



ST. TERESA'S COLLEGE (AUTONOMOUS) ERNAKULAM

RED CELL

REPORT OF ACTIVITIES: 2020-21

Teacher In-charge

Dr. Lizzy Mathew

Ann Thomas Kiriyanthan

Student In-charge

Radhika Suresh

The RED cell of St. Teresa's college was formed as an initiative to promote entrepreneurial skill and rural commitment among students. The principal of St Teresa's college **Dr. Lizzy Mathew** was designated as the chairman and 5 student officers were selected for various posts.

Radhika Suresh- Student officer personality

Jesteena Joseph- Student officer placement and
Internship.

Vyshnavy Unnikrishnan- Student officer technology

Bindhya Benson- Student officer Entrepreneurship

Aswathy Menon PV - Student officer rural engagement

Each officers was assigned with number of students to perform various tasks entrusted.



ST. TERESA'S COLLEGE, ERNAKULAM (Autonomous)

College with Potential for Excellence

Re-Accredited by NAAC in the 4th cycle with grade A++

17/08/2020

To
Dr. W G Prasanna Kumar
Chairman
Mahatma Gandhi National Council of Rural Education
Department of Higher Education
Ministry of Human Resource Development
Government of India

Subject: Submission of details of Rural Entrepreneurship Development Cell in our Institution

Dear Sir,

We are happy to hear that MGNCRE at the behest of MHRD is organizing online workshop on "Rural Entrepreneurship Development" and we are looking forward to participate in the workshop.

As required for taking this mission of building entrepreneurship among students of our Institution, a cell on Rural Entrepreneurship Development is formed as under:

S. No.	Role in Cell	Name	Designation	Mobile No.	E-mail ID
1	Chairman	Dr.Lizzy Mathew	Principal	9847540286	principal@teresas.ac.in
2	Student Development Officer (Placement & Internship)	Jesteen Joseph	Student -III BCA	6235214448	Jesteenajoseph07@gmail.com
3	Student Development Officer (Personality)	Radhika Suresh	Student -II B.Com Regular	8921482270	radhuradhikaiyer@gmail.com
4	Student Development Officer (Technology)	Vyshnavy Unnikrishnan	Student -II B.Com Self	8606019740	vyshnavym@gmail.com
5	Student Development Officer (Entrepreneurship)	Bindhya Benson	Student -II B.Com Self	8075547507	bindhyab712@gmail.com
6	Student Development Officer (Rural Engagement)	Aswathy Menon P V	Student -II B.Com Regular	8606052074	Aswathymenonpv1301@gmail.com

Thanking you,

With Regards


Dr. LIZZY MATHEW
Drawing and Disbursing Officer
ST. TERESA'S COLLEGE



Affiliated to

Ernakulam - 682011, Kerala, India

ACTIVITIES

The RED cell which was inaugurated on 24th of September 2020 by **Smt. Roopa George** as chief guest, marked the beginning of the activities of the cell. A lot of activities including webinars, quizzes, videos and Surveys were conducted to upgrade the idea of rural development and to broaden the vision of entrepreneurship. Various renowned figures including entrepreneurs became part of these activities and truly motivated the students. All these activities were a great success with the immense participation from the side of students and teachers.

