

INAUGURATION

Date : 20.11.2014

Time: 09.30 AM

Venue: Academic Council Hall, Thiruvalluvar University

தமிழ்த்தாய் வாழ்த்து!

- Welcome Address : **Dr. B. SENTHIL KUMAR**
Professor & Head
Department of Zoology
Thiruvalluvar University
- Theme Introduction : **Dr. C. DHANDAPANI**
Co-ordinator, EFPD
Associate Professor of Economics
Thiruvalluvar University
- Presidential Address : **Dr. M. JAYAKUMAR**
Registrar
Thiruvalluvar University
- Inaugural Address : **Dr. P. GUNASEKARAN**
Vice-Chancellor
Thiruvalluvar University
- Special Address : **Er. T. RAMESH, B.E.,**
General Manager,
District Industries Centre (DIC),
Gandhi Nagar,
Vellore
- Felicitation : **Dr. S. SYED SHAFI**
Member - Syndicate
Head, Department of Chemistry
Thiruvalluvar University
- Vote of Thanks : **Dr. V. PERUVALLUTHI**
Professor & Head
Department of English
Thiruvalluvar University



REGISTRAR
THIRUVALLUVAR UNIVERSITY
SERKKADU, VELLORE - 632 115.


VICE-CHANCELLOR
THIRUVALLUVAR UNIVERSITY
SERKKADU, VELLORE - 632 115.

ENTREPRENEURSHIP FACULTY DEVELOPMENT PROGRAMME (EFDP)

PROGRAMME SCHEDULE

Duration- 2days; 12 hrs. 8 sessions of each 1½ hrs. Duration.

Date	Session & Timing	Topic(s)	Faculty
Day-1 20.11.14	I 9:45 to 11:15 am	<ul style="list-style-type: none"> Understanding Micro, Small & Medium Enterprises How to start a Micro, Small or Medium enterprise? Support system to pursue entrepreneurship General concepts about the Govt. formalities; Statuary requirements; incentives & concessions for MSMEs. 	Er. T. Ramesh, B.E., General Manager, District Industries Centre (DIC), Gandhi Nagar, Vellore.
	II 11:30 to 1:00 pm	<ul style="list-style-type: none"> Definitions of Entrepreneur/ Entrepreneurship, Advantages of being an entrepreneur. What it takes to be an entrepreneur? Self-employment Vs. Wage employment 	Rev. Fr. Andrews Raja Director Bosco Institute of Social Work, Tirupattur.
	III 2.00 to 3:30 pm	<ul style="list-style-type: none"> Entrepreneurial motivation Entrepreneurial competencies/ essential soft skills for entrepreneurs: goal setting, innovation, systematic planning, persuasion Entrepreneurial Qualities/ Characteristics of an entrepreneur 	Rev. Fr. Vinoth Director DBSARC, Tirupattur.
	IV 3.45 to 5.15 pm	<ul style="list-style-type: none"> Business opportunity identification; mechanism of product/project selection. Technology assistance from R& D labs; Choice of Technology. 	Thiru. S. Tamil Maran, Project Officer, CSR&RS VIT University, Vellore
Day-2 21.11.14	V 9:45 to 11:15 am	<ul style="list-style-type: none"> Skills required to be an effective ED Trainer-motivator Promoting entrepreneurship: Role, Task & Challenges Financial assistance from Bank/ THIC. 	Thiru. L. M. Devakumar Rtd. Bank Manager Canara Bank Vellore
	VI 11:30 to 1:00 pm	<ul style="list-style-type: none"> Contents/ elements of a Project Report Discussion with participants regarding their reactions about the Camp; Feedback/ Group discussion; presentation by participants 	Thiru. Seshathri Auditor Vellore
	VII 2.00 to 3:30 pm	<ul style="list-style-type: none"> How to organize an entrepreneurship awareness camp for college students? Entrepreneurs Selection-Tools and Techniques Curriculum Development for promoting entrepreneurship among S & T entrepreneurs 	Tmt. Sudha TBI VIT University Vellore
	VIII 3.45 to 5.15 pm	<ul style="list-style-type: none"> An interface with a successful entrepreneur 	Thiru. L. Venkadasubbu Managing Director Darling Group of Companies Vellore

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Entrepreneurship Faculty Development Programme (EFDP)

The inauguration of Entrepreneurship Faculty Development Programme (EFDP) for the faculty members, teachers, placement officers and co-ordinators of Entrepreneurship Development Cell working in Arts and Science, Engineering and Technology colleges was conducted on 20th November, 2014 at Thiruvalluvar University, Serkkadu Campus, Vellore. This programme was jointly conducted by Thiruvalluvar University and Entrepreneurship Development Institute, Government of Tamil Nadu, Chennai.

The programme was presided over by Dr. M. Jayakumar, Registrar, Thiruvalluvar University. He stated that this programme was the second of its kind conducted in this University to motivate the teachers and young college students. An entrepreneur is not only an organizer or co-ordinator, he acts as innovator and inventor who introduces new products in the market. He has quoted top ten entrepreneurs in India who are popular at present and the struggle they met at the past. This is a government programme which provides awareness on starting new ventures. He stressed the importance of hard work.

