

*St. Teresa's College*  
*Park Avenue Road, Marine Drive, Ernakulam, Kerala-682011*

## TERESIAN INNOVATION AND BUSINESS INCUBATION CENTRE (TIBIC)

Report for the year 2019-2020



## MoU with CONTENTTRIBE

6 June 2019

An MoU was signed between Teresian Innovation and Business Incubation Centre (TIBIC) and Niveditha Ramesh, Director of CONTENTTRIBE and her team. CONTENTTRIBE is the first in-house incubatee of TIBIC. CONTENTTRIBE is a business unit which engages in freelance content writing and content editing and is managed by the students of St. Teresa's College.

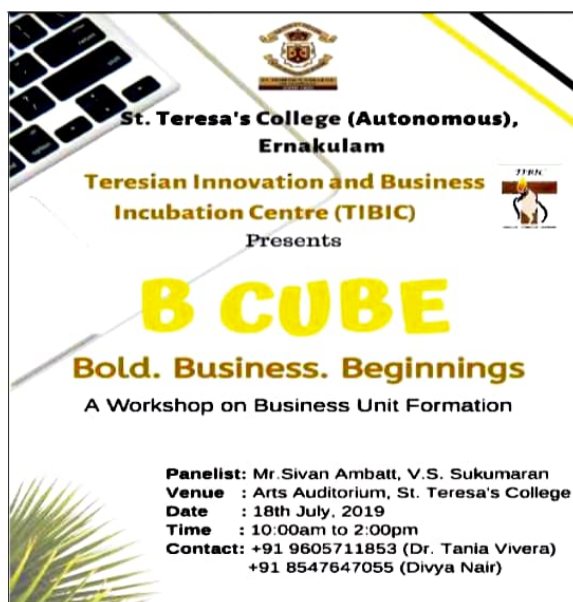




## **B CUBE**

18 JULY 2019

A One day Workshop on Business Unit Formation was conducted on 18 July 2019. It was followed by a panel discussion and a presentation of the incubatees of TIBIC. The Resource Persons of the workshop were Mr. Sivan Ambatt and Mr. VS. Sivakumar. The aim of the workshop was to bring in incubatees; introducing and familiarising them to the world of business and marketing. The workshop included a detailed talk on business plan, business formation schematics, branding and marketing and offers on promoting new businesses. The TIBIC incubatees (CONTENTRIBE) and potential incubatees from the French department (Tourism), Physics department (ICONNECT) and Fashion designing team (Fashion Clinic) presented their business plans to the panel which was followed by discussions pertaining to the issues of each business unit. About 100 students interested in business ventures and startups participated in the event.



## TERESIAN IDEA CHALLENGE

30 August 2019

Teresian Innovation and Business Incubation Centre (TIBIC) organised the Teresian Idea Challenge 2019 on August 30, 2019 for the students of St. Teresa's College to invite and present innovative ideas so that assistance be provided to convert ideas into viable products/concepts. Shortlisted ideas from the event were submitted for the Young Innovators challenge 2019-22 organised by Kerala Development and Innovation Strategic Council (KDISC) and Prathyusha Gudlkandula's (II BCOM) idea of Zerowaste Kit was selected for the State Level Challenge.

TERESIAN INNOVATION AND BUSINESS  
INCUBATION CENTRE (TIBIC)

PRESENTS

## TERESIAN IDEA CHALLENGE 2019

IDEAS CHANGE LIVES

GOT AN AMAZING IDEA THAT WILL HAVE A POSITIVE IMPACT ON OUR COMMUNITIES?

WELL YOU ARE IN THE RIGHT PLACE. REGISTER & PRESENT YOUR IDEAS TO CHANGE LIVES FOREVER.

Assistance will be provided to the participants to convert their ideas into viable products/concepts that can be patented.

**Register online :**  
<https://forms.gle/AXvGZUdd7QnuFMKq5>

Last date for idea registration: 3rd September 2019

**For details contact:**  
Ms. Divya Nair (TIBIC Student Coordinator) Ph: 8547647055  
Ms. Arpita Babu (vice coordinator) Ph: 8137843183

**DISCOVER.  
BUILD.  
CHALLENGE.**

# Why can't we have a mobile phone with an inbuilt charger?

# How about a modified wheelchair that can be converted to crutches at the press of a button?

# What about a torch that has two light sources to light up the near and the far objects?



### THEMES

**Technologies & Systems for Value addition, Productivity Enhancement and/or Drudgery Reduction in the following areas:**

- Traditional industries and systems
- Agriculture, Dairy, Animal husbandry & Fisheries
- Energy & water conservation, Renewable Energy, E-mobility etc
- Solid, liquid & hazardous waste management
- Assisted Technologies
- Complementary & Alternative Medicine
- Business model innovations in application & practice
- Innovative solutions to problems of children & elderly
- Disaster Management

Or any other socially relevant idea.

