25, 2023, a Motivational Session by "**Mr. Sabarish Dhanarajan**" was organized by AMCET Institutions Innovation Council to provide guidance and information to aspiring entrepreneurs and start-ups on the crucial steps required to start and operate a successful business by sharing his life story. A motivational session by successful innovators is an inspiring gathering where accomplished individuals from various fields share their life stories, challenges, and strategies for success. These sessions aim to motivate and empower the audience by showcasing real-life examples of resilience, creativity, and the drive to overcome obstacles. Attendees gain valuable insights, practical advice, and a renewed sense of purpose to pursue their own goals and innovations. Such sessions often leave a lasting impact on individuals, encouraging them to think creatively and aspire to achieve their full potential.



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Awareness Sessions

★ On October 25, 2023, Wednesday, a Motivational Session was held by "**Mr. Mohammed Newsath Sheriff**" organized by AMCET Institutions Innovation Council to provide guidance and information to aspiring entrepreneurs and start-ups on the crucial steps required to start and operate a successful business. A successful innovator motivational session is an uplifting meeting in which accomplished persons from diverse areas discuss their life stories, struggles, and success tactics. These seminars attempt to inspire and empower the audience by displaying real-life examples of resilience, inventiveness, and perseverance in the face of adversity. Attendees leave with new ideas, practical counsel, and a revitalized feeling of purpose to pursue their objectives and inventions. Such seminars frequently have a long-term impact on individuals, inspiring them to think creatively and strive to reach their full potential.



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Awareness Sessions

- ★ On November 25, 2023, a Motivational Session was held by "**Mr. Sathish Chandran**" organized by AMCET Institutions Innovation Council to provide guidance and information to aspiring entrepreneurs and start-ups on the crucial steps required to start and operate a successful business. A successful innovator motivational session is an uplifting meeting in which accomplished persons from diverse areas discuss their life stories, struggles, and success tactics. These seminars attempt to inspire and empower the audience by displaying real-life examples of resilience, inventiveness, and perseverance in the face of adversity. Attendees leave with new ideas, practical counsel, and a revitalized feeling of purpose to pursue their own objectives and inventions. Such seminars frequently have a long-term impact on individuals, inspiring them to think creatively and strive to reach their full potential.



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Awareness Sessions

- ★ On November 25, 2023, a Session was held on **“Influence of Social Media in Startup Ecosystem”** by **Mr. Akash Tonasalli** organized by AMCET Institutions Innovation Council to provide guidance and information to aspiring entrepreneurs and start-ups on the crucial steps required to start and operate a successful business. A successful innovator motivational session is an uplifting meeting in which accomplished persons from diverse areas discuss their life stories, struggles, and success tactics. These seminars attempt to inspire and empower the audience by displaying real-life examples of resilience, inventiveness, and perseverance in the face of adversity. Attendees leave with new ideas, practical counsel, and a revitalized feeling of purpose to pursue their own objectives and inventions. Such seminars frequently have a long-term impact on individuals, inspiring them to think creatively and strive to reach their full potential.



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Workshop

- ★ On March 21, 2023, marked an insightful workshop on "Business Model Canvas," a collaborative effort by Mira Startup Club and Entreovert. The workshop aimed to guide aspiring entrepreneurs and startups through the essential steps for initiating and managing a thriving business. Focused on the Business Model Canvas, a strategic management tool, the event provided a platform to visualize, analyze, and communicate the intricacies of a company's business model. Distinguished speakers, including Mr. Ranjith Kumar Velusamy, Co-Founder of Bio Dimension, shared valuable perspectives, enriching participants with practical knowledge and insights. The collaborative effort of Mira Startup Club and Entreovert created a conducive environment for learning and fostering entrepreneurial excellence.



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Workshops

- ★ The Workshop on "**Lean Startup & Minimum Viable Product**" held on August 11, 2023, at Annai Mira College of Engineering and Technology and led by Mr. Anup TV, was an enriching experience. Focused on the principles of the lean startup methodology and the significance of a Minimum Viable Product (MVP) in business development, the session provided invaluable insights. **Mr. Anup TV**, with his expertise, elucidated the key strategies for startups to navigate the challenges of entrepreneurship effectively. The seminar emphasized the importance of iterative development, quick market testing, and resource optimization. Attendees gained a comprehensive understanding of how implementing lean principles and developing a well-defined MVP can contribute to the success and sustainability of startups in a dynamic business landscape.



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Workshops

- ★ On October 13, 2023, AMCET Institutions Innovation Council organized a workshop on **"Problem Solving and Ideation,"** featuring insights from guest speaker **Mr. Surya M Rajendran**, Co-founder of CloWak. The event aimed to guide aspiring entrepreneurs on essential steps for successful business initiation. Emphasizing the pivotal role of Problem Solving and Ideation in entrepreneurship, the workshop highlighted the significance of recognizing opportunities and taking calculated risks. Entrepreneurship involves creating businesses or driving transformations, while innovation fosters the development of unique products and solutions, often driven by an entrepreneurial spirit. These dynamic forces collectively promote a forward-thinking mindset, encouraging individuals to address challenges, drive progress, and contribute to overall well-being.



