

WORKSHOP ON PERSONAL ENTREPRENEURIAL COMPETENCIES (W-PEC) KEID, KALAMASSERY

DAY I

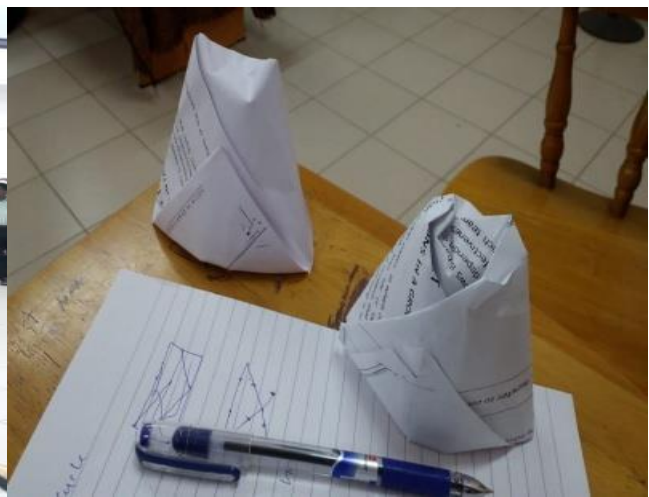
22-07-2019 MONDAY

The 9th batch of workshop on personal entrepreneurial competencies conducted by Kerala institute for Entrepreneurship Development (KEID) is a premier training institute in the field of entrepreneurship Development under the department of industries and commerce, Government of Kerala. KEID has conducted a workshop on Personal Entrepreneurial Characteristics (W-PEC) for four-day duration from 22.07.19 to 25.07.19 for the members and coordinators of registered ED club of various institutions.

The programmes at KEID started from 10.am with inauguration ceremony of 9th batch of workshop on personal entrepreneurial competencies from different colleges across Kerala. The 9th batch consist of 4 different college's ED Club members and coordinators such as MES Mampad college, Mampad, Amal college of advanced studies, Nilambur, Malabar college of advanced studies Vengra. MES Gubilee College, Kottayam. From MES Mampad college 9 students and a coordinator Sulfi. P (Asst professor, Department of Commerce) attended the Workshop held at KEID, Kalamassey, Ernakulam. During the inaugural ceremony Drishya (coordinator of KEID) welcomes the gathering, later on Lorraine Mathew (master trainer, DIC Kottayam) delivered presidential address. The workshop was inaugurated by KA Ratheesh (CEO of KEID) who gives an outline about the workshop. Shibu (master trainer, DIC TVM) has made felicitation for the activities and conduct of the workshop. Finally, the inaugural ceremony was concluded with vote of thanks by Vinod (master trainer, DIC Malappuram). After that the inauguration the programmes begins with introducing the pair with 2 students from different colleges as well as selecting leaders for 4 days and 1st day leaders were Sarithambika and Nihal. After introduction of pairs the class begins with explaining the income earning categories such as 1. Employees 2. Self-employee 3. Business owners and 4. Investor. 1 & 2 are Active income group, 3 & 4 are passive income group and also explains about prof David McClelland theory of motivation who state the difference between highly successful Entrepreneurs & Less

successful Entrepreneurs. There are mainly 3 motives such as achievement motive, affiliation motive and power motive. Next, a game was conducted that is paper ball making in that the persons who collect a greater number of balls from the participants wins the game .and paper ball game helps to understand there is no boundary of achieving the goal. We humans deliberately keep boundaries for our goals. After the tea break class was based on PEC (personal entrepreneurial competencies) and goal setting. There are mainly 3 clusters such as 1. Achievement Cluster (opportunity seeking, persistence, demand for quality & efficiency, fulfilling commitments, calculate risk) 2. Planning cluster (goal setting, information seeking) and 3. Power cluster (persuasion network, independence). Goal setting is based on the concept of SMART, S- Specific- what? M- Measurable- how much? A- Achievable – how? R- Relevant- why? T- Time bounded- when? Later a paper cup making game for learning cycle was conducted. This helps to understand that with hearing the thing it doesn't make any sense, seeing the activity make understand the thing better than hearing. And doing making the activities perfect and makes sense. A self-assessment questionnaire was also given which help to understand the weakness and strength of each participant as an entrepreneur After the lunch break there was a ball passing game which is done to make different groups to discuss and present the opportunity and thread in Malappuram district simultaneously another ring bucket game was also conducted in another room. This game is to analyse the level of risk each entrepreneur is taking and how it affects the business and also it reveals that when risk is more the profitability of a firm is also high. Finally, the day ended with lectures based on Achievement cluster





