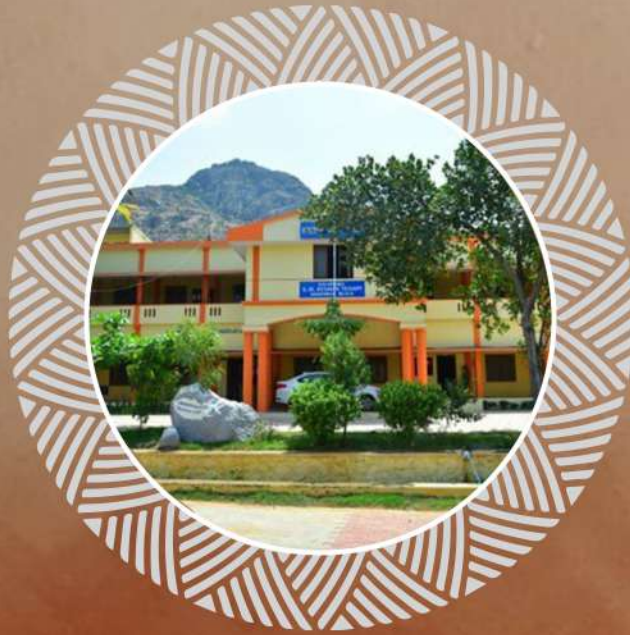




**SREE AYYAPPA COLLEGE FOR WOMEN**  
**(Re-accredited by NAAC with B Grade - 3rd cycle)**  
**Chunkankadai, Nagercoil**



**IIC NEWSLETTER MINDSPARK**

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



| 2023-2024

# CONTENT

**04**

OUR SECRETARY &  
OUR PRINCIPAL

**05**

THE TEAM & EDITOR'S DESKTOP

**06**

PRINCIPAL'S MESSAGE

**07**

IIC PRESIDENT'S MESSAGE

**08**

ABOUT SREE AYYAPPA  
COLLEGE & JOURNEY OF IIC

**09**

VISION & MISSION

**10**

CORE COMMITTEE  
MEMBERS & CO-ORDINATORS

**11**

STUDENT CO-ORDINATORS &  
EXTERNAL EXPERTS/MENTORS





# CONTENT

**12**

INNOVATION AMBASSADORS

**13-14**

TESTIMONIALS

**15**

COLLABORATIONS

**16-17**

ACHIEVEMENTS  
AND IMPACTS

**18-47**

ACTIVITIES 2023-24

**48-61**

INSIGHT ZONE

**62-64**

ART CORNER



**OUR SECRETARY**



**ADV.SRI.SANGEETH KUMAR**



**OUR PRINCIPAL**

**Dr. V.R. ANJANA**





## THE TEAM



Dr.V.R.ANJANA

**GUIDED AND SUPPORTED BY**  
PRINCIPAL

"The biggest adventure you can take is to live the life of your dreams."

- Oprah Winfrey



Dr.R.RADHA

**DESIGNED AND EDITED BY**

CHIEF EDITOR AND STARTUP  
ACTIVITY CO-ORDINATOR, IIC

"High expectations are the key to everything"

- Sam Walton



Dr.SMITHA NAIR

**PROOF READ AND COMPILED BY**

MANAGING EDITOR AND PRESIDENT, IIC

"It's always seems impossible until it was done"

- Nelson Mandela

## EDITORIAL TEAM

### DESIGN TEAM LEADS



Ms.H.S.LATHIKA



Ms.S.S.PHAVITHRA

### TECHNICAL TEAM LEADS



Ms.VARSHA BHAGIRATHI



Ms.JESSICA JOHNSON

### ORGANISING TEAM LEADS



Ms.J.G.VANDANA



Ms.C.S.VARSHINI

## EDITOR'S DESKTOP

Dear Readers,

As we celebrate the achievements of entrepreneurs, we're reminded that accomplishments do not solely define success, but also by the obstacles overcome, the lessons learned, and the resilience demonstrated. It's the late-night hustle, the early-morning grind, and the unwavering dedication to turning a vision into reality.

In this issue, we're proud to share stories of entrepreneurs who embody the spirit of innovation, creativity, and determination. From bootstrapped startups to scaled ventures, their journeys serve as a testament to the power of entrepreneurship to transform lives, industries, and communities. As we look ahead to 2024, we're excited to explore new themes, feature inspiring entrepreneurs, and provide valuable insights to help you navigate the ever-changing landscape of entrepreneurship. Whether you're just starting or scaling new heights, we're committed to delivering content that inspires, educates, and empowers.

Thank you for being part of the MindSpark community. Your passion, energy, and commitment to entrepreneurship are what drives us to create content that matters. We're honored to be a part of your journey and look forward to continuing to spark meaningful conversations, connections, and growth.

May this year be filled with innovation, growth, and success!





## PRINCIPAL'S MESSAGE



Welcome to Mindspark, your spark to entrepreneurial success!

As the Principal of Sree Ayyappa College for Women, I am thrilled to introduce this newsletter, dedicated to empowering entrepreneurs, startups, and small business owners. Our mission is to ignite the spark within you, fueling your passion and creativity to turn innovative ideas into reality. Entrepreneurship is the backbone of our economy, driving growth, innovation, and progress. At our prestigious institution, we are committed to fostering a culture of entrepreneurship, providing resources, support, and guidance to help you succeed. Our goal is to create a community of entrepreneurs who support, encourage, and learn from each other. We believe that by working together, we can create a brighter future for all.

In each issue of Mindspark, we will bring you: inspiring stories of entrepreneurial success, expert advice and insights from industry leaders, valuable resources and tools to help you grow your business, opportunities to connect with like-minded entrepreneurs and investors. I encourage you to embrace the entrepreneurial spirit, take risks, and push the boundaries of what's possible. Remember, every success story starts with a spark - Let Mindspark be yours.

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





## IIC PRESIDENT'S MESSAGE



Dear readers,

I am delighted to connect with you through our initiative Mindspark which showcases the vibrant spirit of entrepreneurship and innovation that defines our institution. As the President of the Institution's Innovation Council, I am proud to lead a team that is dedicated to fostering a culture of creativity, risk-taking, and experimentation.

At Sree Ayyappa College for Women, we believe that entrepreneurship is a powerful tool for creating positive change in the world. Through our IIC initiatives we aim to empower students, faculty, and alumni to turn their ideas into reality, and to provide them with the resources, mentorship, and support they need to succeed.

I encourage you to explore the contents of this newsletter, to engage with our community, and to join us on this exciting journey of innovation and entrepreneurship.

Together, let's spark minds and ignite ideas, create a culture of entrepreneurship and innovation and drive positive change in the world.





## 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 with 'B' grade by NAAC. 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



PRESIDENT



VICE PRESIDENT



CONVENER



FACULTY CO-ORDINATORS

STARTUP & NIRF  
CO-ORDINATOR



INTERNSHIP  
CO-ORDINATOR



SOCIAL MEDIA  
CO-ORDINATOR



IPR  
CO-ORDINATOR



NISP  
CO-ORDINATOR



SIH  
CO-ORDINATOR



INNOVATION  
CO-ORDINATOR



IIC FACULTY  
MEMBERS





## STUDENT CO-ORDINATORS

START-UP ACTIVITY STUDENT  
CO-ORDINATOR



Ms.M.SANTHIYA

IPR ACTIVITY STUDENT  
CO-ORDINATOR



Ms.S.S.DEVIKA

INTERNSHIP STUDENT  
CO-ORDINATOR



Ms.S.SABITHA

INNOVATION STUDENT  
CO-ORDINATOR



Ms.M.B.ADITHYA

SOCIAL MEDIA STUDENT  
CO-ORDINATOR



Ms.JESSICA JOHNSON

## START-UP TN CAMPUS STUDENT CIRCLE AMBASSADORS



Ms.C.S.VARSHINI



Ms.J.S.VANDANA



Ms.VARSHA BHAGIRATHI

## 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.V.R.ANJANA

PRINCIPAL



Dr.SMITHA NAIR

ASSOCIATE PROFESSOR  
OF CHEMISTRY



Dr.J.PRASANNAKUMARI

ASSOCIATE PROFESSOR  
OF ECONOMICS



Dr.K.R.SOBHA

ASSISTANT PROFESSOR  
OF MATHEMATICS



Dr.R.RADHA

ASSISTANT PROFESSOR  
OF ZOOLOGY



Dr.DEEPA NAIR

ASSOCIATE PROFESSOR  
OF ENGLISH



Mrs.J.S.DIVYASREE

ASSISTANT PROFESSOR  
OF ENGLISH



Dr.T.S.ARCHANA

ASSISTANT PROFESSOR  
OF COMMERCE



Mrs.V.P.PRASAJA

ASSISTANT PROFESSOR  
OF ENGLISH



Dr.K.KANIMOZHI

ASSISTANT PROFESSOR  
OF COMMERCE



Mrs.B.S.RAKHI

ASSISTANT PROFESSOR  
OF BOTANY



Dr.T.R.UDAYAKUMARI

ASSISTANT PROFESSOR  
OF TAMIL



Dr.V.SONIYA

ASSISTANT PROFESSOR  
OF COMMERCE



Dr.R.S.DIVYA

ASSISTANT PROFESSOR  
OF COMMERCE





## TESTIMONIALS



**Project Lead**  
**Start-up TN, Tirunelveli Regional Hub**

“

I am writing on behalf of Start-up TN's Tirunelveli Regional Hub to express our heartfelt appreciation for your unwavering commitment to fostering entrepreneurship among your students. The entrepreneurial activities organized by your college have been truly inspiring and impactful. They have empowered your students with the necessary skills and knowledge and instilled in them the confidence to innovate and create.

