

MES COLLEGE MARAMPALLY
INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CELL

Report of the Year 2020-21

Dr.Rafeeka Mol C A

IEDC Nodal officer

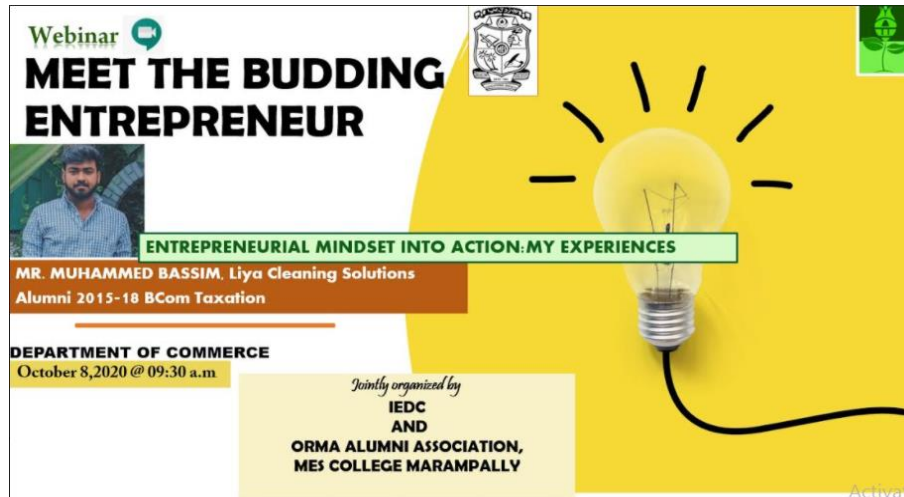
The Innovation and Entrepreneurship Development Club of MES College Marampally started functioning in our college from 2018-19 under the leadership of the Kerala Startup Mission. The activities of the IEDC Club for the academic year 2020-21 began on the 5 June 2020 with II year and III year UG and PG students. Many of our student members were actively engaged in innovative, startups, entrepreneurship and other craft works like bottle art, jewelry making, painting etc. Those were displayed in the e-magazine of commerce department. The activities of IEDC Includes the following.

1. Start-ups for the future graduates

Department of commerce in association with IEDC, IIC and Annamalai Capital Service Ltd organized a national webinar on “Start-ups for the future graduates” on 23 October 2020. The resource person for the program was Mr. Annamalai, Managing Director, Annamalai Capital Service Ltd. He envisaged about young companies must carve out a niche and start growing their audience. A company should have key insights into its target audience before rolling out its marketing strategy. Young generations must do a reality check when it comes to planning their marketing campaign. The webinar was successfully coordinated by Nizamole Abdul Kader and Aswathy Suresh Kumar, faculties of Department of Commerce. 125 students joined the webinar and had good feedback for the program.

2. Meet the Budding Entrepreneur

On October 8, 2020, a Webinar on Entrepreneurial Mindset into Action was organized by the Department of Commerce. The resource person of the Webinar was Mr. Muhammed Bassim, Alumnus of the department. All the final year students attended the webinar. It was very interesting and fruitful to the young entrepreneurs. During the webinar, he shared his own experiences as an entrepreneur. The students thus had an opportunity to clear their doubts regarding starting of a new business.



3. Interactive Session with Successful Entrepreneur- Talk With Parveen Hafiz Managing Director, Sunrise Hospital, Kakkanad

IIC and IEDC jointly organized an interactive session with successful entrepreneur, Ms. Parveen Hafiz, Director, Sunrise Hospital, Kakkanad, on 07th January 2021 at 11am through online platform, google meet. 100 students participated in this programme, including students from Commerce, Electronics, Psychology and from IEDC and IIC. The programme coordinator Dr.RafeekaMol C A, delivered welcome speech. Principal Dr.Ajims P Muhammed Inaugurated this session and College Management Secretary Advocate A A Abul Hassan, felicitated this function and Joint coordinator Rahmath M.K offered vote of thanks to this session. IIC Coordinators Dr.Murugan R and Mrs. Shereena blessed the programme with their presence.


INSTITUTION'S INNOVATION COUNCIL (IIC)
INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CELL (IEDC)
MES COLLEGE MARAMPALLY
AFFILIATED TO MAHATMA GANDHI UNIVERSITY | BANGALORE CAMPUS | BANGALORE
100TH BIRTH ANNIVERSARY, MARAMPALLY, KERALA





Ms. Parveen Hafeez
Managing Director, Sunrise Hospital
Kakkanad, Kochi, Kerala


 Google Meet

**Interactive Session
with
Successful Entrepreneur**

January 07, 2021 @ 11 am

Dr. Ajmer P Muhammed, Principal
 Dr. K Muragan, IIC President
 Ms. Shireena Z M, IIC Convener
 Dr. Kafeekamol C A, IEDC Coordinator

COLLEGE MANAGING COMMITTEE:
Mr. H A Mohammed, Chairman | Adv. A A Abul Hassan, Secretary | Mr. V A Fareed, Treasurer

4. Entrepreneurship Awareness Programme

Department of commerce in association with IEDC organized a webinar on “Entrepreneurship awareness program on 25th September 2020. The resource person for the program was Mr. Lorance Mathew, Career expert and extension officer, Department of Industries and Commerce, Govt of Kerala. **Entrepreneurial development programme** aims at acquiring abilities required for successful setting up a business and kick-starting your entrepreneurial journey. Objectives of program were:

1. Improve the knowledge base about entrepreneurship trends and opportunities.
2. Develop the skills as an entrepreneur, innovator, and leader.
3. Hone the attributes necessary for running successful entrepreneurial ventures.