In his inaugural address, Dr. P. Gunasekaran, Vice-Chancellor of Thiruvalluvar University stressed the importance of creating awareness on entrepreneurship and make every college students to become an entrepreneur and provide job opportunities. The education system should inculcate entrepreneurship values among students. Every college student should become a job provider and not a job seeker. Students should not expect only government jobs. They should find some ways and means to provide jobs and make the society skill based and

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knowledge based one. Efficient entrepreneurs only can bring innovations. Students should understand the business opportunities and develop entrepreneurship attitude in everyday life.

Students should work hard and take challenging projects and prove their efficiency. They should not go for easy projects. They can have group projects also.

It is the duty of the teachers to identify the students and give awareness on entrepreneurship. It is in the hands of the teachers to identify students and give awareness and create interest among students and make them to live as successful entrepreneurs in the society.

In the special address, Dr. V. Manickavasagam, Registrar, Alagappa University, Karaikudi shared his experiences regarding the entrepreneurship programme conducted at Alagappa University. He pointed out the All India Economic Survey which indicates that only 15 percent of engineering students avail job and the remaining 85 percent of the engineering graduates become jobless in the labour market. Now students show their interest in studying arts and basic life science subjects. He stated that whether the business is small or large, they should show their full interest, involvement and develop their ventures. He quoted many examples of successful entrepreneurs in Tamil Nadu who put their hardworking.

Dr.S.Syed Shafi, Member-Syndicate, has felicitated the programme. Earlier Dr.B.Senthikumar, Professor and Head, Department of Zoology has welcomed the gathering. Dr.C.Dhandapani, Co-ordinator of the Seminar and Associate Professor of Economics has introduced the theme of the seminar. Dr. V. Peruvalluthi, Professor and Head, Department of English, has delivered vote of thanks.


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The Registrar


VICE-CHANCELLOR
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பயிலரங்கம்

அமர்வு I : தமிழ்நாட்டில் பட்டுக்கொழில் தொடங்குவதற்கான வாய்ப்பும் வழிமுறைகளும்

முனைவர் S. இராஜாசுமார்
விஞ்ஞானி-D மற்றும் தலைவர்
மண்டல பட்டு வளர்ப்பு ஆராய்ச்சி நிலையம்
மத்திய பட்டு வாரியம்
சேலம்.

அமர்வு II : மல்வாரி சாகுபடி மற்றும் பட்டுப்புழு வளர்ப்பு தொழில்நுட்பம்

முனைவர் ச. பாலசரஸ்வதி
விஞ்ஞானி-D
மண்டல பட்டு வளர்ப்பு ஆராய்ச்சி நிலையம்
மத்திய பட்டு வாரியம்
சேலம்.

அமர்வு III : பட்டு வளர்ப்பில் அரசு நலத்திட்டங்கள்

திரு. து. அலெக்ஸாண்டர்
உதவி இயக்குநர்
பட்டு வளர்ப்புத் துறை
தமிழ்நாடு அரசு
விழுப்புரம்.

அமர்வு IV : பட்டு விவசாயிகளின் வெற்றிக்கதைகள்

திரு. பி. விஜயகுமார்
ஆய்வாளர் (ஒய்வு)
பட்டு விவசாயிகள் பயிற்சி மையம்
தமிழ்நாடு அரசு
வாணியம்பாடி.

அமர்வு V : மன்சூரடி விவசாயிகளின் அனுபவ பகிர்வு

திரு. பி. விஜயகுமார்
ஆய்வாளர் (ஒய்வு)
பட்டு விவசாயிகள் பயிற்சி மையம்
தமிழ்நாடு அரசு
வாணியம்பாடி.

திருவள்ளூர் பல்கலைக்கழகம் - விவசாயப் பராமரிப்புத் துறை
மண்டல பட்டு வளர்ப்பு ஆராய்ச்சி நிலையம் - மத்திய பட்டு வாரியம்
தமிழ்நாடு அரசு பட்டு வளர்ப்புத் துறை
இணைந்து நடத்தும்
பட்டுத் தொழில்நுட்பப் பயிற்சிக்காக
நாள் : 27-08-2018, திங்கட்கிழமை
நேரம் : காலை 10.00 மணி



திருவள்ளூர் பல்கலைக்கழகம் - விவசாயப் பராமரிப்புத் துறை
மண்டல பட்டு வளர்ப்பு ஆராய்ச்சி நிலையம் - மத்திய பட்டு வாரியம்

தமிழ்நாடு அரசு பட்டு வளர்ப்புத் துறை

இணைந்து நடத்தும்

பட்டுத் தொழில்நுட்பப் பயிற்சிக்காக
நாள் : 27-08-2018, திங்கட்கிழமை
நேரம் : காலை 10.00 மணி

அறிவிப்பும் அழைப்பும்

VICE-CHANCELLOR
THIRUVALLUVAR UNIVERSITY
SFRKADU, VELLORE - 632 111

திருவள்ளூர் பல்கலைக்கழக அரங்கம்
சேர்க்காடு, வேலூர் - 632 115.



