



# Kristu Jayanti College

**AUTONOMOUS** Bengaluru  
Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

## Entrepreneurship and Innovation Centre

### **Vision:**

Our Vision is to inspire the students to become job creators by inculcating the entrepreneurial spirit into them and provide the platform to inspired budding entrepreneurs who have the innate impulse to innovate, take risks and shoulder social responsibility.

### **Mission:**

“Encourage the students to acquire the knowledge and skill to be successful entrepreneurs.”

### **Objectives of EIC**

- 1) Fostering the entrepreneurial spirit amongst students
- 2) Networking student enterprises from campus with incubators, seed funds and angel investors.

### **About EIC**

Entrepreneurship Development Cell was established on 2<sup>nd</sup> August, 2013 with the mission of encouraging the students to acquire the knowledge and skill to be successful entrepreneurs.

Given the fact of growing competition, entrepreneurship is inseparable from innovation in the present era. Motivated by this realisation, Entrepreneurship Development Cell was later renamed as Entrepreneurship and Innovation Centre and a passionate group of people are working to persuade an entrepreneurial attitude into the students and to imbibe an innovative spark in them.

Entrepreneurship and Innovation Centre is a member of Wadhvani Foundation's NEN which is a vibrant entrepreneurship network enabling access to mentors, investors and tools for growth of the EIC members.



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## Plan for the year 2016-17

Month	Date	Program	Description	Faculty coordinators	Target Student
August 2016	12/08/2016	Expert talk on 'Family owned enterprises'	The event will showcase the best of Successful Young Indian Entrepreneurs who will share their experiences, challenges and methods to become successful entrepreneurs	Prof. Mathiyarasan	III B Com (A,B,P) & II B Com (P)
August 2016	18/08/2016	YES CAN 2016	The event will showcase the best of Successful Young Indian Entrepreneurs who will share their experiences, challenges and methods to become successful entrepreneurs.	Prof. Mathiyarasan Prof. Geetanjali	III BBA I, II & III B.Com (P) I, II & III B.Com ACCA students
August 2016	29/08/2016	Introduction to KJIC	The event will help the students to become familiar with Incubation Centre and its benefits.	Prof. Mathiyarasan Prof. Geetanjali	Registered students
Dec-2016	02/12/2016	YESCAN 2016	The event will showcase the best of Successful Young Indian Entrepreneurs who will share their experiences, challenges and methods to become successful entrepreneurs.	Prof. Mathiyarasan Prof. Geetanjali	III BBA students
Dec-March 2016	Every week on Thursday	E-Store Weekly stalls by the student	The event will help the students to get the experience of doing business	Prof. Jagadish	Registered students
February 2017	Feb 23-March 2	E-Week	The series of events throughout the week will help the students to understand the various aspects of entrepreneurship and provide them exposure to the real entrepreneurial environment.	Prof. Mathiyarasan Prof. Muruganatham Prof. Geetanjali Prof. Raghavendra Babu Prof. Jagadish	Registered students
March 2017	Based on availability of resource person	Workshop on Funding the Business in collaboration with NEN	The event will help the students to identify financial institutions for raising the funds for a business.	Prof. Muruganatham	Registered students

Director

Entrepreneurship and Innovation Centre  
(Prof. Mathiyarasan M)



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## Entrepreneurship and Innovation Centre

