



SREE AYYAPPA COLLEGE FOR WOMEN
(Re-accredited by NAAC with A Grade - 4th cycle)
Chunkankadai, Nagercoil



IIC NEWSLETTER MINDSPARK

*“Ignite your infinite potential with Mindspark
where learning meets innovation”*



2024-2025

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ART CORNER



OUR SECRETARY



ADV.SRI.SANGEETH KUMAR



Dr. V.R. ANJANA

OUR PRINCIPAL



THE TEAM



Dr.V.R.ANJANA

GUIDED AND SUPPORTED BY
PRINCIPAL

"The true entrepreneur is a doer, not a dreamer"

- Nolan Bushnell



Dr.R.RADHA

DESIGNED AND EDITED BY

CHIEF EDITOR AND STARTUP
ACTIVITY CO-ORDINATOR, IIC

"Young people must be enabled to become job generators and not job seekers"

- Dr. A.P.J. Abdul Kalam



Dr.SMITHA NAIR

PROOF READ AND COMPILED BY
MANAGING EDITOR AND PRESIDENT, IIC

"It is the long history of humankind..that those who learned to collaborate and improvise most effectively have prevailed"

- Charles Darwin

EDITORIAL TEAM

DESIGN TEAM LEADS



Ms.C.S.VARSHINI



Ms.S.S.PHAVITHRA

TECHNICAL TEAM LEADS



Ms B.HARSHINI



Ms.JESSICA JOHNSON

ORGANISING TEAM LEADS



Ms.U.H.SHALABHA



Ms.K.S.ANJANASREE

EDITOR'S DESKTOP

Dear Readers,

Innovation is often spoken of in terms of ideas and inventions, but at its core, it is deeply human. It begins with curiosity, grows through collaboration, and finds purpose when it seeks to improve lives. **Mindspark 2024-25** celebrates this journey where learning transcends classrooms and ideas evolve into meaningful action.

Over the past academic year, the Institution's Innovation Council has played a significant role in nurturing an ecosystem that encourages students to question, explore, and innovate with confidence. Through awareness programmes, workshops, competitions, mentoring sessions, and hands-on activities, students were inspired not only to think creatively but also to appreciate the social relevance and ethical responsibility of innovation. This newsletter brings together stories of perseverance, teamwork, and intellectual curiosity. Each page reflects the collective efforts of students who dared to dream, faculty members who guided them with dedication, and an institution committed to empowering young minds as future-ready innovators and responsible citizens.

As editors, compiling Mindspark has been an enriching experience, allowing us to witness ideas transform into initiatives and aspirations into achievements. We express our sincere gratitude to the Principal for her visionary leadership, the IIC coordinators and faculty for their constant support, and the students whose enthusiasm continues to inspire us. We hope Mindspark 2024-25 serves as both a record of accomplishments and a source of motivation for years to come.



PRINCIPAL'S MESSAGE



Welcome to Mindspark, your spark to entrepreneurial success!

Innovation is the cornerstone of progress and meaningful education. In a rapidly evolving world, institutions of higher learning must nurture not only knowledgeable graduates but also creative thinkers, ethical innovators, and socially responsible citizens. Mindspark 2024–25, the annual newsletter of the Institution's Innovation Council, reflects this commitment.

The Institution's Innovation Council has played a vital role in creating a vibrant ecosystem that promotes curiosity, critical thinking, and experiential learning. Through innovation awareness programmes, ideation challenges, workshops, mentoring sessions, and hands-on activities, students have been encouraged to explore ideas and develop solutions to real-world problems. What makes innovation impactful is its human dimension. Guided by empathy, sustainability, and inclusivity, the achievements highlighted here reflect the collective efforts of students and faculty members working with dedication and resilience. I sincerely appreciate the IIC coordinators, faculty members, student innovators, and the editorial team for their untiring efforts in compiling Mindspark 2024–25. As we move forward, let us continue fostering a culture where creativity thrives and innovation is pursued with purpose and integrity.

I wish all the participants and the Editorial Team the very best.



IIC PRESIDENT'S MESSAGE



Dear Readers,

Innovation today extends beyond inventions; it is a mindset that fosters curiosity, problem-solving, and the courage to challenge conventional thinking. The Institution's Innovation Council (IIC) plays a vital role in nurturing this mindset among students and faculty, enabling ideas to evolve into meaningful outcomes. Mindspark 2024-25 reflects this dynamic culture of innovation on our campus.

Throughout the academic year, the IIC facilitated diverse initiatives such as innovation awareness programmes, ideation and entrepreneurship activities, skill-building workshops, mentoring sessions, and collaborative platforms. These efforts aimed not only at strengthening technical and creative skills but also at instilling teamwork, resilience, and social responsibility.

It is truly encouraging to witness our students embracing innovation as learners, creators, and emerging leaders. With the committed guidance of faculty members and strong institutional support, the IIC continues to foster an inclusive, sustainable, and impactful innovation ecosystem.

I extend my sincere gratitude to the Honorable Principal, the IIC coordinators and faculty members, the enthusiastic students, and the editorial team for documenting our collective journey. Let us continue to nurture purposeful ideas and pursue innovation with integrity for societal and national progress.



ABOUT SREE AYYAPPA COLLEGE FOR WOMEN

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

JOURNEY OF IIC ESTABLISHED IN OUR COLLEGE

Sree Ayyappa College for Women established the Institution's Innovation Council (IIC) on 25 October 2019, in accordance with the guidelines of the Ministry of Education's Innovation Cell (MIC). The council was constituted with the vision of fostering a vibrant local innovation ecosystem within the institution and nurturing a culture of creativity, problem-solving, and entrepreneurship among students and faculty members.

The primary objective of the IIC is to create a robust start-up-supporting mechanism in higher education institutions, establish a functional ecosystem for scouting innovative ideas, and facilitate the pre-incubation of promising student innovations. The council also aims to enhance students' cognitive abilities, encourage design thinking, and promote technology-enabled solutions to real-world challenges.

The major focus areas of the IIC include:

- Creating a vibrant and sustainable local innovation ecosystem.
- Establishing effective start-up and entrepreneurship support mechanisms within the institution.
- Preparing the institute for participation in the NIRF Innovation Ranking of Institutions on Innovation Achievements (ARIIA) framework.
- Developing a structured system for idea generation, scouting, and pre-incubation.
- Enhancing creativity, critical thinking, and problem-solving skills among students.



VISION

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

MISSION

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

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

OBJECTIVES

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



CORE COMMITTEE MEMBERS

PRINCIPAL



PRESIDENT



VICE PRESIDENT



CONVENER



FACULTY CO-ORDINATORS

STARTUP & NIRF
CO-ORDINATOR



INTERNSHIP
CO-ORDINATOR



SOCIAL MEDIA
CO-ORDINATOR



IPR
CO-ORDINATOR



NISP
CO-ORDINATOR



SIH
CO-ORDINATOR



INNOVATION
CO-ORDINATOR



IIC FACULTY MEMBERS



INNOVATION AMBASSADORS



Dr.V.R.ANJANA

PRINCIPAL



Dr.SMITHA NAIR

ASSOCIATE PROFESSOR
OF CHEMISTRY



Dr.J.PRASANNAKUMARI

ASSOCIATE PROFESSOR
OF ECONOMICS



Dr.R.JANATHAKUMARI

ASSOCIATE PROFESSOR
OF ENGLISH



Dr. T.ANITHA

ASSOCIATE PROFESSOR
OF HISTORY



Dr.DEEPA NAIR

ASSOCIATE PROFESSOR
OF ENGLISH



Dr.K.R.SOBHA

ASSISTANT PROFESSOR
OF MATHEMATICS



Dr.R.RADHA

ASSISTANT PROFESSOR
OF ZOOLOGY



Dr. S.UMADEVI

ASSISTANT PROFESSOR
OF BOTANY



Mrs.J.S.DIVYASREE

ASSISTANT PROFESSOR
OF ENGLISH



Dr.T.S.ARCHANA

ASSISTANT PROFESSOR
OF COMMERCE



Mrs.V.P.PRASAJA

ASSISTANT PROFESSOR
OF ENGLISH



Ms.R.ASWINI KESAN

ASSISTANT PROFESSOR
OF ENGLISH



Mrs.B.S.RAKHI

ASSISTANT PROFESSOR
OF BOTANY



Dr.T.R.UDAYAKUMARI

ASSISTANT PROFESSOR
OF TAMIL



Dr.V.SONIYA

ASSISTANT PROFESSOR
OF COMMERCE



Dr.R.S.DIVYA

ASSISTANT PROFESSOR
OF COMMERCE



STUDENT CO-ORDINATORS

START-UP ACTIVITY STUDENT
CO-ORDINATOR



Ms.S.SUWATHI

IPR ACTIVITY STUDENT
CO-ORDINATOR



Ms.JESSICA JOHNSON

INTERNSHIP STUDENT
CO-ORDINATOR



Ms.APARNA GOBAN

INNOVATION STUDENT
CO-ORDINATOR



Ms.ABIRAMI.R

SOCIAL MEDIA STUDENT
CO-ORDINATOR



Ms.HARSHINI.B

START-UP TN CAMPUS
STUDENT CIRCLE
AMBASSADOR



Ms.C.S.VARSHINI

STUDENT CIRCLE AMBASSADORS



Ms.HARSHINI.B



Ms.SHALABHA.U.H



Ms.ARATHI.R.L

EXTERNAL EXPERTS/MENTORS



Dr.M.MANOJ

Associate Professor,
Marian Engineering College
Trivandrum.



Mr.KRISHNAN UNNI

CEO, Acuro Technologies Pvt.
Ltd., Trivandrum



Dr.ARUN SURENDRAN

Strategic Director and Principal
Trinity College of Engineering,
Trivandrum



Dr.M.MENAGA

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



TESTIMONIALS



Founder
AgileTribers, Nagercoil

Over the last two years, my association with Sree Ayyappa College has been a genuinely fulfilling experience. The Institution's Innovation Council (IIC) has created a strong platform where students are encouraged to explore ideas, ask questions, and gain confidence by regularly interacting with industry experts and real-world practitioners.

