



ST. TERESA'S COLLEGE (AUTONOMOUS) ERNAKULAM

SOCIETY OF TERESIANS FOR ENVIRONMENT PROTECTION (STEP)

REPORT OF ACTIVITIES: 2020-21



Teacher In-charge

Dr. Rashmi Poojara

Ms. Mary Sruthy Melbin

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STEP TEAM (2020-21)

The outbreak of coronavirus disease 2019 (COVID-19) has created a global health crisis that has had a deep impact on the way we perceive our world and our everyday lives. Not only the rate of contagion and patterns of transmission threatens our sense of agency, but the safety measures put in place to contain the spread of the virus also require social distancing by refraining from doing what is inherently human, which is to find solace in the company of others. Within this context of physical threat, social and physical distancing, as well as public alarm, what has been (and can be) the role of the different mass media channels in our lives on individual, social and societal levels.

STEP also got linked with the virtual world and started this year activities on June 16, 2020 through the google meet platform to discuss this year activities and how to cope up with the changes the Step team have to go through this year, and discussed the plan of action for this year.



This year team members was finalised by selecting Dr. Rashmi Poojara and Ms. Mary Sruthy Melbin as the overall teacher in charge for the academic year 2020-21, and the teachers in charge of various departments are as follows-

Coordinator- Dr Nirmala Padmanabhan

Purchase- Dr. Rashmi Poojara

Accounts- Ms. Mary Sruthy Melbin

Web Page & Online Marketing- Ms. Ottina Treasa Mendez, Ms Geethu Krishna P G & Ms. Merin Elizabeth Harry

Sales & Marketing - Ms. Megha Mary Michael & Ms Geethu Krishna P G

Inventory- Ms. Anu Kuruvilla & Ms. Merin Elizabeth Harry

Reporting & Collection- Ms. Amita Sarah Varghese

Production- Ms. Jennifer Sandy James

STEP DEPARTMENTS-

For the successful running of the STEP activities the students and teachers was divided into seven main departments so as to successfully look into the aspect of each area and to avoid a lot of errors. The main departments are as follows:-

Quality Control- The students and teachers maintains and check the standards of our products to ensure there is no damage in the products created. It helps to maintain or improve our product quality. Our quality control team is led by Ms. Mary Sruthy Melbin as teacher leader and Students of II B.Com (Regular). The students' part of the quality control department are:-

- 1) Sreelakshmi Venugopal
- 2) Anjana M Francis
- 3) Athulya c Menon

4) Hiba

Accounts- This department is led by Ms. Mary Sruthy Melbin and her team to systematically record financial information occurring during the period so as to reveal the profit and loss situation.

The students' part of this team are

1) 1) Sreelakshmi Venugopal

2) Anjana m Francis

3) Athulya c Menon

4) Hiba

Web Page& Online Marketing - This department helps to showcase our products virtually to the outside world and the general public gets an idea about our various brands and products we deal with. The team is led by Ms. Ottina Treasa Mendez & Ms. Geethu Krishna P G and the students of B.Com (SF) and BMS who are as follows:-

1) 1) Nishara Ann Jaison

2) Maria Tania M T

3) Lisa Raphi

4) Navya Raphel

5) Rinu Victor

6) Dayana Teresa

7) Athulya Kunjumon

Marketing & Online Promotion- This team is responsible for spreading the message of our products to potential customers through social media, display advertising, emails, etc. This team is led by Ms. Megha Mary Michael & Ms. Geethu Krishna P.G. and the students of BMS who are as follows;-

- 1) Adithya
- 2) Khadeeja
- 3) Aarsha
- 4) Kavya

Inventory- This department is responsible for the stock of items on hand, either for sale, or raw-materials to be converted into finished products. The department is lead by Ms. Anu Kuruvilla & Ms. Merin Elizaeth Harry and her student members as follows-

- 1) Nishara Ann Jaison
- 2) Maria Tania M T
- 3) Lisa Raphi
- 4) Navya Raphel
- 5) Rinu Victor
- 6) Dayana Teresa
- 7) Athulya Kunjumon

Production- This department helps in transforming raw materials into finished products to satisfy the demand of green protocol maintained in the college. The team is led by Ms. Jennifer Sandy James and the students of French department

Reporting and Collection- This department is responsible to keep data of all the activities undertaken during the period.

