

RED CELL REPORT

2022-23



**ST. TERESA'S COLLEGE (AUTONOMOUS)
ERNAKULAM**

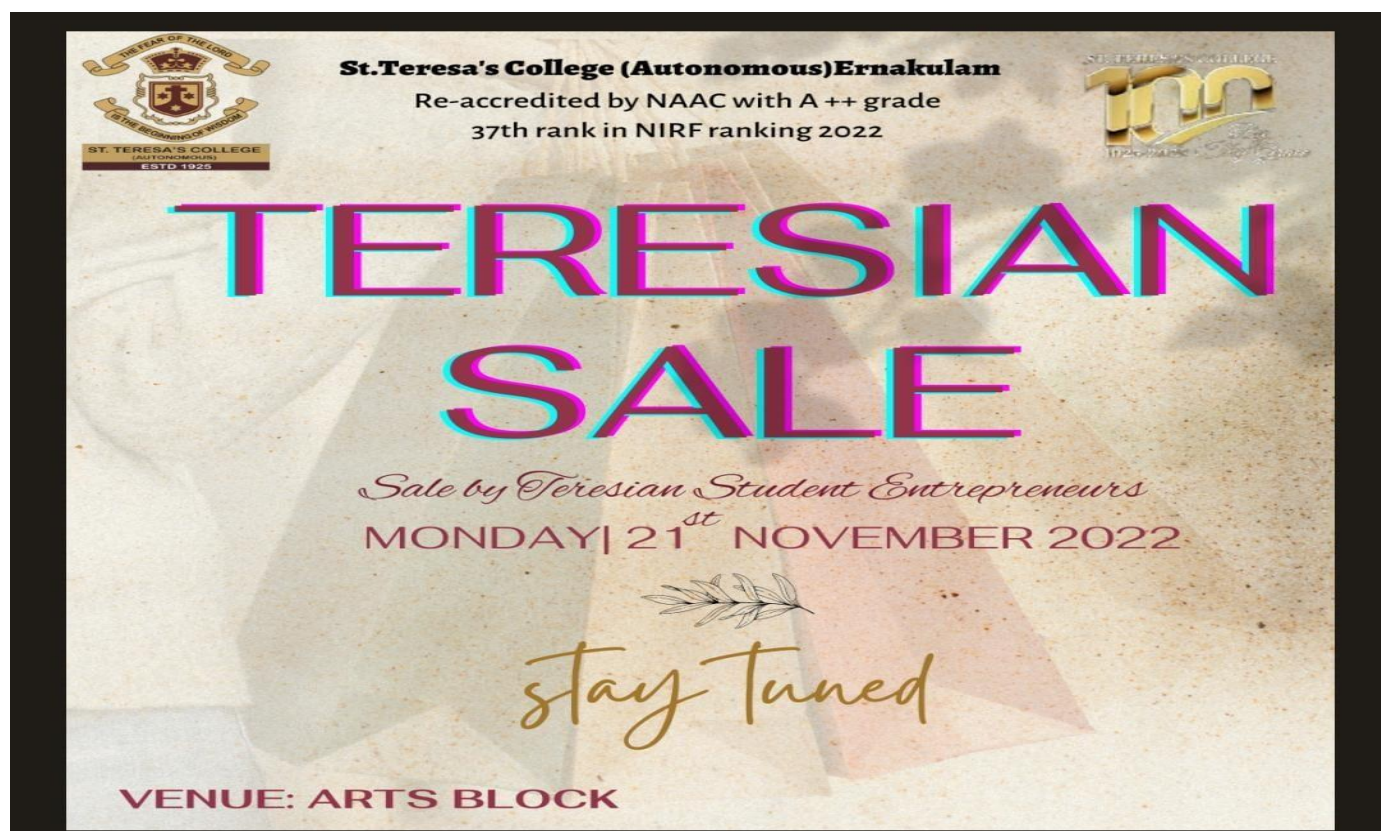
TERESIAN PEEDIKA

The Teresian Peedika was a sale conducted by the student entrepreneurs of St Teresa's college in association with the RED cell and 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:



Kochi, Kerala, India
 The Esplanade, Door No. G, 6TH FLOOR, The Esplanade, Convent Junction, Marine Drive, Kochi, Kerala 682011, India
 Lat 9.975657°
 Long 76.279094°
 21/11/22 09:10 AM GMT +05:30



