

ENTREPRENEURSHIP CLUB

Most of the students of commerce department were participants of this club. This shows the interest of students to be an entrepreneur. The main aim of the club was to develop entrepreneurial traits among the students and it includes the following activities:

An entrepreneur is an embodiment of a few values which no ordinary man can possess. To have an entrepreneurial spirit means to be resilient, risk taking and dedicated. Their activities include

- Teach skills sets entrepreneurs need to be successful
- Provide access to resources, otherwise hard to find
- Teach how to develop and refine business ideas (recognizing the difference between ideas and opportunities)
- Assist students in building and launching a sustain successful company
- Connect entrepreneurs. The club acts as a bridge between the entrepreneurs.
- Interactive session with successful entrepreneurs
- Encourage innovation
- Introduction of technology initiatives

2014-15

Industrial Visits

As part of the academics, 85 students from final year degree and post graduation together with 9 teachers visited the industries of Anna Group at Kizhakkambalam, Ernakulam on 19th July 2014. Mr. K.C. Pillai, General Manager of Kitex groups introduced the company. Mr. Vincent K.O., Deputy General Manager of Personnel Department explained the HR policies followed by the company. Students also interacted with the deputy general managers of various departments like Accounts, Marketing, Production, Research and Developments etc. The team also visited Anna Aluminium factory and the production centre of SARAS curry powder and Scoo-Bee Day bags.



2015-16

➤ Awareness class

The first program of the club was an awareness class by Miss Reshma Rachel Kuruvilla, who is the in charge of this club. This class focuses on the importance of entrepreneurship and why students should become entrepreneurs.

➤ LEARNING BY SUPPORTING SHG'S

Students were divided into different groups and they were asked to visit any one Self Help Group of their locality. Students purchased different products manufactured by the SHG they visited after negotiation talks with the members. Purchase of products was done on cash and credit terms. Marketing of products purchased from the SHG's was done by the students in order to help the SHG members. This activity provided the students an opportunity to try out the marketing tactics, that they have learned through text books. Developing of social interaction skills of the students

was the hidden agenda of the programme. Students also got opportunity to learn the manufacturing process involved in soap making, lotion making etc.



➤ SKILL DEVELOPMENT FOR STUDENTS – Promoting Entrepreneurship

In this era of entrepreneurship both central government as well as the state government is promoting entrepreneurial talents. Make in India concept introduced by Our prime minister MODIJI and the growth of Startup Villages in Kerala are all evidences of the enormous support received by entrepreneurs across India. Even the Commerce Association of BCM College was happy in introducing some life skills to the students for a living. Our Students were taught soap making, lotion making etc so as to enable them to have a living by being an entrepreneur.



Industrial Visits

➤ Anna Group

As part of the academics improvement, 74 students from final year degree together with 4 teachers visited the industries of Anna Group at Kizhakambalam, Ernakulam on 11th July 2015.

One of the audacious entrepreneurs of all time, Sri M.C. Jacob founded the Anna Aluminium Company in 1968 which has become a leading manufacturer of pure aluminium products. Anna Group started out as an aluminium products manufacturer over 43 years ago, and expanded into other sectors such as food and spices, textiles and many more.

The team also visited the factories of Anna aluminium and Scoo-bee Day bags. Students were also given opportunity to do shopping from the outlet of Kitex garments.

➤ Visit to Kottayam port

Students were also taken to The Kottayam Port which stands as an inland container terminal for the Vallarpadam terminal. Goods reaching Cochin shipyard through vessels comes to the kottayam port for getting customs clearance. Students were explained the procedures involved in getting customs clearances and they were shown the documents issued during the clearances.



2016-17

1. Women Empowerment through Women Entrepreneurship- Lizbeth Renjith, Dinu Sunoj

The stalwarts of the Commerce department organised a seminar on the topic “Women Empowerment through Women Entrepreneurship” on 12th August 2016, Friday at

10am in the college auditorium. As a mark of triumph over darkness, the chief guests Lizbeth Renjith and Dinu Sunoj, Prof Josephina Simon, head of the department and association secretaries Kumari Aleena Anil and Kumari Anju P Tom lightened the lamp. The day was a memorable one as for the first time the Commerce association introduced 4 new clubs namely, Entrepreneurs Club, Quiz Club, Capital Market Club and Film Critics Club. The chief guests shared their views, experiences and ideas to the vast audience.

