



TIBIC

(Teresian Innovation and Business Incubation Centre)



St.Teresa's College

Park Avenue Road, Marine Drive, Ernakulam, Kerala-682011

Report for the year 2018-2019

Mission:

To develop a business network with required infrastructure that can enable stakeholders to innovate and prototype their potential ideas catering to industrial standards with support from Government, industry and reputed academic institutions around the world thereby helping them to set up new bench marks in the world of business.

Vision:

To be a self-sustained business incubator nurturing and empowering, aspiring women entrepreneurs with innovative ideas of social relevance, thereby, encouraging a culture of entrepreneurship so as to promote national, economic and social growth of the Nation.

Objectives:

1. To inculcate entrepreneurial culture among the students.
2. To enhance self-employment opportunities.
3. To organize competitions to sensitize students towards business/ entrepreneurship.
4. To orient students to work on their innovative ideas and to develop their business skills using the resources available within and outside the college.
5. To provide facilities for prospective incubatees in fashion, food, home decor and other domains.
6. To invite industrial experts for personal grooming.
7. To organize training and workshops for young women incubatees.
8. To arrange interactive sessions with successful entrepreneurs.
9. To organize industrial visits to business enterprises.
10. To spread awareness among students and faculty regarding IPR.
11. To strengthen industry interaction of the institution and generate revenues through consultancy work and student start-ups.

THE JOURNEY OF ENTREPRENEURSHIP

Today we stand proud. But it was the yester years that made us who we are today.

St. Teresa's College has a long tradition of promoting entrepreneurship among its students through the **Annual Christmas Sale** which gives visibility and recognition to our alumni-entrepreneurs and other women and provides them an opportunity to network and showcase their products. This led to the development of **Entrepreneurship Development Club** in the campus in **2005**.

Over the years, the club has organized many programmes for students and faculty in **collaboration with KITCO, IIT Kharagpur, TiE Kerala** etc. Such activities crossed a new milestone in April-May **2016** when a social entrepreneurship unit called **STEP (Society of Teresians for Environmental Protection)** was initiated in the campus.

As part of the '**Earn While You Learn**' project, students are also actively engaged in stitching cloth bags, mobile pouches and pencil cases that they sell through STEP's promotional activities.

Over the past three years, around 200 students and 10 faculties have gained hands on experience in various dimensions of running an entrepreneurial unit. The experiences gained through this gave a major boost of confidence for starting an **Innovation and Entrepreneurship Development Centre** termed as **TIBIC (Teresian Innovation and Business Incubation Centre)** in the campus during **June 2018** to promote entrepreneurship among girls and women on a wider scale. This is being **supported by Kerala Startup Mission, Govt. of Kerala** and **Kerala State Industries Development Corporation**.

The Incubation cum TOT (Training of Trainers) center in our institution aims at motivating women who would like to get back into self-employment after critical child rearing stage, as well as young female graduates to:

- 1) **Start business units in Kochi** within our own incubation centre.
- 2) **Develop** innovative technical designs to up-cycle textile waste, manufacture environment friendly products and share these designs with interested Kudumbashree / other women's

Self Help Group (SHG) units in various parts of the state through TOT (Training of Trainers).

3) **Set up units** in future in certain core areas in which we have technical expertise such as

- Brands for Furnishings.
- Start-ups to make innovative and educational toys.
- Start-ups to manufacture eco- friendly bags.
- Project for manufacturing eco-friendly affordable pencil pouches and similar products from textile waste.
- Start-ups to promote creative content writing.
- Start-ups in food processing.

Members of TIBIC

Nodal Officer



Dr Nirmala Padmanabhan

Chief Executive Officer



Ms. Divya Nair

Chief Technical Officer



Ms. Denila Davis

Chief Financial Officer



Ms Arundathi K C

Chief Operating Officer



Ms Anshida M J

Chief Marketing Officer



Ms Fathima Feroze

Chief Creative Officer



Ms Angel A P

Chief Social Officer



Ms Sandra Mariya K P

Activities conducted and Attended in 2018

“BUSINESS PROJECTS AND BUSINESS MODELS”

Dated: 9th February, 2018

A talk, “Business Projects and Business Models”, was conducted in the premises of the college on 9th February, 2018, by CA P T Joy, to imbibe a sense of entrepreneurship among the students and to bring about awareness pertaining to the much feared “business world”. The programme saw participation of 109 students from varying departments of the college.