The college's focus on innovation is clearly visible through its continuous knowledge-sharing sessions, hands-on workshops, and active support for student-driven ideas. These initiatives help students go beyond classroom learning and develop practical, industry-relevant perspectives.

I have been glad to contribute to these efforts by delivering sessions and have always been impressed by the faculty's openness and the students' enthusiasm to learn, experiment, and innovate. The IIC at Sree Ayyappa College is undoubtedly playing an important role in shaping confident, future-ready graduates with an innovation mindset.



TESTIMONIALS



Director
Flutterfrog Software Solutions LLP & GR Garments, Nagercoil

My experience with Sree Ayyappa College over one year has been exceptional. Through the Institution's Innovation Council (IIC), the college has built a dynamic platform that effectively connects students with the professional world.

I've had the opportunity to deliver two presentations this past year alone, and I am consistently impressed by the college's ability to engage a wide network of successful entrepreneurs. This exposure allows students to move beyond textbooks and gain real-world insights directly from industry leaders.

The faculty's dedication and the students' drive to innovate make Sree Ayyappa College a true hub for future-ready talent. It is a pleasure to contribute to an institution that so clearly prioritizes practical excellence and an entrepreneurial mindset.



ACHIEVEMENTS

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



- Commenced an agri-product manufacturing Unit dedicated to promoting sustainable agriculture practices. Our unit specializes in the production of organic fertilizers, harnessing the power of nature to nourish the soil and promote eco-friendly farming.
- Our startup generated significant revenue through the sale of products in IIC student markets, IIC Expo Spot and Thadai Aathe Udai Exhibitions contributing to the local economy.
- Collaboration between the IIC and industries, signed MoU with renowned industries, promoting a seamless exchange of knowledge, bridging the gap between academia and the professional world.
- Released IIC newsletter MINDSPARK to showcase achievements and document the progress of innovation initiatives within the institution over time.
- Encouraged interdisciplinary collaboration, allowing students from various disciplines to come together and work on innovative projects.

IMPACTS

- The institution received a 3.5 Star Rating for its Institutions Innovation Cell by the Ministry of Education, Innovation Council for the academic 23-24.
- About 80 activities in the academic year 2024-25 were organised by IIC.
- IIC catered successfully to the needs of students as well as faculty entrepreneurs with innovative ideas of social relevance and thereby disseminating a culture of entrepreneurship on the campus.
- IIC has been able to provide required infrastructure that can enable students and faculty to innovate and prototype their ideas.
- Students/Faculty associated with IICs were given the exclusive opportunity to participate in various Innovation related initiatives and competitions organized from institution level to national level.



BEST PRACTICES

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

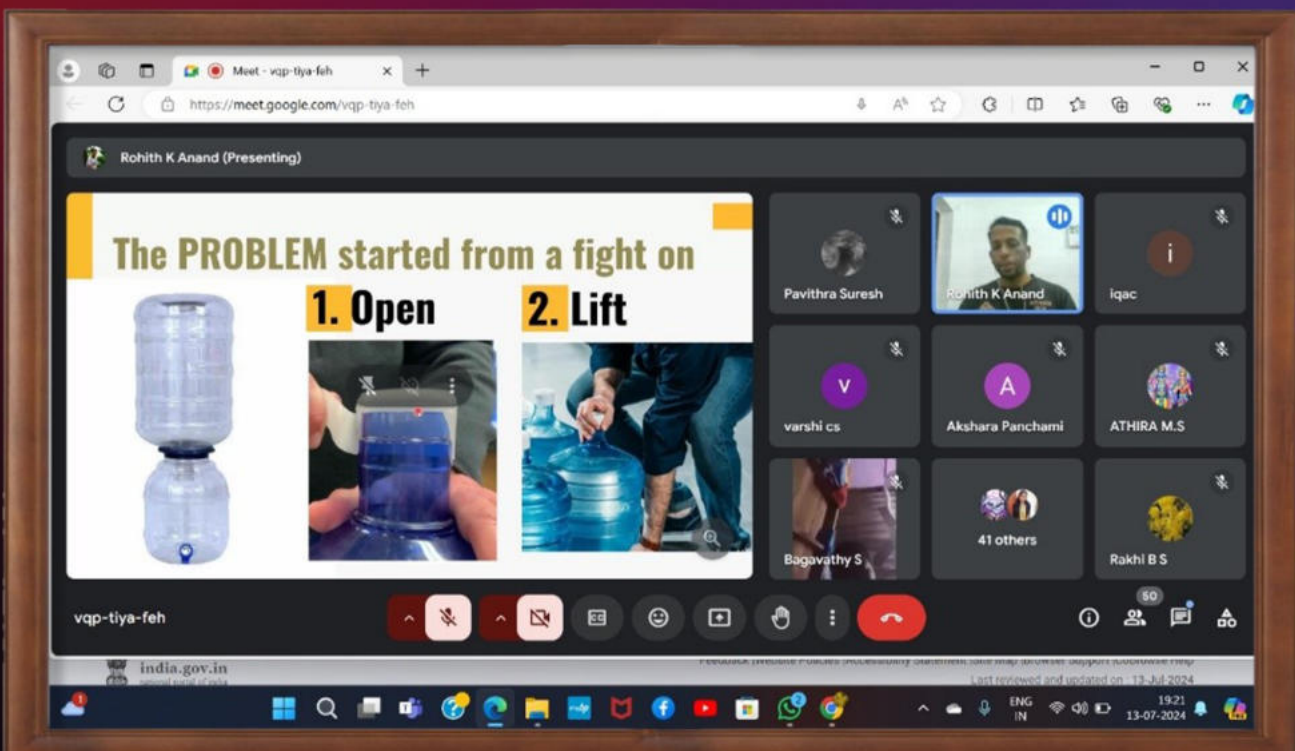


IIC ACTIVITIES FROM JUNE 2024 TO MAY 2025

1. SESSION ON ENTREPRENEURSHIP OPPORTUNITIES IN MUSHROOM PRODUCTION AND ITS BY-PRODUCTS ON 09-07-2024 BY DR.S.PRAKASH, PRINCIPAL SCIENTIST, FINURA AGROTECH LLP, THOVALAI, KANYAKUMARI



2. WORKSHOP ON PROTOTYPE/PROCESS DESIGN AND DEVELOPMENT ON 13-07-2024 BY MR.ROHITH K ANAND, ASSISTANT PROFESSOR, CIPET: IPT-KOCHI, GOVT OF INDIA



3. CELEBRATION ACTIVITY – CELEBRATING WORLD TECHNOLOGY DAY ON 15/07/24 BY J JANITH, SOFTWARE ENGINEER AND DISTRICT JOINT SECRETARY, TAMILNADU SCIENCE FORUM



4. CELEBRATION ACTIVITY – WORLD ENVIRONMENT DAY - SESSION ON EXTINCT FLORA AND FAUNA OF THE BLUE PLANET ON 18-07-2024 BY DR. BEENA LAWRENCE, ASSOCIATE PROFESSOR, DEPARTMENT OF BOTANY, WOMEN'S CHRISTIAN COLLEGE, NAGERCOIL



5. WORLD IP DAY CELEBRATION - WORKSHOP ON PATENT, COPYRIGHT AND TRADEMARK FOR LEGAL PROTECTION ON 23-7-2024 BY DR.SUBATHRA CHELLADURAI, ASSISTANT PROFESSOR OF COMMERCE, PIONEER KUMARASWAMY COLLEGE, NAGERCOIL



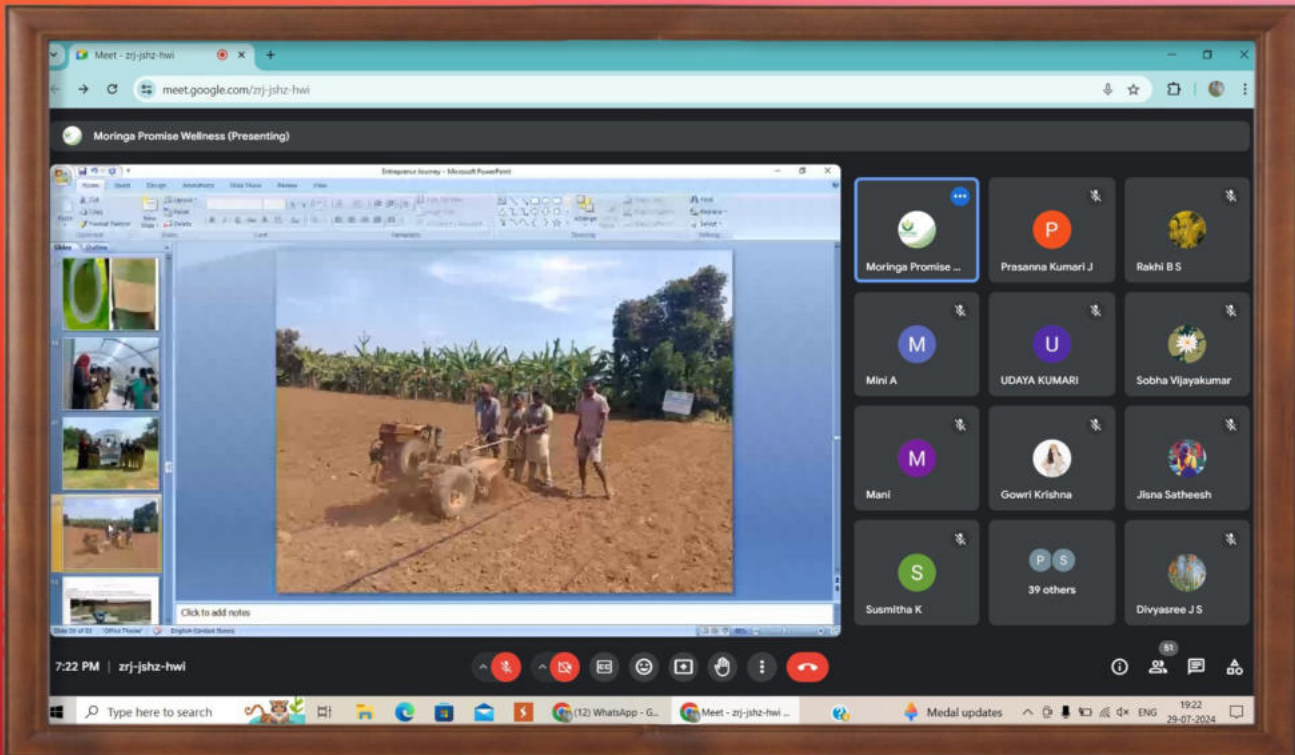
6. SESSION ON LEAN START UP AND MINIMUM VIABLE PRODUCT/BUSINESS ON 24-7-2024 BY MR. CHRIST JOSE, CHIEF INNOVATION OFFICER, FOUNDER AND MANAGING DIRECTOR, R-SHELL INFO SERVICES/TRIVIATECH LEARNING SOLUTIONS, NAGERCOIL



