

## IIC Activities 2024-25 ( June 2024 to January 2025)

### 1. Session on Entrepreneurship opportunities in Mushroom Production and its by-products

**Date:** 09-07-2024

**Resource Person:** Dr.S.Prakash, Principal Scientist, Finura AgroTech LLP, Thoivalai, Kanyakumari

**Objective of the programme:** The session was aimed at exploring the potential of mushroom farming as a lucrative business venture and the various ways in which the by-products of mushroom cultivation can be utilized for additional revenue streams.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a session on Entrepreneurship opportunities in Mushroom Production and its by-products on 9-7-2024. Dr.S.Prakash, Principal Scientist, Finura AgroTech LLP, Thoivalai, Kanyakumari was the resource person. The session began with an introduction to mushroom cultivation, highlighting its benefits, including low start-up costs, high profitability, and the growing consumer demand for healthy, organic foods. The speaker discussed various types of mushrooms that are popular in cultivation, such as button mushrooms, oyster mushrooms, and shiitake mushrooms, emphasizing their market demand and culinary uses. The importance of acquiring technical knowledge and expertise in mushroom cultivation was emphasized. The speaker suggested training programs and workshops for aspiring entrepreneurs. The talk concluded with a positive outlook on the future of mushroom farming as a profitable and sustainable business venture. The speaker encouraged participants to explore the various opportunities in mushroom production and its by-products, highlighting the potential for innovation and value addition. The

session provided valuable insights and practical advice for aspiring entrepreneurs interested in entering the mushroom farming industry.



**SREE AYYAPPA COLLEGE FOR WOMEN  
CHUNKANKADAI**  
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**Internal Quality Assurance cell**  
&  
**Institution's Innovation Council**  
ORGANISE  
session on

**ENTREPRENEURSHIP OPPORTUNITIES  
IN MUSHROOM PRODUCTION AND ITS  
BY-PRODUCTS**

**Date: 09/07/2024**  
**Time: 2.30 pm**  
**Venue: Seminar Hall**



**PRINCIPAL**  
Dr. V R Anjana

**CONVENOR**  
Dr. Smitha Nair,  
President, IIC

**ORGANISING SECRETARIES**  
Dr. Radha R  
Dr. Rakhi B S

**ORGANISING COMMITTEE**  
Members, IIC & IQAC

**RESOURCE PERSON**  
**DR. S PRAKASH**  
**PRINCIPAL SCIENTIST**  
**FINURA AGRO TECH LLP**  
**11/8J LOYOLA COLLEGE ROAD,**  
**THOVALAI, KANYAKUMARI**  
**DISTRICT**



## 2. Workshop on Prototype/Process Design and Development

**Date:** 13-07-2024

**Resource Person:** Mr.Rohith K Anand, Assistant Professor, CIPET:IPT-Kochi, Govt of India

**Objective of the programme:** The workshop was aimed at providing participants with hands-on experience and theoretical knowledge in the fields of prototype creation and process design. The primary objectives of the workshop were to educate participants on the fundamentals of prototype design and development and to discuss the latest trends and technologies in process design.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a session on Workshop on Prototype/Process Design and Development on 13-7-2024. Mr. Rohith K Anand, Assistant Professor, CIPET:IPT-Kochi, Govt of India was the resource person. The workshop was structured into several sessions, each focusing on different aspects of prototype and process design. The workshop covered topics such as Key principles of process design, methodologies such as Lean, Six Sigma, and Agile, and the importance of process optimization in manufacturing and service industries. Real-world examples of successful prototype and process design, lessons learned from industry leaders, and innovative applications of prototyping and process design in various sectors were discussed. The Workshop on Prototype/Process Design and Development was a resounding success, meeting its objectives and providing significant value to the participants. The event highlighted the importance of continuous learning and adaptation in the fields of design and development.





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**INTERNAL QUALITY ASSURANCE CELL**

**INSTITUTION INNOVATION COUNCIL**

**PRESENTS**

**WORKSHOP ON**

**PROTOTYPE/ PROCESS DESIGN AND DEVELOPMENT**

*Resource Person*

**ROHITH K ANAND**

**ASSISTANT PROFESSOR, CIPET: IPT – KOCHI  
INSTITUTE OF PETROCHEMICALS TECHNOLOGY (IPT)  
DEPARTMENT OF CHEMICALS AND PETROCHEMICALS  
MINISTRY OF CHEMICALS & FERTILIZERS  
GOVERNMENT OF INDIA.**



**13/07/2024  
SATURDAY**

**07:00PM**

**GOOGLE MEET  
REGISTRATION LINK**

**PRINCIPAL  
DR.V.R.ANJANA**

**ORGANIZING COMMITTEE  
IQAC&IC**

Rohith K Anand (Presenting)

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**02 Define**

Putting together all of the information gathered from emphasizing.

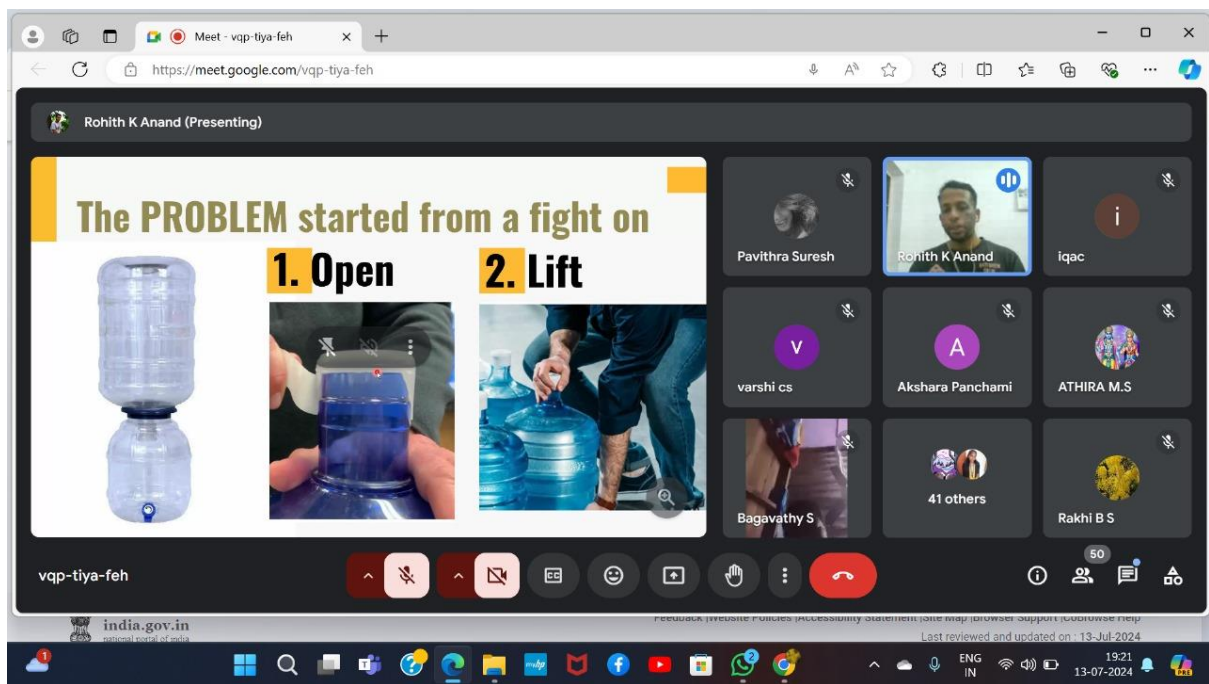
**Define the problem statement**

The problem statement should have answers for the following questions.

- 1) What is the problem?
- 2) Who has the problem?
- 3) Where is the problem?
- 4) Why does it matter?

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Mini A, Rohith K Anand, iqac, varshi cs, Sahayaabisha Abi, ANJANASREE K S, 40 others, Rakhi B S



### 3. Celebration activity – Celebrating World Technology Day

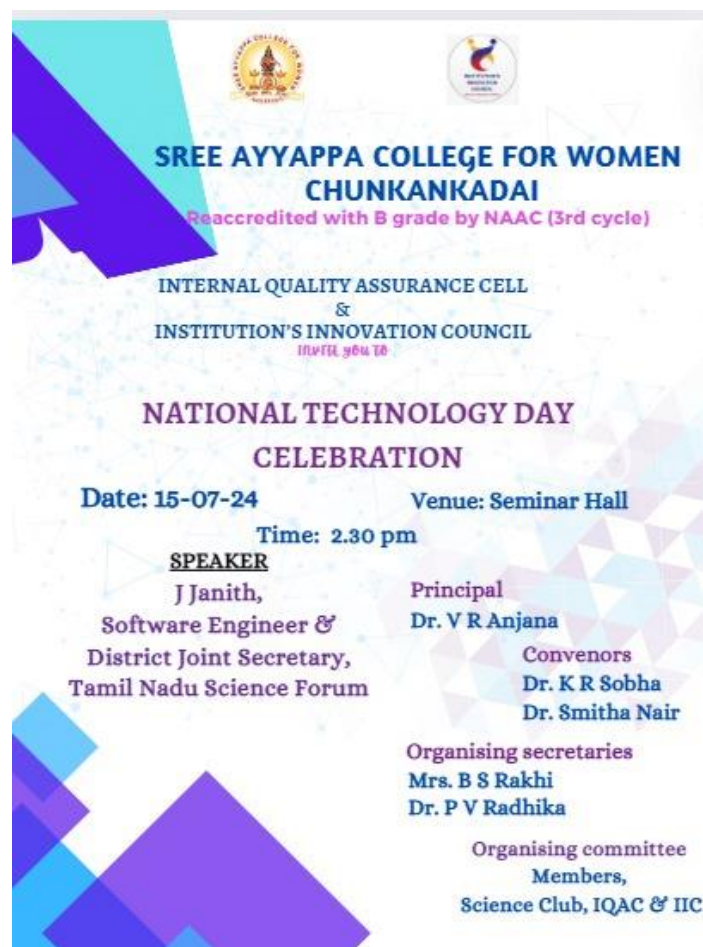
**Date:** 15/07/24

**Resource Person:** J Janith

**Objective of the programme:** The objective of the session was to raise awareness about the importance of technology in modern life, to inspire students to pursue careers in technology and innovation and to showcase the impact of technology on society and the environment.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women in collaboration with IQAC and Science Club organised a Celebration activity – Celebrating World Technology Day on 15 July 2024 and J Janith Software Engineer was the resource person. The talk session celebrated World Technology Day by exploring the latest advancements and innovations in technology. The speaker discussed the impact of technology on various aspects of life, including education, healthcare, and the environment. The session also highlighted the importance of responsible technology use and the need for

ethical considerations in technological advancements. The resource person pointed out that Technology has the power to transform lives and shape the future Emerging technologies like AI, blockchain, and renewable energy are changing the world and it is essential to consider the ethical implications of technological advancements. The talk session was a huge success, inspiring participants to embrace technology and innovation. The celebration of World Technology Day served as a reminder of the significance of technology in modern life and its potential to create a better future.



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INTERNAL QUALITY ASSURANCE CELL  
&  
INSTITUTION'S INNOVATION COUNCIL  
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**NATIONAL TECHNOLOGY DAY  
CELEBRATION**

**Date:** 15-07-24      **Venue:** Seminar Hall  
**Time:** 2.30 pm

**SPEAKER**  
J Janith,  
Software Engineer &  
District Joint Secretary,  
Tamil Nadu Science Forum

**Principal**  
Dr. V R Anjana

**Convenors**  
Dr. K R Sobha  
Dr. Smitha Nair

**Organising secretaries**  
Mrs. B S Rakhi  
Dr. P V Radhika

Organising committee  
Members,  
Science Club, IQAC & IIC



#### **4. Celebration activity – World Environment Day - Session on Extinct Flora and fauna of the Blue Planet**

**Date:** 18-07-2024

**Resource Person:** Dr. Beena Lawrence, Associate Professor, Department of Botany, Women's Christian College, Nagercoil.

**Objective of the programme:** The event aimed at raising awareness about the critical issue of biodiversity loss and its implications for our planet. The main objectives of the session were to highlight the causes and consequences of species extinction, to educate participants about specific extinct species and their roles in ecosystems and to inspire action and foster a sense of responsibility towards environmental conservation.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women in collaboration with IQAC and Science Club organised a Celebration activity – World Environment Day-Session on Extinct Flora and fauna of the Blue Planet session on Workshop on 18-07-2024. Dr. Beena Lawrence, Associate Professor, Department of Botany, Women's Christian College, Nagercoil was the resource person. The resource person highlighted



the concept of biodiversity, its significance for ecosystem stability, and a historical overview of extinction events. She discussed about the case studies of extinct species, highlighting both flora and fauna and displayed the images and videos of extinct species, illustrations of their habitats, and explanations of their ecological importance. The session covered topics such as exploration of the natural and human-induced causes of extinction, including habitat destruction, climate change, pollution, overexploitation, and invasive species. The discussion on ongoing conservation projects, success stories of species recovery, and future strategies for preventing further extinctions were emphasised. The participants gained a deeper understanding of how the loss of species affects ecosystems and human well-being. The session underscored the need for robust conservation efforts and sustainable practices to protect remaining biodiversity. The session on “Extinct Flora and Fauna of the Blue Planet” was a significant part of the World Environment Day Celebration, successfully raising awareness about the critical issue of species extinction. The event fostered a sense of urgency and responsibility among participants to contribute to biodiversity conservation efforts.

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**SCIENCE CLUB,  
INTERNAL QUALITY ASSURANCE CELL  
&  
INSTITUTION'S INNOVATION COUNCIL**  
invite you to  
**WORLD ENVIRONMENT DAY CELEBRATION**  
Session on  
**“EXTINCT FLORA AND FAUNA OF THE  
BLUE PLANET”**

**Date: 18/07/2024**  
**Time: 2.30 pm**  
**Venue: Seminar Hall**

Principal  
Dr. V R Anjana

Convenors  
Dr. Smitha Nair  
Dr. K R Sobha

Organising Secretaries  
Dr. B S Rakhi  
Dr. P V Radhika

Organising Committee  
Members,  
Science Club, IQAC & IIC

**Resource Person**  
Dr. Beena Lawrence  
Associate Professor & Research Guide  
Department of Botany  
Women's Christian College, Nagercoil



## 5. World IP day Celebration - Workshop on Patent, Copyright and Trademark for Legal Protection

**Date:** 23-7-2024

**Resource Person:** Dr.Subathra Chelladurai, Assistant Professor of Commerce, Pioneer Kumaraswamy College, Nagercoil.

**Objective of the programme:** The session was aimed to provide insights into the mechanisms of intellectual property (IP) law, focusing on how patents, copyrights, and trademarks can be leveraged for legal protection. The seminar was attended by professionals, students, and legal practitioners interested in IP law.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a Workshop on Patent, Copyright and Trademark for Legal Protection on 23-7-2024. Dr.Subathra Chelladurai, Assistant Professor of Commerce, Pioneer Kumaraswamy College, Nagercoil was the resource person. The resource person provided an overview of intellectual property, its types, and its importance in fostering innovation and creativity. She emphasized the economic and social benefits of protecting IP rights. She explained what patents are, the criteria for patentability, and the application process. He discussed the significance of patents in protecting inventions and the steps involved in filing a patent application. She also covered the scope of copyright protection, including the types of works that can be copyrighted. She discussed the duration of copyright, rights of the copyright holder, and measures for enforcement against infringement. The resource person clearly explained the importance of trademarks in branding and marketing. She detailed the process of trademark registration, the benefits of having a registered trademark, and strategies for protecting trademarks from infringement. The workshop was successful in achieving its objectives, providing attendees with valuable knowledge and practical advice on protecting intellectual property through patents, copyrights, and trademarks. The interactive sessions and real-life examples helped in understanding the complexities of IP law and its application in various fields.





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**INTERNAL QUALITY ASSURANCE CELL  
&  
INSTITUTION'S INNOVATION COUNCIL**

*invites you to join*

**WORKSHOP ON  
PATENT, COPYRIGHT AND TRADEMARK FOR  
LEGAL PROTECTION**



**RESOURCE PERSON**

**Dr. Subathra Chelladurai, M.Com., M.Phil., PGDHRM,  
M.A(Soc.), M.Sc (Psy.), NET, Ph.D.  
Assistant Professor of Commerce & Research Supervisor  
Pioneer Kumaraswamy College, Nagercoil**



**23/07/2024**



**2:30 PM**



**SEMINAR HALL**

**PRINCIPAL**

**Dr. V.R. ANJANA**

**CONVENOR**

**Dr. SMITHA NAIR  
PRESIDENT, IIC**

**ORGANISING SECRETARY**

**Dr. T.S. ARCHANA  
IPR CO-ORDINATOR**

**ORGANISING COMMITTEE**

**MEMBERS, IIC & IQAC**



**Nagercoil, Tamil Nadu, India  
692M+9V6, Chunkankadai, Nagercoil, Tamil Nadu 629003, India  
Lat 8.200334° Long 77.385271°  
GMT +05:30**

Google

GPS Map Camera





## 6. Session on Lean Start up and Minimum Viable Product/Business


**Date:** 24-7-2024

**Resource Person:** Mr. Christ Jose, Chief Innovation Officer, Founder and Managing Director, R-shell info services/ Triviatech Learning Solutions, Nagercoil

**Objective of the programme:** The session was aimed to provide entrepreneurs, startup founders, and business enthusiasts with insights into the lean startup methodology and the concept of MVP.


**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a Session on Lean Start up and Minimum Viable Product/Business on 24-7-2024. Mr.Christ Jose, Chief Innovation Officer, Founder and Managing Director, R-shell info services/ Triviatech Learning Solutions, Nagercoil was the resource person. The resource person provided an

overview of the lean startup methodology, emphasizing the importance of validated learning, iterative product development, and customer feedback. He explained how lean startups reduce waste and increase efficiency. He discussed the concept of the Minimum Viable Product, highlighting its role in the product development process. He explained the steps involved in creating an MVP, testing it with early adopters, and using feedback to refine the product. He also presented case studies of startups that successfully implemented lean startup principles. He detailed how these companies used MVPs to test hypotheses, learn from customer feedback, and scale their businesses effectively and provided insights into what investors look for in startups adopting the lean methodology. The seminar effectively met its objectives, providing attendees with a thorough understanding of the lean startup methodology and the concept of the Minimum Viable Product. The practical insights and real-world examples offered by the speaker equipped participants with the knowledge needed to implement lean practices in their own ventures.



