



ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)

ENTREPRENEURSHIP DEVELOPMENT CLUB

REPORT OF ACTIVITIES: 2016-17

Faculty in charge:

Dr. Rashmi H Poojara

Smt. Jini Justin D'Costa

Dr. Leela P U

Smt. Ammu Paul

To promote entrepreneurial culture among students along with a sense of environment protection the Entrepreneurship Development Club of the College collaborated with the newly formed registered society STEP (Society of Teresians for Environment Protection). Two of the faculty members Rashmi H Poojara and Jini Justin D'Costa were designated responsible roles as Joint Secretary and Executive member respectively in STEP.

The Entrepreneurship Development club of St. Teresa's college in association with KITCO organized a Three day workshop on Entrepreneurship Awareness at the St. Teresa's college auditorium on July 29-30 and 1st of August 2016. The programme was sponsored by National Science and Technology Entrepreneurship Development Board, Department of Science and Technology, Govt. of India.

The programme began with a prayer song by Ms. Andrea Dunn and Ms. Aiswarya Aravind. Smt. Jini Justin D'Costa welcomed the gathering. The chief guest of the day Dr. K.C Chandrasekhar Nair, Chief Financial Officer KITCO inaugurated the programme. The Principal Dr. Sajimol Augustine and Director Rev. Dr. Sr. Vinitha offered felicitations in the inaugural programme.

The workshop began with an interactive session by Dr. K. C Chandrasekhar Nair Associate Principal Consultant KITCO on the topic "How to become a successful Entrepreneur". He discussed various types of entrepreneurs and shared insights regarding the development of an entrepreneurial attitude. He inspired students to find solutions for social problems through

entrepreneurial activities. This was followed by a motivational talk by Smt. Chithra Krishnan from C K Caterers Edapally. Smt. Gils K Jose, Principal Consultant KITCO explained about the source of Technology assistance from different institutions. Smt. Namitha .P, Industrial Extension Officer explained about the role and schemes of District Industries Corporation. She also detailed the preparation of a project report.

The second day of the entrepreneurship awareness camp was held on 31st July 2016. As a part of the industrial visit, the students visited **Women's Apparel Park** at Kalamassery which is a part of startup village. The students left the college by 9 AM, in two buses accompanied by teachers and reached the Garment factory by 9.30 am. The students assembled in the factory floor and the women entrepreneur Smt. Jaya shared her experience and observations as an entrepreneur. She began with the story of how she became an entrepreneur. She used to design clothes for her daughter and got inspired to develop it into a business. She had 18 years of experience in her field. First she designs a pattern, get materials from various parts of the country, stitch one sample and finalises it accordingly. Once it is fixed it is produced in bulk and finally distributed to retailers across Kerala. She faced immense challenges and risks for maintaining the business. She was motivated and encouraged by her family. She introduced latest machineries used for manufacturing; the students were greatly inspired and motivated through this interaction. Thereafter the students interacted with the employees and visited the uniform stitching area and ironing area. Through these interactions students got to know the practical skills and applications an entrepreneur must possess.

The third day of Entrepreneurship Development Camp was conducted on 1st August 2016 in the auditorium of St. Teresa's college. The morning session began at 8.30 AM by Mr. Dileep Kumar on "Motivation". He started his presentation with the quote "Motivation-the secret of a successful man". He explained various sources of motivation like parents, friends teachers, books, training and self awareness. He kept the students interested through narrating incidents and simple games. He also convinced the students about Mind Power. "Whatever the mind of man can conceive and believe, it can achieve"-This in essence was the message he delivered. He

discussed books compiled by many authors which the participants could read. The morning session came to an end by 11.45 AM.

The next session began at 12.30 PM by Mr. Anand E J on “Project selection and identification”. He started his presentation with the two types of projects like production and service. Identifying a category which is creative variant and routine is very important. He gave examples which indicated how new trends are introduced and old trends are outdated. While identifying a project it is advisable to evaluate questions like “What are you trying to do?”, “How is it today?”, “What are the risks, payoffs, costs and benchmarks to check your success?”.



He further enlisted the parties who can conceive project ideas and explain where the project ideas originated from. The session came to an end by 2.30 PM. The students were asked to give their feedback and few of them came forward to share their experience in the three day camp.. The certificates were distributed by the faculty of KITCO.

By 2.45 PM, Mr. Mittu Tigi gave a small presentation on JAGRITI Yatra. Jagriti Yatra is a train trip across India covering 8000kms, 22 destinations in 15 days by 500 young aspiring entrepreneurs from different parts of the world. He explained the benefits, opportunities, scholarships, expenses, eligibility criteria and facilities of Jagriti Yatra. The students were inspired by a video presentation and they had an interactive session. He shared his experiences as a Yatra for two consecutive years and motivated students from the college to apply for the Jagriti Yatra as it can be an opportunity to interact with successful entrepreneurs from across the country.



During the course of the academic year students were motivated to take up a Earn While you Learn Initiative and make utilitarian goods that can be sold at venues in order to facilitate income generation in the student years. Ms. Siva Prabha Kamath of Second Year B Sc Home Science designed cloth bags, pouches, mobile phone pouches throughout the academic year which were sold in the different sales organized by STEP and also in the Annual Christmas sale of the college organized by ASTA. The proceeds of this sale was handed over to the students as a motivation for them to produce more goods.

On the 9th of February experiential learning was facilitated for the ED club members with a talk by the Managing Director of Milan Designs. She shared her experience on the commencement of

the business the threats that she had to encounter as a woman entrepreneur and how she overcame the struggles to emerge a successful woman entrepreneur.

Ms Shirley Rejimon Managing Director Milan Designs Interacting with ED Club Members



The Directorate of Industries and Commerce, Thiruvanthapuram is offering financial assistance to Entrepreneurship Development Clubs through the state of Kerala. The ED club of St. Teresa's College will now be applying for this funding so that the activities can be conducted without any financial burden on the student members trying to fulfil the true motto of encouraging Entrepreneurial Culture among students of the college.