7. 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 BY MR. S. AJITHKUMAR, FOUNDER AND MANAGING DIRECTOR, ASK TRAINING SOLUTIONS AND MASTER TRAINER –NAAN MUDHALVAN AND TRAINER-EDII



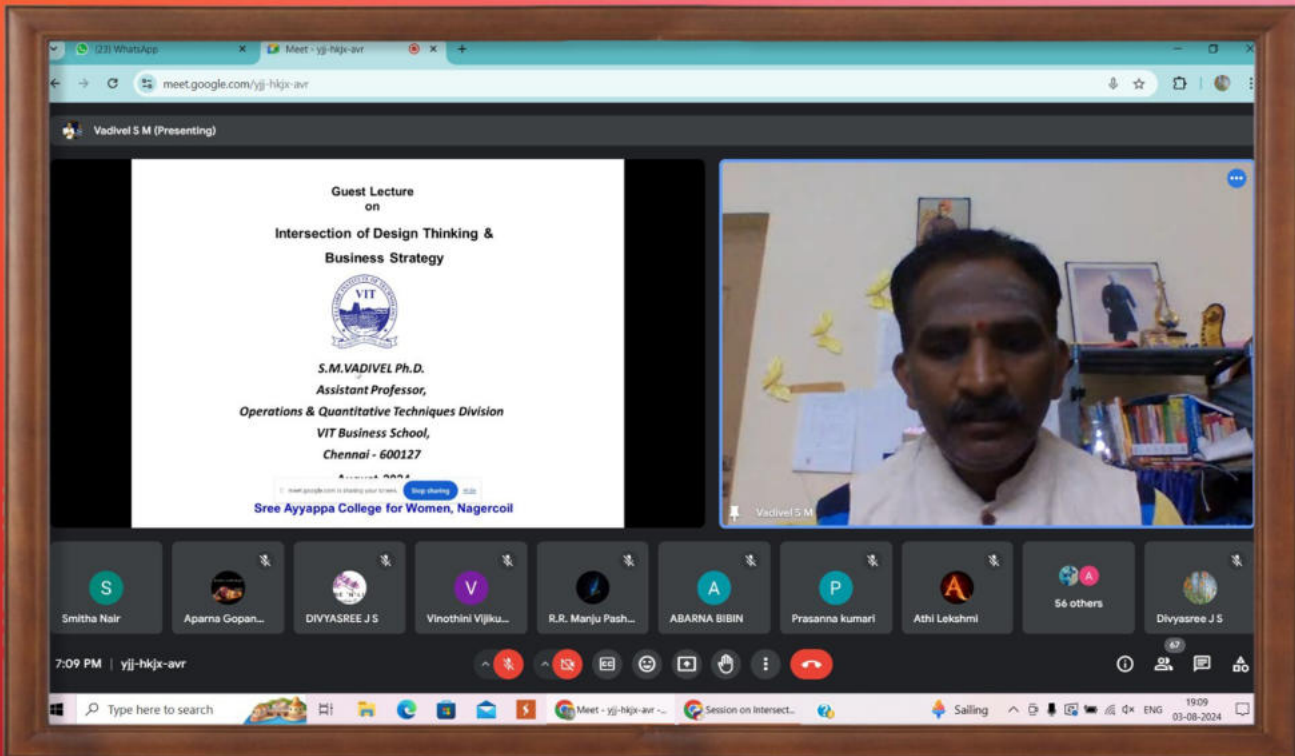
8. SESSION ON TRANSFORMATION FROM IT TO AGRIPRENEUR-MY STORY-MOTIVATIONAL TALK BY SUCCESSFUL ENTREPRENEUR ON 29-07-2024 BY MR. K. RANJITHKUMAR, FOUNDER AND CEO, MORINGA PROMISE WELLNESS



9. SESSION ON BUSINESS MODEL CANVAS ON 1-08-2024 BY DR. SALEEL KUMAR, RESEARCH AND DEVELOPMENT CONSULTANT,STELLA MARIS INSTITUTE OF DEVELOPMENTAL STUDIES



10. SESSION ON INTERSECTION OF DESIGN THINKING AND BUSINESS STRATEGY ON 03-08-2024 BY DR.VADIVEL.S.M, ASSISTANT PROFESSOR, VIT BUSINESS SCHOOL, CHENNAI CAMPUS



11. INTERACTIVE SESSION WITH A BUDDING ENTREPRENEUR ON 05 -08-2024 BY MRS. ANEESHYA.V.I, ZANA FASHIONS, THUCKALAY



12. SESSION ON ACCELERATORS/INCUBATION-OPPORTUNITIES FOR STUDENTS AND FACULTIES- EARLY STAGE ENTREPRENEURS ON 07-08-2024 BY MR.N.EDISON, PROJECT MANAGER, STELLA MARIS INSTITUTE OF DEVELOPMENT STUDIES, KANYAKUMARI



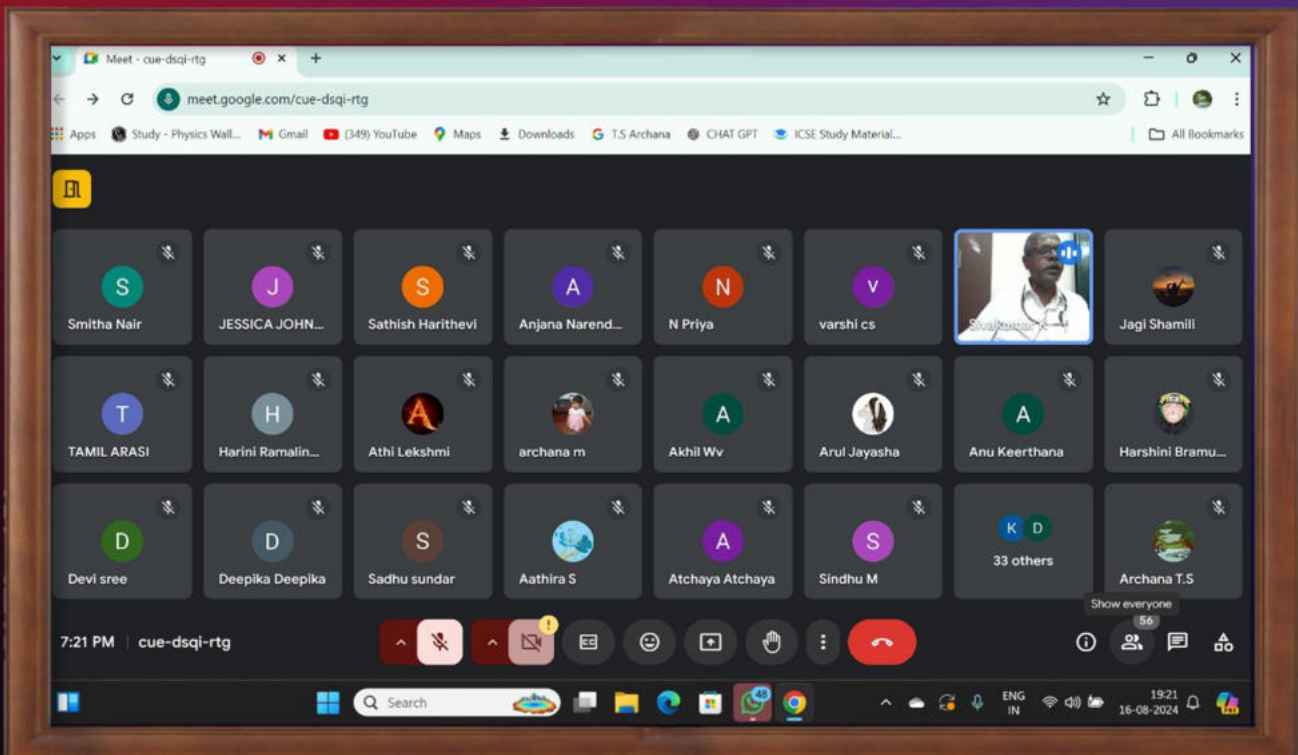
13. CELEBRATION ACTIVITY- WORLD CREATIVITY AND INNOVATION DAY ON 08.08.24 BY AJITH KUMAR, FOUNDER & CEO ASK TRAINING SOLUTIONS

