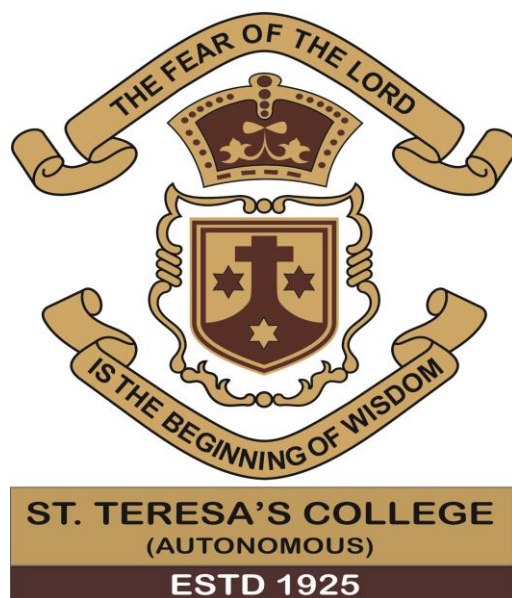


ENTREPRENEURSHIP DEVELOPMENT CLUB

REPORT

2022-23



ST. TERESA'S COLLEGE (AUTONOMOUS)

ERNAKULAM

ENTREPRENEURSHIP DEVELOPMENT CLUB INAUGURATION 2022 – 23


18TH October 2022

The Inaugural Ceremony of ED club for the year 2022-23 was held on 18th October 2022. All the ED club members, faculty coordinators, college faculties, and the office bearers of the club were present for the inauguration of the club. The new members of the ED club were taken from various departments by circulating Google forms and currently there are 122 members. The Honorable Chief Guest gracing our auspicious occasion was none other than the Founder of the Moongoddess Couture, Mrs. Anitha K A who was accompanied by the Co-Founder of the Moongoddess Couture, Mr. Akhil. Mrs. Anitha is a leading fashion designer and woman entrepreneur from Kochi. We knew she was suitable as she is a well-known entrepreneur who knows what it takes to start a business. She is always passionate about her career, and through her hard work, determination and resoluteness, she was able to upgrade her boutique to an international exporting brand. At 10:15 AM, the audience and the dignitaries had begun to take their seats and we began the program by 10:30 AM. The program was initiated by a welcome speech by one of our faculty coordinators, Ms. Namitha N A. Then, a new event was launched namely 'SKILL UP', a paper bag making initiative taken up by the Department of Commerce (SF) in association of E D Club towards the achievement of Sustainable Development Goals. The Commerce department has a well-trained group of students who makes paper who will train more students and other communities interested in learning this skill. After the launch of Skill Up, our chief guest delivered an inspiring speech about her journey. She very clearly stated the hardships she faced during covid, how her business bloomed especially utilizing the online platforms, the way she managed to balance her work and family; she shared it all to the members showing them that every problem has a solution, and we must strive hard to arrive at that solution.


After the inaugural address, our Chief Guest launched the ED club's Instagram Page and requested the audience to follow. Right after the launch, the Office Bearers of the club were declared by one of the other faculty coordinator Ms. Sandra Sabu T and the badges were handed out to them by the dignitaries. The Office Bearers were selected from various departments to ensure proper communication of information and reachout. After that, the Chief Guest, the faculty coordinators and the office bearers stood together for a group photo. This was followed by a grand vote of thanks by the Chairperson of the club, Ms. Sithy Zamriya and our faculty coordinator Ms. Namitha N A. The inauguration was concluded by 12PM before which an entrepreneurial quiz was conducted by the office bearers.