Kochi, Kerala, India
 The Esplanade, Door No. G, 6TH FLOOR, The Esplanade, Convent Junction, Marine Drive, Kochi, Kerala 682011, India
 Lat 9.975481°
 Long 76.279257°
 21/11/22 10:25 AM GMT +05:30



Kochi, Kerala, India
 The Esplanade, Door No. G, 6TH FLOOR, The Esplanade, Convent Junction, Marine Drive, Kochi, Kerala 682011, India
 Lat 9.975635°
 Long 76.279174°
 21/11/22 10:17 AM GMT +05:30



Kochi, Kerala, India
 X7GH+8HM, Park Ave, Marine Drive, Kochi, Kerala 682031, India
 Lat 9.975807°
 Long 76.279168°
 21/11/22 10:08 AM GMT +05:30

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 RED Cell and 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 dark brown background. At the top left, it features the logos of St. Teresa's College (ESTD 1958) and the IEDC Innovators' Premier League. Below these is the logo for TERESIAN IEDC. The main title 'I-Talk with an entrepreneur' is written in large, white, sans-serif font, followed by 'A TALK SESSION WITH' in smaller white text. The names 'Noureen Aysha & Naseef Nazar' are prominently displayed in a large, bold, yellow font. Below their names, it states 'Founder of Kochi-based femtech startup FemiSafe' in white. To the right of the text, there are two circular portraits: one of a woman (Noureen Aysha) and one of a man (Naseef Nazar). 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: the Entrepreneurship Development Institute of India (EDII), the Institution's Innovation Council (IIC), and the 100th anniversary logo of St. Teresa's College (1922-2022). A decorative wavy line separates the text from the date and location information.

Photographs:



ENTREPRENEURSHIP QUIZ

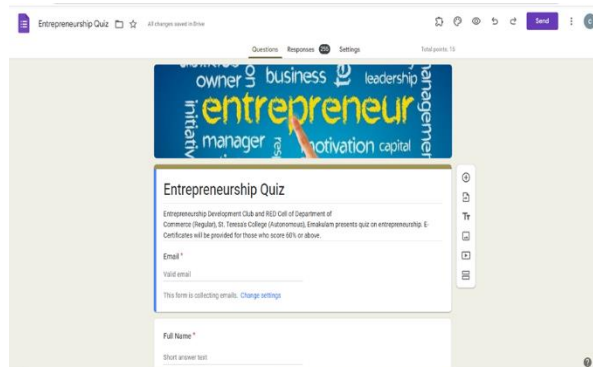
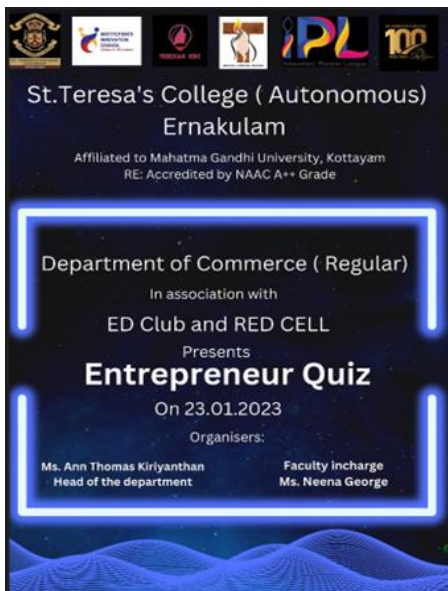
Title : Entrepreneurship Quiz

Date : 23rd January 2023

No: of Participants : 295

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 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 RED Cell is 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.



FINANCIAL LITERACY FOR FINANCIAL FREEDOM

TITLE OF THE PROGRAMME:

Department: Department of Commerce (Self financing)

Date: 24 January 2023

Type of activity: Awareness about Financial literacy for financial freedom

Venue: Platinum Jubilee Auditorium

Time: 10 am to 11am

No of participants: 407

Objectives of the programme:

- To assess the level of awareness of financial literacy among students.
- To know about money and to make informed financial decisions.

Programme description:

The programme was conducted by the students of II B.com (SF). The session was conducted by two Resource Persons Mr. Chandan Kumar, Marketing Manager of Punjab National Bank and Mr. John Gladwin PS, Senior Manager of Punjab National Bank. It was an informative session. Students were able to understand the need to be financial literate so as to take financial decisions in life. Question answer session was followed thereafter.

Outcome of the activity:

- Helps to understand the need to be financially literate as it can ensure financial solidity, reduce anxiety and stimulate the achievement of financial goals.
- It equips one with the knowledge and skill to manage money effectively.

