

SynergICE

An Inter-College Techno-Management Workshop



REPORT

DAY 1

OVERVIEW :

The SynergICE workshop was collaboratively hosted by EWB SVCE, IEEE SVCE, CSI SVCE and EPIC SVCE. It's an inter-college techno-management workshop that focused on offering hands-on training and exposure in business ,management and entrepreneurship from entrepreneurs, industry experts and CEOs .

OBJECTIVE:

The specific objectives of this training workshop were to familiarize the techno-management skills and the basics of finance and strategies that are essential to thrive in today's competitive world. The other main objective was to teach the essentials of the mentioned above topics and their importance in the journey of entrepreneurship.

DATE & VENUE:

The SynergICE workshop took place on 28 April, 2022 at the Function Hall in Sri Venkateswara College of Engineering, Sriperumbudur. Mr. Gowri Shankar began the morning session on Product Development followed by Dr. Stanley on Entrepreneurial Development and later on the afternoon session was handled by Ms. Indira Jagan on Finance & Strategies for Entrepreneurs. The day 1 of SynergICE concluded at 3pm with a vote of thanks by Ms. Akshara.

THE WORKSHOP :

The workshop began with a welcome address by compere of ceremony Ms. Akshara followed by Tamizh Thaa Vaazhthu. Dr. V. Vidhya – Head of Information Technology Department shared few words of wisdom and welcomed the speakers. Mr. Gowri Shankar then began the session by welcoming the participants and he then went on the concept of Product Development. He covered about market segment and understanding the needs of customer and the identifying the ways to solve the problem. The importance of analyzing the competitors and the need to sync with problem. The economic moats and their role in a product development were also presented. He also stressed about the importance of a product design focusing on a product's simplicity and its ability to be self explanatory. The session went on for an hour and concluded by 10:30 a.m.

The next session was taken over by Dr. Stanley on Entrepreneurial Development. He shared his experience on the transformation of the Ramraj Cotton's advertising campaign. He pinpointed the significance and elegance of simple and effective marketing. He explained the concepts with traditional wear as an example. He then went on about the ways to understand people's perspective towards a product and extracting the key attribute of the product in people's view and using that as the basis of an advertising campaign. He then covered a number of topics on marketing providing an overall view of marketing and its significance. The session went on for an hour and concluded at 12 p.m. The participants were then given a recess period.

Ms. Indira Jagan opened the afternoon session by welcoming the participants and establishing the ground rules. She then began her session on the concept of Finance and Strategies where the participants were first encouraged to express their understanding of Finance. It was an thorough interactive session students where the students were asked to clarify doubt and concepts then and there. The students asked doubts on topics like risk factor and the strategies that needs to be employed to reduce the risks and the importance of change in the company structure etc. Real life incidents were taken as case study and was analysed to understand the ways to develop a product and the financials lying behind it. The session went on for an hour and a half and concluded at 2:30 p.m. It was then concluded with a Q/A session at 3 p.m.

On the 29/04/22 the final day of the SynergICE workshop was held. The event commenced at 9.00 am in the morning at the Function Hall, where around 100 participants took part in the event. The participants were split into pairs of teams, each consisting of 5 members to take part in the PITCHER PERFECT. This event was based on strategic planning. Each pair of teams were assigned companies that have the same target audience. The teams were required to devise and strategize future agendas for their respective companies. Each team was given time to design their blueprint and decide how they were going to present it to the audience.

The winner was decided upon both the companies presenting their ideas to the audience and the audience would cast their votes on a poll for the team they thought did better. At the end of the day out of all the teams 5 teams were congratulated for the impressive blueprints. They were awarded gift vouchers and also given the chance to participate in the SynergICE event held on the 5th,6th of May. The entire event ended on a high note with everyone's active participation and support provided.

PARTICIPANTS :

The SynergICE workshop was attended by a total of 221 students from 14 different branches.

ACTIVITIES OF PROGRAMME:

DAY 1:

- Inauguration 9:00 a.m. – 9:30 a.m.
- Speaker 1 : Mr.Gowri Shankar - Product Development 9:30 a.m. – 10:30 a.m.
- Speaker 2 : Dr.Stanley - Marketing 11:00 a.m. – 12 :00 p.m.
- Speaker 3 : Ms.Indira Jagan - Finance and Strategies 1:00 p.m. – 2:30 p.m.
- For Entrepreneurs
- Q/A session 2:30 p.m. – 3:00 p.m.

DAY 2:

- Speaker 4: Mohammed Yasir 9 a.m. - 11 a.m.
- Hands-on Training 11 a.m. to 2:30 p.m.
- Valedictory Function 2:30 p.m. to 3 p.m.





D. K. Srinivas

Faculty Advisor, EWB - SVCE