INAUGURATION SERIES - 1

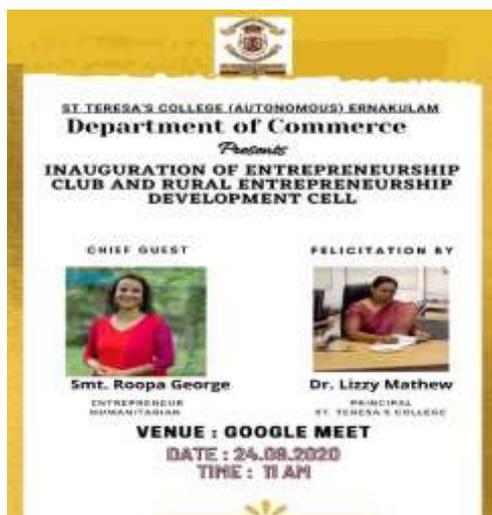
Venue: Google Meet

Time: 11 AM

Number of Participants: 256

The Department of Commerce of St. Teresa's College inaugurated the launch of Rural Entrepreneurship Development Cell and Entrepreneurship Development Club on 24th September 2020. For the inauguration ceremony we had Dr. Lizzy Mathew, Principal of St. Teresa's College, Smt. Ann Thomas Kiriyanthan, HoD Department of Commerce Regular and Smt. Roopa George as the chief guest. Smt. Roopa George is an entrepreneur, social worker, environmentalist, and dancer. Then a brief introduction of Rural Entrepreneurship Development Cell and Entrepreneurship Development Club was given to the audience and introduced the core team of this program.

The chief guest Smt. Roopa George delivered the keynote address and explained her journey on becoming an entrepreneur, all the ups and downs and the lessons and knowledge she acquired from her experience. She defines herself as an entrepreneur with a social commitment as she is a well known social worker and environmentalist and has covered more than 200 schools with her environmental campaign called "Bin It India" and the second campaign called "Kindness Diary" a concept of how students should do kind acts and observe the good in others. She inspired the students to identify their passion and work on it and seize the opportunities and always give back to the society. After the keynote address there was a Question and Answer session, the students got to a chance to ask questions and clear their doubts from the chief guest. Then Dr. Lizzy Mathew, Principal of St. Teresa's College felicitated the entire program and wished her best for all the upcoming events and programs. The inauguration ceremony ended with vote thanks delivered by Miss Aswathy Menon PV, Student Officer of Rural Engagement.



WEBINAR SERIES – 2

Title of the programme: Entrepreneurship in Rural Sector

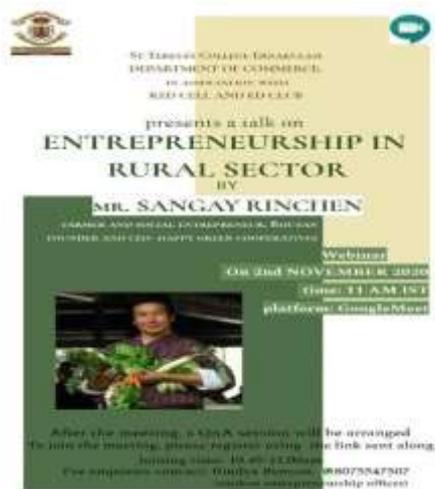
Venue: Google Meet

No. of Beneficiaries/Participants: 145

On 02-11-2020 from 11.00 am to 12.00 pm a webinar titled “**Entrepreneurship in Rural Sector**” was conducted through Google Meet platform. All the Commerce Students were a part of the elucidative programme. The event started at 11 am by welcoming the chief guest, **Mr. Sangay Rinchen**, a farmer and a social entrepreneur from Bhutan who is also the founder and CEO of the Happy Green Cooperatives. Thereafter, the chief guest and the participants were officially welcomed by Smt. Divya Hariharan. The Chief Guest, Mr. Sangay Rinchen reflected his profound knowledge on the topic and highlighted how useful rural entrepreneurship in this economical world. He also shared about the ways in which the world has reached its achievements in the grounds of industrialization, economics, science and creativity, interaction and growth of newer markets which has also contributed towards the human ecosystem and also has challenged human society to be in an organized paralysis. The explanation of how due to this organized paralysis, the rich gets richer and the poor gets poorer made all the participants engrossed. He also mentioned about how entrepreneurship can be an opportunity to bring up hope and solution for the present and upcoming generation.

During the Q & A session, Mr. Snagay Rinchen also expressed that he is willing to help us if anyone is interested to initiate rural entrepreneurship from here. The event ended at 12 pm with the felicitation of Smt. Amrita Titus. The informative webinar was culminated with a vote of thanks proposed by Geethalakshmy A of the commerce self department.

Outcome of the activity : The webinar format was a success and the feedback from the webinar attendees indicated that they found the topics useful and relevant.



