



SREE AYYAPPA COLLEGE FOR WOMEN
(Re-accredited by NAAC with B Grade - 3rd cycle)
Chunkankadai, Nagercoil



IIC NEWSLETTER MINDSPARK

*"Ignite your infinite potential with Mindspark
where learning meets innovation"*



| 2022-2023



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OUR PRINCIPAL

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OUR SECRETARY



ADV.SRI.SANGEETH KUMAR



Dr. K.V.JAYASHREE

OUR PRINCIPAL



THE TEAM

EDITOR'S DESKTOP



Dr.K.V.JAYASHREE

GUIDED AND SUPPORTED BY PRINCIPAL

"Do what you love, and success will follow. Passion is the fuel behind a successful career"

- Meg Whitman



Dr.R.RADHA

DESIGNED AND EDITED BY

CHIEF EDITOR AND STARTUP
ACTIVITY CO-ORDINATOR, IIC

"If your dreams don't scare you, they are not big enough."

- Ellen Johnson Sirleaf



Dr.SMITHA NAIR

PROOF READ AND COMPILED BY MANAGING EDITOR AND PRESIDENT, IIC

"High expectations are the key to everything."

- Sam Walton

EDITORIAL TEAM

DESIGN TEAM LEADS



Ms.NIRANJANA



Ms.H.S.LATHIKA

TECHNICAL TEAM LEADS



Ms.J.G.VANDANA



Ms.M.RAKSHITHA

ORGANISING TEAM LEADS



Ms.VARSHA BHAGIRATHI



Ms.P.R.KAVYA

Dear Readers,

Welcome to yet another edition of our entrepreneurship newsletter- **Mindspark**. As we navigate the ups and downs of the entrepreneurial journey, it's important to stay informed, inspired, and connected. That's why we're here - to bring you the latest insights, trends, and stories from the world of entrepreneurship. Our goal is to empower you with the knowledge, tools, and network to succeed. Whether you're just starting or scaling up, we're here to support you every step of the way. This year, we're excited to bring you a mix of insightful news, practical tips, and inspiring stories that will help you on your entrepreneurial journey.

We're thrilled to share the success stories of two remarkable entrepreneurs who have turned their innovative ideas into thriving businesses. Their journeys offer valuable lessons and serve as a reminder that perseverance and creativity are key to overcoming challenges. Additionally, don't miss our expert insights on navigating regulatory changes and the future of tech in business. These thought-provoking pieces will equip you with the knowledge to stay ahead of the curve.

Finally, we've highlighted our activities with numerous initiatives and events designed to nurture and inspire the entrepreneurial spirit among our students. As always, we value your feedback and suggestions. Feel free to contact us with your thoughts on this edition or topics you'd like to see covered in future newsletters. Thank you for being a part of our entrepreneurial community. Let's continue innovating, inspiring, and achieving great things.





PRINCIPAL'S MESSAGE



Dear budding entrepreneurs, innovators, and changemakers, As we continue on our journey of innovation and growth, I want to take a moment to acknowledge the incredible work being done by our community. Your dedication to turning ideas into reality, pushing boundaries, and solving real-world problems is truly inspiring.

As Principal, I am committed to fostering an environment that supports and nurtures entrepreneurship. We are constantly working to provide resources, mentorship, and opportunities to help you succeed. In this newsletter, we celebrate your achievements, share stories of perseverance and triumph, and provide valuable insights and advice from industry experts. Remember, entrepreneurship is not just about starting a business - it's about creating impact, driving innovation, and making a difference in the world. Keep pushing the boundaries, taking risks, and chasing your dreams. We are here to support you every step of the way.

I wish all the participants and Editorial Team the very Best!





ABOUT SREE AYYAPPA COLLEGE FOR WOMEN

Sree Ayyappa College for Women was started in the year 1969 by Sree Ayyappa Educational Society, comprising some prominent members of the local Malayalam – speaking community in Kanyakumari District. Sree Ayyappa College for Women is affiliated to Manonmaniam Sundaranar University (MSU) reaccredited by NAAC with 'B' grade. The institution is established with the motto, 'Siksha Dharmena Shobathe' and serves as a dynamic institution of higher learning, set in a rural milieu of Southern Tamil Nadu.



JOURNEY OF IIC ESTABLISHED IN OUR COLLEGE

Sree Ayyappa College established the Institution's Innovation Council (IIC) as per the guidelines of 'MoE's Innovation Cell (MIC)' on October 25, 2019. The initiative was to create a vibrant local innovation ecosystem, and start-up supporting mechanism, establish a functional ecosystem for scouting ideas and pre-incubation of ideas, and develop better cognitive ability for students. The Institution Innovation Cell of Sree Ayyappa College for Women is actively organizing and conducting seminars, workshops, field trips, project exhibitions, entrepreneurship boot camps, Idea competitions, etc. for its students and faculties. The major focus of IIC at Sree Ayyappa College for Women is to create a vibrant local innovation ecosystem, Start-up supporting Mechanism in HEIs, prepare the institute for NIRF Innovation Ranking of Institutions on Innovation Achievements Framework.





Vision

"To foster a culture of innovation and entrepreneurship among women, empowering them to become leaders and change-makers in their communities, and contributing to a more equitable and sustainable society."



Mission

To create an ecosystem that supports and encourages women to develop innovative solutions, entrepreneurial spirit, and leadership skills, with a focus on:

- Promoting women-centric innovation and entrepreneurship.
- Building capacity and confidence among women to take up leadership roles.
- Addressing social and economic challenges faced by women through innovative solutions.
- Fostering collaborations and partnerships to amplify impact.
- Creating a supportive and inclusive environment for women to thrive.



Objectives

- To promote innovation and entrepreneurship among women students, faculty, and community members.
- To provide resources, mentorship, and support for women-led startups and projects.
- To organize workshops, training programs, and events focused on women empowerment and innovation.
- To collaborate with industry partners, government agencies, and social organizations to promote women-centric innovation and entrepreneurship.
- To create a network of women innovators, entrepreneurs, and leaders who can support and inspire each other.





CORE COMMITTEE MEMBERS

PRINCIPAL



Dr.K.V.JAYASHREE

PRESIDENT



Dr.SMITHA NAIR

CONVENER



Dr.S.UMA DEVI

SOCIAL MEDIA
CO-ORDINATOR



Dr.K.R.SOBHA



FACULTY CO-ORDINATORS

STARTUP-ACTIVITY
CO-ORDINATOR



Dr.R.RADHA

IPR-ACTIVITY
CO-ORDINATOR



Dr.R.JANATHAKUMARI

ARIIA
CO-ORDINATOR



Dr.J.PRASANNAKUMARI

INTERNSHIP
CO-ORDINATOR



Dr.T.ANITHA

INNOVATION
CO-ORDINATOR



Mrs.B.S.RAKHI

NISP
CO-ORDINATOR



Dr.M.R.MEERA

SIH
CO-ORDINATOR



Dr.V.R.ANJANA

IIC FACULTY
MEMBERS



Dr.SREEYA G NAIR



Dr.T.R.UDAYAKUMARI



Dr.T.S.ARCHANA





STUDENT CO-ORDINATORS

START-UP ACTIVITY STUDENT
CO-ORDINATOR



Ms. DIYA BABU

IPR ACTIVITY STUDENT
CO-ORDINATOR



Ms. S.S. DEVIKA

INTERNSHIP STUDENT
CO-ORDINATOR



Ms. S. SABITHA

INNOVATION STUDENT
CO-ORDINATOR



Ms. M. ANJANA

SOCIAL MEDIA STUDENT
CO-ORDINATOR



Ms. J.L. APARNA



EXTERNAL EXPERTS/MENTORS



Dr. M. MANOJ

Associate Professor,
Marian Engineering College
Trivandrum.