The talk was commenced by quoting the famous entrepreneur, Steve Jobs’ words “Successful business people do not come from colleges, but from situations and needs”. There has to be a reason, a need, to be successful in life. Mr. Joy spoke on the aspects of converting a sketchy idea into a fully fledged business. Human activities, he said, are being divided into Economics (Business, Profession, Employment) and Non-Economic. In order to start a business and to ensure its successful running, the most important factor is not money or resources. Rather, it is the dream of running a business. An entrepreneur’s mind should be passionate about entrepreneurship and only then will your business be a “going concern”.

The program concluded with a vote of thanks by one of the student members.

LOGO DESIGNING COMPETITION

Date: 13th September 2018

Venue: Gym Plaza, Science Block

Time: 2:15pm to 3:15pm

A logo designing competition was organized by TIBIC on **13th September 2018** at Gym Plaza, **Science Block from 2:15pm to 3:15pm**. Students from every department were invited to participate in the competition. The topic for designing logo was “Women Entrepreneurship”; and for tagline, words to be included were “innovative”, “collaboration” and “empowerment”.

26 Students enthusiastically took part in the competition and made many wonderful Logos with Tag line on the given topic. Faculties Ms. Susan Anna Mathew and Ms. Vineetha from Women’s Study Centre and Fine Arts Department hosted the creativity enhancing competition. Best three out of 25 were selected by them.



ORIENTATION SESSION

Date: 14th September 2018

Venue: A.V Room, Library

Time: 2:30pm to 4: 30pm

TIBIC organized an **Orientation Session** on IEDC activities in the **Audio Visual Room** of the library on Friday, **14th September 2018**. The invited guest was **Mr. Rijin John**, Head of IEDC, Rajagiri College of Science And Technology, Cochin.

Mr. John was a wonderful orator who talked purpose. He gave us a clear knowledge about how a young idea can be nourished and development into a stable and potential business unit. Students were imparted awareness regarding sustainability, competition, angel investors and scalability among other things. The session although began with a formal tone, gradually shifted to a more comfortable zone and everyone thoroughly enjoyed it.

Mr. John talked about various on-going projects and potential markets for businesses to flourish at the same time advising students to “get into a business not because there is a potential market for it, but because you have a passion for it”.

The program was for duration of **2 hours** and ended with a doubt clearing session where, despite being a busy person, he was patient and gracious enough to answer each and every question presented before him.

38 students and 3 teachers took part in this program.



TIBIC INAUGURATION & STARTUP YATRA BOOTCAMP



Date: 15th November 2018

Venue: Arts Auditorium

Time: 9:00am to 5:00pm

TIBIC was inaugurated on 15th November 2018 at St. Teresa's College, Ernakulam. Dr. Sajimol Augustine, Principal, St. Teresa's College welcomed the gathering of eminent guests & mentors of TIBIC. Shri. Hibi Eden, MLA, Ernakulam constituency inaugurated the event and addressed the

gathering. He honoured the efforts made by the college authority in encouraging a green campus. He also recollected the students' contribution as volunteers during the time of flood. His hope about the college continuing its active role as a game changer in educational scenario was also expressed in his talk. TIBIC centre was inaugurated virtually and the audience was given a virtual tour of the centre. Rev. Dr. Sr. Vinitha, Director of the college exchanged Memorandum of Understanding (MoU) with Ms. Deepa Mary and Ms. Ponni Aneesh of SsZzee designers, the First incubatee of TIBIC. Prasad Balakrishnan Nair, CEO, Maker Village, released the TIBIC logo and spoke on the occasion and took the gathering to exciting near future events that can be accelerated by entrepreneurship. Various other eminent personalities offered felicitation.