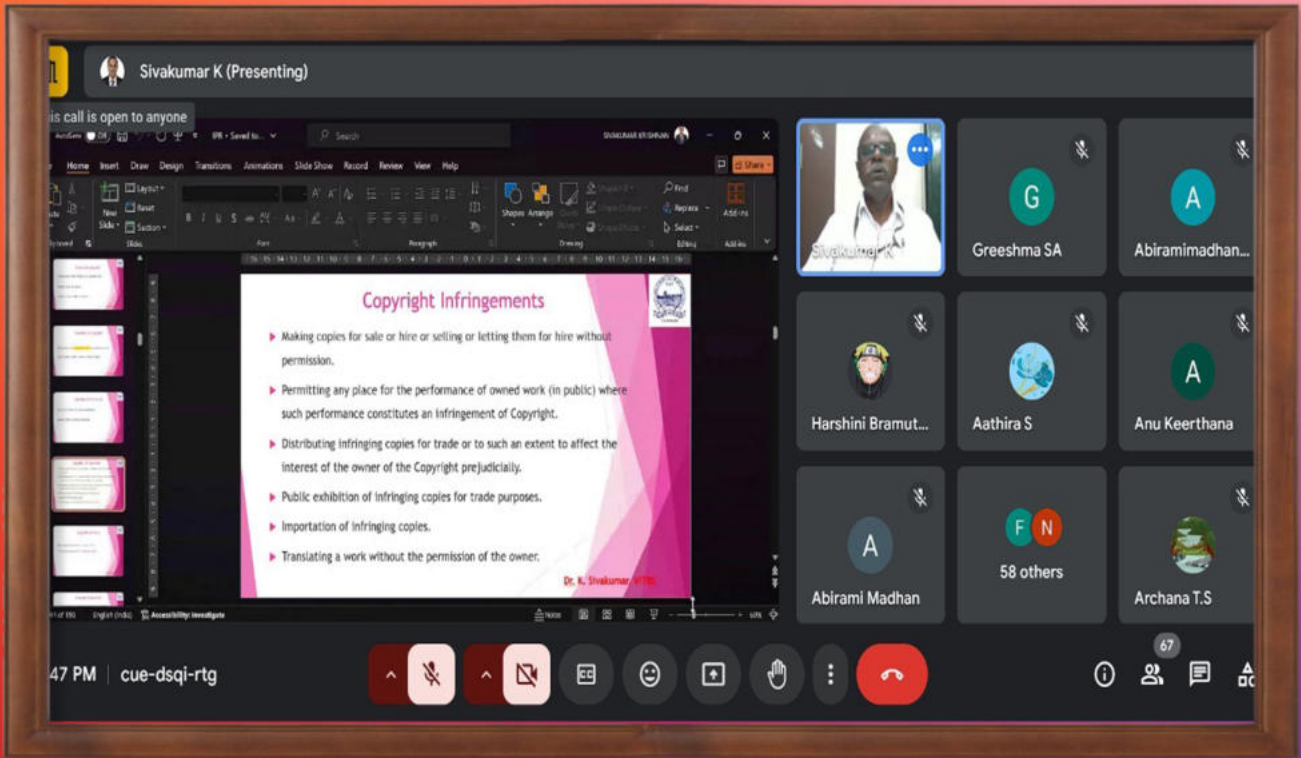


14. ESSAY WRITING COMPETITION IN CONNECTION WITH 78TH INDEPENDENCE DAY CELEBRATIONS ON THE TOPIC- INDEPENDENCE: OUR FOUNDATION, ENTREPRENEURSHIP: OUR FUTURE ON 13-08-2024



15. WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS (IPR) AND IP MANAGEMENT FOR START-UPS ON 16-08-2024 BY DR. K. SIVAKUMAR, ASSOCIATE PROFESSOR, VIT BUSINESS SCHOOL, VELLORE INSTITUTE OF TECHNOLOGY, CHENNAI

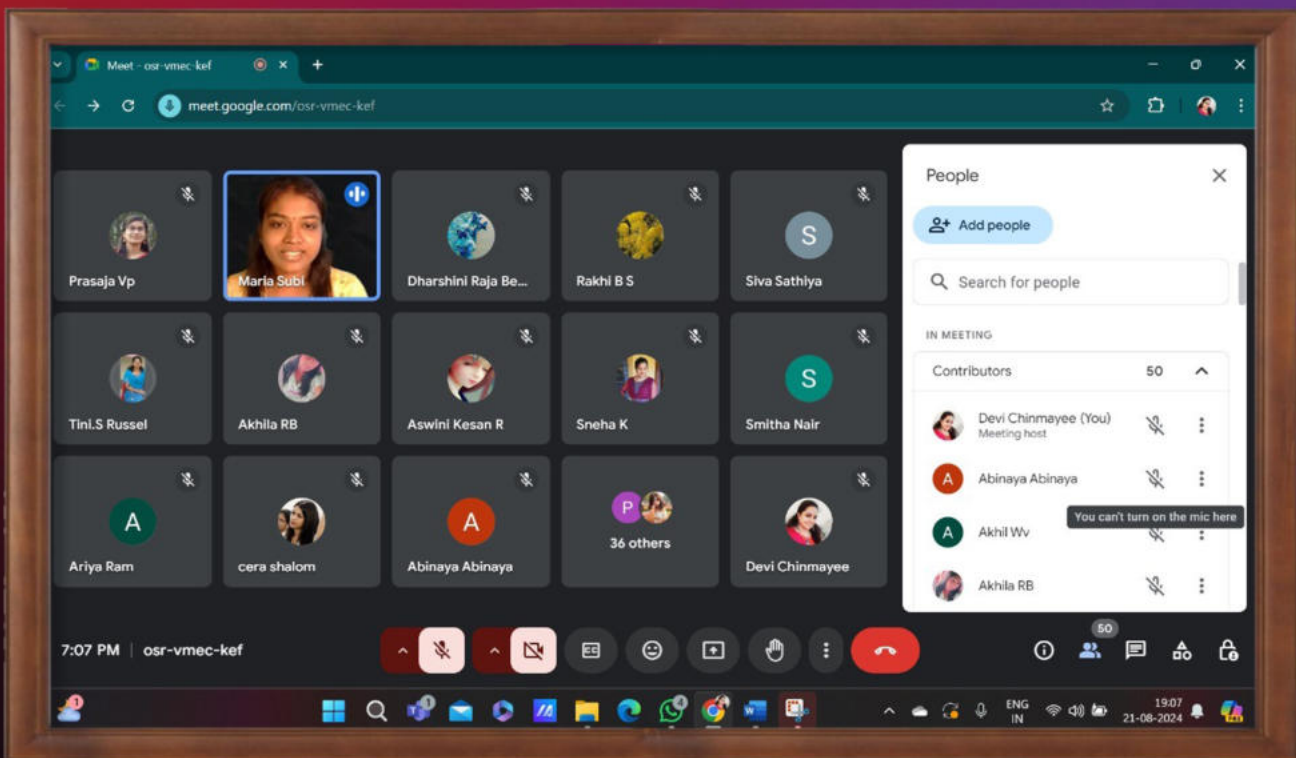




16. SESSION ON HOW TO PLAN A STARTUP –LEGAL AND ETHICAL STEPS ON 20-08-2024 BY MR. SATHEESH KUMAR, PRODUCT LEADER, KARKA SOFTWARE ACADEMY, CHENNAI



17. WORLD ENTREPRENEURSHIP DAY CELEBRATION-EXPERT TALK – FROM VISION TO VICTORY:
A YOUNG ENTREPRENEURS JOURNEY ON 21-08-2024 BY MS. MARIA SUBI RAJAN,
FOUNDER & CEO OF BRAND FOX & SHE THE SAKTHI



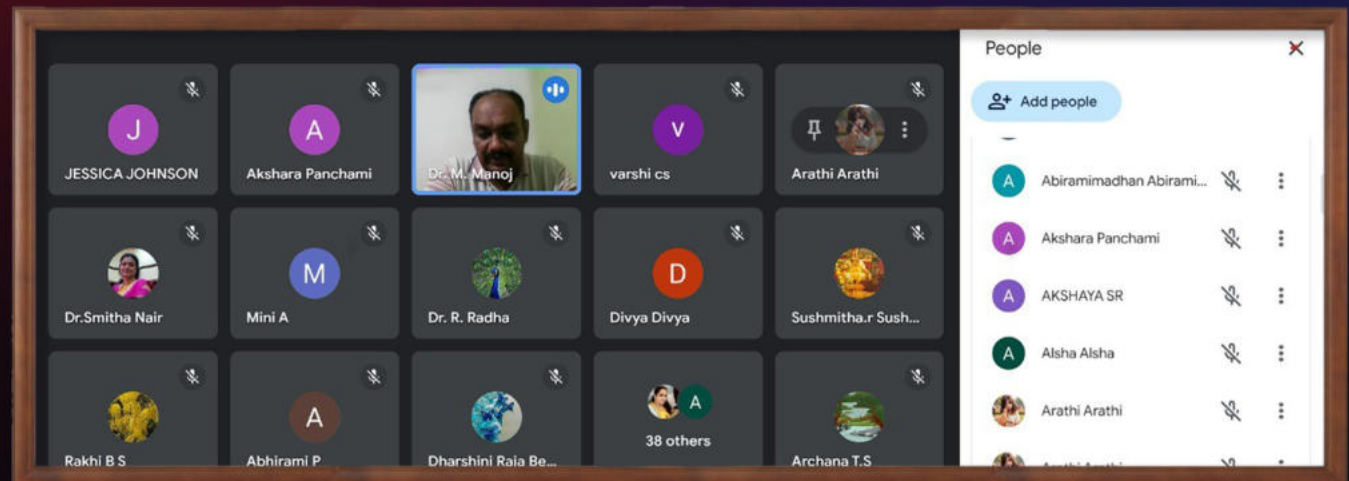
18. WORKSHOP ON ANGEL INVESTMENT /VC FUNDING OPPORTUNITY FOR EARLY- STAGE ENTREPRENEURS ON 23-08-2024 BY ABEY GEORGE & TEAM, MANAGER, CAPE START SOFTWARE PVT LTD.



19. INTRA INSTITUTIONAL BUSINESS PLAN COMPETITION ON 27 -08-2024



20. SESSION WITH ECO-SYSTEM ENABLERS ON 28-08-2024 BY DR.M.MANOJ, PROFESSOR, DEPARTMENT OF ELECTRONICS & COMMUNICATION (NODAL OFFICER, INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CENTRE), MARIAN ENGINEERING COLLEGE, TRIVANDRUM.



