

RED CELL

REPORT

2023-24



ST. TERESA'S COLLEGE (AUTONOMOUS)

ERNAKULAM

1. TITLE OF THE PROGRAMME: SEMINAR PRESENTATION ON PROBLEMS OF WOMEN ENTREPRENEURS

START DATE: 31/01/2024

END DATE: 01/02/2024

NO: OF BENEFICIARIES/ PARTICIPANTS: 68

VENUE: Room No- 10, St Teresa's College (Autonomous), Ernakulam

SEMINAR PRESENTATION ON PROBLEMS OF WOMEN ENTREPRENEURS

Being an entrepreneur is difficult, especially for women. Even with their best efforts and knowledge, female business owners frequently face greater obstacles than their male counterparts in order to succeed and gain recognition in the industry. The students of II B.Com Regular made group presentations about the problems faced by women entrepreneurs in India. The presentation was made appealing by using visual aids and case study presentations. They identified the problems such as Limited Mobility, Lack of Education, Low Risk-Bearing Ability, Balancing Responsibilities between Family & Business, Stiff Competition, Limited Industry Knowledge, Missing Role Models, Social Construct, Safety Concerns, Gender Bias in Business Transactions, Inadequate Representation in Policy-Making Bodies, Limited Access to Technology and Digital Platforms, Cultural Constraints and Stereotypes, Legal and Regulatory Barriers.



Kochi, Kerala, India
St.Teresas College Ernakulam
Lat 9.975218°
Long 76.27867°
01/02/24 08:50 AM GMT +05:30

GPS Map Camera



2. TITLE OF THE PROGRAMME: Campus Peedika

START DATE: 19th March 2024

END DATE: 19th March 2024

LEVEL:

DURATION: 5 hours

QUARTER: Q4

TYPE OF ACTIVITY: Calendar driven

SPEAKER DETAILS: NA

THRUST AREA:

MODE OF CONDUCT: Offline

VENUE: Arts Block, St Teresa's College (Autonomous), Ernakulam

OBJECTIVE OF THE PROGRAMME:

The objective was to provide a platform for the student to sell their products and to support students in starting their own business ventures.

ACTIVITY DESCRIPTION:

All student entrepreneurs were invited to sell items including dress materials, bags, accessories, mehendi, cool drinks, pastries, polaroids, etc. Around 15 stalls were put up, of different product categories. Starting from 9 am the sale continued till 2 pm which thereby gave students the opportunity to make significant profits. It offers numerous benefits such as financial independence, skill development, and networking, it also presents challenges such as time constraints, regulatory compliance, and competition.

OUTCOME OF THE ACTIVITY:

The activity provided students with practical experience in various aspects of business operations, including marketing, sales, budgeting, customer service, and time management.

BROCHURE:

ED CLUB

RED CELL

Campus Peedika' 24

Date : 19th March
Venue : Arts Block

For more details, Contact :
Parvathy : 8075397009
Avanthika : 9061906353

The poster features several circular images: a stack of ribs, a drink with lemons, a hand with henna, a burger, pink marigold flowers, and a hotdog. It also includes logos for ED CLUB, RED CELL, and a 100th anniversary logo, along with decorative stars and green chili slices.

Participant list:



ST.TERESA'S COLLEGE
(Autonomous)

College with potential for excellence & Accredited by NAAC with A++ grade

Sl no	Name
1.	Serin Fernandez (Food)
2.	Naziya (Mehendi)
3.	Anjana S (Food)
4.	Devnandha (Food)
5.	Anjitha (Food)
6.	Ann Maria Sheen (Necklaces)
7.	Varsha Hillery (Chocolate)
8.	Gouri Subash Lal (Scrunchies)
9.	Sneha Kurian (Brownies)
10.	Hanna Cissy Shaji (Beads)
11.	Anugraha Mary Babu (Scrunchies)