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**Internal Quality Assurance Cell**  
**Institution Innovation Council**

Presents  
**Session on**  
**“Lean Start-up & Minimum Viable Product/Business”**



Resource person  
**MR. CHRIST JOSE ME, MBA, (PH.D)**  
Chief Innovation Officer  
Founder & Managing Director  
R-Shell info services/  
Triviatech Learning Solutions

**24/07/2024**  
Wednesday  
**02:30pm**  
Seminar Hall

**Principal**  
**DR.V.R.ANJANA**

**Organizing Committee**  
**IQAC&IIC**  
Organizing Secretary  
**Mrs.PRASAJA V.P.**  
NISP Coordinator - IIC





## **7. Session on Innovation/Prototype Validation-Converting Innovation into a Start Up or Session on Achieving Value Proposition Fit and Business Fit**

**Date:** 25-7-2024

**Resource Person:** Mr. S. Ajithkumar, Founder and Managing Director, ASK Training Solutions and Master Trainer –Naan Mudhalvan and Trainer-EDII

**Objective of the programme:** The session was aimed to provide insights into fostering innovation and validating prototypes in various industries and to understand the importance of innovation in today's competitive market.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a Session on Innovation/Prototype Validation- Converting Innovation into a Start Up or Session on Achieving Value Proposition Fit and Business Fit on 25-7-2024. Mr. S. Ajithkumar, Founder and Managing Director, ASK Training Solutions and Master Trainer –Naan Mudhalvan and Trainer-EDII was the resource person. The resource person highlighted the significance of innovation in driving business growth and staying competitive. He discussed various types of innovation, including incremental and disruptive innovation, and emphasized the need for a culture that supports creativity and experimentation. He also explained how design thinking can be integrated into the innovation process to enhance prototype validation. He discussed the stages of design thinking, including empathy, definition, ideation, prototyping, and testing, and provided examples of how these stages can be applied in real-world projects. The seminar successfully achieved its objectives, providing attendees with a comprehensive understanding of innovation and prototype validation. The presentations, case studies, and interactive sessions offered practical insights and actionable strategies for fostering innovation and effectively validating prototypes.







**SREE AYYAPPA COLLEGE FOR WOMEN, CHUNKANKADAI,**  
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**Internal Quality Assurance Cell**  
 &  
**Institution's Innovation Council presents**

*Session on*  
**Innovation/Prototype Validation**

**Converting Innovation into a Start-up or Session on Achieving "Value Proposition Fit" & "Business Fit"**

 **25-07-2024 (Thursday)**

 **2:30 pm**

 **Seminar Hall**

*Principal*  
**Dr. V.S. Anjana**



*Resource person*  
**Mr. S. Ajith Kumar**  
 Founder & Managing Director,  
 ASK Training Solutions,  
 Master Trainer - Nassi Murdahan &  
 Trainer - EDII  
 Mentor/ Motivational Speaker/Soft Skills  
 Trainer

*Organising Committee*  
**IQAC & IC**

*Organising Secretary*  
**Mr. Divyashree S. S**  
 Social Media Coordinator IC





## **8. Session on Transformation from IT to Agripreneur-My story-motivational Talk by Successful Entrepreneur**

**Date:** 29-07-2024

**Resource Person:** Mr. K. Ranjithkumar, Founder and CEO, Moringa Promise Wellness

**Objective of the programme:** The session was aimed to share the speaker's journey and insights on transitioning from an IT career to becoming a successful agripreneur.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a Session on Session on Transformation from IT to Agripreneur-My story-motivational Talk by Successful Entrepreneur on 29-7-2024. Mr. K. Ranjithkumar, Founder and CEO, Moringa Promise Wellness was the resource person. The speaker shared their personal journey of transitioning from a successful IT career to becoming a passionate agripreneur. He highlighted the potential for innovation and entrepreneurship in agriculture, the importance of understanding market demand and consumer needs, the role

of technology in enhancing agricultural productivity and efficiency, the need for innovative approaches to address agricultural challenges and the significance of networking and collaboration in the agricultural ecosystem. The speaker's journey was inspiring, and their insights provided valuable lessons for attendees considering a similar transition. He asked the participants to explore opportunities in agriculture and allied sectors, understand market demand and consumer needs and to develop innovative approaches to address agricultural challenges. The key takeaways of the webinar were Identification of opportunities in agriculture and allied sectors, Importance of understanding market demand and consumer needs, Role of technology in enhancing agricultural productivity and efficiency, Need for innovative approaches to address agricultural challenges and significance of networking and collaboration in the agricultural ecosystem. Overall, the talk was inspiring and informative, providing valuable insights and practical advice for attendees considering a career transition to agricultural entrepreneurship.







**SREE AYYAPPA COLLEGE FOR WOMEN CHUNKANKADAI**  
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**INTERNAL QUALITY ASSURANCE CELL (IQAC)**  
**&**  
**INSTITUTION'S INNOVATION COUNCIL (IIC) PRESENTS**

*Session on*  
**Transformation from IT to Agripreneur**

**My story motivational talk**  
**by successful entrepreneur**

 **29.07.2024 (MONDAY)**

 **7PM**



**K RANJITH KUMAR**  
**Founder & CEO 'Moringa Promise Wellness'**

 **REGISTRATION LINK**

*Principal*  
**Dr.V.R.Anjana**


*Organizing Committee*  
**IQAC & IIC**

Meet - zjz-jshz-hwi

meet.google.com/zjz-jshz-hwi

Moringa Promise Wellness (Presenting)

Entrepreneur Journey - Microsoft PowerPoint



Moringa Promise ...  
 Prasanna Kumari J  
 Rakhi B S  
 Mini A  
 UDAYA KUMARI  
 Sobha Vijayakumar  
 Mani  
 Gowri Krishna  
 Jisna Satheesh  
 Susmitha K  
 39 others  
 Divyaree J S

7:22 PM | zjz-jshz-hwi

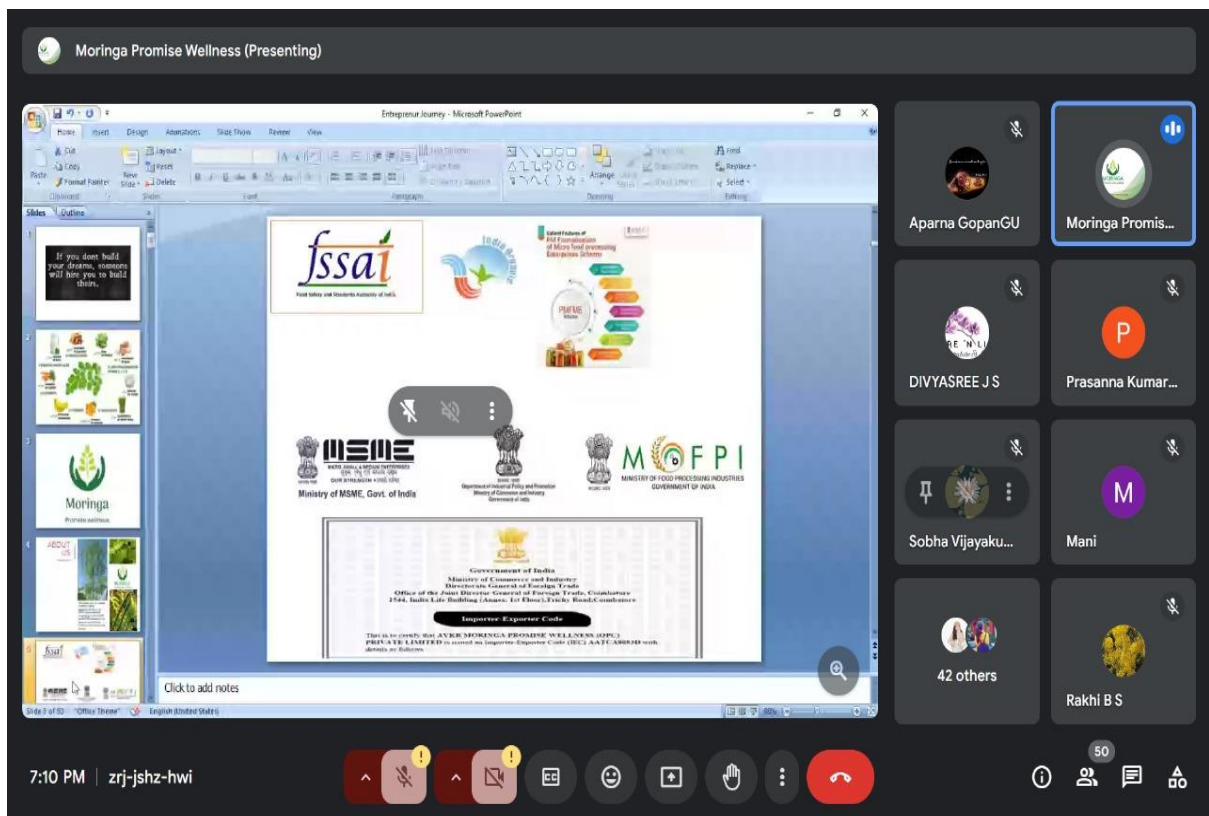
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Medal updates

19:22 29-07-2024





## 9. MIC Driven Activity - Session on Guiding Framework for Creating and Engaging Trained Faculty and Student IIC Members Innovation Ambassadors (IA) in IIC Institutions and Rewarding Mechanisms for IAs

**Date:** 29-07-2024

**Resource Person:** Mr. Dipan Sahu, Assistant Innovation Director, Ministry of Education Innovation Cell, Govt of India.

**Objective of the programme:** The objective of the session was to establish a guiding framework for creating and engaging trained faculty and student IIC members as Innovation Ambassadors (IAs) in IIC institutions and to discuss a rewarding mechanism for IAs.

**Programme Outcome:** MIC Driven Activity –Session on Guiding Framework for Creating and Engaging Trained Faculty and Student IIC Members Innovation Ambassadors (IA) in IIC Institutions and Rewarding Mechanisms for IAs was organised by Ministry of Education Innovation Cell, Govt of India on 29-07-2024. Mr. Dipan Sahu, Assistant Innovation Director, Ministry of Education Innovation Cell, Govt of India was the resource person. Mr. Dipan Sahu urged the IIC Ambassadors to establish a dedicated IA program with clear objectives and outcome and to develop a robust training framework for IAs. He added that this initiative will foster a collaborative environment for IAs to share best practices which will enable the IAs to contribute more and recognize and reward IAs for their contributions and impact. By implementing this guiding framework, IIC institutions can create a robust ecosystem of trained Innovation Ambassadors who can drive innovation and entrepreneurship, ultimately contributing to the institution's growth and success. The students and faculty members of Sree Ayyappa College for Women actively participated the session.





## **10. MIC Driven Activity- Strengthening IIC Linkages with ATLS and SICS in schools and framework for providing mentorship guidance**

**Date:** 31-07-2024

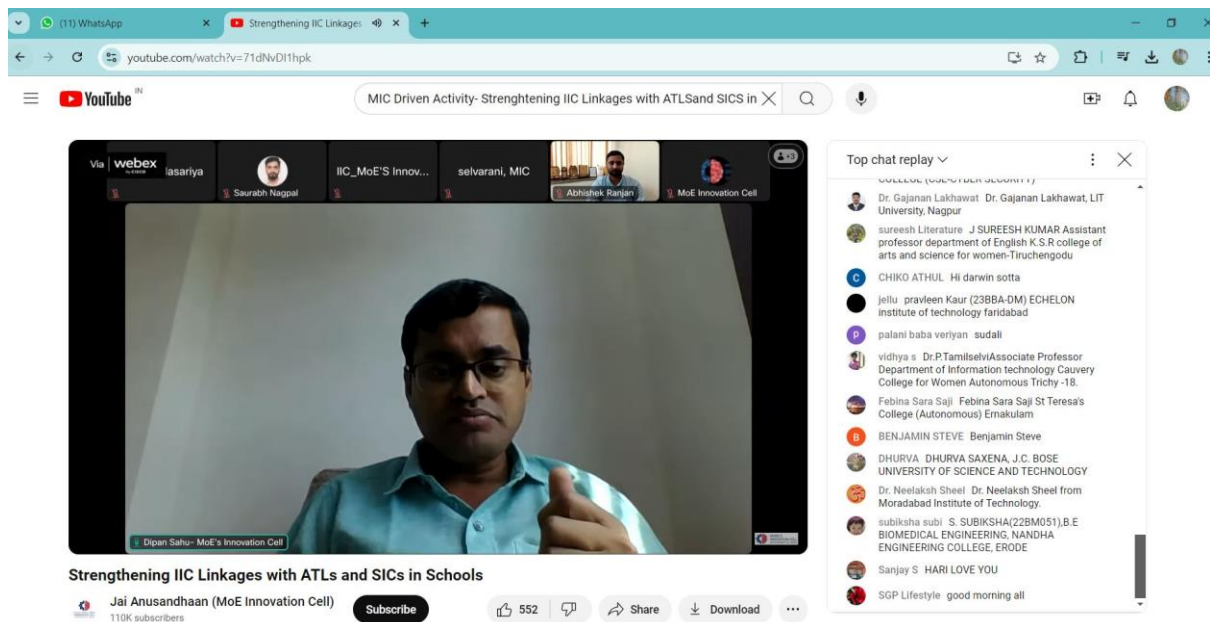
**Resource Person:** Mr. Dipan Sahu, Assistant Innovation Director, Ministry of Education Innovation Cell, Govt of India.

**Objective of the programme:** MIC-driven activities for Quarter IV of IIC 6.0 (2023-2024) aim to strengthen linkages between IIC institutions, ATLS, and SICS in schools, providing a robust framework for mentorship guidance. This initiative focuses on empowering both faculty and student IIC members as Innovation Ambassadors (IAs), fostering a culture of innovation and entrepreneurship across educational institutions.

**Programme Outcome:** MIC Driven Activity – Strengthening IIC Linkages with ATLS and SICS in schools and framework for providing mentorship guidance was organised by Ministry of Education Innovation Cell, Govt of India on 31-07-2024. Mr. Dipan Sahu, Assistant Innovation Director, Ministry



of Education Innovation Cell, Govt of India was the resource person. Mr. Dipan Sahu stressed the importance of fostering a collaborative ecosystem for innovation and entrepreneurship, leverage resources, expertise, and infrastructure across institutions and promote knowledge sharing, idea exchange, and best practices by Innovation Ambassadors. He also added that by strengthening these linkages, IIC institutions, ATLS, and SICs can work together to create a robust innovation ecosystem that supports the development of innovative ideas, products, and services, ultimately driving economic growth and societal impact. The students and faculty members of Sree Ayyappa College for Women actively participated the session.



Strengthening IIC Linkages with ATLSand SICS in

Managing and scheduling activities through IIC Portal

TEST INSTITUTE A (MIC-007)

Orientation Sessions

S.No.	Public Date	Mode of Session	Quarter	Session Details	Co-Ordinator	Action
1	2023-03-17 14:17:50	Offline	Quarter 1	Orientation Session For Female 2023-03-14 @ 10:30 AM A112, Sreeya Mahaling, New Delhi, India 14:17:50		Participation Report by ATLS School
2	2023-03-14 09:24:55	Offline	Quarter 1	Orientation Session For Female 2023-03-14 @ 10:30 AM A112, Sreeya Mahaling, New Delhi, India 09:24:55		Participation Report by ATLS School

Strengthening IIC Linkages with ATLS and SICS in Schools

Jai Anusandhaan (110K subscribers)

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- CSE30 kaviyarasan S karthikeyan sirra na mass da
- Thirutu kutty dai gopal
- Shubham Makkar shubham J C Bose ust
- CSE29 Kavin Adithya SR Dhanoo saar
- singeritheesh japan
- Dhane's education Dr. M Dhanalakshmi, Assistant professor, Department of Biotechnology, RVSCAS
- vijay kumar good morning, Dr G VIJAYAKUMAR, AP/S&H, VCEV
- rajesh banoth hello
- Bureaucrats Academy Gautham Shanmugam, Faculty, Saveetha School of Law, Saveetha Institute of Medical and Technical Sciences.
- harish s Harish S S, Assistant professor, Dept of EEE, St. Joseph's College of Engineering
- kabaddi chola desam dei gopal
- singeritheesh japan
- Professor Vinothkumar G. G. Vinothkumar Assistant Professor Department Of Mechanical Engineering
- praveena Jeevanantham J. Praveena Assistant Professor, Prince shri venkateshwara padmavathi engineering college pommar



## **11. Session on Business Model Canvas**





**Date:** 1-08-2024

**Resource Person:** Dr. Saleel Kumar, Research and Development Consultant

**Objective of the programme:** The objective of the session was to introduce the Business Model Canvas (BMC) tool and its application in designing and innovating business models.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a Session on Business Model Canvas on 1-08-2024. Dr. Saleel Kumar, Research and Development Consultant was the resource person. The speaker introduced the Business Model Canvas, a strategic management template that visualizes and designs business models. The BMC consists of nine building blocks such as customer segments, Value Proposition – Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships and Cost Structure. The speaker demonstrated how to apply the BMC to real-world scenarios, highlighting its benefits in clarifying business models, identifying areas for innovation, enhancing customer focus, streamlining operations and facilitating collaboration and communication. Apply the Business Model Canvas to your business or idea. He asked the participants to conduct workshops and training sessions on the Business Model Canvas, encourage entrepreneurs and innovators to apply the BMC and use the BMC in business planning and strategy development and integrate the BMC into educational programs and curricula. Overall, the talk provided a comprehensive introduction to the Business Model Canvas, empowering attendees to design, innovate, and refine their business models.