The collaborative efforts between Sree Ayyappa College for Women and Start-up TN have proven instrumental in nurturing the next generation of entrepreneurs. Your dedication to providing a supportive environment where ideas can flourish is commendable. The workshops, seminars, and networking opportunities facilitated by your institution have undoubtedly prepared students to embark on their entrepreneurial journeys with clarity and purpose.

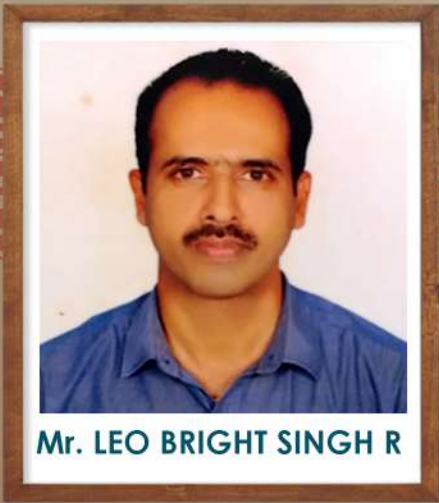
We look forward to continuing our partnership with Sree Ayyappa College for Women in further promoting entrepreneurship and innovation in the region. Together, we can continue to empower young minds and contribute to the growth of the entrepreneurial ecosystem.

Again, thank you for your invaluable contributions and steadfast commitment to promoting entrepreneurship among your students.





## TESTIMONIALS



Assistant Professor  
Department of Mechanical Engineering  
Mar Ephraem College of Engineering and Technology  
Marthandam

“

I've had the privilege of handling sessions organized by the Institutional Innovation Council of Sree Ayyappa College for Women and witnessing the impact they have on young entrepreneurs. The council's commitment to fostering innovation and entrepreneurship is truly inspiring, and their initiatives have created a vibrant ecosystem that supports and nurtures startups.

Through my interactions with the students, I've seen them grow from hesitant idea generators to confident entrepreneurs, equipped with the skills and knowledge to tackle real-world challenges. The council's mentorship programs, workshops, and competitions have provided a platform for students to learn from industry experts, receive feedback, and refine their ideas.

I look forward to continuing my association with the Institution Innovation Council and contributing to the growth of future entrepreneurs.





## COLLABORATIONS - MOU SIGNED

The Institution Innovation Council of Sree Ayyappa College for Women has signed a Memorandum of Understanding (MoU) with institutions and non-governmental organizations to establish a clear and mutually agreed 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, certificates to Diploma courses allowing students to undergo employability training programs, providing pre-placement training programs that will be helpful for the students in building their life careers, and arranging workshops, seminars, and management development programs for the students to acquire skills required for global competency and to develop linkages between Industry and Academia to act as a bridge between students aspiring for an internship, field exposure, and local industry.



ASK TRAINING SOLUTIONS PVT. LTD



COLLABORATION  
WITH STARTUP TN



SIDDHI VINAYAGA WOMEN  
SELF HELP GROUP



COLLABORATION WITH  
KALASALINGAM ACADEMY  
OF RESEARCH AND EDUCATION



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



## ACHIEVEMENTS AND IMPACTS

- Catalyzed innovation by providing a dedicated space and resources to explore new ideas.
- Recognized as a Mentor Institution under Mentor - mentee initiative-IIC 5.0 and the mentee institutions are as follows:
  - i, John Cox Memorial CSI Institute of Technology, Kerala.
  - ii, Lourdes Matha College of Science and Technology, Kerala.
  - iii, The Dale View College of Pharmacy, Kerala.
  - iv, University College of Engineering, Tamilnadu.
  - v, St. Alberts College, Kerala.
- Successfully commenced Beautician Course in the campus developing an entrepreneurial ecosystem within the college, encouraging students to think beyond traditional career paths.
- Participated in IIC Regional Meet -2024 held at St. Francis Engineering College, Tirunelveli, and displayed various value-added products from the mushroom cultivation unit of the college and the soaps manufactured by the IIC student members of the college.
- Conducted a Two-days SHE Boot Camp for Aspiring Women entrepreneurs and Girl Students of Kanyakumari District in collaboration with Start Up TN, Tirunelveli Regional Hub, enhancing students' practical skills and preparing them for the real world.
- Organised Faculty Development Program (FDP) on "Empowering Educators: Nurturing Innovation and Entrepreneurship in Academia" in collaboration with Kalasalingam Academy of Research and Education and Entrepreneurship Development Institute, Tamil Nadu.
- Conducted Workshop on Intellectual Property Rights (IPRs) and IP management for Startup to facilitate the students with knowledge about Intellectual Property Rights.
- To explore the crucial role of educators in fostering innovation and entrepreneurial spirit within the academic landscape.
- Successfully commenced Millet farming on the campus to provide opportunities for entrepreneurship and teach the students about sustainable agricultural practices.





## ACHIEVEMENTS AND IMPACTS

- Launched Bliss bites Innovative Products by Honourable District Collector, Thiru. P. N. Sridhar, and received special words of appreciation for this innovative venture.
- Collaboration between the IIC and industries, signed MoU with renowned industries, promoting a seamless exchange of knowledge, 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 come together and work on innovative projects.



**IIC TEAM**





## IIC ACTIVITIES FROM JUNE 2023 TO MAY 2024

**1. MIC DRIVEN ACTIVITY-** Celebrating India's presidency of the G20 with a special talk highlighting the role of Innovation, Entrepreneurship, and Start-Up to Achieve the Goals by Er. N. Rahul, Project Lead- Open Innovation, Start-Up TN, Dept of MSME, Govt of Tamil Nadu on **5-7-2023**



**2. SESSION ON LEARNING THE ART OF INNOVATION FRAMEWORK** - Er. N. Rahul, Project Lead- Open Innovation, Start-Up TN, Dept of MSME, Govt of Tamil Nadu on **6-7-2023**





**3. SESSION ON NURTURING INNOVATION: UNLEASHING CREATIVITY IN ENTREPRENEURSHIP** by Dr. Dhiliphan M. Kumar, Founder, GrowEx and master Trainer, EDIITN on **7-7-2023**



**4. SESSION ON UNLOCKING THE HIDDEN POTENTIAL OF WOMEN ENTREPRENEURSHIP** by Mr. S. Ajithkumar, Founder and MD, ASK Training Solutions Pvt Ltd on **14-7-2023**





**5. SESSION ON HOW TO PLAN FOR A START-UP: LEGAL AND ETHICAL STEPS - Dr.R.Sakthi Prasath, Assistant Professor of Commerce, PSG College of Arts and Science College, Coimbatore on 19-07-2023**



**6. SHE BOOT CAMP, KANYAKUMARI DISTRICT - In collaboration with Start-Up TN, Kanyakumari District from 24-7-2023 TO 25-7-2023**





**7. WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS (IPRS) AND IP MANAGEMENT FOR START-UP** - by Dr. Ajit Prabhu. V, Chief Scientist (SCI -G) & Nodal Officer, PIC-Technology Development & Project Management Division (TDPMD), KSCSTE, Govt of India on **27-7-2023**



**8. SHE BOOT CAMP –VPC, BMC, CT, BIOMIMETICS FOR GIRL STUDENTS AND ASPIRING WOMEN ENTREPRENEURS OF KANYAKUMARI DISTRICT** by Mr. C. Gigin Durai, Project Associate, Start Up TN, Govt of Tamil Nadu and Ms. Gifflin Sneha, Native Lead Foundation on **28-7-2023**





