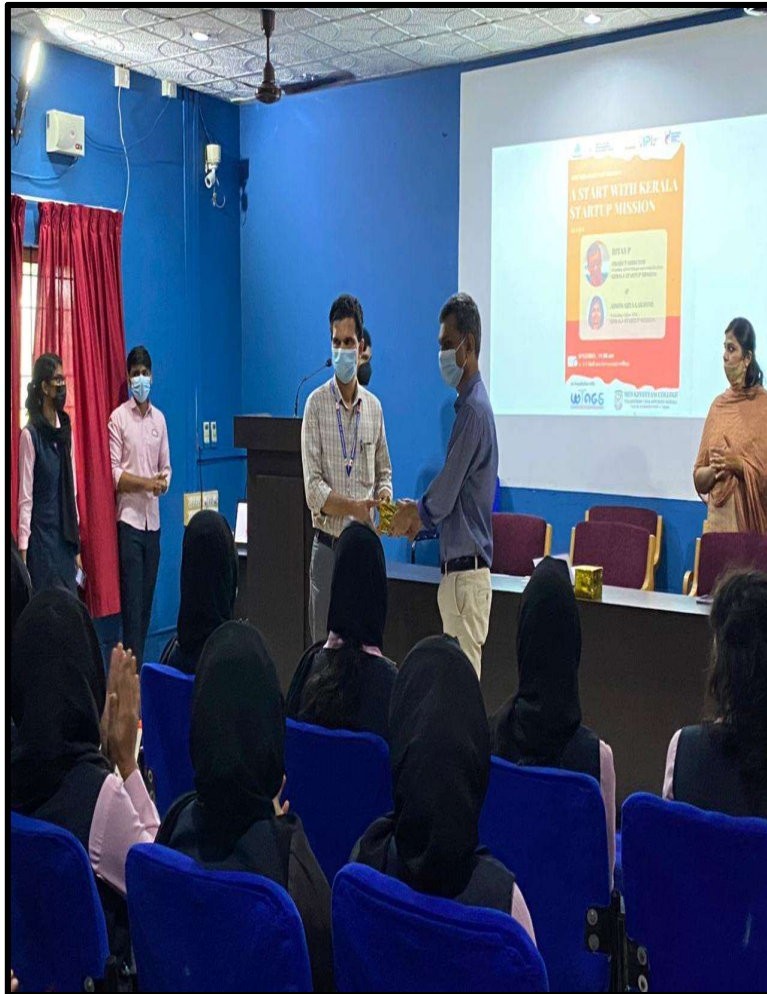


IEDC REPORT (2021-2022)

A Start with Kerala Start up Mission (6 March 2022 @10:00am)

Innovation and Entrepreneur Development Centre (IEDC), an initiative by Kerala Startup Mission, organized a programme “A Start with Kerala Startup Mission”. The programme was conducted on 6 March 2021 @10:00am. This programme aimed to bring innovation and entrepreneurship culture in the campus and also to promote institutional mechanism to foster techno entrepreneurship. The programme was blessed with the presence of Mr. P M Riyas, Project Director Funding, Global Linkage and Evangelization and Aishwarya Lakshmi, Technology Fellow, IEDC, Kerala Startup Mission.

Orientation session on KSUM & IEDC was presented by Ms. Aishwarya Lakshmi. She explained how IEDC will provide the students a platform for community building, interacting and solving day to day issues. The importance of being a human, empathizing and realizing, challenges in women entrepreneurship were also discussed. Key Note Address of the event was delivered by Mr. PM Riyas. The session emphasized on the importance of Innovation and Entrepreneurship among students and also how IEDC helps students to nurture various skills such as creativity and innovation, IP creation, Entrepreneurial Mindset, critical thinking and Problem-solving skills. The session concluded in the presence of Dr. Rajesh, Principal, MES Keveeyam College, as he handed over a memento to P M Riyas & Aishwarya Lakshmi as a token of love and gratitude.