DAY II

22-07-2019 TUESDAY

The programme begins at 9.30am with previous day's recap by Nihal and Sarithambika. Later a shake hand game was done in which students were divided into different groups and asked to shake hand each other which was done successfully. But when the trainer asked to return back to the position without leaving the hands, it was difficult. Finally, through continuous efforts of team members they find an alternative solution and it was also done successfully. Later on, class begins by master trainer Shibu with achievement cluster. Achievement cluster consist of 5 aspects namely 1. Opportunity seeking and initiative which is about seeking of opportunities where others find it as a problem. A good entrepreneur searches opportunities from problems 2. Persistence: every successful person in the business is achieved from 10% inspiration and 90% from persistence & hardworking. Real failure is not from doing anything at all. Entrepreneurs don't fear failures they overcome failure. Later showed an inspiring video of Shalini Saraswati who lost her legs due to illness. But she never got disappointed with her persistence & hard work she could achieve her goals. 3. Demand for quality & efficiency, a chain making game has been shown and helps to understand how to reduce the cost by utilising the resources effectively as well as a box and breed game to understand how to maximise the quality of products by reducing time & cost by division of work and proper communication among the team members to achieve the objectives of the organisation. Box and breed game is based on dividing participants into different groups and from each group there will be one MD for the organisation and team member will be employees for that particular organisation. Each organisation is given raw material by an international company and there was asked this organisation to supply finished product within a specified time period and the raw materials given is box, beads and ribbon. 4. Fulfilment commitment: states that entrepreneur should take personal responsibility for solving problems that hinder accomplishing the task under the stated condition. 5. Taking calculated risk: here it says that before taking a task deliberately calculated risks & evaluate alternatives, so it helps to take action to reduce risks control outcomes. There was another game to know the team's planning & coordination known as Lion hunter and women game which helps to accomplish the goals through proper planning. Finally, there was evaluation for bead and box game.





DAY III

24-07-2019 WEDNESDAY

The programme started from 9.30 by recapping previous day programmes by the leaders of Tuesday Shifana and Ali. Next the trainers were asked to divide into two groups and stand in a straight line. Later from the back member an oral communication was passed to the first person. But it could find some deviation from the actual person who communicated when it reaches the final person. Then further a word wrote on a paper was given to the back person and passed to the front person and it is shown that everyone read it properly without any mistake. From this we could understand the difference between oral and written communication. So, the entrepreneurs should mainly focus on written communication. Next there conducted a group discussion in which participants were divided into groups in which all were given a topic in lost in dessert to identify the competencies and solution. Later Vinod (master trainer, DIC Malappuram) took classes about power cluster. Which consist mainly

1. Persuasion and networking: in which we must take deliberate strategies to influence others and take actions to develop and maintain a network of business contact.
2. Independence and self-confidence: a good entrepreneur should keep his own point of view even when facing opposition or negative outcomes. And there was a self-assessment on power and influence. It was for identifying the reason for why people obey the orders of a boss. There were 21 pairs of reasons for that. Later shown power map and its areas. There mainly 3 areas for power map they are 1. Control area 2. Influence area 3. Environment area.

After all these classes Lorraine sir showed some inspiring videos how to be confident and independent. After lunch it was time for the business plan and business creation. In business plan participants were divided into groups and asked to give a plan for taking loans for starting finished school in the backward areas of Malappuram district. In business creation there were 7 groups with 4 members each. Each group has to do some ethical business and make profit out of it. The different business under business creation is games and events, carwash, paper pen, shampoo, fruits, pappadam and snacks.





