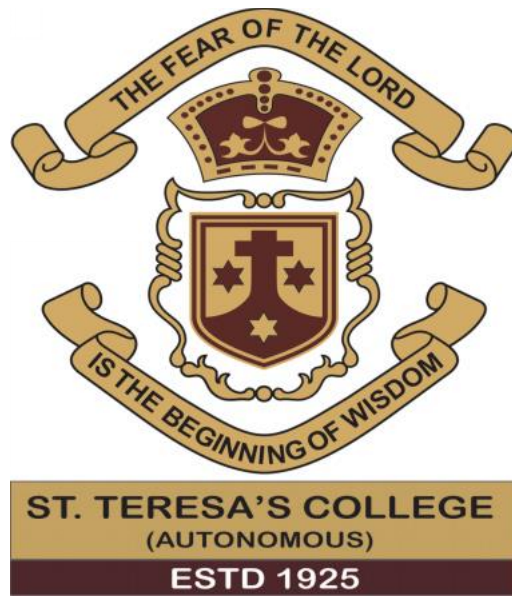


RED CELL

REPORT

2024-25



ST. TERESA'S COLLEGE (AUTONOMOUS)

ERNAKULAM

COMMERCE REGULAR DEPARTMENT

REPORT

Title of the program : ENTREPRENEURSHIP QUIZ

Start date: 9/10/24

End date : 13/10/24

No. Of beneficiaries/ participants: 168

Description of the Activity : RED Cell of St Teresa's College is always engaged in developing and encouraging the Entrepreneurial skills among students and as a part of the same, '**Entrepreneurship quiz**' was organised from 9/10/2024 to 13/10/2024. The quiz was intended to measure the Entrepreneurial knowledge of each participant.

By considering the importance of entrepreneurs in the economy, the RED CELL is actively trying to promote and attract more students into this field. The quiz was conducted with the same objective. 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 80% 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.

The details about the google form :

Greeting from Rural Entrepreneurship development Cell, St.Teresa's College (Autonomous) Ernakulam. 🎉👏

We are organising a quiz competition on Entrepreneurship. Students scoring above 80% will be awarded with E-Certificates. The last date to submit the form will be 13th October 2024.

The link for the quiz is give below:

<https://forms.gle/rZaMCLL8wgs1u6ep8>

Thank you

For Further Queries Contact :

Ms.Aglin (Teacher Incharge) -
97780 51163

Ms.Neethu Febial (Student Incharge)-
8078260431

Outcome of the Activity:

The Entrepreneurship Quiz organized by RED Cell successfully achieved its objective of promoting entrepreneurship and assessing students' entrepreneurial knowledge. The online quiz, conducted through Google Forms, witnessed enthusiastic participation, and participants were able to view their scores upon completion. To encourage and motivate top performers, E-certificates were awarded to participants who scored 80% or above. The quiz not only evaluated students' knowledge but also inspired them to explore entrepreneurship as a viable career option, aligning with RED Cell's mission to foster a culture of innovation and entrepreneurship among students.

Brochure/Photos :



168 responses

[Link to Sheets](#)

Not accepting responses

Message for respondents

This Form is not currently accepting submissions. Please check

Summary

Question

Individual

Insights



Frequently missed questions

Question	Correct responses
What should be the main worry of a company's founder who asks for capital in exchange for equity shares in their venture?	71 / 168
Which of these theories involve taking a moderate amount of risk as a function of skill and not chance?	66 / 168

Scores

[Release scores](#)

Response	Score	Time
sheejapradeepan1210@gmail.com	10	Oct 11 7:49 PM
tonyantony9347@gmail.com	6	Oct 11 9:25 PM
karolenkarolen439@gmail.com	10	Oct 11 9:55 PM
antonyas72066@gmail.com	10	Oct 11 10:05 PM
arafafathima170@gmail.com	8	Oct 11 10:35 PM
jeshinjude@gmail.com	10	Oct 11 10:39 PM
manishakumawat42284@gmail.com	7	Oct 12 12:17 PM
meghabency@gmail.com	9	Oct 12 12:35 PM
sreerajinis2003@gmail.com	6	Oct 12 12:37 PM

Waiting for 2 responses

[Send email reminder](#)

ENTREPRENEURSHIP QUIZ CONDUCTED BY RED CELL

B I U  

Quiz organised by red cell to spread awareness about entrepreneurship.