9. SESSION ON ACCELERATORS/INCUBATION-OPPORTUNITIES FOR STUDENTS AND FACULTIES -EARLY STAGE ENTREPRENEURS by Mr.Fanil Zakhariya, Entrepreneur, Professor, Start Up Mentor on 29-7-2023

**SREE AYYAPPA COLLEGE FOR WOMEN**  
**CHUNKANKADAI, NAGERCOIL**  
 Re-accredited by NAAC with B-Grade (3rd Cycle)

**INSTITUTION'S INNOVATION COUNCIL**  
 PROUDLY PRESENTS

**SESSION ON ACCELERATORS/INCUBATION - OPPORTUNITIES FOR STUDENTS & FACULTIES - EARLY STAGE ENTREPRENEURS**

**Chief Guest**  
**MR. FANIL ZAKHARIYA**  
 -ENTREPRENEUR,  
 PROFESSOR, STARTUP MENTOR

**29-07-2023**  
**7PM**

**REGISTER NOW**

**DR.K.V.JAYASHREE** **ORGANIZING COMMITTEE**  
 PRINCIPAL **IIC**

wrm-kofr-sdx

"Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs"

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

IDEA START UP PLAN ACTION

Fanil is presenting

Dr. K. V. Jayash... Pavithra

You Kala 55 others

Fanil Zakhariya (Presenting)

Ritesh Agarwal – Founder & CEO OYO Rooms

- At the **age of 13**, he started selling SIM cards.
- He dropped out of college, and was selected for the **Peter Thiel Fellowship in 2013**.
- He had founded the company when he wasn't even **20**.
- In the founding days of OYO Rooms, he used to work for **16 hours a day**.
- Facing a **number of failures** in his first startup, Oravel Stay, he didn't stop trying.
- His net worth in 2020 was estimated to be approximately **\$1.1 billion (INR 7255 crore)** according to Hurun Rich List 2020. He is currently the **second youngest self-made billionaire in the world**.
- The next plan is to make OYO Rooms **The World's Largest Budget Hotel Network**.

Fanil Zakhariya Navya Sureshkumar akil giri

Shalini S Akshitha A Shivani Shivani

Subi S varshi cs Dr. Smitha Nair

7:26 PM | wrm-kofr-sdx

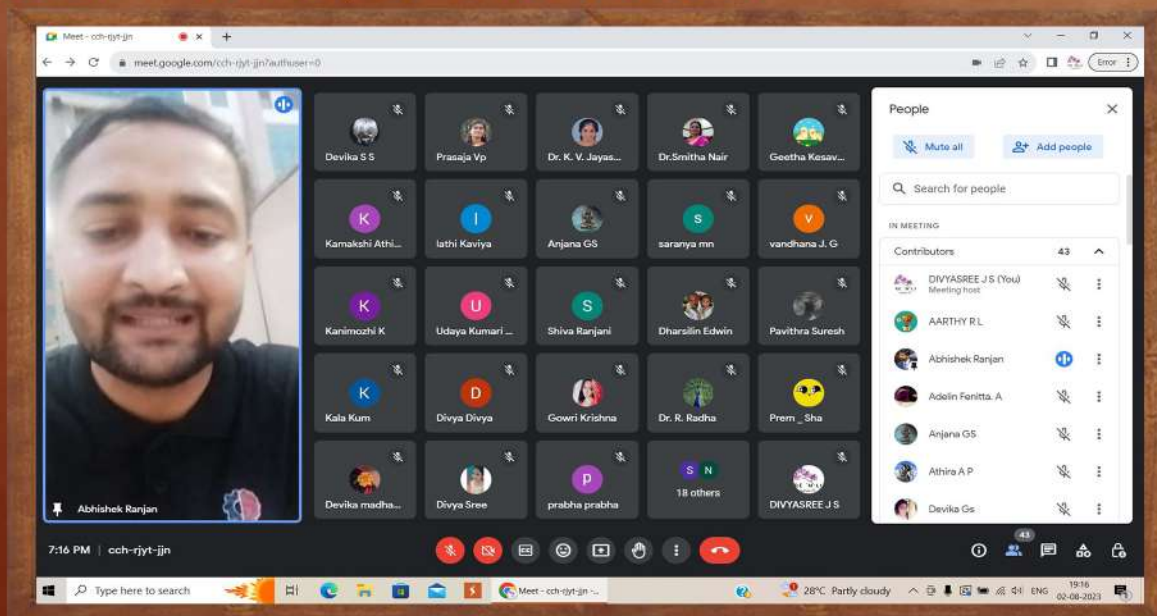




**10. MIC DRIVEN ACTIVITY-** Celebration of the 3rd Anniversary of the National Education Policy (NEP) 2020 and the 2<sup>ND</sup> edition of the Akhil Bhartiya Shiksha Samagam by Hon'ble Prime Minister of India, Sri Narendra Modi on **29-7- 2023**



**11. SESSION ON PRACTICAL ASPECTS OF CONVERTING PROTOTYPES TO PRODUCTS AND FUNDING OPPORTUNITIES** by Mr. Abhishek Ranjan, Innovation Officer, Ministry of Education-Innovation Cell, Govt of India on **2-8-2023**





**12. WORKSHOP ON PROTOTYPE/PROCESS DESIGN AND DEVELOPMENT** by Mr. S. AjjithKumar, Founder and MD, Ask Training Solutions, and Mrs. M. S. Jisha Ajith, Operations Head, Ask Training Solutions on **4-8-2023**



**13. CELEBRATION OF INDEPENDENCE DAY-ESSAY WRITING COMPETITION-HISTORICAL ROOTS OF INDEPENDENCE DAY FROM COLONIAL RULES TO SOVEREIGNTY ON 11-8-2023**





## 14. INCUBATION CENTRE VISIT TO STELLA MARIS INSTITUTE OF DEVELOPMENT STUDIES, KANYAKUMARI ON 7-8-2023

Students understood how the centre promotes innovation and entrepreneurship within the local community. Thus the visit to the incubation centre offered an insightful glimpse into the world of entrepreneurship and innovation. The students gained a deeper appreciation for the critical role that such centres play in nurturing start-ups, providing mentorship, facilitating networking, and catalysing growth. The experience underscored the importance of these incubation centres in fostering a culture of innovation and supporting the development of the local start-up ecosystem.







## 15. INTRA INSTITUTIONAL BUSINESS PLAN COMPETITION ON 18-8-2023



## 16. SESSION ON INNOVATION, PROTOTYPE VALIDATION-CONVERTING INNOVATION INTO START-UPS by Mr. Prasanth, Founder and Managing Director, Cosmiq Invotech Pvt Ltd on 21-8-2023


 

**Sree Ayyappa College For Women,  
Chunkankadai**

Re-accredited by NAAC with B grade (3rd cycle)

**WORLD ENTREPRENEURS DAY**

Session On Innovation/Prototype  
Validation -Converting Innovation Into  
Startup



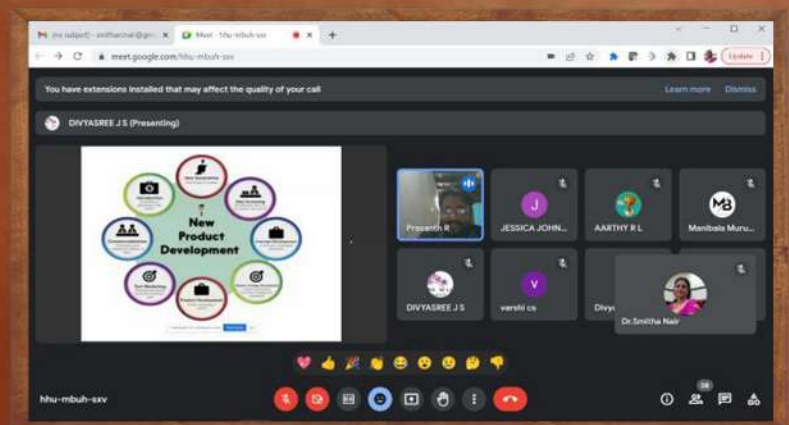
**Prasanth R**  
Mentor of Change ATL Niti Aayog  
Resource Persons at Ministry Of New and Renewable Energy  
Government Of India.  
Founder and Managing Director  
Cosmiq Invotech Pvt Ltd

 21-08-2023  7PM

[Registration form](#)

