# Entrepreneurship Development Programme on Inputs on Organic Farming for Budding Entrepreneurs Conducted by the Entrepreneurship Cell, Women's Christian College on 1st of October 2021



# Fairmentation

#### **Session details:**

Date: 13th December 2021

Duration: 4 hours

Activity category: Self-driven

Theme: Organizing the sale of fermented products created by the Department of Plant biology and

Biotechnology



#### **Expert details:**

Name: Dr. Sherrie Jesulyn David

Designation: Head of the Department and Assistant Professor

Organization: Women's Christian College

Brief about speaker: She teaches a wide range of courses like Genetics, Horticulture, Forestry, Microbiology

Plant Diversity, etc. She also has several years of experience in teaching.

#### Outcome of the activity:

The students of the Plant biology and biotechnology department received an opportunity to utilize, express and hone their technical and entrepreneurial skills. They learnt about marketing, managing finances, understanding their target audience and creating high quality food products first hand.

#### Participant details:

Total number of student participation: Approximately 100 (this is only an estimate as the stalls were set up in front of the Science block)

Total number of staff: 10









# Financial Support for aspiring Entrepreneurs

14th December 2021

**Duration: 1 hour** 

Collaboration with

Tamil Nadu AdiDravidar Housing & Development Cooperation Ltd.

#### **Speaker Details:**

Name: Ms. Jemima Ferrar

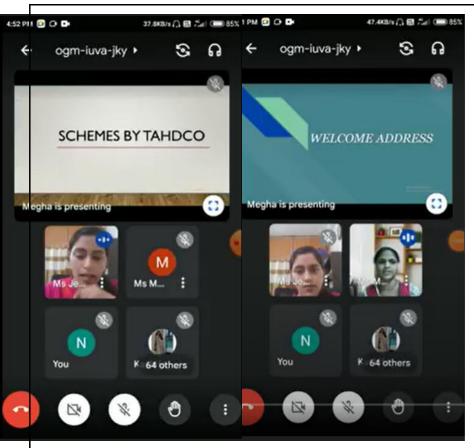
Designation: Assistant Professor from the Department of English and Faculty Coordinator of Entrepreneurship Cell of Women's Christian College

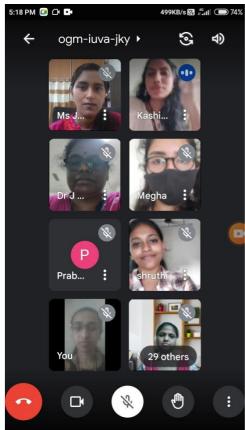
Organization: Women's Christian College (Autonomous), Chennai

Ms.Jemima Farrar engaging the audience by putting forth the ideas of Entrepreneur development programme and different financial schemes available for the SC/ST communities who are interested to be entrepreneurs. She also explained how the scheme covers various sectors. She elaborately explained the various schemes available under the Entrepreneurship development programme. Setting up of Petrol /Diesel /Gas retail outlet, Self-Employment Programme for Youth (SEPY), Self-Employment Programme for Youth (SEPY)- clinic, Special Assistance to Women, Industrial Tailoring, Co-op Society functioning under Social Welfare Department were the topics/schemes that the speaker elucidated to the audience.

#### Participant details:

Total no. Of Student participation: 114







# AzadiKaAmritMahotsav: Innovation Week Celebration

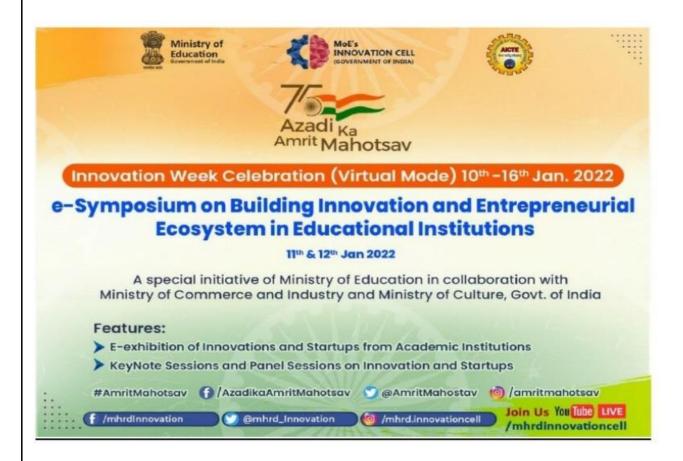
#### **Session Details:**

Date: 11th January 2022

**Duration: 30mins** 

Activity Category: MIC driven

Theme: e-Symposium on Building Innovation and Entrepreneurial Ecosystem in Educational Institutions



#### **Speaker Details:**

Name: Shri Gautam Kumar

Designation: Co-Founder & COO

Organization: FarEye Pvt. Ltd.