DAY IV

25-07-2019 THURSDAY

This is the final day of workshop. On the day all must submit projects assigned for them which is given group or individually. 1st session on this day is team presentation of business plan for this master trainers appointed 4 judges that is one judges from each group were made evaluation of result of business plan. Later there was to session to evaluate the business creation. After the lunch break there was unofficial valedictory ceremony and prize distribution. Prizes were given for Best PECs, best business plan and highly profit earned business creations etc.

Thus there 4-day workshop helps us to get complete idea about entrepreneurship and as well as personal entrepreneurial competencies. This workshop focused on finding out how much entrepreneurial qualifications exist in students, and about the essentials and qualifications a student need to become an entrepreneur which was held from 22.07.2019 to 25.07.2019 at Kerala institute for entrepreneurship development, Kalamassery, Ernakulam. The qualification of an entrepreneur is similar to the qualifications that a man should have at different times in life.

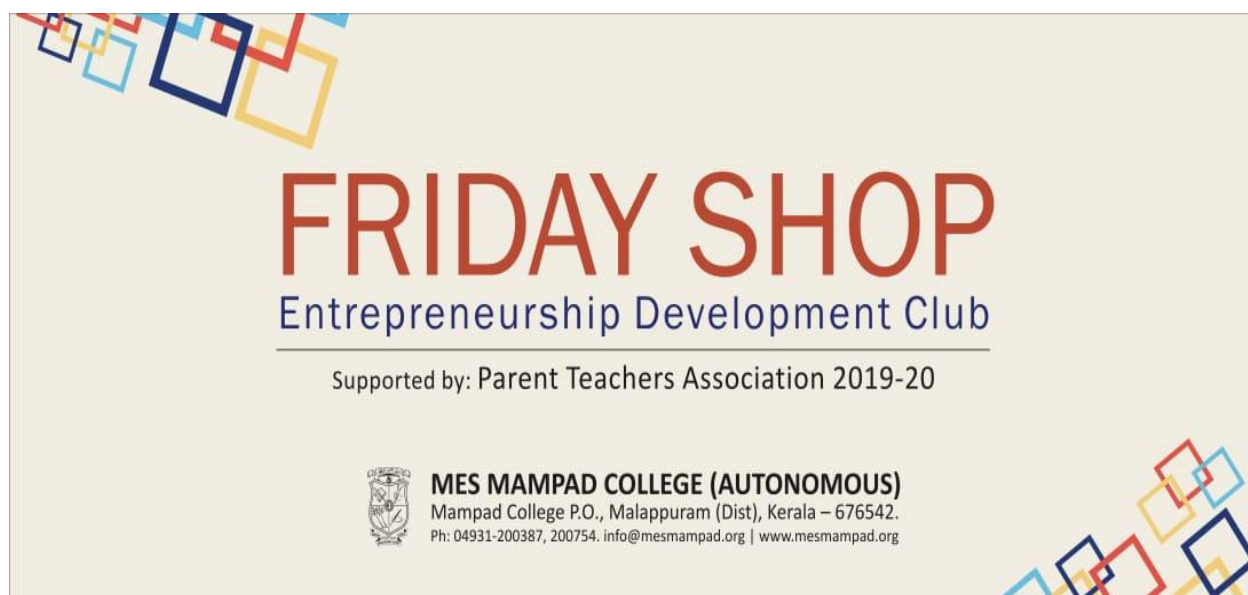








REPORT OF FRIDAY SHOP



The Entrepreneurship Development Club of MES Mampad College started a new venture on 20th December 2019 titled 'Friday Shop' with the slogan of 'Earn While You Learn' by opening a stall near administration block every Friday. The objective behind this project was to develop entrepreneurial skills among students. Friday Shop offered a space for the students of all the streams to sell the products and materials developed by themselves and to observe how a commercial set up works.

The College witnessed a grand opening of the stall on 20th Dec, 2019. The ED club could conduct seven successful editions of Friday Shop. This platform gave the opportunity to the student entrepreneurs for showing their talents and they could earn money by selling their products. With seven editions ₹39250 of sale happened. The executives who made to this idea into a reality we're Sarfas Palaya, Radwan, Murshid, Muhammad Ashif, Farhan and Navaf (ED club members). The idea of opening a stall on every Friday was welcomed by all the teachers and students. The whole campus supported the Friday Shop at the end.