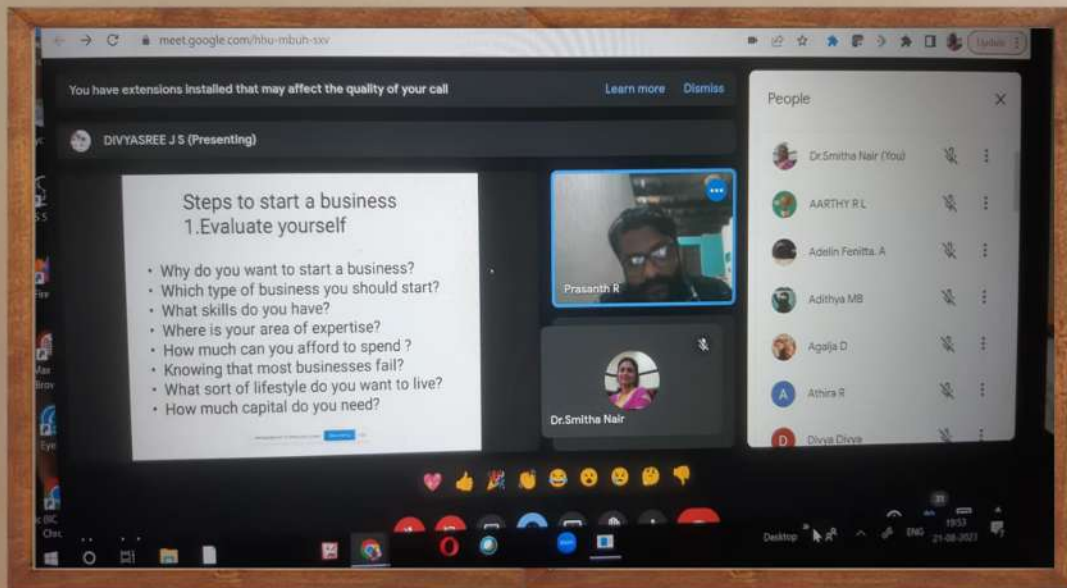
Dr.K.V. Jayashree  
PRINCIPAL

Organising committee  
IIC TEAM

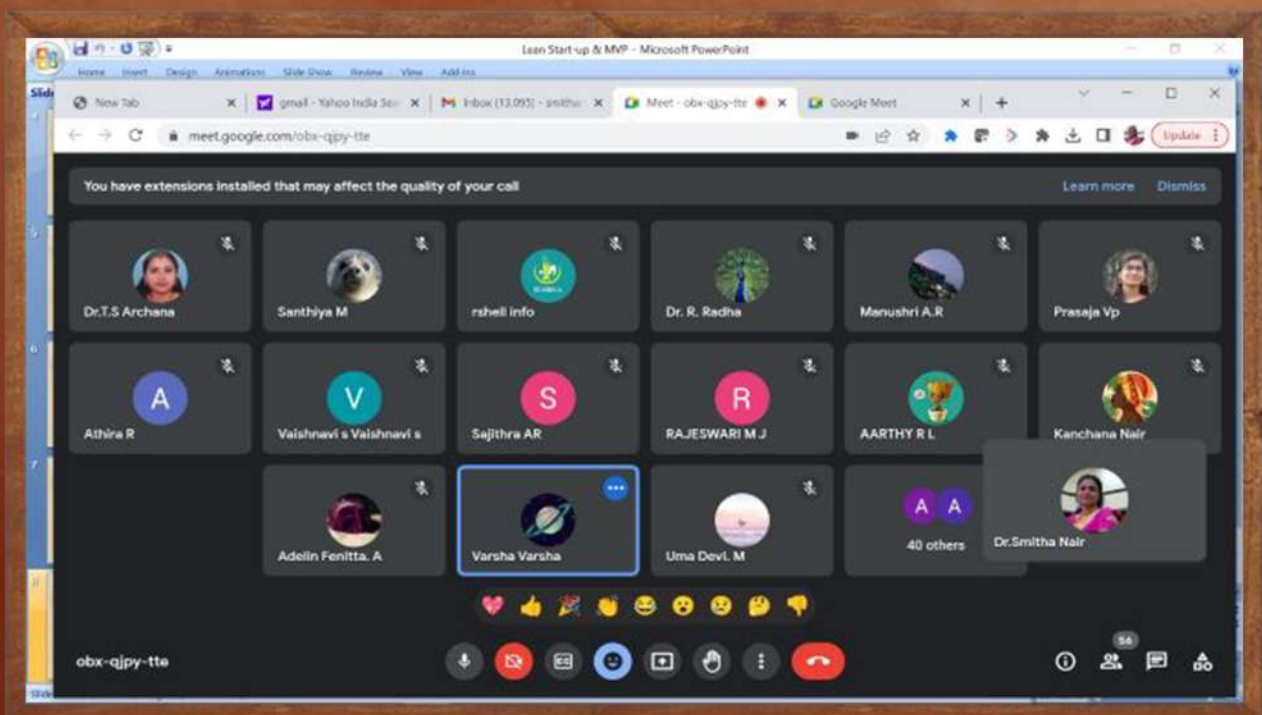




**17. SESSION ON CONVERTING PROTOTYPES TO PRODUCTS** Mr. Prasanth, Founder and Managing Director, Cosmiq Invotech Pvt Ltd on **21-8-2023**



**18. SESSION ON LEAN START UP AND MINIMUM VIABLE PRODUCT** by Mr. Christ Jose, Chief Innovation Officer, Founder and MD, R-Shell Info Services and Triviatech Learning Solutions on **25-8-2023**





**19. SESSION WITH START-UP ECOSYSTEM ENABLERS- CREATIVITY AND INNOVATION LEADING TO PATENTS AND START-UPS** by Dr. V. Vinod, Professor in Mechanical Engineering, NSS College of Engineering, Palakkad, Kerala on **26-8-2023**

**Sree Ayyappa College For Women  
Chunkankadai**  
Re-accredited by NAAC with B grade (3rd cycle)

**SESSION WITH STARTUP ECOSYSTEM ENABLERS**

**CREATIVITY AND INNOVATION LEADING TO  
PATENTS AND STARTUPS**

**DR.V.VINOD**  
Professor in Mechanical Engineering ,  
NSS College Of Engineering , Palakkad ,  
Kerala  
Dean - Engineering , University Of  
Calicut

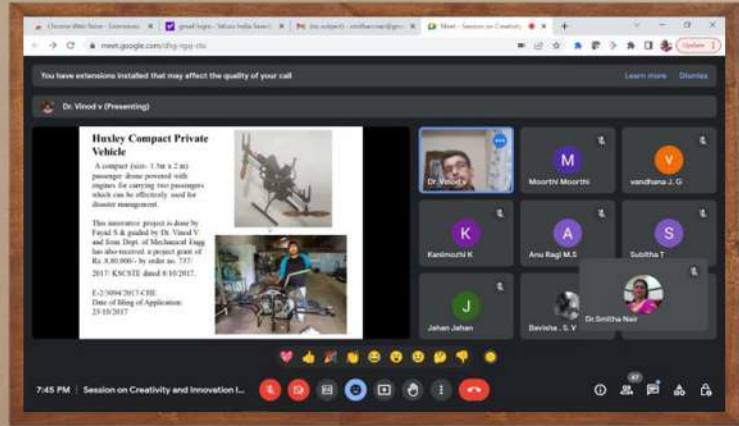
7 PM

26AUGUST 2023

[REGISTRATION FORM](#)

DRVRAnjana  
Principal

Organising committee  
IIC Team



**20. SESSION ON START UP INDIA: CHALLENGES AND OPPORTUNITIES** by Prof. V. Shunmuga Sundaram, Department of Commerce, Banaras Hindu University, Varanasi, UP on **15-9-2023**





**21. SESSION ON INNOVATION AND ENTREPRENEURSHIP - CHANGING INDIA** by Mr. Nitheesh Sundresan, Founder- Varsya Eco Solutions Pvt Ltd and Anu Asok, Co-founder, Varsya Eco-solutions Pvt Ltd on **20-9-2023**





**22. SESSION ON PARADOXES OF ENTREPRENEURIAL THINKING** by Dr. V. Soniya, Assistant Professor and Head, Department of Commerce, Innovation Ambassador, Sree Ayyappa College for Women, Chunkankadai on **29-9-2023**



**23. SESSION ON HOW TO CUSTOMIZE, MARKET, AND SELL PRODUCTS? A YOUNG ENTREPRENEUR'S JOURNEY** by Ms. Sharmi Elizabeth.S, Student Entrepreneur, SAC Alumni on **6-10-2023**





**24. SESSION ON ENTREPRENEURSHIP AND INNOVATION AS A CAREER OPTION** by Mr.Jikku James, Co-ordinator of Ideagora Start-Up Centre and Asst Professor in Commerce, St.Thomas College, Ranni, Kerala on **13-10-2023**