### STUDENT MEMBER LIST 2016-2017

S.N	NAME	ROLL NO	DEPARTMENT
1.	RACHEL STEFFI	15CS1A301	COMPUTER SCIENCE
2.	VAISHALI KUMARESHAN	15CS1K352	COMPUTER SCIENCE
3.	ALEN S GEORGE	16CO1A301	COMMERCE
4.	RAHUL M MATHEW	16CO1A313	COMMERCE
5.	PARVATHI NAIR	16CO1H332	COMMERCE
6.	CHRISTIN JOSE	16CO1A306	COMMERCE
7.	JAY PAUL	16MG1A310	MANAGEMENT
8.	MUHAMMAD NASIH	16CO1A474	COMMERCE
9.	KUSHAL PATEL	16CO1A510	COMMERCE
10.	VISHNU T J	16C01A320	COMMERCE
11.	VIVEK NAIDU R M	16C01A120	COMMERCE
12.	SUHAS REDDY K V	16MG1K455	MANAGEMENT
13.	SAMEER PASHA	16MG1H442	MANAGEMENT
14.	KATHERINE ANNE WILSON	16HU3A109	HUMANITIES
15.	MARIYA K PATTARA	16CO1A311	COMMERCE
16.	JESSICA RACHEL JOHN	16HU4A146	HUMANITIES
17.	MEGHA A	16HU4H128	HUMANITIES
18.	SIDDHI SAXENA	14CO1H147	COMMERCE
19.	ABHIDEEP PANICKER	16CO1A177	COMMERCE
20.	DEEPTHI P	14CS1K337	COMPUTER SCIENCE
21.	REXITA A	14CS1K350	COMPUTER SCIENCE
22.	SHILPA SHREE G	14CS1K352	COMPUTER SCIENCE
23.	VIVEK MISHRA	14HU1H124	HUMANITIES

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## Entrepreneurship and Innovation Centre

### List of Students Entrepreneurs

S.No	Name	Batch	Department	Type of Business
1	Kurian George	2015-18	Computer Science[PG]	Online gifting and Web Development
2	Jobith M Basheer	2015-18	Computer Science[PG]	Online gifting and Web Development
3	Sonu Aharaham	2015-18	Computer Science[PG]	Online gifting and Web Development
4	Jijo Joseph	2015-18	Computer Science[PG]	Online gifting and Web Development
5	Joel Mathew	2015-18	Computer Science[PG]	Online gifting and Web Development
6	Nidhin Manjaly	2015-18	Computer Science[PG]	Online gifting and Web Development
7	Abijith Benny	2015-18	Computer Science[PG]	Online gifting and Web Development
8	Melbin Kuriakose	2014-17	Computer Science[PG]	Web Development
9	Jain Kurian	2014-17	Computer Science[PG]	Web Development
10	Lijo Jai	2014-17	Computer Science[PG]	Web Development
11	Praveen Tom Jennings	2014-16	MBA	Logistics
12	Amal Siby	2014-16	MBA	Jewelers
13	Mathew Sebastian	2014-16	MBA	Hotel
14	Rohit R Patel	2015-17	MBA	Retail
15	Syed Zaid Asim	2015-17	MBA	Hotel
16	Jaison Kunchandy	2015-17	MBA	Retail
17	Shashikumar M	2015-17	Commerce – PG	Catering

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### Alumni Entrepreneur Details

S.No	Name	Batch	Department	Type of Business
1.	Arihant Kumar	2007-10	BSC	Branding
2.	Dennis Thomas	2002-04	MBA	Interiors
3.	Jesme Joy	2011-14	B.Com	Accessories
4.	Joe Harold P.T	2005-08	B.Com	Chartered accountant
5.	Dorai Raj.K	2007-10	BBM	Bike Servicing
6.	Divin Vaghese	2008-13	B.com, MBA	Manufacturing sand for architectural purposes.
7.	Balu Thomas Mathew	2003-06	B.Sc.	Network and solutions.
8.	Cyril Prabhu.J	2008-22	B.Com	NGO
9.	N.Yeshwanth H	2010-13	B.Com	Graphic Designing and Printing
10.	Sonia Shandilya	2005-08	BBM	consultancy
11.	Prujeeth Joshua	2011-14	BA	Food, hospitality, entertainment
12.	Bala Praveen	2004-07	B.Com	Tour operations
13.	Joel Andrew Bartley	2004-07	B.Com	Sound and light rentals
14.	Pavan Shetty	2005-10	B.Sc., MBA	Services
15.	Pradeep John	2000-03	B.Com	Chartered Accountant
16.	Kiran K Nair	2009-12	B.Com	Studio, photography, designing
17.	Rizwan Ul Junaid	2009-11	MBA	Health care
18.	J.Reynold Robin	2003-06	BBM	Interior decorations
19.	Rojin R Sam	2005-10	B.Com, MBA	Logistics and waste management
20.	Sebe Mathew	2013-16	BA	Event management
21.	Prithvi Lawrence	2013-16	BA	Event management
22.	Akshay A	2015-18	BBA	Event management
23.	Solomon Jothi	2015-18	BBA	Customized Merchandising
24.	Jenita Jose	2014-17	B.Com	Art House, Interiors, Murals
25.	Sarath Mohan	2014-17	BBA	E- services
26.	Joel Jacob Mathew	2015-18	BBA	Merchandising