21. INCUBATION CENTRE VISIT TO STELLA MARIS DEVELOPMENTAL STUDIES, KANYAKUMARI ON 29 -08-2024



22. ORIENTATION SESSION ON ENTREPRENEURSHIP ON 02-09-2024 BY RAMKUMAR.S, PARTNER, FLUTTERFROG SOFTWARE SOLUTIONS, YI KANYAKUMARI, TUA VERTICAL CHAIR AND NISHWIN ISAAC, DIRECTOR, ARTIC9 CREATIVE AGENCY, YI YI KANYAKUMARI, TUA VERTICAL CO-CHAIR



23. SESSION ON YOUNG ENTREPRENEUR ON DEVELOPING AN IDEA INTO A START-UP ON 08-01-2025 BY MS.KRISHNA.T, STUDENT, III B.SC MATHEMATICS



24. WORKSHOP ON EFFECTIVE SALES AND MARKETING STRATEGIES FOR ENTREPRENEURS/STARTUPS ON 09-01-2025 BY MR.ROY MON, DIRECTOR, INNOVATIVE SOLUTIONS AND MR.SUBIN GNANA SELVAM, DIRECTOR, ARTIC NINE CREATIVE AGENCY





25. TALK ON AGRI-INNOVATIONS FOR SUSTAINABLE DEVELOPMENT ON 20-01-2025 BY MS.USHA SOOLAPANI, FOUNDER MEMBER, THANAL, DIRECTOR, THANAL AGRO-ECOLOGY PRODUCER COMPANY



26. SESSION ON WAKING UP INNOVATION ON 27-01-2025 BY DR.ACHUTH SANKAR.S.NAIR, FORMER PROFESSOR AND HEAD, DEPARTMENT OF BIOINFORMATICS, UNIVERSITY OF KERALA AND STATE PRESIDENT, SASTHRA VEDHI



27. WOMEN IN INNOVATION BOOT CAMP FROM : 28-01-2025 TO 29-01-2025 BY DR.RAHUL.N, PROJECT LEAD, STARTUP TN, TIRUNELVELI AND MR.R.RAJESH, FIELD CO-ORDINATOR, EDII, GOVERNMENT OF TAMILNADU.



28. SESSION ON BASICS OF INTELLECTUAL PROPERTY RIGHT AND ITS IMPORTANCE FOR INNOVATORS AND ENTREPRENEURS ON 1-03-2025 2025 BY DR. N.S. SREEKANTH, ASSOCIATE PROFESSOR AND HEAD OF DEPT., IT, KANNUR UNIVERSITY.



29. SESSION ON IPR SIMPLIFIED A GUIDE TO PROTECTING YOUR IDEAS ON 5-03-2025 BY DR. S. GEETHA, GUEST LECTURER IN KAMARAJAR GOVERNMENT ARTS COLLEGE, SURANDAI, TENKASI



Chunkankadai, Tamil Nadu, India
sree Ayyappa college for women, Chunkankadai



30. SESSION ON ACHIEVING PROBLEM SOLUTION FIT AND PRODUCT MARKET FIT ON 6-03-2025 BY MR.S.AJITHKUMAR, FOUNDER AND MANAGING DIRECTOR, ASK TRAINING SOLUTIONS



31. CELEBRATION ACTIVITY – WOMEN'S DAY CELEBRATION - PANEL DISCUSSION – FEMFLARE (SIRAGUPOL) 2025 –WHERE WOMEN INNOVATE AND LEAD FOR TOMORROW ON 8-03-2025

SPECIAL GUESTS: THIRU.VINAYKUMAR MEENA, SUB-COLLECTOR, PADMANABHAPURAM, MS. SUSHREE SUVANGI, ASSISTANT COLLECTOR, KANNIYAKUMARI, DR.REKHA MEENA, IPS, ASP, KANYAKUMARI AND MRS.PRIYA GANESH, DEPUTY COLLECTOR, KANYAKUMARI





32. CELEBRATION ACTIVITY – NATIONAL SCIENCE DAY CELEBRATIONS -EXPERT TALK ON RESOURCES OF RARE EARTH MINERALS IN KANNIYAKUMARI COAST AND ITS ROLE IN STRATEGIC APPLICATIONS AND GREEN ENERGY ON 14-03-2025 BY SHRI N. SELVARAJAN, CHIEF GENERAL MANAGER AND HEAD, IREL (INDIA) LIMITED, (GOVT OF INDIA UNDERTAKING –DEPARTMENT OF ATOMIC ENERGY), MANAVALAKURICHI



33. EXPOSURE VISIT: INDUSTRY IMMERSION: EXPLORING INNOVATION AT CAPE START SOFTWARE PVT LTD, KOTTAR ON 18-03-2025



34. SESSION ON PROCESS OF INNOVATION DEVELOPMENT, TECHNOLOGY READINESS LEVEL, COMMERCIALIZATION OF LAB TECHNOLOGIES AND TECH TRANSFER ON 18-03-2025 BY DR. MANU JOSE, ASSISTANT PROFESSOR, VIT BUSINESS SCHOOL, VELLORE INSTITUTE OF TECHNOLOGY, CHENNAI



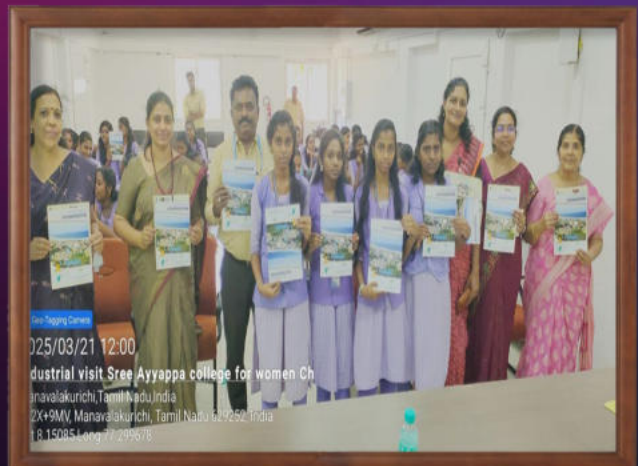
35. SESSION ON PROBLEM SOLVING AND IDEATION WORKSHOP ON 19-03-2025 BY MR.R.ROBERT, ASSISTANT PROFESSOR, DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE, STELLA MARY'S COLLEGE OF ENGINEERING AND VICE PRESIDENT, DELTA BOX TECHNOLOGIES LIMITED.



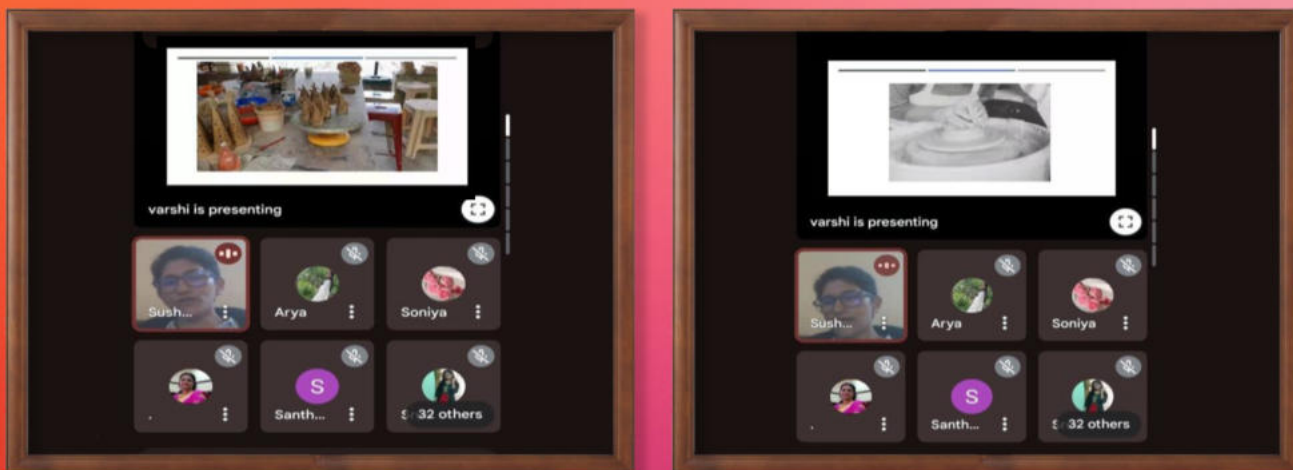
36. WORKSHOP ON ENTREPRENEURSHIP AND INNOVATION AS A CAREER OPPORTUNITY ON 20-03-2025 BY MR.G.CHRIST JOSE, MANAGING DIRECTOR, R-SHELL INFO SERVICES, NAGERCOIL



37. EXPOSURE VISIT: INNOVATION AND INDUSTRY CONNECT- INDIAN RARE EARTHS LIMITED, MANAVALAKURICHI ON 21-03-2025



38. CELEBRATION ACTIVITY – NATIONAL START UP DAY CELEBRATIONS- FROM IDEA TO IMPACT- MOTIVATIONAL SESSION ON 22-03-2025



39. ONE WEEK NATIONAL VIRTUAL FACULTY DEVELOPMENT PROGRAM (FDP) ON FOSTERING INNOVATION AND STRENGTHENING THE START-UP ECOSYSTEM IN ACADEMIA ORGANISED BY IIC AND IQAC OF SREE AYYAPPA COLLEGE FOR WOMEN IN COLLABORATION WITH GROW EX VENTURES FROM MARCH 24-30, 2025



40. WORKSHOP ON DESIGN THINKING ON 25-03-2025 BY MRS. ANBUMATHI, INNOVATION VENTURE CATALYST AND FOUNDER OF RESOURCES LIFE SCIENCE, CHENNAI



41. CELEBRATION ACTIVITY- SESSION ON NATIONAL ENTREPRENEURSHIP DAY CELEBRATIONS ON 27-03-2025 BY MS.ANITHA S NATARAJAN, DIRECTOR, PIONEER SUBRAMONIAN TRADERS AND HOTEL PIONEER GRAND PALACE.