Collection team is responsible in collecting the textile waste required for stitching the pencil pouches and ball bags from the shops nearby. The students of French department are sent in batches to do the collection activities from nearby shops in Convent junction like- Paris, Goodwill, Casells etc.. The team is led by Ms. Amita Sarah Varghese and the students of French department. Due to the pandemic situation the activities of collection team was inactive.

OUR BRAND NAMES-

- *Chengathi Cheppu*
- *Prakrithi Bags*
- *Ball bags*
- *College bags*
- *Zipper Bags*
- *Strawberry Bags*
- *Lunch Bag*
- *Vegetable Bag*
- *Baby Diapers and Sanitary Napkins*
- *Face Masks*
- *Kalepattam*



Our new addition

KALEEPATTAM

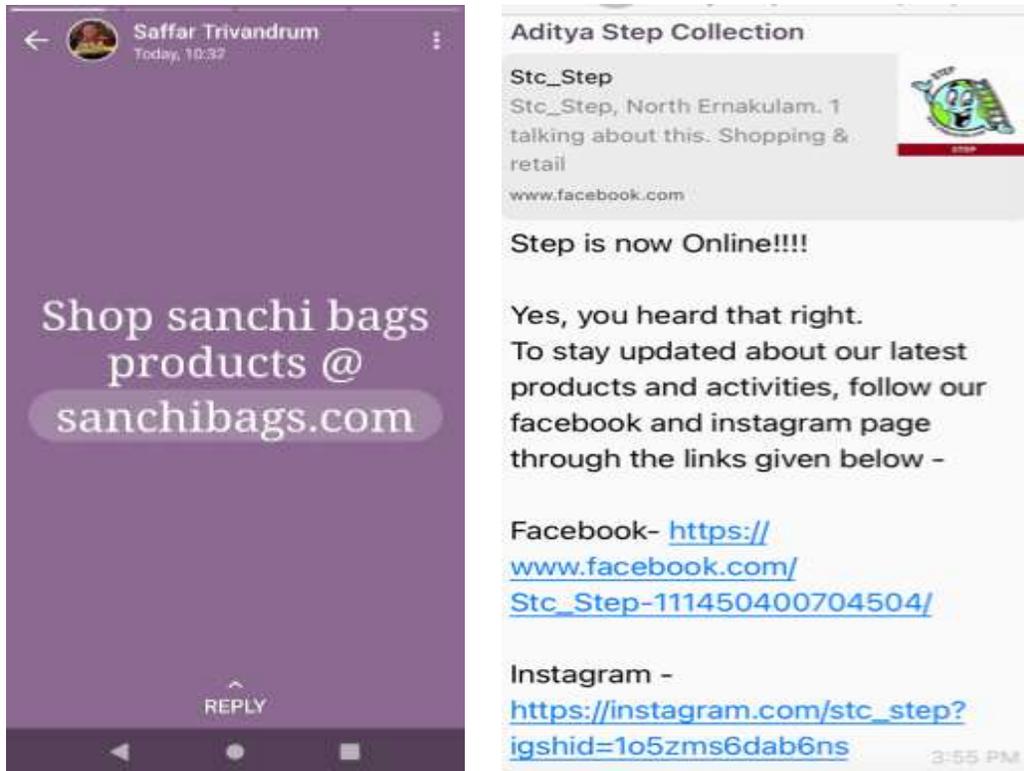
The creation of safe soft toys for Anganwadi children from shreaded waste materials. This idea help in utilising waste materials for a noble cause and also helps to generate eco-friendly toys for kindergarten kids without creating any health issues.