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## Entrepreneurship and Innovation Centre

### Faculty Coordinators

1. Prof. Mathiyarasan.M , BE,MBA, (Ph.D)  
E-mail: mathiyarasan@kristujayanti.com
2. Prof.Geetanjali Patel , MA(Eco),B.Ed,(Ph.D),  
E-mail: geetanjali@kristujayanti.com
3. Prof.Raghavendra Babu,MBA,NET,M.Com  
E-mail:raghavendra@kristujayanti.com
4. Prof.Muruganatham.A, M.Sc,M.Phil,(Ph.D)  
E-mail:murushr@kristujayanti.com
5. Prof.Jagadish.N, M.Com,MBA.  
E-mail:jagadishn@kristujayanti.com

### Student Coordinators

1. Mohammed Faizan (V Sem BBA A)
2. Jeneeta Jose (V Sem B.Com C)

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## Entrepreneurship and Innovation Centre

### Details of Activities organised June 2016-March 2017

Sl. No.	Date	Nature of Event	Resource person	No of participants	Outcome
1.	12/08/2016	Expert talk on Family owned enterprise	Mr.Kabir Bhasin	220	Students were motivated by his talk
2.	18/08/2016	YESCAN-Entrepreneur talk	Mr.Ramesh Babu	500	Students were inspired by his talk
3.	02/12/2016	YESCAN-Guest Lecture on 'Family Managed Business'	Aravind Singh, Chandrashekhar Sohoni, Abhimanyu Dikshit	350	Students came to know about entrepreneurship opportunities in the market and helped them to be creative thinkers in their business
4.	05/01/2017	YESCAN-Guest lecture on 'Family Managed Business'	Prof. Parimal Merchant	90	Students were motivated to continue with their family businesses
5.	23/02/2017-02/03/2017	E-Week Inaugural	Ravish Dhamija	125	Students were motivated to search for opportunities and become entrepreneurs

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## **Reports of Programme conducted**





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## Entrepreneurship and Innovation Centre

### Report on Guest lecture

### Family Owned Enterprise

**Date:** 12<sup>th</sup> August 2016

**Classes Attended& Number of beneficiaries:** 220 students from Commerce and Management departments.

**Objective:** Major focus was on how to start a family business and how to succeed in the area of business.

**Name and details of the resource person:** **Mr. Kabir Bhasin** is a successful entrepreneur whose passion is to help students with career building and also to contribute to the Start Up culture. In the beginning of 2010 started the germination of what is now known as '**Furlenco**' a **furniture rental business** that aspires to change the way furniture is acquired and used in India.

Mr. Kabir interacted with the students and got to know their various ideas in starting up a new business. In his interaction, Mr. Kabir spoke about the skills required by a successful entrepreneur stressing on the desire to improve their world, ability to raise money, relieve stress, to be productive, to make entrepreneur friends, ability to spot new trends and to deal with failure. He also mentioned about the various things a person can do to become an entrepreneur. He further encouraged the students to follow their passion according to their skills.

The students were really inspired and took part actively in the activities organized by Mr. Kabir, in which they had to come up with their own start up ideas and present it in front of everyone.



