

Report of E-Cell activities for the Academic year 2021

E-Cell is a platform specially formed to nurture the young minds in creativity and build the entrepreneurial potentials of the students E-Cell organises a variety of events throughout the year to promote entrepreneurial activities in and around the campus. We train students from Identifying business opportunities till profit making. The students are exposed to various sources of information to learn the whole process of business from idea generation to commercialisation. We try to create an ecosystem for our students right from arranging seed capital, marketing and provide small sales outlet through exhibitions in the college campus All these productions were marketed through posters created by our E-cell students and also our You tube channel.

A snapshot of the activities conducted for the year: September – December 2021

- ❖ Seed capital was funded by the Management and our Principal, NMKRV College for Women. The funds were utilised for our capital expenditure and purchases of raw materials initially for the activities. We had planned for six activities during the time and all the E-cell students were involved actively.
- 1) Pottery classes were organised in collaboration with the Resource person Mr Naveen. He is associated with many educational institutions and trains the students in making Diya's, tea pots, pen stands, dolls etc. Students were divided to small groups of 15-20 for each class. All these students were given hands on experience and made to do models on their own and also made to market and sell the same in the exhibitions at the college campus.
- 2) Handmade chocolates are always in trend. Captivating it as an opportunity, our students were trained in making three variety of chocolates using the easily accessible materials. The same chocolates were marketed among all the people in the college and sold with good profits in the exhibitions at the college campus.
- 3) Perfumery Candles is another product having demand during festival seasons. Considering this an opportunity our students were trained to make perfumery candles with the herbal essence and also they sold all these with reasonable profits during Deepavali festival.
- 4) Indigenisation is the concept to use locally available materials and our students were trained to make the paper bags using the newspapers from the college library. The same paper covers were used in package of diya's, dolls, pots etc in the exhibition.
- 5) Silk thread jewellery is always a trending product among women. Our students did make handmade jewellery, earrings and it was sold within 30 minutes with good profits
- 6) An initiative under Best out of Waste, Our students were trained to make artificial flowers and which was centre of attraction in the exhibition and were sold fully with profits.



CHOCOLATE MAKING



DIYA MAKING AND EARRINGS OUT OF THREAD