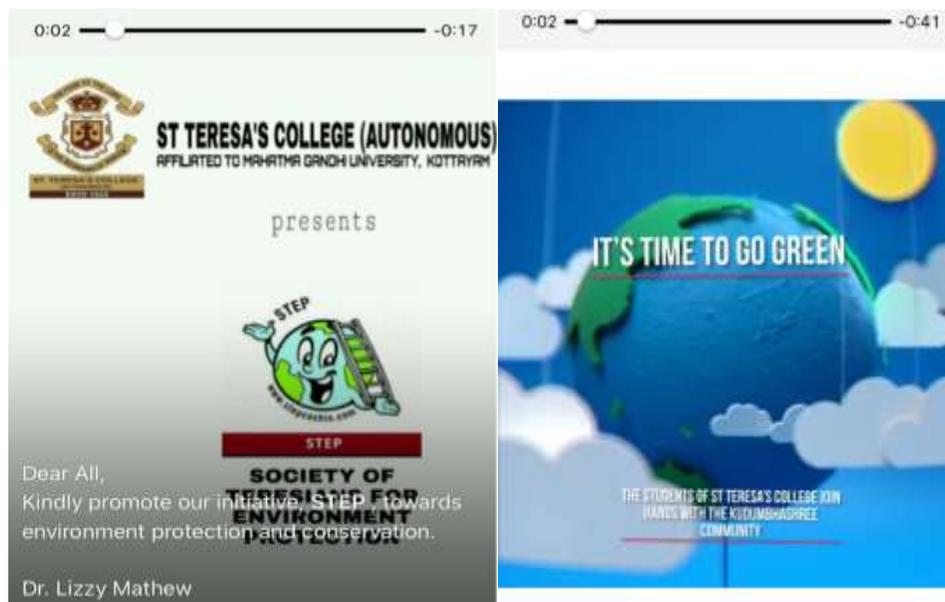
Activities for the Year-

ONLINE MARKETING

Step turned to Digital marketing to utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Students started working on social media platforms like Amazon, Facebook and Instagram to popularize and to increase on the sales.



Promotional videos were created and circulate far and wide through the social media to get wide coverage during the Pandemic. The college website was also utilized to get a wider coverage.



Promotional video was created to be circulated so that the viewer at a glance can get a brief idea of all the products.



POSTERS-

A **poster** is a temporary promotion of an idea, product, or event put up in a public space for mass consumption. Typically, **posters** include both textual and graphic elements, although a **poster** may be either wholly graphical or wholly text. **Posters** are designed to be both eye-catching and informative. Posters was also created by students to get an eye catchy promotion of the products as well as to display the products.



PLASTIC OR PAPER? NEITHER!! CLOTH BAG



Think green and save our planet





LUNCH BAG



ZIPPER BAG



COLLEGE BAG



FACE MASK



STEP
St. Teresa's College
ERNAKULAM

www.step.teresas.ac.in

PREVENT PLASTIC POLLUTION

GO REUSABLE

SAY NO TO PLASTIC BAG

USE CLOTH BAGS

LET'S SAVE THE WORLD TOGETHER

we make quality cloth bags

Minu Jolly
Commerce dept(SF)



