

**MES COLLEGE MARAMPALLY**  
**INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CELL**  
**Activity Report: 2020-21**

The Innovation and Entrepreneurship Development Club of MES College Marampally started functioning in our college from 2018-19 onwards under the leadership of the Kerala Startup Mission. The activities of the IEDC Club for the academic year 2020-21 began on the 5th June 2020 with IInd year and IIIrd year UG and PG students. Many of our student members was actively engaged in innovative, startups, entrepreneurship and other craft works like bottle art, Jewellery making, painting etc. Those was displayed in 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” in 23rd 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 Ms. Nisamol Abdul Kader and Ms. Aswathy Suresh Kumar, faculties of Department of commerce, MES College Marampally. There were 125 students joined the webinar and had a good feedback for the program.


**MES COLLEGE MARAMPALLY**  
NAAC Reaccredited with A+ Grade (CGPA: 3.88)  
 Model College Affiliated to MAO University


**DEPARTMENT OF COMMERCE**  
 IN ASSOCIATION WITH IEDC, BC AND  
 ANNAMALAI CAPITAL SERVICE LTD



**PRESENTS**  
**A NATIONAL WEBINAR FOR**  
**STUDENTS ON**  
**STARTUPS FOR**  
**THE FUTURE GRADUATES**



**RESOURCE PERSON**  
 Mr. X. Annamalai  
 Managing Director  
 Annamalai Capital  
 Service P Ltd

**DATE: 23 OCT 2020**  
**TIME: 11am-12 pm**  
 Online platform  
 Google meet






Coordinators  
 Nizamiah Abdul Kader  
 Aswathy Suresh Kumar

Convener and Head of  
 Commerce Department  
 Dr. Rajeevarthi G.A

## 2. Meet the Budding Entrepreneur

On 8 October 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, Alumni of the department. It was meant to final year students. All the final year students attended the webinar. It was very interesting and fruitful to the young entrepreneurs. During



**MEET THE BUDDING ENTREPRENEUR**



**ENTREPRENEURIAL MINDSET INTO ACTION: MY EXPERIENCES**

**MR. MUHAMMED BASSIM, Liya Cleaning Solutions**  
 Alumni 2015-18 BCom Taxation

**DEPARTMENT OF COMMERCE**  
 October 8, 2020 @ 09:30 a.m

Jointly organized by  
**IEDC AND ORMA ALUMNI ASSOCIATION, MES COLLEGE MARAMPALLY**





Activat

the webinar, he shared his own experiences as an entrepreneur. The students thus had an opportunity to clear the doubt regarding starting of a new business.

Principal Dr. Ajims P Muhammed, HOD. Dr. Rafeekamol, coordinators of the programme. Dr. Farzana S Hussain and Ms. Ramla Beevi and all the other faculty members of the dept. attended the webinar.

### **3. Interactive Session with Successful Entrepreneurial - Talk with Parveen Hafiz, Managing Director, Sunrise Hospital, Kakkanad**

IIC and IEDC jointly organized an interactive session with successful entrepreneur, Mrs. Parveen Hafiz, Director, Sunrise Hospital, Kakkanad, on 07<sup>th</sup> January 2021 at 11am through online platform google meet. 100 students where 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 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.



#### 4. Entrepreneurship Awareness Program

Department of commerce in association with IEDC club organized a webinar on “Entrepreneurship awareness program” on 25<sup>th</sup> 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 their knowledge base about entrepreneurship trends and opportunities.
2. Develop their skills as an entrepreneur, innovator, and leader.
3. Hone the attributes necessary for running successful entrepreneurial ventures.

The webinar was successfully coordinated by Ms. Nisamol Abdul Kader and Ms. Aswathy Suresh Kumar, faculty members of Department of commerce, MES College Marampally. There were 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. Rafeekamol 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 Pvt. Ltd, Singapore on 5 August 2019 at 11:00 a.m. in Google meet platform 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 programme was welcomed by the HOD of Commerce, Dr. Rafeekamol CA, presided by the Principal Dr. Ajims P. Muhammed, Keynote address by the Vice Principal Dr. Manzur Ali P.P. and introduction of the resource person by the Coordinator of the programme Dr. Farzana S. Hussain. 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.

Department of Commerce

In association with

Placement Cell

**WEDNESDAY WEBINAR**  
PLANNING CAREER AND STARTUPS

Mr. Hafiz Nadirshah  
Co Founder and CEO  
AtomBrush Pte. Ltd,  
Singapore

5 August @ 11:00 a.m.

**MES COLLEGE MARAMPALLY, ALUVA**

## 6. Certificate Course in Entrepreneurship

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

**ED Club and Commerce Department**

**jointly organizes**

Online classes on  
Every IInd 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



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 mask and distributed to the needy.