12.	Lena Jacob (food)
13.	Anjali Jostin (Food)
14.	Meghna Anson M (food)
15.	Angel Thadeus (Food)



Dr Alphonsa Vijaya Joseph

Principal

St Teresas (Autonomous) College Ernakulam

	Affiliated to Mahatma Gandhi University	Ernakulam - 682 011, Kerala, India. Ph : 0484 2351870, 2381312 Fax : 0484 2352525 www.teresas.ac.in principal@teresas.ac.in
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PHOTOGRAPHS:3



Kochi, Kerala, India
St.Teresas College Ernakulam
Lat 9.975218°
Long 76.27867°
19/03/24 12:04 PM GMT +05:30

GPS Map Camera



Kochi, Kerala, India
St.Teresas College Ernakulam
Lat 9.975218°
Long 76.27867°
19/03/24 10:27 AM GMT +05:30

GPS Map Camera



Kochi, Kerala, India
St.Teresas College Ernakulam
Lat 9.975218°
Long 76.27867°
19/03/24 11:48 AM GMT +05:30

GPS Map Camera

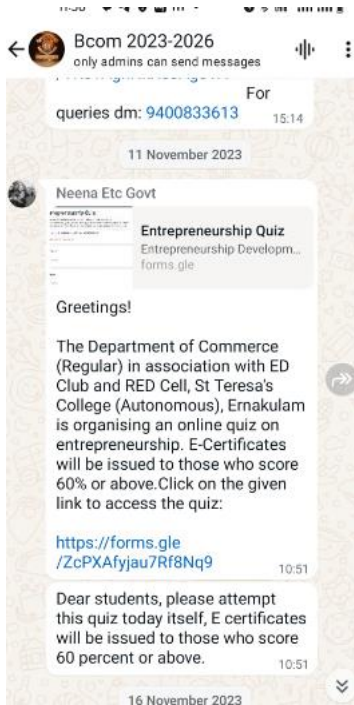
3. Title : Entrepreneurship Quiz

From Date	11/11/2023
To Date	15/11/2023

No: of Participants : 295

RED Cell in association with 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 from 11/11/2023 to 15/11/2023. 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 google form of the quiz was widely circulated and shared with the help of Students and teachers.



4. TITLE OF THE PROGRAMME: AWARENESS SESSION ON MARKETING TIPS FOR CAMPUS PEEDIKA SALE

START DATE: 11/03/2024

END DATE: 11/03/2024

NO: OF BENEFICIARIES/ PARTICIPANTS: 24

VENUE: Room No- 11, St Teresa's College (Autonomous), Ernakulam

OBJECTIVE OF THE PROGRAMME:

The objective was to provide an insight for the students on the importance of marketing and financial skills for their business.

ACTIVITY DESCRIPTION:

All student entrepreneurs were given a session by Smt. Ann Thomas Kiriyanthan, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam on the importance of marketing and financial skills for their business. Marketing and financial skills are essential competencies in the business world, understanding customer needs and market trends, building and managing a brand identity, creating and executing advertising campaigns, using online platforms to reach and engage customers Budgeting: Planning and controlling spending, evaluating financial data to make informed decisions, managing financial records and ensuring accuracy and identifying and mitigating financial risks.

OUTCOME OF THE ACTIVITY:

The activity provided student entrepreneurs with the knowledge regarding the marketing and financial tips and equipped them to apply it in their campus peedika sale (held on 19th March) in various aspects of business operations, including marketing, sales, budgeting, customer service, and time management.



5. TITLE OF THE PROGRAMME: Campus Peedika

START DATE: 14th March 2024

END DATE: 14th March 2024

MODE OF CONDUCT: Offline

VENUE: Arts Block, St Teresa's College (Autonomous), Ernakulam

OBJECTIVE OF THE PROGRAMME:

The objective was to provide a platform for the student to sell their products and to support students in starting their own business ventures.