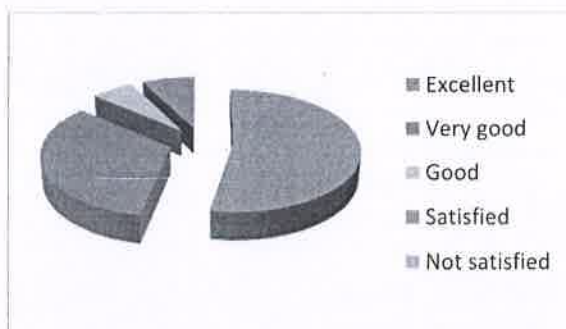
*Resource Person is delivering a talk on “Family Owned Enterprise”*

## Guest lecture on Family-owned enterprise - Mr. Kabir Bhasin (Furlenco)

Feedback was taken in order to analyze the effectiveness of this guest lecture. It was found that out of 220 beneficiaries, 50% (110 students) rated the guest lecture as an excellent event and found the information imparted to them as relevant. Apart from this 18% (40 students) rated the lecture as very good, 16% (35 students) rated as good, and 16% (35 students) rated as satisfied. None of the students expressed their dissatisfaction towards the event.

### Overall assessment of the event

Total number of beneficiaries	220	%
Excellent	110	50
Very good	40	18
Good	35	16
Satisfied	35	16
Not satisfied	0	0



### Overall Feedback

Report Prepared by:

(Prof. Raghavendra Babu)

Report Verified by:

(Prof. Muruganatham)

Director

Entrepreneurship and Innovation Centre

(Prof. Mathiyarasan M)



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## Entrepreneurship and Innovation Centre

### Report on YESCAN 2016

**Date:** 18<sup>th</sup> August 2016

**Classes Attended & Number of beneficiaries:** 500 students from all programmes which include B.Com, BBM etc.

**Objective:** Major focus was on the ways to help the students know about entrepreneurship opportunities in the market and to guide them to start up their own business.

**Name and details of the resource person:** Mr. Ramesh Babu who is a successful entrepreneur whose passion is to help students with career building and also contribute to the Start Up culture.

**Ramesh Babu** is a Bangalore-based hair dresser who gives customers a haircut for a modest Rs 100 but owns a Rolls Royce Ghost worth Rs 3 crore, and 67 other cars.

Mr. Ramesh interacted with the students and got to know their various ideas in starting up a new business. In his interaction, Mr. Ramesh spoke about the skills required for a successful entrepreneur and stressed on the desire to improve their world, ability to raise money, relieve stress, to be productive, to make entrepreneur friends, ability to spot new trends and to deal with failure. He also explained the various things a person can do to become an entrepreneur. He further encouraged the students to follow their passion according to their skills.

The students were really inspired and took part in the activities organized by Mr. Ramesh in which they had to come up with their own start up ideas and present it in front of everyone.



***Inauguration of YESCAN Series***

**Feedback** was taken in order to analyze the effectiveness of this guest lecture. It was found that out of 500 beneficiaries, 65% (325 students) rated the guest lecture as an excellent event and found the information imparted to them as relevant. Apart from this 20% (100 students) rated the lecture as very good, 10% (50 students) rated as good, and 5% (25 students) rated as satisfied. None of the students expressed their dissatisfaction towards the event.

**Overall assessment of the event**

Total number of beneficiaries	500	%
Excellent	325	65
Very good	100	20
Good	50	10
Satisfied	25	05
Not satisfied	0	0



**Overall Feedback**

Report Prepared by:

(Prof. Raghavendra Babu)

Report Verified by:

(Prof. Muruganatham)

Director

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(Prof. Mathiyarasan M)



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## Report on Inauguration of Kristu Jayanti Incubation Centre (KJIC)

With the goal of providing a space for students to build their business the '**Kristu Jayanti Incubation Center**' (KJIC) was inaugurated on August 29, 2016 at Kristu Jayanti College.