Mr. KRISHNAN UNNI

CEO, Acutro Technologies Pvt.
Ltd., Trivandrum



Dr. ARUN SURENDRAN

Strategic Director and Principal
Trinity College of Engineering,
Trivandrum



Dr. M. MENAGA

CEO, Bioneemtec India Pvt Ltd
Womens Biotech Park, Siruseri,
Chennai, Tamilnadu





INNOVATION AMBASSADORS



Dr.SMITHA NAIR

Asst. Professor of Chemistry
(Basic & Advanced Level)



Dr.S.UMA DEVI

Asst. Professor of Botany
(Basic & Advanced Level)



Dr.R.RADHA

Asst. Professor of Zoology
(Basic & Advanced Level)



Dr.R.JANATHAKUMARI

Asst. Professor of English
(Basic & Advanced Level)



Dr.J.PRASANNAKUMARI

Asst. Professor of Economics
(Basic & Advanced Level)



Dr.T.ANITHA

Asst. Professor of History
(Basic & Advanced Level)



Dr.K.R.SOBHA

Asst. Professor of Mathematics
(Basic Level)



Mrs.B.S.RAKHI

Asst. Professor of Botany
(Basic Level)



Dr.V.R.ANJANA

Asst. Professor of Zoology
(Basic Level)



Dr.T.S.ARCHANA

Asst. Professor of Commerce
(Basic Level)





TESTIMONIALS



Dr. AJITH PRABHU.V

**Chief Scientist (Sci 'G') & Nodal Officer, PIC-K
Technology Development and Project
Management Division (TDPMD)**

“

I have had the privilege of witnessing the incredible work of the Institution's Innovation Cell (IIC) at Sree Ayyappa College for Women, Nagercoil over the past few years. I have also seen the impact that the IIC made on the students, faculty, and the wider community. I understand that the IIC systematically encouraged and motivated the culture of innovation and start-up ecosystem at Sree Ayyappa College for Women, Nagercoil. I can boldly state that The IIC has created a vibrant ecosystem that fosters innovation, creativity, and entrepreneurship. I was fortunate to be a Resource Person and participated in a couple of the workshops organized by the IIC and delivered lectures on "Importance of IPR and Patenting in the Innovation Ecosystem". Their programs and initiatives have helped their students develop valuable skills, turn their ideas into reality, and become job creators rather than just job seekers.

I was much impressed by the initiative taken by IIC and their unwavering commitment towards excellence, their ability to bring together people from diverse backgrounds, and their dedication to make a meaningful difference in society. I have no hesitation in recommending the IIC to anyone who is passionate about innovation, entrepreneurship, and making a positive impact. They are truly...a shining example of what can be achieved when vision, hard work, and dedication come together.





TESTIMONIALS



Mr.S.AJITH KUMAR

**Founder & Managing Director, ASK Training Solutions.
Master Trainer - Naan Mudhalvan & Trainer - EDII
Mentor/ Motivational Speaker/Soft Skills Trainer**

“

It was a great privilege and honor for me to act as the Resource Person, Mentor and Jury for IIC (Institution's Innovation Council) in various events conducted by IIC, at Sree Ayyappa College for Women, Chunkankadai. The IIC of SACW undertakes lot of initiatives to enhance innovative ideas in students community which helps students to explore their thoughts by organizing different events like Seminars, Idea Pitch, Workshops and Hackathons.

Overall, these initiatives looks like a great way for innovators to take advantage of some amazing resources to turn their ideas into successful startups. I hereby extend my hearty appreciation and wishes to IIC and looking forward to contribute further to advance creativity in various fields and to collaborate with IIC to push the boundaries of innovations.





COLLABORATIONS - MOU SIGNED

The Institution Innovation Council of Sree Ayyappa College for Women has signed Memorandum of Understanding (MoU) with institutions and non-governmental organizations to establish a clear and mutual agreement upon framework for collaboration, ensuring that all parties involved are aligned in their goals, responsibilities and expectations. The main objective of the MoU is to offer many academic programs ranging from short term, certificate to Diploma courses, allowing students for undergoing employability training programs, providing pre-placement training programs that will be helpful for the students in building their life career and to arrange workshops, seminars and student development programs for the students to acquire skills required for the global competency and to develop linkages between Industry and Academia to act as a bridge between students aspiring for internship field exposure at local industry.



Dream Careerist Private Limited





COLLABORATIONS - MOU SIGNED



PAYIRUGAL - An Agro-based start-up Company



Lighting Lanterns Media Works Private Limited





COLLABORATIONS - MOU SIGNED



Stella Maris Institute of Developmental Studies



R-Shell Pvt Ltd and Triviatech Learning Solutions Pvt Ltd





ACHIEVEMENTS

ACHIEVEMENTS

- Catalyzed innovation by providing a dedicated space and resources to explore new ideas
- Successfully started Sree Ayyappa Innovation and Incubation Centre by launching Ecovibe Agritech and Fashion Hub - A start-up-joint initiative of faculty and students developing an entrepreneurial ecosystem within the college, encouraging students to think beyond traditional career paths.
- Conducted workshops, training programs, and mentorship, enhancing students' practical skills and preparing them for real-world challenges.
- Collaboration between the IIC and industries, signed MoU with seven renowned industries, promoting a seamless knowledge exchange, bridging the gap between academia and the professional world.
- Released IIC newsletter **MINDSPARK** to showcase achievements and document the progress of innovation initiatives within the institution over time.
- Encouraged interdisciplinary collaboration, allowing students from various disciplines to collaborate and work on innovative projects.

IMPACTS

- The institution received a 3.5 Star Rating for its Institutions Innovation Cell by the Ministry of Education, Innovation Council for the academic years 21-22 and 22-23 respectively.
- 37 events/ activities in the academic year 2021-22 and 53 activities in the academic year 2022-23 were organized by IIC.
- IIC catered successfully to the needs of students as well as faculty entrepreneurs with innovative ideas of social relevance thereby disseminating a culture of entrepreneurship on the campus.
- IIC has been able to provide the required infrastructure that can enable students and faculty to innovate and prototype their ideas.
- Students/Faculty associated with IIC were given the exclusive opportunity to participate in various Innovation initiatives and competitions organized from institutional level to the national level

STAR RATING CERTIFICATES



BEST PRACTICES

- Inclusive environment that encourages participation from students across various disciplines, ensuring diverse perspectives and skill sets.
- Continuous Awareness Programs about the importance of innovation, entrepreneurship, and the resources offered by the IIC.
- Mentorship Programs, providing guidance and insights to nurture their innovative ideas.
- Collaboration with industries to provide students with real-world exposure, industry-relevant projects, and opportunities for internships.
- Skill Development Workshops to enhance students' capabilities.
- Hackathons and Competitions to provide a platform for students to showcase their creativity and problem-solving skills.
- Incubation Support to help students turn their ideas into viable ventures.
- Networking Events to facilitate connections between students, faculty, entrepreneurs, and industry professionals.
- Community Engagement, addressing societal challenges through innovative solutions and community outreach programs.
- Regular Meetings and Communication to keep IIC members informed about ongoing activities, share updates, and gather input on plans.

TRAINED HUMAN RESOURCES ON CAMPUS



Faculty Members

19



Student Members

250+



Innovation Ambassadors

17



IIC Student Co-ordinators

05



Student Ambassadors Startup TN

03



External Experts

10

PRE-INCUBATION AND INCUBATION FACILITIES ON CAMPUS



Innovation Cell

Startup Cell

Entrepreneurship Development Cell

Incubation Center

Startup TN Student Circle





HIGHLIGHTS OF IIC ACTIVITIES 2022-2023

- INAUGURATION OF STITCHING UNIT – FASHION HUB -START-UP-JOINT INITIATIVE OF FACULTY AND STUDENTS
- WORKSHOP ON FABRIC PAINTING
- FIVE DAYS CERTIFICATE COURSE WORKSHOP ON SOAP AND CONSUMER PRODUCTS MAKING CUM EXHIBITION
- SKILL DEVELOPMENT PROGRAM ON MEDICAL CODING
- WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS AND PATENTS AND DESIGN FILING
- SDG INNOVATION BOOT CAMP FOR GIRL STUDENTS
- EXPOSURE VISIT TO INCUBATION UNIT CUM TRAINING ON PREPARATION OF VALUE ADDED FISHERY PRODUCTS
- ENTREPRENEURSHIP OUTREACH PROGRAMME FOR COMMUNITY
- EXHIBITION CUM SALES AND SET UP OF IIC STALL –IIC EXPO SPOT IN STUDENTS MARKET
- INTRA-INSTITUTIONAL SMART IDEA PRESENTATION COMPETITION
- WORKSHOP ON ROBOTICS AND INDUSTRY 5.0



BAGGED FIRST PLACE FOR CREATIVE POSTER - 2022 AT KOCHI





ACTIVITIES 2022-23

Session on Lean Start up and Minimum Viable product by Retd Captain.Ritu Dubey,Trainer and Consultant,Yoddha Consultants and Senior Project manager, Knowlens Solutions Pvt Ltd,Lucknow, UP on 16 /06/2022