**ED Club & Department of Commerce Jointly Organizes**

### *Women Entrepreneurial Skill Course- 1*

## **MASK MAKING TUTORIAL**

( Ramlabeevi, Department of Commerce)

08-08-2020, Saturday @ 2pm

On 22nd August 2020, as a part of Onam celebration we conducted an online payasam making by Ms. Dhanya Sasikumar, Assistant Professor, Dept. of Hindi, MES College Marampally and Jasila A J, S3 BCom Taxation. 52 students participated to the program.





There was a session for Paper bag making for students conducted through online on 29<sup>th</sup> August 2020 by Ramla Beevi, Assistant Professor, Department of Commerce. Our students made 25 paper bags in pursue of this session.





ED CLUB & DEPARTMENT OF COMMERCE  
*Women Entrepreneurial Skill Course-*  
**CAKE BAKING**

FAMI ZAKKARIA, S5 BCom Taxation  
 ON 26-09-2020, SATURDAY 2PM  
 @ GOOGLE MEET

Our students took part in doing flower pot from waste cloths. on 10-10-2020.



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 to this webinar.

ARE YOU  
 A **WOMAN**  
 DEVELOPER?  
 DESIGNER?  
 STUDENT?  
 GRADUATE?  
 BEGINNER?  
 EXPERT?

STARTUP MISSION  
 WOMEN 2020  
 STARTUP SUMMIT

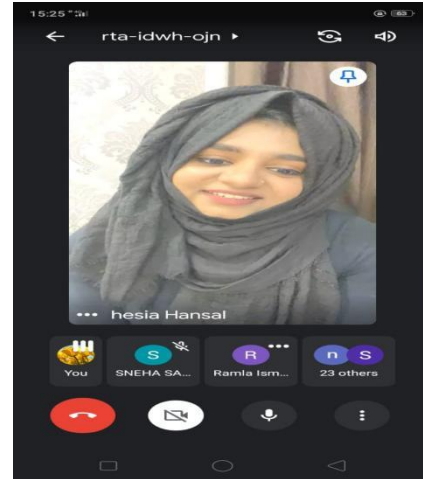
Why  
 hack

INNOVATHER  
 Register Now  
 www.startupmission.in/whyhack

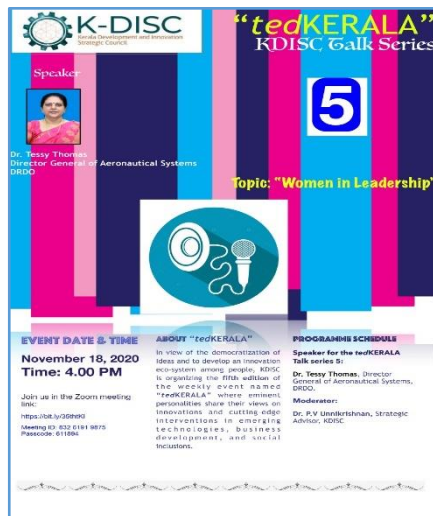
Department of commerce in association with IEDC, IIC, ED and Annamalai Capital Service Ltd organized a national webinar on “Start-ups for the Future Graduates” on 23rd October 2020. The resource person for the program was Mr Annamalai, Managing Director, Annamalai Capital Service Ltd. He envisaged about 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 Ms. Nizamole Abdul Kader and Ms. Aswathy Suresh Kumar, faculties of Department of commerce, MES College Marampally. There were 125 students joined the webinar and had a good feedback for the program.



There was a video session on basic make up and bridal make up by our Alumni Hesha Hansal on 7-11-20.



Students actively participated on the following webinars related to women entrepreneurship.





**Dr. Anu Yamuna Joseph**  
Principal Scientist & Managing Director, Primordia Lifesciences  
KRIBS-BIONEST, KINFRA Hi-Tech Park, Kalamassery

**11 | JANUARY | 2021**  
MONDAY @ 10.30 AM



<https://meet.google.com/rdv-tvvr-nyj>

Coordinator: Dr. Nisha P., H.O.D: Dr. Umesh B.T.,  
Principal: Dr. Ajims P. Mohammed



INSTITUTION'S INNOVATION COUNCIL  
**MES COLLEGE MARAMPALLY**  
in association with  
INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CELL



**MY STORY**

**MOTIVATIONAL SESSION  
BY SUCCESSFUL ENTREPRENEUR**

**Mrs. Sheela Kochouseph**  
Chairman & Managing Director  
V-Star Creations Pvt. Ltd., Kochi



**12 JANUARY 2021 @ 3.00 PM**  
<https://meet.google.com/aqf-kvqx-ovf>

President, IIC: Dr. Murugan R., Convener, IIC: Shareema E.M.  
Coordinator, IEDC: Dr. Rafeekamol C.A., Principal: Dr. Ajims P. Mohammed

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

