

List of Club Activities conducted in 2021-2022

Name of the Club: LucAFama

You Tube link: <https://youtube.com/channel/UCLsZE5xNiMGvKKFFCq0Bbnw>

Website: <https://www.lucafamadgvc.com/>

Instagram: https://instagram.com/luca._fama?utm_medium=copy_link

Logo:



1. The webinar series -Domains of Marketing: A Vital Ingredient for Business Day 1: Technology in Marketing -28/07/2021



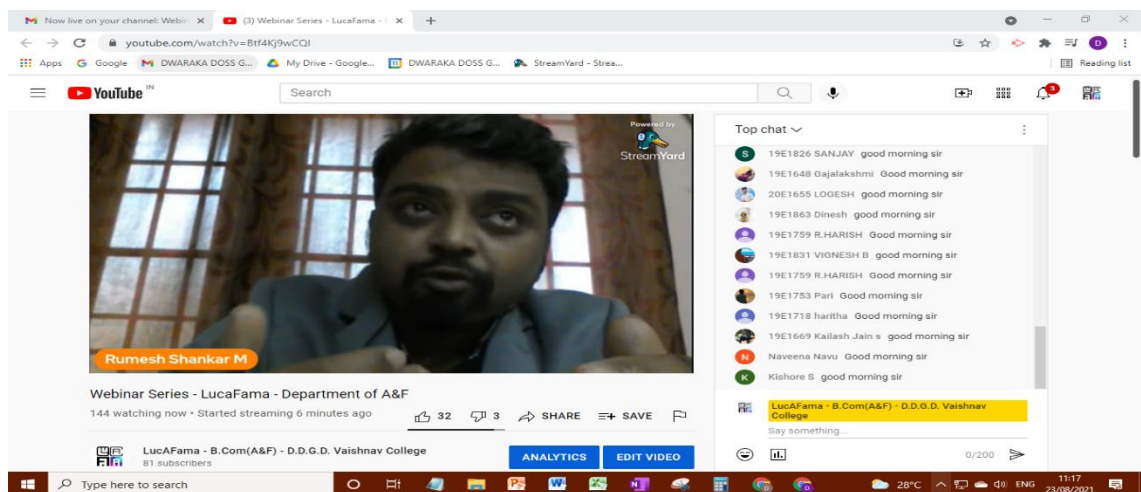
This webinar focuses on how technology helps accentuate conventional time-consuming processes into innovative and advanced marketing technology.

Day 2: Undigital marketing: Marketing paradigm for uncertain times - 17/08/2021

The session highlighted the topics like Google Ads, customer expectations, customer segmentation and marketing funnel, and pandemic effects on marketing.

