

RED CELL REPORT

2021-22



ST. TERESA'S COLLEGE (AUTONOMOUS)
ERNAKULAM



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)	Jesteena 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

During the academic year 2020-21, An initiative of Mahatma Gandhi National Council of Rural Education(MGNCRE), Department of Higher Education, Ministry of Human Resource Development, Government of India; named Rural Entrepreneurship Development Cell(RED Cell) was formed under the Department of Commerce of St. Teresa's College.

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 were assigned with number of students to perform various tasks entrusted. 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.

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", Tripunnithura 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 ERNAKULAM DISTRICT

Title of the Programme : Meet the Entrepreneur

Venue : Google Meet

No: of Beneficiaries/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

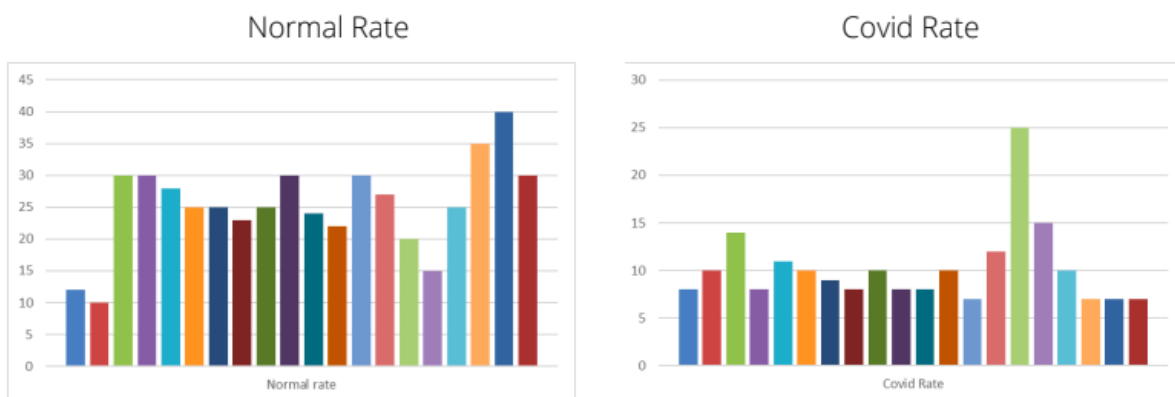
The program is designed to educate the farmers about various Government schemes and their implementations and to make them aware of several possible ways to improve their marketing. As a critical part of the survey a **telephonic interview with the farmers** was undertaken with the help of Krishibhavan.

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:




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.




Photographs:





- **Complete video of the activity:**

https://drive.google.com/folderview?id=1-fUfYgSgeigWAYh_oNOXQk11YgtUDYg2

- **Complete audio of the interview:**

<https://drive.google.com/folderview?id=1KHrTO0Itra3BP8Zcw2T25fguDJ1LOV5h>

'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. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

in association with

RURAL ENTREPRENEURSHIP DEVELOPMENT CELL

HOW TO BE A SUCCESSFUL ENTREPRENEUR

An interactive session with

LAKSHMI SREENATH

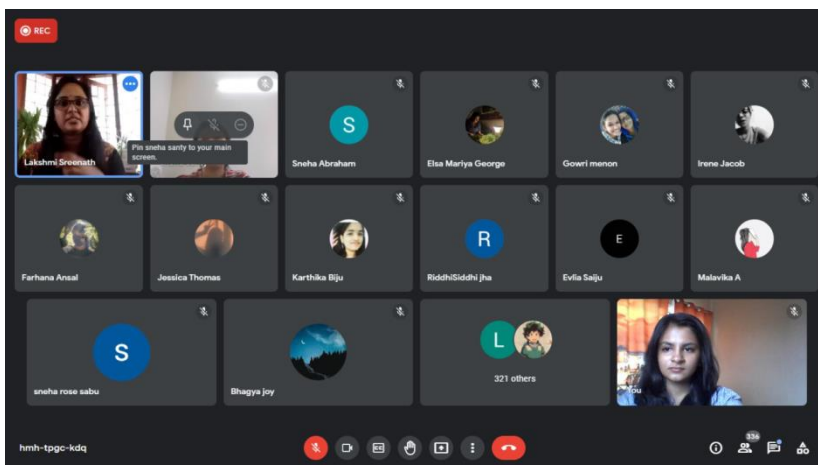
**ON JANUARY 31ST,
2022
FROM 11AM-12PM**



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

Student Coordinator :
Bindhya Benson

Photographs:



REC

In-call messages

Messages can only be seen by people in the call and are deleted when the call ends.