**Mr. Subash Dhar**, Co-Founder and CEO, Commence Mint was the Chief Guest of the day.

**Mr. Subash Dhar**, Co-Founder and CEO, **Commence Mint**, shared his experiences on starting business in his early years and also talked about the equity participation in a business. He also shed light on the importance of funding in a start-up. By pointing out the common misconceptions that exist among youngsters while starting a business, he also spoke about the driving factors that make a business model a success. Earlier while delivering his presidential address, **Rev. Fr. Josekutty P D, Principal**, Kristu Jayanti College, spoke about the importance of taking risks and chasing one's dreams.

**Mr. Sanjeev Sukumaran**, Co-Founder, **Sherpify** talked about the working structure of a business organization and recalled that it's high time to start a business as we are in a conjecture of opportunities and resources that will help to excel in the world of business. He also briefed the audience about Sherpify the company that will closely work with Kristu Jayanti Incubation Center. Also, added on the benefits of working with an Incubation Center exclusively built inside the campus.



*Inauguration of Kristu Jayanti Incubation Centre*

Director

Entrepreneurship and Innovation Centre  
(Prof. Mathiyarasan M)



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## Entrepreneurship and Innovation Centre

### Report on YES CAN 2016

**Date:** 2<sup>nd</sup> December 2016

**Classes Attended & Number of beneficiaries:** 350 students from B.Com and BBA.

Chief Guest - Aravind Singh, Chandrashekhar Sohoni, Abhimanyu Dikshit.

Presidential Remarks – Rev.Fr.Augustine George, Vice Principal.

**Objective:** Major focus was given on ways to help the students know about entrepreneurship opportunities in the market and help them to be creative thinkers in their business.

**Name and details of the resource person:** We had **three** eminent successful entrepreneurs namely Aravind Singh, Chandrashekhar Sohoni, Abhimanyu Dikshit.

Aravind Singh, is an engineer and cofounder of CTO & CPO Furdo, a Bangalore based startup that aims to make great interior designs and super realistic 3D videos which gives you a 360 virtual tour of the home. Furdo has secured \$400 thousand in an angle round of funding from Bobby Reddy, CEO of Indus Homes Pvt Ltd. He is also a cofounder at Vrixx Education Solution Pvt Ltd which is a product firm. He has also worked for Infosys and as an external consultant for Goldman Sachs. Arvind Singh spoke about following your passion and working hard to strive towards it. Even though one isn't an entrepreneur, one can still succeed in his work.

Chandrashekhar Sohoni is the founder and CEO of Amigobulls. Amigobulls uses big data techniques and patent pending video analysis platform to offer unique insights into US technology stocks. In September 2015 as a part of seed funding through LetsVenture, Amigobulls raised funds and utilized the same into building strengths of video bloggers. He has also founded Eterno Infotech and Newshunt which was a part of the highest downloaded applications with more than 50 Million downloads and has also partnered with popular newspapers including 10 Indian Language Newspapers. He spoke about creating or finding a passion and working hard to strive towards it, he also gave examples of himself in situations which inspired the students.

Abhimanyu Dikshit, is a cofounder at GuaRented, Retention.ai, Red Button software labs. GuaRented is a rental marketplace in Bangalore, which gives customers a solution to their furniture, home appliances and other needs at affordable costs and a good service guarantee. GuaRented got a funding of \$50 thousand by KStart in August 2016. Abhimanyu illuminated the students by stating that failure is a part of being successful. He spoke about his various start-ups that failed, yet he never gave up and endeavored in spite of his consecutive failures through all the pandemonium faced by him.

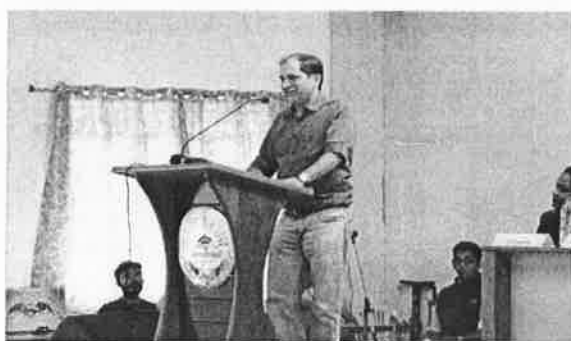
The students were really inspired and pleased with all the three guest's humble attitude and their interactive and entertaining session with the students.