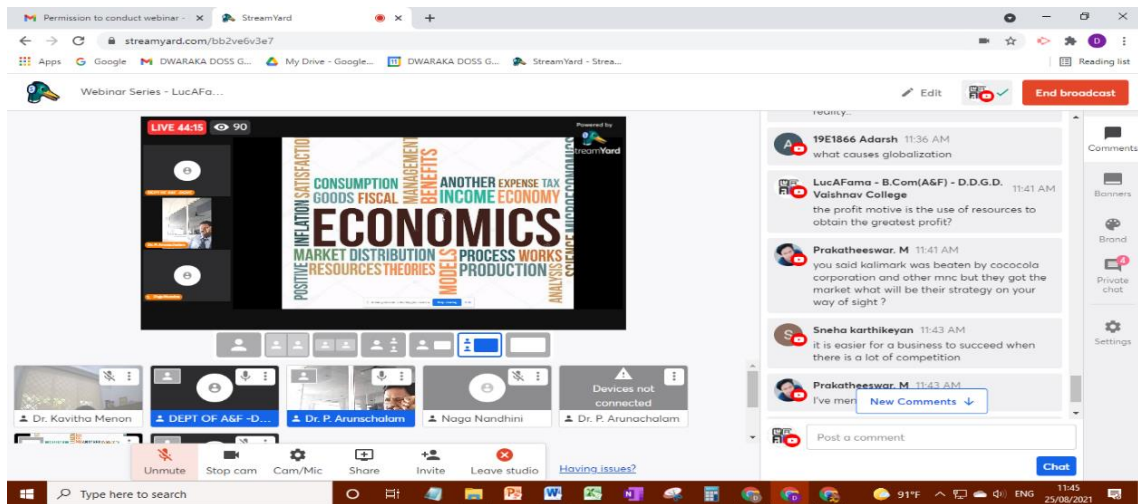


Day 3: Covid 19 and its impact on consumer behavior - 23/08/2021



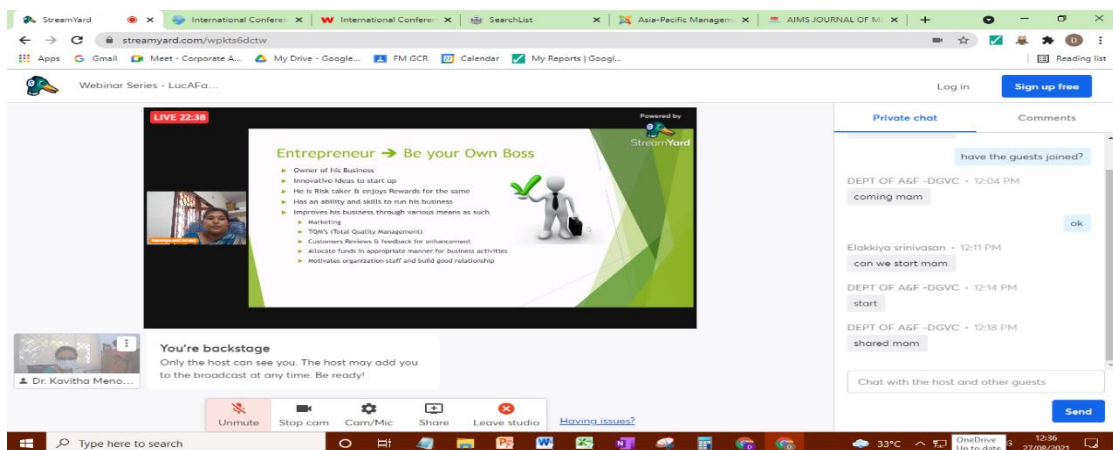
This session focus on various consumer behaviors during a pandemic and their impact on customers' shopping habits. The session covered the present-day scenario of the covid impact and provided valuable insights thereof.

Day 4: Economics of Marketing – 25/8/2021



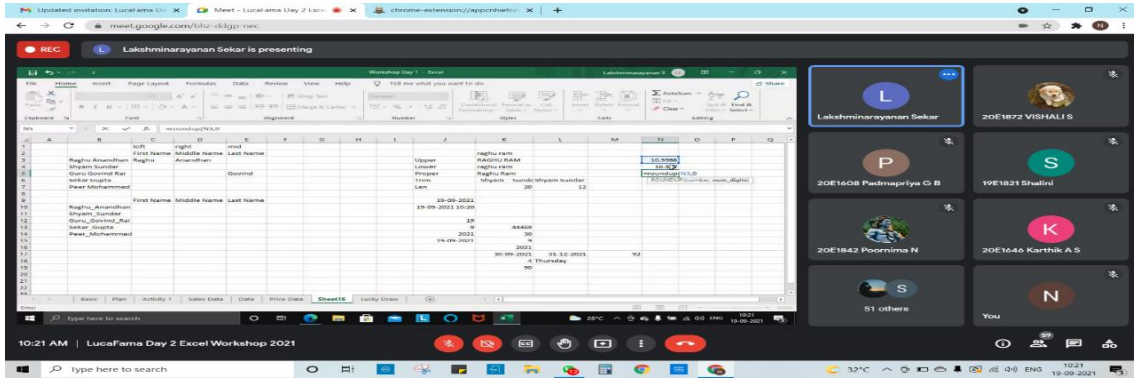
The session explains the role and influence of economics in marketing from a technical perspective. And also threw light on the existing market structure and the impact of covid on market practices.

Day 5: Marketing & Accounting- A Tool for successful Entrepreneurship – 27/08/2021



This Webinar enlightened the students on the importance of price and the preparation of budgets and also the various concepts related to accounts and marketing. Important concepts like pricing, budgeting were spoken about and the notion of the agenda was explained in detail to the students.

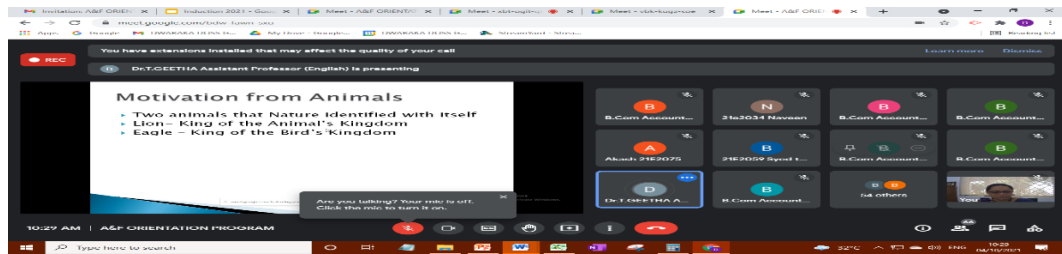
2. Workshop on Microsoft Excel Workshop- 18/9/2021 & 19/9/2021



The workshop covers the introduction of MS-EXCEL and its importance in data handling, use of simple functions like sum, average, product, division, min, max, text functions, Average if, count if, Mathematical and statistical functions, paste special and various ways of formatting the entered data, explaining lucidly with the help of the dataset presented during the workshop and various uses of Data Validation and Pivot Tables in detail.

3. Freshers' Orientation Programme-04/10/2021

This interactive session motivates the students to understand the college environment, adapt to a positive approach, and focus on the key areas of success.