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**INTERNAL QUALITY ASSURANCE CELL**  
 &  
**INSTITUTION'S INNOVATION COUNCIL**  
 IN COLLABORATION WITH  
**STELLA MARIS INSTITUTE OF DEVELOPMENTAL STUDIES**

organise  
 SESSION ON  
**BUSINESS MODEL CANVAS**

Date: 01/08/2024  
 Time: 2.30 pm  
 Venue: Seminar Hall

**PRINCIPAL**  
**DR. V R ANJANA**

**CONVENOR**  
**DR. SMITHA NAIR,**  
 PRESIDENT, IIC

**ORGANISING SECRETARIES**  
**MS. ASWINI KESAN**  
**DR. R. S. DIVYA**

**ORGANISING COMMITTEE**  
 MEMBERS, IIC & IQAC

**Dr. Saleel Kumar**  
 Research & Development  
 Consultant



## **12. Session on Building the Pipeline of Quality Innovations and Startups in HEIs with Ecosystem Enablers by Creating and Managing YUKTI Innovation and IPR Repository (YIR)**

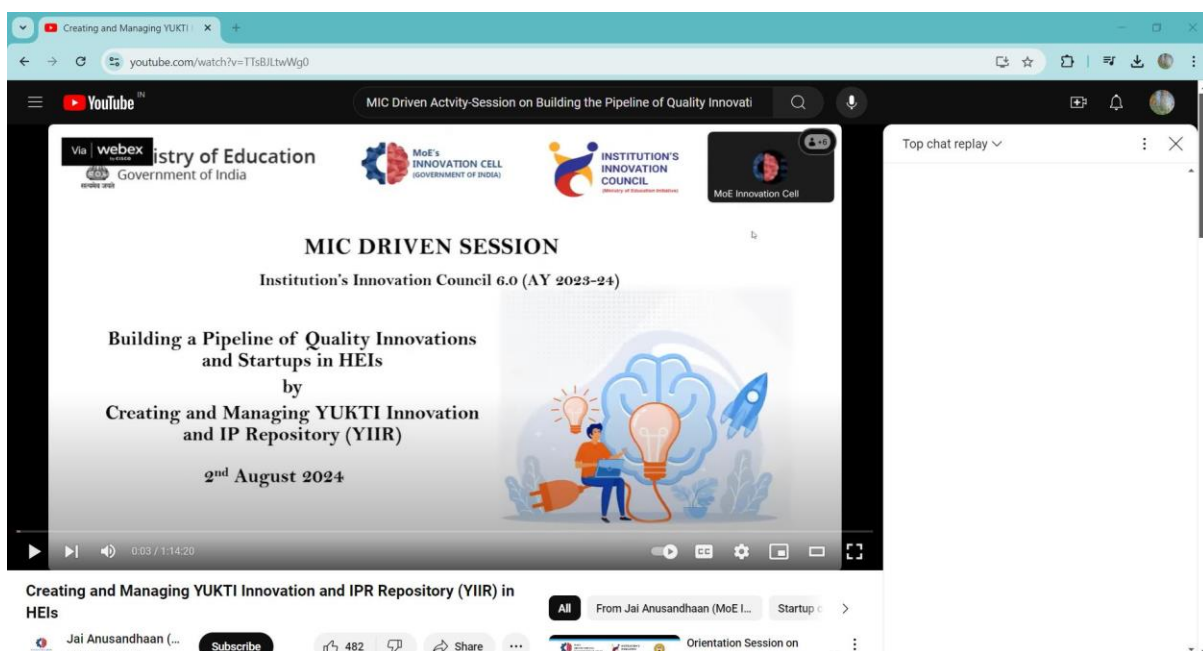
**Date:** 2-08-2024

**Resource Person:** Mr. Dipan Sahu, Assistant Innovation Director, Ministry of Education Innovation Cell, Govt of India.

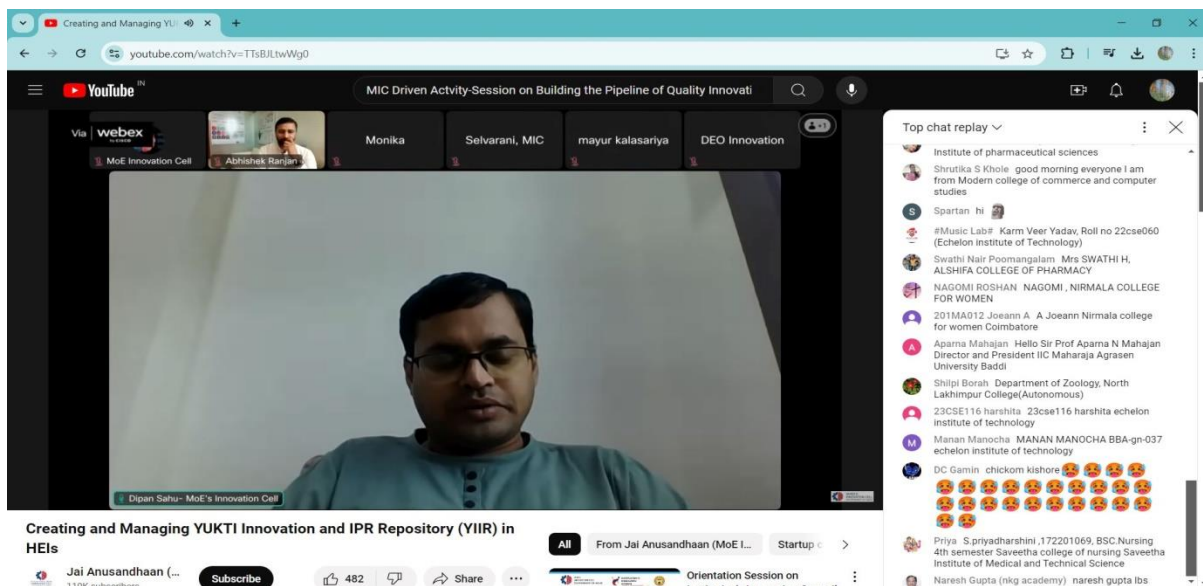
**Objective of the programme:** The objective of the session was to understand the importance of building a pipeline of quality innovations and startups in Higher Education Institutions (HEIs) and to learn about the role of ecosystem enablers in supporting innovation and entrepreneurship

**Programme Outcome:** MIC Driven Activity – Session on Building the Pipeline of Quality Innovations and Startups in HEIs with Ecosystem Enablers by Creating and Managing YUKTI Innovation and IPR Repository (YIR) was organised by Ministry of Education Innovation Cell, Govt of India on 2-08-2024. Mr. Dipan Sahu, Assistant Innovation Director, Ministry of Education Innovation Cell, Govt of India was the resource person. The resource person spoke on building a pipeline of quality innovations and start-ups which is crucial for HEIs to foster innovation and entrepreneurship. He added that ecosystem enablers such as incubators, accelerators, and funding agencies play a critical role in supporting innovation and entrepreneurship and Yukti Innovation and IPR Repository is a valuable tool for managing and carrying out innovation and IPR-related activities. He urged the participants to identify and develop a pipeline of quality innovations and startups in HEIs, establish partnerships with ecosystem enablers to support innovation and entrepreneurship and utilize Yukti Innovation and IPR Repository to manage and carry out innovation and IPR-related activities. In conclusion, the session on building the pipeline of quality innovations and startups in HEIs with ecosystem

enablers by carrying and managing Yukti Innovation and IPR Repository was highly informative and engaging. The speaker provided valuable insights and practical advice on how to foster innovation and entrepreneurship in HEIs, and the importance of ecosystem enablers in supporting this process. The use of Yukti Innovation and IPR Repository was highlighted as a key tool in managing and carrying out innovation and IPR-related activities. The session provided actionable steps and recommendations for HEIs to establish a robust innovation and entrepreneurship ecosystem, and to leverage the support of ecosystem enablers. Overall, the session was a valuable resource for anyone looking to promote innovation and entrepreneurship in HEIs. The students and faculty members actively participated the session.







### 13. Session on Intersection of Design Thinking and Business Strategy

**Date:** 03-08-2024

**Resource Person:** Dr.Vadivel.S.M, Assistant Professor, VIT Business School, Chennai Campus

**Objective of the programme:** The Objective of the session was to understand the concept of design thinking and its relevance to business strategy, to learn how design thinking can be applied to drive business success and to explore the intersection of design thinking and business strategy

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a Session on Intersection of Design Thinking and Business Strategy on 03-08-2024. Dr. Vadivel.S.M, Assistant Professor, VIT Business School, Chennai Campus was the resource person. The resource person said that Design thinking is a human-centered approach to problem-solving and design thinking can be used to drive innovation and growth. Business strategy can benefit from the application of design thinking principles and the intersection of design thinking and business strategy is critical for

success in today's fast-paced business environment. He urged the participants to apply design thinking principles to business strategy, use design thinking to drive innovation and growth and integrate design thinking into business decision-making processes. In conclusion, the session on the intersection of design thinking and business strategy was a resounding success. The speaker's expertise and real-world examples shed light on the powerful combination of design thinking and business strategy. Participants left with a deeper understanding of how to leverage design thinking to drive innovation, growth, and success in their organizations. The key takeaways from the session will have a lasting impact on participants' approach to business strategy, encouraging them to embrace a human-centered, empathetic, and iterative approach to problem-solving. By applying design thinking principles, businesses can unlock new opportunities, drive innovation, and stay ahead of the competition.



The poster features a white background with a blue circular graphic on the right side containing a portrait of a man. At the top, there are three logos: the Institutional Innovation Council logo, a circular emblem, and the Sree Ayyappa College logo. The text is centered and includes the college name, accreditation details, the organizers (IQAC & IIC), the session title, the resource person's name and affiliation, the date and time, and the names of the principal, convenor, and organizing secretaries. A registration link is provided at the bottom.

**Sree Ayyappa College for Women**  
Chunkankadai, Nagercoil  
Re - accredited with B Grade by NAAC (3rd cycle)

**IQAC & IIC organise**  
**Session on**  
**Intersection of Design Thinking & Business**  
**Strategy**

**Resource person: Dr. Vadivel S. M.**  
Assistant Professor, VIT Business School,  
Chennai campus

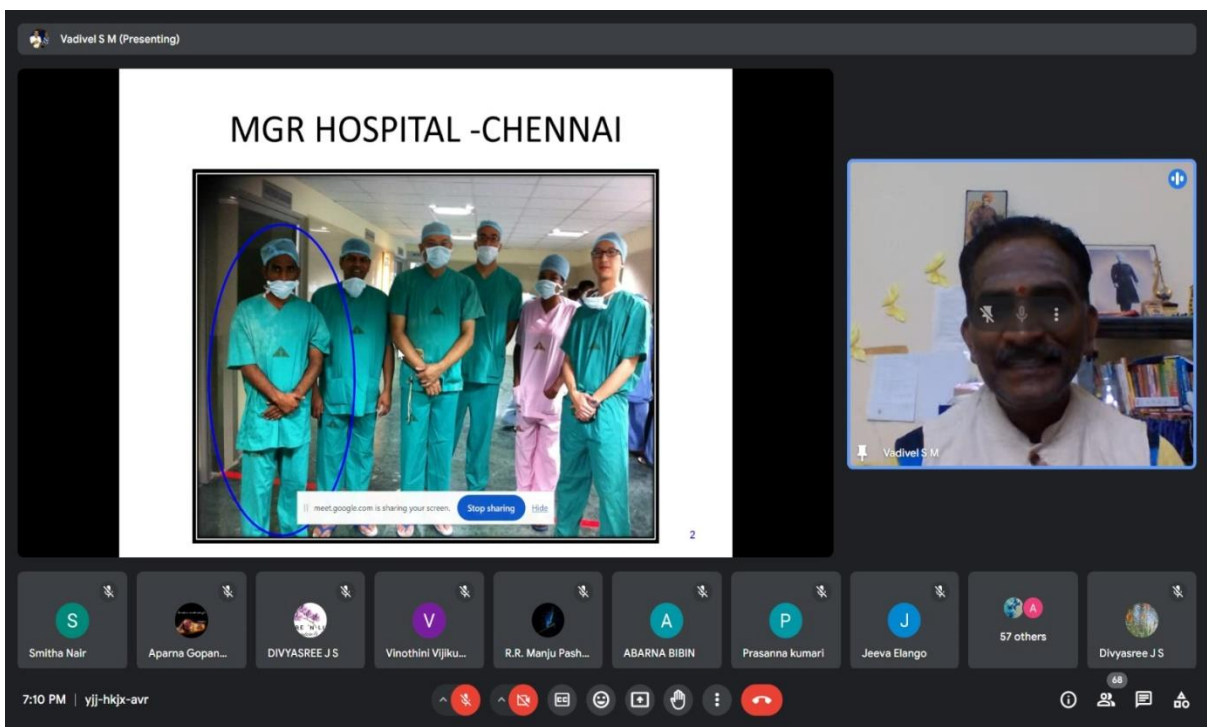
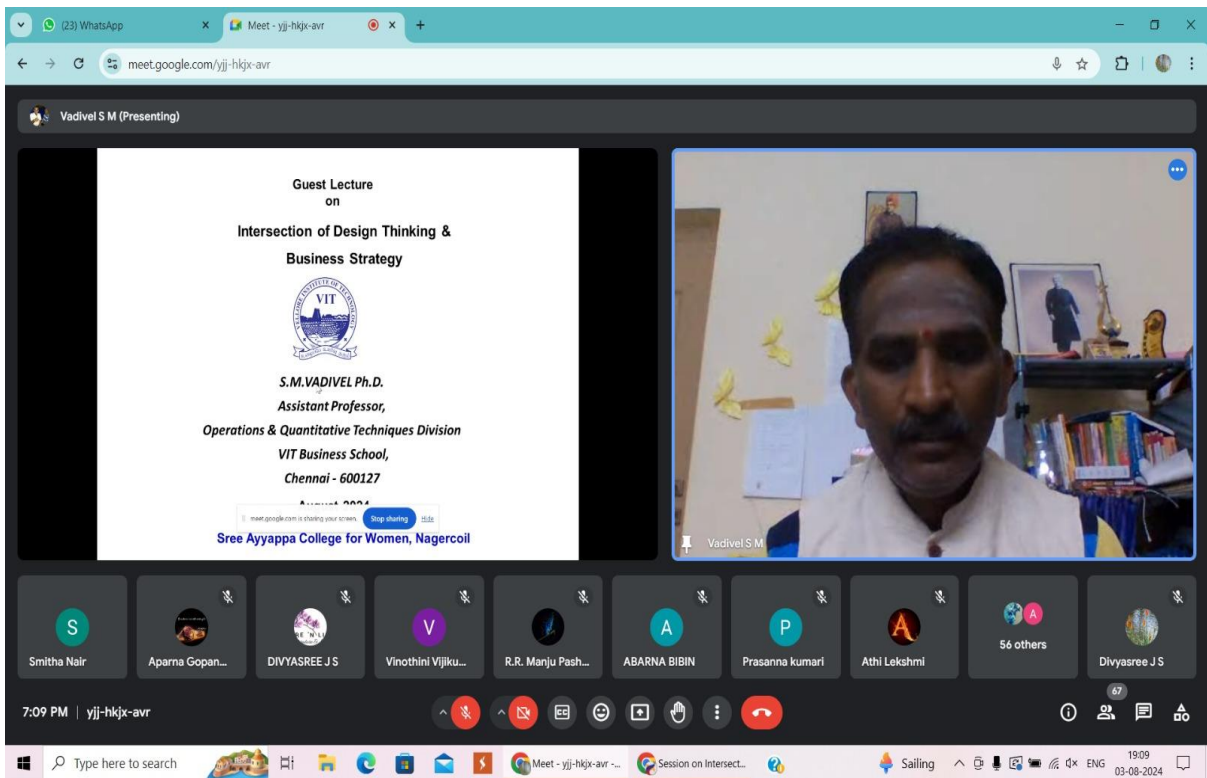
**Date: 3/8/2024**  
**Time: 7pm**

Principal  
Dr. V. R. Anjana

Convenor  
Dr. Smitha Nair  
President, IIC

Organising Secretaries  
Dr. T. R. Udayakumari  
Dr. K. R. Sobha

**Registration Link**  
[Click Here](#)



## 14. Interactive Session with a Budding Entrepreneur


**Date:** 05 -08-2024

**Resource Person:** Mrs. Aneeshya.V.L, Zana Fashions, Thuckalay



**Objective of the programme:** The objective of the session was to learn from the entrepreneurial journey of the resource person and to gain insights into the challenges and opportunities faced by a budding entrepreneur in the fashion industry and to provide a platform for students to interact with a real-life entrepreneur and learn from her experiences.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised an Interactive Session with a Budding Entrepreneur on 05-08-2024. Mrs. Aneeshya.V.L, Zana Fashions, Thuckalay was the resource person. The interactive session with Mrs. Aneesha, Founder of Zana Fashions, was a highly engaging and informative session. Mrs. Aneesha shared her entrepreneurial journey, from conceptualizing her business idea to establishing a successful fashion brand. She discussed the challenges she faced, such as market competition, financial constraints, and supply chain management, and how she overcame them. The Key Takeaways of the session were importance of passion and dedication in entrepreneurship, need for market research and understanding of target audience, role of social media in marketing and branding, challenges of scaling a business and managing growth and importance of networking and building relationships in the industry. The interactive session with Mrs. Aneeshya, Founder of Zana Fashions, was a huge success. Students gained valuable insights into the entrepreneurial journey of a budding entrepreneur and learned from her experiences. The session provided a platform for students to ask questions, clarify doubts, and gain practical knowledge.




**SREE AYYAPPA COLLEGE FOR WOMEN  
CHUNKANKADAI**  
Reaccredited with B grade by NAAC (3rd cycle)  
**Internal Quality Assurance cell**  
&  
**Institution's Innovation Council**  
*organise*  
an  
**INTERACTIVE SESSION WITH A  
BUDDING ENTREPRENEUR**  
Date: 5 August 2024  
Venue: Seminar Hall  
Time: 2 PM

**PRINCIPAL**  
Dr. V R Anjana

**CONVENOR**  
Dr. Smitha Nair,  
President, IIC

**ORGANISING SECRETARIES**  
Dr. J Prasanna Kumari  
Dr. S Prathika

**ORGANISING COMMITTEE**  
Members, IIC & IQAC



**SPEAKER**  
**ANEESHYA V L**  
**ZANA FASHIONS**  
**THUCKALAY**





## 15. Orientation Session on Institution's Innovation Council Objectives, Structure and Operation

**Date:** 05-08-2024

**Resource Person:** Mr. Dipan Sahu, Assistant Innovation Director, Ministry of Education Innovation Cell, Govt of India

**Objective of the programme:** The objective of the session was to understand the purpose and role of Institution Innovation Council (IIC) in promoting innovation and entrepreneurship within the institution, to learn about the structure and composition of IIC, including its members and their responsibilities and to understand the operational framework of IIC, including its functions, activities, and outcomes.