**25. SESSION ON UNLEASHING ENTREPRENEURSHIP: MOE'S INNOVATION CELL INITIATIVES & TRANSFORMATIVE UG PROJECTS TO START-UPS** by Mrs. Selvarani, Innovation Officer, Ministry of Education Innovation Cell, New Delhi on **16-10-2023**





**26. SESSION ON BUSINESS PLAN AND IMPLEMENTATION-NATIONAL ENTREPRENEURSHIP DAY CELEBRATION** by Mr. S. Abdul Azeem, Entrepreneur, Owner of Nuha Multicuisine Restaurants, Thuckalay and Marthandam on **18-10-2023**

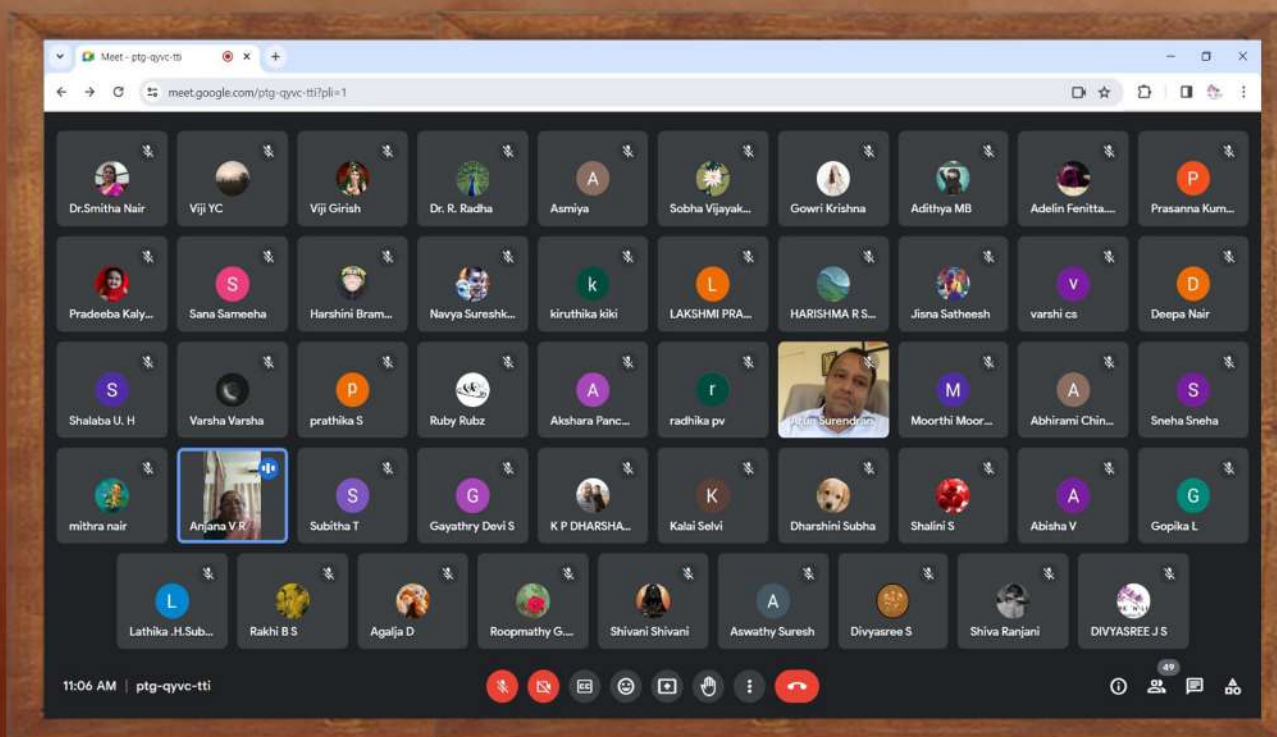


**27. SESSION ON POLLUTION CONTROL: WHO IS RESPONSIBLE? AS A PART OF NATIONAL POLLUTION DAY CONTROL DAY CELEBRATIONS** by Mr. A. Neelambaran, District Joint Secretary, Tamil Nadu Science Forum, and Mr. M. Sasikumar, State Executive Member, TNSF on **22-12-2023**





## 28. SESSION ON EDUCATION: REDISCOVERING OUR ROOTS-CELEBRATION OF NATIONAL EDUCATION DAY by Dr. Arun Surendran, Strategic Director and Principal, Trinity College of Engineering, Trivandrum on 13-11-2023





**29. FACULTY DEVELOPMENT PROGRAM (FDP) ON EMPOWERING EDUCATORS:  
NURTURING INNOVATION AND ENTREPRENEURSHIP IN ACADEMIA** in collaboration with  
Kalasalingam Academy of Research and Education and Entrepreneurship  
Development Institute, Tamil Nadu from **15.11.2023 TO 21-11-2023**





**30. SESSION ON ENERGY SCENARIO IN INDIA AS A PART OF NATIONAL ENERGY CONSERVATION DAY CELEBRATIONS** by Mr. P. Palvannan, Former Scientist ISRO & District President, Tamil Nadu Science Forum and Mr. M. Sasikumar, State Executive Member, TNSF on **20-12-2023**





**31. SESSION ON INNOVATIVE PATHWAYS: BRIDGING ENTREPRENEURIAL SPIRIT WITH INTERNSHIP EXPERIENCES** by Dr. Deepa Nair, Associate Professor of English and Internship Co-ordinator, IIC, Sree Ayyappa College for Women on **18-1-2024**



**32. PARTICIPATION IN THE IIC REGIONAL MEET-2024** held at St.Francis Engineering College, Tirunelveli on **24-01-2024**





**33. SESSION ON INTELLECTUAL PROPERTY RIGHTS - Dr.S.Priya, Assistant Professor of Commerce, VTM NSS College, Dhanuvachapuram on 30-1-2024**



**34. WORKSHOP ON ENTREPRENEURSHIP SKILL, ATTITUDE AND BEHAVIOURAL DEVELOPMENT by Mrs. Priya Jennifer, Principal, St.Jude's Hi-Tech School on 05-02-2024**





**35. SESSION ON DESIGN THINKING: A CREATIVE APPROACH TO PROBLEM SOLVING** by Dr.S.Arumaga Perumal, Director, Riyasaa Labs, Centre for Innovation and Professor of Computer Science, Crown Inti., Chartered Inc., USA and Chairman of IEI, KKIC on **06-02-2024**



**36. SESSION ON ZERO TO HERO – AN ENTREPRENEUR'S JOURNEY-CELEBRATION ACTIVITY** by Mr.K.VasanthKumar, Founder & CEO, Brand Mindz on **07-02-2024**





37. ONE-DAY SEMINAR CUM EXHIBITION – THADAI AATHE UDAE- CREATING A FAVOURABLE ENTREPRENEURSHIP ECOSYSTEM FOR WOMEN IN COLLABORATION WITH START UP TN ON 14-02-2024





**38. SESSION ON UNDERSTANDING ENTREPRENEURSHIP BEHAVIOUR BEHAVIOUR** by Prof. S. Ramkumar, Former Director (Entrepreneurship) and Dean (RIVER), Puduchery on 15-02-2024



**39. SESSION ON WOMEN ENTREPRENEURS AND THEIR LEADERSHIP SKILLS** by Mrs. Sunitha Augustus, Founder- Sunitha Success Academy, Zone Trainer-JCI India on 16-02-2024





**40. SESSION ON SCOPE OF WOMEN ENTREPRENEURSHIP IN INDIA** by Mr. Vinoth Jose Raj, Managing Director, Dream Tech Training and Services on **22-02-2024**



**41. CELEBRATION ACTIVITY –WOMEN'S DAY CELEBRATIONS –SESSION ON CANCER AWARENESS** by Dr. A. Uma Maheswari, Managing Director, Sathyam Hospital, Nagercoil on **05-03-2024**





42. NATIONAL WORKSHOP ON FOODS OF THE FUTURE: MILLETS- FROM FIELDS TO FORTUNE: MILLETS PAVING THE WAY FOR ENTREPRENEURSHIP VENTURES in collaboration with Tamil Nadu Women's Collective, Chennai on 02-03-2024





**43. CELEBRATION ACTIVITY – NATIONAL SCIENCE DAY CELEBRATIONS** by Mr.J.Janith, District Joint Secretary, Tamil Nadu Science Forum on **15-03-2024**



**44. OUTREACH PROGRAMME – INNOVATION AND ENTREPRENEURSHIP PROGRAMME IN COMMUNITY** in collaboration with Sree Siddhi Vinayaka Women Self Help Group on **17-03-2024**





**45. SESSION ON - ENHANCE YOUR ENTREPRENEURSHIP: ENCOUNTER YOUR PROFESSIONAL SUCCESS SUCCESS** by Dr. B. Saviour Das, Retd Director, SF Stream St.Judes College, Thootoor and Director, Malankara School of Commerce, Mariagiri on **19-03-2024**