Face Mask



Lunch Bag



College Bags



Strawberry Shopping Bags



Zoo Bag Opening



Sreenath Tropical Bag



Vegetable Bag - Blue



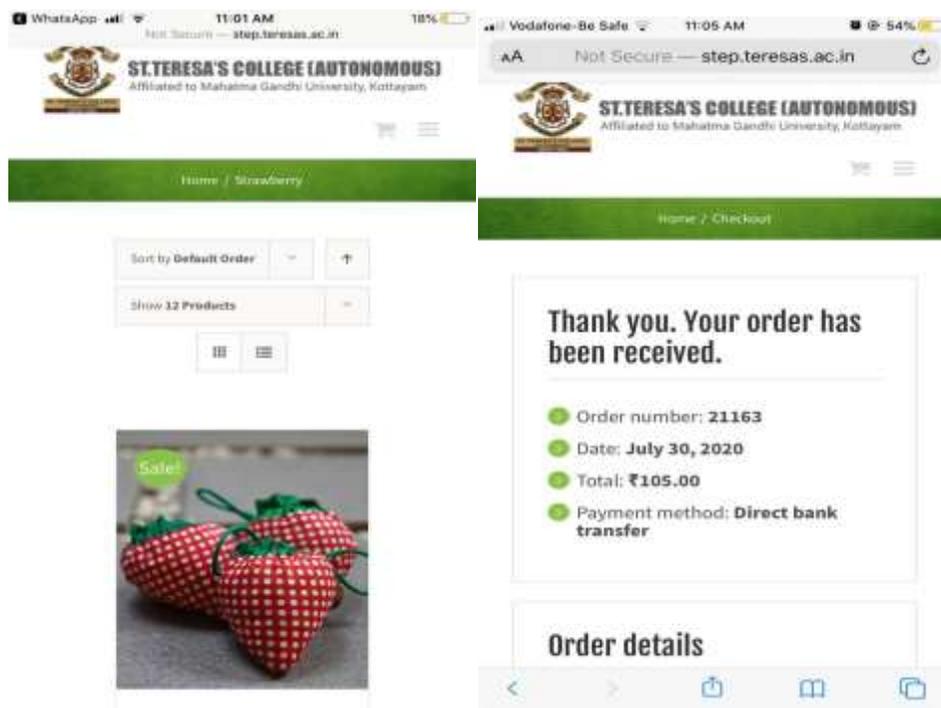
Pencil Pouches



SALES

ONLINE SALES-

Due to the pandemic situation it was difficult to organize normal sales and to go with the trend Step team resorted to online sales to sell its products. College website and social media was utilized for the same and modern and tech savvy money payment methodologies was utilized





ONLINE FLEA MARKET

Step got an opportunity to participate in online Flea Market from Dec 4th – 24th 2020,

Virtual Christmas Flea
Kerala Flea Kottayam
Merry Christy

Virtual Christmas Flea is an online exhibition / flea market, organised by Merry Christy, Kerala Flea Kottayam. We have been successfully conducting flea markets and exhibitions every year in Kottayam.

Respecting Covid norms, we are going online and we are grateful to Roopa George for wholeheartedly giving her social empowerment platform to exhibit products.

The Roopa George Circle is an active non-profit social empowerment platform to promote entrepreneurs/brands and has no financial gain in this event.

You register directly with Merry Christy, Kerala Flea Kottayam. Register now to confirm your slots.

Clothing - Home Decor - Jewellery - Foot Wear
 Christmas Decor - Skin Care - Accessories - Handicrafts - Tourism
 Food - Music - Indoor/Outdoor Plants - Art - Services

Virtual Christmas Flea
Kerala Flea Kottayam
Merry Christy

Dear Vendor,

We cordially invite you to join us, irrespective of countries and borders. Virtual Flea primarily connects vendors and buyers around the globe for brand promotion.

Let us together try our best to bring in innovative ideas and solutions for your buyers.

Team
Kerala Flea Kottayam
Merry Christy

Register now to confirm your slots. Enroll early as we are taking only three vendors from each product category.

☎ +91 95443 71718
 ✉ keralaflea@gmail.com

Virtual Christmas Flea

Kerala Flea Kottayam

Merry Christy

**Dec 4th - Dec 24th
2020**

Register Now!

+91 95443 71716
keralaflea@gmail.com



merrychristydesigns7



keralaflea.kottayam



ST11



ST12



ST13



ST15



ST17



ST16





A promotional Video created for the Flea Market telling on STEP and its activities

JAIVA KARSHIKOTHSAVAM 2021

The image displays a collage of promotional materials for the JaiVa Karshikothsavam 2021 event. On the left, a mobile application interface is shown, featuring a list of participating organizations and a detailed text block. The central flyer is for St. Teresa's College (Autonomous), affiliated to Mahatma Gandhi University, Kottayam, announcing the event on March 13th and 14th at Town Hall, Ernakulam. The flyer lists activities such as 'Organic Farming', 'Organic Farming Exhibition', 'Organic Farming Demonstration', 'Organic Farming Competition', and 'Organic Farming Quiz'. On the right, a poster for the Society of Teresians for Environmental Protection promotes the event, listing products like Strawberry bags, College bags, Pencil pouches, Ball bags, Lunch bags, Conference bags, and Zipper Bags.



SKOCH EXHIBITION

There is enough 'good' going on in the country. These are 'good' people, practices and projects that are important for the country to take note of and learn from to shorten the development and deployment cycle and bring in a higher degree of efficiency in both design and implementation.