ST. TERESA'S COLLEGE (AUTONOMOUS)
ERNAKULAM
AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM
RE-ACCREDITED BY NAAC A++ GRADE
DEPARTMENT OF COMMERCE (SF)




ENTREPRENEURSHIP DEVELOPMENT CLUB

Inauguration'22


WE CORDIALLY INVITE
ALL ED CLUB MEMBERS AND TEACHERS

DATE: October 18th Tuesday
TIME: 10am
VENUE: Seminar Hall, Arts block



CHIEF GUEST

Anitha

Founder of 

Moongoddess Couture

Programme

Prayer

Welcome Address:
Ms. Namitha N A, Faculty Co-Ordinator of ED club

Launching "Skill Up"
Paper Bag Making
(An initiative towards Sustainable Development Goals)

Inaugural Address:
Mrs. Anitha K A, Founder of Moongoddess Couture
(An international clothing brand)

Official declaration of ED club office bearers 2022-23
Ms. Sandra Sabu T, Faculty Co-Ordinator of ED club

Vote of thanks:
Ms. Sithy Zamriya, II B.Com Taxation(SF)

Entrepreneurial Quiz



INDUSTRIAL VISIT

LALEES SENZIT CLEANERS (CLEANING PRODUCTS UNIT)

VADAVUKODE, ERNAKULAM DIST

Date: 18.11.2023

No of beneficiaries: 15 (E D Club members)

An industrial visit to Senzit Cleaners, Vadavukode, Kerala was successfully organized by the Office Bearers of the ED club on 18th November 2022. This business unit was owned and managed by Mrs. Leela, a retired school teacher from Ernakulam. With the help of her son, she set up a floor cleaner unit in her own house. It was registered under its former name Laa Lees. However due to lack of experience in the sector, it led to a decline in the growth of her venture. That's when she was introduced to Kudumbashree NRO with whose help she was able to expand her enterprise into a professional business unit. All members had reached Vytilla Hub by 8:30 AM. The bus left the Hub by 9:15 AM and reached the venue by 9:55 AM. Smt. Leela and her son welcomed the group and lead them to her yard. She then briefly explained the process and operations involved, and the hardships she had to undergo to run her business. She also described how she customizes her products accordingly and how they adhere to the strict raw material quality standard used to make their products.

Right after that, the office bearers immediately arranged a Q & A session and Mrs. Leela patiently answered each question asked by the students. After the session, she escorted us to her manufacturing unit and showed the students all the machines, the raw materials, the go-down and her products. The students offered to market her products by producing a documentary and reels (a short clip) that will be released in the ED club Instagram Page to which she gladly agreed. Mrs. Leela and her son then demonstrated the process of making handwash and explained the function of each raw material. The entire event was wrapped up after a short break and the group returned by 2:15 PM.

This visit has enriched our knowledge and practical experience, and it also provides a great opportunity to develop entrepreneurs or future entrepreneurs by creating a documentary that will help the youth in their future career growth.

Brochure



The brochure is for an event organized by the Entrepreneurship Development Club at St. Teresa's College (Autonomous), Ernakulam. It is affiliated with Mahatma Gandhi University, Kottayam and is NAAC A++ Grade re-accredited. The event is a one-day industrial visit to Senzit Cleaner, Vadavukode, which is a cleaning products unit owned and managed by Smt. Leela, a retired school teacher. The visit is scheduled for 18th November 2022 at 8:30 am. The brochure features the college's logo, the club's logo, and a circular logo for the Entrepreneurship Development Club. The text is in a mix of bold, italicized, and standard fonts, with a color scheme of pink, yellow, and blue.

ST. TERESA'S COLLEGE (AUTONOMOUS)
ERNAKULAM
AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM
RE-ACCREDITED BY NAAC A++ GRADE

ENTREPRENEURSHIP DEVELOPMENT CLUB
In association with
Department of Commerce (SF)
Organizes

**ONE DAY
INDUSTRIAL VISIT**
to

Lua Lee's
Senzit Cleaner, Vadavukode
[Cleaning products unit owned & managed by Smt. Leela, a retired school teacher]

 **18th November 2022**
 **8:30 am**



Photographs





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TERESIAN PEEDIKA

The Teresian Peedika was a sale conducted by the student entrepreneurs of St Teresa's college in association with the Entrepreneurship Development club of the college. The sale was held on November 21st from 9 am to 3pm. The event was inaugurated by honourable MP Hibi Eden and the Mayor Anil kumar at 10 am at the Art Block Auditorium. Mayor Anil Kumar interacted with student entrepreneurs and admired the exhibitions of the sale.