தீருவள்ளுவர் பல்கலைக்கழகம் - விவங்கியல் துறை
மண்டல பட்டு வளர்ப்பு ஆராய்ச்சி நிலையம் - மத்திய பட்டு வாரியம்
தமிழ்நாடு அரசு பட்டு வளர்ச்சித் துறை
இணைந்து நடத்தும்

பட்டுத் தொழில் பற்றிய விழிப்புணர்வு நிகழ்ச்சி மற்றும் தொழில்நுட்பப் பயிராங்கம்

சான்றிதழ்

தீரு / தீருமதி / செல்வன் / செல்வி சிவர்கள்

ஆகஸ்ட் 27, 2018 தீருவள்ளுவர் பல்கலைக்கழகத்தில் நடைபெற்ற பட்டுத்தொழில் பற்றிய விழிப்புணர்வு

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நிகழ்ச்சியின்பிறும் தொழில்நுட்பப் பயிராங்கில் கலந்து கொண்டார் என சான்றளிக்கப்படுகிறது.

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ஒருங்கிணைப்பாளர்
தீருவள்ளுவர் பல்கலைக்கழகம்
வேலூர்.

விஞ்ஞானி- D மற்றும் தலைவர்
மண்டல பட்டு வளர்ப்பு ஆராய்ச்சி நிலையம்
மத்திய பட்டு வாரியம், சேலம்

பதிவாளர்
தீருவள்ளுவர் பல்கலைக்கழகம்
வேலூர்.

துணைவேந்தர்
தீருவள்ளுவர் பல்கலைக்கழகம்
வேலூர்.

It is requested that all communications should be addressed to The Registrar, Thiruvalluvar University and not to any person by name.

Website: www.tvu.edu.in
Phone No: 0416-2274746
Fax: 0416-2274748
Email: registrartvu@gmail.com



திருவள்ளூர் பல்கலைக்கழகம்
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SERKKADU, VELLORE - 632 115

Dr. V.PERUVALLUTHI, M.A., M.Phil., Ph.D.,
REGISTRAR – in - charge

17th December 2018

INTERNAL CIRCULAR

The Bio-Technology Department of Thiruvalluvar University is offering the following Certificate Courses from 17.12.2018 onwards:

- a) Certificate Course in Mushroom Culture
- b) Certificate Course in Bee Keeping (Sericulture)

Interested Students and Research Scholars may register their names with Prof. Dr. ERNEST DAVID, Professor & Head, Department of Bio-Technology, Thiruvalluvar University. Registration Fee is Rs.100/- Per Course.

V. Peruvalluthi
REGISTRAR I/C

1. The Controller of Examination i/c
2. Dean College Development Council
3. The Finance Officer i/c
4. Director of Physical Education i/c
5. University Librarian
6. NSS Programme Co-ordinator
7. NSS Programme Officer
8. RRC / YRC Co-ordinators
9. Assistant Registrars / Registrar / Examination / RTI Section
10. Vice-Chancellor's Office
11. Registrar's Office
12. Controller of Examinations Section
13. Finance / NAAC Section
14. Admission / Establishment Section
15. Affiliation / Boards of Studies Section
16. Tapal / Despatch Section
17. PA to Vice-Chancellor / Registrar

V. Peruvalluthi

REGISTRAR
THIRUVALLUVAR UNIVERSITY
SERKKADU, VELLORE - 632 115.

S. J. Jayaram
VICE-CHANCELLOR
THIRUVALLUVAR UNIVERSITY
SERKKADU, VELLORE - 632 115.



திருவள்ளூர் பல்கலைக்கழகம்
THIRUVALLUVAR UNIVERSITY
Serkadu - 632 115

SANCTION ORDER

Sub: Thiruvalluvar University, Vellore –Payment for Reimbursement of expenditure incurred in connection with supply and Installation of Honey bee keeping and Mushroom Hut Accessories of our University in connection with Hon'ble Vice-Chancellor to introduction of two new certificates courses in Department of Bio-Technology -Sanction – Reg.

Ref: Vice-Chancellor's note order dated: 30.01.2019

I am by direction to sanction a sum of **Rs.81,140/- (Rupees Eighty One Thousand One Hundred and Forty only)** towards payment for the reimbursement of expenditure incurred in connection with supply and Installation of Honey bee keeping and Mushroom Hut Accessories of our University in connection with Hon'ble Vice-Chancellor to introduction of two new certificates courses in Department of Bio-Technology.

The above amount may be paid to the Registrar in the form of self cheque.

V. [Signature]
REGISTRAR
THIRUVALLUVAR UNIVERSITY
SERKKADU, VELLORE - 632 115
SAFE

V. [Signature]
F.O i/c & Registrar i/c
[Signature]

VICE-CHANCELLOR
THIRUVALLUVAR UNIVERSITY
SERKKADU, VELLORE - 632 115.

திருவள்ளூர் பல்கலைக்கழகம்



THIRUVALLUVAR UNIVERSITY (Accredited with 'B' Grade by NAAC)

(State University) Serkkadu, Vellore - 632 115, Tamil Nadu, India



Training Program for **Beekeeping (Apiculture)** and **Mushroom Cultivation**

Date : 18-12-2018 to 28-12-2018

VICE-CHANCELLOR
THIRUVALLUVAR UNIVERSITY
SERKADU, VELLORE - 632 115.

திருவள்ளூர் பல்கலைக்கழகத்தில்

காளான் வளர்ப்பு பயிற்சி முகாம்

திருவலம், டிச.20: வேலூர் திருவள்ளூர் பல்கலைக்கழகத்தில் காளான் வளர்ப்பு 2 வார கால பயிற்சி முகாம் தொடங்கப்பட்டது.