BROCHURE:



ST. TERESA'S COLLEGE (AUTONOMOUS)

ERNAKULAM

AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM

RE-ACCREDITED BY NAAC

with A++ CGPA 3.57 in fourth cycle



DEPARTMENT OF COMMERCE (SF)

Financial Literacy For Financial Freedom

What you should know about money?

We cordially invite
All students, faculties and non teaching staffs

DATE: January 24th Tuesday 2023

TIME: 10 am

VENUE: Platinum Jubilee Auditorium



[Click Here To Register](#)

Resource Persons



Mr. Chandan Kumar
Marketing Manager
Punjab National Bank



Mr. John Gladwin PS
Senior Manager
Punjab National Bank



Teresian Centenary Initiative



Photographs:





Participants List:

https://docs.google.com/spreadsheets/d/1qAy_EPUHpJ11Sm32Hm-OHf41SA-pvlNxuZxxaDRnEyK/edit?usp=sharing

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ENTREPRENEURSHIP & INNOVATION QUIZ

TITLE OF THE PROGRAMME: ENTREPRENEURSHIP & INNOVATION QUIZ 2023

START DATE: 06/02/2023

END DATE: 06/02/2023

DURATION: 2 hours 30 minutes

QUARTER: 2

TYPE OF ACTIVITY: SELF DRIVEN

SPEAKER DETAILS: NONE

THRUST AREA: VALIDATION AND CONCEPT DEVELOPMENT

MODE OF CONDUCT: ONLINE

VENUE: GOOGLE FORM

NO. OF BENEFICIARIES/ PARTICIPANTS: 72

NO. OF STUDENT PARTICIPANTS: 72

NO. OF EXTERNAL PARTICIPANTS: NONE

NO. OF FACULTY: NONE

STAR PERFORMER AMONG STUDENTS: 32

STAR PERFORMER AMONG FACULTY: NONE

TOTAL EXPENDITURE: Rs. 1000

OBJECTIVE OF THE PROGRAMME: To spread awareness among the students about innovation and entrepreneurship.

ACTIVITY DESCRIPTION: An online quiz consisting of 20 questions of one mark each was conducted. It was organised by the IIC and RED CELL core team of the department of Commerce SF. Participants included the students of St. Teresa's College.

OUTCOME OF THE ACTIVITY: 72 responses were received out of which 32 scored 80% and above. Certificates were awarded to those students.

BROCHURE:

St Teresa's College, Ernakulam (Autonomous)
Affiliated to Mahatma Gandhi University, Kottayam
Re-accredited by NAAC A++

The Department of Commerce SF
in association with Teresian IIC and
Rural Entrepreneurship Development Cell

INSTITUTION'S INNOVATION COUNCIL
RED CELL

Presents

**ENTREPRENEURSHIP
QUIZ 2023**

Platform : Google Form
Date : 06 February 2023

PHOTOGRAPHS:



Entrepreneur & Innovation Quiz

Instructions:

1. All questions are compulsory.
2. Each question carries 1 point.
3. Achieve a score of 80 or above to win a certificate of participation.

Thank you for joining us and All the best!!

anchalrrk@gmail.com [Switch account](#)



* Required

Email *

Your email

Name *

Your answer

Roll Number

Your answer

Department and Year *

Your answer

What could provide an individual with the motivation to start a new business venture? * 1 point

- Financial rewards
- A desire to be independent
- Willingness to take risk
- All of the above

A situation where there is more demand than supply for the products is known as? * 1 point

- Full demand
- Overfull demand
- Irregular demand
- Latent demand
- Unwholesome demand

Setting mechanisms for information flow and processing, decision making processes, conflict resolution, and risk sharing, are characteristics of which stage of innovation network management? * 1 point

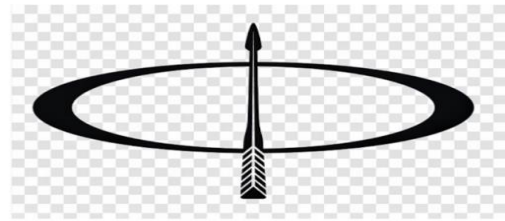
- Set-up stage
- Operating stage
- Sustaining stage
- Closure/exit stage
- None of the above



In terms of chronological age most entrepreneurs initiate their entrepreneurial career between ages of: * 1 point

- 57 and 63
- 45 and 57
- 22 and 45
- 15 and 22

Identify the brand by looking at the logo * 1 point



- Parker
- Arrow
- Luxor
- Raymond



Which of the following is used by entrepreneurs to acquire experience in an international market before making a major commitment? * 1 point

- Majority Interest
- Minority Interest
- Joint Venture
- Merger

Who is the current CEO of Flipkart? * 1 point

- Sachin Bansal
- Kalyan Krishnamurthy
- Kunal Shah
- Binny Bansal

Which of the following methods an * 1 point entrepreneur can use to do international business with least risk?

