



ALPHONSA COLLEGE, PALA

Reaccredited to A Grade by NAAC in the

4th Cycle of Accreditation (CGPA 3.24)

Affiliated to Mahatma Gandhi University, Kottayam



7.2 Best Practice 01 - PARYAPTHA

WOMEN ENTREPRENEURSHIP MOTIVATION CLUB

**COLLEGE HAS A WOMEN ENTREPRENEURSHIP MOTIVATION CLUB
WHICH IS REGISTERED UNDER DISTRICT INDUSTRIES CENTRE**

The Entrepreneurship Motivation Club, under the guidance of Ms. Sheena Sebastian, serves as a vital bridge for students to access entrepreneurial resources, establish connections with local entrepreneurs, and foster idea exchange. The WEM club got registered on 24th September 2018 from District Industries Centre Kottayam. The club's core focus lies in understanding and supporting new and small businesses.

Mission and Objectives:

Resource Access: Facilitate students' access to entrepreneurial resources, including mentorship, funding opportunities, and workshops.

Networking: Create a platform for students to connect with local entrepreneurs, fostering meaningful relationships and collaboration.

Idea Exchange: Encourage the sharing of innovative ideas among members, promoting creativity and entrepreneurial thinking.

Support for New Businesses: Provide support and guidance to new and small businesses, aiding their growth and success.

The club was officially inaugurated on December 11, 2017, with a special event graced by Ms. Anna Austin. Ms. Austin, a distinguished Cake Baker and Online Trader, who notably secured the Cake Oscar Award last year, led the inauguration. Her insightful experience-sharing session enriched the event, providing valuable insights and inspiration to club members.



The Entrepreneurship Motivation club was inaugurated by Ms Anna Austin on 11th December 2017

SWESH PRODUCT LAUNCH AND SALES

On 9th June 2022, the WEM Club unveiled its latest offering, the 'SWESH' product line, including Dish wash, Hand Wash, and Liquid detergent. This initiative aimed to promote self-reliance and entrepreneurship among students. The launch event highlighted the product's eco-friendly and effective cleaning properties, receiving positive feedback from attendees.

Following the launch, the products were made available for sale to the public. The Entrepreneurship Development Club successfully marketed the 'SWESH' products, demonstrating their commitment to fostering entrepreneurial skills and promoting sustainable solutions. The sales venture proved to be a significant step towards practical entrepreneurship development within the club.

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‘SWESH’ product line, including Dish wash, Hand Wash, and Liquid detergent on 9th June 2022.

CANDLE MAKING

WEM Club successfully produced scented candles by students on 28th February 2023.



Scented candles by students on 28th February 2023.

The the WEM Club, continued its entrepreneurial journey by launching another set of products under the 'SWESH' brand. On 13th September 2023, they introduced Herbal Bathing Soap and Scented Candle to their product line. This expansion showcased their commitment to innovative ventures and sustainability. The launch event highlighted the unique features and benefits of these new products, emphasizing their herbal and aromatic qualities. The positive

response from the audience further motivated the club to explore more entrepreneurial opportunities, solidifying their role in promoting self-reliance and eco-friendly solutions.



'SWESH' product line - Herbal Bathing Soap & Scented Candle on 13th September 2023

COMMERCADO- AN EXHIBITION CUM SALE

The Department of Commerce, as part of the WEM Club's initiatives, organized COMMERCADO, an exhibition-cum-sale, on 8th October 2018 and 14th September 2023. This event aimed to enhance the entrepreneurial traits of students by providing them with a platform to showcase and sell their products. COMMERCADO was a resounding success, with students displaying creativity and business acumen in their entrepreneurial endeavors. The event not only encouraged students to explore their entrepreneurial potential but also provided them with valuable hands-on experience in marketing and sales.



COMERCADO 2K18 on 8th October 2018



COMMERCADO 2K23 on 14th September 2023

SEMINARS AND WORKSHOPS

SEMINAR ON WOMEN ENTREPRENEURSHIP

The Women Entrepreneurship Seminar, organized WEM Club in association with the State Industrial Board, was held on 22nd November 2019. The seminar was inaugurated by Fr. Shaji John Punnathnathukunnel, Vice Principal of the college. Dr. Brijesh George John, Assistant Professor from Marian College Kuttikanam, led the session, focusing on empowering women in entrepreneurship. He highlighted the importance of education, skill development, and breaking traditional barriers for women entrepreneurs. The interactive seminar included discussions and case studies, encouraging participants to share their experiences.



Women Entrepreneurship Seminar on 22nd November 2019 led by Dr. Brijesh George John

WORKSHOP ON SCOPE AND MARKETABILITY OF DAIRY PRODUCTS

The WEM club of our department conducted a one day workshop on Scope and Marketability of Dairy Products on 27th November 2019 as part of National Milk Day for the club members and general public. The session was led by Dr. M G Vijayakumar, Dairy Extension Officer.



One day workshop on Scope and Marketability of Dairy Products on 27th November 2019

WORKSHOP ON 'ENTREPRENEURSHIP AS A PROFESSION'

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The Women's Entrepreneurship Club (WEM Club), in collaboration with the Taluk Industrial Board, Meenachil, organized a workshop on "Entrepreneurship as a Profession" on 21st October 2021. The workshop aimed to inspire and educate students about the prospects of entrepreneurship as a career choice. Mr. Chandran. P, the Industrial Development Officer of Palai, served as the key speaker for the event. His insightful presentation covered various aspects of entrepreneurship, including the importance of innovation, market research, and financial management. 72 students participated in the workshop, actively engaging in discussions and seeking advice on entrepreneurial ventures.