42. SESSION ON HIVE TO MARKET: WOMEN LED INNOVATIONS IN HONEY PRODUCTION ON MARCH 26-03-2025 BY Y.CALEB, FOUNDER OF QUEEN HONEY, YC GREEN TRADERS, PECHIPPARAI, KANYAKUMARI



43. EXPOSURE AND FIELD VISIT FOR PROBLEM IDENTIFICATION: ALIGNING WITH UN SDGS AND EXPLORING EMERGING AREAS OF TECHNOLOGIES TO MSME CLUSTERS-BEHIND THE NETS; DISCOVERING ANNAM INDUSTRIES CRAFTSMANSHIP ON 28-03-2025



44. CELEBRATION ACTIVITY -SESSION ON NATIONAL POLLUTION DAY- EFFECTIVE STRATEGIES FOR POLLUTION CONTROL AND A CLEANER FUTURE ON 28-03-2025 BY DR.S.S.SANDHYA, ASSOCIATE PROFESSOR AND HEAD, DEPARTMENT OF MATHEMATICS, SREE AYYAPPA COLLEGE FOR WOMEN, NAGERCOIL





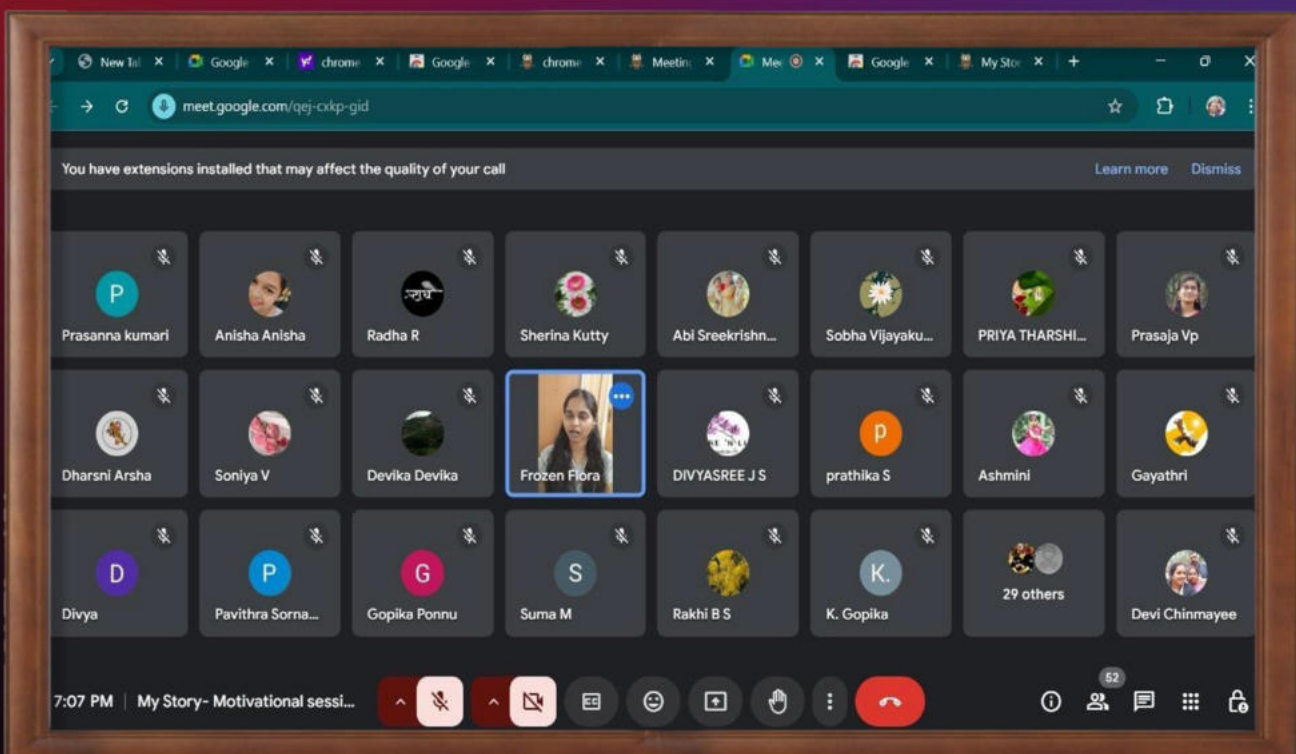
45. CELEBRATION ACTIVITY -SESSION ON NATIONAL EDUCATION DAY- EMPOWERING FUTURE GENERATION WITH EDUCATION ON 28-03-2025 BY DR.S.PRAVEEN KUMAR, ASSISTANT PROFESSOR DEPARTMENT OF MATHEMATICS, NVKSD COLLEGE OF EDUCATION.



46. CELEBRATION ACTIVITY – NATIONAL ENERGY CONSERVATION DAY CELEBRATION - EXPERT TALK ON ENERGY CONSERVATION ON 29-03-2025 BY DR.P.V. RADHIKA, ASSISTANT PROFESSOR, DEPARTMENT OF PHYSICS, SREE AYYAPPA COLLEGE FOR WOMEN, NAGERCOIL



47. SESSION ON MY STORY- MOTIVATIONAL SESSION BY SUCCESSFUL INNOVATOR – BLOOMING IN BUSINESS- MY PATH TO SUCCESS WITH BOTANICAL JEWELLERY ON 31-03-2025 BY MS.S.RAMYA, FOUNDER OF R AND P VENTURE, FROZEN FLORA



48. CELEBRATION ACTIVITY - WORLD CREATIVITY AND INNOVATION DAY-INTER-DEPARTMENTAL ESSAY WRITING COMPETITION ON 03-04-2025



49. POSTER PRESENTATION OF BUSINESS PLAN /IDEAS BY STUDENTS ON 09/04/25



50. INTRA-INSTITUTIONAL IDEA COMPETITION AND DEPOSITION IN INSTITUTION'S YUKTHI INNOVATION REPOSITORY ON 11-04-2025



51. CELEBRATION ACTIVITY – WORLD IPR DAY CELEBRATION- SESSION ON HOW TO PROTECT CREATIVITY? ON 28-04-2025 BY DR. AJIT PRABHU, DIRECTOR AND PRINCIPAL, ST.THOMAS COLLEGE OF ENGINEERING AND TECHNOLOGY, CHENGANNUR





INNOVATION IN ACTION - IIC 2024-25 MILE STONES

PARTICIPATION IN WOMEN INNOVATION BOOT CAMP – KUMARI HACKATHON- 2024 HELD AT DISTRICT COLLECTORATE, NAGERCOIL ON SEPTEMBER 5 AND 6,2024



INNOVATION ON DISPLAY DURING NAAC PEER TEAM VISIT ON DECEMBER 12-13,2024



WOMEN IN INNOVATION BOOT CAMP IN COLLABORATION WITH START-UP TN ORGANISED A WOMEN IN INNOVATION BOOTCAMP ON 28-01-2025 AND 29-01-2025





INNOVATION UNVEILED : NAAC PEER TEAM AT THE IIC PAVILION DURING NAAC REVISIT ON FEBRUARY 13-14,2025



WOMEN'S DAY CELEBRATION - PANEL DISCUSSION – FEMFLARE (SIRAGUPOL) 2025 –WHERE WOMEN INNOVATE AND LEAD FOR TOMORROW ON MARCH 8,2025



INNOVATIONS IN A COMPETITIVE WORLD

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

Innovation is not just about introducing a new product in the market, it also includes improving a product which is already in the market or finding a new strategy to increase the sales of the product in the market by gaining the attention of the customers.

Advertisements are an innovation. During the old days advertisements were made on pamphlets. Then they evolved and appeared in newspapers, posters and on television. Now they have adapted to social media and appear on Instagram, X or Twitter, Facebook and YouTube. We often come across ads while we are engaged in online shopping sprees. They eventually gain our attention, making us look at the product and buy it. The algorithm of these social media and online shopping applications are innovatively set in such a way that we often see advertisements on the products that we might have previously looked up on the internet. This is a great innovative strategy that we customers fall for again and again. Tesla, the leading automobile company in the world continues to rule because of the innovative ideas of Musk. Tesla has pioneered the development of autonomous car technology even though it was Norman Bel Geddes who first invented the self-driving car in 1939. Why do people prefer Apple devices over android? This is because of the IOS device system which is only possible in apple devices due to its innovative capability.



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

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



HARSHINI.B
II B.A ENGLISH



ADI DASSLER OF ADIDAS



Some of today's biggest brands started with humble beginnings, and no one embodies this better than Adidas founder Adolf "Adi" Dassler. Dassler's shoemaking career began in his mother's washroom in a small town in Bavaria, Germany. It was there that Dassler began designing and cobbling shoes, deciding he wanted to make the best possible sports shoe for athletes. While there were plenty of shoemakers at the time, Dassler's strategy of gathering direct athlete feedback for shoe development could be seen as an early form of data-driven market analysis and trend forecasting.

This feedback allowed Dassler to craft athletic shoes valued highly by customers and gave him legitimacy when he registered "Adi Dassler Adidas Sportschuhfabrik" in 1949 at 49 years old. In the same year, he registered the first shoe featuring the now-iconic Adidas three stripes. Dassler's vision to create the best shoe for athletes proved itself in 1954 when the German national football team won the World Cup final against the Hungarians while wearing the new model of Adidas cleats. "Their unbelievable victory would be heard around the world for decades to come," Adidas states on its website, "and it made Adidas and its founder a household name on football pitches everywhere." Since then, Adidas has grown into an international brand known for high-quality athletic wear. Dassler's story highlights the importance of listening to target customers about their dreams, needs, and pain points.

"Adi Dassler's secret to success had an additional personal ingredient: He met with athletes, listened carefully to what they said, and constantly observed what could be improved or even invented to support their needs," reads Adidas's website. From the beginning, Adidas and its founder have earned the unwavering trust of the most selective individuals.