Session on Accelerators - Opportunities for Students and Faculties-Early-Stage Entrepreneurs by Ms. Najina Mohamed, Delivery manager, UST, Trivandrum on 20/06/2022



Session on Awareness programme on Intellectual Property Rights (IPR) Under National Intellectual Property Awareness Mission (NIPAM) in association with Patent Office, Chennai by Prof. Bismi Gopalakrishnan, Dean Faculty of Law, MG University & University of Kerala on 28 /06/2022



Participation in IIC regional meet & IIC Poster Gallery Space and bagged the best creative poster appreciation certificate and memento in the IIC Regional meet -2022 held at Kochi on August 6, 2022



Celebration Activity – Celebration of 75th Independence Day Celebrations -Azadi Ka Amrit Mahotsav on 16 /08/2022



Inauguration of Stitching Unit – Fashion Hub -Start up-joint initiative of faculty and students on 27-09-2022



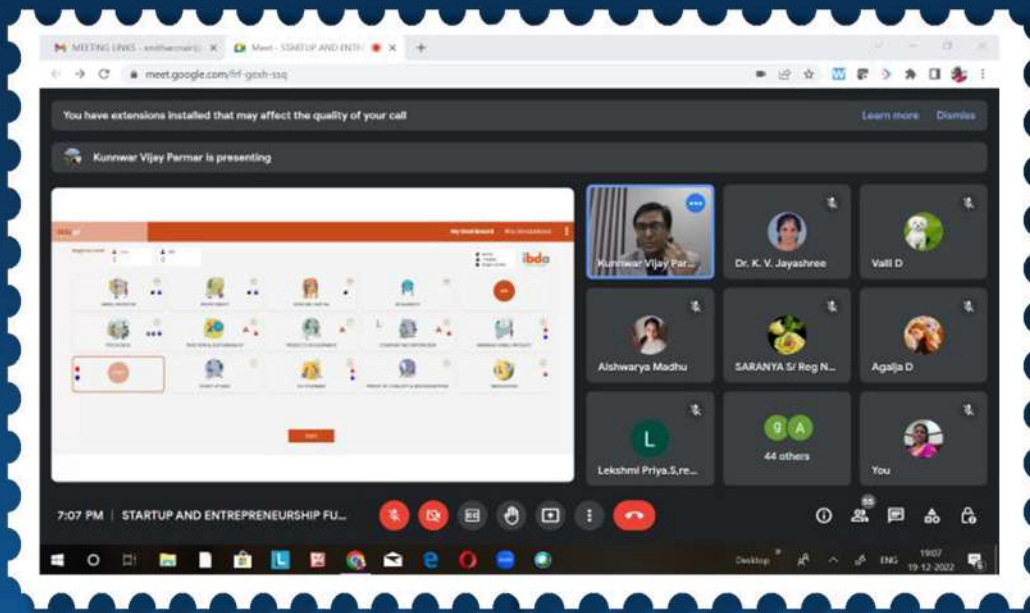
Session/ Workshop on Fabric painting on 14-10-2022



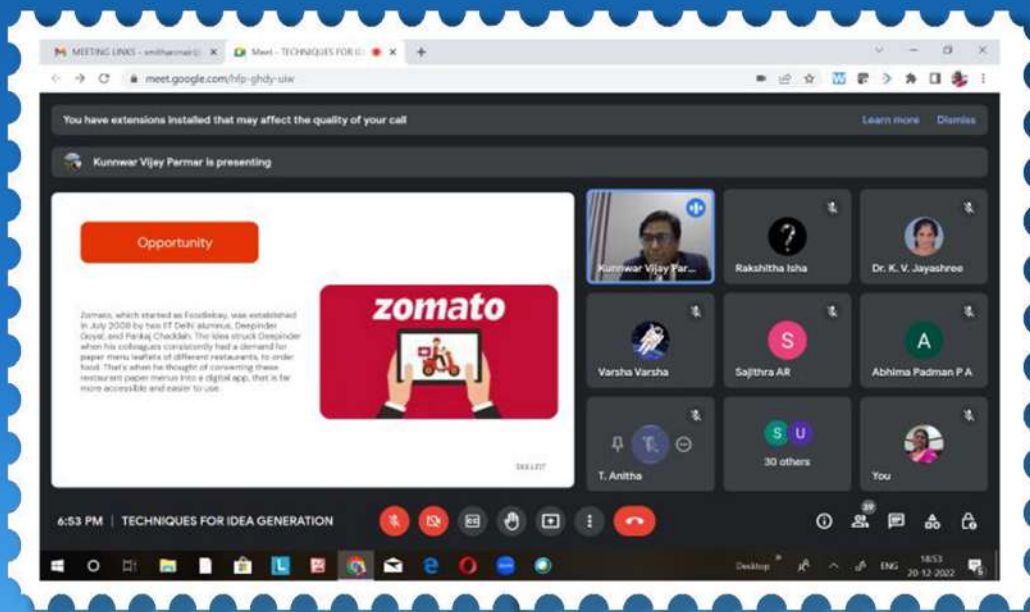
Five days certificate course workshop on soap and consumer products making cum exhibition by Dr. Jacob Pullikan, Director, Gandhi Centre for Rural Development, TVM on October 17-21,2022.



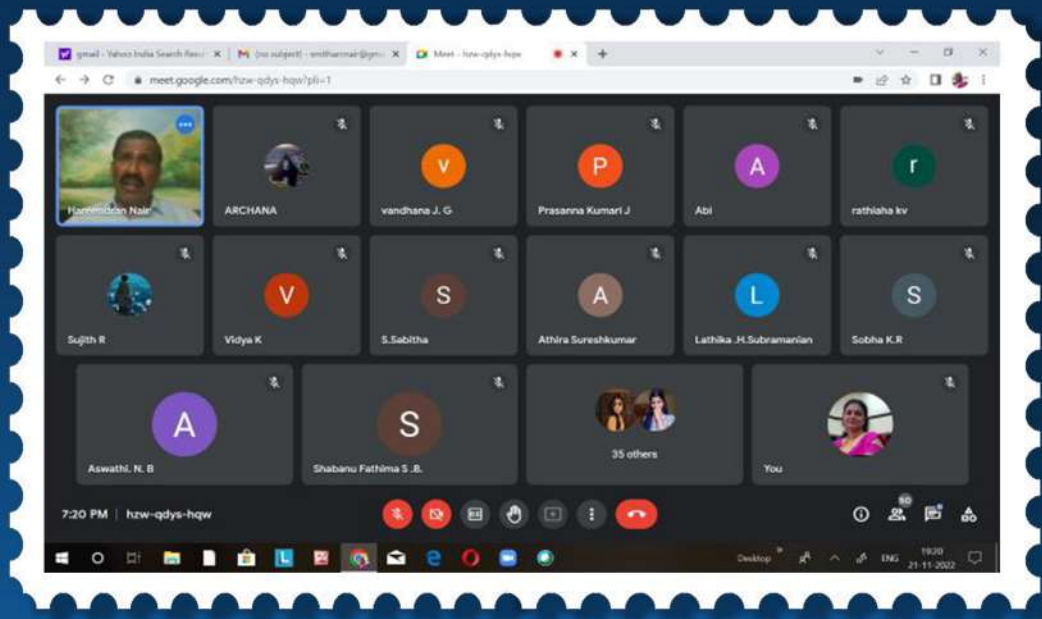
Session on Start-up and Entrepreneurship Fundamentals by Mr. Kunwar Vijay Parmar, Founder, Skilleit –Ed-Tech Start-up on 19/12/2022