**46. ACTIVITY: SESSION ON ACHIEVING PROBLEM – SOLUTION FIT AND PRODUCT – MARKET FIT** by Dr. R. Leo Bright Singh, Assistant Professor, Department of Mechanical Engineering, Mar Ephraem College of Engineering on **02-04-2024**





**47. EXPERT TALK ON PROCESS OF INNOVATION AND TECHNOLOGY READINESS LEVEL**  
by Dr.R.S.Rimal Isaac, Assistant Professor in Nanotechnology, Noorul Islam Centre for Higher Education, Kumaracoil on **03-04-2024**



**48. WORKSHOP ON DESIGN THINKING** by Dr.N.C.J. Packia Lekshmi, Assistant Professor of Allied Health Sciences, Noorul Islam Centre for Higher Education, Kumaracoil on **04-04-2024**

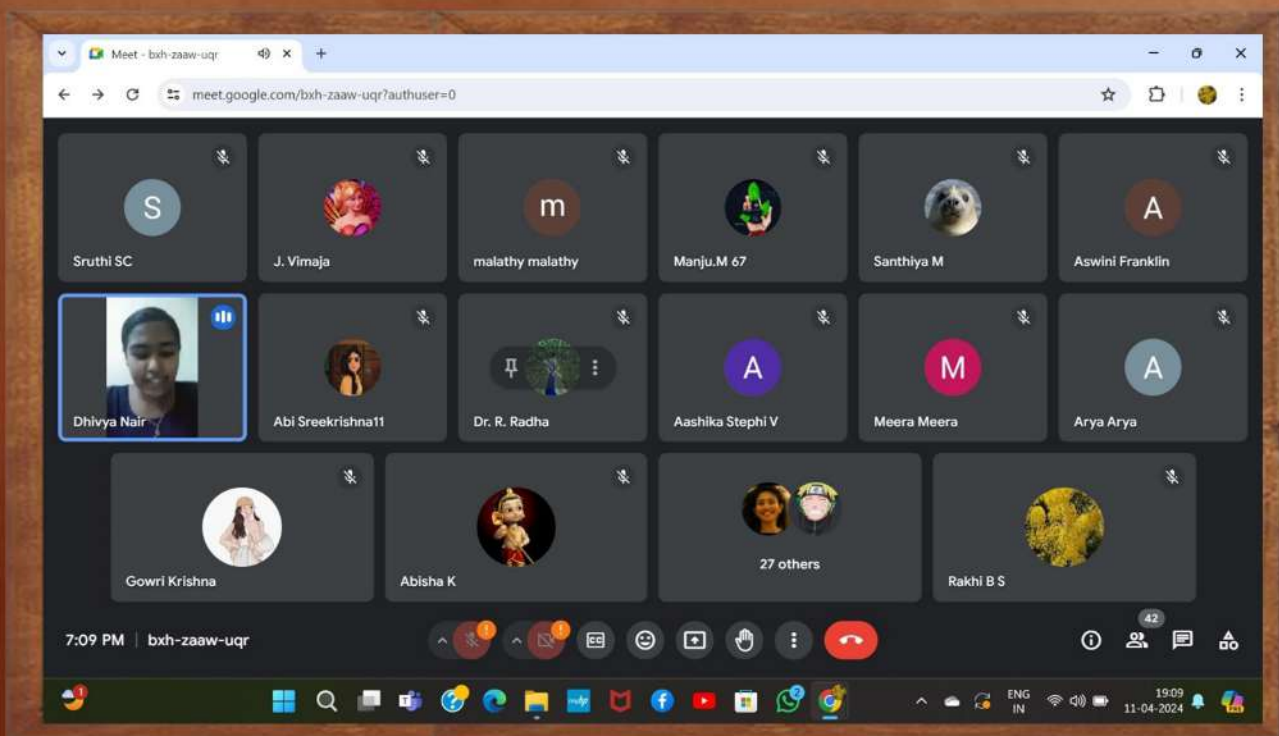




## 49. POSTER PRESENTATION OF INNOVATIONS ON 08-04-2024



## 50. SESSION ON PROBLEM SOLVING AND IDEATION WORKSHOP by Dr.R.Chandrasekaran, Associate Professor, Department of Commerce Finance, NGP College of Arts and Science, Coimbatore on 11-04-2024





**52. EXPOSURE VISIT TO INCUBATION CENTRE - Mar Ephraem College of Engineering and Technology (MECET) located at Marthandam, Tamil Nadu on 24-04-2024**





## INSIGHT ZONE

### VINEETA SINGH AND "SUGAR" COSMETICS

Entrepreneurship is the ability and readiness to develop, organize, and run a business. Entrepreneurship is the basic fundamental factor of a successful business. Every business we see today was once a start-up.

In a developing country like India, there are lots of entrepreneurs who are expressing their spark to raise a business. There are successes and failures in this field. But they become successful when they maintain a balance between their outcome and response.

Beauty and skincare products are very popular nowadays. Vineeta Singh along with her husband Kaushik Mukherjee launched "SUGAR" Cosmetics in the year 2015. The company sells cosmetics and personal care products. The journey of SUGAR Cosmetics began with Vineeta Singh's brave step. She declined a very lucrative job offer to start her entrepreneurial journey. Her first start-up "QUETZAL" did not get attention from her customers. Her entrepreneurial spirit kept pushing her onward. Then Vineeta Singh founded "SUGAR" which was her third start-up. Singh has received many awards which inspires youngsters to share their ideas.

Under her leadership, the start-up clocked a 60% growth in sales during the pandemic. Her insightful feedback and empathetic approach to winning as a champion of innovative ideas resonated with audiences nationwide. She emerged as a role model for everyone in the tight market and even inspired women and proved that ambition and perseverance can lead to success.

**Akshara Panchami**  
**I B. A English**





## YOUNG INDIAN ENTREPRENEURS

### 1. Divya Gandotra Tandon-Director of Scoops Beats Pvt. Ltd.

Divya is a 20-year-old highly accomplished and driven young entrepreneur. She has made waves across multiple industries as the Director of Scoop Beats Pvt Ltd. The company that she started is a media powerhouse that offers a diverse suite of services, such as event coordination, public relations, social media management, etc. Tandon is at the forefront of innovation. With a keen eye for spotting talent, she has become an exemplar for aspiring women entrepreneurs in India and around the world everywhere.

### 2. Bhavish Aggarwal- Founder of Ola.

Bhavish Aggarwal is a co-founder of Ola, one of India's biggest ride-hailing startups. At first, he began his journey as a taxi aggregator in Mumbai in the year 2010. Ola has developed gradually from riding taxis to cabs and even bike-hailing services. It is now present in more than 250 cities across India, Australia, New Zealand, and the UK. Ola has become one of India's most well-known and dependable ride-hailing services. His journey is a testament to what can be achieved with perseverance and an unwavering commitment to excellence.

### 3. Shravan and Sanjay Kumaran - Gaming apps

Shravan and Sanjay Kumararan are successful young, Indian entrepreneurs. They have developed a free gaming application named Catch Me Cop, which is available in the Apple Store. At just 10 years of age, they are young entrepreneurs who began Go Dimensions when they were 10 and 12 years old. This start-up has been developed by them as they had a keen interest in coding. They have successfully developed 11 gaming applications up to date, out of which 7 are available on the Apple Store and 3 are in Google Play Store. These applications have over 36,000 downloads in over 60 countries and are increasing day by day. Successfully, these brothers have launched many apps, and they are even the owners of a company called Go Dimensions. Shravan and Sanjay Kumaran are not only two of the youngest CEOs in India, but they have also given presentations at IIM Bangalore and the TedX conference.

**Shalaba. U. H**  
**I B. A English**





## WHAT MAKES A SUCCESSFUL ENTREPRENEUR?

All over the globe, the dream of a growing number of people is to own and operate their own business. The study conducted by the Global Entrepreneur Motor Monitor found that, in the USA, 11.3% of the adult population, roughly, one in nine people is working to start a business. The surge in Entrepreneurial activity is found in all countries and India is no exception.

The entrepreneurial spirit is the most significant one in recent business history. The new entrepreneurs are reshaping the business environment. Their business has introduced innovative products and services, created new jobs, and opened new markets. The rate of entrepreneurial activity determines the growth of a nation.

The word 'entrepreneur' is derived from the French word 'Entreprendre' meaning to undertake. Richard Cantillon, an Irish man living in France was the first economist who introduced the term 'entrepreneur' referring to the risk-taking function of establishing a new venture.

