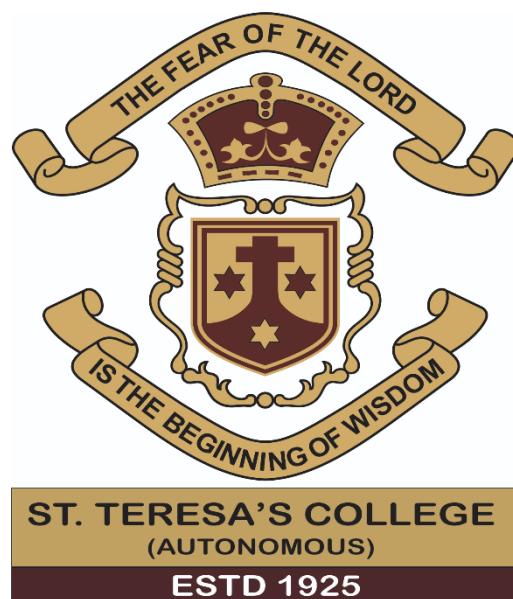


# **ED CLUB REPORT**

**2021-22**



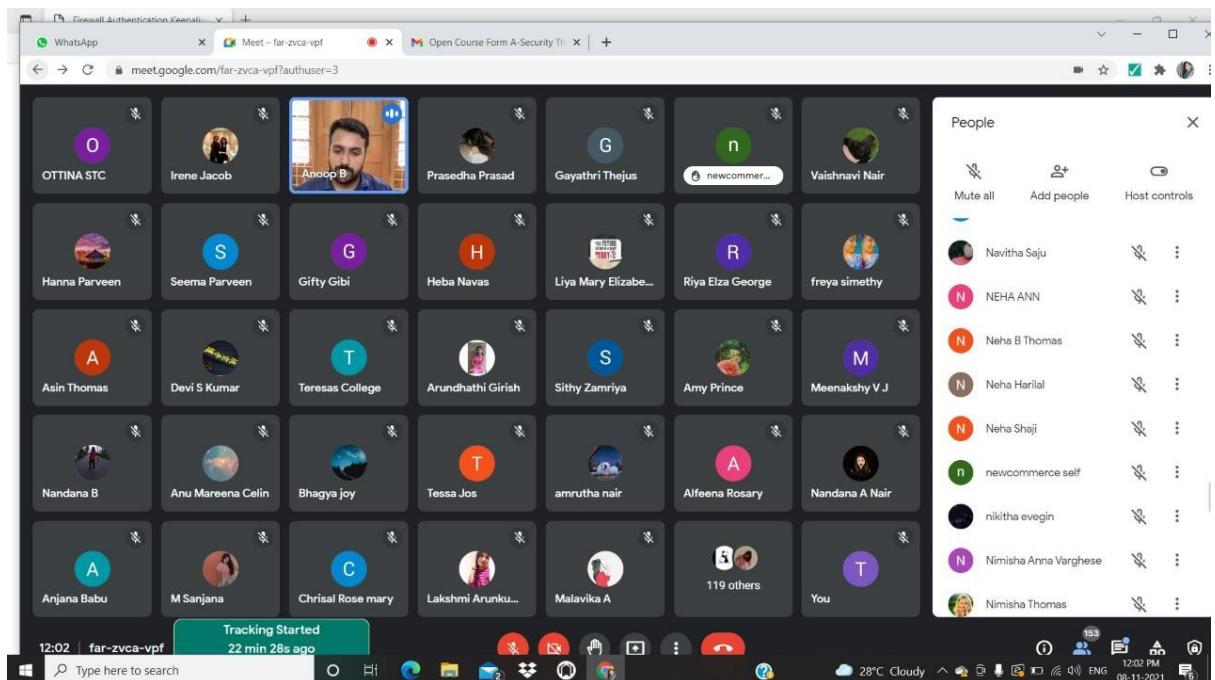
**ST. TERESA'S COLLEGE (AUTONOMOUS)**

**ERNAKULAM**

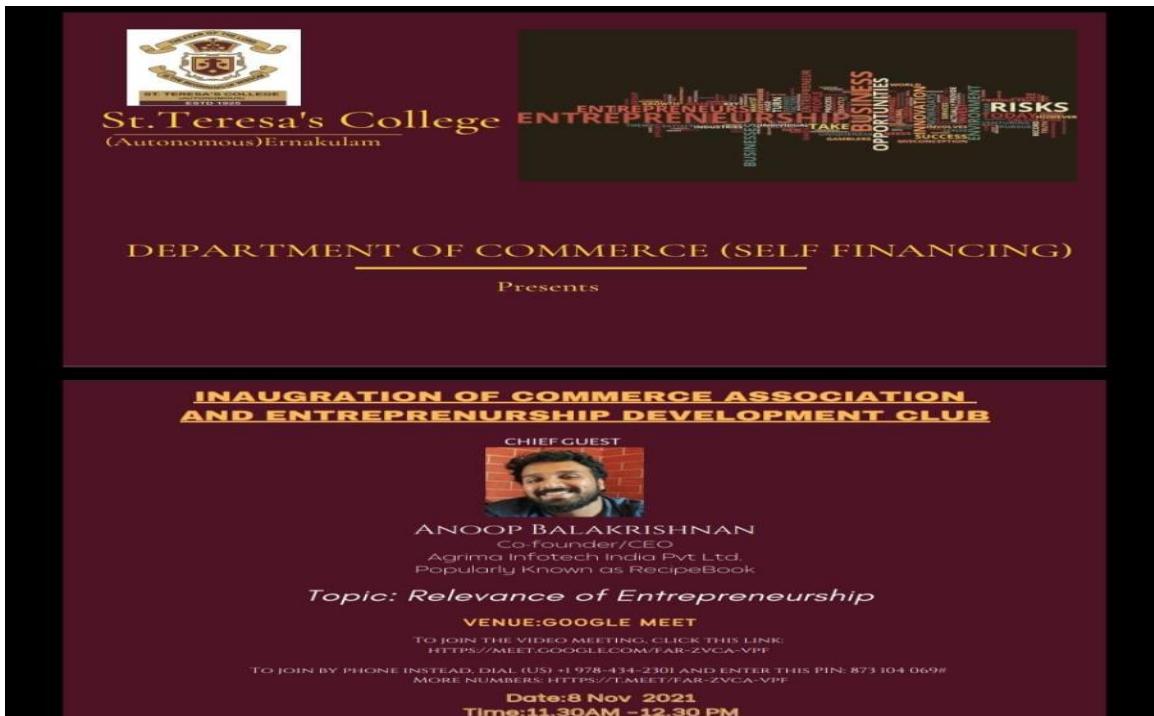
## **ENTREPRENEURSHIP DEVELOPMENT CLUB INAUGRATION**