FIRST EDITION OF FRIDAY SHOP

20-12-2019

The College witnessed a grand opening of the Friday Shop on 20th Dec 2019. The stall was inaugurated Jointly by Prof. O.P Abdurahiman, (Secreatry), Sri. EP Moyin Kutty (Patron, College Mangement Committee) and Dr. P.K Babu (Principal, Mes Mampad College).



Inauguration

College Principal, Vice Principal and other teachers wished the best for the stall. The responses from the students were overwhelming.



*Manager OP Abdu Rahiman sir buys a pen stand made out of palm leaves from
A stall owner, Rasheeq*



Principal Dr. P.K Babu sir receives a squash bottle from Praise Alex



Anas sir buys a bottle with paper flowers from one of the stall owner.



The crowd assembled in front of the Friday Shop

There were a bunch of variety products ranging from food items, handicrafts, bottle art works and LUMES LED bulbs. A detailed insight to the products is given below



The stall owners of the first Friday Shop with ED club executives' members

SECOND FRIDAY SHOP

03-01-2020

After having a great success in the first edition, the second edition of the Friday Shop was conducted on Jan 3rd 2020. This edition too was a great success .90% percent of the products brought by the students were sold within two hours. Student could gain orders for art and craft items.

Dr. Nisthar sir, Head of the Department of Zoology visited the shop and brought some products. He appreciated the work done by the student entrepreneurs.



Nisthar sir with Student entrepreneurs.

The products sold is listed below:

- 1) LED LUMES
- 2) Portrait drawings-
- 3) Painting
- 4) Portrait drawings
- 5) Chicken popcorn
- 6) Orange cake, Trifle cake, Tea cake, Toffee cake, Pizza

FOOD PRODUCTS & BULBS



FRIDAY SHOP ON MESMAC DAYS

14th ,15th,16TH JAN 2020

Since 2016, MES Mampad College has been hosting Kerala's largest international campus conference titled MESMAC International Conference. The three days of conference on January for the last four years is an educational gathering of numerous national and international scholars.

ED club members gave with the idea of putting stall on these days, so that it will get more reach. With the support of management, ED club could put the stall on conference days. The guests and paper presenters made a visit to the stalls and bought products from the stall. The food items in the stall seemed as a refreshment for the conference attendees.



Prof Jaleel, Prinicpal, MES Kalladi College, Mannarkkad visits the stall and having a discussion with teachers.



The decision of opening Friday Shop on MESMAC days was a right one. 14,15 and 16th of January brought more sales. The sales were higher than other editions of the Friday Shop and students could earn more money by selling their products. This time, food items were more demanding.

When the conference ended on 16th Jan, Friday Shop could conquer the hearts of conference attendees as good as the MESMAC conference.

SIXTH EDITION OF FRIDAY SHOP

24-01-2020

After three continuous days of success, Stall opened on 24 January 2020. This time ,like every edition, a large amount of students visited the stalls and bought products from the student entrepreneurs. The stall owners learned how to attract clients and how to explain their products very well . Deserts and Watermelon drink were the top selling items in this edition. Organic henna cones and live henna tattoo were arranged.



Some products detailing: henna cones and Payasam

SEVENTH EDITION

07-02-2020

This time, Friday Shop came with a new idea of selling the library books that are already read by the owner to someone who is interested to buy it, ED club members collected books from the students and made it available for others through stall.

Even after six editions, the students showed the same enthusiasm that they had in the beginning. Teachers and students visited the stall and bought products.



