

**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**Parameter 3A.GPHE**

**Entrepreneurship**

<b>S.NO</b>	<b>NAME</b>	<b>NATURE OF BUSINESS</b>
1.	Neelam Tibrewala	Fashion blogger and consultant
2	Nishrita Baradia	Chennai Diamonds
3	Akshita Agarwal	Baking business – sprinklers
4	Aakansha	Baking business - Lost in dessert
5	Vedika Bisani	Math Enhancement-Training Institute (CAT,GMAT etc.)-Handles Digital Marketing
6	Neha Jain. L	Baking business – Destination, the Gourmet station
7	Nirali Shah	Graphic designer and illustrator
8	Sanjana Sharoff	Partner at sharoff marketing (NANO Technologies
9	Aparna, Akshaya & Sri Jayapriya, Srinidhi	Diva Bags
10	Shruthakeerthi and sangeetha	Scan on wheels (photo scanning services) Teal Zeal
11	Anusha Ravi	Aakriti – Kreativitiy at its best
12	Hamsa, Priyanka	PAADUKA (shoes)
13	Krithika and Vishnu Priya	Uptown ideas – (organizers)
14	Sahana	Tanjore paintings
15	Abhirambika	Vector Vibes
16	Jheel	Designer candle exports
17	Prathiba V.R	Garment manufacturing, Simam Exports and simam Securities
18	Ms.Shreya Gupta	Divine Abundance
19.	Ms.Shruti Singhvi	EF – IF Jewellery
20	Ms.Yashika J jain	Lil’ Hapiness !
21	Ms.Khusboo	Mad Batter
22	Ms.Sona	Social Monks
23	Ms.Vishaka Gopinath	Social Monks
24	Ms.Divya	Social Monks
25	Ms.Neetu	Social Monks
26	Ms.Vidya Venkataramani	Daiwik
27	Ms. Dhivya Venkataramani	Daiwik
28	Ms.G. Swetha	Shreyarsh Trinkets Store
29	Ms.Ramya K	Shreyarsh Trinkets Store
30	Ms.Manasvi	Shree Shakthi Foods
31.	Ms.Niharika	Enterpreneur
32.	Ms.Nina Justin	The Nina Justin Design
33.	Ms. Shruti S Gomathi	Tashya Studio- Bridal Make up

## ED CELL CONSOLIDATED REPORT

ED Cell of our college has gained tremendous success in all its endeavors in trying to inculcate entrepreneurial skills and attitudes among all students of the college. Every year it hosts a number of events to provide basic training to students willing to take up entrepreneurial ventures in the future. ED cell activities have always instilled interest among students due to dynamic nature of the activities conducted and their practical prospects in the future. The most popular event being M.O.P Bazaar that is a two day, student run exhibition where students sell plethora of products and services to the general public. Apart from the bazaar, other activities too have received a positive response, e.g. 123 GO, Skill course training etc. In the past three years the ED cell has strived to maintain the high standards set by it and constantly works to introduce innovative and dynamic activities for the students to enjoy and learn from.

**In the academic year 2013-14**, the ED Cell promoted different styles and dynamics of entrepreneurship to make way for young entrepreneurs to innovate and establish their enterprising thoughts as well as actions. After a brief **orientation** by our head to the fresher's a membership drive was organized to encourage students to take up entrepreneurship as a feasible career option. Further, a **skill training program** was organized for the second year students to develop entrepreneurial skills. For the third year students, an intensive entrepreneurial training program called '**KICK START YOUR VENTURE**' was organized in order to materialize entrepreneurial ideas to be executed by the students. It was attended by 900 students who experienced simulation of business environment.

The intercollegiate business plan competition '**123GO!!**' saw 40 teams from various city colleges presenting plans on industries like agriculture, education, infrastructure and logistics, and social entrepreneurship. Apart from the regular **campus stall programs** held by departments during June-September, **M.O.P. Bazaar** was organized on 22<sup>nd</sup> and 23<sup>rd</sup> February that saw a footfall of around 10,000 people and 92 stalls earning a profit of around 7.9 Lakhs. In both the events students offered an assorted potpourri of products and services ranging from food items to nutrition consultation and palmistry centre. Other events were as follows:

