



ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)

ENTREPRENEURSHIP DEVELOPMENT CLUB

REPORT OF ACTIVITIES: 2013-14

Staff coordinators:

Smt. Rashmi Poojara (Home Science)

Smt. Tania Mary Vivera (English)

The ED club renewed the Mission Statement, the Club's objectives and selected the Thrust areas of its activities for the year 2013-14.

Mission Statement:

The Entrepreneurship Club is dedicated to helping students foster their ideas, as well as educate them on what it takes to start a business of their own.

The mission of our organization is to provide our members with opportunities for learning and experience in entrepreneurship. The significance of values such as hard work, risk taking, organization, and self-determination will be reinforced from our promotion of entrepreneurship within our college and community.

Objective

Our club will focus on providing an outlet to college students who have a desire to be involved in ideas pertaining to creating and owning a business.

The main objective of the entrepreneurship club is to foster the creation and development of new businesses by students.

In order to meet this objective the club organizes activities and events that include:

- Promotion and organization of the "Speakers' Series" in which successful entrepreneurs share their business experiences and knowledge with ED Club students
- Organization of Investor Panels to supply IE students who aspire to become entrepreneurs with advice on writing business plans that attract financing resources.
- Establishment and development of links with Kerala Institute of Entrepreneurship Development (KIED), MSME –Micro Small Medium Enterprises and KITCO (Kerala Industrial and Technical Consultancy Organization Ltd), and TIE (The Indus Entrepreneurs) that support students with exhibitions and promotions of their small businesses.
- Bringing awareness and promotion of social entrepreneurship, women entrepreneurship, student entrepreneurship and corporate responsibility.
- Bringing entrepreneurs, investors and advisors together by featuring conferences, discussion panels and fostering networking.

Thrust Areas 2013-14

The focus of this year's activities is Entrepreneurial skill development as a follow up to the awareness programmes of the previous years.

Activities proposed are as follows

- Skill Development series- Skill development workshops aim at giving a hands-on training for ED club student members and associated members in developing basic skills to run self-businesses like cup cake-making, flower-arrangement, jewellery making etc.
- Training and associated entrepreneurial activities in collaboration with KITCO (Kerala Industrial and Technical Consultancy Organisation Ltd), TIE (The Indus Entrepreneurs) and other government and non government agencies
- Make the college campus an entrepreneurial hub for the students and local unemployed women by extending small business units like snack counter, sandwich vending machines, recycled stationery units etc.

- Associate with NGO's to promote skill development for rural unemployed women and promote their products in campus and also use student peer review for marketing the products.
- Collaborative venture with IIT- Kharagpur in their nationwide Entrepreneurship Awareness Drive (EAD) and associated campaigns.

Workshop on 'Cup Caking Designing'

The activities of the month July 2013 commenced with a continual on the Skill Development Series with the "Cup Caking Designing" workshop conducted on 25th July 2013 by the proprietor of Little Wonders Cakes Smt. Ann Rekha Roy. The workshop took place in the Home Science food lab with 68 students and 7 teachers participating in the hands-on training workshop. The student participants were from the departments of Commerce, Economics, Communicative English, English Literature, Fashion Designing, Home Science, Chemistry and Mathematics.

Smt. Rashmi Poojara, staff co-ordinator of ED Club, formally welcomed the resource person Smt. Ann Rekha Roy and introduced her successful business venture- 'Little Wonders cakes'. The workshop began with an inspirational talk by Smt. Ann Rekha Roy describing her sojourn into the cake making business. She explained how each and everyone possesses particular skill sets which can be developed into entrepreneurial ventures. It is of paramount importance to recognize the hidden talents and nurture them with self motivation and positive thinking. The business can be started off in their own homes and effectively marketed through word of mouth publicity and making use of web marketing through social networking sites like Facebook , Twitter etc.

Then, Smt. Ann Rekha Roy introduced her product "chocolate cup cakes" and went on to demonstrate simple furl designs on top of the cup cake using soft icing mixture. She further introduced the various utensils and tools required to design beautiful shapes atop the cup cakes. She explained the sugar mixes of various kinds available for purchase and demonstrated the

designing of sugar shapes like sleeping baby, teddy bear, and roses. There was hand on training done with student volunteers coming forward to try their hand at shaping the sugar baby and the teddy bear. The emphasis was on making edible cute shapes and figures. Each and every step in the design process was explained and demonstrated in detail with special reference to pitfalls and methods to overcome them. She shared her designing experiences using different cutters available especially when shaping the petals of the roses.

The students and teachers were welcome to ask questions throughout the demonstration and doubts regarding the designing were cleared as and when it was raised. The **participants were** which would help them manufacture quality products. The two hour long workshop concluded with Smt. Ann Rekha Roy thanking the participants for their interest and enthusiasm. She also conveyed her best wishes on their future businesses. The resource person was formally thanked by Smt. Tania Mary Vivera, staff co-ordinator of ED club for sharing her valuable experiences and making it an interesting and interactive workshop.