Over 50 student entrepreneurs from various departments exhibited their items across 9 categories like home décor, clothing, food items, mehendi designs etc. The entrepreneurs were satisfied with their sale and most of them were able to earn a profit. This sale was hosted with the aim of enlightening the entrepreneurs and supporting their idea to help them become financially independent in the future.

The preparations for the sale started by sending a google form for the interested entrepreneurs. They were called upon for 2 meetings in which their concerns were addressed and later on they were provided with tokens for the stalls. On the day of the sale, volunteers of the sale helped the entrepreneurs to set their stalls by 9 am. The sale received positive responses from the student consumers as well as the teachers

Brochure:



Photographs:



I-TALK WITH AN ENTREPRENEUR

Resource Person: Noureen Aysha & Naseef Nazar

(Founder of Kochi-based femtech startup *FemiSafe*)

I-TALK with an entrepreneur is an interactive talk session that was organised by the ED Club along with many other entrepreneurship development clubs in our college such as IIC, IEDC, and TIBIC on 13 December 2022 from 10:30 am to 11:30 am at the seminar hall. The speakers for our talk session were Mrs Noureen Aysha and Mr Naseef Nazar, the co-founders of Kochi-based femtech startup FEMISAFE.

FemiSafe was born out of a conversation between Noureen Aysha and her husband Naseef Nazar which offers a range of period care and grooming products. It is a feminine hygiene and personal care brand built around sustainable menstruation and personal care to solve the long-lived problems of menstrual health, hygiene and personal care management. What makes them unique is that they focus on the less favourable Tier2/Tier3 cities and they have been able to create an impact and inspire thousands of women.

The session was interactive as the speakers themselves inspired each student by telling their whole journey from couples to entrepreneurs. Their struggle, hard work, and consistency to achieve success have motivated the students to come up to the field. Students also asked their queries to the speakers and they were able to help them with their explanations.

Brochure:

The brochure is a vertical poster with a brown background. At the top left, it features the logos of St. Teresa's College (ESTD 1923) and the Innovators' Premier League (IPL). Below these is the TERESIAN IEDC logo. The main title 'I-Talk with an entrepreneur' is written in large, bold, white letters, followed by 'A TALK SESSION' in smaller white letters. Below this, the names 'Noureen Aysha & Naseef Nazar' are prominently displayed in large, bold, yellow letters. Underneath their names, it says 'Founder of Kochi-based femtech startup FemiSafe' in white. To the right of the text, there are two circular portraits: the top one shows a woman (Noureen Aysha) with long dark hair wearing a colorful patterned jacket, and the bottom one shows a man (Naseef Nazar) with a beard wearing a blue blazer. Below the portraits, the date and time '13 DECEMBER 10:30 AM - 11:30 AM' and the location 'SEMINAR HALL' are listed in white. At the bottom of the brochure, there are several logos: a circular logo for Entrepreneurship Development, the Institution's Innovation Council logo, a logo for a lamp, and a large '100' logo for St. Teresa's College (1923-2023). On the right side, there is a decorative element consisting of a grid of white dots.

Photographs:



‘SKILL UP: PAPER BAG MAKING WORKSHOP’

Date: 19 January 2023

Type of activity: Workshop

Time: 12.30pm

Duration: 1hr

No of participants: 25

Objectives of the programme:

- To learn, share, commercialize and generate revenue from the new skill set that also promotes eco-friendly environment.

Activity Description:

The session started at 12.30pm. The workshop was arranged by the students of Department of Commerce (SF) in association with the E D Club. It was in recognition as a measure to enact on the UNEP Sustainable Goals. Ms. Namitha N A and Ms Sandra Sabu T, Faculty Coordinators, held a brief session about UNEP Sustainable Goals and the relevance of the event to the participants of the workshop. The event involved a hands-on approach in teaching the process of paper bag making as a means to generate income to reduce the effects of poverty, as well as reduce the impact of plastic bags in our society. 25 students from various departments of the college were trained by the 4 student trainers from Commerce (SF).