The webinar was successfully coordinated by Nizamole Abdul Kader and Aswathy Suresh Kumar, faculties of Department of Commerce. 179 students joined the webinar and had a good feedback for the program.

MES COLLEGE MARAMPALLY
DEPARTMENT OF COMMERCE
IN ASSOCIATION WITH
ED CLUB

START YOUR OWN BUSINESS

A webinar for aspiring final year students on entrepreneurship.

Presented by
LORANCE MATHEW
CAREER EXPERT & INDUSTRIES
EXTENSION OFFICER
DEPT. OF INDUSTRIES AND
COMMERCE
GOVT. OF KERALA

Friday
Sept 25 ,2020
9.00 - 10.30 am

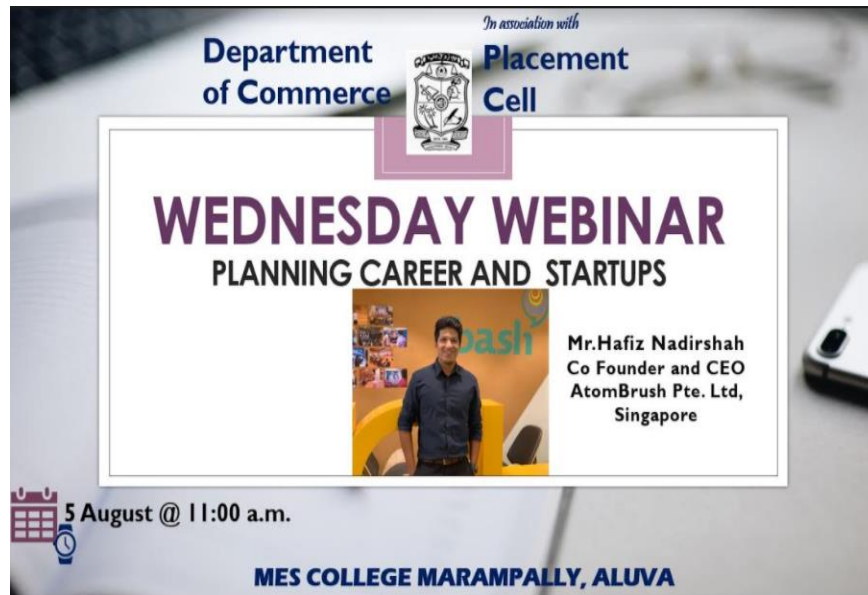
Online platform:
Google meet

Convener: Dr. Rateekamol C A
Coordinators:
Nizamole Abdul Kader
Aswathy Suresh Kumar

5. Wednesday Webinar

An Online Webinar was organized on the topic "Planning Career and start-ups " by Mr. Hafiz Nadirshah, Co-founder and CEO, Atom Brush Pte Ltd, Singapore on 5 August 2019 at 11:00 a.m. jointly with the Placement Cell of the college. The final year students of the BCom CA and Taxation attended the online webinar. There were very fruitful discussions and queries from the part of the students on starting a new venture. The Resource person had experience in varying

capacities as Software Engineer, Sales head of Wipro FMCG and Venture Capitalist. He elaborated on various ways to find a feasible project, avenues and opportunities for youngsters in Singapore in particular and generally as well. Nearly 100 students, including teachers of the Department were part of the programme.



6. Certificate Course in Entrepreneurship

An ED certificate course was started on 7th Aug 2020 with WhatsApp group. Classes was arranged on every second and fourth Saturdays. 87 students and 6 teachers actively participated in the course

The activity started with Women Entrepreneurial Skill Course: Mask making tutorial by Ramla Beevi, Assistant Professor, Department of Commerce on 8-08-2020. 60 students participated for the mask making tutorial. As a result, 10 of our student members made masks and distributed to the needy.

On 22nd August 2020, as part of Onam celebration we conducted an online payasam making session by Ms. Dhanya Sasikumar, Assistant Professor, Dept. of Hindi, MES College M arampally and Jasila A J of S3 BCom Taxation. Almost 52 students participated in the program. A session on Paper bag making for students was conducted through online mode on 29th August 2020 by

Ramla Beevi, Assistant Professor, Department of Commerce. Our students made 25 paper bags in pursue of this session.



ED Club and Commerce Department

jointly organizes

Online classes on
Every IIInd and IVth Saturdays

Women Entrepreneurial Skill Course

Register before 28 July, 2020
Free course, Limited seats

- ★ Mask Tutorial
- ★ Cake Baking
- ★ Bag Making
- ★ Craft Making
- ★ Stitching basics
- ★ Microgreen





ED Club & Department of Commerce Jointly Organizes

Women Entrepreneurial Skill Course- 1

MASK MAKING TUTORIAL

(Ramlabeevi, Department of Commerce)

08-08-2020, Saturday @ 2pm

ED CLUB & DEPARTMENT OF COMMERCE

Women Entrepreneurial Skill Course-2



ONAM SPECIAL PAYASAM MAKING

DHANYA SASIKUMAR, DEPT.OF HINDI & JASILA A J ,S3 BCom Taxation

ON 22-08-2020, SATURDAY 2PM

@ GOOGLE MEET



ED CLUB & DEPARTMENT OF COMMERCE

Women Entrepreneurial Skill Course-

CAKE BAKING



FAMI ZAKKARIA, S5 BCom Taxation

ON 26-09-2020, SATURDAY 2PM

@ GOOGLE MEET



There was a women startup summit 2020 by Kerala startup mission with an aim to unite women developers named InnovateHer, which was a virtual Hackathon. 10 students participated in this webinar.



There was a video session on basic make up and bridal make up by our Alumnus, Hesia Hansal on 7 November 2020.





New startup venture of S4 BCom student Mirza Aboobaker, bridal blend henna cone 100% pure organic henna