**Programme Outcome:** The MIC of Institution's Innovation Council organised an Orientation Session on Institution's Innovation Council Objectives, Structure and Operation on 05-08-2024 as a MIC Driven activity. Mr. Dipan Sahu, Assistant Innovation Director, Ministry of Education Innovation Cell, Govt of India was the resource person. He explained about the structure of IIC having



several sub-committees, each focusing on specific areas, such as innovation, entrepreneurship, and industry collaboration. He stressed about the operation of IIC such as meeting to discuss and plan innovation and entrepreneurship activities, organizing workshops, seminars, and events to promote innovation and entrepreneurship, providing funding and support for innovative projects and start-ups and to collaborate with industry partners to provide mentorship, internships, and job opportunities. He also explained the outcomes like increased innovation and entrepreneurship activities within the institution, improved collaboration between faculty, students, and industry partner and enhanced innovation and entrepreneurship ecosystem within the institution. The MIC Session on IIC objectives, structure, and operation was highly informative and engaging. The students and faculty members actively participated and gained a clear understanding of the role and functioning of IIC in promoting innovation and entrepreneurship within the institution.

The screenshot displays a YouTube video player showing a presentation slide for the 'Institution's Innovation Council'. The slide includes a circular diagram with eight segments representing different objectives: National Platform, Round the year guided activities, Impact Lecture, Entrepreneurship, Mentorship, Cooperation, Zero Capital Investment, and National Recognition. To the right of the diagram is a list of seven key features, each preceded by a checkmark. A top chat replay window is visible on the right side of the video player, showing a list of viewer comments.

**Institution's Innovation Council**

- ✓ Accommodative: Flexibility & Activities
- ✓ Incentive: Reward & Recognition for Institutions, Faculty and Students participation in Innovation and Startup Activities
- ✓ Ownership: Decentralization & Division of Work
- ✓ Networked: Partnership & Resource Sharing
- ✓ Guidance and Handholding support to HEIs
- ✓ Capacity Development of Faculty Members as Innovation Ambassador
- ✓ Mentor and Funding Support to Innovations

**Top chat replay**

- Haridas Kakad - Mrs.PV.more k. k.wagh polytechnic civil department
- Hari Hara Shudhan - IIC member , Vinayaka mission homoeopathic medical college and hospital , Salem
- GURU PRASATH.K Guruprasath k, 23ca009 nandha engineering college
- pooja mishra Ms. Pooja Mishra, Assistant Professor, Mangalmai Institute of Management & Technology...
- ANUVIDHYA T ANUVIDHYA T 23CA002 nandha engineering college
- Yathesh Poongodi
- Ashok kumar Dr Ashok Kumar Katta Arya College of Engineering and IT Jaipur
- Annie Paul Asst.Professor Annie Paul, Toc H Institute of science and technology
- Kasimuthu Thangavel T, Kasimuthu, IIC convenes,SCAD Polytechnic College,Cheranmahadevi, Tirunelveli
- Anin Dr. Anin Leema S., Assistant Professor of English, Nirmala College for Women, Coimbatore
- Rohith Rohith superrrrr
- sangavi dhakshina sangavi D 122301115 saveetha School of management
- Vicknesh Iyyappan Good morning 🙏
- SuharaBivi gcuuuuuuuuuuu



**System**

- Intra-Institutional Interactions & Synchronization of efforts
- Resource Sharing and Utilization
- Planning, & Coordination of Entrepreneurial Activities
- I&E Skilling, & Upgradation (Reskilling & Up-skilling)

**Leadership**

- Commitment & Involvement of Top Leadership
- Innovation & Entrepreneurship in Mission & Vision
- Competent Human Resource & In-house Mentoring Ability
- Faculty Mentors & Role Models

**Structure**

- Mentoring and Funding Support Mechanisms
- Pre-Incubation & Incubation Facilities & Services
- IPR Cell and Technology Transfer Officers & Services
- Referral Support and Facilitate Linkage with Ecosystem Enablers
- I&E Credit Courses and Curriculum Restructuring

**Performance**

- Values the Entrepreneurial Initiatives
- Awareness on I&E Among Students & Faculty Members
- Motivation and inspiration to be entrepreneurial
- Experiential Learning - Creative Problem Solving Ability

**Strategy**

- Innovation and Entrepreneurship Policy in HEIs
- Incentives & Rewards to promote and support I&E
- Inter-Institutional Collaborations and Co-creations
- Knowledge and Expertise Sharing

**Orientation Session on Institution's Innovation Council Objectives, Structure and Operation**

## 16. Session on Starting a Food Business: From Concept to Launch

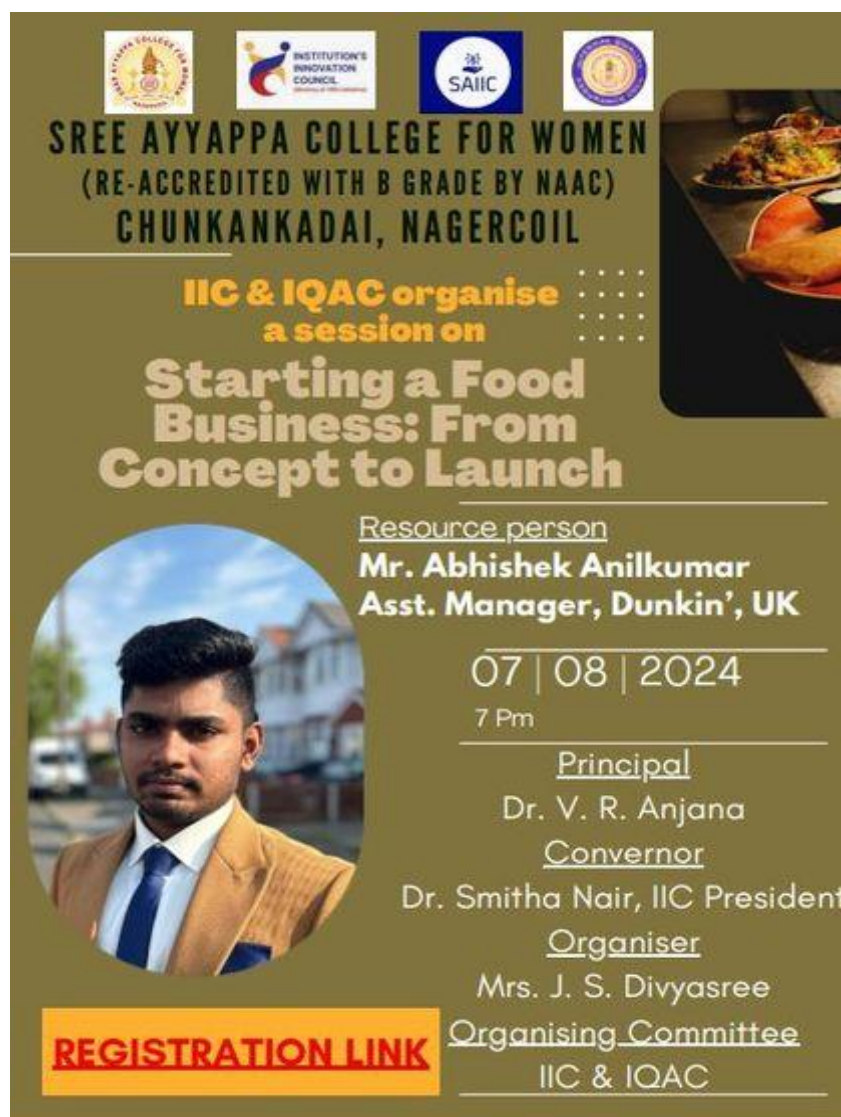
**Date:** 07-08-2024





**Resource Person:** Mr. Abhishek Anilkumar, Asst. Manager, Dunkin, UK

**Objective of the programme:** The objective of the programme was to educate students, faculties, and early-stage entrepreneurs on the process of starting a business from concept to launch, to provide a comprehensive understanding of the key elements involved in launching a successful business and to inspire and motivate participants to turn their business ideas into reality.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a Session on Starting a Food Business: From Concept to Launch on 07-08-2024. Mr. Abhishek Anilkumar, Asst. manager, Dunkin, UK was the resource person. The speaker shared valuable insights and practical advice on how to turn a business idea into a successful launch. Mr. Abhishek in his speech pointed to validate the business idea through market research and feedback, create a comprehensive business plan, including financial projections and marketing strategies, secure funding through various channels, such as investors, loans, or crowd funding, build a strong team and

foster a positive company culture and to stay adaptable and resilient in the face of challenges and setbacks. The participants gained a clear understanding of the business start-up process, from idea generation to launch, learned how to conduct market research, create a business plan, and secure funding, understood the importance of teamwork, leadership, and adaptability in launching a successful business and got inspired and motivated to start their own businesses, with a clear understanding of the challenges and opportunities involved. The session was highly engaging and useful to the participants.






**SREE AYYAPPA COLLEGE FOR WOMEN**  
(RE-ACCREDITED WITH B GRADE BY NAAC)  
CHUNKANKADAI, NAGERCOIL

**IIC & IQAC organise  
a session on**

**Starting a Food  
Business: From  
Concept to Launch**



Resource person  
**Mr. Abhishek Anilkumar**  
Asst. Manager, Dunkin', UK

07 | 08 | 2024  
7 Pm


Principal  
Dr. V. R. Anjana

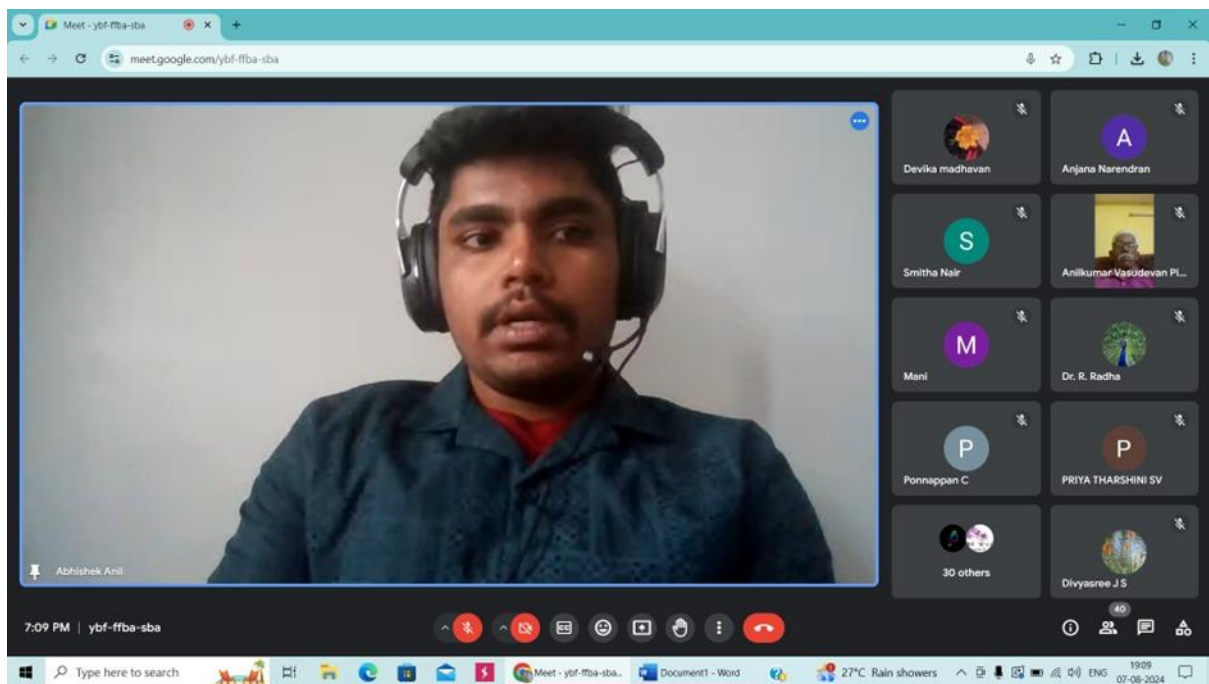
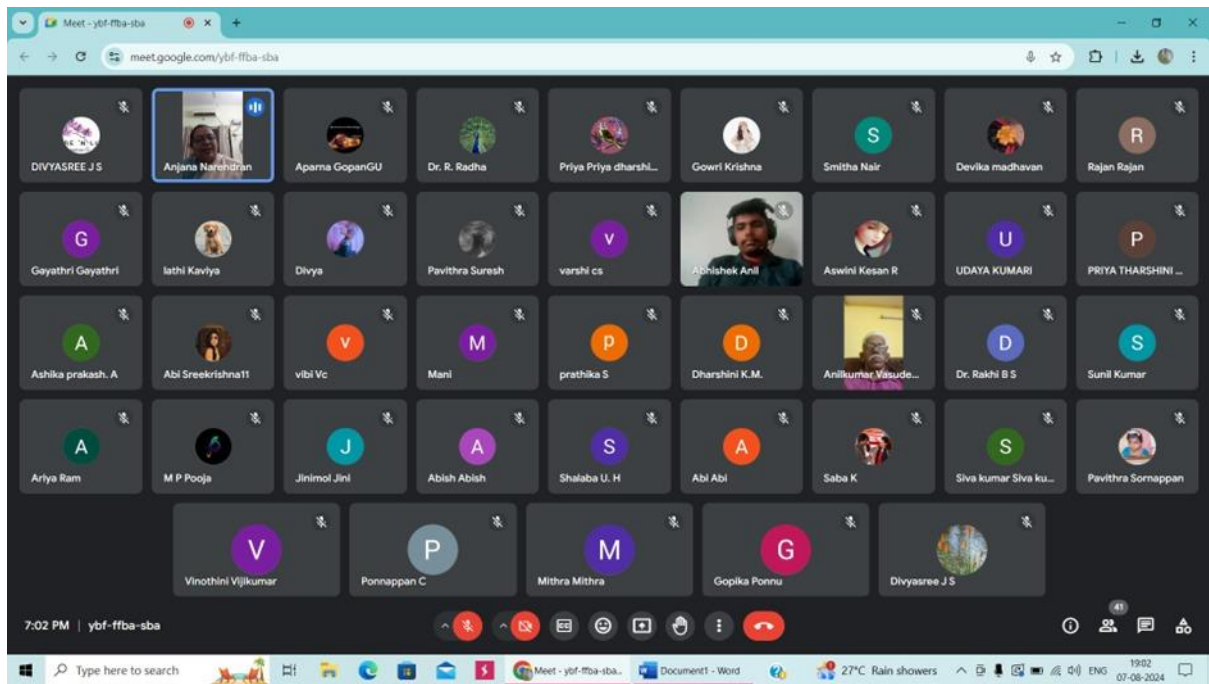
Convernor  
Dr. Smitha Nair, IIC President

Organiser  
Mrs. J. S. Divyasree

Organising Committee  
IIC & IQAC

**REGISTRATION LINK**





## 17. Session on Accelerators/Incubation-Opportunities for Students and Faculties- Early Stage Entrepreneurs

**Date:** 07-08-2024

**Resource Person:** Mr.N.Edison, Project Manager, Stella Maris Institute of Development Studies, Kanyakumari.

**Objective of the programme:** The objective of the session was to educate and inform the audience about the various accelerators and incubation programs available to support innovation and entrepreneurship and to inspire and motivate students and faculties to take up entrepreneurship as a career option.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a Session on Accelerators/Incubation-Opportunities for Students and Faculties- Early Stage Entrepreneurs on 07-08-2024. Mr. N. Edison, Project Manager, Stella Maris Institute of Development Studies, Kanyakumari was the resource person. The resource person pointed out that accelerators and incubators provide critical resources and support to early-stage entrepreneurs. He added that various programs are available, including government-funded initiatives, private accelerators, and university-based incubators. These programs offer benefits such as mentorship, funding, networking opportunities, and access to infrastructure and resources. Students, faculties, and early-stage entrepreneurs can leverage these programs to turn their ideas into successful startups. The session provided increased awareness about accelerators and incubation opportunities and inspired and motivated students and faculties to take up entrepreneurship.





**SREE AYYAPPA COLLEGE FOR WOMEN**  
**CHUNKANKADAI**

Reaccredited with B grade by NAAC (3rd cycle)  
 INSTITUTION'S INNOVATION COUNCIL  
 &  
 INTERNAL QUALITY ASSURANCE CELL  
 in collaboration with  
 STELLA MARIS INSTITUTE OF DEVELOPMENTAL STUDIES

**INVITE YOU TO**  
**Session on**

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

 **Seminar Hall**       **2.30 PM**       **07/08/2024**

**Speaker**

**Principal**  
**Dr. V R Anjana**

**Convenor**  
**Dr. Smitha Nair**  
**President, IIC**

**Organising Secretary**  
**Dr. Radha R**

**Organising Committee**  
**IIC & IQAC**



**N EDISON M. Tech (Biotechnology)**  
**Project Manager**  
**Stella Maris Institute of Development  
 Studies**  
**Kottakarai Road, Kanyakumari**





## **18. Celebration Activity- World Creativity and Innovation Day**

**Date:** 08.08.24

**Resource Person:** S Ajith Kumar

**Objective of the programme:** The objective of the session was to inspire students to think creatively and develop innovative ideas, to promote a culture of innovation and entrepreneurship and to showcase the impact of creativity and innovation on society.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women in collaboration with IQAC and Science Club organised a Celebration activity – Celebrating World Creativity and Innovation Day on 08.08.24 and Ajith Kumar, Founder & CEO Ask training solutions was the resource person. The session celebrated World Creativity and Innovation Day

by exploring the power of creativity and innovation in driving positive change. The speaker shared inspiring stories of innovation, discussed the creative process, and provided practical tips on idea generation and implementation. He urged the students to embrace failure and learning from mistakes is crucial for innovation and reminded that Creativity and innovation are essential for personal and professional growth and Collaboration and diverse perspectives drive creative solutions. Students were motivated to explore their creative potential. Participants gained insights into the innovation process and its applications. The session fostered a collaborative environment, encouraging idea-sharing and feedback. The talk session was a resounding success, sparking creativity and inspiring innovation among participants. The celebration of World Creativity and Innovation Day served as a reminder of the importance of embracing imagination and creativity to shape a better future.