ACTIVITY DESCRIPTION:

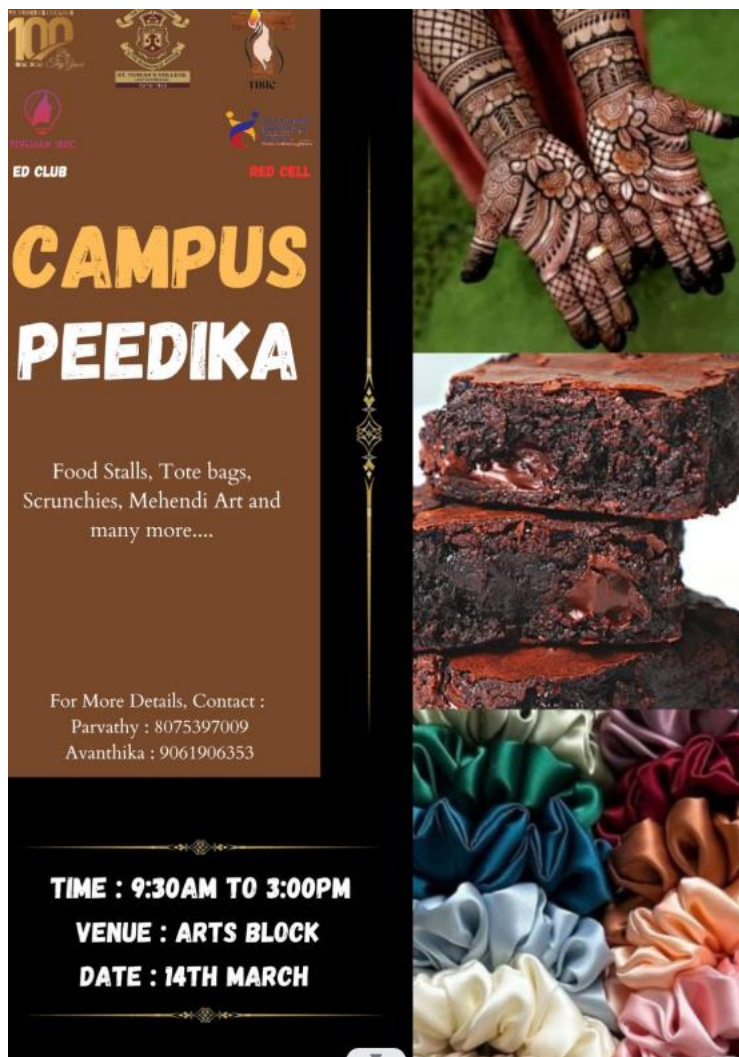
This opportunity was given to student entrepreneurs who would like to sell food items including . Around 3 stalls were put up consisting of food items such as pastries, vegetable rolls, non-veg rolls, shakes and juices. Starting from 9 am the sale continued till 2 pm which thereby gave students the opportunity to make significant profits. The platform offered numerous benefits such as

financial independence, skill development, and networking, it also presents challenges such as time constraints, regulatory compliance, and competition.

OUTCOME OF THE ACTIVITY:

The platform offered students with practical experience in different aspects of business operations, including marketing, sales, budgeting, customer service, and time management.

BROCHURE:



The brochure is a vertical poster with a dark brown background. At the top left, there are several logos including '100', '53', 'FIBIC', 'ED CLUB', and 'RED CELL'. The main title 'CAMPUS PEEDIKA' is written in large, bold, yellow and white letters. Below the title, the text reads 'Food Stalls, Tote bags, Scrunchies, Mehendi Art and many more....'. At the bottom left, contact information is provided: 'For More Details, Contact : Parvathy : 8075397009, Avanthika : 9061906353'. The bottom section of the brochure is black with white text: 'TIME : 9:30AM TO 3:00PM', 'VENUE : ARTS BLOCK', and 'DATE : 14TH MARCH'. To the right of the text, there are three stacked images: a pair of hands with intricate mehendi art, a stack of three chocolate brownies, and a collection of colorful fabric scrunchies in shades of green, blue, red, yellow, and pink.