Anybody can become an entrepreneur provided he has a certain set of behavioral traits and mental aptitude. His success depends more on hard work than good luck. He must be a DOER and not a DREAMER. The success of an entrepreneur largely depends on his intelligence, imagination, capacity to innovate, and his ability to turn vision into reality. He doesn't need to possess a Professor's intelligence, a Prophet's foreseeing capacity, a Salesman's persuasiveness, a Banker's financial talent, a Politician's power, a Film star's magnetic personality and so on. The only capacity, very essential to become an entrepreneur is the willingness to work hard. A successful entrepreneur is willing to work hard from the very beginning of his enterprise.

Having a great idea is just the first step. It needs to be combined with brilliant execution to make it a successful business venture. Most successful entrepreneurs are not those who have a brilliant idea, but those who execute their idea better. When launching a business, reconcile yourself to the fact that you cannot be everything to everybody. Take a personal inventory, and analyze your strengths and weaknesses. Building a successful business requires 7-10 years of non-stop effort. If you enjoy what you are doing and have the passion to drive it, the odds of success go up dramatically. In addition, you will encounter a thousand people who will tell you why your idea can't succeed. You have to maintain an exceptional commitment to the concept and a positive outlook.





Understand the market for your product or service. Learn about the industry, traits and buying habits of potential customers, any potential Government regulations, and strengths and weaknesses of the competition. It will give you a good idea of how to position your product/service.

Innovation holds the key to continued success. The focus of an entrepreneur needs to move to innovation, including process innovation, including process innovation, product innovation, management innovation, and business model innovation. This will help the business stay ahead of the competition and win in the market. The survival and success rate of small businesses is relatively poor. This emphasizes the need to gain insight into what makes a successful entrepreneur.

### **Know Your Business in Depth**

Before you set an industry, read everything that relates to that industry –trade journals, periodicals, books, and research reports and learn what it takes to succeed in it. Personal contact with customers, trade associations, and others in the same industry is another way to gain knowledge. Join trade associations and visit tradeshows to get valuable information and make contacts before starting the business.

### **Develop a Sound Business Plan**

Developing a sound business is a crucial element for business success. A good plan provides the right direction.

### **Understanding of Basic Financial Statements**

Launching a successful business requires all entrepreneurs to have a basic understanding of accounting and finance. Financial statements are reliable indicators of a firm's health. Analysis and interpretation of financial statements help to understand the potential problems such as dealing with sales, falling profits, rising debts, etc, which require immediate attention of the entrepreneur.





## **Learn to manage people**

Every business depends on a foundation of well-trained and motivated employees. Hiring and retaining quality employees is not an easy task. Entrepreneurs must learn to attract the right people and manage them effectively.

## **Passion for Business**

The success of the business depends on the constant presence and attention of the entrepreneur. This needs physical and mental health. The entrepreneur must monitor his health closely.

Time is the most valuable asset. An entrepreneur must learn to manage time effectively. All these are possible only when he has a passion for his business.

**Dr. Prasannakumari. J**  
**Associate Professor of Economics**  
**& Vice-President of IIC**





# ENTREPRENEURSHIP: THE DRIVING FORCE OF INNOVATION AND GROWTH

Entrepreneurship is the spark that ignites the flame of innovation, propelling individuals, businesses, and economies forward. It is the catalyst for change, transforming ideas into reality and creating value where none existed before. At its core, entrepreneurship is about embracing uncertainty, taking calculated risks, and pushing the boundaries of what is possible.

Entrepreneurs are a unique breed, driven by a passion for innovation, a willingness to challenge the status quo, and an unwavering commitment to their vision. They are problem-solvers, leaders, and pioneers, always seeking new opportunities and ways to improve. This mindset is the foundation upon which successful entrepreneurs build their businesses and achieve greatness.

## Key Characteristics of Entrepreneurs

- Visionary thinking
- Risk tolerance
- Resilience and adaptability
- Strong work ethic and determination
- Ability to innovate and pivot
- Effective communication and leadership skills

## The Benefits of Entrepreneurship

- Job creation and economic growth
- Innovation and progress
- Increased competition and choice
- Improved standards of living
- Personal fulfillment and autonomy

## Challenges Faced by Entrepreneurs

- Access to funding and resources
- Market uncertainty and competition
- Regulatory and bureaucratic hurdles
- Managing risk and failure
- Maintaining work-life balance

Entrepreneurship is the lifeblood of modern economies, driving innovation, growth, and progress. It is a journey marked by challenges and uncertainties, but also by incredible rewards and opportunities. As we continue to navigate the complexities of the 21st century, entrepreneurship will play an increasingly important role in shaping our future.

**Santhiya.M**  
**III B.Sc Zoology**





## SUCCESS STORY OF TATA GROUP

The Tata Group is one of India's oldest and most respected business conglomerates, with a history spanning over 150 years. Here's a brief success story:

- **Humble Beginnings:** Jamsetji Tata founded the company in 1868 as a trading firm, with a vision to create a business that would outlast him.
- **Diversification:** Tata expanded into textiles, steel, and hospitality, with iconic brands like Tata Steel, Tata Motors, and Taj Hotels.
- **Innovation:** Tata pioneered several innovations, including India's first hydroelectric power plant, first steel plant, and first indigenous car, the Tata Indica.
- **Global Expansion:** Tata acquired international brands like Jaguar Land Rover, Tetley Tea, and Corus Steel, becoming a global player.
- **Philanthropy:** The Tata Group is known for its philanthropic efforts, with significant contributions to education, healthcare, and social welfare.
- **Leadership:** Strong leadership has been a hallmark of the Tata Group, with notable leaders like J.R.D. Tata and Ratan Tata.
- **Values:** The company's values of integrity, excellence, and sustainability have remained constant, guiding its growth and success.

Today, the Tata Group is a \$100 billion conglomerate, with a presence in over 100 countries and a reputation for trust, quality,

**Varshini. C.S**  
**II B.Com**





## POEM ON ENTREPRENEURSHIP

A spark within, a dream takes flight  
A vision born, of innovation bright  
With passion pure, and heart aflame  
The entrepreneur sets out to make their claim

Through trials and tests, they pave their way  
With resilience, they face each day  
Their spirit unbroken, they rise above  
And turn each failure into a labor of love

With risk and doubt, they dance and play  
And turn the unknown into a brighter day  
Their creativity flows like a river wide  
As they bring their ideas to life with pride

With every step, with every fall  
They learn and grow, and stand tall  
Their entrepreneurial spirit shines so bright  
A beacon of hope, in the dark of night

So let us celebrate, these brave and bold  
Who bring their dreams to life, with a story to be told  
For they are the ones, who make a difference true  
And bring innovation, to me and you.

**Ms.Devika.S.S**  
**III B.A English**





## POEM ON MOTIVATION FOR ENTREPRENEURS

When doubts creep in and fears arise  
And darkness falls, with weary eyes  
Remember why you started the quest  
And let your passion be your guiding light, and best

Don't let the naysayers bring you down  
Or make you believe you're wearing a frown  
You have a dream, a vision to share  
And the courage to take the first step, to dare

You are the master of your fate  
The captain of your ship, the author of your state  
Don't let the winds of doubt blow you astray  
Stay focused, stay strong, come what may

You have within you, a fire that burns  
A drive that pushes, a heart that yearns  
To succeed, to grow, to make a mark  
To leave a legacy, a shining spark

So don't give up, don't lose your way  
Keep pushing forward, come what may  
Every setback is a chance to learn  
And every failure is a step closer to your turn

You are an entrepreneur, a pioneer, a leader  
A trailblazer, a game-changer, a believer  
In yourself, in your dreams, in you might  
So go out there, and make it happen, shine so bright!

**S.VarshaBhagirathi**  
**III B.Com**





## BOOK REVIEW OF "THE LEAN STARTUP" BY ERIC RIES

"The Lean Start-up" by Eric Ries is a must-read for entrepreneurs, innovators, and anyone looking to build a successful start-up. This book provides a comprehensive guide to building and launching a successful start-up, using the Lean Start-up methodology.

Ries argues that traditional business planning approaches are often flawed and that start-ups need to be adaptable and agile to succeed. He introduces the concept of the "build-measure-learn" loop, where start-ups build a minimum viable product, measure its success, and learn from the results.

The book is filled with practical advice, real-world examples, and actionable tips. Ries covers topics such as:

- Defining and measuring progress
- Building and testing prototypes
- Understanding customer needs
- Creating a sustainable business model
- Scaling and growing a start-up

One of the key takeaways from the book is the importance of experimentation and iteration. Ries emphasizes that start-ups should be willing to pivot and adjust their approach based on customer feedback and market conditions. Overall, "The Lean Start-up" is a game-changing guide for entrepreneurs. It provides a clear and actionable roadmap for building a successful start-up and is essential reading for anyone looking to innovate and disrupt the status quo.