**(2021-22)**

‘It is always the start that requires the greatest effort.’ On **8<sup>th</sup> November, 2021**, the Department of Commerce(S.F) observed the inaugural ceremony of ‘**Entrepreneurship Development Club (2021-22)**’ through the online meeting platform ‘Google Meet’. The ceremony and webinar on “**Relevance of Entrepreneurship**” commenced jointly by invoking the blessings of Lord Almighty. Miss Vaishnavi Nair of B.com C batch whole heartedly welcomed the **speaker of the day Mr. Anoop Balakrishnan**, co-founder and CEO of Agrima Infotech India Pvt Ltd. popularly known as ‘Recipe Book’, who shared his start-up journey with the young aspirants and encouraged students to implement an idea forthwith. He reflected his profound knowledge on the topic and highlighted the benefits of getting out of one’s comfort zone. Mr. Anoop believes that entrepreneurship education nurtures unconventional talents and skills, instills confidence and stimulates the economy.



Briefing the session, speaker made it clear, that Entrepreneurship is a dynamic force and entrepreneurs are prime movers of innovation. The session ended with a round of discussion. The Participants were highly motivated by the webinar. The vote of thanks was delivered by Irene Sarah Jacob from B.com A batch.



# **BRAND AND BEYOND**

Department of Commerce (SF) and Entrepreneurship Development Club conducted , an online Ad making competition from 10<sup>th</sup> November 2021 to 16<sup>th</sup> November 2021. The theme for the competition was “Cellotape”. A total of 11 entries were received out of from in and out of our college, 4 were outside the district and 2 outside the state. The judge for the event was Smt. Deepa Chandrasekharan, Assistant Professor, Department of Food Processing from St.Teresa’s College Autonomous, Ernakulam. The event brochure and guidelines for the competition were circulated through various online mediums. The best entry was awarded with a cash prize of Rs.500 and ten best entries were given E-certificates.

## WINNERS

## 1. FIRST PRIZE

Diana M Joshy

**St. Alberts College, Ernakulam**

**ST.TERESA'S COLLEGE(Autonomous)**  
Ernakulam  
Affiliated to Mahatma Gandhi University,Kottayam  
Re-accredited by NAAC A+ grade  
Entrepreneurship Development Club  
And Dept. Of Commerce(SF)  
Presents

**Brand and Beyond**

Advertisement making contest

Competition open to all

The winner will be awarded With Rs 500

Create an advertisement for Cello tape

E-certificates will be provided for the best 10 entries.

Submission date  
On or before November 16, 2021  
<https://forms.gle/pLRKfBSwmwMt4k4N>

## Guidelines

1. An advertisement video on the product **Cello tape** (Usage of the product is the discretion of the participant).
2. Duration of the video should be 45 to 60 seconds (time limit must be strictly followed).
3. Videos can be planned according to your creativity and can be made either in English or Malayalam language.
4. Your Video must contain:
  - Your Name and Institution
  - Brand name of the product (originals brands names in the market cannot be used).
  - An attractive tagline
  - The Main content
5. Entries should be uploaded through the google form link provided here(maximum file size 100MB, Compress, if necessary, as clarity would not be a judgement criteria).
 

<https://forms.gle/pLRKfBSwmwMt4k4N>

Faculty coordinator  
Ms.Nomitha-+91 979075 83742  
Students coordinator  
M Sanjana-+91 88487 05689

## PERSONAL FINANCE MASTERCLASS BY MR. ADITHYA ARORA

Date : 11/12/2021

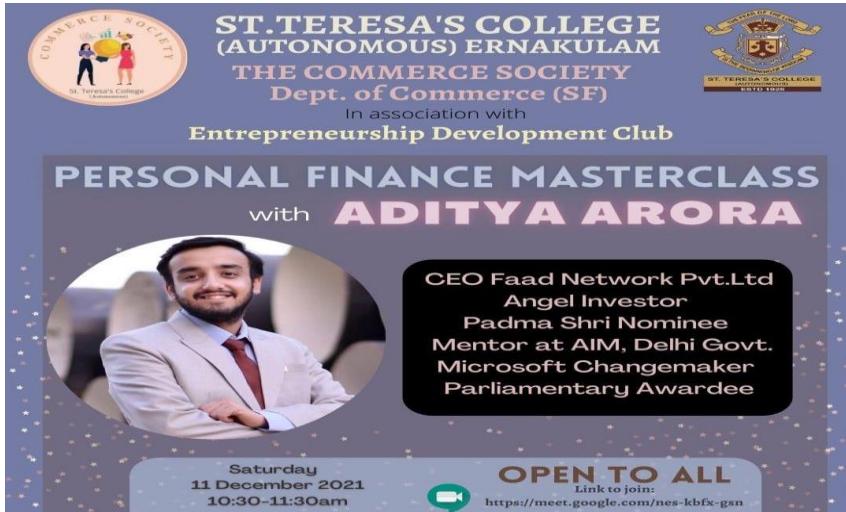
Time :10.30 am

Platform: Google Meet

Number of participants :70

- ✓ The Masterclass on personal finance began with a prayer by Georgina George of III BCom B and a welcome address by Hannah Ann Mathew of III Bcom A. Akshara Sajy of I B.Com was the MC.
- ✓ The speaker for the day was Mr. Adithya Arora. He is a young entrepreneur and the CEO of Faad Network and the youngest Padma Shri nominee.
- ✓ The webinar focused on how students can make use of opportunities around them to create a source of income. The session began by asking Interesting questions to students on their saving and money habits.
- ✓ He gave an overview of how students should utilize the money made based on the 50-30-30 rule.
- ✓ Through descriptions of his life experience he detailed on to how he earned during his college and school days. The session included small tips and advices on how to handle money as a college student

- ✓ This was followed by a Q & A session, where students cleared their doubts and queries.
- ✓ The session ended with Ridhi K S of II B.Com C putting forward a note of gratitude.
- ✓ The session was a very informative one, as students benefited from the knowledge on how to get started with personal finance.
- ✓ The session concluded with the participation of 70 students.