The official function was followed by the boot camp and idea pitching fest. More than 200 people registered for the boot camp from around 23 institutions across Kerala. The first speaker of the session was Mr. Sudheer Mohan, Head and Director-Mobility and Cloud Quality Engineering Practice, Wipro Pvt. Ltd. In his enlightening talk, he gave instructions on how to form an idea for a start-up and a systematic procedure on how to take it to the marketing level successfully. He pointed out three important factors an aspiring entrepreneur has to keep in mind while forming an idea- the problem that one intends to solve, the targeted customers and the experience that one intends to offer. He concluded by taking questions from the audience to whom he gave valuable guidance.



The boot camp continued with a talk by Ms. Lekshmi Menon, the co-founder of Chekutti dolls, (a universal symbol made out of soiled cloth and the owner a way cloth bits to help the weavers raise funds out of the damaged fabric stock through crowd sourcing.). The talk was aimed to provide motivation and insight, and to enlighten the young entrepreneurial minds. She added on her experience in developing paper pens, a new and distinctive idea that pitched in to reduce the amount of plastic pens thrown and to make it much eco friendly and greener. Ms. Lekshmi Menon runs 'PURE Living'; a Kerala based social enterprise that makes disposable pens from paper that grows into trees, when disposed. The designer cum social entrepreneur also addressed her efforts to bring in a new universal symbol- an orange triangle, to warn the commuters of bad roads and gutters, to ensure their safety.

The afternoon session was lead by Mr. Amit Sharma, Representative of Startup Mission. He shared his experience in the journey of becoming a successful entrepreneur. His narration of how failures became hid stepping stones was indeed an inspiration to young aspiring minds. He detailed on the pre-requisites of becoming a successful entrepreneur and gave a brief overview as to how a pitching session must be conducted.

The boot camp was followed by a pitching session where entrepreneurs pitched their ideas in front of a panel of judges who evaluated them and gave helpful instructions and scopes of improvement in projecting their idea. The panel of judges included Mrs. Anisha Cherian, MD, Chemmanur Academy and Systems Pvt. Ltd. and Mr. Nasif N.M, Kerala Startup Mission. Around 24 participants pitched in among which 13 ideas were selected by the judges and sent for the next level of pitching where the best of them would be awarded grants to boost their startu p. The judges congratulated the winners for their innovative ideas and gave them instructions on how to proceed to the next round. In the concluding speech, Mr. Amit Sharma expressed his hope to see more women entrepreneurs in the field to ensure a better future to all struggling women in the world. The day concluded after a vote of thanks by Miss. DivyaNair.





News Coverage Received:

<https://www.pinkerala.com/news/startup-yatra-visits-st-teresas-college-in-ernakulam>

<http://www.newsexperts.in/ksum-startup-yatra-visits-st-teresas-college-ernakulam/>



<https://epaper.timesgroup.com/olive/apa/timesofindia/#panel=document>

<http://www.newindianexpress.com/cities/kochi/2018/nov/16/teresian-tibic-to-incubate-women-entrepreneurs-1898815.html>

<http://www.newindianexpress.com/cities/kochi/2018/nov/16/promoting-startup-culture-in-tier-2-3-cities-1898817.html>

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TiEcon Kerala Entrepreneurs' Convention, 2018

Date: 16th November 2018

Venue: Le Meridien Hotel, Kochi

Time: 10:00am to 7:00pm

TiECon Kerala, on November 16th, 2018 organised its 7th edition of Kerala's largest Entrepreneurs' Convention with a global perspective at Le Meridian hotel, Cochin. The event focused on young & emerging entrepreneurs and the opportunities and challenges faced by them with respect to investments and investors and saw a participation of 4 students from St Teresa's College. TiECon Kerala '18 featured business leaders across India and abroad and had over 30 plus speakers to interact with the crowd.

The program for each day were divided into different sessions, to be conducted simultaneously, at various halls of the hotel and it swung into action with the release of the book "Why I'm a liberal" authored by the famous journalist and anchor of Times of India, Sagrika Gosh. She is

also known for her work as an editor in CNN IBN.