#### **Brief about Speaker:**

Shri GautamKumar the Co-Founder & COO, Gautam is responsible for handling the diverse business operations and partnerships at Far Eye by leveraging his penchant for nurturing relationships. He also actively designs and implements business strategies and policies to promote company's culture and vision. Far Eye's marquee clients admire him for his problem-solving abilities and creating customer-centric solutions. Gautam was named the Social Innovator of the year by Massachusetts Institute of Technology in 2011. Gautam loves travelling often charting unexplored territories. He invests personal time in mentoring young start-ups as his way of giving back to the entrepreneurial system.

#### **Outcome of the activity:**

The speaker started to talk about his business journey. Gautham Kumar after his college he tried in multiple ventures by providing educational program by complete India level in different educational institutions. He conducted workshops, interacted with lot of entrepreneur's incubation. His main goal was to create some product like GPS tracker.

Dr.Gautham Kumar started with a low code platform which was used to track the seatbelts to locate their shipments to increase the consumer experience this was very use full for carriers or shippers across the globe. He started this with three founders but now he has been working with 800 team mates from six different global locations right now and have closed 100 million dollars of series

Gautham Kumar states that the main key in entrepreneurship is how to create a product and to solve the customer's problem



# Science Day Celebration

#### **Session Details:**

Date: 3<sup>rd</sup> and 4<sup>th</sup> March

Duration: 10 am - 2 pm

Activity Category: Celebration

Theme: FestiVista



Outcome of the activity: As a part of the Science Day celebration, the budding entrepreneurs of Women's Christian College (on-campus) were invited to participate in FestiVista, a fair where they could sell their products to the students of WCC on the  $3^{rd}$  and  $4^{th}$  of March. The total number of participants who registered to participate in the event -29, out of which we had 15 of the participants put up their stalls on the first day ( $3^{rd}$  of March). All the stalls consisted of a variety of interesting products and very attractive marketing strategies.

Inauguration function of **FestiVista** took place at 10am on the first day. A soulful prayer was offered to the Lord Almighty by Joan Sanjay, student entrepreneur of WCC. Which was followed by a welcome address by Ruth Joseph Vaidyan, the Event Coordinator of E Cell (Blaze). The fair was inaugurated by our esteemed chief guest, Dr, V. Narmadha, Convener of IIC of WCC.

The event saw huge groups of enthusiastic students from both shift I and II gather around all of the stalls with curious eyes during break-times. The stalls emptied in no time, we received great feedback from the students who visited the stalls. Our student entrepreneurs realized good profit from their stalls, they were able to connect with their fellow entrepreneurs and were able to understand their customers' needs. The participants gave E-Cell (Blaze) positive feedback for hosting the fair and everyone had an enjoyable time at the fair.

#### **Participant details:**

Total no. Of Student participation: an approximate of **150-200** students visited the stalls

Number of stalls: 29

Sl. No.	Full Name	Department	Register number	Shift	List of Product for Sale
1	JaslineEpsiba.	B. Com	19CMF26	2	Muffins
	R	Accounting and Finance			Cupcakes
					Cookies
					Truffle cake.
2	ShakthiPriya. S	B. Sc Visual	20VCM51	2	Blue curacao crush
		Communication			Chicken Nugget
					Chicken cutlet
					Chicken seek kebab
					Chicken spring roll.
3	Sheeba Sharon	Mathematics	19MAT53	1	Brownies
	S				Cookies
4	Jasper G	B Com	19CMF27	2	Scrunchies
		Accounting and			Bow clips Headband
		Finance			Pillow cases
					Bonnets
5	Fathima	BBA	19BBA71	2	Choco truffle
	Roshan. S	(Management			cupcakes
		Studies)			Strawberry
					cupcakes
					Cakesicles Choco chunk
					cookies
					Nutella drizzle
					cookies
					Truffle cake slices
6	Aparna TV	Corporate	20CEM05	2	Pencil drawing,
		Economics			pencil carvings,