*YESCAN 2016–Accelerate the Startups*



*Arvind singh ( Cofounder Furdo)*



*Chandrashekhar Sohoni*

*(founder & CEO-Amigobulls)*



*Abhimanyu Dikshit cofounder GuaRented*

**Feedback** was taken in order to analyze the effectiveness of this guest lecture. It was found that out of beneficiaries, 16% (57 students) rated the guest lecture as an excellent event and found the information imparted to them as relevant. Apart from this 53% (184 students) rated the lecture as very good, 25% (88 students) rated as good, and 5% (18 students) rated as satisfied. Only 3 students expressed their dissatisfaction towards the event.

#### **Overall assessment of the event**

<b>Total number of beneficiaries</b>	<b>350</b>	<b>%</b>
Excellent	57	16
Very good	184	53
Good	88	25
Satisfied	18	5
Not satisfied	3	1





**Overall Feedback**

Report Prepared by:

(Prof. Raghavendra Babu)

Report Verified by:

  
(Prof. Muruganatham)

Director

Entrepreneurship and Innovation Centre

(Prof. Mathiyarasan M)



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## **Entrepreneurship and Innovation Centre**

### **REPORT ON YES CAN 2017**

**Date:** 5<sup>th</sup> January 2017

**Classes Attended & Number of beneficiaries:** 90 students from B.Com

**Chief Guest - Prof. Parimal Merchant, Global head of the FMB Programme at the SP Jain School of Global Management**

**Objective:** Major focus was on the ways to help the students know about entrepreneurship opportunities in the market and the FMB program

#### **Name and details of the resource person:**

**Prof. Parimal Merchant** is considered to be one of the leading authorities on Family Business, not only in India but also internationally. Formerly Head of the **FMB Programme** at the SP Jain Institute for Management and Research, he has now taken over as the Global head of the FMB Programme at the SP Jain School of Global Management. Apart from his academic pursuits, he has over last two decades interacted with the people and processes of more than 3,000 family businesses. A Google search on his name has over 2,000 entries and the videos of his talks on YouTube are well viewed. With a cumulative exposure of over 18 years, he has developed deep insights into the field of family managed businesses, insights which go beyond the merely scholarly. He has given large number of lectures, talks and seminars all over India and abroad. He is also a pioneer in cross-border knowledge sharing, having started an FMB program in Pakistan, something he also plans to introduce in many other Asian countries particularly Saudi Arabia, Indonesia, Vietnam and South Korea.

The students were really inspired and pleased with his humble attitude, and it was an interactive and entertaining session for the students.



*Resource Person interacting with students*

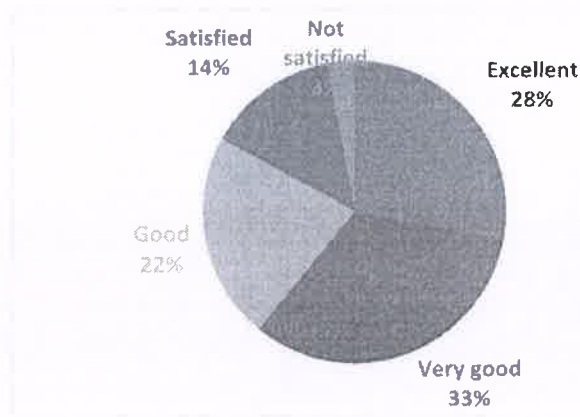


*YESCAN-Prof. Parimal Merchant-Guest lecture on FMB*

**Feedback** was taken in order to analyze the effectiveness of this guest lecture. It was found that out of 90 beneficiaries, 28% (25 students) rated the guest lecture as an excellent event and found the information imparted to them as relevant. Apart from this 33% (30 students) rated the lecture as very good, 22% (20 students) rated as good, and 14% (12 students) rated as satisfied. Only 3 of the students expressed their dissatisfaction towards the event.