வேலூர் திருவள்ளூர் பல்கலைக்கழகத்தில் பரிலும் மாணவ, மாணவிகள் தங்களது பகுதியில் காளான் வளர்ப்பில் ஈடுபடுவதை ஊக்குவிக்கும் விதமாக பல்கலைக்கழக மூலிகை தோட்டத்தில் 2 வார கால காளான் வளர்ப்பு பயிற்சி முகாம் நேற்றுமுன்தினம் தொடங்கப்பட்டது. முகாமினை பல்கலைக்கழக துணைவேந்தர் க.முருகன், வெ.பெருவழி ஆகியோர் தொடங்கி வைத்தனர். இதில் சென்னை

▶ வேலூர் திருவள்ளூர் பல்கலைக்கழகத்தில் காளான் வளர்ப்பு பயிற்சியை துணைவேந்தர் க.முருகன், பதிவாளர் வெ.பெருவழி தொடங்கி வைத்தனர். உடன், பயிற்சியாளர் பி.வில்லியம்ஸ்ஜேம்ஸ்.

தலியார் காளான் செயல் விளக்கம் அளித்த வளர்ப்பு மைய இயக்குநர் தார். இதில் பேராசிரியர் நி.வில்லியம்ஸ்ஜேம்ஸ் கள் உட்பட பலர் கலந்து காளான் வளர்ப்பு குறித்த கொண்டனர்.

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திருவள்ளூர் பல்கலைக்கழகத்தில்

தேனி, காளான், பட்டு வளர்ப்பு குறித்த வகுப்புகள் தொடக்கம்

செய்காட் (நாணியிடம்) டிச. 20-
செய்காட்டில் உள்ள திருவள்ளூர் பல்கலைக்கழகமும் சென்னை
வையில் உள்ள தனியார் தேனி வளர்ப்பு திறவுகலனும் இணைந்து
கடந்த சில நாட்களுக்கு முன்பு தேனி, காளான், பட்டு வளர்ப்பு
குறித்த புதிந்துணர்வு ஒப்பந்தத்தை ஏற்படுத்தி கொண்டன.

அதன்படி திருவள்ளூர் பல்கலைக்கழகத்தில் தேனி,
காளான், பட்டு வளர்ப்பு குறித்த 10 நாள் குறுகிய கால பரிந்து
வகுப்புகள் தொடங்கப்பட்டது. இந்த வகுப்பினை பல்கலைக்க
ழக துணைவேளர் முறையாக தொடங்கி வைத்தார்.

இந்த பல்கலைக்கழக பதிவாளர் (பொதுப்பு) பெருமையுட
கையர் தொழில்நுட்ப பணியல் துறை தலைவர் எர்னஸ்ட் செ. வி.,
சென்னை தேனி வளர்ப்பு பரிந்துரிமை இயக்குனர் வில்லியம்
ஜேம்ஸ், நாட்டு நலப்பணித்திட்ட அலுவலர் செந்தில்தாமர்,
பல்கலைக்கழக உதவி பேராசிரியர்கள் ராஜசேகர், அரிஷ்,
விலய் ஆனந்த், இணை பேராசிரியர் பாபுஜனார்த்தனம் உள்
பட பேராசிரியர்கள், மாணவ, மாணவிகள் கலந்து கொண்ட
னர்.

இந்த பரிந்துரிக்கு பின்னர் குறுகிய கால சான்றிதழ் படிப்பாக
தொடர்ந்து நடத்தப்படும் என்று பல்கலைக்கழகம் தரப்பில்
தெரிவிக்கப்பட்டது.

V. Govindarajan

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THIRUVALLUVAR UNIVERSITY

(A State University)

Serkadu, Vellore, Tamilnadu, INDIA-632 115

DEPARTMENT OF BIOTECHNOLOGY

In collaboration with

IIT- KHARAGPUR

Conducting

2 days Workshop/Technical Training Programme

IN

“Basic Techniques in Molecular Biology”

Venue: Dept. of Biotechnology, Thiruvalluvar University, Serkadu,
Vellore – 632 115.

Date : 11th -12th October 2017.

Registration fee : Rs. 1500/student (Including tea, snacks &
working Lunch)

Last date of Registration : 4th October 2017

Certificates and Prizes will be awarded for the participants.

Contact

Prof. Ernest David

Head Co-ordinator

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Thiruvalluvar University.

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Thiruvalluvar University, Serkkadu, Vellore – 632 115

Entrepreneurship Development (EDC) & IPR Cell

Chairperson

Dr. K. Murugan, M.Sc., M.Phil., Dip.Ent., Ph.D., D.Sc.
Vice-Chancellor, Thiruvalluvar University

Member Secretary

Dr. V. Peruvalluthi, M.A., M.Phil., Ph.D.
Professor and Head, Department of English
Registrar i/c, Thiruvalluvar University

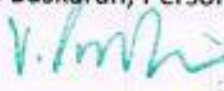
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Dr. Ernest David
Professor and Head
Department of Biotechnology

Dr. M. Senthilkumar
Associate Professor
Department of Tamil

Executive Members:

Dr. B. Senthilkumar, Professor & Head, Department of Zoology
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திருவள்ளுவர் பல்கலைக்கழகம்

THIRUVALLUVAR UNIVERSITY

Serkkadu, Vellore - 632 115

One Day International Seminar on

Entrepreneurship

Success Stories - National and International Perspectives

Date: 28th June 2018

Certificate

V. Perivalutht
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is to certify that Prof./Dr./Mr./Mrs./...*Dr. A. R. JAS. EKAR*..... has participated in

the one day International seminar on "Entrepreneurship Success Stories - National and International

Perspectives" held on 28th June 2018, at Thiruvalluvar University, Serkkadu, Vellore-632 115.