					resin products, wall decor, home decor, mini paintings, charms, quilling art, digital painting, bottle painting, pop up cards, explosion box, packaging boxes
7	Nisha. S	BBA	19BBA38	2	Stickers
8	Zahra Fathima	B.Sc. Visual Communication	21VCM44	2	Bookmarks & Envelopes
9	Sanjana V	B. Sc. Information Technology	19BIT34	2	Satin scrunchies Printed scrunchies Fur scrunchies Scarf scrunchies Pearl clips Metal clips of diff shapes Cute Bow rubber
					bands Bow clips Aesthetic chains Hoop crystal earrings Hoop pearl earrings Butterfly crystal necklace
10	SeemaNabiha	BA Corporate Economics	20CEM76	2	Brownies and cupcakes
11	MishelJoylin Y	BCA	19BCA25	2	Badges, stickers, handmade cards, Book markers
12	Yuvashree V	B Com Accounting and Finance	19CMF69	2	Fudge brownies Cupcakes Cakesicle
13	Jaya Shree V	B. Sc. Information Technology	21BIT10	2	Mehndhi design
14	Joan Sanjay	BBA	19BBA25	2	Badges
15	Rachel Williams	B.Sc. Visual Communication	20vcm25	2	Cupcakes
16	Shivani Srinivasan	PBPB	19PBB42	1	Hair accessories
			i		1

17	Jayasree B	B.com (commerce)	19COM24	2	Brownies, Mini Cupcakes, Muffins
18	Amirthavarshini K	B. Sc IT	21BIT01	2	Satin and printable scrunchies (regular) Satin and printable scrunchies (XS) Velvet scrunchies(regular) Scarf scrunchies Headbands Bandanas Jewelries
19	HafsaSirajudee n	Plant biology and plant biotechnology	20PBB08	1	Canvas art works Stickers Spotify Plaques
20	Hari PriyaMaddhur	Chemistry	20CHE54	1	Cookies Red velvet NYC cookie Nutella filled chunky NYC cookie Double chocolate NYC cookie Classic Choco chip NYC Cookie Birthday cake NYC cookie Brownies Brownies Hazelnut & Nutella Biscoff Oreo brownie Red velvet swirl cheesecake brownie  Muffins Double chocolate muffins Choco chip muffin Spiced apple crumble muffin Almond & cranberry Banana walnut muffin
21	PrahanyaKarthi	MA International	20pis17	2	Cupcakes,

		Studies			brownies,
					cookies, pound cakes, chocolate truffle cake
22	Seetha Abirami. R	B.Sc. Home Science - Nutrition, Food Service Management and Dietetics	19NUC41	1	Brownies, lime soda, spaghetti pasta, cotton hand painted bags
23	Liyana Khalid A K	B.Sc. Home Science - Nutrition, Food Service Management and Dietetics	19NUC21	1	PaniPoori Marble cake (Spong cake - Choco vanilla) Pazhagalam Pori (Kerala banana fry) Murukku
24	SwarnaaKamar aj	B Com Honors	20CMH30	2	Tie Dye Apparel (Sweatshirts, T- shirts, Crop tops, Cords, Scrunchies and Hats)
25	Yasmeen Kauser Z	B. Sc. Visual Communication	20VCM42	2	Oreo mousse Brownies Blondies Choco chip cookies Cupcakes
26	Johana Mary Anand	Computer Science	20csc15	1	Brownie w/ different toppings
27	Niraja. C	Department of Home Science (NUC)	19NUC27	1	Satin scrunchies Printed Scrunchies Masks: Plain Printed Embroidered
28	Sai Krishna Priya M	B. Sc. Psychology	19PSY35	1	Book marks, Scented charms, Stickers
29	Ruhitha Reddy	B Com Honors	21CMH41	2	Homemade soaps, Central candle and Hampers

The grand total of all **profits gained** by our student entrepreneurs form both the days together summed up to **Rs. 55,979.** The E Cell (Blaze) received a cheerful response from our entrepreneurs for organizing the event.