### Overall assessment of the event

Total number of beneficiaries	90	%
Excellent	25	28
Very good	30	33
Good	20	22
Satisfied	12	14
Not satisfied	3	3



### Overall Feedback

Report Prepared by:

  
(Prof. Raghavendra Babu)

Report Verified by:

  
(Prof. Muruganatham)

  
Director

Entrepreneurship and Innovation Centre

(Prof. Mathiyarasan M)



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### Report on INNOVATEUR 2017 (E-Week)

**Date:** 23<sup>rd</sup> February to 2<sup>nd</sup> March.

**Number of events conducted:** 17 (7 on stage events, 7 off stage events and 3 online events).

**Inauguration:** Chief Guest - Ravish Dhamija.

Presidential Address - Rev.Fr.Josekutty PD , Principal.

Ravish Dhamija is an entrepreneur, Urban Fitness Academy and Studios, LOMA India and SriLanka, Crossfit L1 Instructor and an IRONMAN certified coach. Mr. Ravish with his humbleness interacted with the students of final year BBA and the students of 2nd year B.Com Professional. Mr.Ravish made it specific that time, perseverance and 10 years of hard work make a man look like a successful overnight entrepreneur.

**Objective:** E-week is a program meant to develop entrepreneurial abilities among students. It refers to inculcation, development and polishing of skills of a person to meet the individual's needs to establish and successfully run his/her enterprise. Major focus was given on ways to help the students know about entrepreneurship opportunities in the market and help them to be creative thinkers in their business.

### There were various number of on-stage, off-stage and online events such as-

#### On-Stage Events:

**Quiz:** Various types of rounds were conducted regarding different aspects of entrepreneurship and firms. A total of 18 teams (2 people per team) participated from the B.Com and BBA departments which was held on the 23<sup>rd</sup> of February in the presence of Prof. Mathiyarasan, Kristu Jayanti College.

**Product Launch:** This event was based on the theme where the participants were asked introduce an innovative product or service in a simulated situation. A total of 14 teams (two people per team) participated from various streams which was conducted on the 25<sup>th</sup> of February which was judged by Miss. Hamsa Thimoty, Sr. Innovation Head at Target in the presence of Prof. Geethanjali, Kristu Jayanti College.

**Start up:** Students were put into the shoes of startup companies and various challenges were given to analyze, strategize and implement which helped the participants improve entrepreneurial knowledge. There were about 12 teams (two people per team) that participated from the BBA and B.Com Departments which was held on 27<sup>th</sup> February and judged by Prof. Deepika and Prof. Praachi in the presence of Prof. Ragvendra Babu.

**Business Plan:** Students of various departments participated in this event where the participants were asked to come up with an innovative business plan that hasn't been inculcated in India along with the pros and cons of various aspects and streams of business were evaluated. The competition was held on 28<sup>th</sup> February where students of various departments participated in 12 teams (two people per team). It was judged by Prof. Surjith Singha in the presence of Prof. Muruganatham.

**JAM:** A game invented by Nicholas parsons for BBC 49 years ago which involves speaking for a minute without hesitation, repetition or deviation on given topics. The game involved multiple rounds which tested the communication skills as well as time management of the participants. It was conducted on the 1<sup>st</sup> of March as an individual participant event in the presence of Prof. Jagadish.

**Scenario:** Start-up scenarios were given to students to solve the problems using innovative ideas. Here, thinking on your toes was the most important aspect of the event where the problem was given on spot. The event was conducted on the 2<sup>nd</sup> of March in which 7 teams from different departments participated and was judged by Prof. Tanuja and Prof. Madhumathi in the presence of Prof. Mathiyarasan.

**Personality Contest:** It is a collection of management themes to test business acumen, skills and knowledge to prepare the participants to withstand the harsh reality of the startup world. This was an individual event which had over 21 participants and was conducted on the 2<sup>nd</sup> of March and judged by Prof. Vijay Kumar and Prujeeth in the presence of Prof. Mathiyarasan .