## SREE AYYAPPA COLLEGE FOR WOMEN CHUNKANKADAI

Reaccredited with B grade by NAAC (3rd cycle)

INTERNAL QUALITY ASSURANCE CELL  
&  
INSTITUTION'S INNOVATION COUNCIL

ORGANISE

WORLD CREATIVITY AND INNOVATION  
DAY CELEBRATION

8 August 2024  
Time: 1.30 PM  
Venue: Seminar Hall

### Speaker

S Ajith Kumar,  
Founder & MD  
Ask Training Solutions

### Principal

*Dr. Anjana V R*

### Convenor

*Dr. Smitha Nair*

### Organising Secretary

*Mrs. Prasaja V P*

### Organising Committee

*Members, IQAC & IIC*







## **19. Mentoring Session by Innovation Ambassador for B.com students on Intellectual Property Rights**

Date: 08th August 2024

Venue: B.Com Classroom

Mentor: Dr. T.S. Archana

**Introduction:** The session started with an introduction to Intellectual Property Rights and their significance in protecting creativity and innovation in various fields. And it emphasized how IPR is essential for safeguarding intellectual creations, such as inventions, literary works, designs, symbols, and names used in commerce.

**1. Overview of the Session** The session aimed at introducing BCom students to the fundamentals of Intellectual Property Rights (IPR). The primary objective was to help them understand the importance, scope, and protection mechanisms of intellectual property in the modern business world. The session was aimed at providing students with a comprehensive understanding of IPR, its importance

in today's business landscape, and its impact on innovation and entrepreneurship.

## **2. Key Topics Covered**

- Definition and Importance of IPR: Introduction to what constitutes intellectual property (IP) and why protecting it is essential for businesses and creators.
- Types of Intellectual Property:
  - a. Patents - Protection for inventions and innovations.
  - b. Trademarks - Distinctive signs or logos that identify goods or services.
  - c. Copyrights - Protection for original works of authorship.
  - d. Trade Secrets - Business information kept confidential to maintain a competitive edge.
- Processes for Securing IPR: Explanation of how to file patents, trademarks, and copyrights both locally and internationally.
- Case Studies: Real-world examples of IPR: related legal battles and how companies successfully protect their IP.

## **3. Interactive Discussion**

- Q&A Session: Students engaged actively, asking about the relevance of IPR in small and medium enterprises, the process of patent filing, and how digital products like apps and software can be protected.
- Practical Insights: Shared insights into how businesses could strategically use IP to create value, secure competitive advantages, and avoid legal pitfalls.
- The mentoring session was highly interactive, with students engaging in discussions and asking questions about the practical aspects provided valuable insights into how young entrepreneurs can protect their ideas and avoid common pitfalls in the process of obtaining IPR protection.

## **4. Key Takeaways**

- Importance for Business Students:

Emphasized how a strong understanding of IPR is crucial for future business professionals to innovate and protect their business interests.

- Awareness Building:

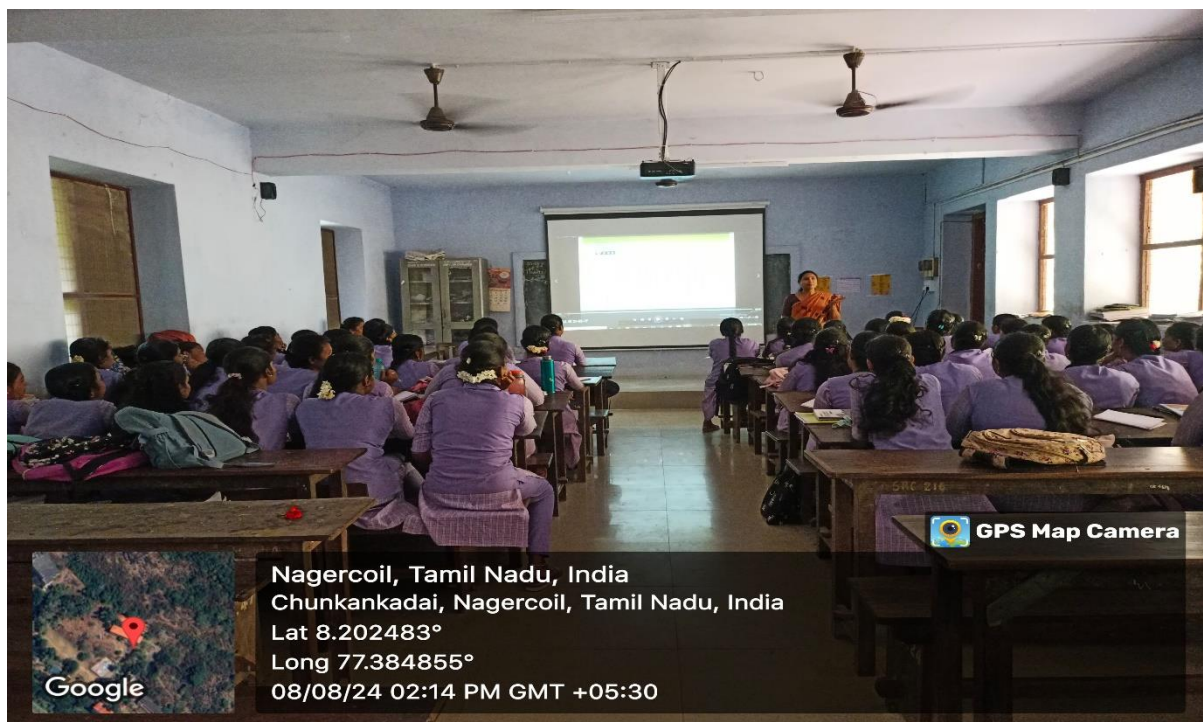
The session provided students with the tools and knowledge to start thinking about IP from a business and legal perspective.

### **Feedback**

The session was well received by the students, who appreciated the clarity and depth of the information provided. Many students expressed interest in further exploring the topic of IPR and how it could impact their future business endeavors. This report highlights the key elements of the mentoring session, ensuring that BCom students gained a strong foundational understanding of Intellectual Property Rights and their importance in both personal and professional contexts.

### **Conclusion**

Concluded the session by emphasizing the importance of understanding and utilizing Intellectual Property Rights, especially for budding entrepreneurs and business professionals. She encouraged the students to continue learning about IPR and its application in their future careers. The mentoring session was a success, effectively educating B.Com students on the essentials of Intellectual Property Rights and its significance in the business world.



## **20. Essay Writing Competition in connection with 78<sup>th</sup> Independence Day Celebrations on the topic- Independence: Our Foundation, Entrepreneurship: Our Future**

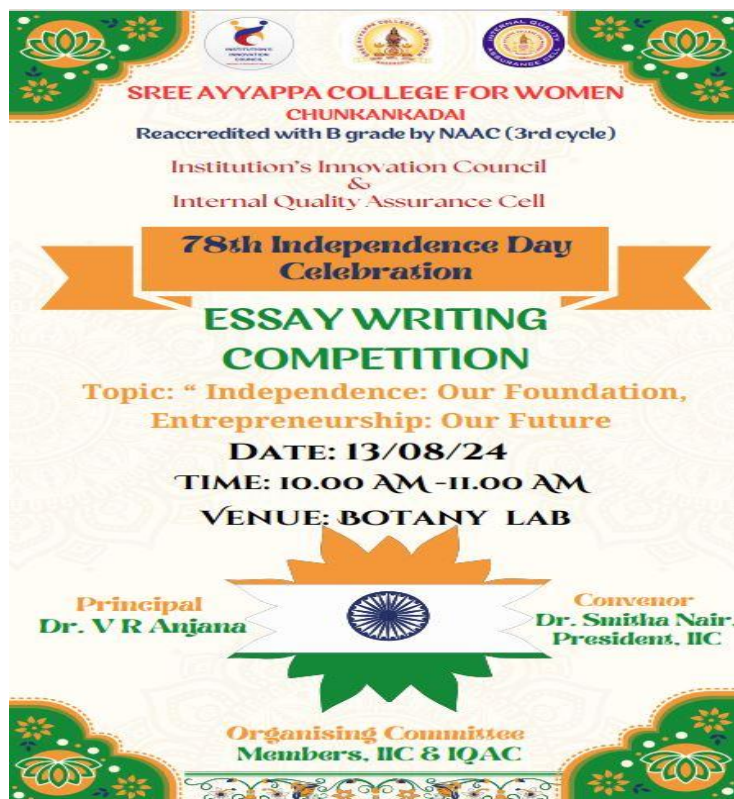
**Date:** 13-08-2024

**Objective of the programme:** The objective of conducting essay competitions by Institution's Innovation Council (IIC) in connection with Independence Day celebrations is to encourage students to think critically about India's progress and future and to promote innovation and creativity in thinking about India's challenges and opportunities.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised an Essay Writing Competition in connection with 78<sup>th</sup> Independence Day Celebrations on the topic- Independence: Our Foundation, Entrepreneurship: Our Future on August 13,2024. The students from various disciplines participated in the competition. The Evaluation Criteria was based on Clarity and coherence of thought, Depth of analysis of the topic, writing style and presentation and originality and creativity of ideas. The essay



competition was a huge success, with students showcasing their critical thinking, research, and writing skills. The IIC plans to conduct more such competitions to promote innovation and creativity among students. The winning essays will be published in the IIC newsletter. The students actively participated in the competitions and won prizes.





## **21. Workshop on Intellectual Property Rights (IPR) and IP Management for Start-ups**

**Date:** 16-08-2024

**Resource Person:** Dr. K. Sivakumar, Associate Professor, VIT Business School, Vellore Institute of Technology, Chennai

**Objective of the programme:** The objective of the session was to educate start-ups on the importance of Intellectual Property Rights (IPR) and effective IP management strategies to protect their innovations and creations.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a session on Workshop on Intellectual Property Rights (IPR) and IP Management for Start-ups on 16 08-2024. Dr. K. Sivakumar, Associate Professor, VIT Business School, Vellore Institute of Technology, Chennai was the resource person. The resource person explained about IPR, Types of IPR (Patents, Trademarks, Copyrights, Designs) and IP Management Strategies for Start-ups. The Key Takeaways of the session were

Understanding of IPR and its significance for start-ups, Knowledge of IP management strategies for protection and commercialization, best practices for start-ups to manage their IP assets and Importance of IP due diligence and valuation. The workshop received positive feedback from participants, who found the sessions informative and engaging. The workshop on IPR and IP management for start-ups was a success, providing valuable insights and knowledge to participants.



**SREE AYYAPPA COLLEGE FOR WOMEN  
CHUNKANKADAI**  
*Reaccredited with B grade by NAAC (3rd Cycle)*  
**INTERNAL QUALITY ASSURANCE CELL  
&  
INSTITUTION'S INNOVATION COUNCIL**  
**ORGANISES**  
**Under Mentor - Mentee Scheme**  
**on**  
**WORKSHOP ON**  
**INTELLECTUAL PROPERTY RIGHTS (IPRs)**  
**AND**  
**IP MANAGEMENT FOR STARTUP**

 **16-08-2024**  **7:00 PM**

 **GOOGLE MEET**

 **REGISTRATION LINK**  
<https://forms.gle/3D1qEAEvRsiUraXP7>

**RESOURCE PERSON**  
**DR. K. SIVAKUMAR**  
**ASSOCIATE PROFESSOR**  
**VIT BUSINESS SCHOOL**  
**VELLORE INSTITUTE OF**  
**TECHNOLOGY**  
**CHENNAI**



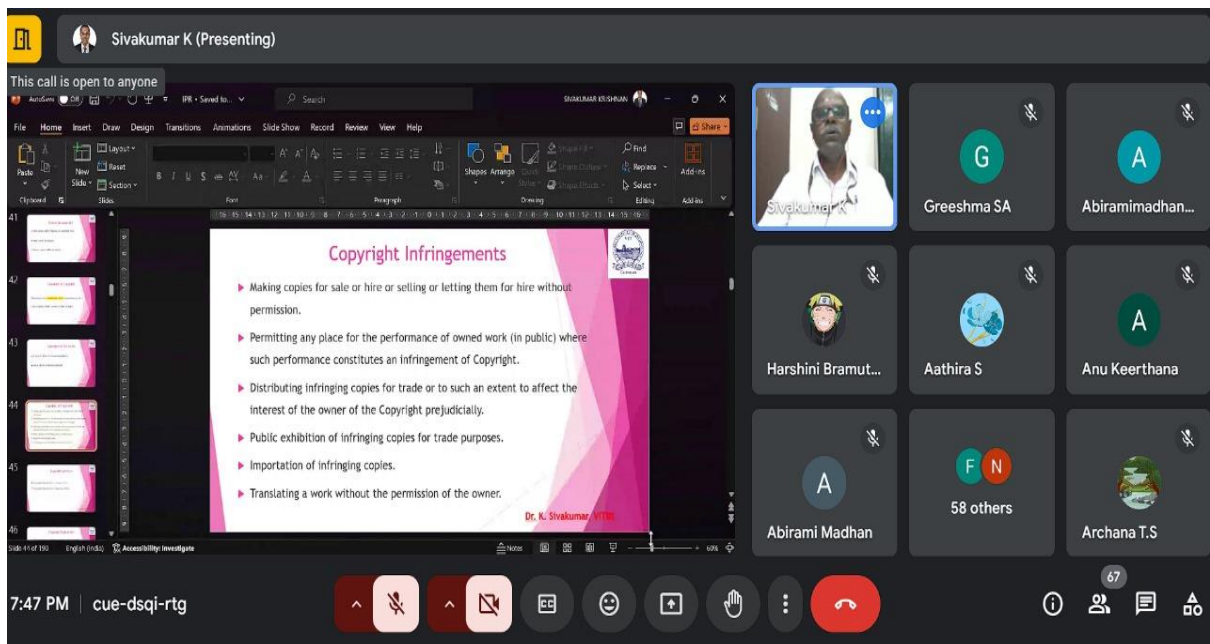
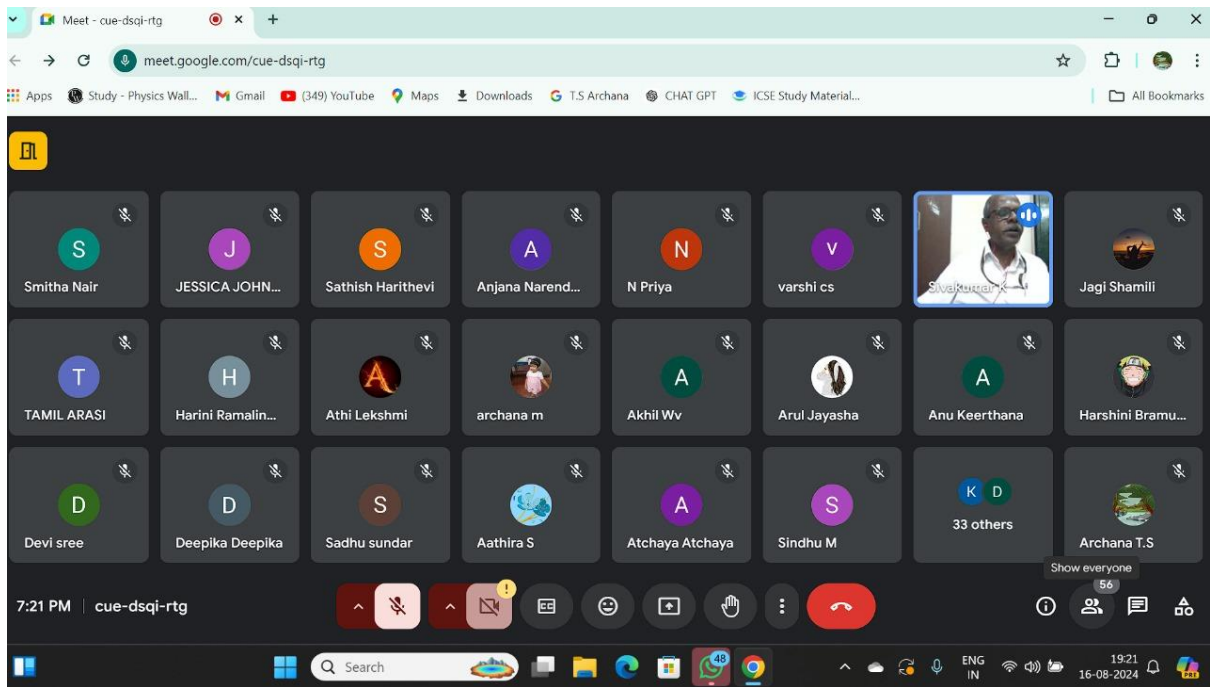
**Principal**  
**DR. V.R. Anjana**

**Organising Secretary**  
**Dr. T.S. Archana**  
**IPR Co - ordinator**

**Convenor**  
**Dr. Smitha Nair**  
**President, IIC**

**Organising Committee**  
**IIC & IQAC**





## 22. Session on How to plan a startup –Legal and Ethical Steps

**Date:** 20-08-2024

**Resource Person:** Mr. Satheesh Kumar, Product Leader, Karka Software Academy, Chennai



**Objective of the programme:** The objective of the session was to outline the essential legal and ethical steps for establishing a start-up, to ensure compliance with relevant laws and regulations and to foster a culture of ethics and integrity within the organization.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a Session on How to plan a start-up –Legal and Ethical Steps on 20-08-2024 jointly organised by IQAC, IIC and Department of Chemistry in collaboration with Karka Code School and Young Indians, Kanyakumari. Mr. Satheesh Kumar, Product Leader, Karka Software Academy, Chennai was the resource person. The speaker emphasized the importance of considering legal and ethical factors when planning a startup. He outlined eight essential steps to ensure a strong foundation for the business such as right business structure to protect personal assets and ensure tax efficiency, Register the business and obtain necessary licenses and permits to avoid fines and penalties, protect intellectual property through patents, trademarks, and copyrights, establish foundational documents, such as Articles of Incorporation and Bylaws, ensure compliance with employment laws to avoid legal issues, develop a code of conduct and ethics policy to foster a culture of integrity, implement data privacy policies to protect customer and employee data and conduct regular legal and ethical audits to stay up-to-date with changing regulations. Attendees found the speech informative and engaging. The speaker provided practical advice and real-world examples. The speech highlighted the importance of considering legal and ethical factors in start-up planning. The session provided valuable insights into the legal and ethical steps necessary for planning a successful start-up. By following these steps, entrepreneurs can ensure a strong foundation for their business and avoid potential pitfalls.