#### Day









## **Day 2:**













WOMEN'S CHRISTIAN COLLEGE
An Autonomous Institution Affiliated to the University of Madras
Re-accredited by NAAC in July 2019 with Grade A\*
College With Potential For Excellence

**INSTITUTION'S INNOVATION COUNCIL** 

Innovative Young Minds -The Success Story

> TIME - 3.45 PM TO 4.40 PM DATE - 17TH MARCH 2022 VENUE - LUCY PEABODY AUDITORIUM







#### **ASSEMBLY PROGRAM**

**Session details:** 

**Title of the session:** Innovative young minds - The success story

Date: 17<sup>th</sup> March 2022

**Duration:** 12.20 – 1.20 PM

**Activity Category:** Assembly program

**Speaker Details 1** 

Name: Joanna Krisha Anand

**Designation:** B.SC. Mathematics, M.SC. Mathematics, WCC

Organization: Zamar Music Academy, CHAI & YOU

**Brief about Speaker:** The speaker completed her B.SC., Mathematics, M.SC Mathematics in WOMEN'S CHRISTIAN COLLEGE, Chennai. She has her own music academy where she is taking piano lessons for about 25 students. Last month she opened her own café named CHAI & YOU. Her business is running successfully.

**Speaker Details 2** 

JOANNA KRISHA ANAND B.SC., MATHEMATICS, M.SC., MATHEMATICS, WCC ZAMAR MUSIC ACADEMY, CHAI & YOU

Name: Sanjana V.

Designation: BSc. IT

Organization: The Trinkets Tree

**Brief about Speaker:** She is a student in WOMEN'S CHRISTIAN COLLEGE from the department of IT. She started her business during 1<sup>st</sup> year of college has Instagram page named **The Trinkets tree** where she is selling handmade ornaments, accessories & handmade gifts.

#### Outcome of the activity

**Key highlights:** The speakers are Johanna Krisha Anand & Sanjana.V. Both the speakers are passionate entrepreneurs who had almost succeeded in their business life. In the starting of an entrepreneur life, it is difficult to have profits & success. The students' takeaways are one should do what they like, one should not hesitate what they like and never back off from it irrespective of how difficult the situation gets. One should take time to make a decision to start up a business. For that they should find their passion towards the art. To make a decision it may take time from a month to a year. Not everyone appreciates your work. Be constant & consistent it will blow up in time.

#### THE WEBINAR AGENDA

- Prayer
- Welcome Address
- Briefing the IIC
- PPT presentation of events
- E-cell briefing
- Experience of ICell President
- Experience of Ecell President
- Prize distribution for winners
- Introduction to the speaker
- Speaker session
- Vote of Thanks
- Alma Mater.

#### The Office Bearers In-Charged of each session

- Prayer Pearlin
- Welcome Address Kashifa Rahman (Secretary)
- Briefing the ICell & ECell Hema Shankar Ma'am
- Experience of ICell President Anu Karthika (President)
- Experience of ICell President Megha Mary Joseph (President)

- Introduction to the speaker Kashifa Rahman (Secretary)
- Speaker 1- Johanna Krisha Anand
- Speaker 2 Sanjana. V
- Vote of thanks & Alma Mater Kashifa Rahman (Secretary)
- Prize distribution for winners Hema Shankar Ma'am

The event started with a calm prayer, followed by welcome address, briefing the I-CELL (Zeal)& E-CELL(Blaze). Dr.V.Narmada, IIC Convener, gifted the **Best Entrepreneur Award** to the top 3 entrepreneurs from FestiVista'22. And also gave away prizes to the lucky draw winners for the same event This was followed by the, gifting of National Science Day celebration conducted by the Zeal and also Dr. Lisa Sheba Rani, IPR activity coordinator announced the shortlisted Candidates for the Hackathon'22.

#### Lucky draw prize winners

- Winova 20CSC42
- Thrishali. S 20FSM24
- Kashifa. R 19CEM27
- Evangeline 19CMF47
- Viviyana Jazlyn 20nut45
- Benita Shirley 19psy06

#### **Best Entrepreneurs Award**

- Zahra Fathima 20VCM44
- Rachel Nina Villiams 20VCM25
- Fathima Roshan 19BBA71

#### **Participant Details:**

Total no. of student participation: 1900 (approx.)