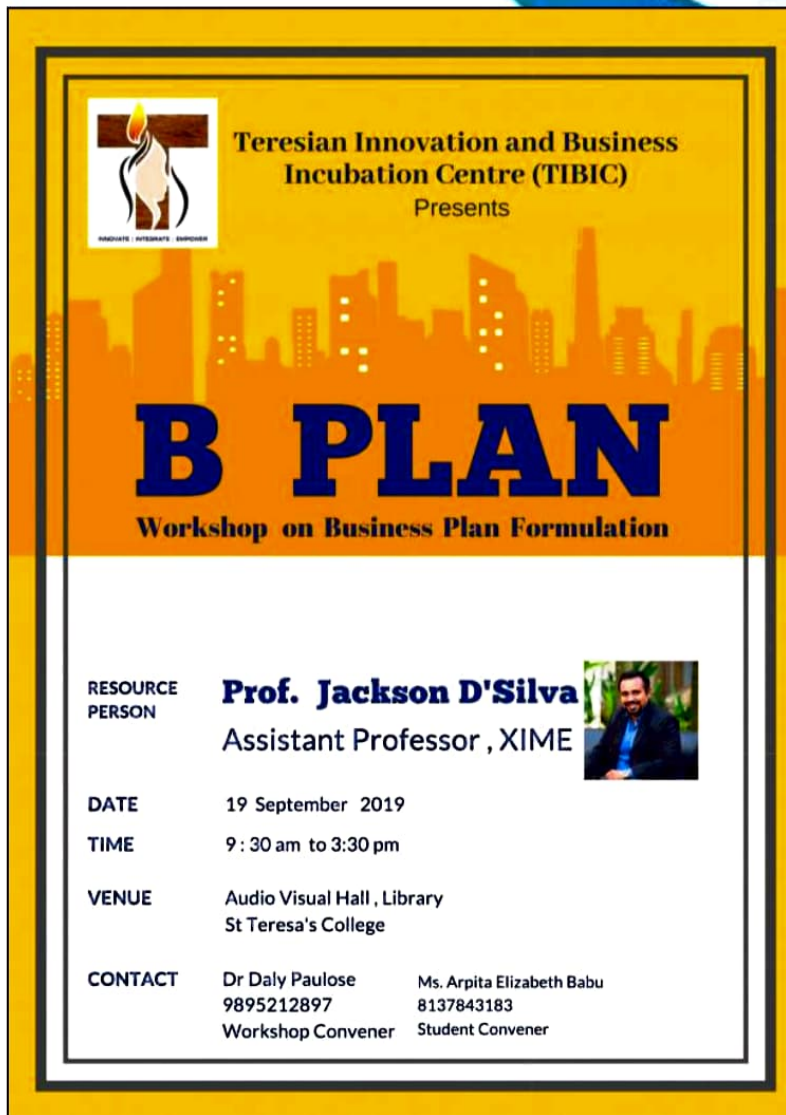


**BPLAN**

19 September 2019

One day workshop on Business Plan Formulation was conducted on 19 September 2019. The resource person was Jackson Disilva, Assistant Professor, XIME.

The interested students from Bcom, BMS, BA.Economics attended the session. The workshop dealt with the matrices for formulating business plans and discussed various business plan templates.



The poster is for a 'B PLAN' workshop on Business Plan Formulation. It features a yellow background with a city skyline silhouette. At the top left is the TIBIC logo, which includes a stylized flame and the text 'TIBIC' and 'Teresian Innovation and Business Incubation Centre'. The text 'Teresian Innovation and Business Incubation Centre (TIBIC) Presents' is at the top right. The title 'B PLAN' is in large, bold, blue letters, with 'Workshop on Business Plan Formulation' underneath. Below this, the resource person is listed as 'Prof. Jackson D'Silva, Assistant Professor, XIME', accompanied by a small photo of him. The date and time are '19 September 2019' and '9:30 am to 3:30 pm'. The venue is 'Audio Visual Hall, Library, St Teresa's College'. The contact information lists 'Dr Daly Paulose' as the Workshop Convener and 'Ms. Arpita Elizabeth Babu' as the Student Convener, with their respective phone numbers.