Innovative Orientation Workshop (17/06/2021 @ 7:30 pm)

The webinar was designed to give a glimpse about IEDC, shedding some light on innovation and entrepreneurship and how it can become the key to achieving goals of students while fostering academic success. Professor Sherin Sam Jose, Head, Department of Mechanical Engineering, and CEO of Startup Valley, Amal Jyothi Technology Business Incubator was the resource person for the session. The topic for the webinar was ‘Orientation on IEDC’ and was conducted at 7:30pm on 17/06/2021. The session focused on bridging the gap between the student ideas & the limitless opportunities of Kerala Startup Mission (KSUM) in providing facilities for incubation & funding up to 2 Lakhs. There was a total of 42 participants.

He guided the students on importance of developing Entrepreneurial Skills during their graduation and how to go about implementing their innovative ideas into a successful startup. He also enlightened the students with an orientation class on the qualities required for a good entrepreneur. He motivated the students with his wonderful knowledge and rich life experience.

The event concluded with vote of thanks by Asst. Professor Sinija AS, IEDC Club Coordinator, MES Keveeyam College, Valanchery.

INNOVATIVE ORIENTATION WORKSHOP

INAUGURATION
Dr. C. Rajesh
 Principal
 MES KEVEEYAM COLLEGE

RESOURCE PERSON
Prof. Sherin Sam Jose
 HoD, Mechanical Engineering (Automobile)
 Amal Jyothi College of Engineering
 CEO of Startups Valley Amal Jyothi T&A

17-06-2021
Thursday, 7:30pm
<https://meet.google.com/tjo-axwu-aaf>

ORGANISED BY IEDC, MES KEVEEYAM COLLEGE

Meet - IEDC - Innovative Orientation Workshop - Google Chrome

meet.google.com/tjo-axwu-aaf

Sherin Sam Jose is presenting

CAR ADD

- Kerala Startup Mission
- Amal Jyothi College of Engineering
- IEDC

19:38 | IEDC - Innovative Orientation Workshop

How to Build a Startup (29th September 2021 @ 10:00 pm)

When it comes to startups, a general perception is that it needs to be in a developed country where all the resources are available. In truth, that misses the point: startups can begin anywhere, and it's often the countries with the greatest needs that present the biggest opportunities. Startups are at home in underdeveloped countries, nations in conflict, and those countries new to entrepreneurship. Each of these environments offer untapped problems which startups can take advantage of not just to make a profit, but also to make an impact.

In order to tackle the above concept, IEDC of MES Keveeyam College organized a webinar on the topic “How to build a startup”, The session was handled by Dr. Deepak, Faculty of IIM Kozhikode on 29th September 2021 @ 10:00 pm. He started the session with ppt presentation on the topic of building a startup and its importance among college students. He also discussed the constraints that the students face when they start. He shared his views on innovation and entrepreneurship. He emphasized the importance of marketing of products. The speaker enthusiastically cleared various queries put forward by the participants and the session was very interactive. He also discussed with the student innovators about the stages of Ideation & Designing Stage, Proof of Concept Stage, Minimum Viable Prototype Development Stage of their idea, and also encouraged the students to apply for Idea Grant. Proper guidance and support were given to them in completing the process of application. Faculties from different departments and IEDC members and other students were part of this programme.

IPI INSTITUTIONS' INNOVATION COUNCIL

How to BUILD A STARTUP

A Talk with
DEEPAK S KUMAR
Assistant Professor in Marketing,
Indian Institute of Management
Kozhikode

Organized by
**IEDC MES KEVEEYAM ,
ED CLUB & IIC**

29/9/2021 , 10:00am
<https://meet.google.com/peg-iaiw-vze>
Click here

"Having nearly 20 years experience in education and management, he has authored numerous academic and research papers, and is the recipient of the best paper award in the international conference on Marketing society and Technology. He has research and scholarly activities in the field of visual analytics, Neuro marketing, sustainability, technology adoption etc".

MES KEVEEYAM Valanchery

IEDC MES KEVEEYAM STARTUP MESSIOM

BSNL MOBILE 86% 10:07

peg-iaiw-vze

"HOW TO BUILD A START-UP?"

Dr. Deepak S. Kumar
Assistant Professor in Marketing
Indian Institute of Management Kozhikode
deepak@iimk.ac.in

Deepak is presenting

Princi... You

Ayisha 86 others

Call, Video, Mute, More options

BSNL MOBILE 87% 10:03

peg-iaiw-vze

Princi... JAWA... Meer... You

Ayisha Deep... Moha... 72 others

Call, Video, Mute, More options

BSNL MOBILE 86% 10:07

peg-iaiw-vze

"HOW TO BUILD A START-UP?"