- Ms. Tania Mary Vivera, Staff Co-ordinator, ED Club, St.Teresa's College and nine ED club student members attended talk on 'Moral Responsibility of Entrepreneurs towards society' organized by Kerala Chamber of Commerce and Industry, Ladies forum on 9th October 2013, at KCCI hall, Ernakulam. Mrs. Aruna Sundararajan, IAS, was the Chief Guest of the event. She gave an interesting speech on how entrepreneurs by definition are 'leaders' and have a great moral responsibility towards the upliftment of the society which caters to their businesses.

National programme-Entrepreneurship Awareness Drive

ED club, St.Teresa's College, organised National level programme -Entrepreneurship Awareness Drive (EAD), Kochi on October 11, 2013 co-organised by IIT E-cell, Kharagpur and co-sponsored by TiE (The Indus Entrepreneurs) Kerala Chapter.

Welcome address was given by Ms. Tania Vivera, Staff Co-ordinator, ED Club, St.Teresa's College. Dr.Sr. Teresa, Principal, St.Teresa's College delivered the presidential address. Keynote

Address was delivered by Sri. S.R. Nair, MD, E-Biz Lmt, MD, Team Frontline Lmt. He gave a brief awareness about entrepreneurship and the multiple tenets of idea creation. The entrepreneurship sessions were handled by Smt. Parveen Hafeez, MD, Sunrise Hospitals and Sri. Sijo Kuruvilla George, CEO, START UP village, Kochi who shared their personal journey towards successful entrepreneurship. Interactive Sessions were carried out by Smt. Parveen Hafeez, MD, Sunrise Hospitals, Ms. Sheela Mathai, Joint Secretary, KCCI, Ladies Forum and Ms. Jyothi Aswani, Managing Partner, Presteege Lachmandas Group. The panelists shared their success stories and enticed the students to progress their start up ideas towards women entrepreneurship. They also answered queries from participants about financial sources available for students and also had a personal interaction with students who have already developed their business ideas to small businesses. New venues and business mentoring were proposed by Sri Sijo Kuruvilla, on behalf of Start Up Village, Kochi. It was followed by the a presentation Of E-cell, IIT Kharagpur and vote of Thanks by Mr. Sebin Mathew, Associate Manager, E-Cell, IIT Kharagpur. About 250 participants registered for the event including students from Rajagiri college of Engineering, Maharaja's College etc. Members of TiE, Kerala Chamber of Commerce, Dhanam Business Magazine and other eminent entrepreneurs also attended the event. St Teresa's College ED club members Students I Bcom, I Communicative English, I Bcom Self Financing, I MCom Self Financing and I Economics also attended the event.

- MoU signed between IIT E-cell, Kharagpur and St.Teresa's College on 11th October 2013. The MoU entails hosting of the EAD Kochi in St.Teresa's College on 11th October 2013 and support and services from E-Cell Kharagpur for ED club activities at St.Teresa's College. MoU signed by Mr. Sebin Mathew, Associate Manager, E-Cell, IIT Kharagpur and Dr.Sr.Teresa, Principal, St.Teresa's College.
- Ms. Rashmi Poojara, Staff Co-ordinator, ED Club, St.Teresa's College attended a meeting with Young Minds, the young entrepreneurs division of Indian Chamber of Commerce and Industry to discuss promotion of entrepreneurial skills. ED club assisted Young Minds, to participate in the St. Teresa's College Alumnae Christmas Sale conducted on December 11, 2013. The group got an opportunity to interact with entrepreneurs from the alumnae and student community of St.Teresa's College, providing

them with information and guidance about development of existing businesses, finding new markets, finance and equity funding and acquiring knowledge of new technologies.

- The ED club, St.Teresa's College officially registered to be part of the Student Entrepreneurship Development Club, an initiative by the Department of Higher Education, Govt. of Kerala to promote entrepreneurship among students in Kerala, on 10th January 2014. Registration ID- 10882.

- Four students of ED club, St.Teresa's College, participated in the Wikipedia Workshop conducted at Startup Village, Kochi on 18th January 2014. The workshop aimed at equipping the participants with the rudiments of contributing to Wikipedia and to help them understand the basics of programming. The students who participated are:
 - Annesa J.L. (Msc. Food & Nutrition)
 - Priyanka S.(Msc. Food & Nutrition)
 - Teenu Thomas Msc. Food & Nutrition)
 - Femila (IBsc Zoology)

- The Staff Co-ordinators of ED club, Ms. Rashmi Poojara and Ms. Tania Mary Vivera, participated in the initial sessions of the International Conference on Entrepreneurship and Women jointly organised by the Kerala Chamber of Commerce and Industry (KCCI) and Assumption College, Changanassery, held at KCCI hall,Ernakulam on January 21, 2014. The programme was supported by the Ministry of Micro, Small and Medium Enterprises (MSME) and included resource persons on social and women entrepreneurship from Germany, Australia and Canada. It was part of the Womenpreneurship Conclave 2014 and featured activities of international organizations such as 'Professional Ways for Women' , 'Social Business Women' etc.