WEBINAR SERIES - 3

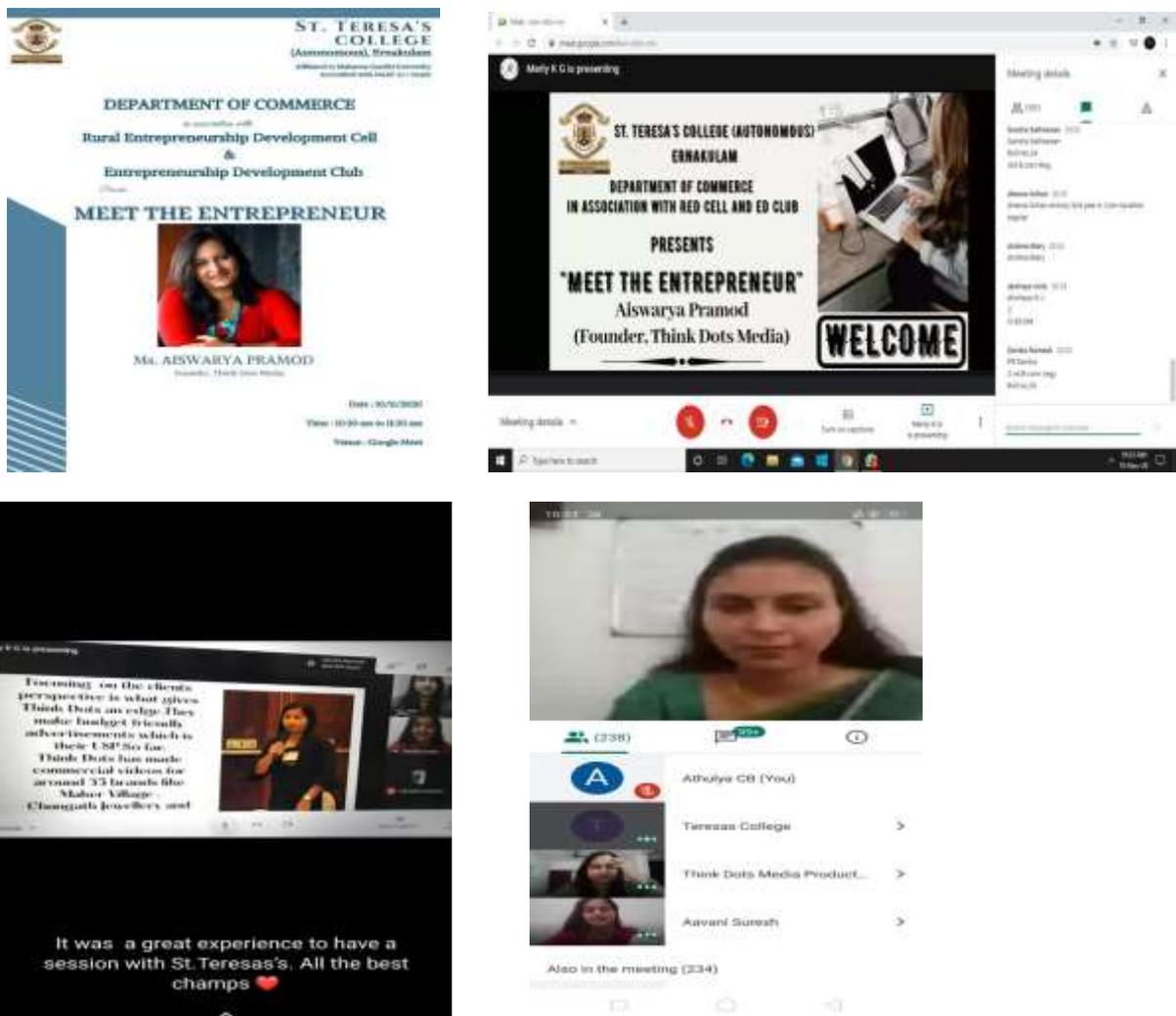
Title of the Programme : Meet the Entrepreneur