The women who were once confined to their kitchen are now tapping the borderless market of digital economy and this change was visible at the women entrepreneurs meet. They have become independent through determination and grit and they have a common factor that each started their venture with self-belief. For MBA graduate Lizbeth Renjith and Former advocate Dinu Sunoj, both residents of Ernakulam, cakes were something that brought them together. They now sell it through the online page 'Lafesta' on Facebook. "We started the business by catering to flat residents nearly one-and-a-half years ago. We specialized in 'theme and designer' cakes and the rate varies as per customer demand. We prepare them for weddings, baptism and we do have ones featuring superheroes and cartoon characters. We provide biriyani and snacks too" they said.

The celebrity chefs Lizbeth Renjith, the owner of food and drink company La'Festa "Celebrate it like a Festival", the recipe book writer and Dinu Sunoj delivered a motivational talk to the young entrepreneurs. The chief guests who tapped technology and reaped success shared their success stories, business ideas and appreciated the young budding entrepreneur of Commerce department, Kumari Sarishma Manoj too. The seminar came to an end after the interactive session. It gave us an insight on how to grow our business.



സ്ത്രീ ശാക്തീകരണം സ്ത്രീ സംരംഭകരിലൂടെ

കോട്ടയം: ബിസിഎം കോളജിലെ കൊമേഴ്സ് അസോസിയേഷന്റെ ആഭിമുഖ്യത്തിൽ സ്ത്രീ ശാക്തീകരണം സ്ത്രീ സംരംഭകരിലൂടെ എന്ന വിഷയത്തെ ആസ്പദമാക്കി സെമിനാർ സംഘടിപ്പിച്ചു. ലാ ഫെസ്റ്റ് കേക്ക് ആൻഡ് കാറ്ററർസിന്റെ ഉടമസ്ഥരും യുവസംരംഭകരുമായ ലിസ്ബത്ത് രഞ്ജിത്തും ഡിനു സുനോജും ഉദ്ഘാടനകർമ്മം നിർവഹിച്ചു.

ഡിപ്ലാർട്ട്മെന്റ് മേധാവി പ്രഫ. ജോസഫിന സൈമൺ, ഭാരവാഹികൾ തുടങ്ങിയവർ സന്നിഹിതരായിരുന്നു.



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1. Entrepreneurial Skills- Prof Reshma Rachel Kuruvilla C.A., M.Com., A.C.A.

A seminar was organised by the devoted and dedicated students of Entrepreneurs club under the Commerce department on the topic 'Entrepreneurship Skills' on 22nd September 2016. Prof Reshma Rachel Kuruvilla took the seminar at 2pm in the class 223 for all the members of Entrepreneurs Club. Miss introduced various terms like entrepreneur, entrepreneurship and entrepreneurial skills to the young business women. Miss talked about what makes someone a successful entrepreneur? "It certainly helps to have strong technology skills or expertise in a key area, but these are not defining characteristics of entrepreneurship. Instead, the key qualities are traits such as creativity, the ability to keep going in the face of hardship, and the social skills needed to build great teams. If you want to start a business, it's essential to learn the specific skills that underpin these qualities. It's also important to develop entrepreneurial skills if you're in a job role where you're expected to develop a business, or "take things forward" more generally". The seminar focused on the question of how youth, women and persons can access government procurement and entrepreneurial opportunities.

Prof Reshma Rachel Kuruvilla gave an overview of the economic development in India and the place of social justice and protection. This helped to shed light on the various existing constitutional, legal, and policy frameworks as well as fiscal schemes targeting the inclusion of youth, women and persons with disability. The seminar was conducted in a very interactive manner where students were given the opportunity to ask questions. Students were also taken through the processes involved in

registering a company, a business name and a partnership including the process of obtaining government certification and submitting tax returns. Also Prof Reshma tackled the issue of business project writing and appraisals and it involved the students being taken through the concept of business planning and profiling and its contribution towards harnessing success.