Dr. V. Perivalutht
VICE-CHANCELLOR
THIRUVALLUVAR UNIVERSITY
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Dr. K. Murugan D. S.



**Entrepreneurship Development (ED)
&
Intellectual Property Rights (IPR) Cell**

**திருவள்ளூர் பல்கலைக்கழகம்
THIRUVALLUVAR UNIVERSITY
Serkkadu, Vellore - 632 115**

**One Day International Seminar on
Entrepreneurship**

Success Stories - National and International Perspectives

Date: 28th June 2018

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Stories - National and International Perspectives" held on 28th June 2018, at
Thiruvalluvar University, Serkkadu, Vellore-632 115.

Registrar

Vice Chancellor

V. V. V.
REGISTRAR

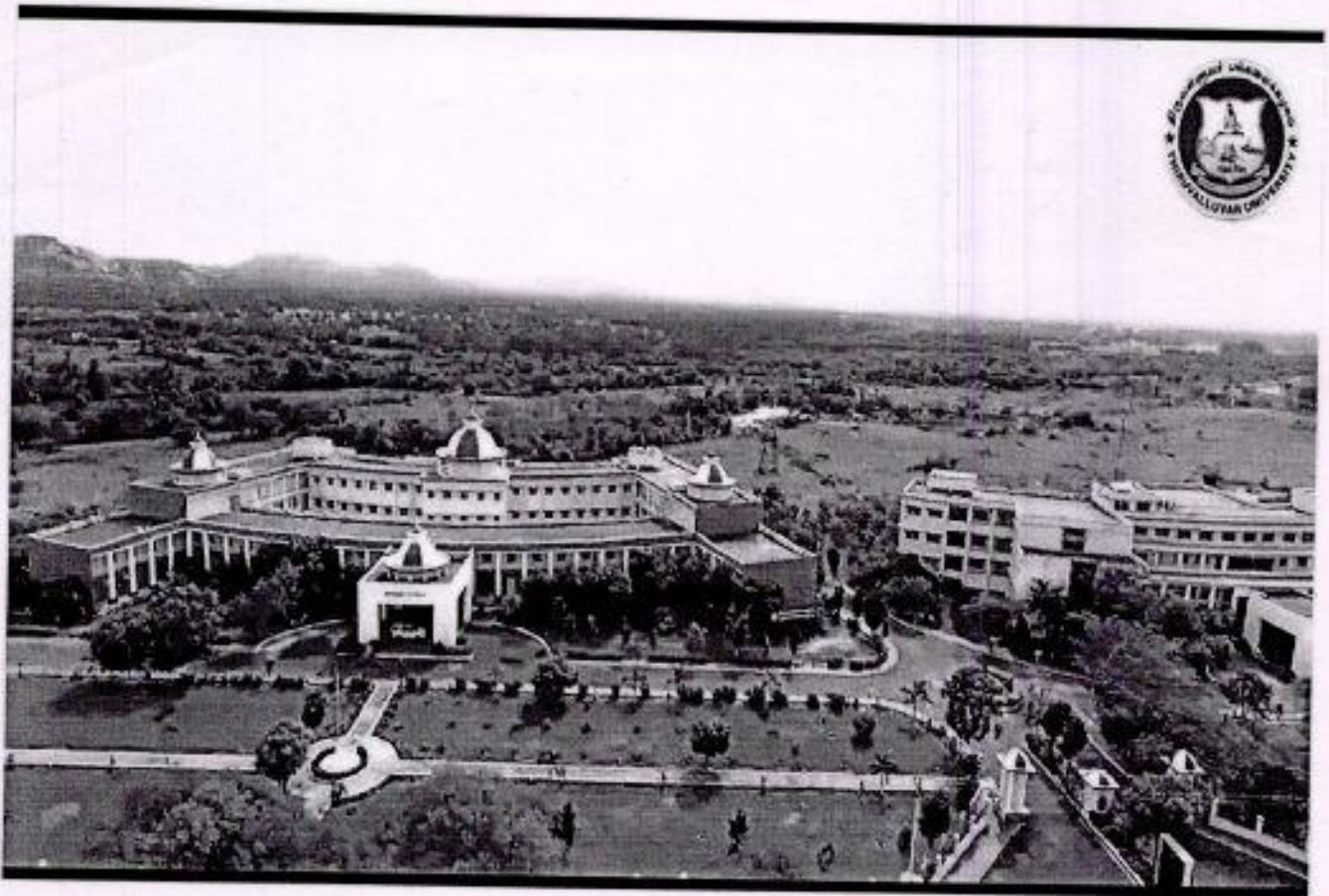
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**International Seminar on
Entrepreneurship Success Stories -
National and International Perspectives
28-05-2018**