S NO.	EVENT	DESCRIPTION
1.	A visit to Thailand sourcing and business matching.	Organized by M.O.P. Centre of Excellence
2.	Paper presentation and business showcase.	Hosted in KRMM College
3.	Interior design on campus and photo contest.	Hosted in collaboration with Spaceteria

4.	NEN workshop – business model; getting it right.	Organized by M.O.P. Centre of Excellence
5.	Young minds innovation challenge.	Hosted in KCG College
6.	E-Leaders workshop	Conducted by NEN in Ethiraj College
7.	Skill course training for second year students	Skill courses like Interior Decoration, Artificial Jewellery, Desktop Publishing and Internet Business and Marketing, etc. were offered. 43 students employed their newly learnt skills with Spaceteria.
8.	Talk your way to success	Many noteworthy entrepreneurs spoke about their success stories to encourage students like CEO of Lucid Technologies and Solutions, Mayura Automation Services, etc.
9.	Alumni and student mentoring sessions	Mentored by Head of Ed cell to develop existing and potential business models.

**In the academic year 2014-15**, the main event was ‘**123GO!!**’ with 30 teams registered from various colleges and winners presented with cash prize of Rs.5000. The participants presented B-Plans of industries like logistics, financial services, hospitality, food processing and import-export. The other big event **M.O.P. Bazaar** had 110 stalls with a footfall of over 11,000 visitors and profit amounting to Rs. 8.3 Lakhs. Other events in this year include-

S NO.	EVENT	DESCRIPTION
1.	Webinar	Organized by NEN for start-ups
2.	National seminar	Women entrepreneurs welfare association
3.	Entrepreneurship initiators interaction	Hindustan Chamber of Commerce
4.	Start up workshop: Business Model Development	NEN Ramachandra University
5.	Equipping Entrepreneur- Initial Glimpses	In collaboration with Hindustan Chamber of commerce by Canara Bank
6.	Sangeeta Sumesh Talk	To MBA students for developing entrepreneurial skills
7.	Alumni and student mentoring sessions	Mentored by Dr. Rosy Fernando to develop existing and potential business models.
8.	Skill course training for second year students	Skill courses like Interior Decoration, Yoga, Mural Art, Desktop Publishing and Internet Business and Marketing, etc. were offered.

**In the academic year 2015-16, M.O.P Bazaar** with 96 stalls recorded a profit of Rs. 4.3 Lakhs with a footfall of over 12,500 enthusiastic shoppers. This year saw many **innovative seminars** and activities such as follows:

<b>S NO.</b>	<b>EVENT</b>	<b>DESCRIPTION</b>
1.	Skill courses	Skill courses like cosmetology, blouse designing, interior designing and décor, etc. were organized
2.	Webinar	On the topic ‘5 things I wish I knew before starting up’
3.	Seminars:	<ul style="list-style-type: none"> <li>• ‘Women entrepreneurs – driving change, fueling growth’.</li> <li>• Why Waste Waste?</li> <li>• Women empowerment through entrepreneurship boot camp</li> <li>• Newbies entrepreneurship bootcamp</li> </ul>

**In the academic year 2016-17**, “M.O.P. Bazaar” was held on the 17<sup>th</sup> and 18<sup>th</sup> December 2016. The Bazaar was declared open by **Ms. Mahalakshmi Saravanan, Founder of Women Entrepreneurs India**. The Bazaar featured 102 stalls, run by 400 students, offering goods and service in categories such as food, clothing, mobile accessories and games, and saw a huge turnout of visitors. The turnover was Rs. 12, 73,062 and profit earned was Rs. 57,414. The second activity was ENTREPRENEURSHIP AWARENESS PROGRAMME. The ministry organized an Entrepreneurship Awareness Programme on the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> of March 2017.

<b>Date</b>	<b>Speaker Designation and Contact</b>	<b>Topic</b>
1 March, 2017	Mr. Shyam Shekar Founder, Startup Xperts	Building Startup Enterprises
2 March, 2017	Ms. Vishaka Gopinath & Ms.Divya Agarwal Co- Founders , Social Monks	Trailblazers – Alumni Speak
3 March, 2017	Ms. Jeyasree Ravi Proprietor - Sri Palam Silks	Expanding & Succession in Family Owned Business

Over the years, the ED Cell has successfully nurtured many young students to becoming entrepreneurs.