

Annual Report Entrepreneurship Cell 2020 - 2021

Office Bearers 2020-2021



Standing 2nd Row (L to R):

Neha N (Technical Coordinator), Kashifa Rahman R (Event Coordinator), Sarah Thomas (Creative Coordinator), Blessy Seraph J (Technical Coordinator), Atulya Venkatesh (President), Sujitha N (Vice-President), Adishrithi V (Associate Treasurer), Radhika S M (Social Media Coordinator), Evangelin Priyanka D (Joint Secretary), Sangavi V (Event Coordinator), Shalini M (Event Coordinator).

Standing 1st Row (L to R):

Dr. S. Sona, Dr. Evelin Kramony, Dr. J. Margaret Marie, Dr. Hema Shankari K, Dr. Lisa Sheba Rani J, Dr. Anita R J Singh, Ms. Margaret Alexander, Dr. V. Narmadha, Ms. Irvin Mary .S, Dr. T. S. Renuga Devi, Dr. B.S. Catherine.

The Institution's Innovation Council comprises the Innovation Club and the Entrepreneurship Cell. The Entrepreneurship cell is focused on inculcating the passion and spirit among students to pursue entrepreneurship, spread the knowledge about entrepreneurship through guest lectures and special events. The Cell is also focussed on motivating students to develop their start-ups, identify the brightest ideas, and give them a forum to transform the ideas into solutions. Apart from guiding aspiring entrepreneurs, Entrepreneurship Cell creates a pathway of various opportunities like interactive sessions with professionals, business competitions to increase awareness about entrepreneurship. The cell also aims to promote creative thinking, efficient work culture, and developing various professional skills like communication, strategic management and decision making. Also, various events are held to give insights on marketing and management skills, tips to make effective business plans, and turn innovations into saleable products.

On 9th June 2020, the Entrepreneurship Cell of Women's Christian College - Blaze was officially installed for the year 2020-2021. The event was conducted via the Zoom meeting platform and was graced by Principal, Dr Lilian I Jasper. The Office Bearers for the Academic Year 2020-21 were installed, and the handover took place. Various OBs from the previous year came forth and delivered the annual report and guided the new OBs on their journey with Entrepreneurship Cell. The auspicious ceremony was also attended by the faculty coordinators and student members of the Institution Innovation Council of Women's Christian College.

The very first Webinar on Decision Making with Moral Dilemmas by Ms Tanya Kapoor, Mentor of Change, Atal Innovation Mission, was conducted on 26th June 2020. This session was focused on encouraging students to adopt good decision-making skills and get a better perception of decision making in terms of one's career.

An Online Quiz on the topic "Entrepreneurship" was conducted on 3rd July 2020 with 559 participants. This contest aimed to stimulate the participants to gain comprehensive knowledge about entrepreneurship and enable them to enhance their analytical abilities. Out of the total participants, 190 received e-certificates for their exceptional performance.

On 28th July 2020, A Webinar on Entrepreneurship: Start-up to build your dream career By Dr Kalaivani Ganesan, Scientist E, Department of Biotechnology, Government of India was conducted. This webinar was attended by 412 participants and concentrated on encouraging young minds to build their desirable career and motivated aspiring entrepreneurs to formulate their start-up's strategies.

An Online Quiz on Digital Marketing was conducted on 3rd August 2020. This Quiz Competition intended to motivate the student participants to gain extensive knowledge about Digital Marketing and help them broaden their understanding of Digital Marketing as It is a rapidly emerging arena in recent times. Out of the total 454 participants, 224 received e-certificates for their exceptional performance.

The Assembly Programme on Developing Innovative Ideas into Reality by Ms Kezia Sasitharan, Co-Founding Director of Liquidentity Ltd & Ph.D Researcher was conducted on 28th August 2020 with 750 participants from Women's Christian College. This programme was focused on

breaking down the phases involved in various Hackathons events. The speaker meticulously explained the paths of discovering exposure and generating ideas.

On 7th January 2021, the workshop on “Social Entrepreneurship and Enterprise Business Plan” was conducted. The resource person was Mr B S C Naveen Kumar, the Chief Program Coordinator, Rural Entrepreneurship MGNCRE, Tamil Nadu Program. The Workshop was attended by 125 and aimed to nurture the budding entrepreneurs and enabled them to reinforce their business proposal. The session assisted the students in understanding the term Social Entrepreneurship more effectively.

The ceremony of Handing over the Badge for the Office Bearers for the academic year 2020-21 was held on 22nd February 2021, at Bamford Hall, Women’s Christian College at 2:00PM. The event was graced by the Faculty Coordinators and Office Bearers of Institution Innovation Council of Women’s Christian College.

During the month of March, the Entrepreneurship Cell conducted many Events and Competitions.

The webinar on “Intellectual Property Rights” by Er. Karthi Prabhakaran, Co-Founder, STEAM Troops Innovation Labs Private Limited was conducted on 5th March 2021, in collaboration with STEAM Troops Innovation Labs Private Limited. The event was attended by 86 participants via Google meet platform. The session was focused on imparting knowledge about IPR and its sub-categories on young minds. Patent, Trademark, Infringement was some of the topics covered in the webinar which was vastly explained.

Followed by which the Business Plan Workshop on “Prototype Process Design and Development Prototyping” was conducted on 6th March 2021, in collaboration with STEAM Troops Innovation Labs Private Limited. The speaker was Mr Venkatasubramanian. SS, Co-Founder, STEAM Troops Innovation Labs Private Limited. The Workshop was attended by 95 participants and aimed at enlightening the budding entrepreneurs about a business plan and assists them to formulate one.