Outcome of the workshop:

- Learning a new skill set
- A method of generating small income
- Emphasising the significance eco-friendly initiatives

Brochure



The brochure is for a 'Skill Up' Paper Bag Making Workshop. It features a dark blue background with white and gold text. At the top left is the St. Teresa's College logo. The main text identifies the event as a 'Skill Up' workshop, part of the Department of Commerce (SF) and Entrepreneurship Development Club. The workshop aims to help participants 'Learn, Share, Commercialize and Generate revenue through the new skill kit'. A registration link is provided: <https://forms.gle/bnHgzeLP1f8KsHQA>. The event is scheduled for 19th Jan 2023 at 12.30 pm in the 5th floor central block. A red box at the bottom left features the '1 NO POVERTY' goal from the UN Sustainable Development Goals, with icons of people. Two brown paper bags are shown at the bottom right.

ST. TERESA'S COLLEGE (AUTONOMOUS) ERNAKULAM
AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM
RE-ACCREDITED BY NAAC A++ GRADE
DEPARTMENT OF COMMERCE (SF)
&
ENTREPRENEURSHIP DEVELOPMENT CLUB
PRESENTS

Skill Up

PAPER BAG MAKING WORKSHOP
"Learn, Share, Commercialize and Generate revenue through the new skill kit"

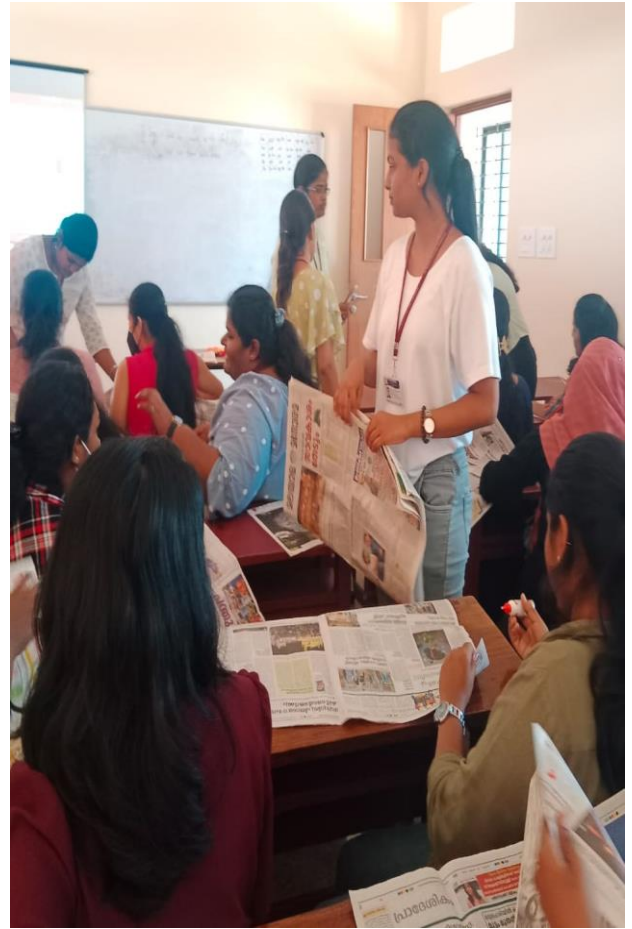
Click on the link below to Register for the **FREE** Workshop
<https://forms.gle/bnHgzeLP1f8KsHQA>

Date: 19th Jan 2023
Time: 12.30 pm
Venue: 5th floor central block

1 NO POVERTY
UNEP Sustainable Development Goals

Photographs:





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ENTREPRENEURSHIP QUIZ

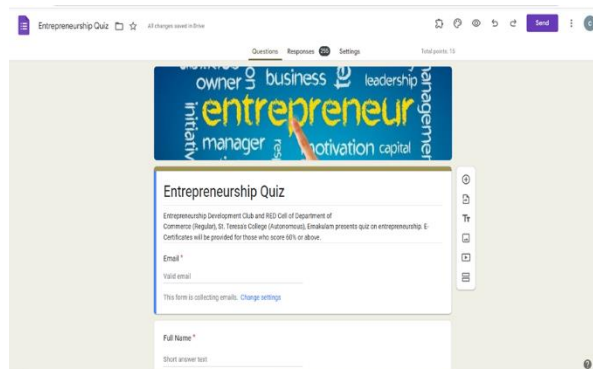
Title : Entrepreneurship Quiz

Date : 23rd January 2023

No: of Participants : 295

Entrepreneurship Development Club of St Teresa's College are always engaged in developing and encouraging the Entrepreneurial skills among students and as a part of the same, '**Entrepreneurship quiz**' was organised on 23rd of January. The quiz was intended to measure the Entrepreneurial knowledge of each participant.