This form is automatically collecting emails from all respondents. [Change settings](#)

Name of the student *

Short answer text

After section 1 Continue to next section

Section 2 of 2

Untitled Section

Description (optional)

Which of these is not a type of entrepreneurship? *

- Small Business Entrepreneurship
- Scalable Entrepreneurship
- Large Scale Entrepreneurship
- Intrapreneurship

Which of these actions of an entrepreneur will most likely result in creative destruction? *

- Developing a new product
- Taking over a competitors business
- Issuing shares to individuals and institutions
- Lowering prices of your product or service

What should be the main worry of a company's founder who asks for capital in exchange for equity shares in their venture? *

B I U  

- Valuation
- Control
- Capitalisation
- Legal formalities

The process of creating something new is called: *

Title of the Program : INDUSTRIAL VISIT TO VIJAY POLYMERS FACTORY

Date: 08/02/2025

No.of Beneficiaries/Participants : 72

Description of the Activity: .The Department of Commerce Regular organized an industrial visit to Vijay Polymers, a rural industry located at Illithode near Mahaganithottam, on February 8th. A total of 72 students, comprising of second-year B.Com and first-year MCM students, participated in the visit. The students were accompanied by two faculty members. Vijay Polymers is an industrial resin factory. The visit provided students with a valuable opportunity to gain firsthand knowledge of the gum production process, which caters to the needs of polymer industries. Upon arrival, representatives from Vijay Polymers welcomed the students and provided a comprehensive explanation of the gum production process, detailing each stage from raw material sourcing to final product packaging. The students were taken through the factory, where they witnessed the various machines and equipment used in the production process, gaining a deeper understanding of the operational aspects of the industry. This interactive and informative session enabled students to connect theoretical concepts with practical applications, making the visit an enriching learning experience.

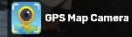
Outcome of the Activity : The industrial visit to Vijay Polymers was a success, providing 72 students with hands-on knowledge of gum production and its applications in polymer industries. The interactive session with industry representatives broadened students understanding of operational processes, bridging the gap between theoretical concepts and practical applications.

Brochure/Photos :





Ernakulam, Kerala, India
Unnamed Road, Kerala 683581, India
Lat 10.208762°
Long 76.520265°
07/02/25 05:49 PM GMT +05:30



Title of the Program : POSTER MAKING COMPETITION

Date : 20/02/2025

No.of Beneficiaries/Participants : 4

Description of the Activity :The Rural Entrepreneurship Development Cell (Red Cell) of the Department of Commerce Regular successfully conducted a Poster Making Competition on February 20th, Thursday. The topic was “ Problems of Rural Entrepreneurs”. This creative event brought together four enthusiastic participants who showcased their artistic skills and knowledge on the theme of rural entrepreneurship. As part of the competition, participants created informative and visually appealing posters highlighting the various aspects of rural entrepreneurship, including its challenges, opportunities, and successes. Following the competition, a judging panel evaluated the posters based on their creativity, content, and overall impact. After a thorough judging process, the winner was announced and awarded a cash prize, recognizing their outstanding effort and creativity in promoting awareness about rural entrepreneurship through their poster.

Outcome of the Activity : The event provided a platform for students to showcase their creativity and knowledge about rural entrepreneurship, and it helped to raise awareness about the challenges faced by rural entrepreneurs.

Brochure /Photos :



ST. TERESA'S COLLEGE
(AUTONOMOUS) ERNAKULAM
Affiliated to Mahatma Gandhi University, Kottayam

ST. TERESA'S COLLEGE
100
1925-2025 *100 Years of Grace*

Department of Commerce Regular
In association with
RED CELL
Presents
**POSTER MAKING
COMPETITION**

TOPIC **PROBLEMS OF RURAL
ENTREPRENEURS**

THURSDAY | FEBRUARY 20, 2025

TIME: 10:15 AM TO
11 AM

VENUE: DEPARTMENT
OF COMMERCE
REGULAR



DEPARTMENT OF COMMERCE (SELF FINANCING)

REPORT

Title of the programme: ‘A TALK ON RURAL ENTREPRENEURSHIP’

Date: 12 AUGUST 2024

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: 30 AM

No of participants: 164

Objectives 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.

Speaker Profile:

The session was conducted by **Sowmya Krishnamurthy**, the founder of **AATIKE** and the director of **Agrey Design Tech Pvt. Ltd.** She is a highly experienced entrepreneur with over 20 years in diverse sectors such as telecommunications, insurance, web technologies, manufacturing, and retail. Sowmya Krishnamurthy has a strong passion for rural entrepreneurship and sustainable business practices, focusing on empowering India’s artisan community. Her business, **AATIKE**,

produces eco-friendly products in the categories of toys, home décor, and office décor, using non-toxic and sustainable materials.

Activity description:

The webinar commenced at 10:30 AM on 12th August 2024, with Sowmya Krishnamurthy sharing her experiences and insights on rural entrepreneurship. She initiated the session by sharing her career journey, including her 15-16 years in the corporate sector, and her transition into entrepreneurship. Sowmya spoke about how she began to explore new business opportunities, especially those that promoted India's artisan community and created sustainable livelihoods in rural areas.

Her business journey started with introducing rural artisans to international markets. She recounted a visit to a toy shop where foreigners were fascinated by traditional Indian crafts, which inspired her to establish a platform for rural artisans to sell their products internationally.