B. RAABIYA
II MA ENGLISH





MARAGATHAA MANUSCRIPTS: AN ENTREPRENEURIAL STEP TOWARDS AFFORDABLE PUBLISHING

In India's publishing landscape, where new writers often struggle with steep entry costs, Maragathaa Manuscripts (located near Marthandam) has carved a niche by making publishing accessible. While many publishers demand fees of ₹10,000–₹15,000, this company enables writers to bring out their books for as little as ₹1,000. This affordability is not just a business model; it is rooted in the personal journey of its founder.

Initially this publisher was called JAS Studios, an informal name under which its CEO used to create promotional videos himself and upload them to YouTube. But when he decided to formalise the business, registering in MSME, he felt "JAS Studios" was too generic—if someone Googled "JAS Studios," they'd get too many unrelated results. So he sought a name that would be unique, meaningful, and resonant, and chose Maragathaa Manuscripts. The name "Maragathaa" comes from Maragatham (Tamil for emerald), a precious green gemstone. He was particularly happy with the new name because no other publishing company used it, giving his venture an identity that was both distinct and symbolic.

The CEO Siva Kumar Janardhanan, himself a Tamil writer, once faced the frustration of high publishing costs when he wanted to release his own works. Instead of giving up, he chose the entrepreneurial path: to establish his own publishing house in 2023. At first, Maragathaa Manuscripts published his works and those of close friends. But by January 2025, the company had expanded its reach, taking on three new clients — one of the early highlights being a collection of poems "EVOL."

Before the launch of EVOL, the company had published a book titled "Ennavale". The release ceremony, however, was scheduled on a regular working day rather than a weekend. Because many guests and family members were tied up with their jobs and routines, the turnout was much smaller than expected. The experience taught the CEO a valuable entrepreneurial lesson: timing and planning are just as important as production. Although the event brought a financial setback, it gave him insight into how strategy and audience convenience directly influence the success of a publishing venture.



The setback was compensated with the moderate success of EVOL. The company's momentum grew further with the publication of "Torrent", a book edited by professors of English Department from Nanjil Catholic College of Arts and Science. Until mid-2025, Maragathaa relied on external printing houses, but true to its innovative spirit, it has since established its own printing press — a move that not only reduces costs but also gives them creative control over quality and timelines.

Entrepreneurship here extends beyond books. Maragathaa Manuscripts has begun producing bookmarks and is currently working on a Tamil comic series "Herbal Heroes", showing its ambition to diversify into literary accessories and visual storytelling.

This journey reflects the core of innovation-driven entrepreneurship: identifying a personal problem, turning it into an opportunity, and steadily expanding the vision. What started as a solution for one writer has grown into a platform for many, offering affordability, creativity, and community.

In just two years, Maragathaa Manuscripts has demonstrated that publishing does not have to be exclusive or expensive. Instead, with passion and entrepreneurial courage, it can be a space where new voices find their place without breaking the bank.



HEMA PRIYA P R
II M.A ENGLISH



ENTREPRENEUR

Entrepreneurship is broadly defined as the process of starting and running a new business venture in pursuit of an opportunity beyond the resources currently controlled. It involves innovation, risk-taking, and the ability to organize resources to create economic value. An entrepreneur assumes the greatest risks but also stands to reap the greatest rewards if the venture succeeds. At its core, entrepreneurship means actively seeking new business opportunities and innovating to solve problems or meet market needs beyond what currently exists.

Entrepreneurship matters because it is a vital engine for economic growth and societal advancement. Entrepreneurs drive innovation by introducing new products, technologies, and services, which can increase productivity and competitiveness in the economy. They create jobs, stimulate market competition, and contribute to rising income and living standards. Entrepreneurial activities can revitalize stagnant industries by challenging established firms and fostering structural economic change. Moreover, entrepreneurship also plays a critical role in generating wealth, reducing unemployment, and promoting balanced regional development, especially in developing economies.

An entrepreneurial mindset is a unique set of mental attitudes, behaviors, and skills that drive individuals to identify opportunities, take initiative, and innovate. This mindset manifests through qualities such as resilience, resourcefulness, and a penchant for problem-solving and thriving, especially in adverse circumstances. This mindset is not limited to starting a business; it can be applied in various contexts, including within established organizations, non-profits, or personal projects. Before exploring key characteristics, it is important to understand that cultivating an entrepreneurial mindset prepares individuals to navigate the risks and uncertainties that come with creating something new.

Key characteristics include:

- **Proactivity:** Actively creating opportunities and forward-thinking to anticipate trends.
- **Resilience:** Persisting through setbacks and adapting quickly to change.
- **Innovation and Creativity:** Applying different or unconventional methods or approaches to solve problems or achieve goals, often stemming from creative thinking and original ideas.
- **Risk Tolerance:** Courageously taking calculated risks by carefully weighing potential rewards against possible downsides.
- **Vision and Goal Orientation:** Having clear goals and a strong sense of purpose, setting SMART targets to guide efforts.



- Additional traits: Determination, focus, decisiveness, independence, authenticity, flexibility, thirst for knowledge, and confidence.
- Networking and seeking mentorship also play vital roles in strengthening entrepreneurial skills, providing guidance, support, and valuable connections essential for success.

STEP-BY-STEP GUIDE TO STARTING A VENTURE

A practical stepwise approach to starting a business includes:

- **Develop Your Business Idea:** Identify a unique product, service, or niche based on your skills or market needs.
- **Conduct Market Research:** Understand your target customers, competition, and industry dynamics.
- **Create a Business Plan:** Outline your business model, operations, marketing strategy, and financial projections.
- **Choose a Business Name:** Pick a memorable, descriptive name aligned with your brand.
- **Select a Business Structure:** Decide on legal forms like sole proprietorship, LLC, or corporation.
- **Secure Funding:** Explore options such as savings, loans, angel investors, or crowdfunding platforms.
- **Register Your Business:** Complete legal formalities and obtain necessary licenses.
- **Develop Your Brand and Website:** Establish your identity and digital presence.
- **Launch and Market Your Business:** Promote your products/services and build a customer base.
- Embracing this roadmap helps transform ideas into viable businesses.

CONCLUSION

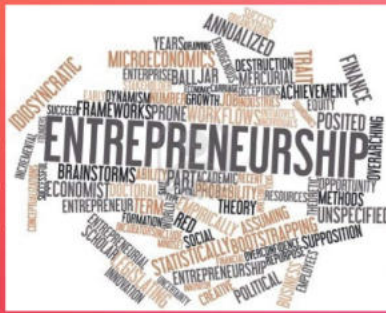
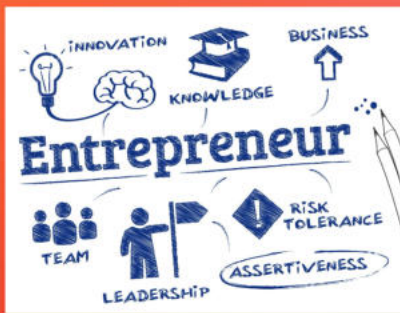
Entrepreneurship is a powerful force for economic growth, job creation, and innovation. It drives progress by introducing new ideas and solutions, improving living standards, and addressing societal challenges. Embracing an entrepreneurial mindset empowers individuals to create opportunities and make a positive impact. Taking action through entrepreneurship provides advantages to the individual while simultaneously fostering a more robust, vibrant economy and society. Everyone is encouraged to embrace entrepreneurship personally, as it not only uplifts individuals but also contributes to the collective well-being of communities and nations.



B. RAABIYA
II M.A ENGLISH



ENTREPRENEURSHIP



Entrepreneurship is the dynamic process of starting, managing, and growing a business by blending innovation, expertise, and vision to create new products or services that meet market needs. Entrepreneurs often take on significant risks, using creativity, leadership, and resilience to transform ideas into reality and deliver value to society. Their work is essential for job creation, economic development, and for driving progress through the introduction of novel solutions and the expansion of new markets.

Beyond financial returns, entrepreneurship has a profound impact on communities by generating employment, stimulating economic growth, and fostering social change.

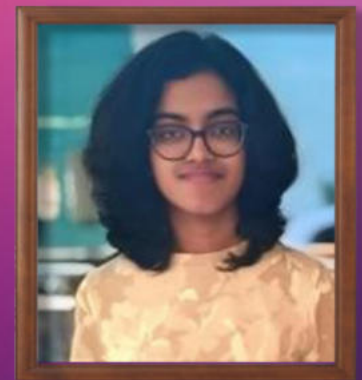
Successful entrepreneurs display qualities such as adaptability, vision, and problem-solving skills, and their passion helps improve living standards and address everyday challenges. The entrepreneurial journey empowers individuals to achieve their ambitions while contributing significantly to the broader society.



MEGHANA.V.
II B.A ENGLISH

A true blend of entrepreneurship and sustainability is seen in the adoption of the triple bottom line: people, planet, and profit. This approach encourages businesses to look beyond immediate financial gain and consider the long-term effects of their activities. By balancing economic success with environmental responsibility and social well-being, entrepreneurs create resilient ventures that are more relevant in a world increasingly conscious of sustainability.

Together, they form a powerful force that can lead societies towards progress that is innovative, inclusive, and environmentally sound. The future belongs to entrepreneurs who dare to dream profitably, but also sustainably.



ANJANA SREE K S
II B.A ENGLISH



ENTREPRENEURSHIP



Entrepreneurship is the process of identifying opportunities, taking risks, and creating innovative solutions to meet the needs of society. An entrepreneur is not only a businessperson but also a visionary who transforms ideas into reality. Through creativity, determination, and leadership, entrepreneurs develop products or services that add value to people's lives.