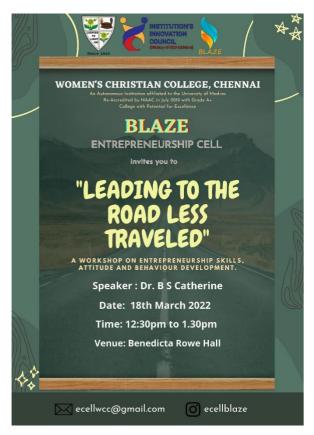












#### **WORKSHOP DETAILS**

**TITLE:** Leading to the road less travelled

DATE: 18th March 2022

**DURATION:** 1 Hour (12:30 PM to 1:30 PM)

**LOCATION:** Benedicta Rowe hall.

**THEME:** A workshop on Entrepreneurship skills, attitude and

behavior development.

#### SPEAKER DETAILS

**SPEAKER:** Dr. B S Catherine.

**DESIGNATION:** Associate professor in commerce

**ORAGANISATION:** Women's Christian college Chennai

BRIEF ABOUT SPEAKER: The speaker is passionate towards teaching students to think out of box, to be hard core achievers and yet to remain compassionate towards fellow human being. The speaker is keen in activities related to Community development, SHG training, Micro Finance Institutional surveys, to learn the pressing issues and challenges of enterprise development and human resource management. Integrated economic development should be linked with social dimensions of poverty, to attain holistic development, thereby the speaker is interested in working on women empowerment, child development and social welfare, as social identity and financial inclusion are integral at this time of great social change. She Started the Career in teaching as a lecturer in the Department of Commerce, Anna Adarsh College, Chennai, Tamil Nadu, in July 1995. Worked as lecturer in the Department of Commerce, G.S.S. Jain College, Chennai, Tamil

Nadu, from June 1997 to May 2000. Since June 2000, joined as lecturer in Department of Commerce,

Women's Christian College, and working as Associate Professor in Commerce since 2010.

**OUTCOME OF THE ACTIVITY** 

KEY HIGHLIGHTS: the speaker Dr B S Caterine began the session about technological development and AR

progress. She also explained the scope of food packaging and processing in easy and motivating manner to all

the Young citizens out there. She explained everything in details with help of statistic data regarding the

employment in India. And also quoted lines from the book "the psychology of money." She gave Insights

regarding the struggles of arts and science students who may face problems in terms of technical skills in the

path of Entrepreneurship when compared with engineering students. Questioning yourself before others

question you and satisfying your doubts and hesitations. She told about her key to success path that is the

three P's perseverance, patience and performance. She concluded by saying Women need to be extra

prepared and convincing in terms of financial support from family.

**AGENDA OF THE WEBINAR** 

DATE: 10th March 2022

**TIME:** 12:30 PM to 1:30 PM

The office Bearers In-charge of each program:

Prayer song - Megha Mary Joseph (President)

Sneha S (Joint secretary)

Welcome Address - Varsha M (Creative coordinator)

• Speaker- Dr. B S Catherine (from the department of chemistry)

Question and Answer session

Thank you - Devadharshini A (Social media coordinator)

**PARTICIPANT DETAILS:** 

Total no. of student participants: 46

#### **QUESTIONS ASKED BY THE PARTICIPANTS:**

#### 1) How to improve the technical skills of arts and science student?

Doing certificate courses can be the best source and the knowledge gained from that can help to reduce the difference of technical skills between arts and science students and engineering students.

#### 2) Which field has better scope for entrepreneurship?

Food processing and packaging is one of the possible field with better scope in the future.

#### 3) How to overcome hesitations better starting a business?

Ask questions to yourself before anyone does and improve yourself in fields in which you are lacking. Never do anything before asking yourself questions and improving yourself from the question you ask.









ConductedbyTheRotaractClub of incollaborationwiththeEntrepreneurshipCell, Women's Christian College, on19thof2021.