Dr. Deepak S. Kumar
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Indian Institute of Management Kozhikode
deepak@iimk.ac.in

Deepak is presenting

Princi... You

Ayisha 86 others

Call, Video, Mute, More options

← peg-iaiw-vze ▶

Outline of a Typical Business Plan

1. Executive Summary
2. Statement of Purpose
3. Business Description
4. Products and Services
5. Opportunity Analysis:
 - Market share/growth, size, margins
6. Marketing Plan: Customers
7. Management Team
8. Production & Operating Plan

How to Build a Start-Up?

Deepak is presenting

Deepak

Fathima

You

Adhil 89 others

← peg-iaiw-vze ▶

JAWAHIR

Meera S

Moham...

Hasnath ...

Deepak

Ayisha

You

Princ 54 others

BSNL MOBILE 96% 86% 10:08

← peg-iaiw-vze ▶

START A START-UP

live in the future, ahead of your time

what is missing in the world?

write it down and bounce ideas around

make a prototype

show the prototype to 100 people

launch - let everyone know you have made something

look for funding and build version one of the same time

register your Corp, split equity

find a co-founder

iterate on the prototype until it makes sense

get to 1,000 users

grow 5% a week (hard, but proven possible)

keep growing for another 4 years, and at that rate you will reach 25 million users

Build a Start-Up?

Sneha

You

Majidha joined

Entrepreneurial Skill Development Programme (3th November 2021)

The Women Empowerment Cell of MES Keveeyam College organized an Entrepreneurial Skill Development programme on 03.11.2021 at 10.00 am in association with Kerala State Women Development Corporation, Entrepreneurship Development Club & Innovation and Entrepreneurship Development Centre with an intention to inculcate entrepreneurial skills among the students. The programme was inaugurated by the principal of the college Dr. C Rajesh. The programme included training session on mask making, paper bag making and the paper pen. The training session was handled by Prof. Ramla Beevi, Assistant Professor, MES College Marampally. The Programme was funded by Kerala State Women Development Corporation. The coordinators of WEC Dr. Soumini C and Prof. Rameena K A, the coordinator of ED Club Prof. Sinija S were the speakers of the session. The members of WEC and ED Club participated in the training programme. financial independence of women through acquisition of entrepreneurial skills was the main motto of the programme



MES KEVEEYAM COLLEGE
VALANCHERY | MALAPPURAM | KERALA
NAAC Re-accredited with 'A+' Grade

Entrepreneurial Skill Development Programme
Organized by **KSWDC Women Cell**
On 03/11/2021 Wednesday at 10.30 am.

In Association with  **INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CENTRE**

Resource Person



Mrs . RAMLA BEEVI A P
Assistant Professor
Department Of Commerce
MES COLLEGE, Marampally