## **FOOD TRUCK IN ACTION**

Department of Commerce (SF) and Entrepreneurship Development Club conducted , an online photography competition from 12<sup>th</sup> December 2021 to 16<sup>th</sup> December 2021. The topic for the event was “Food Truck in Action”. A total of 13 entries were received out of from in and out of our college, 2 were outside the district and 2 outside the state. The judge for the event was Adv. Deepi Ashok who is a traveller by passion and advocate by profession. The event brochure and guidelines for the competition were circulated through various online mediums. The best entry was awarded with a cash prize of Rs.500 and an E-certificate.

### **WINNERS**

#### **1. FIRST PRIZE**

**Jisini P Jiju**

**III Bcom Capital Market**

**St. Teresa's College, Ernakulam**

# **PHOTOGRAPHY CONTEST 2021-22**



**ST.TERESA'S COLLEGE (AUTONOMOUS)**

Affiliated to Mahatma Gandhi University, Kottayam

*Department of Commerce (SF) And  
Entrepreneurship Development Club presents*

## **FOOD TRUCK IN ACTION**

**Competition open to all**

**Submission date :  
on or before 16th December**

**Winner is awarded with ₹500**

**Send in your entries to :  
commercesf16@gmail.com  
With your Name, Department  
and College and Phone  
Number**



**Faculty coordinator:  
Merin Elizabeth Harry:  
9633111588**

**Student coordinator:  
Faeza Meem : 9074178723  
Renu Vergis : 9633573917**



## **LET'S BAKE**

The ED Club is conducting a free Workshop on Cake Baking LET'S BAKE for the students in and out of our campus.

February 4th, Friday 10.30am : By Elza Maria George,

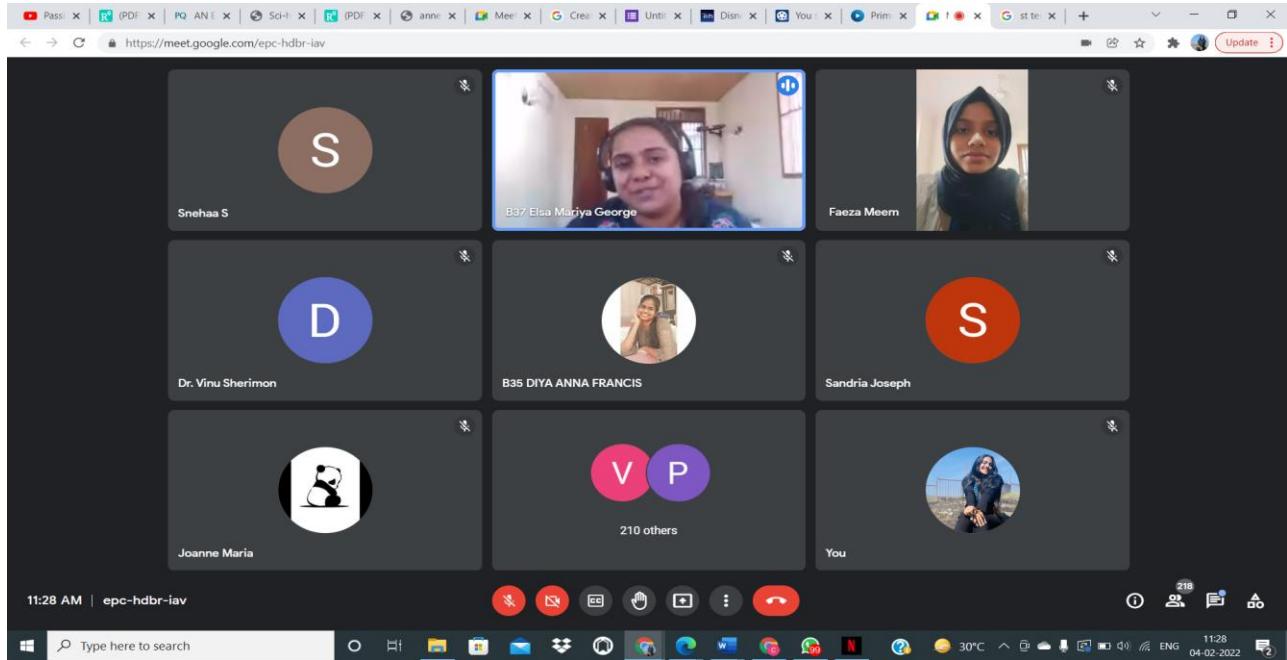
I Bcom Finance & Taxation  
A Commercial Baker  
KITCHEN ARTISTRY\_