Venue : Google Meet

No: of Beneficiaries/Participants : 249

On 10-11-2020 from 10.30 am to 11.30 am a webinar titled “**Meet the Entrepreneur**” was conducted through Google Meet platform. Smt. Aiswarya Pramod, the founder and Chief Executive Officer of Think Dots Media Productions was the resource person. The programme started with the blessings of Almighty. At the beginning, Sreelakshmi C B addressed the honoured chief guest and other audience. During the session Smt. Aiswarya Pramod shared some of her experiences with the participants. She also shared the challenges she had faced and how she overcome all those difficulties in order to become a successful entrepreneur. The participants got an opportunity to clarify their doubts in the Q & A session. After that, the programme ended with the vote of thanks by Radhika Suresh (Student Development Officer).

Outcome of the activity: The webinar format was a success and the timeframe 1.5 – 2 hours appeared to be enough time to allow facilitation of discussions. Feedback from webinar attendees indicated that they found the topics useful and relevant.



WEBINAR SERIES – 4

Title of the Programme : Meet the Young Inspiration

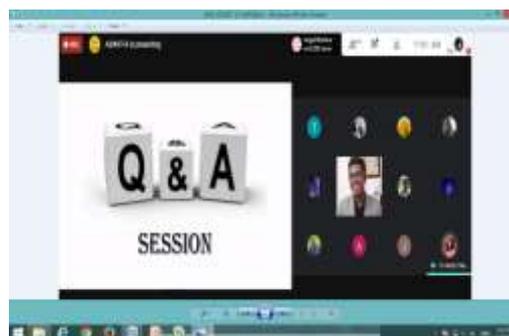
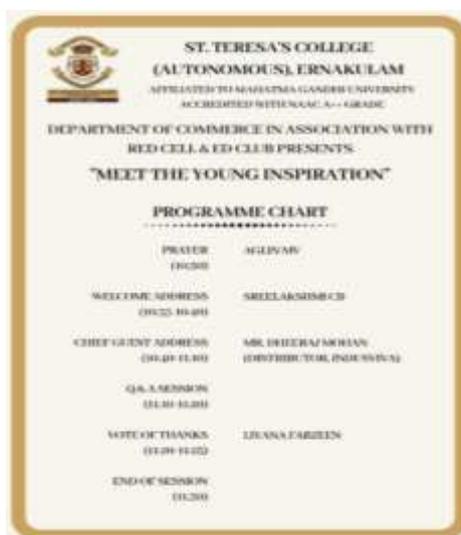
Venue : Google Meet

Number of Beneficiaries: 252

On 20th November 2020 a webinar titled “**Meet the Young Inspiration**” was conducted through Google Meet platform. The Speaker of the session **Mr. Dheeraj Mohan** presented the keynote address on the topic. He discussed on how he aspired to become an entrepreneur, how he made a vision into action and how he faced difficulties and problems on his way to becoming an entrepreneur. He projected a clear understanding on what to do and what not to do to become a successful entrepreneur and how important it is to have communication skills. He inspired the audience by his story on how he became an

entrepreneur despite having problems and inspired to take risks in order achieve what you dream of. Then the audience got the chance to clear their doubts and questions from the Speaker Mr. Dheeraj Mohan himself. Also the feedback of the session was collected from all the participants to understand how useful and informative was the session and also any suggestions to improve the sessions that will be conducted in the mere future.

Outcome of the activity: This program encourages the students to learn from the local rural entrepreneurs on how to explore new opportunities and to overcome the problems faced by an entrepreneur.