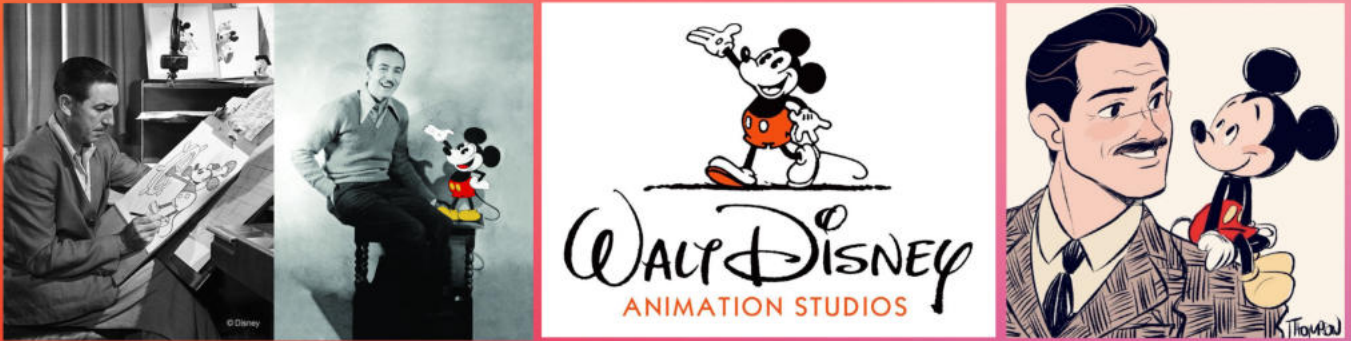
They also take financial and personal risks, hoping to succeed in building sustainable businesses that contribute to economic growth. Entrepreneurship plays a vital role in the progress of a nation. It creates job opportunities, encourages competition, and promotes innovation. By introducing new technologies and business models, entrepreneurs help solve real-world problems and improve the standard of living. Successful entrepreneurship requires skills such as decision-making, time management, and problem-solving. Overall, entrepreneurship is not just about earning profit, but also about making a positive impact on society while achieving personal and professional growth.



SHALABHA.U.H
III B.A ENGLISH



THE HISTORY OF WALT DISNEY



Walt Disney was born in 1901 in Chicago, USA. From a young age, he loved drawing and telling stories. Even though he was very creative, he faced many struggles in life. Once, a newspaper company fired him saying he "LACKED IMAGINATION." But Walt never gave up on his dreams. In the 1920s, Walt and his brother Roy started a small studio. His first cartoon characters failed, but soon he created MICKEY MOUSE, which became very popular.

People loved Mickey, and it made Walt famous all around the world. Later, he introduced other famous characters like DONALD DUCK and GOOFY. Walt Disney also wanted to make full-length animated movies. Many people told him it would not work, but he proved them wrong. His movie SNOW WHITE and the SEVEN DWARFS became a huge success. After that, more classics like CINDERELLA, PETER PAN, and THE LION KING w CALIFORNIA. It was the first large theme park where families could enjoy rides, shows, and meet Disney characters. Disneyland was called "the happiest place on Earth."

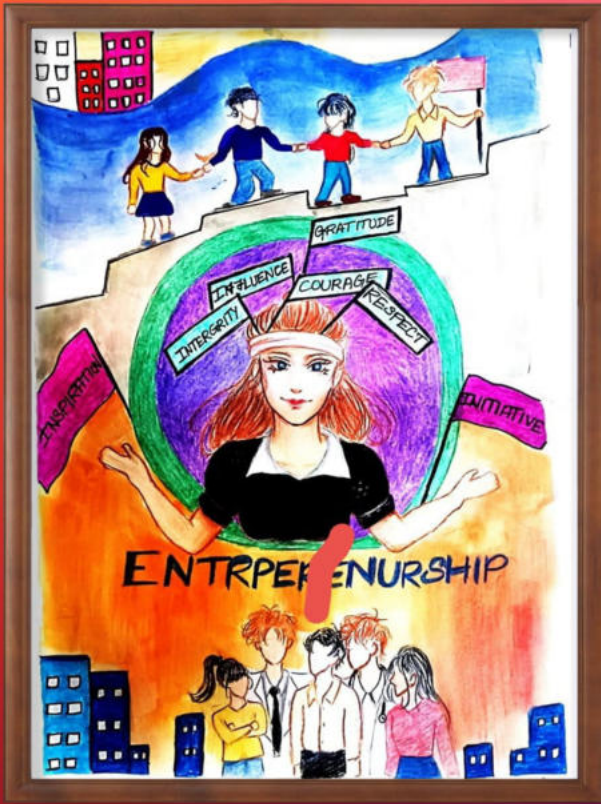
Even though Walt Disney faced many failures, he kept believing in himself. His life teaches us that with imagination, hard work, and never giving up, we can make our dreams come true.



SABA.K
II B.A ENGLISH



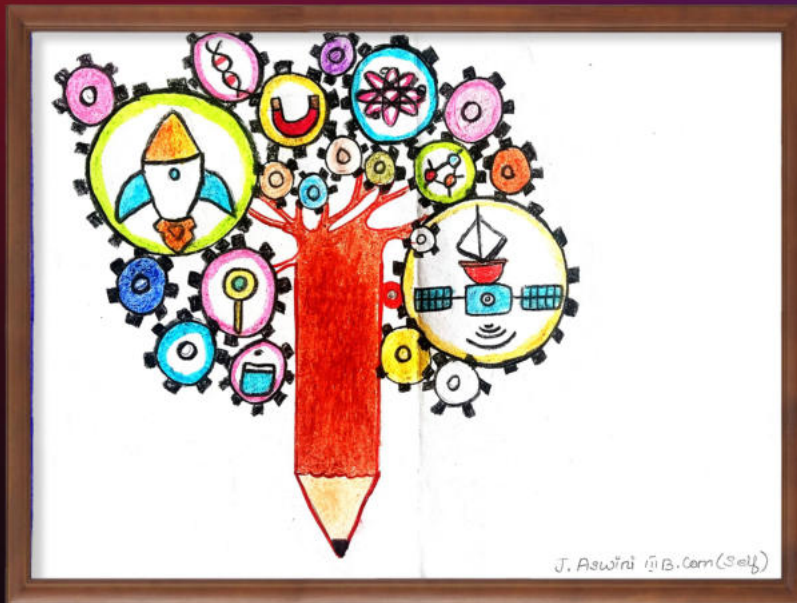
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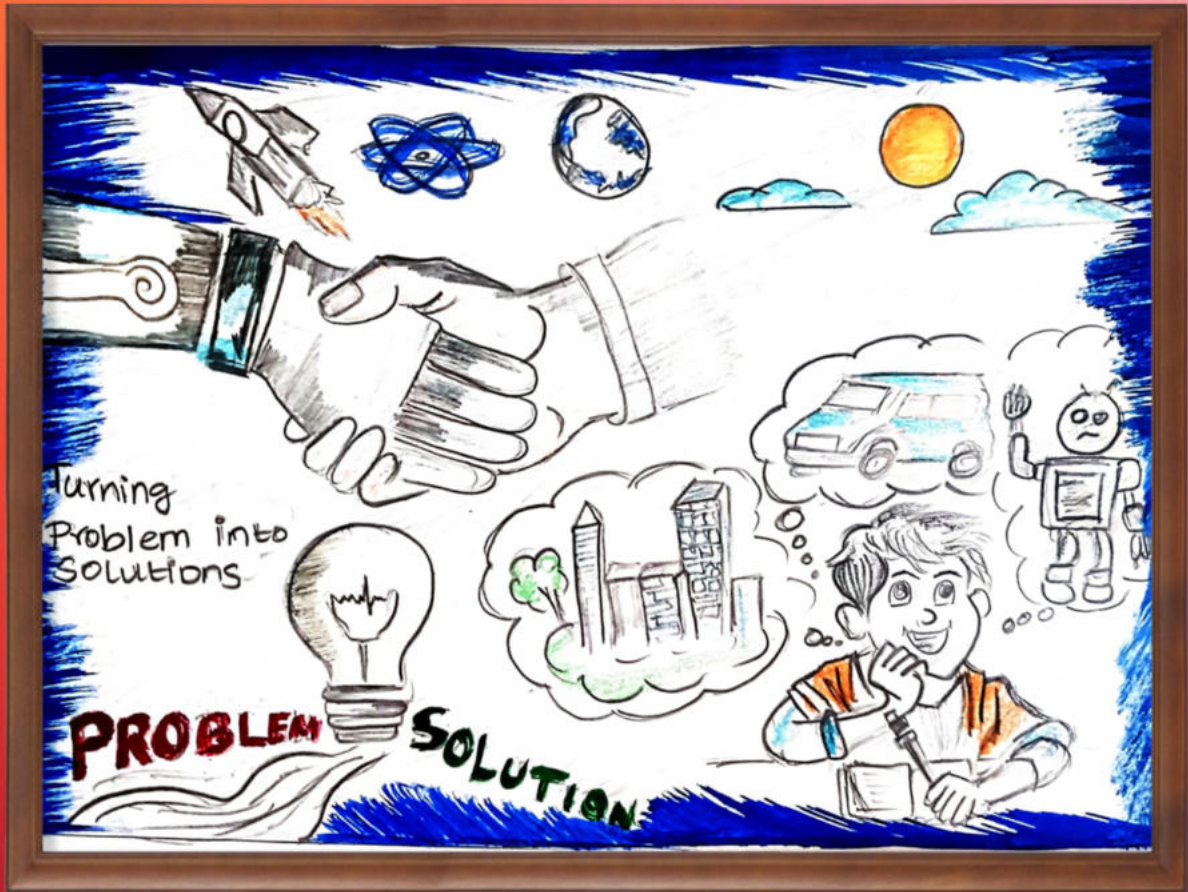
NITHYA.R, III B.COM (SELF)



S.SAJITHA SASI, III B.COM SELF



ASWINI.J, III B.COM SELF



S.B.NAVYA, III B.A ENGLISH



JINI MOL.S, III B.A ENGLISH



CONTACT US



iicsreeayyappacollege2019@gmail.com



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