**SREE AYYAPPA COLLEGE FOR WOMEN**  
(RE-ACCREDITED WITH B GRADE BY NAAC)  
**CHUNKANKADAI, NAGERCOIL**

IQAC, IIC & Department of Chemistry  
in collaboration with  
Karka Code School & Young Indians ,  
Kanyakumari  
organise

Session on  
*How to plan a startup- Legal & Ethical Steps*

Date: 20th August 2024  
Time: 2.30pm  
Venue: Conference Hall



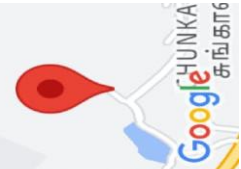
**MR. SATEESH KUMAR**

Principal  
Dr. V. R. Anjana

Organising Secretaries  
Mrs. J. S. Divyasree  
Mrs. B. Prathibha

Convenor  
Dr. Smitha Nair

Organising Committee  
IQAC & IIC



Nagercoil, Tamil Nadu, India  
692M+9V6, Chunkankadai, Nagercoil, Tamil Nadu  
629003, India  
Lat 8.2008512 / Long 77.3849225  
Tuesday 20 August 2024 14:27:34



### **23. Report on “An Orientation Session by Innovation Ambassador” – Session on Unlocking Entrepreneurial Potential - Turning Ideas into Reality**

**Date:** August 20, 2024

**Speaker:** Dr. Radha R, Assistant Professor of Zoology, Sree Ayyappa College for Women & Innovation Ambassador, Start up Co-ordinator & NIRF Innovation Co-ordinator of IIC, Sree Ayyappa College for Women

**Objectives:** The objective of the orientation session for students about the Institution Innovation Council (IIC) was to inspire and motivate individuals to explore their entrepreneurial potential, to provide practical guidance on turning ideas into reality and to foster a supportive community of entrepreneurs and innovators.

**Outcome:**

1. Increased awareness of entrepreneurial opportunities and resources.

2. Improved understanding of the entrepreneurial mindset and skillset.
3. Enhanced ability to generate and develop innovative ideas.
4. Greater confidence in taking calculated risks and embracing uncertainty.

**Key Takeaways of the Session:**

- Entrepreneurship is a mindset that can be developed and nurtured.
- Ideas are abundant, but execution is key.
- Failure is an essential part of the entrepreneurial journey.
- Networking and collaboration are crucial for success.
- Innovation and adaptability are essential in today's fast-paced business environment.

The orientation session conducted by the Innovation Ambassador, focused on fostering creativity and entrepreneurial spirit among students. The ambassador highlighted the role of the IIC in promoting innovation, organizing workshops, hackathons, and mentoring sessions to nurture innovative ideas. They also emphasized the importance of collaboration, resource utilization, and leveraging technology to address real-world challenges. Overall, the session aimed to inspire students to become active participants in the innovation ecosystem of the institution.





## **24. World Entrepreneurship Day Celebration**

**Expert talk – From Vision to Victory: A Young Entrepreneurs Journey**

**Date:** 21-08-2024

**Resource Person:** Ms. Maria Subi Rajan, Founder & CEO of Brand Fox & She The Sakthi

**Objective of the programme:** The objective of the session was to inspire and motivate young entrepreneurs to pursue their passions and visions and share practical insights and experiences of a successful young entrepreneur's journey.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised an Expert talk – From Vision to Victory: A Young Entrepreneurs Journey in connection with World Entrepreneurship Day on 21-08-2024. Ms. Maria Subi Rajan, Founder & CEO of Brand Fox & She The Sakthi was the resource person. The expert talk "From Vision to Victory: A Young Entrepreneur's Journey" was an inspiring and insightful session, where the speaker shared their personal journey of becoming a successful young entrepreneur. The speaker took the audience through her journey, from identifying her passion and vision to overcoming obstacles and achieving victory. The speaker emphasized the importance of identifying one's passion and vision in life and encouraged the audience to take calculated risks and step out of their comfort zones. The speaker shared her personal experiences of failures and how they learned from them. She highlighted the importance of building a strong team and surrounding oneself with positive influences and emphasized the need to stay focused on one's goals while being adaptable to changing circumstances. The speaker's journey was a testament to the fact that success is not a destination, but a continuous process. The importance of resilience and perseverance was highlighted throughout the talk. The speaker's passion and enthusiasm were contagious, inspiring the audience to pursue their own entrepreneurial dreams. The expert talk "From Vision to Victory: A Young Entrepreneur's Journey" was a highly inspiring and informative session, providing valuable insights and takeaways for entrepreneurs at all stages of their journey. The speaker's personal story and experiences served as a testament to the power of passion, resilience, and determination in achieving success.



## **Sree Ayyappa College for Women**

Re-Accredited with B grade by NAAC  
Chunkankadai, Nagercoil, Tamil Nadu 629807

### **INTERNAL QUALITY ASSURANCE CELL & INSTITUTION'S INNOVATION COUNCIL**

## *Celebrate* **World Entrepreneurs' Day** *with an* **Expert Talk**

**From Vision to Victory: A Young Entrepreneur's Journey**

**Resource Person**  
**Ms. Maria Subi Rajan**  
**Founder & CEO of BrandFox**  
**& She The Sakthi**



Google Meet Link  
<https://meet.google.com/osr-vmec-kef>  
Registration Link  
<https://forms.gle/SDsjSEyktQ7ybnvj8>



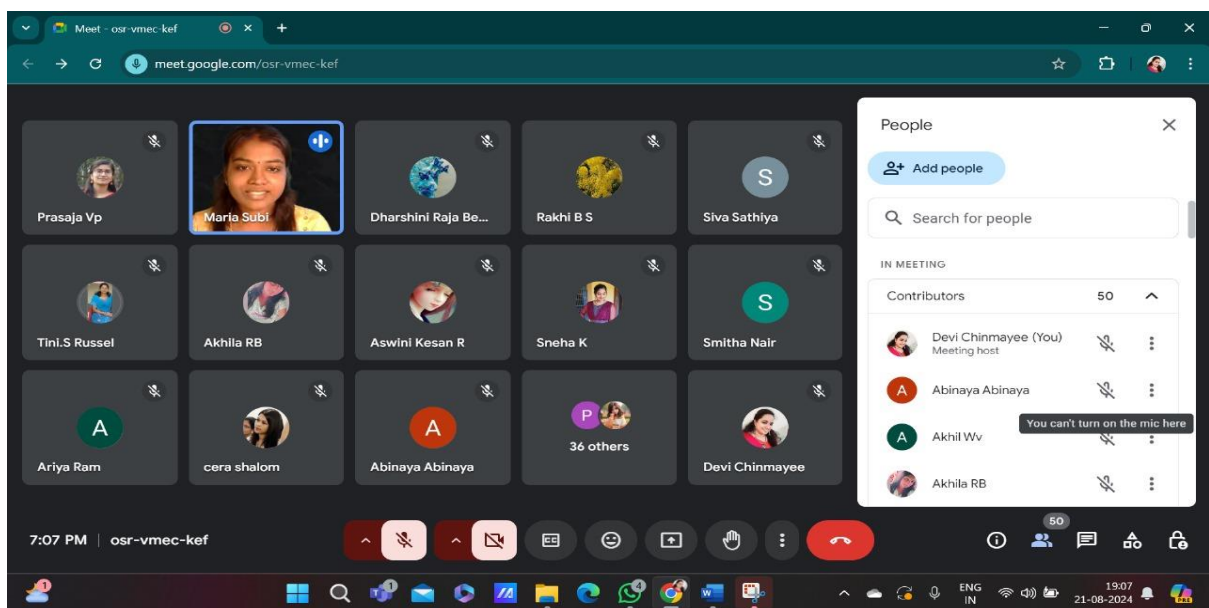
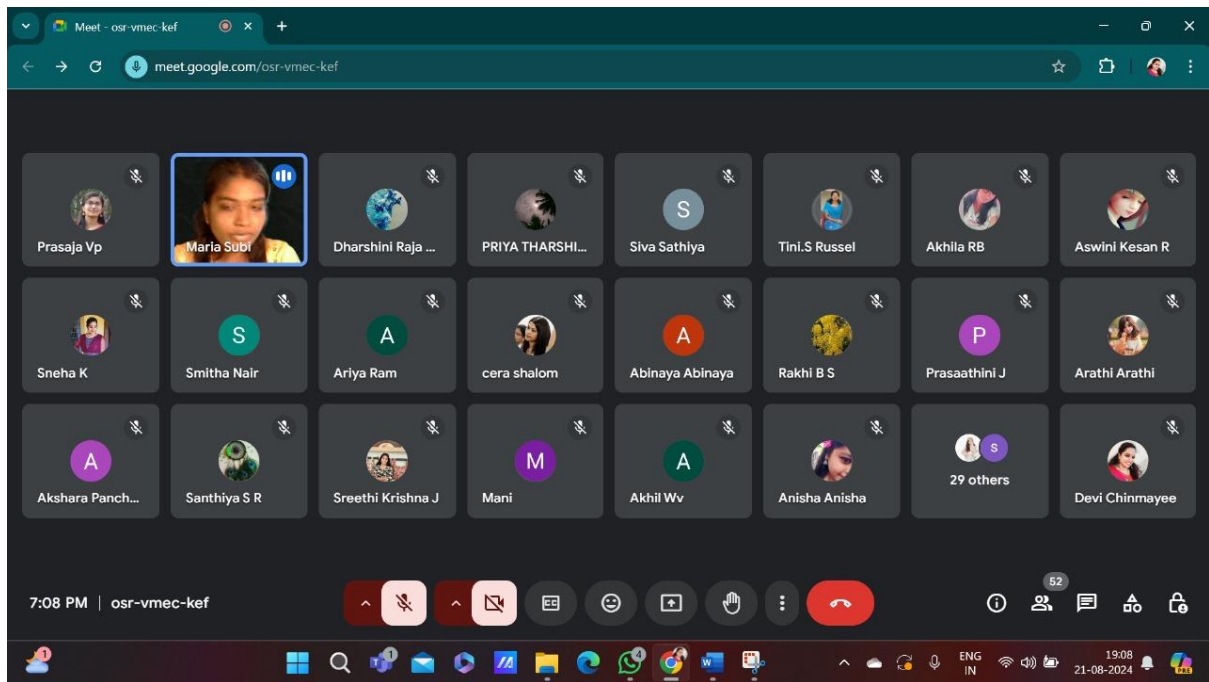
**21-08-2024**  
7 pm

**Principal**  
**Dr. V R Anjana**

**Convenor**  
**Dr. Smitha Nair**  
**President, IIC**

**Organising Secretary**  
**Ms. Prasaja V P**  
**NISP Coordinator - IIC**

**Organising Committee**  
**IIC & IQAC**



## 25. Workshop on Angel Investment /VC Funding Opportunity for Early- Stage Entrepreneurs

**Date:** 23-08-2024

**Resource Person:** Abey George & Team, Manager, Cape Start Software Pvt Ltd.



**Objective of the programme:** The objective of the session was to educate early stage entrepreneurs on the process of securing angel investment and VC funding, to provide a platform for entrepreneurs to connect with potential investors and to offer insights and guidance on preparing for funding opportunities

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women and Sree Ayyappa Innovation and Incubation Centre in collaboration with Cape Start Software Pvt Ltd organised a workshop on Angel Investment /VC Funding Opportunity for Early Stage Entrepreneurs on 23-08-2024. Abey George & Team, Manager, Cape Start Software Pvt Ltd were the resource persons. The workshop began with a welcome address and introduction by the host. The speaker provided an overview of the funding ecosystem, including angel investors, venture capitalists, and crowd funding platforms. The speaker emphasized the importance of having a solid business plan, financial projections, and a clear pitch. The speaker discussed the different types of investors and how to identify the right fit for your business and stressed the importance of building relationships with potential investors and networking. A panel discussion was held with investors and industry experts to discuss various aspects of funding. A networking break was provided for attendees to connect with each other and with potential investors. A pitching session was held where the participants pitched their ideas to a panel of investors. Group discussions were held on various topics related to funding and entrepreneurship. Workshop sessions were held on topics such as "Preparing for Funding" and "Building a Pitch Deck". The workshop was a success, providing valuable insights and guidance to early-stage entrepreneurs on securing angel investment and VC funding. The attendees left with a better understanding of the funding process and what is required to secure investment.






**SREE AYYAPPA COLLEGE FOR WOMEN  
CHUNKANKADAI**  
*Reaccredited with B grade by NAAC (Third Cycle)*  
**IQAC & SAIIC**  
*In Collaboration with*  
**Capestart Software Pvt Ltd**  
 Organises  
**Workshop on**  
**Angel Investment/VC Funding Opportunity for**  
**Early Stage Entrepreneurs**

📍 **Seminar Hall** ⌚ **10 am to 3 pm**  
 📅 **23/08/2024**  
**Conducted by**  
**Abey George & Team**  
**Manager, Capestart Software Pvt Ltd**

<b>Principal</b>	<b>Convenor</b>
<b>Dr. V R Anjana</b>	<b>Dr. Smitha Nair</b> President, IIC
<b>Organizing Secretary</b>	<b>Organizing Committee</b>
<b>Dr. Deepa Nair</b> Internship Activity Coordinator, IIC	<b>IIC &amp; IQAC</b>





## 26. Innovation Ambassador Mentoring Session

IA Ambassador: Dr. J Prasanna Kumari

Topic: Qualities to Become a Successful Entrepreneur

Date: August 26, 2024

### Objectives:

1. To provide a thorough understanding of the key qualities and Characteristics the define a successful entrepreneur.

2. To explain how these qualities contribute to overcoming business challenges and seizing opportunities in competitive markets.
3. To explore practical strategies for developing entrepreneurial qualities, such as innovation, leadership, adaptability, and resilience.

**Session Summary:** Successful entrepreneurship requires a combination of key personal qualities. Innovation enables entrepreneurs to identify opportunities and create unique solutions, while resilience helps them overcome obstacles and persist through challenges. Leadership is essential for guiding teams and fostering a strong company culture, and adaptability ensures entrepreneurs can pivot in response to market changes. Networking and building relationships are crucial for gaining resources and support, and continuous learning keeps entrepreneurs ahead in their industries. Cultivating these qualities allows entrepreneurs to drive long-term success and navigate the complexities of business.

### **Outcome**

1. Participants gained a deep understanding of the essential qualities required for entrepreneurial success, including innovation, resilience, leadership, adaptability, and networking.
2. Participants learned practical strategies to enhance these qualities, enabling them to apply these skills in their own entrepreneurial journeys.
3. Participants left the session with a clearer sense of how to cultivate and sustain the qualities necessary for long-term business success.





## **27. Intra Institutional Business Plan Competition**

**Date:** 27 -08-2024

**Objective of the programme:** The objective of the session was to encourage entrepreneurship and innovation among students, provide a platform for students to showcase their business ideas and to identify and reward the best business plans and foster a spirit of competition and learning among students

**Programme Outcome:** The Institution's Innovation Council and IQAC of Sree Ayyappa College for Women organised an Intra Institutional Business Plan Competition on 27-08-2024. Various teams from different Departments participated in the competition. Each team consisted of three members. The teams presented their business plans to a panel of judges. The Judging Criteria was based on Business Idea, Market Analysis, Financial Projections and Team Presentation. The competition helped the participants to refine their business idea and presentation skills. The competition was a great opportunity to network with like-minded budding entrepreneurs. The intra-institutional business plan competition was a success, with many innovative business ideas presented. The

competition provided a platform for students to showcase their ideas, receive feedback, and learn from each other. The winners were rewarded with prizes and support to help them take their ideas to the next level.



**Sree Ayyappa College for Women**  
Chunkankadai, Nagercoil  
Re-accredited with B grade by NAAC (3rd Cycle)

**IQAC AND IIC  
ORGANISE**

***Intra Institutional  
Business Plan Competition***

VENUE- SEMINAR HALL  
DATE- 27-08-2024  
TIME- 2.00 PM

**RULES**

- EACH TEAM MAXIMUM 3 MEMBERS
- PRESENTATION BY PPT OR POSTER

**PRINCIPAL**  
**Dr. V.R. Anjana**

**Convenor**  
**Dr. Smitha Nair**  
**President, IIC**

**Organising Secretaries**  
**Dr. Devi Chinmayee M**  
**Mrs. Prasaja V.P**

*For enquiries contact*  
9746730500 or 8848482437



## 28. Session with Eco-system enablers

**Date:** 28-08-2024

**Resource Person:** Dr.M.Manoj, Professor, Department of Electronics & Communication ( Nodal Officer, Innovation and entrepreneurship Development Centre), Marian Engineering College, Trivandrum.

**Objective of the programme:** The objective of the session was to highlight the crucial role of ecosystem enablers in driving sustainable growth and innovation, and to explore ways to leverage their expertise for collective success.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women organised a Session with Eco-system enablers on 28-08-2024. Dr.M.Manoj, Professor, Department of Electronics & Communication (Nodal Officer, Innovation and entrepreneurship Development Centre), Marian Engineering College, Trivandrum was the resource person. The resource person explained about ecosystem enablers shared challenges faced by start-ups and SMEs, including access to funding, talent, and markets. He also highlighted opportunities for growth, innovation, and collaboration. The importance of collaboration and partnerships among ecosystem enablers was emphasized, including co-creation, knowledge sharing, and joint programming. He concluded the talk by pointing out that ecosystem enablers play a vital role in driving sustainable growth, innovation, and collaboration. By leveraging their expertise, fostering inclusivity, and working together, we can create a more prosperous and sustainable future for all. The session with ecosystem enablers highlighted the critical role they play in driving innovation, growth, and sustainability. By collaborating, sharing best practices, and providing support, ecosystem enablers can create a thriving ecosystem that benefits all stakeholders.