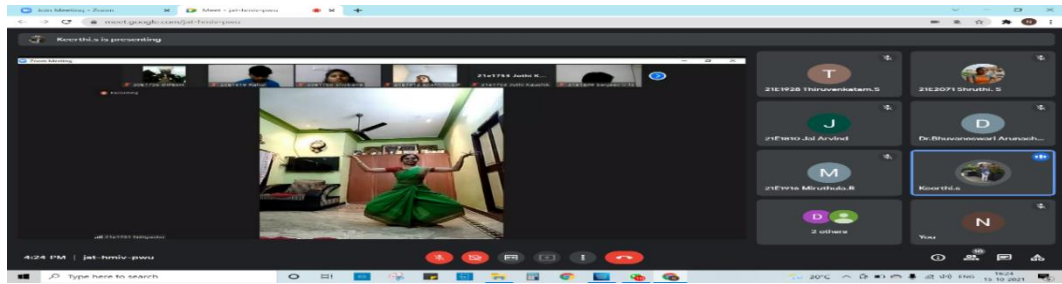


4. Workshop on "Business Etiquette and Corporate Culture", 9/10/2021&10/10/2021



Students learned about business manners and corporate culture, which they may put to use in their everyday lives. Students also learned about the components of a résumé and how to put one together. They also learned how to prepare for an interview and how to answer common interview questions.

5. Nava Rusha - Navaratri celebration – 15/10/2021



Traditional ideas of how to celebrate Navaratri days with spiritual insights, morals, and teamwork skills were implanted in the students

6. Guest Lecture on, "10 Steps to Become an Entrepreneur"- 22/10/2021

Webinar - 10 Steps to become an Entrepreneur

Step	Description
100	10 Planning and Organizing the Business, Udyam Registration, https://udyamregistration.gov.in/ , https://www.tnmtipb.in/ , https://my.msme.gov.in/MyMsme/Reg/Home.aspx , www.ediitn.in-Phase IV
90	9 Statutory Registration, IT, GST, ESI, EPP, EPS.
85	8 Implementing Project, EDII- EDP Training, www.ediitn.in-Phase III
60	7 Financing of Project- TL / WC- Banks, SFCs/TIC, TAICO BANK, NSIC, SIDBI http://www.msmeonline.in.gov.in/needs/ , http://www.msmeonline.in.gov.in/uyegp , http://kvconline.gov.in/pmegpportal/isp/pmegponline.jsp
50	6 Apply for License and Permits with Local Authority, https://tnswp.com
40	5 Go for RM & Plant & Machinery, https://gem.gov.in
30	4 Choosing Land and Building / right location for setting up the Enterprise Options, www.tansidco.tn.gov.in , SIPCOT(tn.gov.in) , www.tidco.com ,
10	3 Deciding Form of Business, Proprietor / Partner / Private Limited / Public Limited
5	2 Business Model and Business Plan Preparation (BMBP) , www.ediitn.in-Phase II http://www.dcmsme.gov.in/publications/pmpyp/series.html , https://kvconline.gov.in/pmegp/pmegpweb/docs/isp/newprojectReports.jsp
1	1 Conception of Project- EDII, www.ediitn.in , DIC, https://www.msme.tamilnadu.in.gov.in/ , https://startuptn.in/ , https://www.startupindia.gov.in , https://www.tnskill.in.gov.in/ , Phase-I, Entrepreneurship Awareness Camp (EAC) for Aspiring Entrepreneurs, MSMEs, ITI, Polytechnic, Arts, Science, Engineering, Veterinary and Medical Colleges.

DR. E. BHASKARAN

Scroll for details

The speaker started by elucidating the MSMED Act, 2006, and why it is vital to be capitalized. He enlightened the students about the concept of Quality Function Deployment (QFD) along with Value Chain Analysis. After having explained the pre-requisites, the speaker described entrepreneurs to the students the 10 steps to become successful. The first was about Start-up India and how one can use the opportunity to get proactive support and incentives to start their own business.

7. Business Ideas and Start-up Funding Avenues – 23/10/2021

The screenshot shows a Google Meet interface. A presentation slide titled "Norms of assistance" is displayed, containing a table with the following data:

Categories of beneficiaries under PMEGP	Beneficiary's own contribution (of project cost)	Rate of Subsidy	
		Urban	Rural
General Category	10%	15%	25%
Special Category	5%	25%	35%

The Meet interface also shows a grid of participants, including A&F chithraloga GA, Banuarasan Enock, 19E1836 Yuuth, 20E1703 Valarmath..., Prabhu Santhil, 19E1816 Deepak, 19E1737 DEEPAK S, 19E1621 Sanskar Tul..., Sumathi Shah, Nagalakshmi, 78 others, and You. The system tray at the bottom indicates the time is 11:37 AM on 23/10/2021, with a temperature of 32°C and 68% humidity.

The webinar began with the concept of 'Entrepreneurship' and delivered the essence of being an employer and spelled out the qualities of an entrepreneur. He gave ideas on starting up a business, Various funding avenues for raising funds for the business activities were explained.