Coordinators
Dr. Soumini C
Rameena K A
Sinija S

Principal
Dr. C. Rajesh

www.meskeveeyamcollege.ac.in



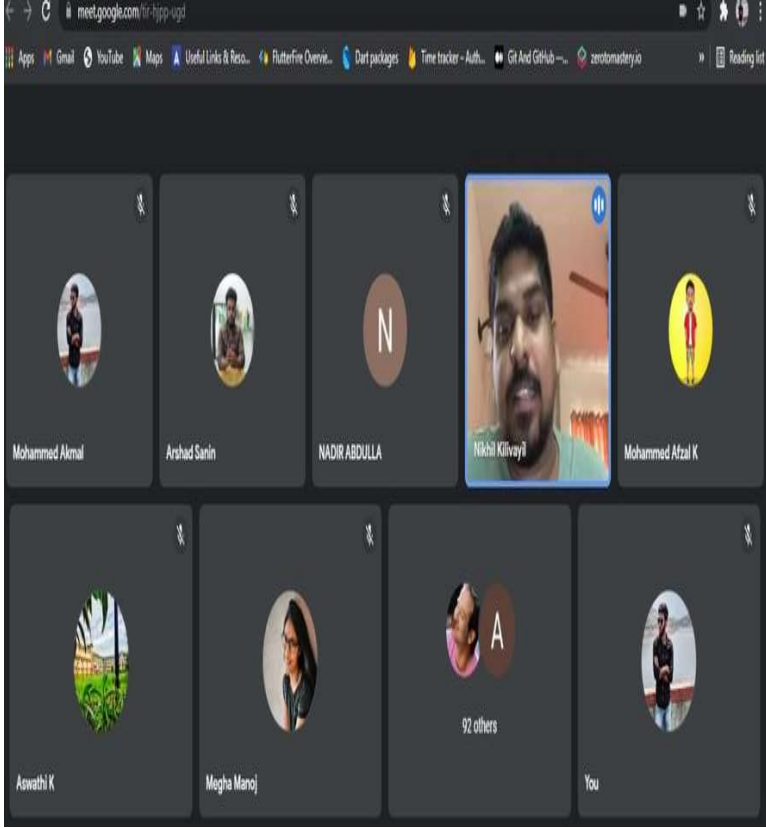
MEET SUCCESSFUL ENTREPRENEURS




Entrepreneurship Development Club of MES Keveeyam College organized a webinar series on the topic “Meet Successful Entrepreneurs”. The programme focused on sharing the experience and success stories of young successful entrepreneurs. Towards the end of each episode, an interactive session with the key note speaker was also included to inculcate an entrepreneurial vibe in the students’ mindset, to motivate them to start something afresh and to drive them to think beyond obstacles and mental shackles with passion


Failure 2 Success (15/07/2021 at 10am)

The first episode of the series was conducted on 15/07/2021 at 10am. The Key note address was delivered by Nikhil Kilivayil, Director CrossRoads. The speaker made a walk through his college life to his present status as the proud owner of a well-established firm, focusing on the important decisions he took during critical times. Active and sufficient guidance was provided to the students and doubt clearance platform was also opened to enhance the objective of the session. He winded up the session rendering his thanks. 80 participants actively took part in the mentoring session. Session was very informative and at the same time interesting one.


IEDC MES KVM REPORT 2021-22






Inauguration



Dr. C Rajesh
Principal
MES KEVEEYAM COLLEGE
VALANCHERY

Resource Person




Nikhil Kilivayil
Founder of Crossroads

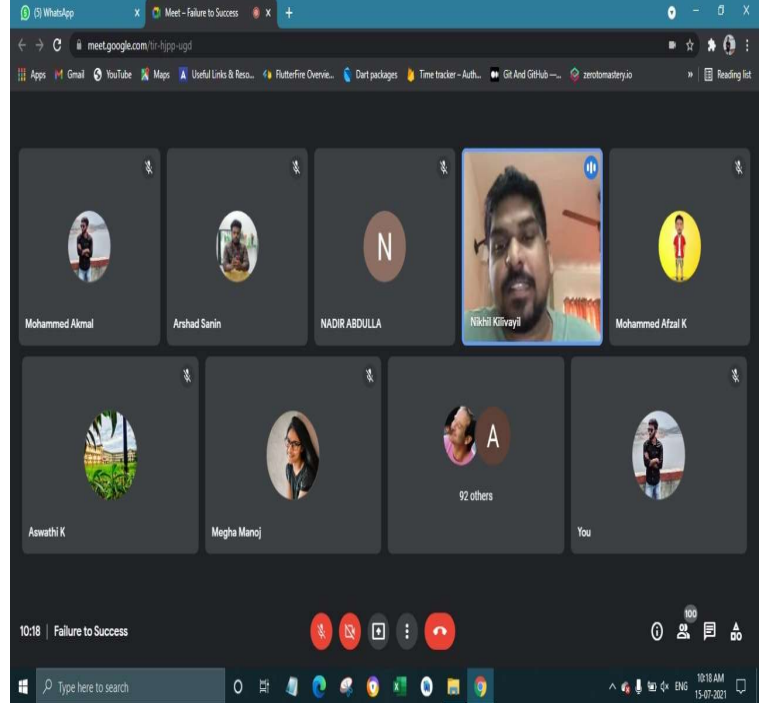
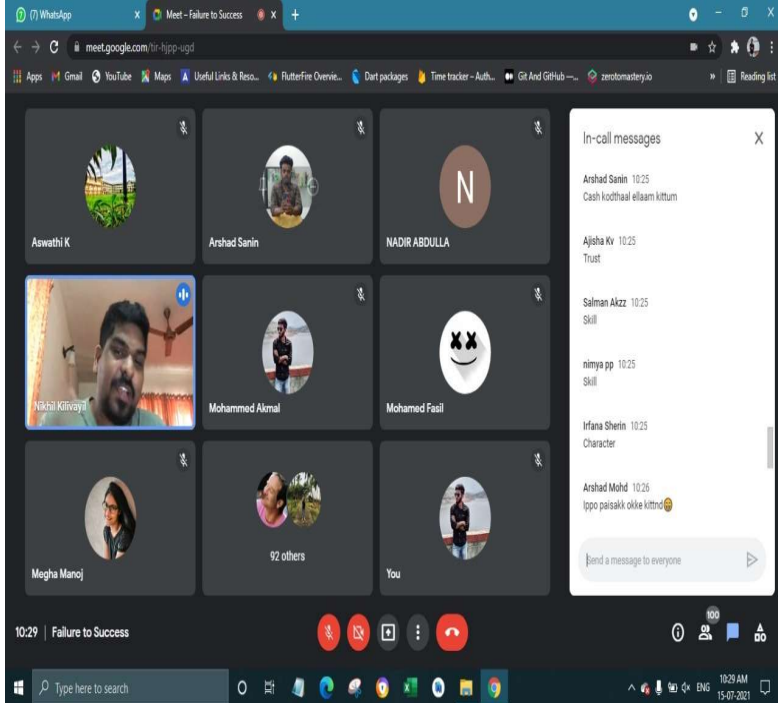
Google Meet Link:
<https://meet.google.com/tir-hjpp-ugd>