- Merger
- Synergy
- Joint venture
- Turnkey projects

Following are the types of foreign * 1 point direct investment EXCEPT:-

- Minority interest
- Merger
- Management contracts
- Joint venture

He is the best known for his telecom venture. An Indian Billionaire, entrepreneur, philanthropist and the founder and chairperson of Bharti Enterprises.

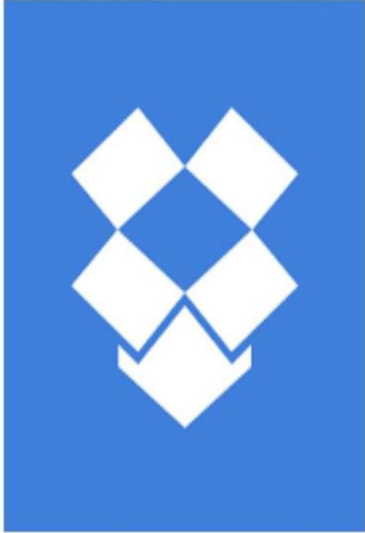
* 1 point



- Satyanarayan Gangaram Pitroda
- Sunil Bharti Mittal
- Srinath Narasimhan
- N.R. Narayana Murthy

✖ 1 point

Identify the brand by looking at the logo



- Cisco Systems
- Share IT
- Dropbox
- Google Drive

Identify the brand by looking at the * 1 point logo.



- Hyatt Hotels & Resorts
- Holiday Inn
- Radisson
- None of the above

This international movement was established by Carlo Petrini in 1986 in order to promote traditional food. It serves as an alternative to fast food and strives to preserve traditional and regional cuisine and encourage farming of seeds, plants and livestock characteristics of local ecosystem. Name the movement. * 1 point

- Apeel
- Co-Op Dayton
- Slow food
- Green Revolution

Who launched Rupay? * 1 point

- Indian Bank Association
- National Payments Corporation of India
- Government of India
- NPCI International Payments Limited

He is an Indian businessman and founder of Sun Pharmaceuticals. The Government of India awarded him the civilian honor of the Padma Shri in 2016. *India Today* magazine ranked him 8th in India's most powerful people of 2017 list. * 1 point



- Azim Premji
- Shiv Nadar
- Ghanshyam Das Birla
- Dilip Shanghvi

From which language did the word * 1 point
entrepreneur origin?

- French
- Latin
- German
- Greek

Which act governs the Khadi and * 1 point
Village Industries Commission
(KVIC)?

Your answer

An entrepreneur who is owner of * 1 point
more than one business is called?

- Portfolio Entrepreneur
- Intrapreneur
- Corporate Entrepreneur
- None of the above

Which are the main 3 products of * 1 point
Meta Platforms Inc.?

Your answer

How is innovation related to * 1 point
entrepreneurship?

Entrepreneurship is about being able to discover business opportunities, and innovation involves building the opportunity.

Innovation is the process of creating something new. Entrepreneurship identifies the opportunities in great innovations and creates opportunity, adds value, and keeps the value improving over a period of time.

Innovation is the manifestation of creativity into a usable product or service. In the entrepreneurial context, innovation is any new idea, process, or product, or a change to an existing product or process that adds value to that existing product or service.







RESPONSE LINK:

<https://docs.google.com/spreadsheets/d/1mI3bzU3giYqvw8WTisgq6ECrwrPsKd6ANSQsFoVEBTs/edit?usp=sharing>

VIDEO LINK:

<https://drive.google.com/drive/folders/1D5EApT52Av47vgRuZfCkfB8Dj5vkzZEa>

PARTICIPANTS LIST:

Sl.No	NAME
1	Liya D'silva
2	Devika C M
3	Liya Mary Elizabeth George
4	M Sanjana
5	Hayah Abdul Rahim
6	Sneha Anna George
7	Freya Adil Simethy
8	Fathima Yuhaneedh M A
9	Faguni Bhatted
10	Mary Aleena
11	Falguni Bhatted
12	Aysha Jumana C J
13	Diya Antony
14	Anjal Vinod
15	Liya Mary Basil
16	Prerana
17	Sreya Joseph