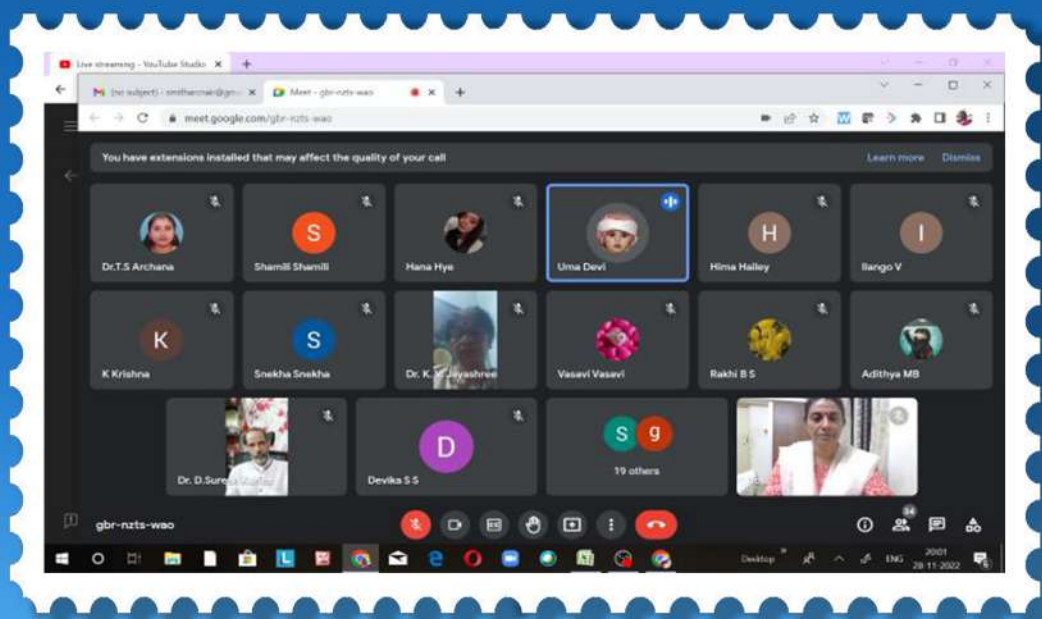
Session on Techniques for Idea Generation by Kunwra Vijay Parmar, Founder, Skilleit –Ed-Tech Start-up on 20/12/2022



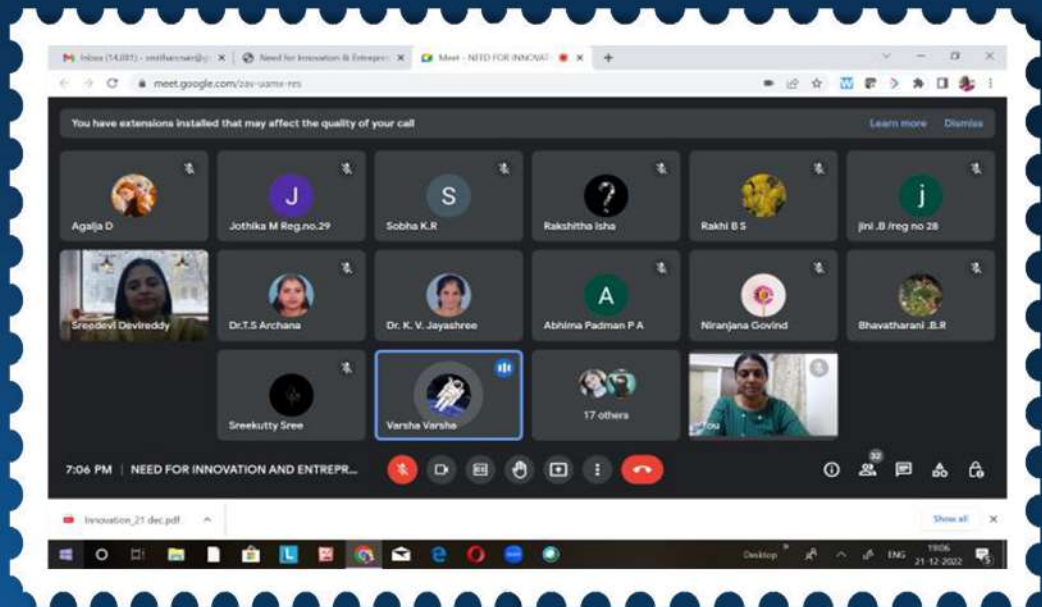
Session on My story: Motivational session by Successful Innovator by - Padmasri Dr. J. Hareendran Nair, Founder and Managing Director, Pankajakasturi Group on 21/11/2022



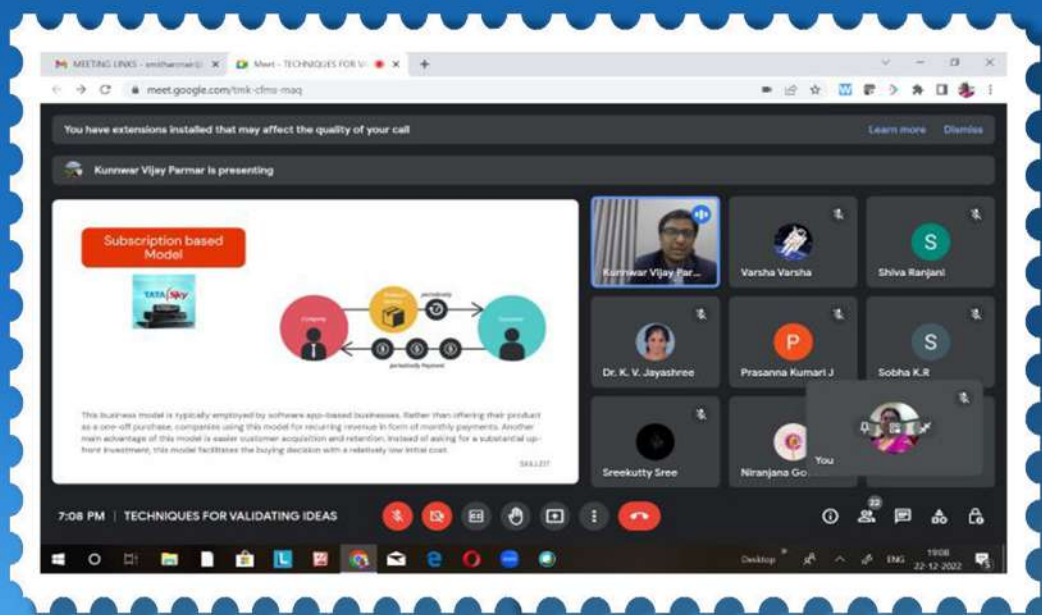
Session on My story: Motivational session by Successful Entrepreneur/Startup Founder Dr. D. Sureshkumar, Chairman, Viswa Maha Gurukulam on 28/11/2022



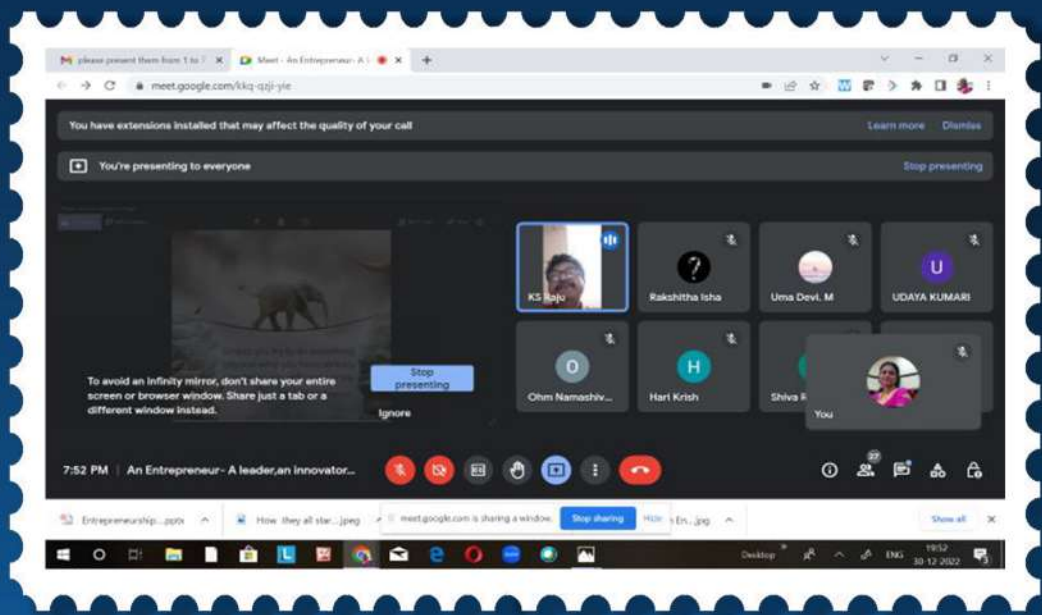
Session on Need for Innovation and Entrepreneurship –A Perspective by Ms. Sreedevi Devi Reddy, Vice President, Startup Ecosystem, Xelpmoc Design and Tech Ltd, Founding CEO, SR Innovation Exchange, Hyderabad, Telangana on 21/12/2022