Recommendation:

- Must-read for entrepreneurs, start-ups, and innovators
- Useful for anyone looking to build a successful business
- Practical advice and real-world examples make it a valuable resource
- A game-changing guide that can help you build a successful start-up.

**Dr.R.Radha**  
**Start-Up Co-ordinator,IIC**





## INSPIRING STORY FOR ASPIRING ENTREPRENEURS

In a world where beauty and technology intertwine, one woman's vision has transformed the landscape of beauty retail in India. Falguni Nayar, a former investment banker, took a leap of faith in 2012 to launch "Nykaa", an e-commerce platform dedicated to beauty and personal care. What began as a bold experiment has grown into a multimillion-dollar empire, redefining the confidence of many Indians. Nayar has revolutionized the beauty industry and empowered millions in the process.

In the busy e-commerce industry, Nykaa has carved a niche for itself. Nayar's vision was simple but ambitious. Her vision was to create a one-stop-shop for beauty products, that cater to the diverse needs of consumers.

Falguni Nayar's journey from the corporate world to entrepreneurship is inspiring. Before starting Nykaa, Nayar had a distinguished career at Kotak Mahindra. She noticed that while Indian consumers had a growing appetite for international beauty brands, there was no reliable platform offering a wide range of authentic products. She was driven by a desire to fill this gap in the market. Nayar's strategic approach and deep understanding of market dynamics have been instrumental in Nykaa's success. She used her experience in the finance sector to build a robust business model. Under her leadership, Nykaa has not only expanded its product offerings but also established multiple retail stores across India.

Today, Nykaa has over 2,500 brands and more than 200,000 products, catering to a wide array of customer preferences. One of the key factors behind Nykaa's success is its ability to adapt to changing market trends. Recognizing the potential of content-driven commerce, Nykaa launched the Nykaa Network, a community platform where beauty enthusiasts can share tips, reviews, and experiences. Additionally, Nykaa's YouTube channel and blog provide tutorials, product reviews, and expert advice. In 2015, Nykaa established its first offline retail store in Delhi. Today Nykaa operates over 80 stores that cater to different segments of the market. Nykaa has also diversified its business by launching its private label brands, such as Nykaa Cosmetics and Nykaa Naturals.





Falguni Nayar's leadership has been pivotal in steering Nykaa through various phases of growth and transformation. Foreseeing future market trends, Nykaa aims to explore new categories like fashion and lifestyle and also plans to invest in technology and data analytics to enhance customers' experiences.

As Nykaa continues to flourish, its journey is an inspiration for aspiring entrepreneurs and Nayar's story is a testament to the power of resilience, innovation, and vision.

**Aparna Gopan**  
I B. A English





## AN INCREDIBLE JOURNEY OF A STEEL WOMAN FROM TIRUNELVELI STREETS TO GLOBAL ENTREPRENEURSHIP

Maria Subi Rajan established BrandFox in 2023 to assist sellers in thriving in online marketplaces. These days, BrandFox is more than simply a company; it is a legacy left by Maria. BrandFox is bringing in six figures a month with a virtual staff of seven people and clients from six different countries. Maria's trip has shown her that, if you are willing to take advantage of them, opportunities are present everywhere. She likes to pursue the less-traveled routes in her role as a corporate leader.

From Tirunelveli streets to global entrepreneurship, her story is a testament to the power of perseverance and the belief that no dream is too big to chase. In the heart of the tier 2 city, Tirunelveli, Tamil Nadu, Maria grew up with lots of hardship, she had a challenging childhood. Every morning, she, along with her father, engaged in the laborious task of plucking jasmine and ficus flowers from the garden. The purpose behind this early routine was to sell these flowers at the market before the break of dawn. Life in Tirunelveli, with its simple yet demanding start to the day, reflects the struggles and hard work that shaped the upbringing. While her friends played and enjoyed on the field, Maria was on street corners selling vegetables, at the same time completing her school assignments amidst the hustle.

Her educational journey has transformed her from a vegetable seller on the street to a Digital Entrepreneur. Though she studied in a school where the medium of instruction was Tamil, she worked on her communication skills and made herself better or equivalent to her convent-educated peers. Her family's daily lunch menu often featured leftovers from the previous day, serving as a reminder of modesty.

While overcoming the difficulties of the ninth grade, in 2011 after completing schooling at Sacred Heart Higher Secondary School at Panagudi, Tirunelveli District, Tamil Nadu, she worked in a homemade snack business and got Rs. 100 per day. Night after night, returning from work, she harbored a clear purpose. Her odd jobs were just for survival; they would never grant her family financial freedom.





She was acutely aware that her education was the key to lifting her family out of poverty. In her eyes, it was the pathway to securing a better future and breaking free from the constraints of economic hardship, by becoming an Engineer.

Her hard work landed her at Jayamatha Engineering College, Aralvaimozhi, Kanyakumari District, Tamil Nadu, studying B.Tech in Information Technology. Wherever she was she had one thing in mind i.e. how to help her family financially, hence after class, she joined CSC Institute as a Java trainer and earned Rs. 5000 per month. She wanted to make it big, hence after engineering, she moved to Chennai with a big dream to get a high-paying job. In Chennai, the competition was very high in the field of IT and people from across India land in Chennai to secure high-paying jobs and the average tenure to secure IT jobs in Chennai was 5 to 8 months during that time. To survive in the expensive city she needs to earn money for living. Her untrained unique selling skills helped her to get a sales job within a month to earn her living in Chennai and the reality was she worked gruelling hours for minimal pay.

She is a steel woman who never gives up, to supplement her income she started content writing along with her sales job. From her first content writing project she earned Rs.120, it was a small victory that fueled her ambition. She worked in more than 7 startups as a Sales Manager and generated leads from more than 20 countries across the globe. Like every other woman in India, even Maria had personal challenges after marriage and post-pregnancy health issues, but still, she stood tall because of the support she got from her family. Today Maria Subi Rajan is a globally recognized name in the e-commerce space, she has also received the "Top E-Commerce Voice" title from LinkedIn.



Maria Subi Rajan

**- Dr. Smitha Nair**  
**IIC President,**  
**Associate Professor of Chemistry**

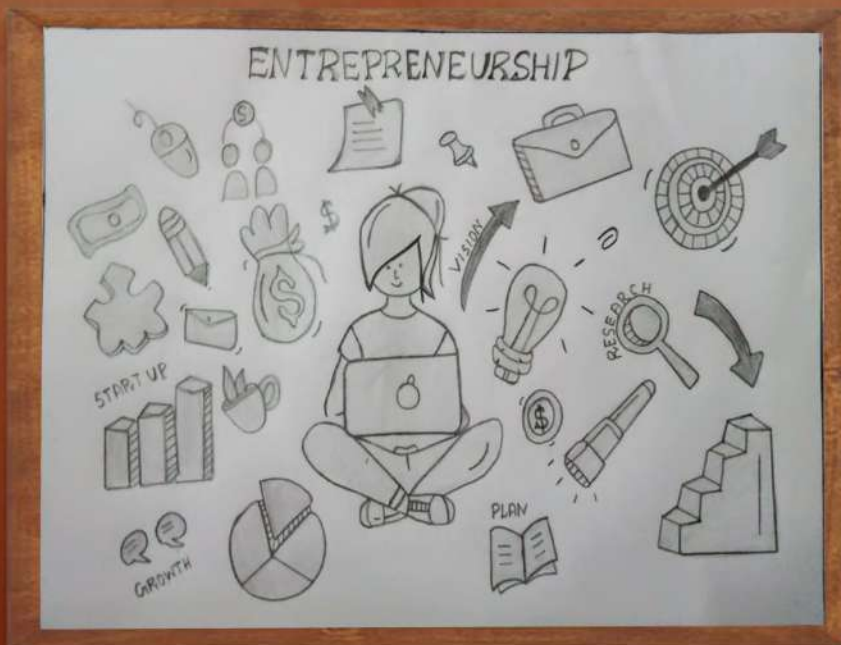




# ART CORNER



Athulya Devi.B.A  
III B.Sc Zoology



Jebisha .R  
III B.Sc Zoology









**Sukithra.R**  
**II B.Sc Zoology**



## CONTACT US



[iicsreeayyappacollege2019@gmail.com](mailto:iicsreeayyappacollege2019@gmail.com)



<https://www.facebook.com/iicsreeayyappacollege.iic.5>



<https://twitter.com/licSree?t=NxpVU-sVgZcLMoBplDDHfg&s=08>