Subina Navas 11:39 AM
subina
2nd bcom

DIYA ANNA 11:39 AM
How do you define success?

Varsha Jyothi 11:39 AM
Why do your customers select you over your competitors?

Neha Shaji 11:40 AM
What inspired you to develop your idea?

Liya Mary Elizabeth George 11:42 AM
What have you enjoyed most about starting your own company?

Send a message to everyone

REC

Lakshmi Sreenath

Irene Jacob

Farhana Ansal

Gowdheran

Jessica Thomas

Afreena Mnes

Karthika Biju

RiddhiSiddhi jha

Evlia Saiju

Malavika A

sneha rose sabu

Linda Rose

Nandana A Nair has left the meeting

Elsa Mariya George

338 others

You

hnh-tpgc-kdq

353

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), ERNAKULAM



Department of Commerce (SF)
in association with
RED cell

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



SPEAKER:

Sowmya Krishnamurthy
Director, Agrey Design Tech Pvt. Ltd.
Founder, AATIKE

On 25th February, 2022

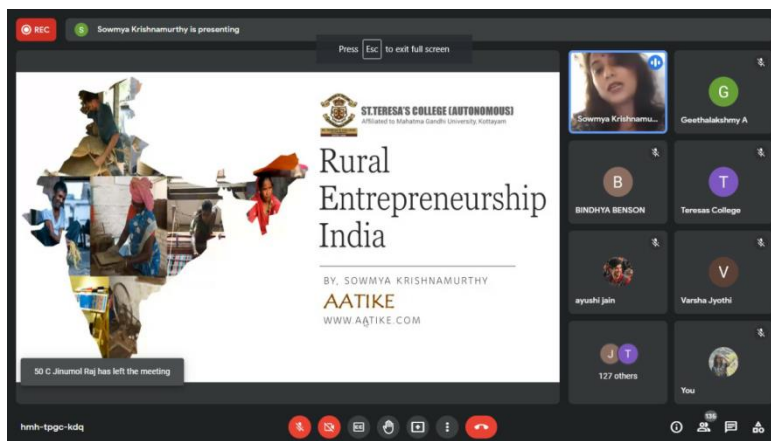
From 10.30am-11.30am

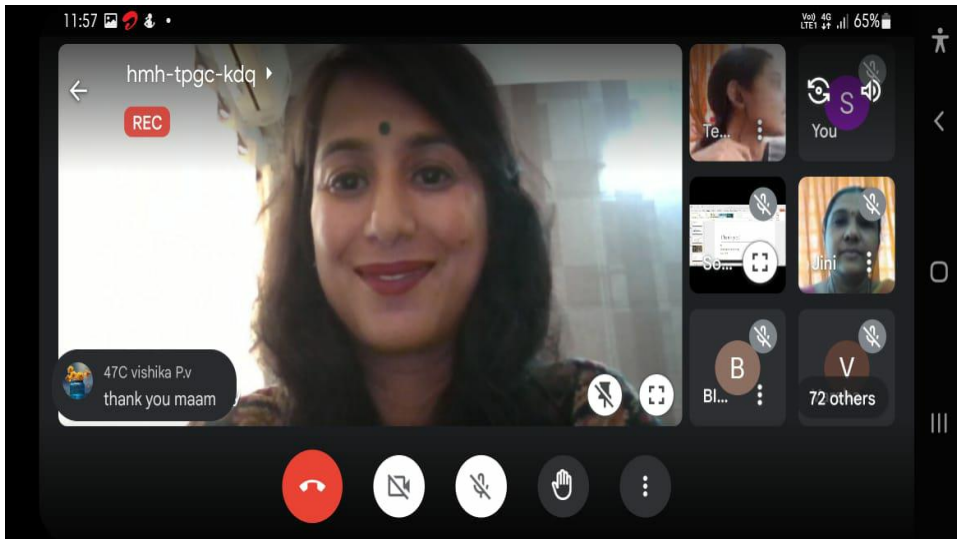
meet.google.com/hmh-tpgc-kdq

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

Student Coordinator :
Bindhya Benson

Photographs:





WebinarLink:http://drive.google.com/file/d/1jDzoX6pvbi1e76u_1m-a5whdEYQvgS7E/view?usp=drivesdk