Session on Techniques for Validating Ideas by Kunnwra Vijay Parmar, Founder, Skilleit –Ed-Tech Start-up on 22/12/2022



Session on An Entrepreneur-A leader, an Innovator, and a Change Maker-3 in 1 by K.S. Raju Nair, HR Leader, mentor, Corporate Trainer, Coach on 30-12-2022



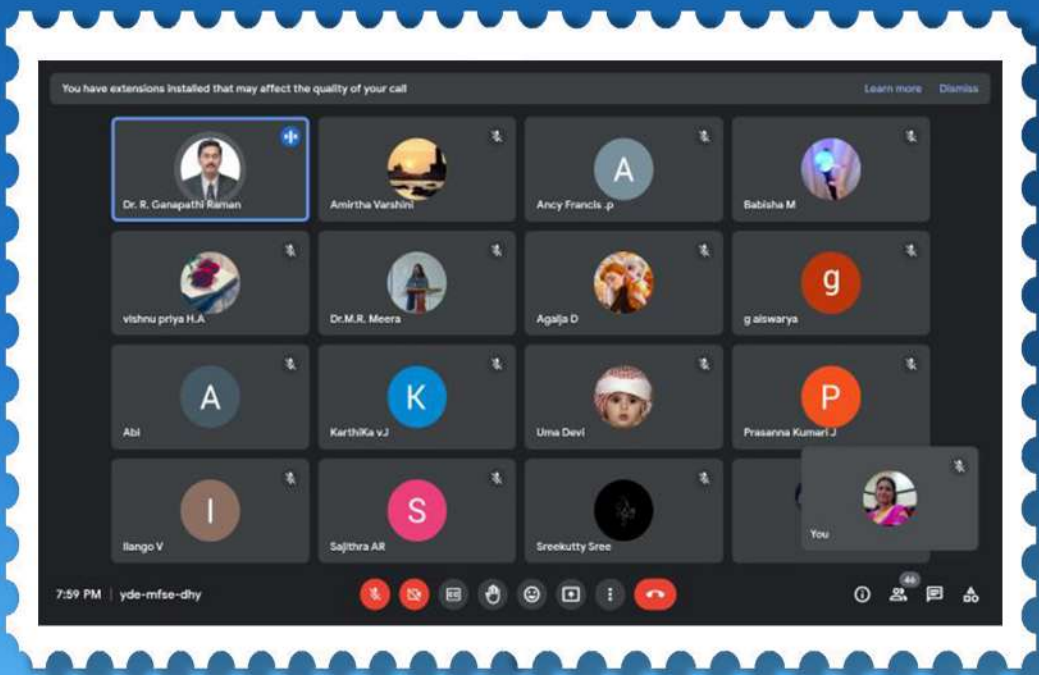
Online workshop on Intellectual Property rights (IPR) and Patents and Design Filing by Mrs. Pooja Vishal Maulikar, Examiner of Patents and Designs, RPNIIPM, Nagpur on 2-1-2023



National Youth Day Celebration-2023-Awareness Programme on Homeopathy for Youth on 12-1-2023



Session on achieving problem-solution fit and product-market fit by: Dr. R. Ganapathi Raman, Associate Professor, Department of Physics, Saveetha Engineering College, Chennai on 21-1-2023



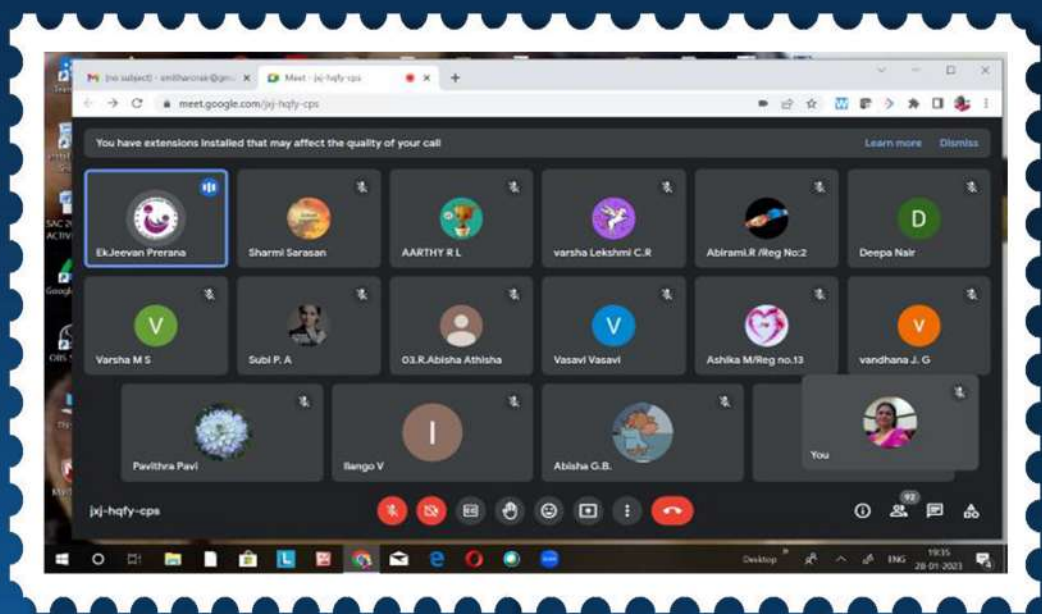
Session on entrepreneurship skill, attitude, and behaviour development by Mr. Antony Stephen, Assistant Professor and Head, Department of Social Entrepreneurship, Madras School of Social Work, Chennai on 23-1-2023



Session on Design Thinking and Innovation by Dr. Sheeba Daniel, IIC Convenor & Innovation Ambassador, Assistant Professor of Chemistry, Holy Cross College, Nagercoil on 27-1-2023



Session on Turning Opportunity into Employment as part of National Start-Up Day Celebration by Mrs. Sunanda Nadarajan, Founder, Ek Jeevan Hamari Prerana on 28-1-2023



Session on Green House Effect and Global warming as part of National Pollution Control Day Celebration by Dr. Prince. P. R, Assistant Professor of Physics, University College, Trivandrum on 31-1-2023



Session on Entrepreneurship Development by Dr. R. Radha, Start-up Co-ordinator and Innovation Ambassador, Assistant Professor of Zoology, Sree Ayyappa College for Women, Nagercoil on 01-02-2023



Session on Energy Conservation and Depleting Conventional energy Sources by Mr. A. Neelambaran, Journalist, Newsclick, New Delhi & District Joint Secretary, Tamilnadu Science Forum on 02-02-2023



Session on Skill Development program on Medical Coding by Dr. Jenisha, Transorze Solution, Nagercoil on 03-02-2023



Session on Entrepreneurship and Innovation as Career Opportunity by Prof. K. Egbert, Innovation Ambassador and Convenor, IIC, Assistant Professor, Department of Mechanical Engineering, NICHE



Workshop on Intellectual Property Rights and Patents and Design Filing by Sri. Seetha Raman. A, Examiner of Patents and Designs, Patent Office, Chennai on 10-02-2023



Three Day Experiential Boot Camp for Girl Students and Faculty organised by The Institution Innovation Council of Sree Ayyappa College for Women and Start-up TN Tirunelveli Hub from 13-02-2023 to 15-02-2023



Exposure visits to Incubation unit cum Training on Preparation of Value-Added Fishery Products in association with Kanyakumari Parakkai Centre for Sustainable Aquaculture on Preparation of Value-Added Fishery Products from 20-02-2023 to 22-02-2023.