WEBINAR SERIES - 5

Title of the Programme: Skills for Converting Passion into Reality

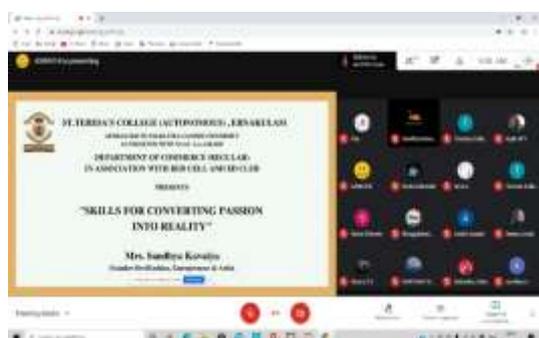
Venue: Google Meet

No: of Beneficiaries/Participants: 184

On 03-12-2020 from 09:30 am to 10:30 am a webinar titled “**Skills for Converting Passion into Reality**” was conducted through Google Meet platform. Mrs. Sandhya Kavaiya, the founder of Devi Fashion, Entrepreneur and Artist was the resource person. The programme started with the blessings of Almighty. At the beginning, Amrutha G addressed the honoured chief guest and other audience. During the session Mrs. Sandhya Kavaiya shared some of her experiences with the participants. She also shared the circumstances

which brought her to this entrepreneurial field. The participants got an opportunity to clarify their doubts in the Q & A session. After that, the programme ended with the vote of thanks by Liyana Farzeen.

Outcome of the activity: The webinar format was a success and the timeframe 1 hour appeared to be enough time to allow facilitation of discussions. Feedback from the webinar attendees indicated that they found the topics useful and relevant.



OTHER ACTIVITIES:

CASE STUDY

Title of the Programme: Case Study - Pokkali Farming in Rural Areas

Date: 16th December 2020

Organized by: Rural Entrepreneurship Development Cell of Department of Commerce (Regular)

No. of Participants: 5

Beneficiary type: Students

The present study aimed at analysing the **impact of conversion of pokkali fields in Vypin Island**. The Study is based on person to person interaction with the various stakeholders. A very complex socio-economic and political situation prevails in pokkali cultivation. Like all

the other activities related to agriculture sector this social culture is also declining. But despite of all the controversies pookkali farming is the livelihood of many farmers in India.



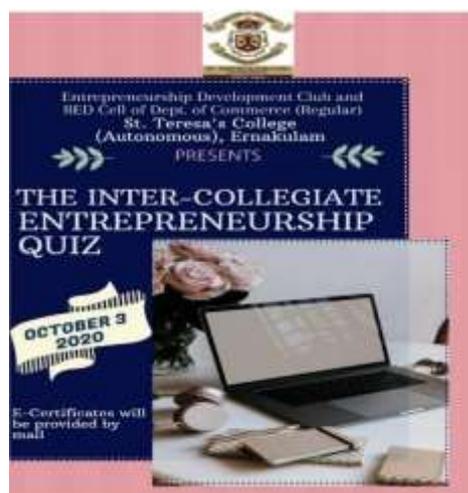
INTER-COLLEGIATE ENTREPRENEURSHIP QUIZ

Title: The Inter-Collegiate Entrepreneurship Quiz

Date: 3rd October 2020

Entrepreneurship Development Club and RED Cell of St Teresa's College are always engaged in developing and encouraging the Entrepreneurial skills among students and as a part of the same, '**The Inter-Collegiate Entrepreneurship quiz**' was organised on 3rd of October. The quiz was intended to measure the Entrepreneurial knowledge of each participants. As it was an Inter-Collegiate quiz, students from many different colleges took part in it.

By considering the importance of entrepreneurs in the economy, the RED cell and club is actively trying to promote and attract more students into this fields. The quiz was conducted with the same goal. In the context of covid pandemic, the quiz was conducted online through Google forms, where the basic details of participants were collected, followed by the questions. The participants had the option to view their score after the completion of the quiz. And the participants who scored well were given certificate through mail. The brochure was widely circulated and shared with the help of Students and teachers.



KARSHAKA SCHEMES VIDEO

Title: Karshaka Schemes

Released date: 20th November 2020

Released platform: YouTube

Beneficiary type: Farmers

Language: Malayalam

The '**Karshaka Schemes**' video prepared by Department of Commerce in association with Rural Entrepreneurship Development Cell of St Teresa's college (Autonomous) Ernakulam aims at providing the Farmers with an insight into 5 Central Government and 5 State Government Karshaka Schemes. A detailed explanation of Central sector schemes like KMDY, National Schemes of Welfare of Fishermen, Paramparagat Krishi Vikas Yojana, Pradhan Mantri Kisan Samman Nidhi and e-NAM are provided through the video. Likewise various Schemes of state government for promoting Organic farming and Small scale farming was also elaborated through this video.