A workshop on "Entrepreneurship as a Profession" on 21st October 2021.

SEMINAR ON 'ORGANIC FARMING'

The WEM Club organized a seminar on 'Organic Farming' on 9th March 2022, with Ms. Elsy John as resource person. The seminar aimed to inspire and educate women about

CRITERION 7.2

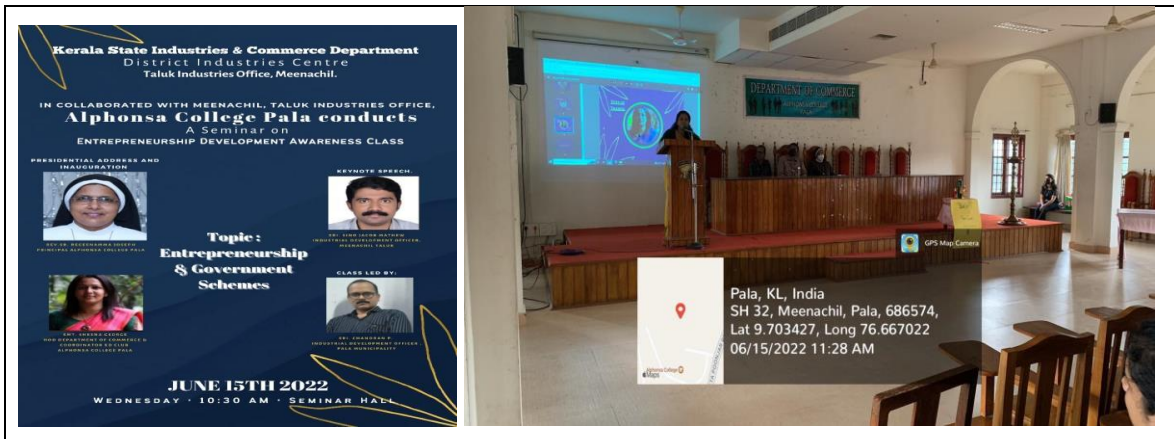
entrepreneurship through organic farming. Ms Elsy John shared her experiences and insights, motivating participants to pursue entrepreneurial ventures in sustainable agriculture.



A seminar on 'Organic Farming' on 9th March 2022

ENTREPRENEURSHIP DEVELOPMENT AWARENESS CLASS

The WEM Club, in collaboration with the Kerala State Industrial Board, organized a Seminar on 'Entrepreneurship and Government Schemes' on 15th June 2022. The seminar was inaugurated by Mr. Sino Jacob Mathew, Industrial Development Officer, Meenachil Taluk, setting the tone for an informative and engaging session. The class was led by Mr. Chandran P., Industrial Development Officer, Pala Municipality, who provided valuable insights into entrepreneurship. The seminar aimed to educate participants about the fundamentals of entrepreneurship, inspiring them to explore entrepreneurial opportunities and fostering a spirit of innovation and self-reliance.



A Seminar on ‘Entrepreneurship and Government Schemes’ on 15th June 2022

WORKSHOPS OUTSIDE THE CAMPUS

- **Workshop on Personal Entrepreneurial Characteristics(W-PEC)-**

7 students were participated in the W-PEC held at kalamassery, Ernakulam from October 9 to 12, 2018

- **NEST 2023 -NURTURING ENTREPRENEURS WITH START UP TECHNOLOGIES**

5 students were participated in the NEST held at Amal Jyothi College of Engineering Kanjirapally from October 22 to 24 , 2023



the NEST held at Amal Jyothi College of Engineering Kanjirapally from October 22 to 24 , 2023

MEET THE ENTREPRENEUR PROGRAMME**MEET THE ENTREPRENEUR (MANGO MEADOWS)**

As part of the 'Meet the Entrepreneur' program, organized by the WEM Club, 3rd DC and 2nd DC students and teachers from the Department of Commerce visited N.K. Kurian, Managing Director of Mango Meadows, on 17th June 2022. The visit aimed to provide insights into entrepreneurship and business management, exposing students to real-world entrepreneurial experiences. N.K. Kurian is the Managing Director of Mango Meadows, a renowned entrepreneurial figure known for his innovative approach to agro-tourism. With a vision to create a sustainable and eco-friendly environment, Kurian has transformed Mango Meadows into a flourishing agro-tourism destination. His passion for agriculture and entrepreneurship has led to the development of Mango Meadows as a model for sustainable farming practices.


DEPARTMENT OF COMMERCE
ALPHONSA COLLEGE PALAI

Presents
MEET THE Entrepreneur

A journey of a thousand miles begins with a single step!!!

N.K. Kurian
MD OF MANGO MEADOWS, KADUTHURUTHY

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COMING SOON



'Meet the Entrepreneur' program on 17th June 2022 - visited N.K. Kurian, Managing Director of Mango Meadows.

INDUSTRIAL VISIT**INDUSTRIAL VISIT (TEYLA KUTTIKKANAM)**

WEM Club, organized an industrial visit for first-year students to Teyla Kuttikkanam on 22nd November 2022. The visit aimed to provide students with practical insights into industrial operations and entrepreneurship. Students had the opportunity to witness firsthand the workings of an industrial setup, enhancing their understanding of entrepreneurial ventures.



Industrial visit for first-year students to Teyla Kuttikkanam on 22nd November 2022