Wooden art pieces: Messi, Che-Guevara and Cristiano Ronaldo on frames



Friday Shop had been a great success throughout the time. A decent number of students got a chance to showcase their unique talents and abilities in front of the entire College and there by could earn money from it. The acceptability of this project among the students and teachers of the College was high. The budding entrepreneurs of tomorrow could learn how to market their products and how to do pricing for the products . With seven editions , students could earn ₹39250 out of which they handed over ₹1500 for the executive members of the Friday Shop **(The Details of Accounts is attached in separate Excel sheet)**

REPORT OF ENLIGHT 2020 ED CLUB CONCLAVE

ON JAN 29-30, TRIVANDRUM

The Entrepreneurship Development Club of MES Mampad College participated in the ENLIGHT 2020 Conclave on Jan 29-30. The Department of Commerce and Industries conducted the Conclave with the aim of offering an opportunity to all the student entrepreneurs of various Higher Secondary Schools, ITI, and Poly-technic, Arts and Science and Engineering Colleges to Present their innovative ideas and products and Conclave offered an interaction with a couple of succeeded Start Up Company Owners.

The ED club of MES Mampad got selected to the state conclave and sent 11 students with Co-ordinator Sulfi P to the program. Four of them were student entrepreneurs who have already exhibited their products on Friday Shop. The group reached Trivandrum by train on Jan 29 at 5:30 AM . Firstly the team went to Mar Ivanios Collage hostel for refreshment. After rejuvenation and having breakfast from there, the group were taken in to the program venue of ENLIGHT 2020 by the bus provided by the program committee.

The program ENLIGHT 2020 was organized at Uday palace convention centre at Kavadiyar, Trivandrum. After verifying the registration, the team got stall no.48 for MES Mampad College in the exhibition arranged in the convention centre. There were 53 stalls from 53 institutions (Arts & Science Colleges, Engineering Colleges, Higher Secondary Schools). The entrepreneurs marshalled their products which were a bag made out of palm leaves, best out of waste crafts, handmade craft gifts, painting and portraits.



The whole team of MES Mampad College at Uday palace.