Even though the government has introduced various agriculture promotional schemes, the lack of knowledge about the same has deprived the farmers from getting the benefit of it. So the video was intended to create awareness about the Schemes among the farmers. As the ultimate beneficiaries were farmers, native language Malayalam was used and the global platform, YouTube was chosen for easy accessibility.

Students of Rural Entrepreneurship Cell and Club were entrusted with the task of gathering information regarding various Schemes meant for Agricultural promotion by Government. The gathered information was converted into presentation slides by Miss Aswathy Menon PV and Miss Aleena Sohan. Voice over for the video was given by Miss Riya Biju and Miss Diya Devassy. Editors behind the video were Miss Aswathy Menon PV and Miss Krishnapriya Thilakan. The video was released on the YouTube channel of St Teresa's college on 20th November 2020. The link for the video was shared among all the students with the help of teachers.



YOUTUBE LINK: <https://youtu.be/eq8dyC21tuA>

TELEPHONIC INTERVIEW (KUMBALANGY VILLAGE) :

A **telephonic interview** was conducted with five Asha Workers and five Ward Members of **Kumbalangy Village** in order to collect details regarding the health and education sector. We contacted five Ward Members and asked them the following questions :

1. Does students are able to attend online classes ? If no, whether Panchayath is providing them facilities for the same ?
2. Does students are aware about various scholarships provided by the Government ?
3. Could you provide us with the contact details of five students in your Ward ?

The Ward members provided us with the contact details of Asha Workers of their respective Wards. Then we contacted each Asha Workers and asked them the following details :

1. Ward you are incharge of ?
2. How many times you manage to conduct house visit per month ?
3. Does any Covid-19 cases reported in your Ward ? If yes, how many ?
4. Does any Dengue reported in your Ward ? If yes, how many ?
5. Could you provide us with the contact details of five age-old persons ?
6. Does everyone is willing to wear masks and use sanitizer ?
7. Do you need any help from outside in respect to health sector ?
8. Will you accept, If we send an awareness video created by us regarding the health sector ?

After that we contacted twenty five age-old persons and asked them the following questions :

1. Does medicines are available on a regular basis ?
2. Whether Asha Worker visit you regularly ?
3. Do you face any difficulty to go for medical consultation ?

Then we contacted twenty five students and asked them the following questions :

1. Do you attend online classes ? If yes, how long it dures ?
2. Whether you have enough facilities for attending online classes ?
3. Do you know any students who are unable to attend online classes ? If yes, could you provide us with their contact details ?
4. Do you receive any scholarships provided by Central or State Government or any others ?
5. Whether Panchayath let you know about the available scholarships ?
6. Do you find any difficulties to continue your studies ?

From this telephonic interview conducted in the Ward numbers 15 and 16 of Kumbalangy Village, we understood that in regard to education sector; almost all of the students are able to attend online classes and they are aware of various scholarships provided by the Government and also Panchayath notifies them about the available scholarships. Likewise, almost all of the age-old persons also get the medicines and consultations regularly and also they are receiving necessary services from Asha Workers and the Panchayath. All responded in a supportive manner towards our telephonic interview and we were able to complete our task in a successive way.