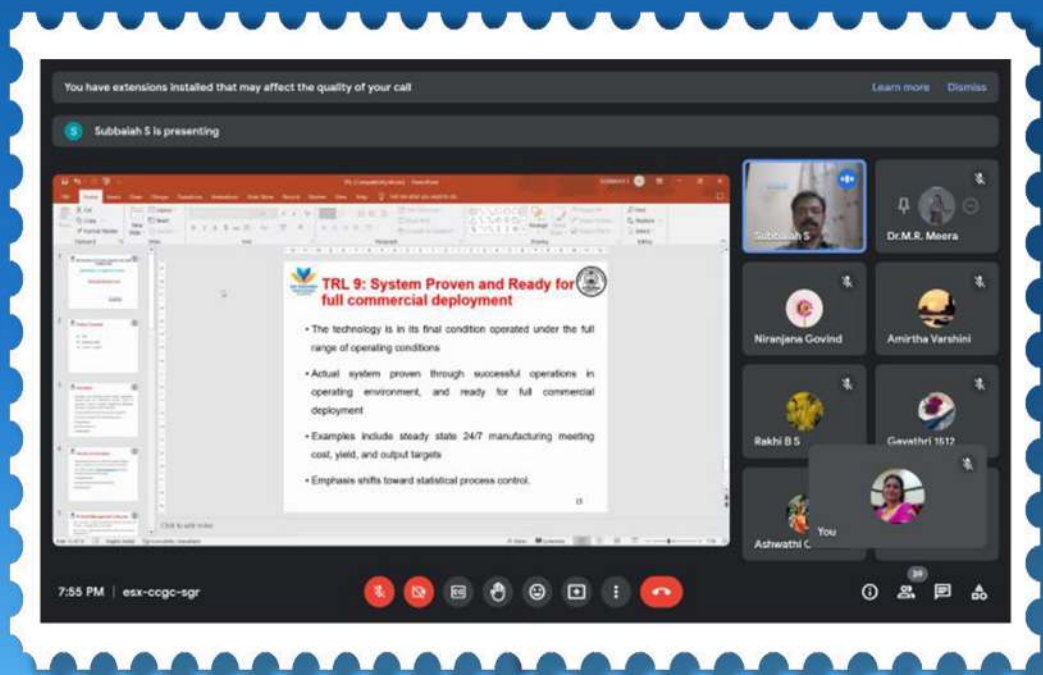
Community Outreach Programme on Soap making organised by Institution Innovation Council in association with IPR and social media Cell on 21-02-2023



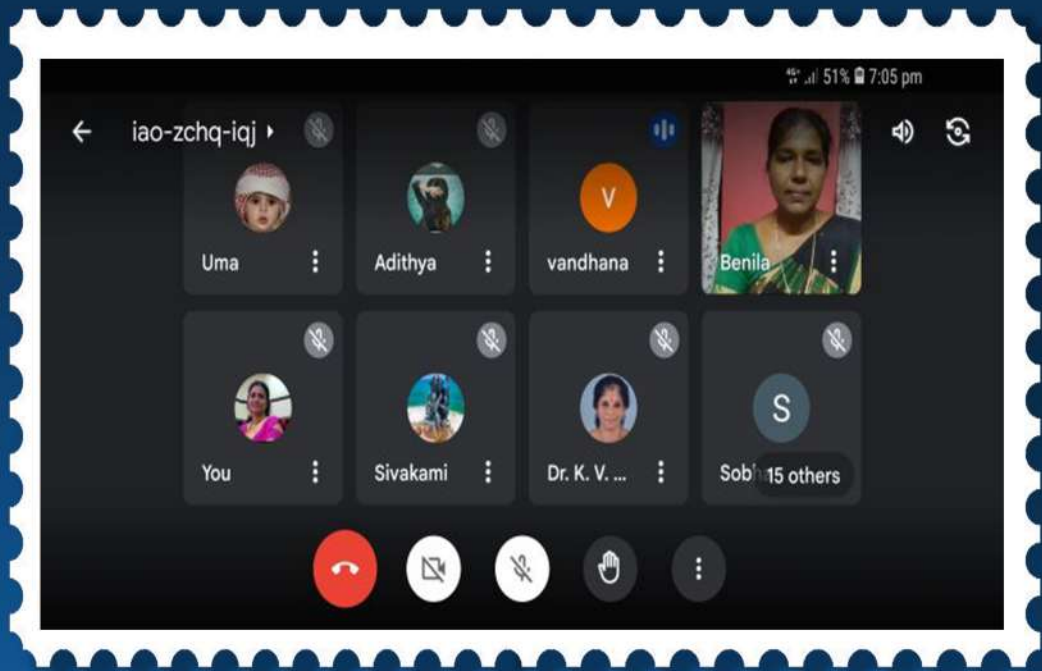
Session on Design Thinking, Critical Thinking and Innovation Design by Dr. Umadevi. S, Convenor, IIC and Innovation Ambassador, Assistant Professor of Botany, Sree Ayyappa College for Women, Nagercoil on 22-02-2023



Session on Process on Innovation, Development, Technology Readiness Level (TRL); Commercialisation of Lab Technologies and Tech-Transfer by Dr. S. Subbaiah, Associate Professor, Department of Computer Science, Sri Krishna Arts and Science College, Coimbatore on 24-02-2023



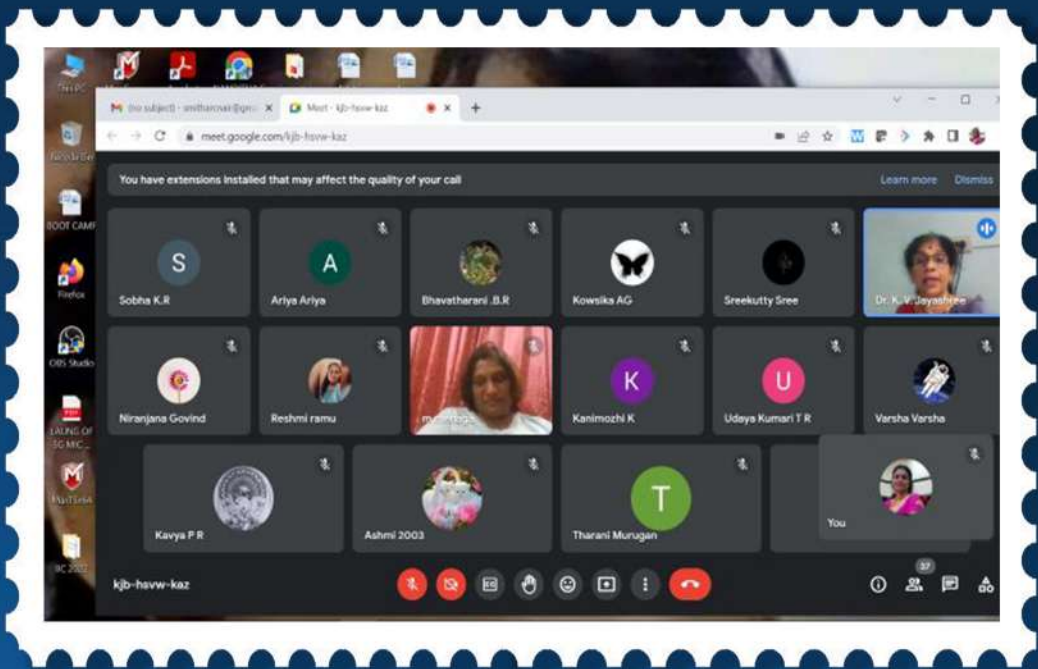
Session on Celebration of Institution's Innovation Day by Dr. B. S. Benila, Asst. Professor of Physics and President of IIC, Scott Christian College, Nagercoil on 27-02-2023



Exhibition cum Sales and Set up of IIC stall –IIC Expo Spot in Students market on 06-03-2023



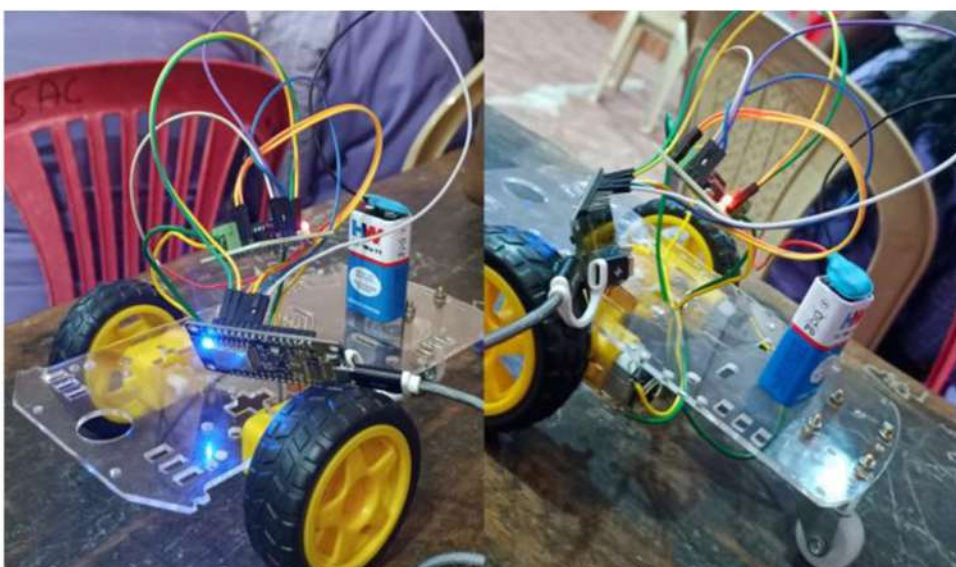
Session on Success Story of Our Alumni as part of International Women's Day Celebration by Dr. Menaga Magendran, Chair Person and Founder, Bioneemtec India Private Ltd, Women's Biotech Park, Chennai on 08-03-2023