1. ROUND THE TABLE CONFERENCE

Of late group discussion has become a very common tool for personality testing. Thus we forayed into the terrain of group discussion titled ROUND TABLE CONFERENCE during the year 2015 which was presided over by the former principal Dr Sr. Karuna. The round table conference enabled the students to express their ideas coherently, logically and systematically also his/her leadership quality. It aims to provide a launching pad for all the budding talents to interact, share and discuss the latest happenings in the field of business. The trial run of the group discussion for the academic year 2016-2017 was conducted on 10th June 2016 at 3pm in Sr. Savio Hall on the topic 'Challenges faced by Women Entrepreneurs' after its official inauguration.

An another edition of the Round Table Conference 2016-17 was organized on 18th August,2016 at 3pm in Sr.Savio Hall on the topic "Fate of E-commerce Industry". Before the discussion session starts, a quiz related to the topic was conducted. After

that each of the class representatives were given two minute for their oral presentation about the topic. By 3.50pm, the discussion was concluded with the announcement of results.

The next edition of the discussion was held on the topic “Will privatization lead to less corruption?” at the college auditorium in which the students of our department put forward an exemplary performance. The symposium began with a quiz followed by the oral presentation of views of the participants. After their presentation the platform for discussion was opened.

Industrial visits

It was conducted as an educational tour to provide students an insight regarding internal working employment of

company . A group of 95 students of 3rd year b com taxation and computer application took part in their industrial visit under the guidance of Prof. Jipin v jimmy and other 3 faculty members .We all assembled in the college at 7:30 am and started the journey in 2 buses by 8 am. At 10:30 am we reached the kitex Kizhakkambalam ,Ernakulam. The executives and employees of the company received as at the entrance and give as a very warm welcome. One of the executives had given an explanation on the establishment of Kitex limited and its various processes and products .



COMPETITIONS

THE MIGHTY MIDGETS (BEST MANAGEMENT TEAM)

Connect, Execute and Play.

Teams consisting of 6 members participated in the best management competition. Each team submitted their new creative business plans and made presentations and within the time allotted effectively pitch their ventures to judges and potential investors.

1st prize: 12,000

2nd prize: 6,000

3rd prize: 3,000

- **CANDEO (MARKETING GAME)**

The game intends to identify the marketing ability.

The team of event coordinators and highly professional judges gave a wealth of insight, analysis and inspiration that will help the participants to develop as a best marketing team and leader among the competitors in their future. Teams consisting of 6 members participated in this event. Teams with best collective efforts, innovative ideas, marketing skills and effective presentation skills and those had competitive advantage over other teams were declared as the winners of the event by the judges.

1st prize: 12,000

2nd prize: 6,000

3rd prize: 3,000

PRAYAAN 2K16

PRAYAAN 2k16 had another two specialities. Food Court and Games zone. Food Court was organised under The Entrepreneurs Club, under the Commerce Department and served chocolate balls, flavoured mocktails and various snack items. The food court presented 'thattukada experience' for us. The tender young chefs were busy whipping out dishes that filled the air with the different aromas of food items. It made an unforgettable taste among the participants.

2017-18

➤ Awareness class

The first program of the club was an awareness class by Miss Reshma Rachel Kuruvilla, who is the in charge of this club. This class focuses on qualities should be possessed by an entrepreneur, how he should withstand in the society and also how to face competition in the market.

➤ Food court

The members of the club who were interested in cooking had organised a stall at the event of our fest Prayaan 2k17. They sold the products prepared by themselves. Through this they were able to earn profit and it helps them to learn how to manage the situations.

➤ Art and Craft

The students who are interested in crafts were given a chance to show their creativity and to sell products developed by them. Students were also asked to arrange and decorate the programmes conducted by the Commerce Department with their creations. The main aim of that activity was to increase the creativity of the students.

➤ Entrepreneurial Idea Competition

To encourage and develop innovative ideas for business among students an Intradepartmental Best Entrepreneurial Idea Competition was held on 5th February 2018, Monday at 1.30pm in the M.Com First Year Classroom. A team consisting of two from a class was allowed to participate. The competition was held in a form of Powerpoint Presentation.