Like information silos, silos of 'good' are a big problem in national replication or even local scaling. Often, such good solutions in one place leave some unaddressed challenges that are addressed by some other good solution elsewhere. Similarly, there is a challenge of not learning from felt-needs, user experience and expert opinion across domain since there is no mechanism to gather, collate and channelize this.

For decades, SKOCH Awards, Summits and the Evidence of Excellence exhibitions have fulfilled this crucial gap by extensively studying the 'good' through evaluation by an independent Jury, documentation, field visits and beneficiary inputs and then showcasing the best for the benefit of other users and beneficiaries across domains.

This also serves as a national clearing house on the state-of-the art in every focused domain. It is also a feedback point for ministers and policy makers on what is working well and what needs to be change. Delegates, Jury and experts cast a vote during 'Evidence of Excellence' exhibition on whether the 'good' indeed is the 'best' and worthy of being honoured with SKOCH Award. This then is the final step in the journey towards becoming a recognised 'great' by India's honest independent honour.

Kunnukara Panchayath was voted by our students and faculty as a token for encouragement for the noble cause. Step providing a helping hand to support the panchayat for its glorious victory.

Social Media Internships

Adithya student leader provided a novel idea of providing Social media Internships to students to encourage them to contribute in the sale of products and Certificates can be provided to the students for the same. The students of the college was grouped and each teacher was given charge of a group to increase the sales. 80 students showed their interesting joining the internship programme and these students were divided among 8 teachers, each team consisting of 10 students and a teacher, the students were given the task of collecting bulk orders for sales.

**A CALL TO THE
TERESIAN
STUDENT COMMUNITY**

STEP
www.teresas.ac.in
STEP

**"LET US ENVISION
THE CHANGE TO
ECO FRIENDLY PRODUCTS"**

**WANT TO EARN AN INTERNSHIP CERTIFICATE
THIS LOCKDOWN?**

**WANT TO HELP THE KUDUMBASHREE
COMMUNITY ?**

**THEN WHAT ARE YOU
WAITING FOR ?**

VOLUNTEER WITH US!

Own Your Certificate By Selling
10pcs Or More STEP Products


step.teresas.ac.in

MEMBERSHIP WITH TIE

STEP took a membership with TiE so as to have access to many of their online programs including TiECON.

1 of 1

TIE KERALA

Door No. E-26, 3rd Floor
Panta Menaka Shopping Complex
Shanmugham Road,
Kochi - 682031

GSTIN: 32AABTT8753G1ZC
Tel# 0484-4015752
Email: info@tiekerala.org



INVOICE

Bill To	Society of Teresians for Environment Protection St. Teresa's College Park Avenue Road, Near PWD Guest House, Ernakulam - 682011 GSTIN:32AACAS8618R12K	Invoice No.	AM/110/2020-21
		Date	29-08-2020

Description	Period	SAC	Amount
Associate Membership Entrance Fee	2020-21	999599	4,661.02
Subtotal			4,661.02
	CGST 9%		419.49
	SGST 9%		419.49
			5,500.00
Special Discount of Rs.1000			1,000.00
	Total		4,500.00

Rupees Four Thousand Five Hundred Only

Money Transfer to the account below:

Bank Name: Federal Bank
Account Name: TIE KERALA
Account Number: 13750200036007
Branch: Marine Drive, Ernakulam
IFSC: FDRL0001375


Nirmal Panicker
Executive Director

FESTIVALS AND STEP

A festival is an event ordinarily celebrated by a community and centring on some characteristic aspect of that community and its religion or cultures. It is often marked as a local or national holiday, Step also activated its online sales media during Onam and Diwali to capture maximum Sales.

0:04 ————— -0:46

Disclaimer

The content in this video is strictly made as a part of the campaign on sustainable fashion 'Mattathinte Nookkuzhal'. The intension is not to hurt the sentiments of anyone, but is a sincere effort to bring a smile on your face.

കരുതലോടെ ആഘോഷിക്കാം ഈ ഓണം, മാറ്റത്തിന്റെ നൂലിടുകൾക്കൊണ്ട്.