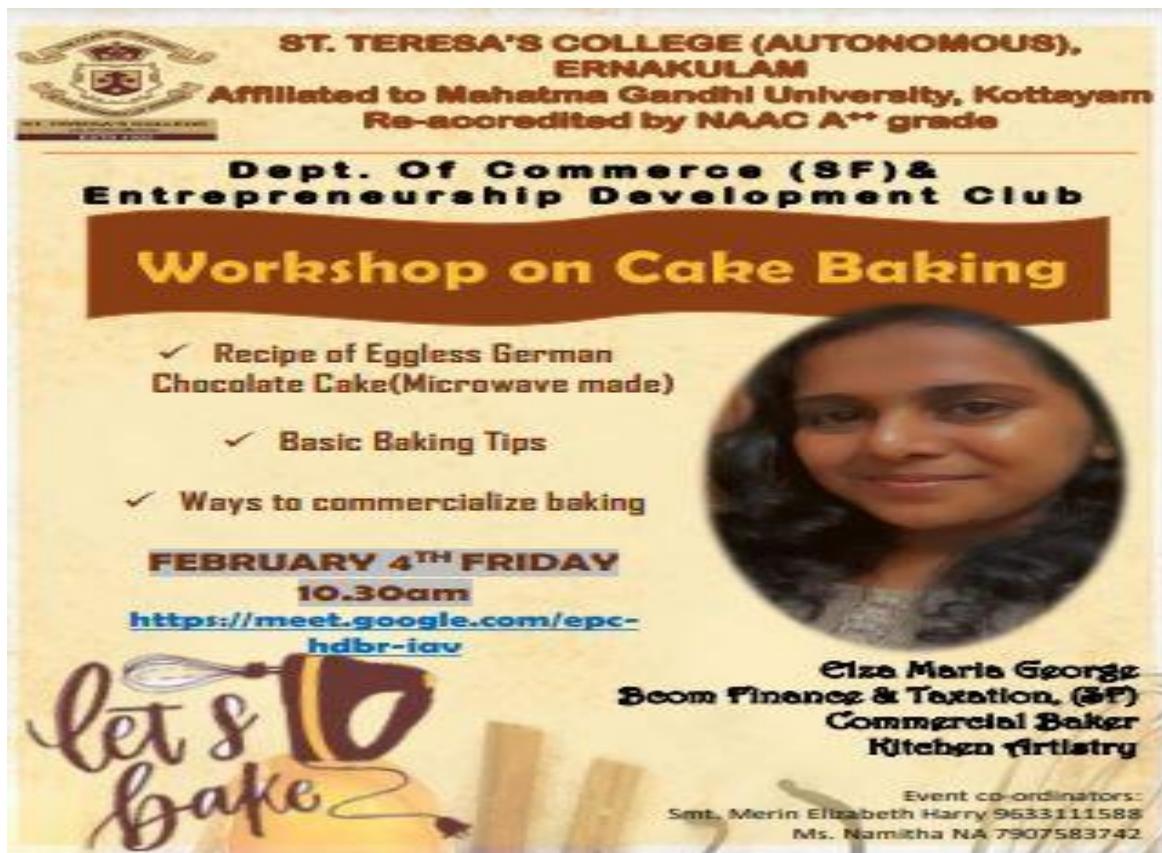
The workshop for cake baking had begun at 10:45 am. One of the students, had given a proper introduction about baking and introduced the speaker, Elza Mariam George. Elza had started by providing basic knowledge about baking and about how anyone with passion can start baking. She gave us a summary of all the topics she will cover during the session. Then the recipe and tutorial for making an EGGLESS GERMAN CAKE was shown. Then some BAKING TIPS were shared. Then WAYS TO COMMERCIALISE a small business was also discussed. It included tips such as:

- Choose a simple name and logo, which should be easy to remember.
- FSSAI registration would have to be taken.

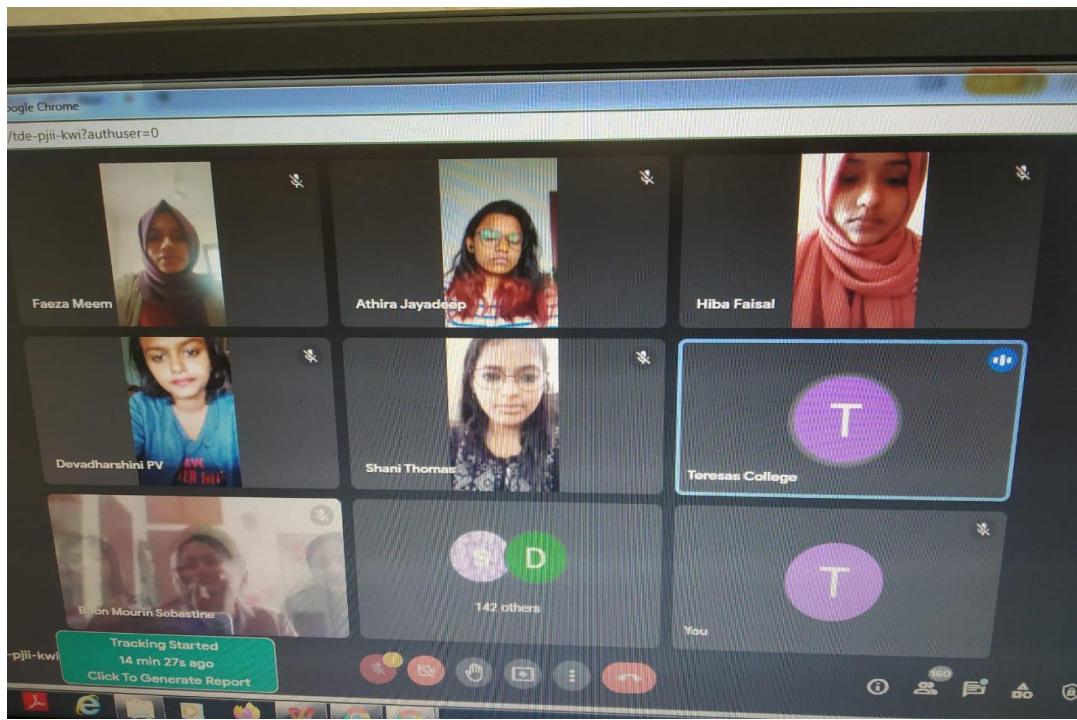
### **QUERIES AND FEEDBACK:**

The session was very interesting and knowledgeable. The whole process was very well explained and all the steps and recipes were very clear. Great presentation style with lots of opportunities to ask questions and talk about real life examples which all made for a really enjoyable and informative session. There was 268 students attending the session with great enthusiasm.





### EMERGING ENTREPRENEURS OF OUR DEPARTMENT



Emerging entrepreneurs of Our Department

24th February 2022, Thursday.

Google Meet

No: of participants - 168

The program started by 10.30 am, having students, teachers and HOD of the department of Bcom Taxation (sf) along with an alumni of The Department. Faiza of 3rd Bcom Capital Market started off with the emcee and introduced the entrepreneurs to the audience. In total of 6 entrepreneurs of the department was present and spoke about their ventures varying from Home Bakery, Gift making and hampers, jewelry making, Candle selling, etc. At the end of each talk, there were an interactive session where the audience asked questions to speaker.