By considering the importance of entrepreneurs in the economy, the Entrepreneurship Development club are actively trying to promote and attract more students into this field. The quiz was conducted with the same goal. The quiz was conducted online through Google forms, where the basic details of participants were collected, followed by the questions. The participants had the option to view their score after the completion of the quiz. The participants who scored 60% or above were given E-certificates through mail. The brochure was widely circulated and shared with the help of Students and teachers.



Digital Marketing Career Opportunities

Title: Digital Marketing Career Opportunities

Venue: Google meet

On 07-02-2023 from 4.30 pm to 5.30 pm a session about “**Digital Marketing Career Opportunities**” was conducted through Google Meet platform. All the Digital Marketing and other students were a part of the programme. The event starts at 4.30 pm by welcoming the Chief Guest, **Mrs. Anjitha Sreejinu**, Senior Digital Marketing Head WohlPhysio International Ernakulam. She has comprehensive knowledge in Digital Marketing. It was possible to know more about all its Opportunities and also about high salary jobs in the field of SEO, Social Media Marketing, Keyword Research, Google Analytics, Content Marketing & PPC and also how they practically work over the internet. She has done a few examples to become more aware about it. She also mentioned how Digital Marketing can be an opportunity to the digital world and the new generation. During the Q & A session she cleared all our doubts.

The event ended at 5.30 pm with the vote of thanks proposed by the student Ginza K (Diploma in Digital Marketing Batch).

Outcome of the Activity : The Programme was successful and the feedback from students found the topics useful and relevant.



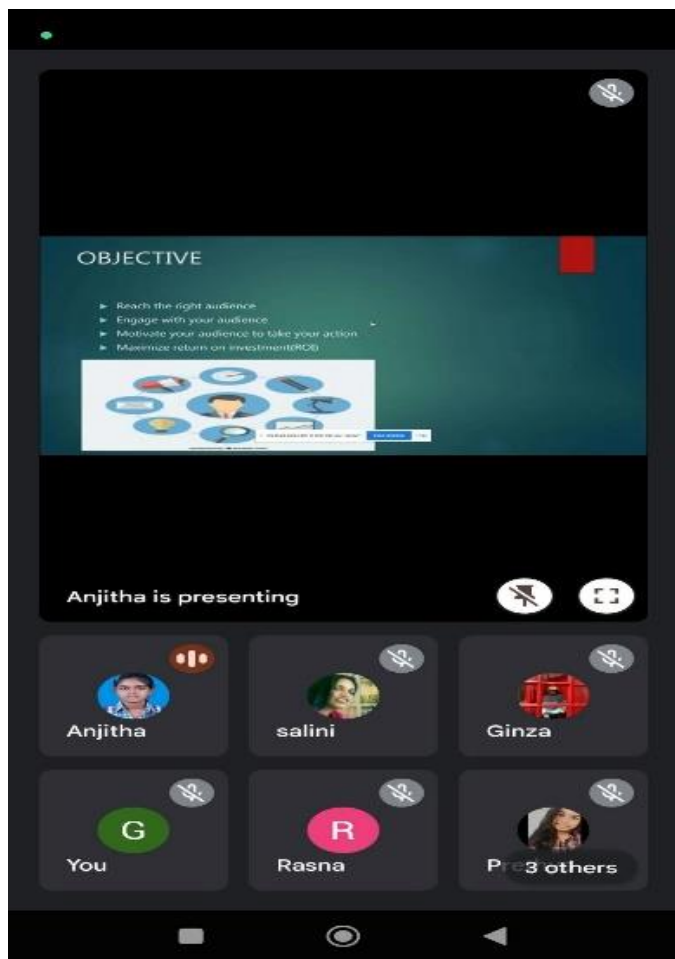
ST.TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)
Re-accredited by NAAC with A++ grade in Fourth Cycle
Department of Commerce Regular
IN ASSOCIATION WITH
INSTITUTION'S INNOVATION COUNCIL (IIC) & INNOVATION AND ENTREPRENEURSHIP
DEVELOPMENT CENTRE (IEDC), ED
CLUB AND RED CELL