Thiruvalluvar University



Souvenir

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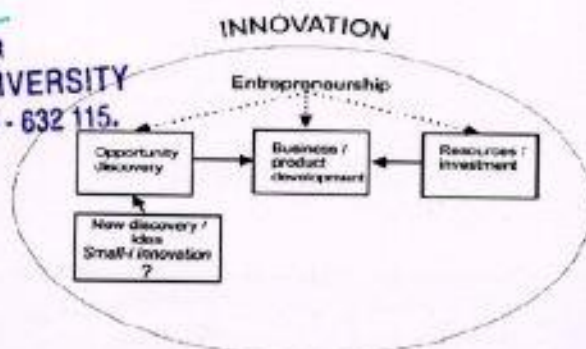
Entrepreneurship Success Stories - National and International Perspectives

Introduction

Entrepreneurship is the *engine of innovation*. The accumulated tacit knowledge and culture of the entrepreneur are the resources essential to create wealth from research commercialisation leading to technological innovation and the creation of New Technology Based Firms. A successful technology enterprise depends on trained professionals who understand science and who are also skilled in the complexities of technology commercialization. This exciting new program brings together a strong science foundation with chemical / biotechnology enterprises and entrepreneurship, providing a unique educational venue for scientists to better understand the entire technology enterprise and issues unique to the industry.

Global social change, economic volatility, environmental challenges and an evolving international knowledge-based economy require creative, innovative, entrepreneurial solutions. To that end, both developed and developing entrepreneurial economies need to encourage entrepreneurial activity. In part as a result of these efforts, global technology clusters, including bio-clusters, continue to grow. Yet, evidence suggests that a favorable external environment alone is not sufficient for biotech firms' survival and growth; the characteristics of universities and their internal processes are considered pivotal to the trajectory of a local, high-tech economy. Indeed, the core of every bioscience industry cluster in the United States and United Kingdom consists of notable universities. Several international governmental and private agencies in developed countries have created roadmaps and outlined strategies and action items to create more entrepreneurial universities. Despite these efforts, however, it is not clear what constitutes an entrepreneurial university. There are various definitions of an entrepreneurial university, but a lack of agreement about its core components. Our universities have created a trans-disciplinary culture of entrepreneurship, others have focused on relatively narrow technology-based licensing, spin-out or other technology transfer metrics, or delegated the task to specialized programs in their business or colleges.

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Academic Entrepreneurship

It is essential to establish an understanding of entrepreneurship before defining academic entrepreneurship. Entrepreneurship has many definitions. For the purpose of this article, entrepreneurship is the process of creating customer-defined value by innovating and exploiting resources beyond our control. This definition incorporates several concepts. First, entrepreneurship is a process, an action-oriented undertaking that requires doing, executing and adjusting to changing conditions. Although planning is an important part of the process, learning by trial and error, early prototyping and taking advantage of a closing window of opportunity is a core concept. There is a definite bias to action. Entrepreneurs triumph over bureaucrats and managers whose primary purpose is to manage resources and protect the *status quo*. As noted by Clayton Christensen in his best-selling book, 'The Innovator's Dilemma', the failure of large companies is attributed to their failure to 'kill the cash cow', that is, these companies did all the right management things but failed to capitalize on disruptive innovations that were game changers, like laptops, mobile phones and online brokerage firms.

Second, entrepreneurship is a means toward an end: creating value as defined in the mind of the customer. Value is the difference between tangible and intangible benefits versus tangible and intangible costs. Different customers or stakeholders will define value in different ways. To an entrepreneur, value might be defined by the market value of her company, the number of jobs created or the size of a new tax base created in the community. To a commercial customer, value might be defined in terms of product features and benefits, service or customer experience. Economic development authorities might define the value of entrepreneurial activities in terms of jobs created in the community. Academic administrators might measure value by the number of grant dollars generated, new programs or courses offered, or improving educational and skills outcomes in their students. In every instance, value is defined and validated by a customer willing to pay for a product or service.

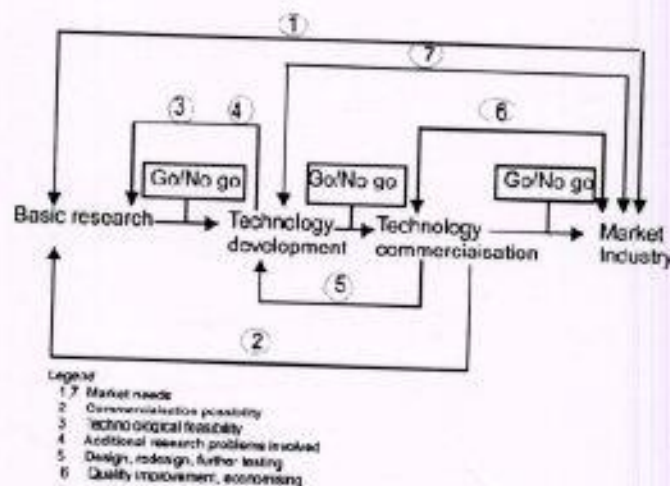
Third, entrepreneurs identify and exploit resources beyond their control. Bootstrapping, skunk works, garage works or work-arounds are core competencies. They are experts at exploiting protected resources – be it time, equipment, money or talent. Finally, entrepreneurs innovate. They create new products, processes, services and business models to satisfy customers' wants and needs. Academic entrepreneurship refers to the

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variety of ways in which academics go beyond the production of potentially useful knowledge. They undertake a range of initiatives to facilitate the commercialization of that knowledge, or become participants in designing new marketable products and assume a leadership role in ensuring successful commercialization of these products. Academic entrepreneurship is different from both entrepreneurship education and entrepreneurship training. Entrepreneurship education is usually defined in broad terms as the building of knowledge and skills 'about' or 'for the purpose of' entrepreneurship generally, as part of recognized education programs at primary, secondary or tertiary-level educational institutions; entrepreneurship training is interpreted as the building of knowledge and skills in preparation for starting a business.