The program was a success as it showed the audience of being an entrepreneur and importance of following your passion and earning your own money.



**WEBINAR**



ST.TERESA'S COLLEGE (Autonomous)  
ERNAKULAM

DEPARTMENT OF COMMERCE (SF) &  
ENTREPRENEURSHIP DEVELOPMENT CLUB

PRESENTS

JOIN US:  
<https://meet.google.com/tde-pjii-kwi>

DATE:24/02/2022

DAY:THURSDAY

TIME :10:30 am

EVENT CO-ORDINATORS:  
SMT.MERIN ELIZABETH HARRY: 9633111588  
MS.NAMITHA NA: 7907583742

## **IDENTIFYING SOCIAL ENTREPRENEUR**

**Venue:** One Little Earth, Thripunithura

**Time:** 11 AM

**Number of Participants:** 10

In connection with Azadi ka Amrit Mahotsav, the Red Cell members of St Teresa's College (Autonomous) Ernakulam visited a social entrepreneur Anagha Unni, who is the founder of the enterprise "One Little Earth", Tripunithura on Friday, October 2021. One Little Earth is a social enterprise that believes Responsible Consumerism is the cornerstone of sustainability.

It works towards bridging the gap between ethical, planet-friendly products and a conscious buyer and making distinct artisan products and healthy foods accessible and affordable to the common human. The students had an excellent interactive session with the founder.



## **FIELD TRIP-SHORANUR**

**Venue : Farmer's share**

## No: of Beneficiaries/Participants : 25

The field trip was conducted to FARMERS SHARE at Shoranur, Palakkad, Kerala on 15-12-2021. The journey started at 6.00 am from Ernakulam South Railway Station with group of 25 students, guided by the Head of the Department Ann Thomas Kiriyanthan and the teaching staff Amala Maria Jose. The students experienced the pure taste of organic food and got a wonderful opportunity to practice pottery and weaving for the first time. This one-day field trip has given both the teachers and students mesmerizing experiences and the entire Farmer's Share community provided their sincere cooperation.



## A SURVEY ON PINEAPPLE FARMERS IN ERIAKULAM DISTRICT

**Title of the Programme :** Meet the Entrepreneur

**Venue :** Google Meet

**No: of Benificiaries/Participants :** 249

-Survey conducted as part of the One District-One Product Program an initiative of PM Formalisation of Micro Food Processing Enterprises Scheme. Krishibhavan officers all over Ernakulam district were contacted enquiring about the pineapple farmers under their governance. On the basis of the number given by Krishibhavan officers, a telephonic interview was conducted regarding their operations and how COVID 19 has impacted their operations.

### **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.

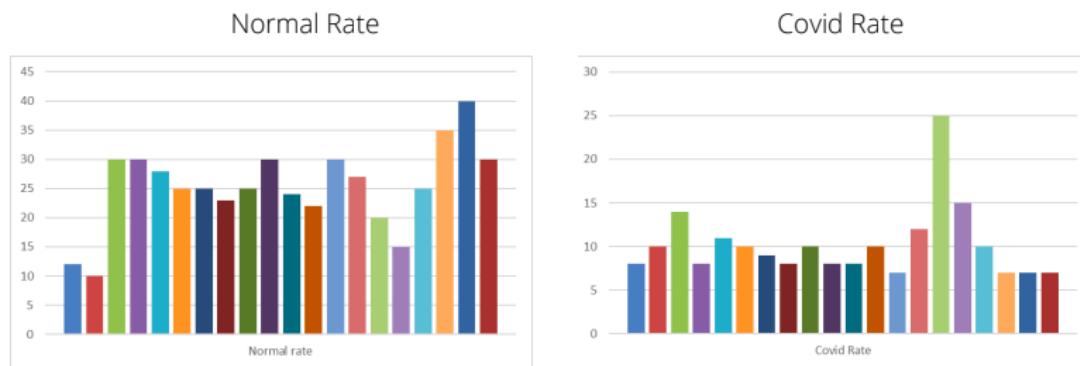
The members of RED Cell were allotted for collecting information from Krishibhavan regarding the environment of the farmers. The following are the questions asked:-

- 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.



## REPORT

### TITLE OF THE PROGRAMME: ‘MEET THE ENTREPRENEUR’

Department: - Commerce (Self financing)

**Date:** 26 November 2021

**Type of activity:** Interview

**Speaker details:** Lakshmi Sreenath

Founder & CEO Herbal Sutras, Author, Life Style Coach.

Lakshmi Sreenath, groomed with finance background, a writer, certified yoga trainer and a nutritionist in the making, is the owner and founder of Herbal Sutras, a handmade soap and cosmetics venture based in Kochi, Kerala. Her love for herbs and oils made her go in pursuit of natural ingredients to be added to all products of Herbal Sutras. A hobby turned business now boasts about a wide range of natural lifestyle products over a broad spectrum of body, face and hair care for gents, ladies and kids.

**Time:** 3 pm to 5 pm

**No of participants:** 11

	Name	Class	Division
	M Sanjana	First year	Taxation B
	Swathika M Pradeep	First year	Taxation B
	Farhana Ansal	First year	Taxation A
	Azza Fathima	Third year	Taxation B
	Georgina George	Third year	Taxation B
	Gowri R Menon	First year	Taxation B
	Mary Stefini Dcruz	Third year	Taxation B
	Varsha Varghese	Third year	Taxation B
	Dona Varghese	Third year	Taxation B
	Bindhya Benson	Third year	Taxation B
	Raveesha Ravikumar	Third year	Taxation B

### **Activity description:**

The session started at 3pm. The interview was arranged by the RED cell team of the commerce self financing department. 11 students from RED CELL team participated in the programme. The interview with Mrs. Lakshmi Sreenath was a very fun and knowledgeable session. It was an interactive interview where the students did not hold back their thoughts and expressed themselves, which Lakshmi ma'am very much appreciated. She gave us an insight about her life and helped us understand her struggles and success not only regarding entrepreneurship but also in other areas. She stressed on the fact that as a student we must choose our own path rather than abiding to other's wishes. When asked about her opinion on entrepreneurship she said that it was not something she planned but it was something that happened naturally and she also mentioned that she regards herself more of an artisan instead of an entrepreneur. She also helped us understand that if you are passionate about something you should pursue it. During the interview she mentioned her journey as an entrepreneur, she told us that she was interested in making oils and one day she thought of starting her own business with her husband where she started to make oils, soaps and others under the name 'Herbal Sutras'. Initially many were against her decision but she overcame all these struggles.

and became a successful entrepreneur. She made us understand the deep meaning behind the word ‘entrepreneurship’. She also mentioned about her writings and also gifted us with her newly published book ‘The sparkle eyed photon, the missile man and the mystic me’. The session ended at 5 pm.

