



ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)

## ENTREPRENEURSHIP DEVELOPMENT CLUB

REPORT OF ACTIVITIES: 2015-16

### Faculty in charge:

Smt. Rashmi H Poojara (Home Science)

Smt. Mary Sruthy Melbin(Commerce)

Smt. Jini Justin D'Costa (Commerce)

The activities of the ED Club for the academic year 2015-16 commenced with a workshop on Baking conducted on 29<sup>th</sup> June by Smt. Rumana Jaseel, proprietor of **Incredible Art, Kochi**.

The workshop was conducted in the Home Science food lab at 2.30 pm with fifty students and six teachers participating in the hands-on training works. The student participants were from the Departments of Commerce, Economics, Communicative English, English Literature, Fashion Designing, Home Science, Chemistry and Mathematics.

Miss. Khulud Usman , Student coordinator of ED Club, formally welcomed the resource person Smt. Rumana Jaseel and introduced her successful business venture- 'Incredible Art'. The workshop began with an inspirational talk by Smt. Rumana Jaseel, describing her journey into the cake making business. She emphasized the need for women entrepreneurial ventures. The ventures can be commenced in their own homes and effectively marketed through social networking sites like Facebook, Twitter etc. is what she highlighted to the students. She also

shared her experiences in conducting baking classes across the globe and reminded the students that success as an entrepreneur may not be easy but determination and perseverance are the secrets.

Then, Smt. Rumana Jaseel shared the recipes of two all time favorites; chocolate and “Nutty–cookies” which she calls “Grandma’s chocolate cupcakes” and “Nutty crackers”. She went on to demonstrate simple designs on top of the cupcake using soft icing mixture “chocolate ganache”. She further introduced the various measuring tools required to design beautiful shapes of cakes. Student volunteers came forward to try their hand at baking cakes with enthusiasm. The cookies were a healthy variation of the cookies that were available in the market because a large proportion of the white flour was replaced with nut powder and cornflakes. She did suggest to the students healthier alternatives like oats and dried fruits in cakes and cookies.



The students relished all the baked products that were prepared during the workshop and may requested the staff coordinators to conduct a one day session on baking. The session came to an end at 5 pm with a vote of thanks by Ms. Fathima Farheen of M.Sc Food Science and Nutrition.

**Report on talk delivered by Smt. Sheila Kochouseph Chittilappilly on Women  
Entrepreneurship  
Held on 15<sup>th</sup> January 2016**

**Introduction:**

In association with the Department of Commerce, the Entrepreneurship Development Club has arranged a talk with a prominent women entrepreneur. In connection with the Inter-collegiate Commerce Fest 'Etincelle2k16' held on 15<sup>th</sup> January 2016, a talk was delivered on the 'Women Entrepreneurship' by Smt. Sheila Kochouseph Chittilappilly, the Managing Director of V-Star.

**Activity:**

Smt. Sheila Kochouseph Chittilappilly made an inspiring talk which made the audience motivated to take up entrepreneurial risks. Her experiences were shared with the students and it was really exciting to understand her transformation from a normal housewife to a successful entrepreneur. Smt. Sheila shared her views regarding women entrepreneurship in Kerala- its pros and cons. Some of the students cleared their doubts regarding the initial stages of an enterprise. She was very enthusiastic in clearing the queries raised by our students.

She shared the challenges she faced when she came to this field and also the ways through which it was solved. She asked the students to be confident in taking decisions and to be ambitious in life.

**Outcome:**

All the B.Com students and the members of ED Club constituted the beneficiary group. They had a very good experience with Smt. Sheila Kochouseph Chittilappilly. Her talk made the students really motivated to be a good entrepreneur.



Talk on Women Entrepreneurship by Smt. Sheila Kochouseph Chittilappilly

**Report on talk delivered by Mr. Sijo Kuruvila George on the significance of Startup Villages  
Held on 2<sup>nd</sup> February 2016**

**Introduction:**

In association with the Department of Commerce, the Entrepreneurship Development Club has arranged a session with an eminent personality in the field of entrepreneurship. In connection with the Inter-collegiate Commerce Fest 'Emporium 2016' held on 2<sup>nd</sup> February 2016, a talk was delivered on the 'Significance of Startup Villages in Kerala' by Mr. Sijo Kurivila George the former CEO of startup village.

**Activity:**

He is the former CEO at start up village. He provides leadership and vision in setting up country's first PPP model technology business incubator. He was also one of the founders of MobMe a young and vibrant start up in mobile VAS space. MobMe today is the proud winner of many prestigious Innovation and entrepreneurship awards the latest being the EMERGE50 by NASSCOM. .He is also a mentor to students, young professionals, entrepreneurs and startups on various aspects related to business and productivity.

With all these qualities in possession he took the complete attention of the student audience which made them aware that many things are possible for them within Kerala. Without migrating to other places they could build up their own space in this competitive world under the efficient guidance of our experienced entrepreneurs.

**Outcome:**

All the members of ED Club and the students of Commerce Department attended the session. They had a very good experience with Mr. Sijo Kurivila George. His vibrant talk made them excited to know more about the prospectus of Startup Villages.



**Mr. Sijo Kuruvila George, Founder CEO of Startup Village**