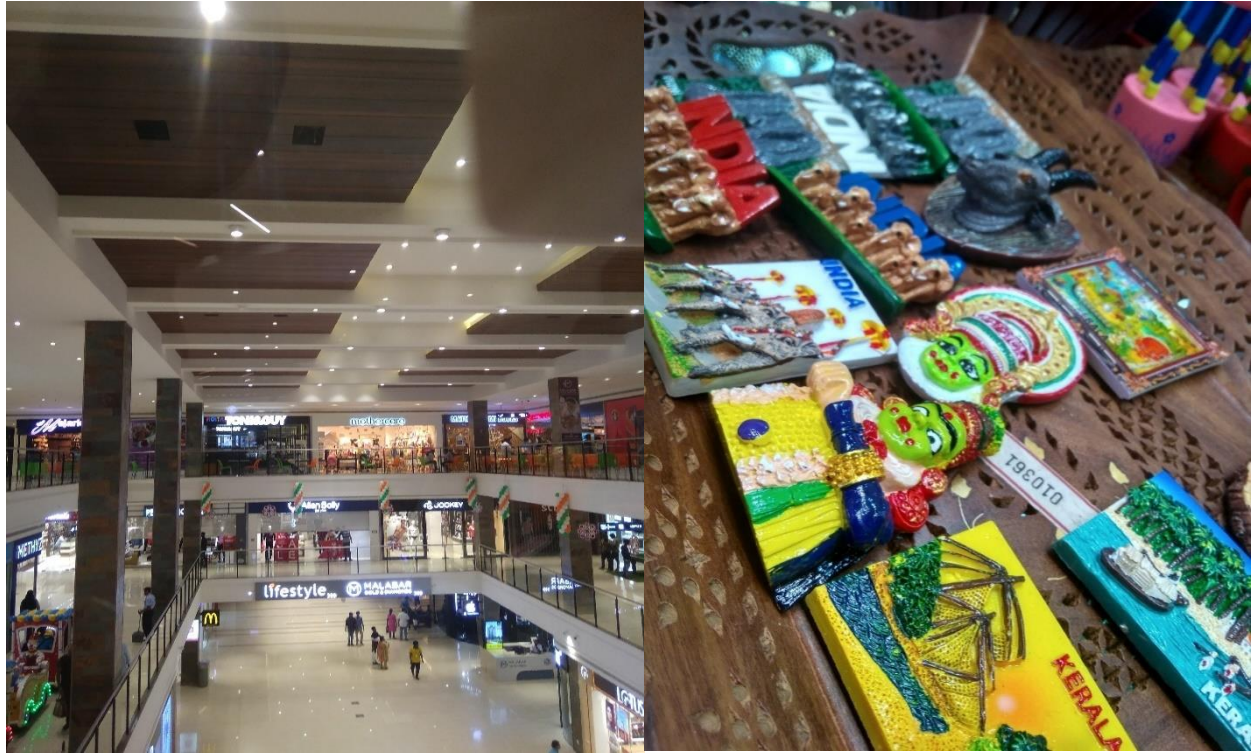




The program started at 10:00 AM sharp for the introduction of products brought by the student entrepreneurs. The products were ranging from brisk made out of plastic wastes, multi-purpose robot, seed pen, reusable footwear, etc... The inaugural ceremony started at 11:30 AM

E.P Jayarajan (Minister of Industries and Commerce) presided over the function. Chief Minister of Kerala Sri. Pinarayi Vijayan inaugurated the function.

The product introduction continued after the inauguration and lasted until noon. After having a delicious lunch, there was an absorbing session by Mr. Santhosh George Kulangara, the founder and chief explorer of SAFARI TV. After his talk, there had an interaction with audience. Called up for tea break at 4:00 PM. The first day of the Conclave was very interesting for the entire team. The group returned to the room at Yathra Nivas Hotel after resting for a while went for the dinner. Later, on the same night, the group planned to visit Mall of Travancore, a first-of-its-kind venture by Malabar Group. Visiting India's first green mall was a great opportunity for the students to analyse how it fulfils all kind of customer needs.



Glimpses of Mall of Travancore

SECOND DAY OF THE CONCLAVE

After a deep slumber, the entire team woke up and dressed on sharp 9:00 AM. The Coordinator, Sulfi divided the team into two. Three entrepreneurs went to the program platform to supervise the stall. Rest of the students planned to visit Legislative House and Hill Life Care LTD.

The entrepreneurs managed the stall nicely. Fathimath Nishla from B4 Economics introduced the products representing MES Mampad College. There was an announcement of the winner for the best innovative product and trophy distribution to the whole Colleges participated in the Conclave. Fathimath Nishla, Shana Ahmed and Muhammad Rasheeq received the trophy of MES Mampad. After the prize distribution, all the ED club members gathered and had a photo with the VK. Prasanth MLA. The photo session ended at noon and in the afternoon session all the participants gained their certificates of participation and took back all the products brought by them.



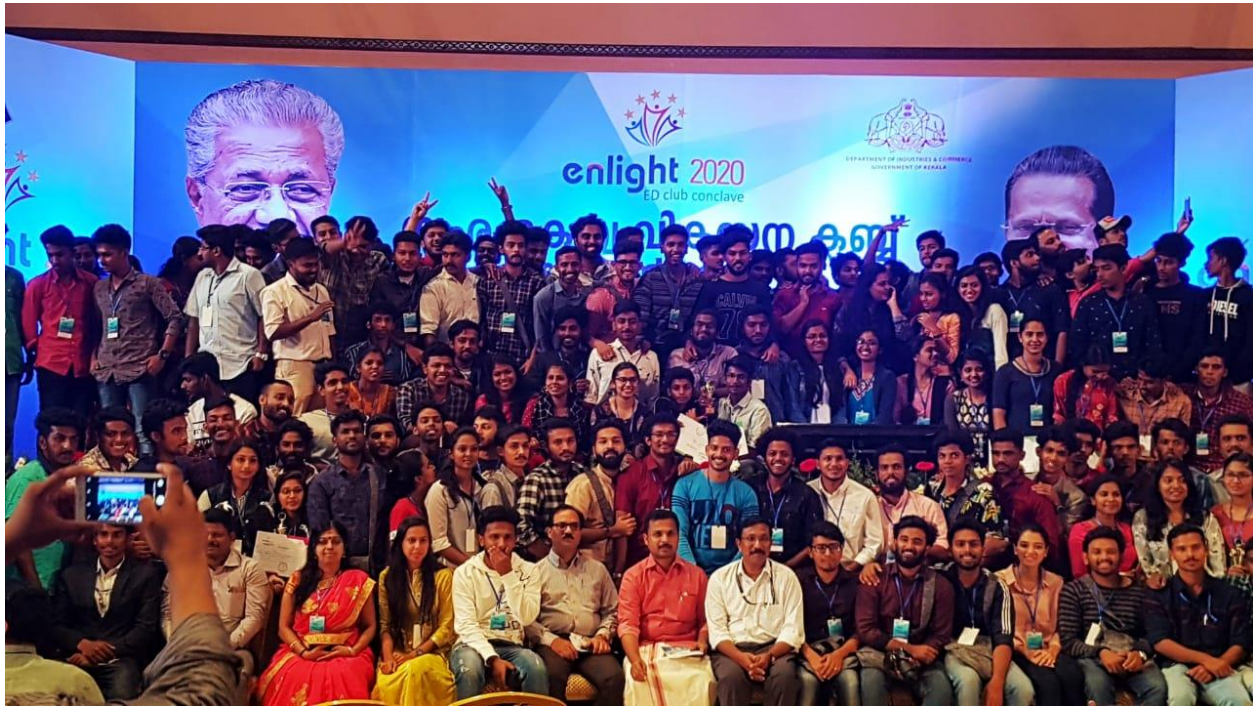
Fathimath Nishla of B4 Economics is introducing the products to the audience.