### **Brochure:**

The brochure is for a session titled "RED CELL: Meeting The Entrepreneur" at St. Teresa's College, Ernakulam. It features a photo of Lakshmi Sreenath and the logo for Herbal Sutras.

**St.Teresa's College,Ernakulam**  
Affiliated to Mahatma Gandhi University, Kottayam  
Re-accredited by NAAC A ++

## RED CELL

### Meeting The Entrepreneur

★ Date:26 November 2021

An Interactive offline Session with

### Lakshmi Sreenath

Founder & CEO Herbal Sutras, Author , Life Style Coach.

**ABOUT**  
Lakshmi Sreenath, groomed with finance background, a writer, certified yoga trainer and a nutritionist in the making, is the owner and founder of Herbal Sutras,a Handmade soaps and cosmetics venture based in Kochi, Kerala. Her love for herbs and oils made her go in pursuit of natural ingredients to be added to all products of Herbal Sutras. A hobby turned business now boasts about a wide range of natural lifestyle products over a broad spectrum of body, face and hair care for gents,ladies and kids.

**Herbal Sutras™**  
*'It begins at home'*

### **Photographs:**





- **Complete video of the activity:**

[https://drive.google.com/folderview?id=1-fUfYgSgeigWAyh\\_oNOXQk11YgtUDYg2](https://drive.google.com/folderview?id=1-fUfYgSgeigWAyh_oNOXQk11YgtUDYg2)

- **Complete audio of the interview:**

<https://drive.google.com/folderview?id=1KHzTO0Itra3BP8Zcw2T25fguDj1LOV5h>

## **'HOW TO BE A SUCCESSFUL ENTREPRENEUR'**

**Date:** 31 JANUARY 2022

**Type of activity:** WEBINAR

**Speaker details:** Lakshmi Sreenath

Founder & CEO Herbal Sutras, Author, Life Style Coach.

**Time:** 11 – 12 PM

**No of participants:** 338

**Objective of the programme:**

- To understand more about rural entrepreneurship.
- To know more about entrepreneurs, their struggles and success.

- To inspire students and make them interested in entrepreneurship.

### **Activity description:**

The session started at 11 AM. The webinar was arranged by the RED cell team of St.Teresa's college, in association with the commerce self financing department. 338 students participated in the programme. The webinar was an interactive one. It was a very fun and knowledgeable session. It was an interactive webinar where the students did not hold back their thoughts and actively expressed themselves by asking ma'am questions, which Lakshmi ma'am very much appreciated. The host of the webinar was Elsa, prayer was sung by Jessica, welcome speech by Farhana and vote of thanks was given by Georgina. In this webinar Lakshmi ma'am once again gave us an insight about her life and helped us understand her struggles and success not only regarding entrepreneurship but also in other areas. She stressed on the fact that as a student we must choose our own path rather than abiding to other's wishes. When asked about her opinion on entrepreneurship she said that it was not something she planned but it was something that happened naturally and she also mentioned that she regards herself more of an artisan instead of an entrepreneur. She also helped us understand that if you are passionate about something you should pursue it. During the webinar she mentioned her journey as an entrepreneur, she told us that she was interested in making oils and one day she thought of starting her own business with her husband where she started to make oils, soaps and others under the name 'Herbal Sutras'. Initially many were against her decision but she overcame all these struggles and became a successful entrepreneur. She made us understand the deep meaning behind the word 'entrepreneurship'. She also mentioned about her writings and also encouraged us to write as she believes everyone has the ability to express themselves. The session ended at 12 pm .

### **Brochure:**



ST. THERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM  
in association with  
RURAL ENTREPRENEURSHIP DEVELOPMENT CELL