During her talk, Ms Gosh took the reference of Kerala's political power and labeled it an ideal example for "century of power of citizenry". Her main focus, throughout her session was to question individual freedom

and liberty in the face of the power of "the big state".

Following Ms Gosh's session was a presentation on "The India we don't know" by Mr. Anshu Gupta. Mr. Gupta, popularly known as the Clothing Man of India is the Founder of an Indian based non-profit entity – Goonj. His session was based on the much ignored aspects of our country– poverty in cities. Citing examples from across the nation regarding depravation, hygiene and other aspects, Mr. Gupta questioned the audience, asking them why their blood isn't boiling when they see the atrocities suffered by their fellow countrymen.

Lastly, there was a session focusing on investor – investee connectivity and what an angel investor looks for in a start-up company and how they decide on whether to invest or not. The session showcased 4 panel lists from different investor companies interacting with the audience and answering their queries.

Re-Build Kerala Ideation Competition

On 31st October TiECon Kerala had organized a – Rebuild Kerala Ideation Competition where participants had to make a 30-minute presentation on their concept of “Rebuild Kerala”. This was conducted at KMA Hall, Panampilly Nagar. This was a part of TiECon (conference) 2018 where the theme was – “Rebuild Kerala – Leveraging Entrepreneurship and Emerging Technologies”.

A group of 4 students –

1. Archana Ria Vikraman – III B.A. Economics
2. Aiswarya S - III B.A. Economics
3. Shalin Sajan - III B.A. Economics
4. Sreelakshmi Anand – III BSc Zoology

led by Archana Ria Vikraman participated for the same, representing St. Teresa’s College and the team won the first prize; and a cash prize of Rs. 15,000; despite being the only undergraduates of the event. They were featured in various newspapers.



The first and second place winners were then given the opportunity to present their ideas before various reputed audiences of TiECON Kerala on 17th November, 2018, at the Le Meridien Resort & Convention Centre.

Participants underwent mentoring sessions from Mr. S.R Nair, former president and Chartered Member of TiE Kerala, to enhance their presentation skills for a gathering of distinguished business persons.

Quality Management Session

Date: 28th November 2018

Venue: STEP Room

TIBIC provided a quality management session to the participants of a workshop conducted by STEP for the Kudumbashree women hailing from 5 diff panchayats. The session was conducted by 5 of student members of TIBIC. The workshop was centered on imparting skills in stitching cloth bags and pencil pouches. The quality management session was in the form of a game that required the participants to produce certain number of products within a given time frame without compromising on its quality. The motive of the game was to make them understand the seriousness of maintaining the quality of the product in their race against time.



HELLO IDEA

Date: 3rd December, 2018

Venue: Seminar Hall

The Teresian Innovation and Business Incubation Center conducted a workshop called 'Hello Idea' for the students of St. Teresa's college, Ernakulam. The session took place in the seminar hall on 3rd December, 2018. Sonu J S, founder-CEO of Starting Trouble was the honorable invited guest, who conducted an interactive workshop session. Starting Trouble is a start up that research on the physical aid for differently able children and raise funds for researches by taking sessions at schools and colleges. Miss Divya Nair, CEO of TIBIC, delivered the welcome address.

The workshop consisted of many interesting activities. It started off with a simple task which posed questions regarding the readiness of the current generation with respect to getting into the business arena. He explained about the starting troubles that the youth encounter. Later on, he divided the entire audience into teams of 8 and conducted various games, each introducing the students to a new way of thinking. He also discussed about how to face the challenges thrown at them in the pursuit of their careers.



Summer School Workshop

Date: December 3-7 2018

Dr.Nirmala Padmanabhan, Nodal Officer of TIBIC had attended the Summer School Workshop on People Centred Research, organised by Copenhagen Institute of Interaction Design, Jointly Organised by CIID, Denmark and Kerala Start up Mission, Govt. of Kerala, from the third of December 2018 to the seventh of December 2018.



National Faculty Development Program

Faculty Development Program in Entrepreneurship Development conducted by Entrepreneurship Development Institute of India, Ahmedabad and sponsored by NSTEDB, Dept of Science and Technology, Gov. of India