Intra-Institutional Smart Idea Presentation Competition on 10-03-2023



Two Day workshop on Robotics and Industry 5.0 organised by Institution's Innovation Council (IIC) of Sree Ayyappa College for Women and Acuro Technologies from 16-03-2023 to 17-03-23



Session on Entrepreneurship Development through Edible Fish Culture by Dr. P. Velmurugan, Assistant Professor and Head in Charge, Kanyakumari Parakkai Centre for Sustainable Aquaculture, Parakkai, Nagercoil on 24-03-2023



A one-day awareness programme on Tamil Nadu Student Innovators organised by EDII and IIC of Sree Ayyappa college for Women in Collaboration with University College of Engineering, Nagercoil on January 20, 2023



Session on Entrepreneur's Future with Chat GPT by Mr. Raghav Narayan, Chairperson, Voll Mond Academy, Nagercoil on 21-03-2023



Field visit to Department of Sericulture, Konam, Nagercoil for Problem Identification on 28-03-2023



Session on Finding the right internship: Strategies and Tips by Dr. T. Anitha, Assistant Professor of History, Sree Ayyappa College for Women, Chunkankadai on 06-04-2023

SREE AYYAPPA COLLEGE FOR WOMEN, CHUNKANKADAI, NAGERCOIL
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FINDING THE RIGHT INTERNSHIP: STRATEGIES AND TIPS

Resource Person:
Dr. T. Anitha
Assistant Professor of History,
Internship Co-ordinator IIC of
Innovation Ambassador,
Sree Ayyappa College for Women,
Chunkankadai

06-04-2023
2.30 PM
Seminar Hall

Dr.K.V. Jayashree
Principal

Organizing Committee
IIC Team

Nagercoil, Tamil Nadu, India
18/51A, near muthu Neuro & Trauma Center, Ashok Nagar,
Chunkankadai, Nagercoil, Tamil Nadu 629003, India
Lat 8.198109°
Long 77.385753°
06/04/23 02:42 PM GMT +05:30

Session on Institutional support to Entrepreneurs by Dr. J. Prasanna Kumari, Assistant Professor of Economics, Sree Ayyappa College for Women, Chunkankadai on 13-04-2023

SREE AYYAPPA COLLEGE FOR WOMEN, CHUNKANKADAI, NAGERCOIL
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INSTITUTIONAL SUPPORT TO ENTREPRENEURS

Resource Person:
Dr. J. Prasanna Kumari
Assistant Professor of Economics,
ARIIA Co-ordinator of
Innovation Ambassador IIC,
Sree Ayyappa College for Women,
Chunkankadai

13 APRIL 2023
2.30 PM
Seminar Hall

Dr.K.V. Jayashree
Principal

Organizing Committee
IIC Team



Session on Sustainable Solid Waste management as a part of World Earth Day Celebration by Dr. K. V. Jayashree, Principal, Sree Ayyappa College for Women, Chunkankadai on 17-4-2023



Session on Insights on Intellectual Property Rights as a part of World IPR celebration by Dr. M. G. Vincely Jebakar, Associate Professor of Economics, Scott Christian College, Nagercoil on 27-04-2023





STUDENT ARTICLES

THE ROLE OF MENTORSHIP IN ENTREPRENEURIAL SUCCESS

Mentorship is a cornerstone of entrepreneurial success, providing aspiring business leaders with the guidance, support, and wisdom needed to navigate entrepreneurship's complex and often challenging landscape. This article explores the critical role that mentors play in the journey of an entrepreneur, examining how their experience, advice, and networks contribute to the growth and success of new ventures.

One of the most valuable aspects of mentorship is the transfer of experience and expertise from seasoned entrepreneurs to novices. Having faced and overcome numerous challenges in their careers, mentors offer invaluable insights that can help mentees avoid common pitfalls and make informed decisions. Their first knowledge of industry trends, market dynamics, and operational best practices provides a solid foundation for new entrepreneurs who might otherwise lack such depth of understanding. For instance, a mentor can guide a young entrepreneur through securing funding, offering tips on pitching to investors, preparing financial statements, and understanding venture capital terms. This expertise can significantly increase the chances of obtaining the necessary capital to grow the business.

Mentors help entrepreneurs develop and refine their business strategies. By acting as a sounding board for ideas, mentors provide constructive feedback and help entrepreneurs think critically about their plans. They challenge assumptions, offer alternative perspectives, and help identify potential risks and opportunities that the entrepreneur may not have considered. Strategic guidance from a mentor can lead to better decision-making and more robust business plans. For example, a mentor might suggest a pivot in the business model or recommend a new target market based on their analysis of the current market trends and the entrepreneur's strengths. This kind of strategic advice can be crucial for the long-term success of the venture.



Moreover, knowing that someone believes in their potential can significantly boost an entrepreneur's confidence. This psychological support helps entrepreneurs maintain a positive outlook and stay focused on their goals, even when faced with obstacles. Mentors often have extensive professional networks that they can leverage to benefit their mentees. Introducing entrepreneurs to key industry contacts, potential partners, investors, and customers can open doors that would otherwise remain closed. These connections can lead to valuable business opportunities, collaborations, and partnerships.

Additionally, being associated with a respected mentor can enhance the credibility of an entrepreneur and their business. This increased credibility can facilitate negotiations, attract investment, and build trust with stakeholders. Mentors contribute to the skill development of entrepreneurs by providing hands-on guidance and coaching. Whether it's improving leadership abilities, enhancing negotiation skills, or mastering financial management, mentors play a crucial role in honing the competencies necessary for business success. Through regular interactions and feedback, mentors help entrepreneurs identify their strengths and areas for improvement. They can recommend resources, such as books, courses, or workshops, that can further develop specific skills. This continuous learning and development are essential for adapting to the evolving demands of entrepreneurship.

Thus mentorship is an indispensable element of entrepreneurial success. The experience, strategic guidance, emotional support, networking opportunities, and skill development that mentors provide are invaluable to new entrepreneurs. By sharing their knowledge and insights, mentors help shape the next generation of business leaders, fostering innovation and economic growth. For any aspiring entrepreneur, seeking out and building a relationship with a mentor can be one of the most important steps toward achieving their business goals.

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TECHNOLOGY ENTREPRENEURSHIP: OPPORTUNITIES AND CHALLENGES

Technology entrepreneurship is the process of creating and managing ventures that leverage technological innovations to create new products, services, or business models. It plays a crucial role in driving economic growth, fostering innovation, and addressing societal challenges. However, like any entrepreneurial endeavour, it presents both opportunities and challenges. This essay explores the landscape of technology entrepreneurship, highlighting the key opportunities and challenges faced by tech entrepreneurs.

Opportunities in Technology Entrepreneurship

Technology entrepreneurship is at the forefront of innovation and disruption. Technological advancements in fields such as artificial intelligence (AI), blockchain, biotechnology, and renewable energy provide immense opportunities for entrepreneurs to create groundbreaking solutions. These innovations have the potential to disrupt traditional industries, create new markets, and improve the quality of life for people around the world. For example, AI-powered solutions are transforming industries like healthcare, finance, and manufacturing by enhancing efficiency, accuracy, and decision-making processes. Entrepreneurs who can harness the power of these technologies to develop innovative applications stand to gain a significant competitive advantage.

The digital nature of many technological innovations allows tech entrepreneurs to access global markets with relative ease. E-commerce platforms, digital marketing, and online collaboration tools enable startups to reach customers, partners, and investors worldwide. This global reach can accelerate growth and provide access to a larger customer base. Additionally, the rise of remote work and virtual communication tools has made it easier for tech entrepreneurs to build and manage distributed teams. This flexibility can lead to cost savings and access to a diverse pool of talent. Technology-based businesses often have high scalability potential. Software products, digital platforms, and cloud-based services can be scaled rapidly without significant incremental costs. This scalability allows tech startups to grow quickly and achieve substantial market penetration.