# HOW TO BE A SUCCESSFUL ENTREPRENEUR

An interactive session with

LAKSHMI SREENATH

ON JANUARY 31ST,  
2022  
FROM 11AM-12PM

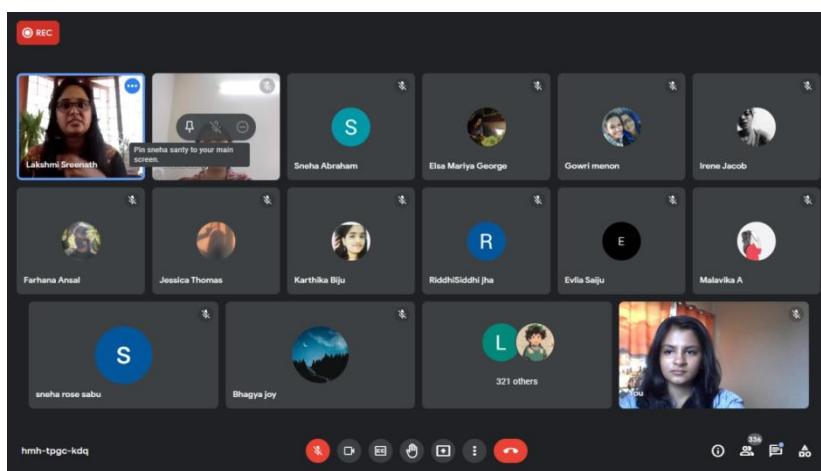


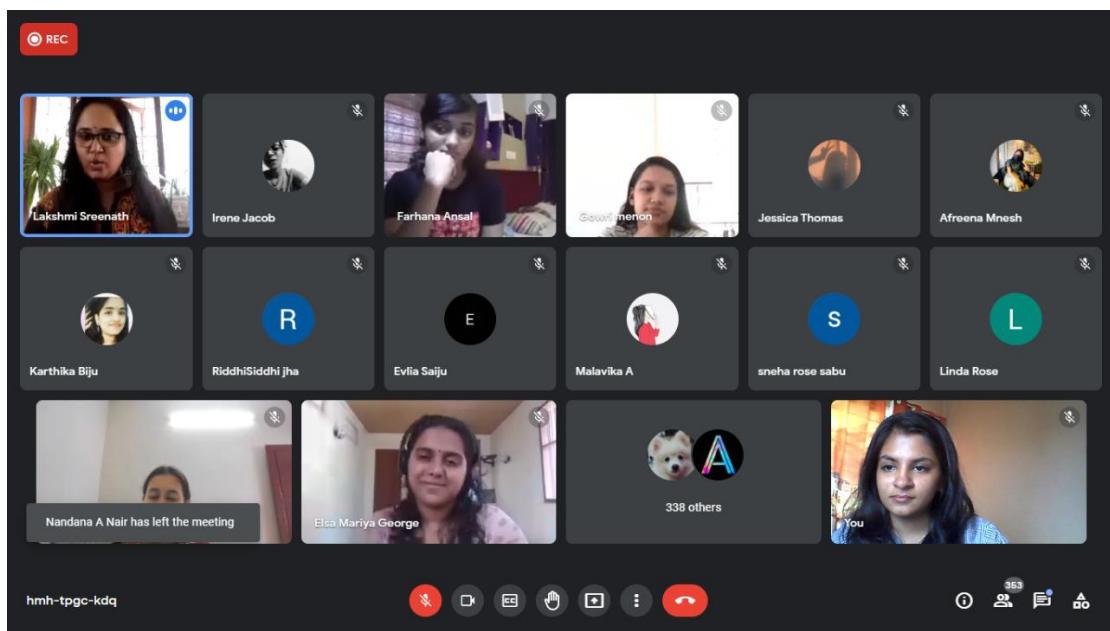
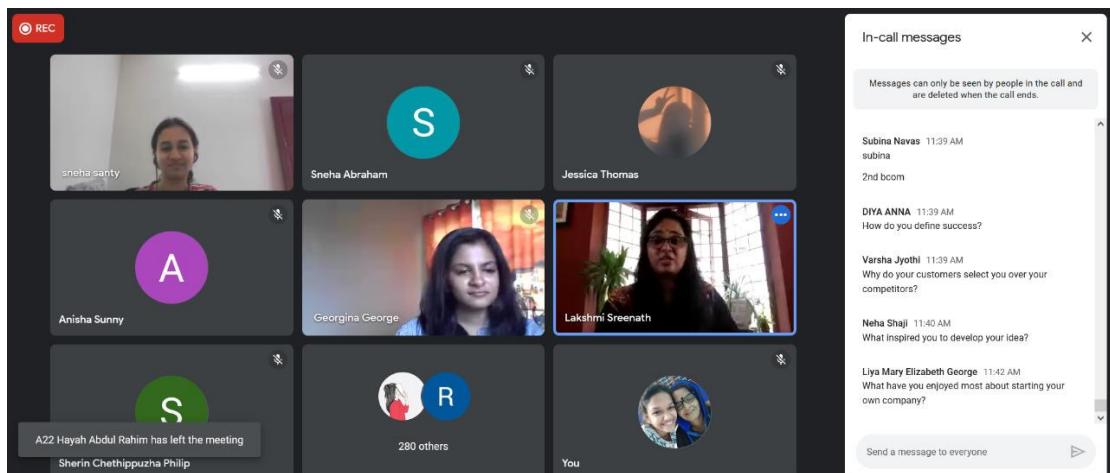
Faculty Co-ordinators :

Smt. Merin Harry  
Ms. Sneha Abraham

Student Coordinator :  
Bindhya Benson

## Photographs:





## REPORT

### A TALK ON RURAL ENTREPRENEURSHIP

**Department name:** - Commerce (SF)

**Title of the programme:** 'A TALK ON RURAL ENTREPRENEURSHIP'

**Date:** 25 FEBRUARY 2022

**Type of activity:** WEBINAR Cum WORKSHOP

**Speaker details:** SOWMYA KRISHNAMURTHY

(Founder of AATIKE and Director of AGREY DESIGN TECH PVT.LTD)

She is a founder who began to explore new business opportunities that would be truly sustainable and contribute, promote and empower India's artisan community. AATIKE creates products under toys, home and office décor categories which are non toxic and made from sustainable materials. She also have over 20 years of experience in the field of telecommunication, insurance, web technologies, manufacturing & retail.

**Time:** 10: 30 AM – 11: 50 AM

**No of participants:** 164.

#### **Activity description:**

The session took place on 25th February 2022 at 10:30am. It was conducted by Sowmya Krishnamurthy ma'am who is the director of Agrey Design Tech Pvt. Ltd and the founder of AATIKE. The session was entitled as "a talk on Rural Entrepreneurship". Sowmya ma'am wanted to keep the whole session casual and interactive. She said that this is the first she was addressing a whole women group.

She started the session by telling us a little bit about her past experience like how she worked in a corporate world for 15-16 years. She said that she had encountered many foreign visitors who were really fascinated by our Indian culture and the traditional items related to it. She told us about the journey where she took some of the foreigners to visit a small toy shop, They were so fascinated about these things that they would even take it back to their homes. This made her start her own business. She made a platform for the artisans in the rural areas to sell their products to the foreigners. She wanted to use this opportunity to contribute towards the nation.

They started off as an export business in Belgium called "The wooden toys". She mused that her focus was mainly into toys. They initiated the business by bringing a lot of artisans together which created new business opportunities in the rural areas.

The artisans were really talented and they got good incomes. The skill sets they've developed during the time were really unique. Her intention was to encourage these artisans and make them reach the international outskirts.