6. TITLE OF THE PROGRAMME: SEMINAR PRESENTATION ON SOLUTIONS TO THE PROBLEMS IN ENTREPRENEURSHIP FACED BY WOMEN

START DATE: 22/01/2024

END DATE:22/01/2024

NO: OF BENEFICIARIES/ PARTICIPANTS: 68

VENUE: Room No- 10, St Teresa's College (Autonomous), Ernakulam

The students of II B.Com Regular made group presentations regarding the solutions for the problems encountered by women entrepreneurs in India. The presentation was made attractive by using visual aids and real time examples. The presentation by the students discussed that the number of female entrepreneurs has increased dramatically in recent years, and they are now a significant force in the world economy. However, despite this expansion, women entrepreneurs still face major financial barriers that can hinder their ability to raise finance and the viability of their firms. The students identified the solutions such as Develop Financial Literacy, Access to Credit, Mentor-ship and Networking, Utilize Technology and Make Use of Government Schemes.





7. TITLE OF THE PROGRAMME: Campus Peedika

START DATE: 22nd August 2023

END DATE: 22nd August 2023

MODE OF CONDUCT: Offline

VENUE: Arts Block, St Teresa's College (Autonomous), Ernakulam

OBJECTIVE OF THE PROGRAMME:

The objective was to provide a platform for the student to sell their products and to support students in starting their own business ventures.

ACTIVITY DESCRIPTION:

All student entrepreneurs were invited to sell items including dress materials, bags, accessories, mehendi, face painting, picture frames, polaroids, etc. Around 30 stalls were put up, of different product categories. Starting from 9am the sale continued till 2pm which thereby gave students the opportunity to make significant profits. It helped students showcase their products as well as develop their entrepreneurial skills.

OUTCOME OF THE ACTIVITY:

The activity helped instill confidence in students to consider entrepreneurship as their career. It also helped improve their marketing skills.

BROCHURE:








**Teresian Innovation and
Entrepreneurship Coalition**

PROUDLY PRESENTS

**Campus Peedika
2023**

22 August, 2023

Inviting you all to this fun Onam sale

Venue : Arts Block

Time : 9am

Let's celebrate the spirit of Onam together



For more details, contact:
Parvathy: 8075397009
Aaliyah Rauf : 9995239367

Participant list:



ST.TERESA'S COLLEGE
(Autonomous)

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Sl no	Name
1.	Ann Mary Andrew (Face painting)
2.	Agnus Elizabeth(Scrunchies, Bracelets, Hair Accessories)
3.	Chelsa Jino(Bracelets and Earrings)
4.	Mariya Jessniya (Indoor Plants)
5.	Anshida Noushad(Jewellery, Tote Bags)
6.	Nandana Raju (Earrings, Hair Clip)
7.	Angela Anna Jomon (Home decor)
8.	MR Swaliha (Scrunchies,Tote Bag)
9.	Swetha Swaroop Kallada (Scrunchies, Plants)
10.	Ifra Fathima(Accessories)
11.	Ayshath Hamna (Polaroids)
12.	Gouri Subhash(Scrunchies, hair clips)
13.	Anjali Jostin (Food)
14.	Amrutha Elza Prem (Notebooks)
15.	Glenna Carmelin (Food)
16.	Aaliya Parvin EB (Calligraphy)
17.	Lena (Food)
18.	Dhanalekshmi (Clothing)
19.	Femi Francis (Food)
20.	Madhina Munavara (clothing)
21.	Thrisha Antony (food)
22.	Biya Mary Mathai (food)
23.	Ajitha VA (food)

24.	Serin Fernanadez (Food)
25.	Ann Mariyam Cibi (Food)
26.	Elbiya Theresa (Reselling books)
27.	Amna C Ali (Food)
28.	Naziya (Mehendi)
29.	Fathima Nasrin Musheer (Book marks & polaroids)
30.	Ashna Roger(Pendant)
31.	Julia Beril Sharon (Resin shop)
32.	Rumaisa Nazar(Scrunchies, Headbands)
33.	Ann George (Pickles, Candles)



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Principal

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PHOTOGRAPHS: 5 NOS