Diwali
festival of lights 2020

Celebrate with Prakriti Bags and
Bhoomithram Sanchis

Enjoy Shopping @ step.teresas.ac.in

FB: https://www.facebook.com/Stc_Step-111450400704504/
Instagram: https://instagram.com/stc_step?igshid=1o5zms6dab6r

Society of Teresians for Environment Protection
St. Teresa's College (Autonomous), Ernakulam

ORIENTATION PROGRAMME FOR NEW STUDENTS



To educate the new students joining the institution about STEP and its activities and the role played by it and the benefits student can get by participating in this venture, Dr. Nirmala Padmanabhan created a promotional video and passed it to all Department Heads to be shown in their orientation Programs conducted for both UG and PG students.



First-hand experience from alumni will create a drastic impact on the students so Promotional talk by an alumni of economics Dept, such videos was shared in students group to encourage them in Step activities and to inform them about the benefits of the training Certificate and how it can help in future admission procedure and the value gained from such Certificates.

ONLINE TUTORIALS



Tutorial video was uploaded in YouTube, in which Thasneem explains in simple terminology how to stitch Cloth bags. The video proved beneficial to many womens and encourage them to take up small scale stitching activities.

Step envision the prospects of creating soft toys and creating a niche for such a venture by utilising waste materials for the benefit of Anganwadi kids who can get soft toys in a more economical manner to learn and to play without creating any adverse problems to health and environment.



RECOGNITION

Another Feather in the Hat.....

The end of the academic year brought a great joy to the college, when the honourable Prime Minister Mr. Narendra Modi of India praised STEP and its activities in the Famous radio programme Mann Ki Baat (March 2021) in which he addresses the people of the nation.