Each team was allotted a time of 5 minutes for presenting their idea and 2 minutes were set for encouraging queries. Ms.Reshma Rachael Kuruvilla , and Ms. Chinmol Sasindran,

Assistant Professors, Department of Commerce, B.C.M. College, Kottayam were the judges for the competitions. Each team brought variety and innovative ideas like Plastic bottle Recycling, Ladies' Wrist watches having protection features and security alerts etc.

Winners of the competition are;

Ms. Divya A and Ms. Margret Jose from 3rd DC Computer Applications.

The winners were awarded with a cash prize of Rs.600/- and the awards were distributed by Ms.Jini Jacob, Assistant Professor, Department of Commerce, B.C.M. College, Kottayam.



a) Discussions on “Women Entrepreneurship: In Practice”

The participants of the debate were required to form teams of two members each. They discussed about various advantages and disadvantages of women becoming an entrepreneur. Various well known women entrepreneurs and their achievements were discussed about by the teachers and the students in the group discussions.

Seminar on the “Awareness to Kerala Startup Mission”

A Seminar cum workshop was organized by the Department of Commerce on January 15, 2018, Monday at 3pm in the College Auditorium. The Seminar was on the topic, 'Awareness to Kerala Startup Mission'. Mr. Shahul Hameed, Head- Sales and Partnerships, Entri Inc. Ernakulam was invited to lead the Seminar. He is also the former Technology Innovation Fellow of Kerala Startup Mission.

Since the students being the young aspirants with lot many innovative ideas, to begin a Startup is all they have to do, the rest – both financial and technical aid – will be provided by KSUM and that is its mission, he added.

For such direct and special assistance to the ideas of the students, KSUM has opened a scheme under which an Innovation and Entrepreneurship Development Centre (IEDC) can be set up within each College. This is to ensure cutting edge technology, world class infrastructure, high quality mentorship, early risk capital and global exposure.

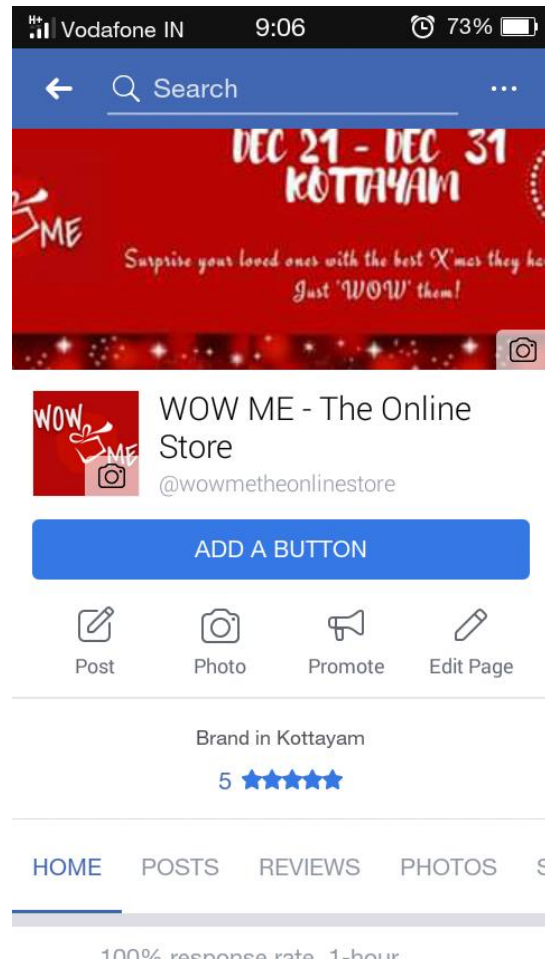
Future Technology Lab, FAB LAB Program, Startup Leadership Academy and Training Programme, Innovation Grant, Patent Support System etc. are some other major assistance provided by the Kerala Startup Mission. Mr. Shahul also briefed about the above schemes. He concluded the session with sharing an inspiring story of an entrepreneur and induced the students to come along to start an IEDC at B.C.M College, Kottayam.



a) WOW ME – The Online Store

This page is purely for conducting online business. The page was created on 17th December 2017 and we started the online business from 15th December 2017. WOW ME is a brand cum online store for the sale of surprises. We took an initiative under Commerce in Practice Campaign to bring Ecommerce into practice.