18	Elizabeth Nivya
19	Nimisha Thomas
20	Jenifer Jayamohandas
21	SANIA RAJESH
22	Elizabeth Nivya
23	Nikitha Nish
24	Riya Elza George
25	Sreya Joseph
26	Nikitha
27	SHERIN GEORGE
28	Santhra Gerald
29	Amrutha B Nair
30	SHERIN GEORGE
31	Melissa Mariam Mathew
32	Gowrinandhana.s
33	Shradha Nath
34	Shradha Nath
35	Nithya Mariya
36	Romina sinu
37	Fidha Samir Ashraf
38	Leenat Santhra Mol C P
39	Elssa J Zacharia
40	Nandana A Nair
41	M.PRIYA
42	Rintu Mary Jose
43	WINI MARIA
44	Tessa Maria p.v
45	Edna Angel Miriam

46	Bhagya joy
47	Diya Mary Joshy
48	Amala Cosmos
49	Anula Menon
50	Vaishnavi R Menon
51	Nisha Merin Kochumon
52	Anugraha Mary Babu
53	Meghna R
54	Meghana T Kammath
55	Namitha Konat
56	T G Anushree
57	Deekshitha Vishnudas
58	Gouri Parvathy S
59	Aamilah Riyas D
60	Nandana Dileep
61	Ardra A
62	Vimala B
63	Malavika Ramesh
64	Vrinda S
65	Biya Babu
66	Ann Maria Panakkal
67	sneha kurian
68	Hafeeza Kambathagothi
69	Lakshmi Chendra Arunkumar
70	Oshin Treesa Thomas
71	Saniya mary
72	Liz James

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.

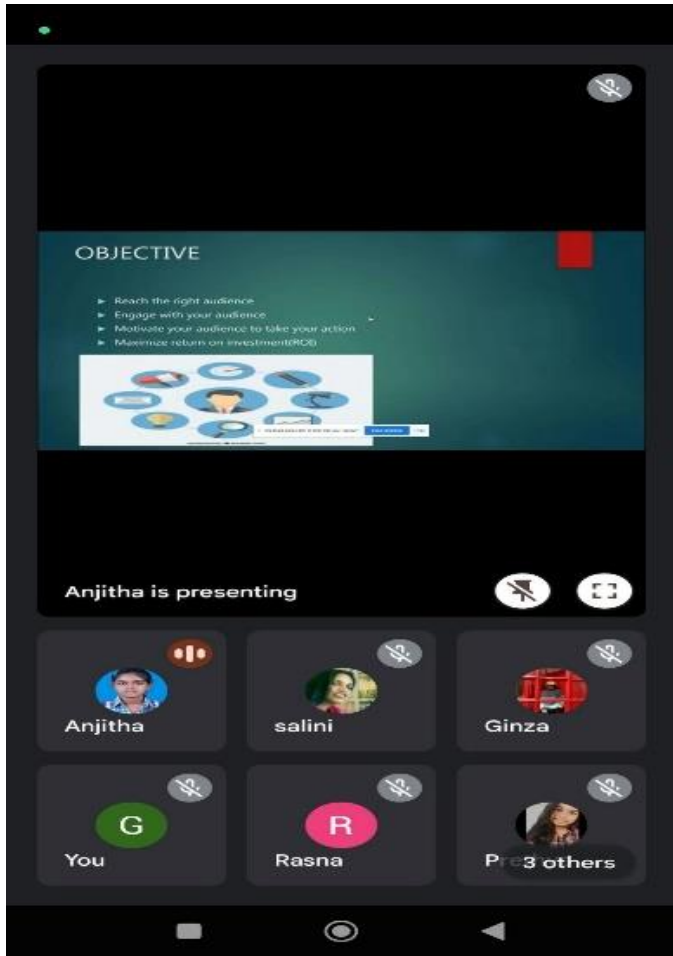
ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)
Re-accredited by NAAC with A++ grade in Fourth Cycle
Department of Commerce Regular
IN ASSOCIATION WITH
INSTITUTION'S INNOVATION COUNCIL (IIC) & INNOVATION AND ENTREPRENEURSHIP
DEVELOPMENT CENTRE (IEDC), ED
CLUB AND RED CELL

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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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.