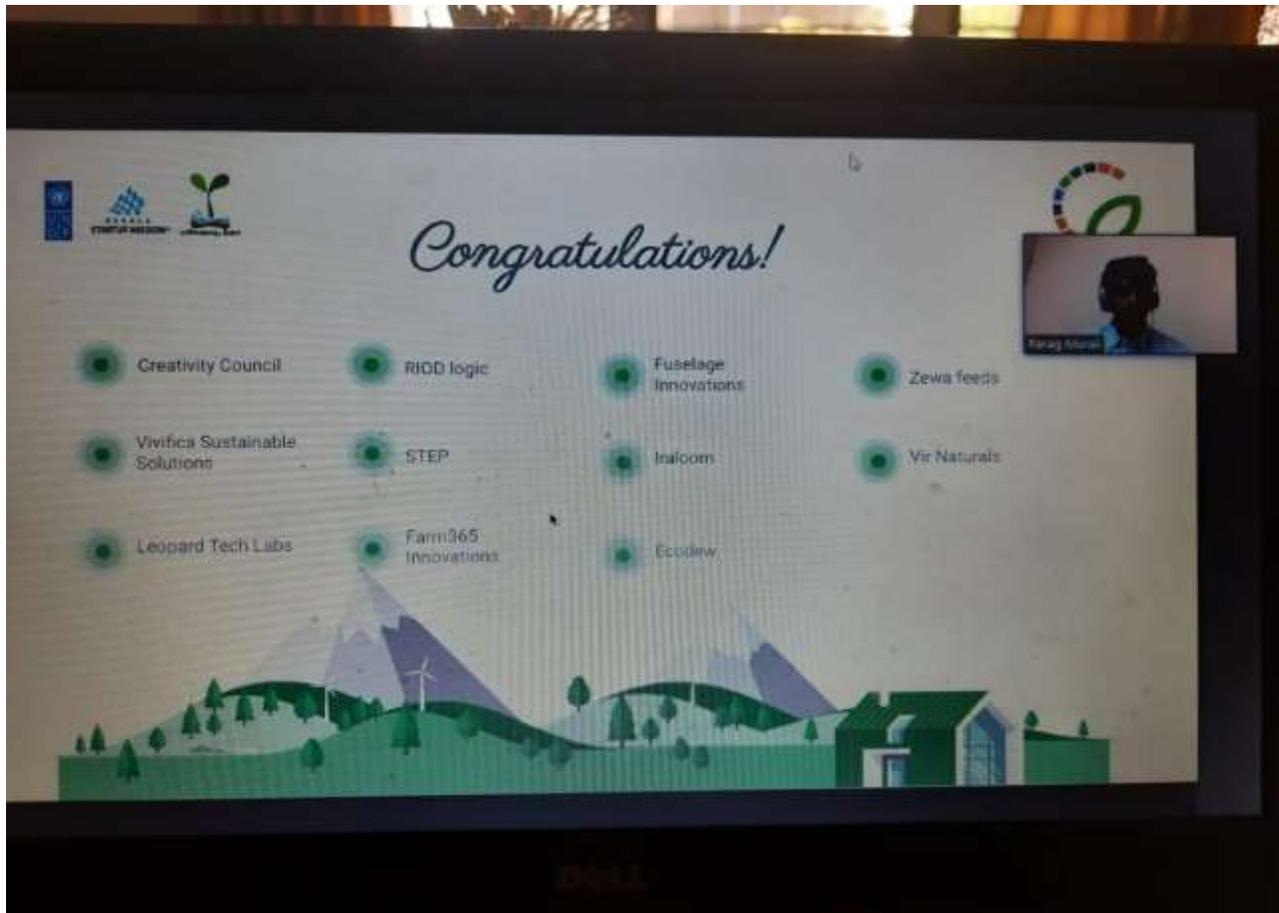
TV CHANNEL RECOGNITIONS

After the honorable Prime Minister talked on Step and its activities in his Mann Ki Baat , local Tv channels also helped in publicizing the Step and its activities through their media.

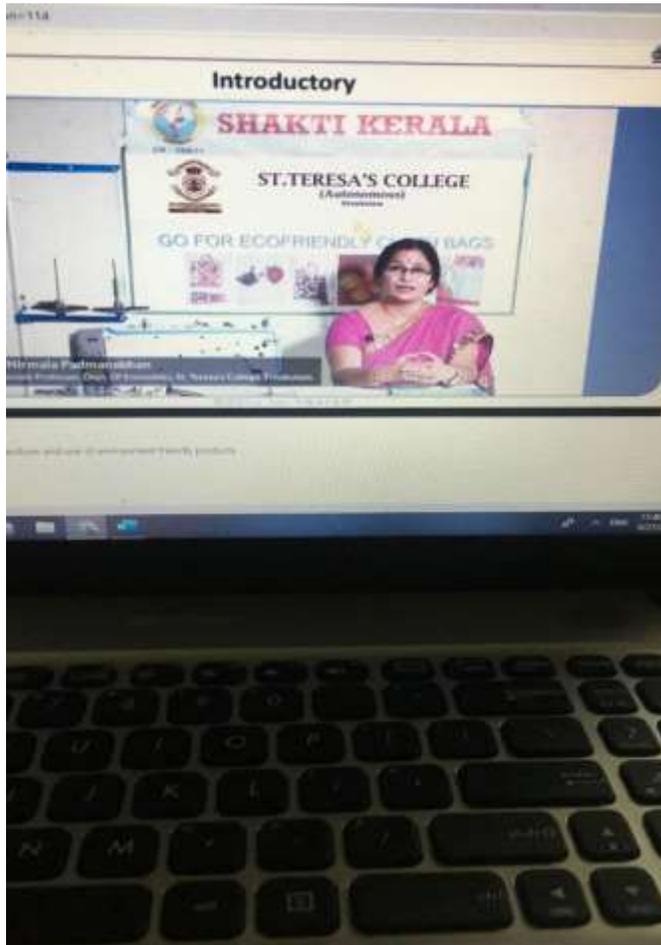


STEP got selected for UNDP Project

The United Nations Development Programme is the global development network of the United Nations. It promotes technical and investment cooperation among nations and advocates for change and connects countries to knowledge, experience and resources to help people build a better life for themselves.



SWAYAM AND STEP



Students of our college joined For an Environmental Sustainability Course in Swayam. The video created by St Teresa's College (Autonomous) Ernakulam, in association with Shakthi Kerala, by Nirmala Ma'am about Step and its sustainability helped the students for their course work as it gave them an idea about sustainable practices and how it can be useful in our daily practices and life. It gave an insight also on our college contribution on sustainability through Step.