Youtube Link:
<https://youtu.be/p8RHjFA4B9k>

15/07/2021
10.00 A. M
@google meet



Sinija A. S
IEDC COORDINATOR



Meet The Innovator (8 th September, 2021)

The second session of “MEET SUCCESSFUL ENTREPRENEURS” was conducted on 8th September, 2021 and was handled by Mr. Ajin Omanakuttan, CEO of Aptino Technologies. Mr. Ajin shared with the students and faculty, the journey he went through while developing his innovative product ‘Lattino’ which aims to help the rubber farmers in collecting the latex from rubber trees. He presented the whole journey in the form of a story and gave a strong message that innovations are nothing new; instead they are derivatives of something that already exists. There was a total of 62 participants. This session enabled the audience to understand and gain an insight into the thoughts of leaders and entrepreneurs. The event ended with a doubt clearing session, discussions and feedback

MES KEVEEYAM COLLEGE VALANCHERY

MEET THE INNOVATOR

: AJIN OMANAKUTTAN
CEO & CO FOUNDER OF
APTINNOV LABS PVT LTD.
TECHNICAL OFFICER, STARTUPS
VALLEY AMAL JYOTHI TBI

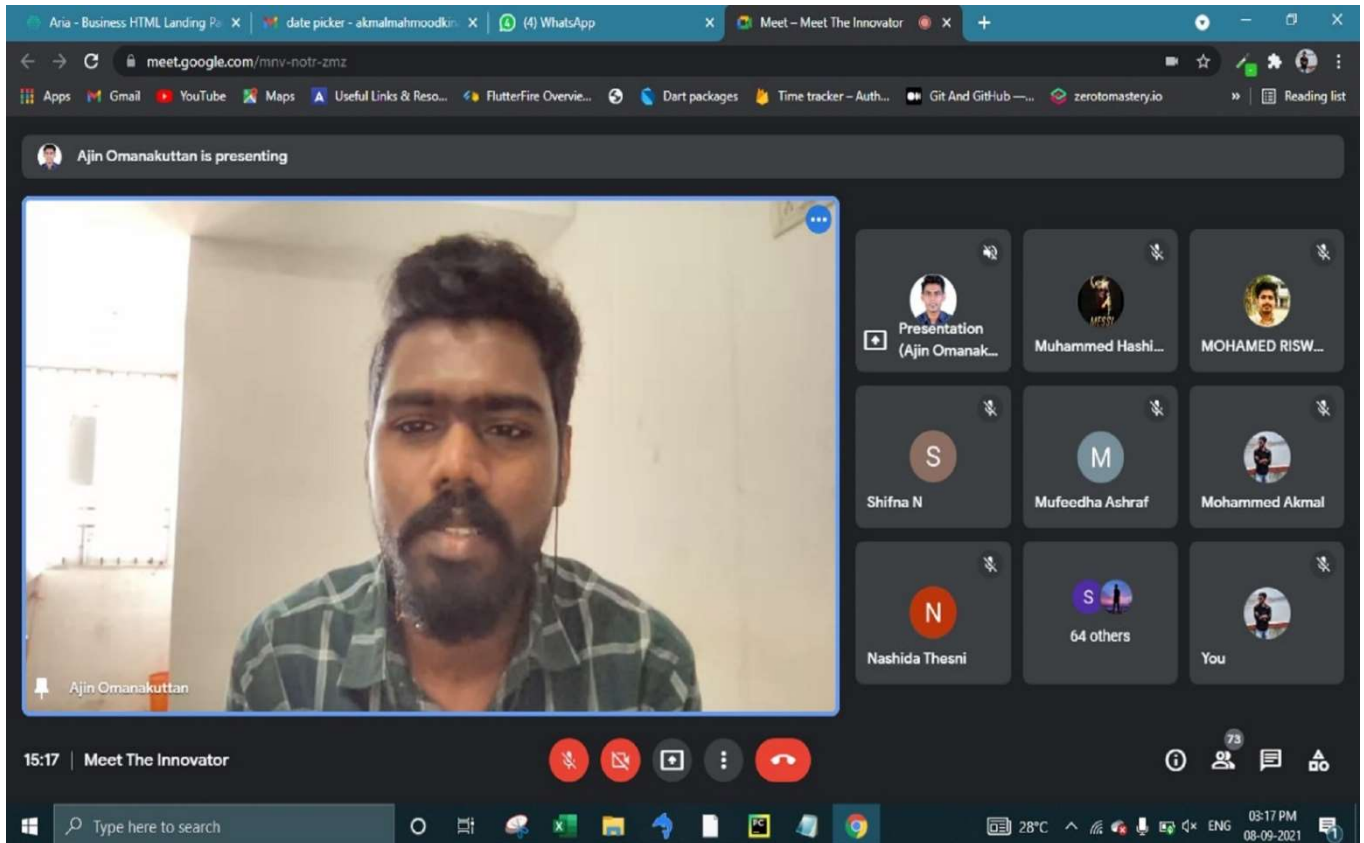
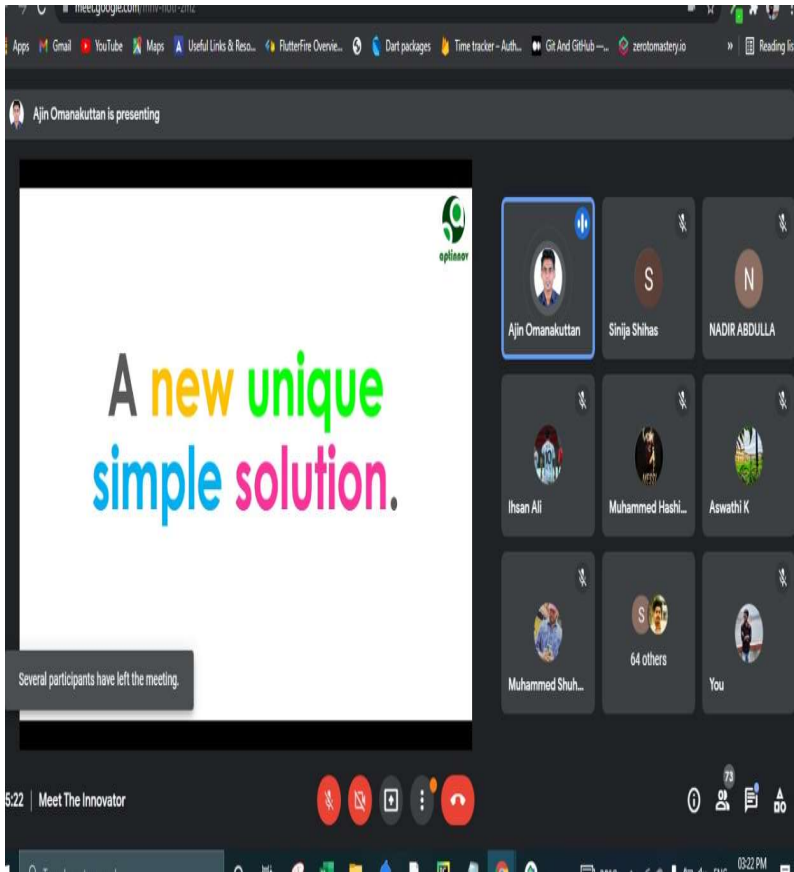
 08/9/2021
3:00 pm