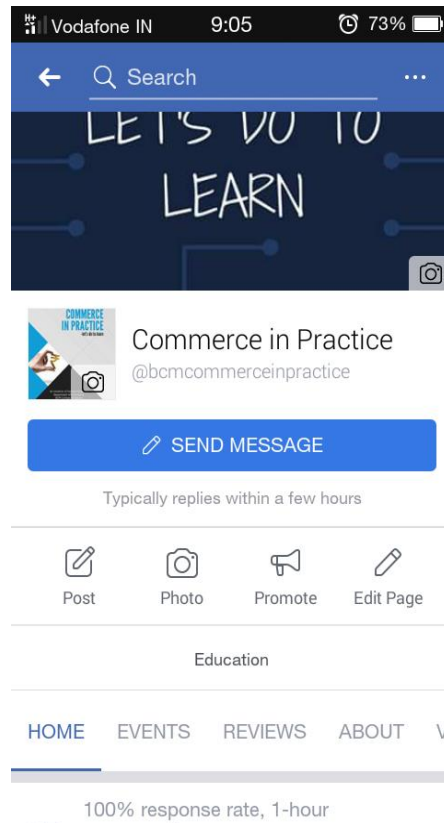
Through <https://www.facebook.com/wowmetheonlinestore/> people can order and purchase any of the 6 surprises available at the stores. Offer details and order reviews were constantly updated in the page. Presently we have 230+ likes and followers for this page. The page is managed by one admin.



Commerce In Practice

This fb page was started on 1st November 2017 under Education category. The page was opened to promote the All Kerala Inter Collegiate Campaign organized by the Post Graduate Department of Commerce, B.C.M. College, Kottayam. Through <https://www.facebook.com/bcmcommerceinpractice/> anyone can access our page so to know about the information and updated news regarding the

competitions. Rules, guidelines, live notifications, updates on activities, intimation on deadlines etc were promptly posted. At present we have 215+ likes and followers for the page. This page is managed by two admins.



1) SWAP SHOP

As part of Commerce in Practice Campaign, students of B.Com Computer Applications set up a physical store for the sales of second hand items. The Swap Shop was open for sales on 31st January 2018, Wednesday from 1pm to 2pm in Room No : 221. The second hand items were collected from the students and the Department. Products having price ranging from Rs.10 to Rs.100/- were put for sale. Therefore students could bring in anything which is second hand and at the same time is in a reusable condition.

The prices for the product were set by the students who bring the items. Once sale was made for an item, the entire sale price after deducting a fixed commission of Rs.5/- was returned to the student who brought the item which had sold out.

The faculties and students of the entire College actively took part in the event and bought many products from the shop. We also put an offer. For every purchases over and above Rs.200/-, a 100gm of homemade Mango Pickle pack would be given as free gift. The sales details were as follows.

SALES DETAILS

SL NO	ITEMS	COST	COMMISSION	SALES
1	Antique Designer Bangle – 2	45	5	50
2	Ordinary Bangle	15	5	20
3	Fancy Bangle	15	5	20
4	Bangle Set	25	5	30
5	Earrings	55	5	60
6	Pen Set	15	5	10

7	Key Chain	5	5	10
8	Misc Stationeries	30	30	30
	GRAND TOTAL	205	65	230

We made total sales of Rs.230/- out of which Rs.205/- were returned to the students who brought the sold products. The remaining Rs.65/- was the total commission the organizers got from the Swap Shop Sales.



1) SUPPLY CHAIN MANAGEMENT

As part of Commerce in Practice Campaign, students of B.Com Finance and Taxation set up a Supply Chain Management event so as to make students experience how the marketing channel work. Ms.Cini from 3rd DC Taxation manufactured Mango Pickles in her home and filled it in packets of 50. She then brought it to the Department. The students from the Department worked as Wholesalers and Retailers for Cini's product. The wholesale distribution was carried out on 28th January 2018 and Retail Distribution was carried out from 29th January to 30th January 2018.

Only 30 packets were sold to wholesalers and the remaining 20 packets were sold directly at MRP. The costs and profits at each stage of supply chain is depicted below.