**Teresian Innovation and Business Incubation Centre (TIBIC) Presents**

# B PLAN

**Workshop on Business Plan Formulation**

**RESOURCE PERSON** **Prof. Jackson D'Silva**  
Assistant Professor, XIME

**DATE** 19 September 2019

**TIME** 9:30 am to 3:30 pm

**VENUE** Audio Visual Hall, Library  
St Teresa's College

**CONTACT** Dr Daly Paulose 9895212897 Workshop Convener  
Ms. Arpita Elizabeth Babu 8137843183 Student Convener

**IDEA8**

1 Oct 2019

A one-day workshop on “Idea Generation” was organised by the Teresian IEDC and TIBIC (Teresian Innovation and Business Incubation Centre) at the A V Hall on Tuesday, 1st October 2019 at St. Teresa’s College (Autonomous), Ernakulam from 9:30 am to 3:00 pm. Members of the organising committee welcomed the participants and introduced the basic idea of the programme to all. The workshop was chaired by Mr. Alvin Chris Antony and Mr. Aromal SP of Alpha Omega Entertainments, a start-up company. Students who participated in the workshop were involved in various activities (Developing an Idea, naming a start-up, analysing problems and finding accurate solutions) as instructed by the facilitators.

The main purpose of the workshop was to generate innovative ideas for social causes and to promote entrepreneurship amongst students. The participants of the workshop were mainly from the Department of French, B.Com and English Literature. The students were divided into 4 groups and were asked to describe a start-up and differentiate it with business providing examples for each. Several points were discussed and noted with the help of the power point presentation provided by the facilitators. The facilitators also gave living examples – Of the

founder of Uber- Travis Cordell Kalanick, Of Flipkart – Sachin and Binny Bansal to give us a better understanding of the topic that was being discussed. The session after the tea break was

taken over by Mr. Aromal SP who raised a question - “What is the first thing that is used to develop an idea?” to which we answered – “A problem”. Students of each team were asked to think of a social cause or an issue that is vexing the world deeply. Mr. Aromal stated that one can solve an issue in two ways – As a business and as a start-up. Team 1 named themselves as TESS (Thoughtful Environmental Sustainable System), Team 2 as HAPPI (Home Appliances Problem Prevention Initiative), Team 3 as DEWS (Developing Edible Water System), Team 4 as APPU (Air Pollution Prevention Unit).

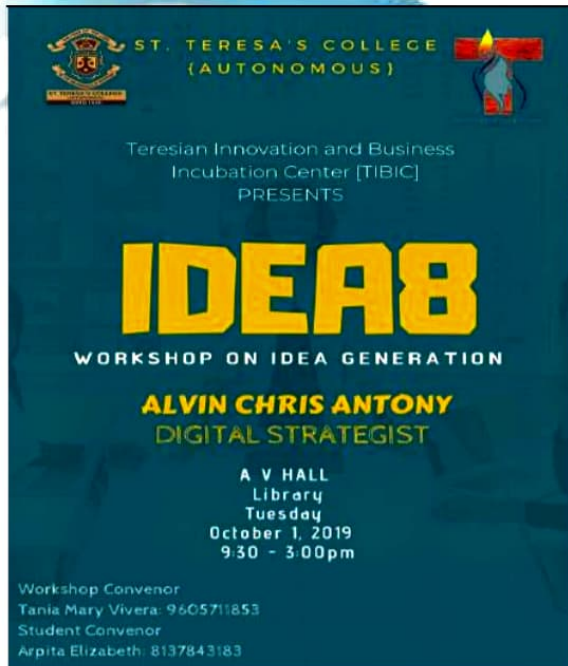
Several points were discussed to find solutions to the issues noted and was asked to “compare

and not imitate” their team/idea to an accepted, successful existing company. The facilitators

asked the members of the team to select a Chief Executive Officer, Chief Marketing Officer and a Chief Operating Officer from their corresponding team. Mr. Aromal then shared a few of his personal experiences along with introducing a few business terms such as Venture Capitalist, Price Round, Stocks etc. The facilitators instructed the CEO, CMO and COO of the teams to explain how their company would work in the marketing field and how well one can execute and run the company successfully. The session ended with the participants sharing their experience

and giving a vote of thanks to the facilitators.





# MoU with ICONNECT

3 December 2019

MoU was signed between TIBIC & Ms. Meenakshi representing ICONNECT of Physics Department. ICONNECT specializes in incorporating the use of LED bulbs in the preparation of interior decorations and home décor.







Story telling session of the entrepreneur's life/journey by young entrepreneurs



Exhibition cum Sale stalls by Teresian Student Entrepreneurs