<https://meet.google.com/mnv-notr-zmz?hs=224>



 INNOVATION AND
ENTREPRENEURSHIP
DEVELOPMENT CENTRE

 KERALA
STARTUP MISSION



MEET THE FOUNDER (23rd November, 2021)

The third session of “MEET SUCCESSFUL ENTREPRENEURS” was conducted on 23rd November, 2021 and was handled by Ms. Tessy Tom, Founder of MJ2 Collections. The speaker shared her inspiring life story of not giving up even at consecutive failure moments and how she stayed determined and ventured her path of achievement. She stressed on the importance of reading and suggested different books related to startups to the participants. She also highlighted the significance of pursuing hobbies along with our passion. An open session for questions and feedback was put forward and many interacted positively with the speaker. The session came to an end in the presence of Dr. C Rajesh, Principal, MES Keveeyam College, as he handed over a memento to Ms. Tessy Tom as a token of love and gratitude.



IEDC MES KEVEEYAM PRESENTS

MEET THE FOUNDER

**GUEST: TESSY TOM
FOUNDER OF : MJ2 COLLECTIONS**

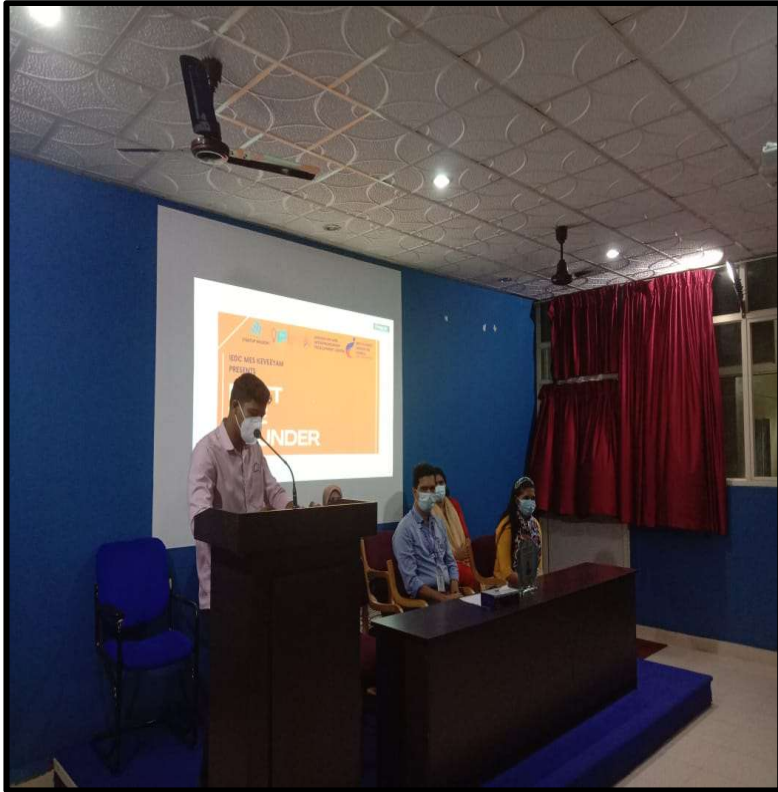
**Nov 23, 2021
10 - 11 A.M. @
A. V Hall
MES KEVEEYAM
COLLEGE**

In Association With

WAGS
Incubation Centre for Student Entrepreneurs

MES KEVEEYAM COLLEGE
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NAAC RE-ACCREDITED WITH "A+" GRADE (3.44)

IEDC MES KVM REPORT 2021-22



Students Participation in IPL IEDC – Summit 2021-2022