	Manufacturer	-	Wholesaler	-	Retailer	-	Consumer
Prices :	12	-	15	-	18	-	20
Profits:	3	-	3	-	2	-	

The sales details are as follows:

MANUFACTURER - Ms.CINI

Quantity	Cost/Pckt	Total Cost	Price/Pckt	Total Sales	Profit
50	12	600	15	750	150

WHOLESALE - 5 STUDENTS

Quantity	Cost/Pckt	Total Cost	Price/Pckt	Total Sales	Profit	Profit/ Student
30 (5*6pkts)	15	450	18	540	90	18

RETAILERS - 15 STUDENTS

Quantity	Cost/Pckt	Total Cost	Price/Pckt	Total Sales	Profit	Profit/ Student
30 (15*2pkts)	18	540	20	600	60	4

DIRECT SALES

Quantity	Cost/Pckt	Total Cost	Price/Pckt	Total Sales	Profit
20	15	300	20	400	100

The students were really excited to experience how the supply chain management works. They actually gained confidence in marketing a product as well. To have a small return from this business was also a notable advantage.



BUSINESS PLAN WRITING

Business plan is the blue print for a future business. It is very important for every new business initiative as it gives an idea about progressing with the business. It give insights about the probable obstacles and hurdles that an entrepreneur has to face. Session about how to write a business plan was explained to the students by Reshma Rachel Kuruvilla, Faculty in the department of commerce.

2018-19

A workshop was organised by the devoted and dedicated students of Entrepreneurs club under the Commerce Department on the topic 'Entrepreneurship Skills' on 26th September 2018, Friday. Prof Reshma Rachel Kuruvilla took the seminar at 2pm in the class 223 for all the members of Entrepreneurs Club. Miss introduced various terms like entrepreneur, entrepreneurship and entrepreneurial skills to the young business women. Miss talked about what makes someone a successful entrepreneur? "It certainly helps to have strong technology skills or expertise in a key area, but these are not defining characteristics of entrepreneurship. Instead, the key qualities are traits such as creativity, the ability to keep going in the face of hardship, and the social skills needed to build great teams. If you want to start a business, it's essential to learn the specific skills that underpin these qualities. It's also important to develop entrepreneurial skills if you're in a job role where you're expected to develop a business, or "take things forward" more generally". The seminar focused on the question of how youth, women and persons can access government procurement and entrepreneurial opportunities.

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FOOD STALLS

The students had set up different food stalls in front of the auditorium. They had made the traditional food varieties like kaypola, meat rolls, unnakaaya, cutlets, pathiri and chicken curry, mutamaala, meat balls and so on. And these food varieties were sold by the students and made a great profit and the profit amount was contributed to santhwanam centre as a charity. And also as part of the celebration, the students of commerce department come up with a “MEHENDI STALL” where the students exhibit their creativity onto the hands of other students in the college. And this helped the students to achieve the great skills of an entrepreneur.

As to uphold the tradition, students collected a certain sum of money and paid to the needy people. And the active participation of our students made it to the great heights of success.



- *BOOKS SALES*

A sale of old and used books was held in front of our college auditorium. Novels, holy books, story books, dictionaries etc. were kept for sales. Students from various departments bought the books and it turned out to be a profitable venture.



PRAYAN 2K19

The Inter Collegiate Commerce Fest Prayaan 2018-19 was a platform to bring out young entrepreneurial ideas from students. This allowed the students to showcase their talents and apply their textbook knowledge in a practical way with real-time demand, market, supply, buyer seller relationships etc.. Also a stall of handicrafts was open during the time of the fest. The items of handicrafts were jewelers, home decors, handicraft bags etc. This stall too saw a huge participation from students and faculty members of the participating colleges.

Entrepreneurial Idea Competition

A competition was held in the Department by the club. The competition was to suggest the best entrepreneurial idea. Top 5 suggestions were selected for the final stage and the best idea was selected.

Eco-Sale

As part of Gandhi Jayanthi, the students of commerce department took an initiative to make paper pen and sold it among the students of BCM College.





Interaction with Ms. Preethy S, Director of Technology Business Incubation centre, NITCalicut.



Visited Business incubation center of
CIFT