Academic entrepreneurship, in contrast, is a feature of universities that do much more than impart entrepreneurship education and training, or excel at technology transfer practice and metrics. Based on the US and European experience, universities may be considered entrepreneurial when they are not afraid to maximize the potential for commercialization of their ideas and create value in society without seeing this as a threat to academic values. They create a culture of innovation on their campuses and attempt to instill an entrepreneurial mindset in every graduate and faculty member by building the structure and processes designed for stimulating innovation and value in the marketplace.



The University model of research commercialisation.

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Jaundice Herbal Treatment

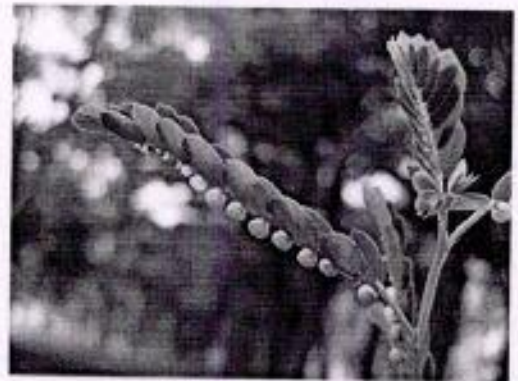
The availability of rich medicinal plants in the Thiruvalluvar University jurisdiction districts is evident from the traditional medicinal practitioners of Walajah of Vellore District and neighbouring Chittoor District of Andhara Pradesh.

Walajah is known for traditional herbal medicinal treatment for Jaundice and chittoor for traditional bone setters who make use of special herbs available in this area.

Jaundice



Phyllanthus niruri



These traditional herbal medicinal practitioners have been practising for many successive generations with a high success rate which is evident from the present popularity inspire of reputed modern hospitals and doctors.



V. Lakshmi

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Herbal Medicines

Herbal Medicines has gained popularity in the present era and most people are resorting to it sans inhibitions as it provides cure without any side effects and also soothes and rejuvenates the body.

1. Certificate Course in Herbal Medicine
2. Certificate course in Herbal Therapy
3. Certificate course in Basic Unani

These, Certificate courses offered with the association of Al-Kausar Unani International Hospitals.

The Certificate course provides specialized training for Graduate students in the comprehension and application of herbal medicine/therapy. Professionals working in the complementary alternative medicine (CAM) field will be able to deepen their knowledge and understanding of botanical medicine.

❖ Certificate course in Herbal Therapy

Herbal Medicines has gained popularity in the present era and most people are resorting to it sans inhibitions as it provides cure without any side effects and also soothes and rejuvenates the body. Being an enormously experienced and authorized physician, Dr. Akbar Kausar excels in various spheres of healing therapies, including, treatment through Prophet's medical theory, Arabian herbal treatment, unani treatment, Chinese Acupuncture and Homeopathy, among many others.



Illustration shows the herbal therapy for health

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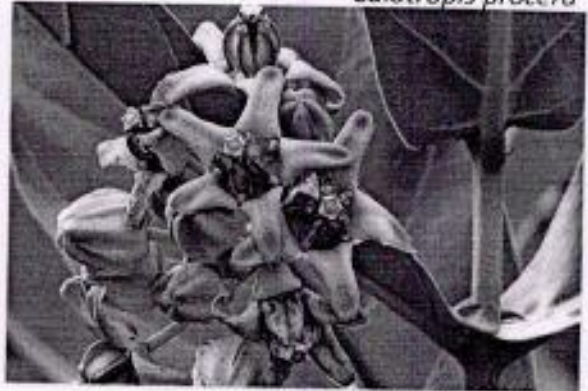
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Some Medicinal Plants

Piper betel



Calotropis procera



Garcinia indica



Mentha vridis



Vitex negundo



Hibiscus rosasinensis



Bacopa monnieri



Ocimum tenuiflorum



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❖ **Certificate Course in Herbal Medicine**

The Certificate course provides specialized training for Graduate students in the comprehension and application of herbal medicine/therapy. Professionals working in the complementary alternative medicine (CAM) field will be able to deepen their knowledge and understanding of botanical medicine.



Herbal plants for health healing treatment

❖ **Certificate course in Basic Unani**

Unani medicine, also called Unani tibb, Arabian medicine, or Islamic medicine, a traditional system of healing and health maintenance observed in South Asia. The origins of Unani medicine are found in the doctrines of the ancient Greek physicians Hippocrates and Galen.