The growing recognition of the importance of technology entrepreneurship has led to increased investment and support from various sources. Venture capital firms, angel investors, government grants, and startup incubators provide funding and resources to tech entrepreneurs. This financial support can help startups develop their products, expand their operations, and achieve market validation. Moreover, many universities and research institutions have established technology transfer offices and innovation hubs to support tech entrepreneurship. These initiatives provide access to cutting-edge research, mentorship, and networking opportunities, fostering a conducive environment for innovation.

Challenges in Technology Entrepreneurship

The fast pace of technological change presents a significant challenge for tech entrepreneurs. Keeping up with the latest advancements and maintaining a competitive edge requires continuous learning and adaptation. Technologies that are cutting-edge today may become obsolete tomorrow, making it crucial for entrepreneurs to stay informed and agile. For example, the rapid evolution of AI technologies necessitates ongoing research and development to remain at the forefront of the industry. Entrepreneurs must invest in continuous learning and be prepared to pivot their business models in response to emerging trends. Furthermore, resource constraints, such as limited access to skilled talent and advanced infrastructure, can hinder the growth of tech startups. Building a talented team and acquiring the necessary resources to develop and commercialize innovative technologies can be a daunting task.

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INNOVATIONS IN A COMPETITIVE WORLD

Innovation is an essential ingredient in today's competitive world. It is defined as the process of working on new ideas, methods, products, or solutions that would have a significant positive impact on the larger society and community. Talking about innovation, people often get confused relating innovation to creativity, they are similar but not exactly the same. Creativity is the ability to come up with ideas while innovation is the ability to implement those ideas and create value. In the 21st century innovation is seen as the lifeline of entrepreneurship. Being an entrepreneur means one should come up with new ideas to implement in business in order to effectively cater to the needs of the community and ensure a means of self-sufficient existence for all the stakeholders. In this ever-evolving world, innovation is an important aspect that companies should adapt to in order to survive in the competitive lane.

Innovation is not just about introducing a new product in the market, it also includes improving a product that is already in the market or finding a new strategy to increase the sales of the product in the market by gaining the attention of the customers. Advertisements are an innovation. During the old days, advertisements were made on pamphlets. Then they evolved and appeared in newspapers, posters, and on television. Now they have adapted to social media and appear on Instagram, X or Twitter, Facebook, and YouTube. We often come across ads while we are engaged in online shopping sprees. They eventually gain our attention, making us look at the product and buy it. The algorithm of these social media and online shopping applications is innovatively set in such a way that we often see advertisements on the products that we might have previously looked up on the internet.

This is a great innovative strategy that we customers fall for again and again. Tesla, the leading automobile company in the world continues to rule because of the innovative ideas of Musk. Tesla pioneered the development of autonomous car technology even though it was Norman Bel Geddes who first invented the self-driving car in 1939. Why do people prefer Apple devices over Android? This is because of the IOS device system which is only possible in Apple devices due to its innovative capability.



Entrepreneurship and innovation are like two sides of a coin that must work together with one another for achievement in this competitive industry. During the COVID pandemic, the entire world was under quarantine. People were laid off from their jobs, education was a mess, and stepping out of the house was dangerous. People eventually resorted to innovative ideas like working from home, online shopping, and online classes, using different applications. These things are simply not possible without innovation.

There was a time when people wanted their children to become doctors and engineers. There was a time when people were skeptical about start-up businesses, but now things have completely changed. There are many budding start-ups and the competition has drastically increased. The only way to survive and achieve milestones in this industry is to implement innovative ideas, constantly coming up with one and implementing them precisely and effectively.

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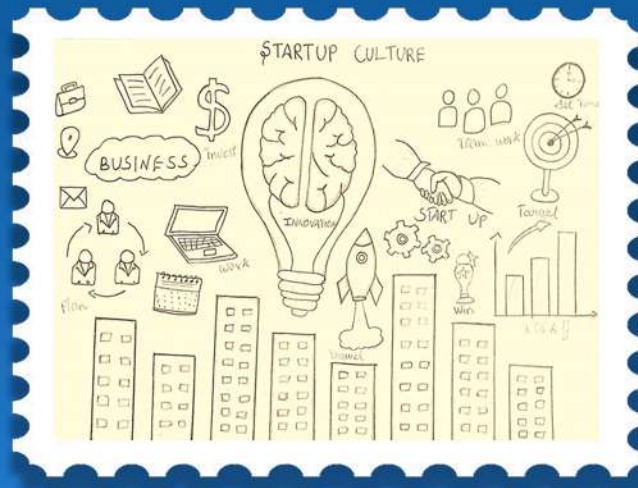




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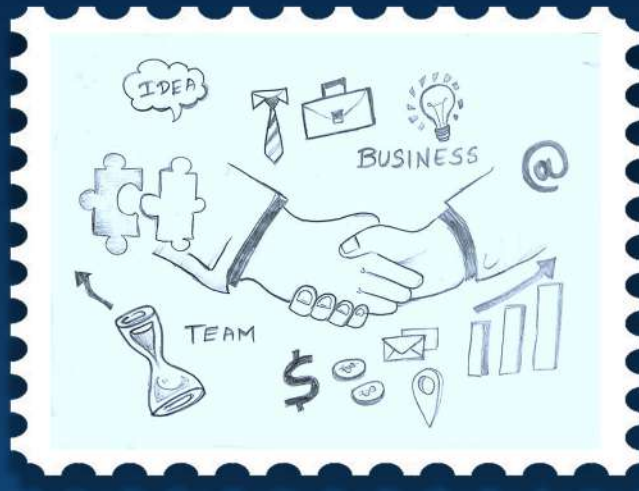


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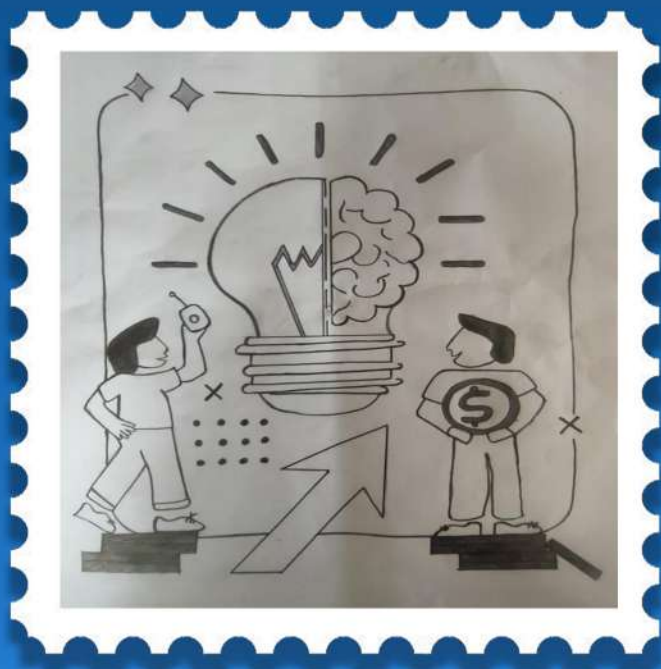
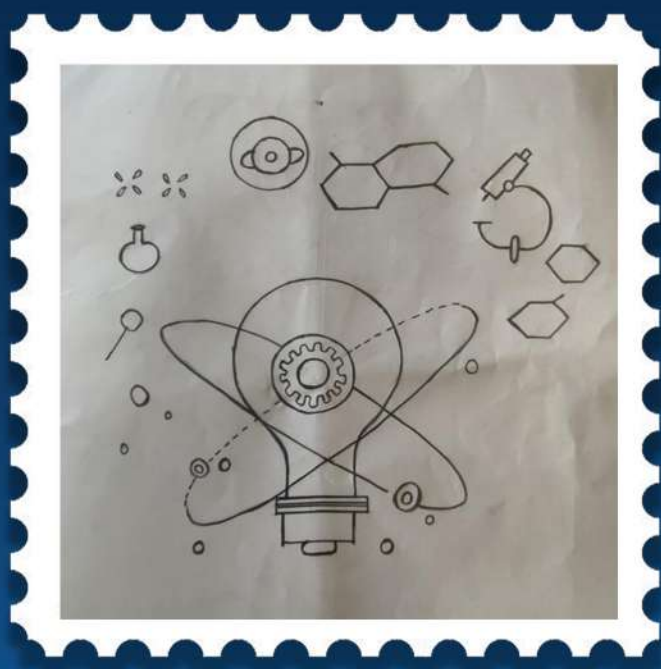


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