**SREE AYYAPPA COLLEGE FOR WOMEN  
CHUNKANKRAOAI**  
*Reaccredited with B Grade by NAAC (3rd Cycle)*

**INTERNAL QUALITY ASSURANCE CELL  
&  
INSTITUTION'S INNOVATION COUNCIL**

Organises  
**Under Mentor - Mentee Scheme**

**on**  
**SESSION WITH ECOSYSTEM ENABLERS**



**RESOURCE PERSON**

**Dr. M. MANOJ**  
Professor  
DEPT. OF ELECTRONICS & COMMUNICATION  
(NODAL OFFICER, INNOVATION &  
ENTREPRENEURSHIP DEVELOPMENT CENTER)  
MARIAN ENGINEERING COLLEGE, KAZHAKUTTOM, TRIVANDRUM

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 **28/08/2024**

 **7:00 pm**

 **GOOGLE MEET**

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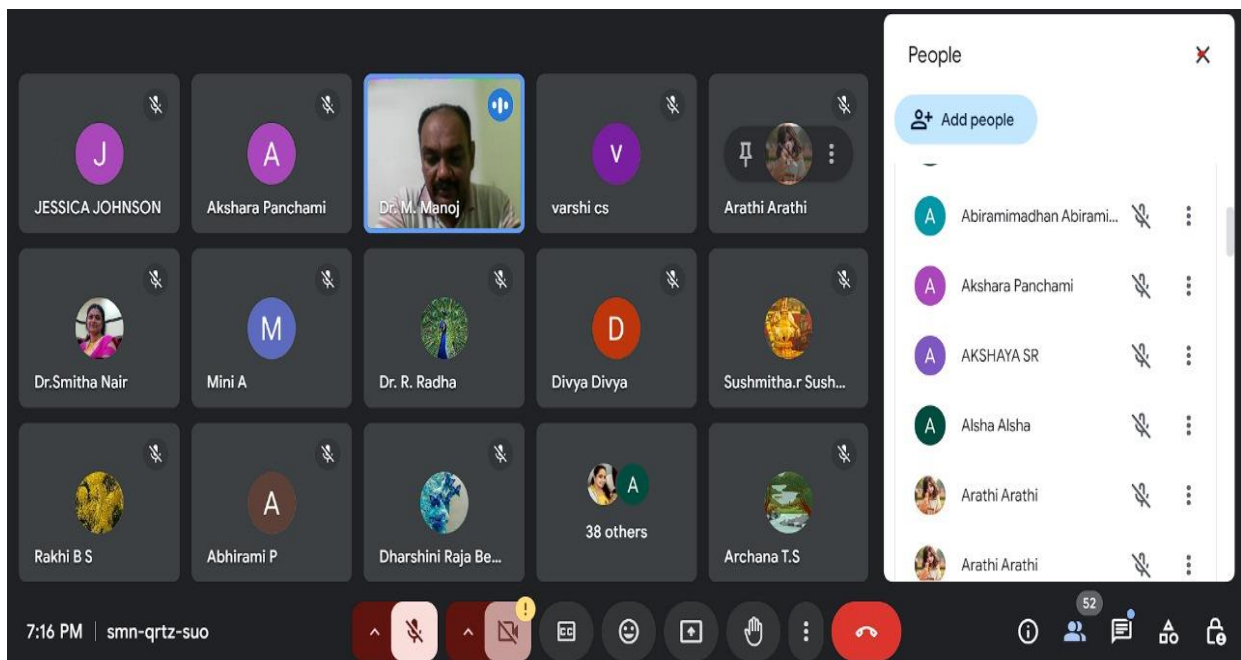
**REGISTRATION LINK** <https://forms.gle/E43pqqgoStL>

**Principal**  
*Dr. V.R. Anjana*

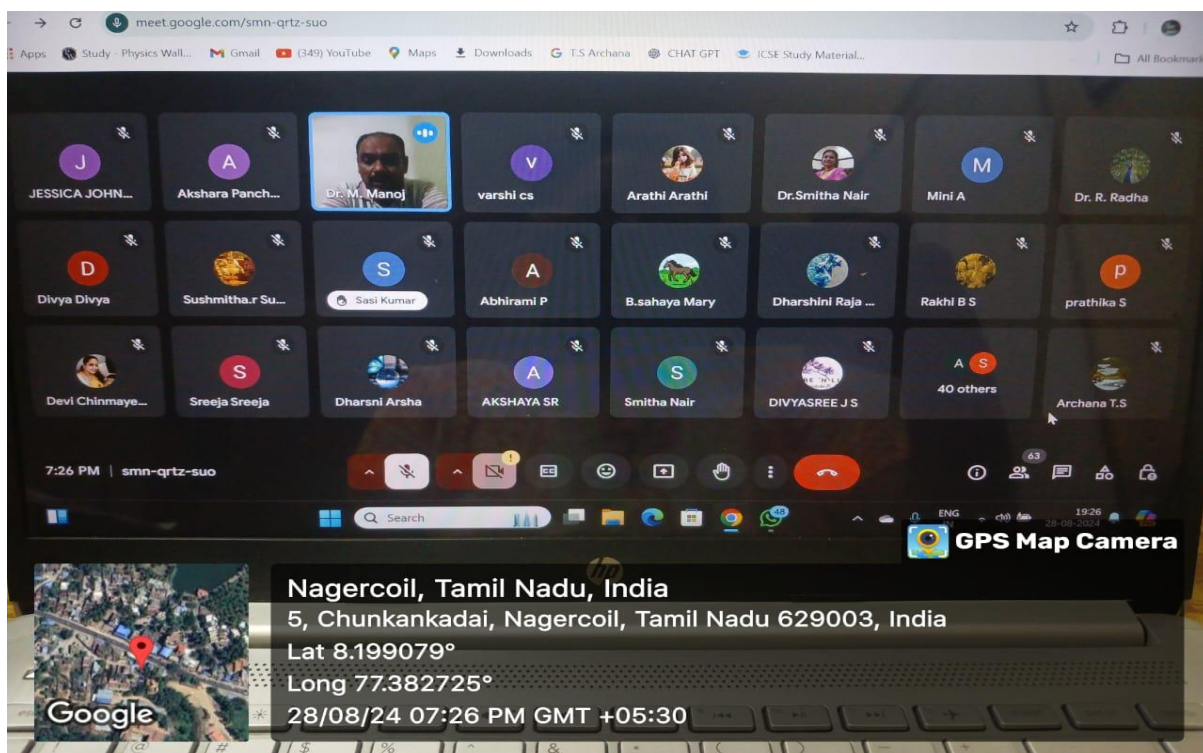
**Convenor**  
*Dr. Smitha Nair*  
President, IIC

**Organising Secretary**  
*Dr. R. Radha*  
*Dr. T.S. Archana*

**Organising Committee**  
IIC & IQAC



The screenshot shows a Google Meet session in progress. The main window displays a grid of 15 participant tiles. The top row includes Jessica Johnson, Akshara Panchami, Dr. M. Manoj (who is speaking), varshi cs, and Arathi Arathi. The second row includes Dr. Smitha Nair, Mini A, Dr. R. Radha, Divya Divya, and Sushmitha.r Sush... The third row includes Rakhi B S, Abhirami P, Dharshini Raja Be..., 38 others, and Archana T.S. On the right side, a 'People' list is visible, showing the names of participants with their profile pictures and a 'Add people' button at the top. The bottom of the screen shows the Google Meet control bar with icons for mute, video, chat, and other functions. The time is 7:16 PM and the meeting ID is smn-qrtz-suo.



## 29. Incubation Centre Visit

**Date:** 29 -08-2024

**Place:** Incubation centre visit to Stella Maris Developmental Studies, Kanyakumari

**Objective of the programme:** The objective of the session was to explore the incubation center's resources, facilities, and support services for startups and entrepreneurs.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women and Sree Ayyappa Incubation Centre in collaboration with Stella Maris Developmental Studies, Kanyakumari organised an incubation centre visit to Stella Maris Developmental Studies, Kanyakumari on 29-08-2024. The purpose of the visit was to understand the operations, support mechanisms, and impact of the centre on the startup ecosystem. During the visit to the incubation centre, the participants were provided with a comprehensive overview of the centre's activities and facilities by Mr. N. Edison, Project

manager at Stella Maris Institute of Development Studies. Stella Maris Institute of Development Studies (SMIDS) is a non-government development and education-based trust founded with a vision to create empowerment among the disadvantaged women in the society. The centre realized the high potential and value of Moringa products and understood the gap in the area of cultivation, processing and trading. By understanding the need, SMIDS has set up the Centre of Excellence for Moringa at SMIDS campus, Kanyakumari. The Centre of Excellence for Moringa is the first such centre in South India, which closely works with the farmers and integrates traders, financial institutions, researchers and equipment suppliers. It incorporates many different methods of protected cultivation and improved modern methods of processing. It provides Moringa farmers a wide spectrum of new technologies and possibilities to learn and later adopt and use in their own fields to raise their produce and resource efficiency. Also it aims at increasing farmers' yield and productivity using innovative method and technology to add value for their produce material. In addition, Vaigah Eco Centre, Aquaponics, Integrated farming, Mushroom cultivation and Fish feed preparation were also practised in the centre. The Centre of Excellence for Moringa is set up as a high-tech lab facility to execute world class research activities in the area of Moringa production. Also, this centre will facilitate the farmers to set up a Moringa producers' company in South Tamil Nadu. The students gained an understanding of how the centre aims to promote 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 growth of the local start-up ecosystem. The incubation centre at Stella Maris Developmental Studies is a vibrant

ecosystem that provides comprehensive support to startups and entrepreneurs. Our visit highlighted the importance of incubation centers in fostering innovation and entrepreneurship. We look forward to potential collaborations and knowledge sharing in the future.

The poster features a background of a modern building's glass facade with a grid pattern. At the top, there are four logos: the Institution's Innovation Council (IIC) logo, the Sree Ayyappa College for Women logo, the SAIC logo, and the Stella Maris Institute of Developmental Studies logo. The main text is centered and reads: 'SREE AYYAPPA COLLEGE FOR WOMEN CHUNKANKADAI Re-accredited with B-grade by NAAC (3rd-cycle)'. Below this, it says 'IIC & SAIC In collaboration with STELLA MARIS INSTITUTE OF DEVELOPMENTAL STUDIES Organizes Incubation centre visit at STELLA MARIS INSTITUTE OF DEVELOPMENTAL STUDIES'. A location pin icon is next to 'STELLA MARIS'. The date and day are '29/08/24 Thursday'. At the bottom, it lists 'Principal DR.V.R.ANJANA' and 'Organizing Committee IIC TEAM'.

**INSTITUTION'S INNOVATION COUNCIL**  
Ministry of Education, Government of India

**SREE AYYAPPA COLLEGE FOR WOMEN**  
CHUNKANKADAI

**SAIC**

**STELLA MARIS**  
INSTITUTE OF DEVELOPMENTAL STUDIES (IADS)  
#B No.4, Kottakara Road, Chunkankadai P.O., Kanyakumari Dist., Tamil Nadu - 629 190

**SREE AYYAPPA COLLEGE FOR WOMEN  
CHUNKANKADAI**  
Re-accredited with B-grade by NAAC (3rd-cycle)

**IIC & SAIC**  
In collaboration with  
**STELLA MARIS INSTITUTE OF DEVELOPMENTAL STUDIES**  
Organizes  
**Incubation centre visit**  
at  
**STELLA MARIS INSTITUTE OF DEVELOPMENTAL STUDIES**

**STELLA MARIS**

**29/08/24**  
**Thursday**

**Principal**  
**DR.V.R.ANJANA**

**Organizing Committee**  
**IIC TEAM**





29-Aug-2024 1:00:03 pm  
Kanniyakumari  
Tamil Nadu



Kanniyakumari, Tamil Nadu, India  
3GMQ+C8M, Kanniyakumari, Tamil Nadu 629702, India  
Lat 8.083989°  
Long 77.537664°  
29/08/24 12:33 PM GMT +05:30

GPS Map Camera



### **30. Orientation Session on Entrepreneurship**

**Date:** 02-09-2024

**Resource Persons:** 1. Ramkumar.S, Partner, Flutterfrog Software Solutions, YI Kanyakumari, Tuva Vertical Chair

2. Nishwin Isaac, Director, Artic9 Creative Agency, YI YI Kanyakumari, Tuva Vertical Co-Chair

**Objective of the programme:** The objective of the session was to introduce students to the concept of entrepreneurship and its importance in today's economy, to inspire and motivate students to consider entrepreneurship as a career option and to provide an overview of the entrepreneurial journey, from idea generation to startup launch.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women in collaboration with YI, Kanyakumari organised Orientation Session about Entrepreneurship. Ramkumar.S, Partner, Flutterfrog Software Solutions, YI Kanyakumari, Tuva Vertical Chair and Nishwin Isaac,

Director, Artic9 Creative Agency, YI YI Kanyakumari, Tuva Vertical Co-Chair were the resource persons. The resource persons gave a brief introduction about Youth Indians (YI) Kanyakumari which is a vibrant chapter of the Youth Indians organization, located in the picturesque district of Kanyakumari, Tamil Nadu. He stated that YI Kanyakumari is a dynamic platform for young professionals and entrepreneurs to connect, learn, and grow together with a focus on leadership development, community service, and entrepreneurship, YI Kanyakumari empowers its members to become active change-makers in society. Through regular meetings, workshops, and initiatives, YI Kanyakumari fosters a spirit of innovation, collaboration, and social responsibility among its members, contributing to the district's growth and development." Nishwin Isaac said that Yi Entrepreneurship creates a platform for knowledge delivery, mentorship and market access to enable the entrepreneurs to scale and inspire the youth on the path of entrepreneurship. Yi recognizes, entrepreneurship as a key element of transformation for India heading into the next decade of growth. This would not only create value in terms of economic wealth, but also be a trigger for job creation and is a path that is needed for solving the myriad challenges that prevent India from reaching its potential. Young Indians has a vision to be recognized for creating an environment, which promotes entrepreneurship as a tool for developing India. This is intended to be achieved through knowledge delivery, mentorship and market access that would enable entrepreneurs scale and inspire students on path of entrepreneurship. Yi is working to create entrepreneurs through mentors and internships for college students and also working with school students from an early age in schools. YI Kanyakumari orientation session talk inspired and motivated young professionals to take up leadership roles and created awareness about community service and social responsibility, encouraged entrepreneurship and innovation among members and provided a platform for knowledge sharing and



skill development which can lead to a more empowered, connected, and socially responsible community of young professionals in Kanyakumari.

**SREE AYYAPPA COLLEGE FOR WOMEN**  
**CHUNKANKADAI**  
Reaccredited with B grade by NAAC (3rd cycle)  
**Internal Quality Assurance cell**  
**Institution's Innovation Council**  
organise  
**YI KANYAKUMARI YUVA**  
**ORIENTATION SESSION ON**  
**ENTREPRENEURSHIP**  
*in collaboration with*  
**YI KANYAKUMARI**

**02 SEPTEMBER 2024**  
**2:30 PM**  
**SEMINAR HALL**

**Principal**  
Dr. V R Anjana  
**Convenor**  
Dr. Smitha Nair,  
President, IIC

**Organising Secretaries**  
Dr. Rakhi B S  
Ms. Aswini Kesan

**Ramkumar S**  
Partner,  
Flutterfrog Software  
Solutions, YI Kanyakumari  
YUVA Vertical Chair

**Nishwin Issac, Director,**  
Artic9 Creative Agency  
YI Kanyakumari YUVA  
Vertical Co-Chair

**Organising Committee**  
Members, IIC & IQAC







## **31. Innovation Ambassador Mentoring Session**

IA AMBASSADOR: DR. K.R. Sobha

TOPIC: Awareness About Digital Marketing

DATE: September 06, 2024

### **Objectives**

1. To build a personal brand or online presence.
2. To drive traffic to a website or blog.
3. To generate leads or sales for a business.
4. To increase brand awareness or reach a wider audience.
5. To measure and optimize marketing efforts.

### **Summary**

Digital marketing refers to the promotion of products brands or service using digital channels such as social media platforms, online advertising etc. And also it deals with various types of digital marketing such as social media marketing, content marketing, email marketing etc. Also, given an interaction

session about some popular digital marketing tools such as Google Analysis, HubSpot, Canva, Adobe Creative Cloud etc.





## 32. Innovation Ambassador Mentoring Session

IA Ambassador: Dr. V. Soniya

Topic: Agri-preneruship -Trends and Opportunities

Date: September 06, 2024

### Objectives:

1. To provide a comprehensive understanding of agripneurship, including key concepts, principles, and trends in the agriculture sector.
2. To explain the role of innovation and entrepreneurship in transforming agricultural practices and enhancing productivity.
3. To explore emerging opportunities in agripneurship, including sustainable practices, digital agriculture, and value-added products.

**Session Summary:** The IA provided an overview of emerging trends in agripreneurship, including advancements in precision agriculture, digital farming, and sustainable practices. There are growing demands for sustainable and organic products, as well as innovations in crop management and supply chain optimization. She said that the common challenges include securing funding, scaling operations, and navigating regulatory environments. Adoption of new technologies can provide competitive advantages and open new market opportunities. She also added that networking that is building connections and partnerships is crucial for success in agri-preneurship.

### **Outcome**

1. Participants gained an understanding of emerging trends in agri-preneurship.
2. Insights were provided into current trends and expanding participants' knowledge of how these trends impact the agribusiness landscape.
3. Participants gained knowledge about the integration of new technologies in agribusiness, including tools for improving efficiency and productivity.





### **33. Report on “An Orientation Session by Innovation Ambassador” – Session on "The Future of Innovation: Bridging Creativity with Technology"**

**Date:** September 09, 2024

**Speaker:** Dr. Rakhi B S, Assistant Professor of Botany, Sree Ayyappa College for Women & Innovation Ambassador, Innovation Activity Co-ordinator of IIC, Sree Ayyappa College for Women

#### **Objectives:**

1. To provide a comprehensive understanding of what constitutes innovation in the modern context, including its evolution and scope beyond traditional product development.
2. To illustrate the integral role of creativity in the innovation process and provide strategies to foster a creative mindset.
3. To present case studies and examples of successful innovations that demonstrate the practical application of creativity and technology.
4. To provide actionable advice and encouragement for students to cultivate innovation skills and adopt innovative practices.

#### **Outcome:**

Participants gained a clearer understanding of what innovation means today and how it extends beyond just new products to include processes, services, and societal impacts. Attendees recognized the vital connection between creativity and innovation, and how fostering a creative environment can lead to breakthrough innovations. The session provided concrete examples and case studies showing how creativity and technology are combined to solve real-world problems, demonstrating practical applications. Participants gained insights into upcoming trends and potential future developments in innovation, helping them prepare for and adapt to these changes. The session equipped

attendees with practical advice for nurturing innovation skills, including the importance of risk-taking and continuous learning.