Almost a week later, the webinar on “Indian women entrepreneurship re-imagined,” by Ms Manvi Vaidyanath, Program Lead - Women’s Entrepreneurship at Pratham Institute, was accomplished in collaboration with the Department of Physics. The event was executed on Google Meet on 11th March 2021 with 154 participants from Women’s Christian College. The Webinar intended for preparing all the budding women entrepreneurs for tomorrow’s reality and to thrive them. The speaker also shared her learning through working with the women entrepreneur, and the session received an overwhelming response from the attendees.

On 13th March 2021, the much-awaited Business Plan Competition was conducted by the cell in collaboration with STEAM Troops Innovation Labs Private Limited. The competition was graced with the presence of an eminent panel of judges to assess the participants from various colleges. The panel of judges was Mr Venkatasubramanian. SS, Er. Karthi Prabhakaran, Dr B. S. Catherine, Dr Irvin Mary. This panel comprised a mix of members from STEAM Troops Innovation Labs Private Limited and the Faculty Members of Women’s Christian College. The students were encouraged to come as a team or an individual, to pitch their business plans to the

eminent panel of judges. The teams with the most sensational and innovative ideas received exciting cash prizes and exclusive mentorship from the STREAM Troops Innovation Labs Private Limited. Sujitha Nirmal, a student from B. Com (Com), Women's Christian College, bagged the first prize winning Rs. 1000.00 along with a mentorship from STREAM Troops Innovation Labs Private Limited. Along with Sujitha, Team Vivera comprising Shubneet V Keshwani, Mohammed Nabeel and Pranay Jain from Loyola college were the runner-up and also received a mentorship from STREAM Troops Innovation Labs Private Limited.

On the same day, The Live Presentation on "Business Plan by Students" was conducted for the Enthusiastic students from the Women's Christian College. The students were given an opportunity to witness the competition and got to know how to draft and present a business plan. The live session witnessing the students across India exceptionally presenting their business pitch. The attendees learned various aspects of how to master a B-Plan presentation.

A Conversation on Music, Marketing, Magazines & More was a fun-filled session with Mrs Sneha Ramesh, Founder & Director, The Score Magazine. It was conducted on 18th March 2021. The session gave students the idea of being an Entrepreneur in the Music industry, insights on Magazine Publication and Marketing planning and outreach in a candid conversation with Mrs Sneha Ramesh.

A webinar on "Digital Marketing as a Career for Students" by Mrs Priya Parthasarathy was conducted on 18th March 2021. She is the Director, Prequel Labs. This webinar gave the attendees a simple notion about pursuing Digital Marketing as a career option for students and how they can shine in the field. Mrs. Priya also explained about the various aspects of Digital Marketing and how students can learn it in cost-effective ways and hone their skills.

A webinar on "Building a Career on Social Media" by Mrs Swetha Renukumar, Fashion & Lifestyle Blogger was organized on 24th March 2021. This webinar is focused on enlightening the students about establishing a career on various social media platforms. She elaborated on how to carve a niche and how to develop content in the niche.

The webinar on "Why Strategic Communications is important for all Professionals?" by Mrs Jayashree Balasubramanian, Head of Communications, Reliance Foundation was conducted on 27th March 2021 with around 101 participants from Women's Christian College. This webinar focussed on helping students understand the value of Communication in the life of a professional. The speaker elaborated on the topic with real-life case studies and anecdotes.

The Office Bearers of Entrepreneurship Cell bid Farewell to each other on 29th March 2021. The heartfelt event was beautifully orchestrated by office bearers, and the event was graced by the office bearers of E-Cell 2019-20 and 2020-21. Dr. T. S. Renuga Devi, Faculty Coordinator, E-Cell distributed their certificates and gave a formal farewell. In this session, they shared their experience with the E-Cell and also celebrated the success of the present year.

A webinar on "Managing Academics and Work-Life along with Empowering young Women" by Ms Vidhya Krishnan, Chief Executive Director, Accsys India & Founder Director of Team Magnates was conducted on 29th March 2021. Being a student and a start-up founder, Ms Vidhya helped the students understand how to balance their academics and entrepreneurial ventures. She

elaborated on how one should be an entrepreneur in recent times with anecdotes and helped students understand the advantages of being an entrepreneur.

Finally, a webinar on “Exploring Start-Up Ecosystem: from Careers to Marketing” by Mr Sam Baisla, Serial Entrepreneur, Early-Stage Investor, BRAND SAMOSA, NEXEL, Decodr Technologies, Founder, was conducted on 31st March 2021. To help budding entrepreneurs grow in life and achieve great heights, Sam is on a mission to create a world-class entrepreneurial ecosystem in India by bringing global opportunities. In the webinar, Sam Baisla elaborated on how to formulate and test an idea. He also helped students to understand the usefulness of LinkedIn in their entrepreneurial venture. Besides, he also elaborated on how to come up with an innovative strategy for a successful business/start-up idea.

Like Chirag Kulkarni has said, “Entrepreneurs need to look for people in the company who are not afraid of failures, for example, intrapreneurs. They make a business more successful by thinking like an entrepreneur — but within a company.” All these laurels are incomplete without the efforts of the Office Bearers, Faculty Coordinators, College Management and Student Representatives. The E-Cell Blaze had the eventful year of 2020-2021 which was beneficial to students and Office Bearers. In a nutshell, the term was lucratively accomplished.