A seminar on "Starting with Start-Ups" was conducted on the 19th of April 2022 from 6:00 pm to 7:00 pm IST online (Zoom call). The speaker for this event was Ms. Margaret Maria, NISP expert Assistant

ChristianCollege,Chennai.ThisseminarwasanexclusiveprogramforWCCstudentsonlyandmorethan 125
registered participants attended the event online.
Agendaofthewebinar:
1) Prayer(playedon-screen)
${\tt 2)} Introduction of the Speaker-(Emcee of the event) Varsha M, Creative Coordinator of Ecell.$
3) Sessionbythespeaker-Ms.JemimaFarrar,FacultyCoordinatorof Ecell.
4) Question and answer session.

# BLAZE

#### Seminaron: Starting with Start-Ups

ConductedbyTheRotaractClub of incollaborationwiththeEntrepreneurshipCell, Women's Christian College, on19thof2021.



- 5) Vote of thanks-Varsha M, Creative coordinator.
- 6) Alma Mater (played on-screen)
- 7) Photo session with the speaker

The webinar had a jovial start with a prayer to the God Almighty, played on the screen. Following this, Emcee Varsha, the Creative coordinator of Ecell addressing the gathering and introducing the speaker for the day.

The session then began with the power point presentation projected in the Meet and the speaker; Ms. Margaret Maria engaged the audience by sharing the success / failure stories of a few popular companies. She discussed about the various strategies used by companies like ID Fresh Foods, Lay's, Kodak, and a few others.

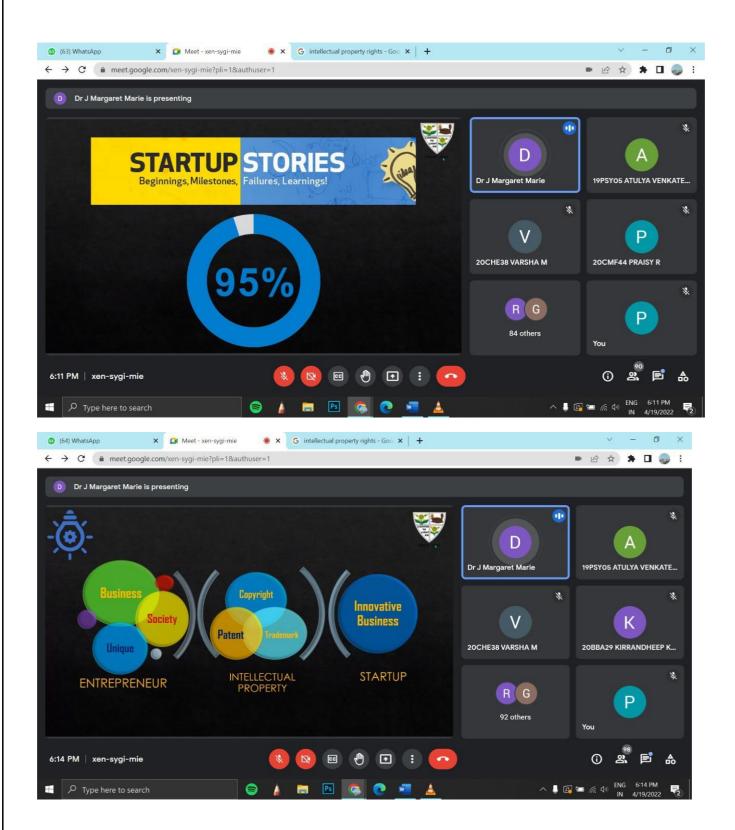
Ms.MargaretMaria gave the participantsa distinction between successful and failed businesses. She then concluded the event by introducing the participants to the Innovation and start up policy of WCC and howourstudentscanbenefitfromit. This was then followed by a 'Question and Answer's ession where Ms. Margaret Maria answered all of the audience's questions clearly and with patience.

The vote of thanks was delivered to the gathering by Varsha M, Creative coordinator of Ecell following the question and answers. The event then came to an end with Alma Mater played on the screen and a smallonlinephotosessionwiththespeakerMs.MargaretMaria.Theeventwasindeedasuccesswiththe unitedeffortsoftheFacultyandStudentcoordinatorsofEcellandalsotheWCCstudentswhoattended the program online.