### **Key Takeaways:**

- Innovation encompasses more than just new products; it involves creative problem-solving and improvements in various domains such as processes, services, and societal structures.
- Emerging technologies like AI, blockchain, and quantum computing are powerful tools for driving innovation. Understanding and leveraging these technologies can unlock new possibilities.
- Success stories demonstrate how combining creativity with technology can lead to significant advancements and solutions to pressing challenges.
- Staying informed about future trends and preparing for technological advancements can help individuals and organizations remain competitive and innovative.

The talk explored the evolving landscape of innovation, emphasizing the synergy between creativity and technological advancements. The goal was to provide the audience with a comprehensive understanding of how these elements intersect and shape the future. The speaker defined innovation as the process of translating creative ideas into practical and impactful solutions. The discussion highlighted how innovation is no longer confined to product development but extends to processes, services, and societal changes. A brief overview of historical innovations was provided to contextualize the rapid advancements seen in recent decades. A brief overview of historical innovations was provided to contextualize the rapid advancements seen in recent decades. The talk concluded with a summary of the key insights and a call to action for the audience to embrace and cultivate both creativity and technology in their own spheres. The speaker encouraged



attendees to think creatively about how technology can be used to solve pressing problems and to remain adaptable in the face of rapid technological changes.





## **34. Innovation Ambassador Mentoring Session**

IA Ambassador: Divyasree J S

Topic: Problem-Solving Skills Required in Entrepreneurship

Date: September 9, 2024

### **Objectives:**

1. To provide an understanding of the skills required in problem-solving and ideation
2. To enhance the knowledge of idea-formation
3. To develop the problem-solving skills in students

**Session Summary:** Problem-solving and ideation are crucial components of entrepreneurship. Problem solving skills are essential as they navigate the complexities of starting and running a business. Entrepreneurs often encounter various challenges that require innovative solutions. Effective problem-solving involves the use of various skills. Developing these skills can significantly enhance the ability to generate and refine innovative ideas in entrepreneurship.

### **Outcome:**

1. The students received a deeper understanding of the problem-solving skills needed to succeed as an entrepreneur.
2. Students learnt techniques to think creatively and generate innovative ideas.
3. Motivated to develop the ability to identify, analyze, and solve complex problems.
4. Enhanced decision-making capabilities of the participants
5. Increased confidence in their ability to generate and implement ideas.



Nagercoil, Tamil Nadu, India

692M+9V6, Chunkankadai, Nagercoil, Tamil Nadu  
629003, India

Lat 8.2021958 / Long 77.3849068

Monday 09 September 2024 11:55:50

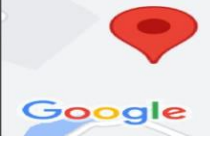


Nagercoil, Tamil Nadu, India

692M+9V6, Chunkankadai, Nagercoil, Tamil Nadu  
629003, India

Lat 8.2021935 / Long 77.3848997

Monday 09 September 2024 11:54:29



35.MIC Session - Live Session on MIC Programmes and Schemes with Dr.Abhay Jere, VCM, AICTE & CIO, MoE's Innovation Cell

**Date:** 23 -10-2024

**Resource Person:** Dr.Abhay Jere, Vice Chairman AIC and Chief Innovation Officer, MoE's Innovation Cell

**Objective of the programme:** The objective of the session was to The primary objective of the live session is to create awareness about the MIC programs and schemes among students, faculty, and institutions and to provide information about the various initiatives and opportunities available for innovation .

**Programme Outcome:** The students and faculty of Institution's Innovation Council of Sree Ayyappa College for Women attended Live Session On MIC Programmes and Schemes with Dr.Abhay Jere, VCM, AICTE MoE's Innovation Cell on 23 -10-2024.Dr. Abhay Jere, Vice Chairman AIC and Chief Innovation Officer, welcomed participants and outlined the purpose of the live session focused on discussing the various programs and initiatives of the AIC and the Ministry of Education aimed at fostering innovation and entrepreneurship in educational institutions. The Vice Chairman emphasized the importance of integrating innovation into academic activities and encouraged institutions to actively participate in initiatives like hackathons and start-up incubation. Additionally, he highlighted the need for collaboration between technical and non-technical students to drive innovation and urged institutions to leverage available resources and support systems effectively. He pointed out the notable participation from institutions in AIC's Innovation Design Boot Camps, with a high number of applicants leading to selective admissions and record-breaking internal hackathons with over 2200 participants, emphasizing the success of the open innovation model. He emphasised the need for technical institutions to become sources of innovative ideas that address global

challenges, not just consumers of technology. Acknowledgment of the need for continuous feedback from institutions to improve the IIC calendar and activities was stressed and highlighted the need to increase the number of start-ups from institutions, with a current count of 6000 start-ups valued at approximately 15,000-16,000 crore. He asked the institutions to connect with local incubators for support and resources, and to explore partnerships for start-up incubation and suggested the institutions to leverage student capabilities to solve internal challenges, enhancing employability and fostering innovation. The session increased awareness and understanding of the MIC programs and schemes among the audience and improved knowledge and skills among students and faculty to develop innovative ideas and solutions.

Ministry of Education  
Government of India

AICTE  
The Only One

MoE's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)

**Inviting HEIs**  
For  
**Live Session on**  
**MIC Programmes & Schemes**  
With  
**Dr. Abhay Jere**  
Vice Chairman AICTE & Chief Innovation Officer (CIO)  
Ministry of Education, Govt. of India

Join us for free Live Insightful discussions

23<sup>rd</sup> October 2024  
Wednesday, 02:00 PM

Live Streaming at  
/MoEInnovationCell

1:14:15

/mhrdinnovation | @mhrd\_innovation | /mhrd.innovationcell





36.Session on Young Entrepreneur on Developing an Idea into a Start-Up

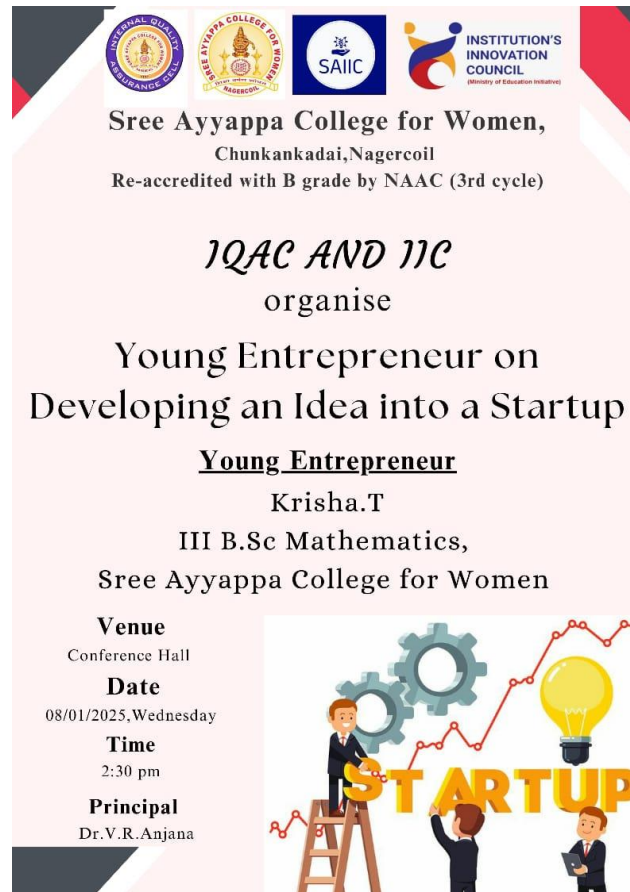
**Date :** 08-01-2025

**Resource Person:** Ms.Krishna.T, Student, III B.Sc Mathematics

**Objective of the programme:** The objective of the session was to inspire and guide young entrepreneurs in developing their ideas into successful startups, using cake making as a case study.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women and IQAC organised a Session on Young Entrepreneur on Developing an Idea into a Start-Up on 08-01-2025. Ms. Krishna.T, Student of III B.Sc Mathematics was the resource person. The resource person talked about introduction to entrepreneurship and the cake making industry and about marketing and sales strategies for cake making businesses. The session lead to the development of innovative and unique cake making products and services that can be showcased and sold in the market.The programme increased awareness and understanding of the entrepreneurial process among young

entrepreneurs and improved knowledge and skills in developing business ideas, creating business plans, and pitching to investors. It also enhanced creativity and innovation among young entrepreneurs, leading to the development of unique and viable business ideas and increased confidence and motivation among young entrepreneurs to pursue their startup ideas.



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

***IQAC AND IIC***  
organise

**Young Entrepreneur on  
Developing an Idea into a Startup**


**Young Entrepreneur**  
Krisha.T  
III B.Sc Mathematics,  
Sree Ayyappa College for Women

**Venue**  
Conference Hall

**Date**  
08/01/2025, Wednesday

**Time**  
2:30 pm

**Principal**  
Dr. V. R. Anjana





37. Workshop on Effective Sales and Marketing Strategies for Entrepreneurs/Startups

**Date :** 09-01-2025

**Resource Persons:** Mr.Roy Mon, Director, Innovative Solutions and Mr.Subin Gnana Selvam,Director, Artic Nine Creative Agency

**Objective of the programme:** The objective of the session was to equip entrepreneurs and startups with the knowledge, skills, and tools necessary to develop and implement effective sales and marketing strategies that drive business growth and success

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women and IQAC in collaboration with Young Indians Kanyakumari Chapter organised a workshop on Effective Sales and Marketing Strategies for Entrepreneurs/Startups on 09-01-2025. Mr.Roy Mon, Director, Innovative Solutions and Mr.Subin Gnana Selvam, Director, Artic Nine Creative Agency were the resource persons. The session covered the following topics:

1. Introduction to Sales and Marketing: Understanding the sales and marketing process, and the importance of effective sales and marketing strategies for business growth and success.
2. Understanding Your Target Audience: Identifying and understanding your target audience, including their needs, wants, and pain points.
3. Developing Effective Marketing Messages: Crafting marketing messages that resonate with your target audience and drive conversions.

The session increased knowledge and understanding of sales and marketing principles and practices among entrepreneurs and startups and improved sales and marketing skills among participants, leading to increased conversions and revenue growth. It also enhanced ability to develop and implement effective sales and marketing strategies that drive business growth and success and increased confidence and motivation among entrepreneurs and startups to pursue their business goals and objectives. In short, the session developed effective sales and marketing strategies and tips for future entrepreneurs to drive business growth and success in future.





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**Sree Ayyappa College for Women**  
 Re-Accredited with B grade by MAAC  
 Chunkankadai, Nagercoil, Tamil Nadu 629807





**Institution's Innovation Council (IIC)**  
 in Collaboration with  
**Young Indians Kanyakumari Chapter**  
 organises  
**Workshop on Effective Sales and Marketing Strategies  
 for Entrepreneurs/startups**

**Mr Subin Gnana Selvam**  
 Director, Artic Nine creative Agency



**Mr. R. Roy Mon**  
 Director, Innovative Solutions



**Date: 09 January 2025, Time: 2:30pm, Venue: Seminar Hall**

Principal  
**Dr. V.R.Anjana**

Organising Committee  
**IIC**



### 38. Talk on Agri-innovations for Sustainable Development

**Date :** 20-01-2025

**Resource Person:** Ms.Usha Soolapani, Founder Member, Thanal , Director, Thanal Agro-Ecology Producer Company

**Objective of the programme:** The objective of the session was to highlight the importance of agri-innovations in achieving sustainable development, particularly in the context of agriculture and food security.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women, IQAC and SAIIC organised a Talk on Agri-innovations for Sustainable Development on 20-01-2025. Ms.Usha Soolapani, Founder Member, Thanal , Director, Thanal Agro-Ecology Producer Company was the resource person. The resource person introduced the concept of agri-innovations

and their potential to transform the agricultural sector and discussed the challenges facing the agricultural sector, including climate change, water scarcity, and soil degradation. She cited examples of agri-innovations that are being used to address these challenges, such as precision agriculture, vertical farming, and regenerative agriculture and urged the participants to explore the role of technology, including artificial intelligence, blockchain, and the Internet of Things (IoT), in enabling agri-innovations and emphasized the need for sustainable agricultural practices and the importance of agri-innovations in achieving the United Nations' Sustainable Development Goals (SDGs), particularly SDG 2 (Zero Hunger) and SDG 13 (Climate Action). The session increased awareness and understanding of the importance of agri-innovations in achieving sustainable development and improved knowledge of the challenges facing the agricultural sector and the potential of agri-innovations to address these challenges. By attending this talk, attendees gained a deeper understanding of the importance of agri-innovations in achieving sustainable development and will be inspired to adopt and promote agri-innovations in their own work and communities.








**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of Education Initiative)

**SREE AYYAPPA COLLEGE FOR WOMEN  
CHUNKANKADAI**  
*RE-ACCREDITED WITH B GRADE BY NAAC [THIRD CYCLE]*

**IQAC & SAIC**  
organise a  
**TALK**  
ON  
**Agri-innovations for Sustainable  
Development**  
Resource Person

**Ms. USHA SOOLAPANI - Founder Member, Thanal;  
Director, Thanal Agroecology Producer Company**

**SEMINAR HALL** **JAN 20, 2025** **11 AM**

**PRINCIPAL**  
**Dr. V. R. Anjana**

**CONVENOR**  
**Dr. Smitha Nair**  
President, IIC

**ORGANISING SECRETARY**  
**Dr. Deepa Nair**  
Internship Activity  
Coordinator, IIC

**ORGANISING COMMITTEE**  
**SAIC & IQAC**







### 39. Session on Waking Up Innovation

**Date :** 27-01-2025

**Resource Person:** Dr.AchuthSankar.S.Nair, Former Professor and Head, Department of Bioinformatics, University of Kerala and State President, Sasthra Vedhi

**Objective of the programme:** The objective of the session was to to inspire and empower individuals to think creatively and develop innovative solutions to real-world problems. The session aims to encourage individuals to think outside the box and challenge conventional wisdom and provide a framework for creative problem-solving and idea generation.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women and IQAC organised a Talk on Waking Up Innovation on 27-01-2025. Dr.AchuthSankar.S.Nair, Former Professor and Head, Department of Bioinformatics, University of Kerala and State President, Sasthra Vedhi was the resource person. The resource person defined innovation and its importance in today's fast-paced world and explained about the common obstacles to innovation, such as fear, self-doubt, and groupthink.He provided tips for creative problem-solving, such as design thinking and brainstorming and talked about providing tools and strategies for generating innovative ideas, such as mind mapping and SCAMPER.He also showcased successful examples of innovation and entrepreneurship, such as startups and social enterprises. By attending the session, participants gained confidence, skills, and motivation to pursue their innovative ideas and enhanced ability to think critically and challenge assumptions and developed a growth mindset and willingness to take calculated risks.

**SREE AYYAPPA COLLEGE FOR WOMEN**  
CHUNKANKADAI  
Reaccredited with B grade by NAAC (3rd cycle)  
INTERNAL QUALITY ASSURANCE CELL  
&  
INSTITUTION'S INNOVATION COUNCIL  
Organise  
Session on

**WAKING UP INNOVATION**

DATE : 27/01/2025  
TIME: 11.00 AM  
VENUE: SEMINAR HALL

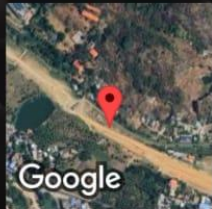
**RESOURCE PERSON**  
Dr. Achuthsankar S. Nair  
Former Professor and Head,  
Department of Bioinformatics,  
University of Kerala  
&  
State President, Sasthra Vedhi

PRINCIPAL  
DR. V R ANJANA

CONVENOR  
DR. SMITHA NAIR

ORGANISING SECRETARIES  
DR. RAKHI B S  
MRS. DIVYASREE J S

ORGANISING COMMITTEE  
IIC & IQAC TEAM



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#### 40. Women in Innovation Boot Camp




**Date :** 28-01-2025 and 29-01-2025

**Resource Persons:** Dr.Rahul.N ,Project Lead, Start up TN,Tirunelveli and Mr.R.Rajesh, Field Co-ordinator, EDII, Government of Tamilnadu.

**Objective of the programme:** The objective of the session was to provide a comprehensive understanding of the principles and practices of innovation and entrepreneurship, with a focus on developing the skills and knowledge necessary to succeed in today's fast-paced business environment.

**Programme Outcome:** The Institution's Innovation Council of Sree Ayyappa College for Women in collaboration with Start up TN organised a women in Innovation Bootcamp on 28-01-2025 and 29-01-2025. Dr.Rahul.N ,Project Lead, Start up TN,Tirunelveli and Mr.R.Rajesh, Field Co-ordinator, EDII, Government of Tamilnadu were the resource persons. The bootcamp covered the topics such as Introduction to Innovation and Entrepreneurship, Ideation and Idea Generation, Business Model Canvas and Lean Startup Methodology, Market Research and Customer Validation, Pitching and Presentation Skills, Funding and Financing Options for Startups, Design Thinking and Prototyping and Startup Success Stories and Lessons Learned. The bootcamp included a range of interactive sessions, including workshops, panel discussions, and mentoring sessions, led by experienced industry experts. By completing this bootcamp, the participants had demonstrated a commitment to innovation and entrepreneurship, and has acquired the skills and knowledge necessary to develop and launch their own startup or innovative project. The bootcamp ended with a valedictory session and the participation certificates were distributed to the participants.






**SREE AYYAPPA COLLEGE FOR WOMEN**  
**CHUNKANKADAI**  
 Reaccredited with B grade by NAAC (3rd cycle)

**IN COLLABORATION WITH**  
**START UP TN**  
*organises*

**WOMEN IN INNOVATION**  
**BOOTCAMP**  
 for students

 **January 28-29, 2025**  
 **9.30 AM**  
 **Seminar Hall**

**Principal**  
**Dr. V R Anjana**

**Convenor**  
**Dr. Smitha Nair**

**Organising Secretaries**  
**Dr. Radha R**  
**Mrs. Prasaja V P**

**Organising Team**  
**Members, IIC**





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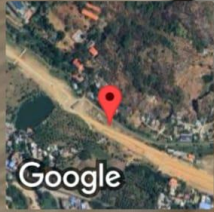
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