

### 7.3 Institutional Distinctiveness

#### Women Development Cell (WDC)

Builders Engineering College commences one of its major objectives of uplifting rural women by offering a variety of value added events. All the events organized through Women Development Cell have empowered the women's community with skills and knowledge to become a successful entrepreneur.

For the well being of girl students, institute has outlined a cell called Women's Development Cell (WDC), through this cell institute has addressed various subjects on safety, entrepreneurial skills, medical issues etc., Institute has invited an assortment of successful women entrepreneurs to act as a chief guest during women's day to address the female community on Historical Achievements of Women, Equal rights of Men and Women, Individual Skills, Importance of Education, Work Life Balance, Opportunity Utilization, Decision Making etc., As like above Many activities are organised for empowering women. The college has provided enough mentoring assistance to the women's community and has a magnanimous community outreach program.

The outstanding education system offered to the financially feeble girls students has reflected healthy in their Academic Performance and Non-Academic Performance. From the academic year 2016 till as on date, institute has created twelve Anna University Rank Holders (<https://builderscollege.edu.in/civil-engineering/>) as listed below excluding male community.

S.No	Name	Department	Rank
1	Kokulprithi K	Civil	4th Rank
2	Janani S	Civil	15th Rank
3	Shalini S K	Civil	16th Rank
4	Soundariya P	Civil	21th Rank
5	Jeeva Nandhini P	Civil	41th Rank
6	Seetha M P	Civil	44th Rank
7	Saranya E	Civil	46th Rank
8	Mohana Sindhu B	CSE	24th Rank
9	Nandhini S	CSE	50th Rank
10	Sangavi P	EEE	46th Rank
11	Saranya D	MBA	40th Rank
12	Anandhi K	MBA	48th Rank

The Non-Academic Performance of the female community has reflected in promoting their entrepreneurial calibre as well. Institute has shaped women successful entrepreneurs from the Academic year 2016 till as on date. Few victorious entrepreneurs and their details are listed below. Some of them have registered their firm under the Ministry of Micro, Small and Medium Enterprises.

Nivya Selvi k of Department of Civil Engineering has established modernized home interiors business in the name of Anex Designs during 2018 in Erode, Tamil Nadu. She is undertaking all designing works which includes architectural plan, elevation and interior works.

The major portfolio of her business includes Architecting, Interior Design, Town Planner of restaurant interior designer services, residential interior designing service and commercial interior design services in Erode, Tamil Nadu. Her business profile is enlisted in IndiaMart (<https://www.indiamart.com/anex-designs/>).

Bavadharani G of Department of Civil Engineering is running a successful embroidery business in the name of Bava Aari Designer at Erode. During her Academic journey she has shown much importance for Entrepreneurship and groomed herself accordingly by attaching herself in various Entrepreneurship Development programmes organized by the institute.

She specialized in Aari Bridal Blouse, Simple Blouse Embroidery, Machine Embroidery, Normal Blouse Stitching, and Princess Cut Blouse Stitching. She has made herself expertise in giving training for the Women's Community interested in Embroidery work. She has offered online, offline and pre-recorded Aari Embroidery Classes for the Embroidery aspirants.

Bavadharani G has registered her enterprise 'BAVA AARI Academy' under Ministry of Micro, Small and Medium Enterprises on 01.09.2021 and her Udyam Registration Number is **UDYAM-TN-07-0020822**. She has her official website <https://bavas-aari-work-designer.business.site/>. Her official website carries all the testimonial details, product categories and her contact details as well. Bavadharani G has received a certificate of appreciation from Urchava Creations for her successful completion of a one day makeup and hairstyle seminar on 10<sup>th</sup> April 2022 at Coimbatore. This certificate was issued by Mrs. Santhoshi Srikar, Celebrity Makeup Artist.

Bavadharani G has received best makeup artist award from Patras Miracle Cosmetics and Sri Balaji Cosmetics, Trichy during Grand Master Seminar in Vetri Vendhan by 2<sup>nd</sup> May 2022.

**PLACEMENT:**

From the academic year 2016 till as on date, institute has made few girls community to get placed at well reputed tier 1 company, who has entered the institute with shortage of financial backup. Few reputation cases are listed below excluding the male community.

<b>S.No</b>	<b>Name</b>	<b>Department</b>	<b>Placed at</b>
1	Bavanyaa P V	MBA	SBI Life Insurance
2	Yasinipriya A S	BE-CSE	TCS
3	Saranya S	BE-CSE	Wipro Technologies
4	Dhivya Sri S	BE-ECE	Infosys Technologies
5	Kowsalya M	BE-ECE	Infosys Technologies
6	Kavidharshini C	BE-CSE	HCL Technologies
7	Sandhiya Devi S	BE-CSE	HCL Technologies
8	Harshni J	MBA	City Union Bank
9	Gavyamathi.M	MBA	City Union Bank

**HIGHER EDUCATION:**

Abinaya.P Student of Department of Management Studies has opted higher education as a move towards her career up-lift. She has registered for full time PhD in Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore for the academic year 2020-21.