The workers there were divided into four groups:-

- Groups of People
- Cluster Region Based
- Co-operative Organizations made by people

They are a large set up of people who bring their things together. They're happy doing their business with cooperative society.

she gave us an insight towards the problems they faced during their journey. It is said that every business have ups and downs which can only be reduced and not avoided permanently. The biggest problem for them was the infrastructure. Power cuts were occurring on a regular basis which was a huge issue for the development of their products. Some other sets of problems were inaccessible courier services, lack of quality raw materials, and requirement of right quality artisans, low commitment, inadequate performance measurement, price sensitivity and the available of plastic toys at a lower price. She said that there used to be lots of rejects due to these problems. They worked with artisans to change their working methods and collaborated with various communities to come together.

Next , she showed us two videos. The first one was of an artisan making a toy. She said that he has been making toys for the past 15 years and that his father was also an artisan. The second video showed four kids playing with the handcrafted toys. All the products were ready colorful and well furnished. She said that it gives them pride to see the children playing with them.

She gave us some informative rural entrepreneurial tips like how we need to make an opportunity and build an ecosystem. In her opinion, starting a business in rural areas should bring the communities together.

She showed us some of the women who took initiatives to set up their own small business. All of them started from scratch and now they've turned into successful rural entrepreneurs. She told us about their journey towards success.

Throughout the session, Sowmya ma'am specifically highlighted about the government playing a very important role in promoting their products. She showed us some examples of Central Government Initiatives Supporting Rural Entrepreneurship like:- Prime Ministers Employment Generation Program (PMEGP), Start-up Village Entrepreneurship Programme (SVEP), Credit Linked Capital Subsidy Scheme (CLCSS) etc. After that she gave us an insight towards one of the Kerala Government Pioneers in supporting rural entrepreneurship, which is, Kerala Start-Up Mission and some of its features.

Towards the end, she highlighted about the need for jobs in rural areas and that the pandemic has opened the eyes of a lot of people. Most of the people in India survived due to their homeland businesses. She said that even many women took initiatives of the business opportunities. It has shown that people can do successful business. Next, she showed us the statistics of the growth of rural population which was increasing little by little and that some people are shifting from the urban areas to rural areas. She voiced that if the rural doesn't have a good economy, then the whole country won't have a good economy. According to Sowmya ma'am, there's no point in only focusing on the urban areas. From her experience, she said that "one has to explore where their interest is and take it from there". After answering to all the questions, the session ended by 11:50am.

Before concluding the session Sowmya ma'am also gave the students her email id, in case if anyone wanted her help regarding rural entrepreneurship.

**Brochure:**

**ST. TERESA'S COLLEGE(AUTONOMOUS), ERIAKULAM**



Department of Commerce (SF)

in association with

RED cell

A talk on  
**RURAL**  
**ENTREPRENEURSHIP**  
(interactive online session)



**SPEAKER:**

**Sowmya Krishnamurthy**

Director, Agrej Design Tech pvt. ltd.

Founder, AATIKE

**On 25th February, 2022**

**From 10.30am-11.30am**

[meet.google.com/hmh-tpgc-kdq](https://meet.google.com/hmh-tpgc-kdq)

Faculty Co-ordinators :  
Smt. Merin Elizabeth Harry  
Ms. Sneha Abraham

Student Coordinator :  
Bindhya Benson

**Photographs:**

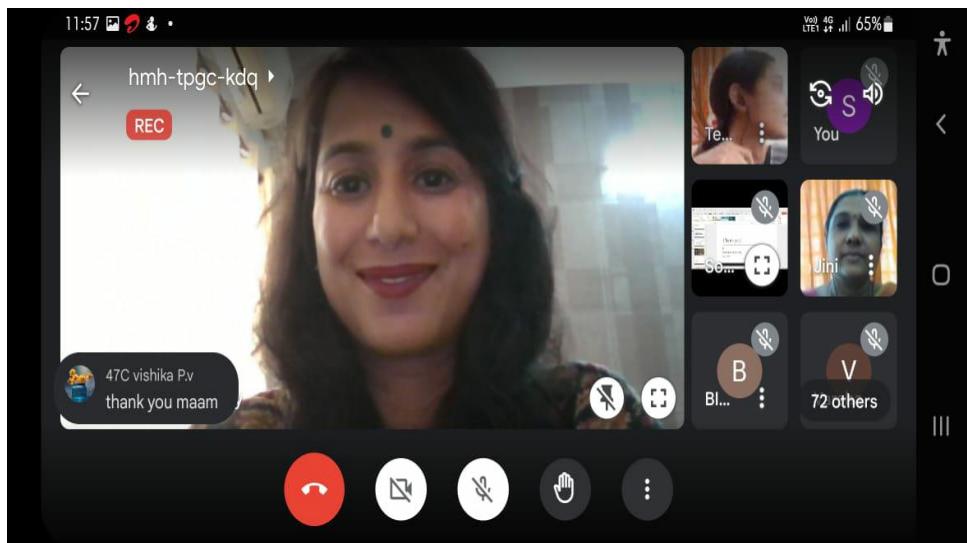
The screenshot shows a video conference interface. On the left, there is a presentation slide with the following content:

- REC button and a message: "Sowmya Krishnamurthy is presenting".
- Press Esc to exit full screen.
- A map of India composed of various photographs of people engaged in different activities, such as agriculture and industry.
- The text: "ST. TERESA'S COLLEGE (AUTONOMOUS)" and "Affiliated to Mahatma Gandhi University, Kottayam".
- The title: "Rural Entrepreneurship India".
- Text below the title: "BY, SOWMYA KRISHNAMURTHY" and "AATIKE" followed by the website "WWW.AATIKE.COM".
- A message at the bottom left: "50 C Jemimol Raj has left the meeting".

On the right, there is a participant list grid:

Sowmya Krishnamurthy	G Geethalakshmy A
B BINDHYA BENSON	T Teresa College
ayushi Jain	V Varsha Jyothi
J T 127 others	You

At the bottom, there are standard video conference controls: camera, microphone, share screen, and other participant controls.



WebinarLink:[http://drive.google.com/file/d/1jDzoX6pvbi1e76u\\_1m-a5whdEYQvgS7E/view?usp=drivesdk](http://drive.google.com/file/d/1jDzoX6pvbi1e76u_1m-a5whdEYQvgS7E/view?usp=drivesdk)