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Objectives of the Entrepreneurship in Thiruvalluvar University

Herbal Medicines have gained popularity in the present era and most people are resorting to it sans inhibitions as it provides cure without any side effects and also soothes and rejuvenates the body. The four districts of Vellore, Thiruvannmalai, Villupuram and Cuddalore (the jurisdiction of Thiruvalluvar University) is covered with scrub jungles which has been a grazing pocket from time immemorial. These scrubs jungles have an abundant quantity of untapped herbal plants with medicinal properties thereby creating a potential for field training for students. Individually, the pristine Javadhu Hills also falls within our jurisdiction. Hence, Certificate courses are offered with the association of Al-Kausar Unani International Hospitals which was founded by the esteemed Bade Hakeem Saheb, who has won much appreciation and applause for his achievement and discoveries in the field of Medicine. 1. Certificate Course in Herbal Medicine, 2. Herbal Therapy 3. Basic Unani. The Certificate course provides specialized training for Graduate students in the comprehension and application of herbal medicine/therapy. Professionals working in the complementary alternative medicine (CAM) field will be able to deepen their knowledge and understanding of botanical medicine. Similarly, 2. Industrial Waste Management: In India tannery industry is the one of the largest industry. Particularly in Tamilnadu, in and around Vellore district (Ranipet), the tannery industry pollution is a major problem. We have developed (Department of Biotechnology and Chemistry) the Bio-EK consortia techniques for ready to implement in the tannery effluent treatment plant. From this skill based technique, the students will be able to get the jobs opportunity in the processing industries in India and abroad. The certificate course such as Industrial Waste Management is of paramount importance. We have developed an integrated approach electro-oxidation and biodegradation process for remediation of tannery effluent.

Bioinsecticidal to control Mosquito vector borne diseases: Mosquitoes do not only cause nuisance by their bites but also transmit deadly diseases like malaria, filariasis, yellow fever, dengue, and Japanese encephalitis, it contribute significantly to disease burden, death, poverty, and social debility in tropical countries. Besides, an innovative user and environmental-friendly alternative approach to conventional vector control program is apparently unavoidable and inevitable. In this context, our traditional knowledge on plant-based insecticides would be immensely valuable and helpful. Hence, the use of natural plant products, microbial insecticides (including Biosurfactants). The efficacy of mosquitoicidal

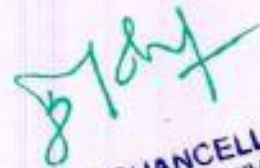
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techniques, digitization and microfilming and Publication of the materials related to humanities, translation and science from the Palm-leaf manuscripts, and conducting workshops for the benefit of the students and public. The affiliated colleges of Thiruvalluvar University are also taking initiatives in this direction through their outreach and extension programmes, namely, activity based learning such as certificate courses in Mehendi, Saree draping, Hair Styling, Beautician and Baking.



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About the Thiruvalluvar University

The Thiruvalluvar University was established in Vellore by Government of Tamilnadu in October 2002 under the Thiruvalluvar University Act, 2002 (Government of Tamilnadu Act 32 / 2002). The Post Graduate Extension Centre of the University of Madras, which was functioning in Vellore before 2002 formed the core of Thiruvalluvar University. The University was inaugurated on 16.10.2002 as a State University by the then Honorable Chief Minister Selvi Dr. J.Jayalalithaa. The University is located in a sprawling campus of about 112.68 acres at Serkkadu near Vallimalai 16 km from the Vellore City on the Ranipet-Chittoor Trunk Road. The University, named after the great Tamil Saint "Thiruvalluvar", is enshrined with the motto "கண்ணுடைய ரென்பவர் கற்றோர்"

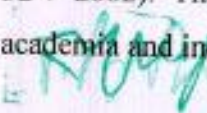
The education pattern at Thiruvalluvar University has a right blend of the academia and industry with the availability of professionals, mentors, advisors throughout the year offering enormous opportunities to the students from 4 districts of Tamil Nadu, Vellore, Cuddalore, Villupuram and Thiruvannmalai. Also provide rich and complete study experience to its students through cutting - edge amenities, research facilities that will propel the students in building a successful career path.

The University comprises of seven academic departments in the campus , six constituent colleges, one P.G. extension center and 123 colleges affiliated to the University with the jurisdiction of Vellore, Thiruvannmalai, Villupuram and Cuddalore districts of Tamilnadu State. The University was granted 12(B) status from the University Grants Commission on 24.01.2014.

About the Fort City Vellore

Vellore, a district capital in Tamilnadu, has long been known for its stately fort and temple, renowned hospital and medical college. Vellore's history record several dynasties and power. The famous Vellore Fort was built in the 16th century. Vellore fort, Government museum, Science park, vainu Bappu Observatory, Amirthi Zoological park, Religious places such as Jalakandeswarar Temple, Balamathi Hills, Vallimalai, Rathnagiri, Sri Lakshmi Golden Temple, Big Mosque and st.Jhon's Church and Yelagiri Hill station are the top tourist attractions in and around Vellore

Thiruvalluvar University was established in Vellore by Government of Tamilnadu in October 2002 under the Thiruvalluvar University Act, 2002 (Government of Tamilnadu Act 32 / 2002). The education pattern at Thiruvalluvar University has a right blend of the academia and industry with the availability of professionals, mentors, advisors throughout the


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Thiruvalluvar University is one of the largest universities in India with 128 affiliated colleges with a potential of excellence in higher education. The faculty members of Thiruvalluvar University are doing intensive research in various disciplines of Arts and Sciences. Science Departments (Biotechnology, Chemistry and Zoology) offers M.Sc., M.Phil and Ph.D. courses. Since its inception, the departments have witnessed a consistent rise of demand from the students for the subject. The areas of research specialization in the department include environmental biotechnology, microbial Corrosion, nanotechnology, drug discovery, nanobiosensor and development of water treatment processes, solar energy and organic synthesis, bioremediation and biofuel cell. The skill development programme and research and technical activities will strengthen the entrepreneurship.

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