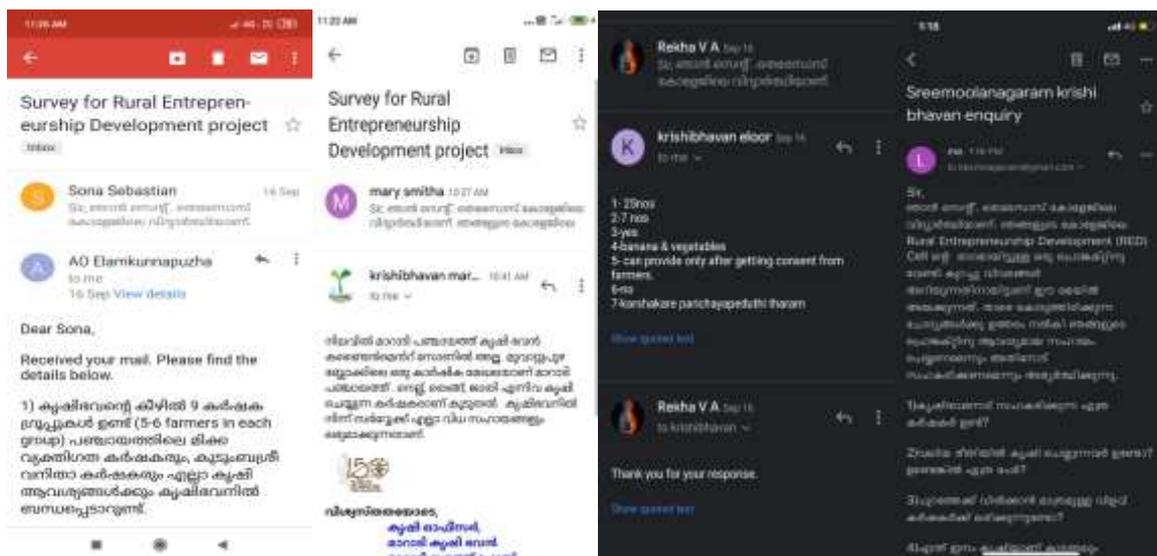
TELEPHONIC INTERVIEW WITH AGRICULTURAL OFFICERS:

As part of the RED Cell Rural Engagement wing of St. Teresa's College Ernakulam we conducted a **telephonic interview with the Agricultural Officers of all Krishi Bhavans in Ernakulam district.**

Each members of the cell were allotted with the task of collecting certain information from the krishi Bhavan assigned to them. As part of this task each members contacted the Agricultural Officers for the purpose of gathering the following details:-

1. The total number of farmers who are carrying out large scale cultivation.
2. Which type of crops are being cultivated the most?
3. Whether the farmers are cooperating with Krishi Bhavan or not?
4. Do the farmers receive enough yield to sell it in the open market?
5. Whether the farmers are aware of the various central and state schemes to strengthen agriculture?

Agricultural Officers of each Krishi Bhavan responded very well and cooperated with us even though they were busy. And also they provided the contact numbers of some farmers. They also helped us to contact farmers and ensured their full support for our future field work. After this telephonic interview, we understood the activities undertaken by Krishi Bhavan. Due to the lack of volunteers the Krishi Bhavan members also had to take part in the government's fight against the Corona pandemic.



TELEPHONIC INTERVIEW WITH FARMERS

The program is designed to educate the farmers about various Government schemes and their implementations and to make them aware of several possible ways to improve their marketing. As a critical part of the survey a **telephonic interview with the farmers** was undertaken with the help of Krishibhavan.

The members of RED Cell were allotted for collecting information from Krishibhavan regarding the environment of the farmers. The following are the questions asked:-

- What type of farming?
- Is it sufficient to sell at market?
- If yes, does it make profit?
- Do you know any schemes organized by the Government?
- Is that scheme accessible?
- Does Krishibhavan or Panchayat provide any support or aid?
- If an online class is arranged regarding farming and various schemes provided by the Government would you be able to attend?

The purpose of this survey was to understand the environment of the farmers and educate them about the various schemes provided by the Government entirely focusing on helping the farmers.

From this survey we discovered that majority of the farmers are cultivating vegetables and rice farms, they are selling at market for a reasonable profit, have knowledge about the schemes provided by the Government and they are utilizing it, krishibhavan and panchayat are providing all the aids to improve their farming and is ready to attend the online class if we arrange.

Due to this current pandemic of Covid-19 is affecting their farming and is trying to recover from this situation.