SESSION ON: DIGITAL MARKETING CAREER OPPORTUNITIES

ORGANISING COMMITTEE
HEAD OF THE DEPARTMENT
MS. ANN THOMAS KIRIYANTHAN
FACULTY IN CHARGE
MS. Greeshma K M
STUDENT COORDINATOR
Reshma Ziyad

ONLINE SESSION
February 7th | Time
Tuesday | 4:30 - 5:30

ANJITHA SREEJINU
Senior Digital Marketing Head
WohlPhysio International Ernakulam



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IDEATE: AN INTERCOLLEGIATE IDEA PITCHING COMPETITION

Organized by Entrepreneurship Development Club in association with the Department of Commerce (self-financing)

Date: 17th February 2023

Mode of conduct: Offline

Time: 10 am

No. of participants: 28

Competition details

Ideate is an intercollegiate idea-pitching competition where students from different colleges present their innovative business ideas which are evaluated by the judge on the bases of different guidelines.

Sl.no	College Name	Participants Name
1 <i>(shortlisted to the main event)</i>	Rajagiri College of Management and Applied Science, Kakkanad	1. Aathira Satheesh 2. Amala Jom 3. Namitha Benny
2 <i>(shortlisted to the main event)</i>	St. Albert's College (Autonomous), Ernakulam	1. Logesh K 2. Varsha S 3. Leenya Babu 4. Pranav Raju
3 <i>(shortlisted to the main event)</i>	Sacred Heart College, Thevera	1. Aleena Rose Antony 2. Nigel Wilson 3. Soumya Anil Pai

4	Mar Athanasius College of Engineering, Kothamangalam	1. Thahageeba Sajid 2. Muhammad Nabeel NA 3. Allen Binu
5 <i>(shortlisted to the main event)</i>	SVR NSS College, Vazhoor, Kottayam	1. Nandana S Bijoy 2. Revathi G 3. Yamuna Krishna 4. S. Gouri Nair
6	SVR NSS College, Vazhoor, Kottayam	1. Rizwana Ashraf 2. Aiswarya Hari 3. Keerthana Biju 4. Vivek Babu
7 <i>(shortlisted to the main event)</i>	St.Teresa's College(autonomous), Ernakulam	1. Aswini KV 2. Nuzhah Parveen M 3. Elizabeth James Nidhiry 4. Sandra Ann Benjamin
8 <i>(shortlisted to the main event)</i>	Rajagiri College of Management and Applied Science, Kakkanad	1. Adnan Shaji 2. Rinshad K R 3. Devapranath

Objective of the programme

- To find out the student entrepreneur with an innovative idea
- To encourage and improve their idea-pitching and entrepreneurial skills

Ideate was an inter-collegiate idea-pitching competition organized by the Entrepreneurship development club in association with the Department of Commerce (SF) which was sponsored by BNA, Cameela Boutique and Alphonsa Collections.

The official brochure of the competition was released on the last week of January and the registration process also started on the same week. Guidelines and details of the competition were included in the brochure along with the registration link. Registration was done through Google form. The core team of the club had done both online and offline promotions to grab more participants. Both the core team and the faculty coordinators of the club discussed with the judge of the competition Mr Jevin Zac, about the scrutinizing process a very few days after the registration started. We considered his suggestions for the process. The scrutinizing procedure of the competition included two stages:

- 1) In the registration link, the participants were supposed to enter a brief description of their pitch, based on which internal scrutiny was done.
- 2) The shortlisted candidates will enter into the final pitching, which is offline on the main event day.

A total of eight teams registered for the competition. Through internal scrutiny, we shortlisted a total of six teams for the final round, which is the main event.