Industrial Minister EP Jayarajan, visits students stall



Team MES Mampad receives the trophy.



ENLIGHT 2020, whole team

LEGISLATIVE HOUSE VISIT

Nine members including Co-ordinator Sulfi P went to the Kerala legislative assembly on the second day of the Conclave. After the verification process, the group entered to the interaction class. They provided one and hours of interaction with Mr. Zakariya on the Kerala legislature. He covered the process, acts, sections and rules of legislation making. After the interaction, they have shown the Legislative assembly Hall to the team and Mr. Ajay Kumar explained the hall completely and distinctly. The students went deeply through the seating arrangement of particular persons, media spot, visitors' gallery etc... After observing the hall, the team returned from the spot.

VISIT TO HLL LIFE CARE LTD, TRIVANDRUM

On the same day, the same group of nine members went to the HLL Industry. After a small procedure all the members entered in to the industry with Mr. Sharat, the supervisor of the company. The company HLL is granted by the state government of Kerala. Started in 1986, the company produces mainly medical health care products. In Trivandrum HLL, they are concentrating on producing male and female condoms. They have been exporting their products to 55 countries across the globe. Just in one day, they manufacture around 4 million products. There were 500 -600 workers. The company is both labour intensive and capital intensive. After listening to the information about the company and observing the production process, the ED club members returned to the convention centre.



The ED club members with the HLL supervisor Mr.Sharat.

The nine members who went to IV second day returned to the convention centre in the evening and joined with the other three. The whole team went to the room. After refreshment, the team had their last dinner from Trivandrum. After all the ED club members reach Kochuvelirailway station by 7:30 PM. The train dispatched at 8:45 PM. The whole team gathered for a discussion from the train

and talked a lot on many matters, till 2:30 AM and took a slumber for a while. The team members reached Nilambur railway station at 6:00 AM.

The two-day program brought hectic changes in the minds of students. The two-day spent at Trivandrum was very memorable for the entire team.