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Workshops

- ★ On November 20, 2023, a workshop was held on "Entrepreneurship and Innovation" organized by AMCET Institutions Innovation Council to provide guidance and information to aspiring entrepreneurs and start-ups on the crucial steps required to start and operate a successful business. Entrepreneurship and innovation play a role, in driving growth and advancing society. Entrepreneurship entails recognizing opportunities and taking calculated risks to establish businesses or bring about transformations, within established organizations. On the other hand, innovation encompasses the processes that result in the creation of unique products, services, and solutions, often fueled by entrepreneurial spirit. These two forces together cultivate a looking mindset that encourages tackling challenges and promoting progress while enhancing our overall well-being.



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Hackathons

- ★ On 15.05.2023, the Startup Pitch Competition titled “**Thodakkam 2023**” offers a platform for diverse entrepreneurs to present groundbreaking ideas. Keynote speakers include **Mr. Mohana Krishnan Ethirajulu**, Founder of Xera Robotics; **Mr. Ponraj Selvaraj**, Technical Assistant at VIT's Technology Business Incubator; **Mr. S. Sathish**, Founder and CEO of Omomatics Robotic Academy; and **Mr. Raees Muqthar**, CEO of Ray's -Z Media Pvt. Ltd, Chennai. This event fosters innovation, economic growth, and job creation, providing networking opportunities and resources for winning startups to launch their success and make a significant impact on their industries and communities.



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Hackathons

- ★ The Pitching Competition, a collaborative endeavor by Mira Startup Club, AMCET, and Entreovert People Association on September 4, 2023, witnessed remarkable success. The competition served as a dynamic platform for budding student entrepreneurs to exhibit their innovative ideas and business prowess. This report succinctly encapsulates the noteworthy highlights and outcomes of the event. From inspiring pitches to the demonstration of entrepreneurial spirit, participants showcased a diverse range of projects, reflecting the vibrant entrepreneurial ecosystem fostered by MirA Startup Club, AMCET, and Entreovert People Association. The competition not only celebrated innovation but also encouraged collaboration, contributing to the holistic development of entrepreneurial skills among the student community.



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Hackathons

- ★ On October 26, 2023, a Hackathon was held on **"Problem-Solving and Innovation"** organized by AMCET Institutions Innovation Council to improve the student's Ideas and problem statements and help them provide them a roadmap on how should they proceed with their Entrepreneurship journey. During the event, we witnessed our talented students tackling real-world challenges with ingenuity and technical expertise. Their innovative solutions, developed through teamwork and out-of-the-box thinking, were both inspiring and impactful. We are confident that the problem-solving skills and experience gained during this hackathon will be valuable assets to our students as they navigate the ever-changing landscape of the modern world. The event's success reinforces our mission to equip our students with the tools and mindset needed to excel in an increasingly dynamic global environment.



Internal
Hackathon for



Smart India
Hackathon
2023



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Field Visits

- ★ On March 8, 2023, 175 Students from the first year and 10 Faculty members from the Department of Science & Humanities are Field Visit to the Atal Incubation Centre at Force of Rapid Transformation (FORT) Sipcot Powered Innovation Ecosystem, Chennai organized by AMCET Institutions Innovation Council to provide new and startup companies grow by providing resources, services, and support.



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Achievements

- ★ A team of students named Arishwaran MECH IV Yr, Hariharan Samson CSE IV Yr, Waseemullah CSE IV Yr got a chance to pitch for Nidhi Priyash in IIT. And now got selected by Nidhi Priyash in IHub Drishti, IIT Jodhpur to work on their Startup Idea in IHub Drishti.



- ★ As of our interest and active in promoting Entrepreneurship among college Students, An TN Government based association named StartupTN provided us the title of Campus Circle of Vellore and Ranipet district.



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Achievements

- ★ Logeshwari and her team has been granted a Nidhi Prayas of 3.9 lakhs from VIT Technology Incubation Centre.
- ★ In the Thodakkam 2023, we were able to gather many students from nearby college to present their Startup ideas.



- ★ In the Internal Hackathon of SIH, We gathered more than 85 ideas from the students in our campus and shortlisted 65 teams and made them register in SIH National level hackathon.



Internal
Hackathon for



Smart India
Hackathon
2023



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MIRA STARTUP CLUB

IGNITE THE ENTREPRENEUR INSIDE YOU!

**Success knows no boundaries, and neither should
your dreams**

Connect with our team

Faculty Co-ordinators

1. Prasanth R - President IIC
2. Bharathidhasan S - EDC Incharge
3. Surya M Rajendran - Incubation Manager

Student Co-ordinators

1. Balaji S - EDC Associate
2. Hema Hariharan Samson - EDC Co-ordinator
3. Karthikeyan - EDC Co-ordinator



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