The main event was on 17th February 2023. Each team was supposed to register in Google form before 14th February 2023 and pay Rs.150/- as the registration fee. All participants of the competition were supposed to report at the college's main campus by 9 am and were given entry passes and by 10 am the formal function started with the prayer. The members of the dias were Mr Jevin Zac (the judge of the event), Smt. Jini Justin D'Costa (Head of the Department), Smt. Maya P (Faculty of the department), Ms Namitha N A and Ms Sandra Sabu T (faculty coordinators of the Entrepreneurship development club). The welcome speech was addressed by Ms Namitha N A, faculty coordinator of the Entrepreneurship development club and the programme was felicitated by the Judge of the event, Mr Jevin Zac. The competition started at 10.30 am.

The idea pitching of the participants ended by 1.30 pm and the decision was made thereon by the judge. The valedictory function started at 1.45 pm and the results were announced. Certificates and prize money was distributed among all the winners. The winners were Aleena Rose Antony, Nigel Wilson and Soumya Anil Pai from Sacred Heart College, Thevara and the Second prize was shared between Adnan Shaji, Rinshad K R and Devapranath of Rajagiri College of Management and Applied Science, Kakkanad and Aswini KV, Nuzhah Parveen M, Elizabeth James Nidhiry and Sandra Ann Benjamin of St. Teresa's College (Autonomous) Ernakulam. participation certificates were distributed to all the participants.


Results

POSITION	CASH PRIZE	NAME OF THE COLLEGE
First prize	6000/-	Sacred Heart College, Thevera
Second prize	1500/-	Rajagiri College of Management and Applied Science, Kakkanad
Second prize	1500/-	St.Teresa's College(autonomous), Ernakulam

Brochure:



ST. TERESA'S COLLEGE (AUTONOMOUS)
ERNAKULAM
AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM
RE-ACCREDITED BY NAAC A++ GRADE




Department of Commerce (Self Financing)
In Association With
Entrepreneurship Development Club
Presents

IDEATE

AN INTERCOLLEGIATE IDEA PITCHING COMPETITION







DATE: 17th February, 2023
TIME: 10 am
VENUE: Seminar Hall

FIRST PRIZE: 6K
SECOND PRIZE: 3K



JUDGE
Sevin Zac
Founder of Hubble Bubble,
Director at research in Dreams Ltd, Scotland

Sponsored by

GUIDELINES

- Registration for the competition will be open only to groups consisting 3 or 4 members.
- Only one team member is required to register for the competition with a single business idea.
- Each individual member may participate in only one team.
- The pitched idea or concept must be the original work of the team and must mention contributions of each members to the idea.
- The pitch is the summary of idea or concept, i.e. the product or service. It's content is up to the team. Some elements to be considered while preparing the pitch include:
 1. Description of product or service
 2. Value proposition - how will the product or service add value for customers?
 3. Target market characteristics - who will buy the product or service? How big is the target market?
 4. Differentiation - how is the product or service different from existing products or services
 5. Competitive advantage - what is the competitive advantage? (Patent, algorithm, unique service model, etc..)
 6. Revenue model - how will the product or service generate revenue? (Sales, subscription, advertisement, etc..)
 7. Revenue estimate - how long will it take to generate revenue and what sales revenue is expected
 8. PowerPoint or slide presentation are mandatory. Each team has to present their ideas using a PPT presentation
- Each team will be allotted with a time of 3-5 minutes for briefing their ideas with ppt and 3 minutes for Q & A session with the judges.
- Confidentiality cannot be guaranteed in any way.
- Winning team will be provided with a cash prize of Rs 6000 (first prize), Rs 3000 (second prize) and certificates. All other teams will be given participation certificates.
- From the pool of registrants, the best ideas will be chosen and notified for the competition.
- Follow us on Instagram page for further details. ([click here to follow teresian.ed](#))

Click Here To Register

Student coordinators
Ms.Sithy Zamriya - 9995327717
Ms.Saniya James - 94955 83995

Faculty coordinators
Ms.Namitha NA - 79075 83742
Ms.Sandra Sabu T - 7012706881

Photographs:



EAT STREET

Date: 28 February, 2023

Eat street was an event conducted by the Commerce Department which promoted Student food entrepreneurs to set up their food stalls and sell delicious foods in the college. A total of 11 stalls were there for the event. One percent of the total sales volume was taken by the organising committee and the rest of the profit belonged to the students itself. Green protocol was followed in the event.



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