REPORT OF MILMA, SPICES RESEARCH CENTRE AND IIM VISITS

6TH NOVEMBER 2019

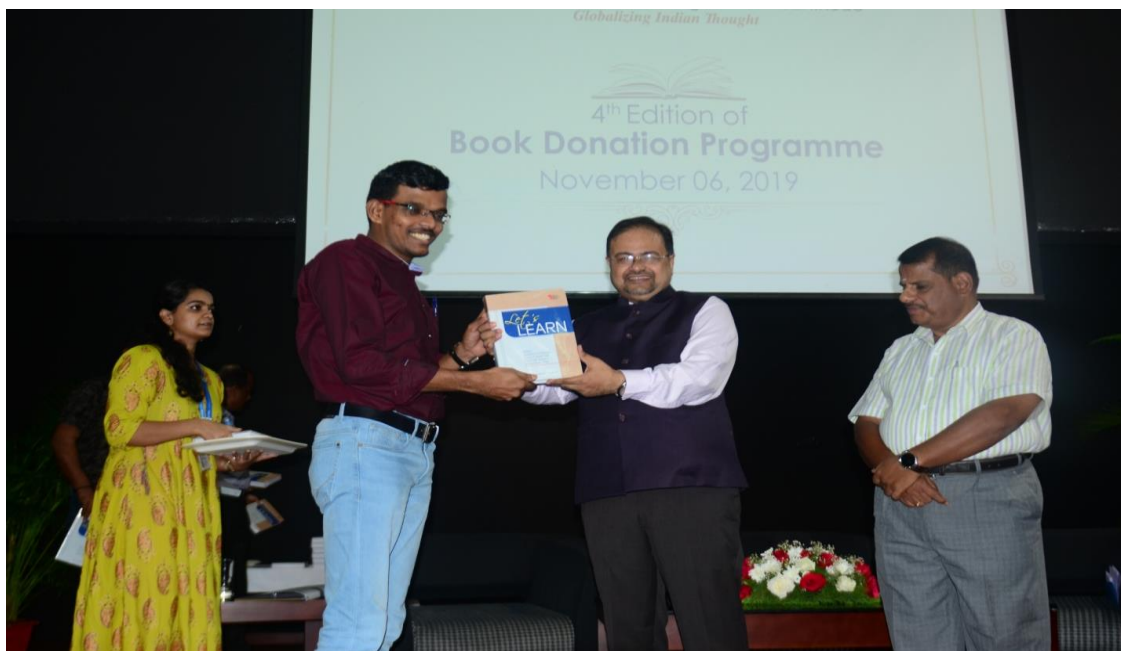
Entrepreneurship Development Club organized a visit to the Indian Institute of Spices Research, Kozhikode, Milma at Kunnanmangalam and IIM campus at Kozhikkode on 6 November 2019. The group included 30 students and 2 teachers.

The group reached the IIM Campus by 10:30 am. First the students were taken to the business museum, which is the heart of IIM campus. The museum explains the entire trade history of India.

Mr. Abdurahiman, Teaching Assistant IIM Calicut explaining the facilities available at IIM

The second visit was to the digital library of IIM. The library in charge explained the various facilities provided by the library.

IIM distributed 1000 books to our library in a programme called Book Donation programme held on 6 November 2019 at IIM Campus, Kozhikode. ED Club Co-ordinator Prof. Sulfi P received the books.



Ed Club co-ordinator, Sulfi P Receiving book form IIM director in book donation programme.



Students and teachers are standing in front of IIM Library

The visit was very useful and interesting.





First the students were taken to the Vargheese Brose & co, a club soda manufacturer. The company have the right to manufacture sodas in the brand McDowell's No.1. The manager explained the entire process involved in the manufacturing.

The group reached Merryboy Ice cream plant at 12:00 pm. The quality control manager explained the whole production process. The group got an opportunity to enter the freezer. The detailed process is as follows,

- 1) Initially, the raw materials are purchased.
- 2) Then they are stored in hygienic, temperature-controlled storage units.
- 3) The ice cream miniature is put in the tank.
- 4) The miniature is then poured to the ice cream -making machine
- 5) The ice cream coming out of the machine is then filled into appropriate containers manually in the right quantities.
- 6) Dry fruits and nuts can be added manually.

Students and Teachers are standing in front of Merriboy Ice Cream plant after seeing the production plant

The group was taken to Glister Sachet India, a disposable plate manufacturers. This plant is on for 24 hours. A supervisor there explained the working of machines and process of manufacturing.

Students are observing the stages of paper plate manufacturing at Glister Sachet India, a Disposable Plate Manufacturer.

Then the group was taken to Unipulp, a fruit pulp manufacturer. They mainly focus on exporting pulps to European countries. The manager explained the total process involved in manufacturing of pulps from unloading of fruits to loading of pulp. The company was not having production that day.

During an interaction with Production Manager, Unipulp, a Fruit Pulp Manufacturer.