Sowmya elaborated on the concept of rural entrepreneurship, which she defined as business ventures that emerge in rural areas, including villages, towns, and outlying city areas. Rural entrepreneurship, she stated, plays a vital role in the country's development, as it is often community-driven and offers lower startup costs compared to urban enterprises.

She highlighted the benefits of rural businesses, including a sense of independence, collaboration, and the opportunity for personal and community growth. Sowmya described how **AATIKE** began as an export business in Belgium, focusing on wooden toys, and gradually expanded by involving artisans from rural areas, creating new opportunities for them.

The artisans were grouped into different models such as individual groups, community groups, region-based clusters, and cooperative organizations. This inclusive approach helped empower artisans and provided them with financial stability while preserving traditional craftsmanship.

Sowmya also discussed the challenges faced during their entrepreneurial journey, such as infrastructure issues, power cuts, inadequate raw materials, and competition from cheap plastic toys. Despite these obstacles, the team standardized their

production process, developed over 300 new designs, and used online platforms to reach a global market.

Insights and Key Takeaways:

The session provided valuable insights into the struggles and triumphs of rural entrepreneurship. Some key points discussed by Sowmya were:

- The importance of collaboration and community-driven business models in rural areas.
- How AATIKE worked with artisans to create unique, modern designs that retain a traditional touch, aiming to foster intellectual development through toys.
- The need for government support for rural entrepreneurship, such as initiatives like the **Prime Minister's Employment Generation Programme (PMEGP)** and **Start-up Village Entrepreneurship Programme (SVEP)**.
- The role of women in promoting and sustaining rural businesses, as well as their increasing participation in the entrepreneurial ecosystem.

Sowmya emphasized that the pandemic had revealed the critical role of rural businesses in sustaining the economy, with many businesses surviving through local and indigenous means. She showed data indicating the gradual shift of the population from urban to rural areas, which further highlighted the necessity of strengthening rural economies.

Outcome of the Activity:

The webinar was informative and engaging, providing participants with:

- A deeper understanding of the concept of rural entrepreneurship.
- Awareness of the challenges faced by rural artisans and how entrepreneurship can be a viable solution.
- Practical knowledge about how to start and successfully operate a rural business, with a focus on community engagement and sustainable practices.

Participants gained valuable knowledge about government initiatives supporting rural entrepreneurs, and the importance of fostering local ecosystems for business growth.

Brochure:

ST. TERESA'S COLLEGE(AUTONOMOUS), ERNAKULAM



Department of Commerce (SF)
in association with
REO cell

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



SPEAKER:
Sowmya Krishnamurthy
Director, Agre Design Tech pvt. ltd.
Founder, AATIKE

On 12 August 2024
From 10:30 am - 11:30 am
meet.google.com/hmh-tpgc-kdq

Faculty Coordinators:
Ms. Sneha Abraham
Ms. Midhula Sekhar

Student Coordinator:
Ms. Bincy Alphonsa Cyriac

Photographs:

REC Sowmya Krishnamurthy is presenting

Press Esc to exit full screen

ST. TERESA'S COLLEGE (AUTONOMOUS)
Affiliated to Mahatma Gandhi University, Kottayam

Rural Entrepreneurship India

BY, SOWMYA KRISHNAMURTHY

AATIKE
WWW.AATIKE.COM

50 C Jinumul Raj has left the meeting

hmh-tpgc-kdq

Participants: Sowmya Krishnamurthy, Geethalakshmy A, BINDHYA BENSON, Teresas College, ayushi jain, Varsha Jyothi, 127 others, You

11:57

hmh-tpgc-kdq

REC

47C vishika P.v
thank you maam

Participants: You, Te..., Se..., Jini, Bl..., V, 72 others

Vo 4G LTE1 65%

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meet.google.com/hmh-tpgc-kdq?pli=1&authuser=1

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REC

Sowmya Krishnamurthy is presenting

What is Rural Entrepreneurship?

- Entrepreneurship Emerging at Rural level - villages, towns, outskirts of cities in Various Fields Such As Agriculture, Handicrafts, Enterprises, Businesses
- A Key Factor For Economic Development Of Our Country
- Development Of New Businesses With New Or Existing Products/ Services using Advanced Technologies In Rural Areas

Sowmya Krishnamurthy

B T
148 others

T
You

People

Add people

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In call

- Teresas College (You) Meeting host
- 05C Aishwarya Appini
- 06C Aldriya Maria
- 07C Aleena Joseph
- 08C Aleena Suku
- 11C Amisha Silvester

10:40 | hmh-tpgc-k... [Track Attendance](#)

Activate Windows
Go to Settings to activate Windows.

30°C Mostly sunny 10:40 AM 2/23/2022



Working of artisans at our factories AATIKE



WWW.AATIKE.COM

WebinarLink:http://drive.google.com/file/d/1jDzoX6pvbile76u_1m-a5whdEYQvgS7E/view?usp=drivesdk