ConductedbyTheRotaractClub of incollaborationwiththeEntrepreneurshipCell, Women's Christian College, on19thof2021.

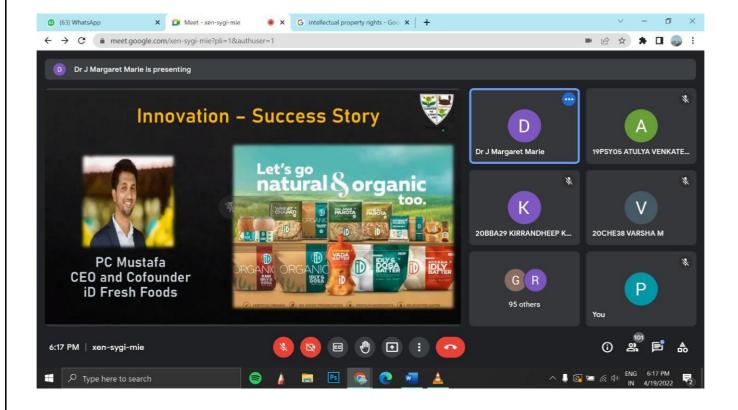


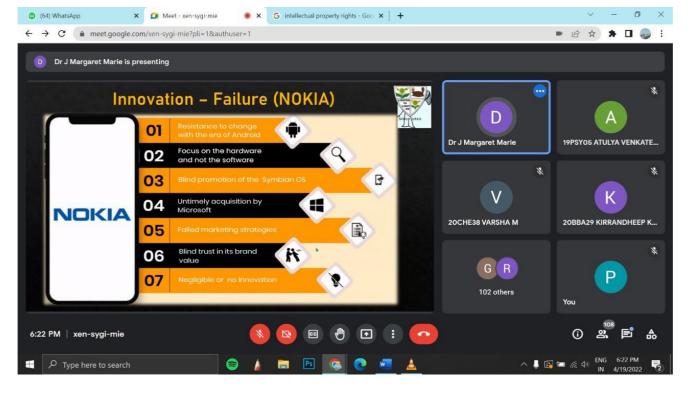




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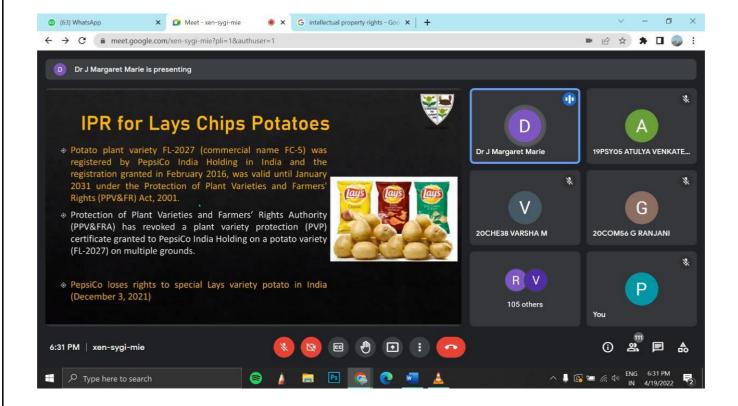


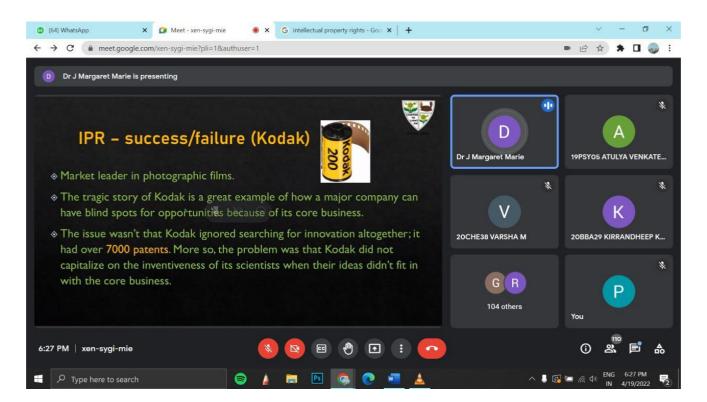




ConductedbyTheRotaractClub of incollaborationwiththeEntrepreneurshipCell, Women's Christian College, on19thof2021.











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