#### **Off-Stage Events:**

**Stalls:** Students had to come up with innovative ideas and these ideas were further put into action in the form of a real time business where their presentation, marketing and convincing skills were evaluated. It was a two full day event with 19 teams which was held on the 23<sup>rd</sup> and 25<sup>th</sup> of February where participants from different streams took part. It was a wonderful learning experience for the contestants. The first day event was judged by Prof. Praachi and Prof. Priya while on the second day by two MBA students in the presence of Prof. Geethanjali and Prof. Mathiyarasan.

**Idea Box:** On the 23<sup>rd</sup> of February students were asked to come up with an innovative business plan which could be developed and incubated within the college campus to benefit the students. The ideas were dropped into a box on the 25<sup>th</sup> of February and were judged by Prof. Surjith Singha.

**Trash Art:** Waste materials were asked to be brought by the students to come up with an innovative usable product. The best out of waste materials were put together to make beautiful products by the 7 teams that participated on the 25<sup>th</sup> of February and was judged by Prof. Varsha in the presence of Prof. Geethanjali.

**Webmester:** Students had to come up with an innovative online service in the form of a website or an app. This was, then evaluated on various aspects where 3 final teams showcased their website/ app. It was conducted on the 27<sup>th</sup> of February and was judged by the faculty in the presence of Prof. Raghavendra Babu.

**Photography:** Photographic skills of the freelancers of Kristu Jayanti College were tested. It was an individual event conducted on the 27<sup>th</sup> of February in which there were 8 competitive contestants and the event was judged by Deepak, an entrepreneur in the presence of Prof. Raghavendra Babu.

**Investor:** An event dealing with financial planning required for any startup company to function smoothly in today's market was put forth to the participants. The event was conducted on the 1<sup>st</sup> of March where 5 teams participated. It was judged by two MBA students in the presence of Prof. Jagdeesh.

**Short Film:** A theme was allotted to students to create a short film of not more than 5 minutes where 5 teams participated. The event was conducted on the 1<sup>st</sup> of March and was judged by Prof. Aby Augustian in the presence of Prof. Raghavendra Babu .

### **Online Events:**

**Blogging:** A platform for students to showcase their writing skills, themes were allotted and the content criteria for the blog was provided where the students' content writing skills were analyzed and judged by the faculty.

**Ad.Selfie:** The basic theme of the event was to imagine oneself to be a BRAND AMBASSADOR, where the contestants were asked to endorse the given brand. Participants were asked to post a selfie with the product which is allotted to them and had to come up with a new tagline for the product. The more the hype created higher were the chances for qualifying for the next round. The event was judged on creativity and how much buzz the product had created. Ad-Selfie helps in learning the basic tricks of Social Media Marketing and enhanced the creative skills on how to create an advertisement. The event was judged by the faculty.

**Poster Making:** A topic was given to the students based on innovation to prepare a creative poster which describes the meaning on the whole. There were 4 final competing teams and the event was held on 28<sup>th</sup> of February. It was judged by the faculty.

There were about 239 people who participated in Innovateur2017 and the events ended on the 2<sup>nd</sup> of March after which a valedictory function was held where the prize distribution ceremony was organized by the core team of E and I centre.

**Valedictory:** Chief Guest – Mr. Eldo Iype.

Presidential Address – Rev.Fr.Lijo P Thomas, Financial Administrator.

Eldo Iype is the commercial director of Tentacle Aerologistics Pvt Lmt. His previous role was to take care of International sales at Vector Aerospace. He was also the head of logistics at Deccan Aviation Ltd, and service Engineer at Vesem Raytech Aerospace. Mr. Eldo while speaking about perusing ones passion observed that the most important aspect and the difference between dreams to become an entrepreneur and want to become an entrepreneur and how dreams will always be achieved when compared to wants.



*Innovateur 2017-Promotion*



*Innovateur 2017-Inauguration*



*Innovateur 2017-Inauguration of stalls*

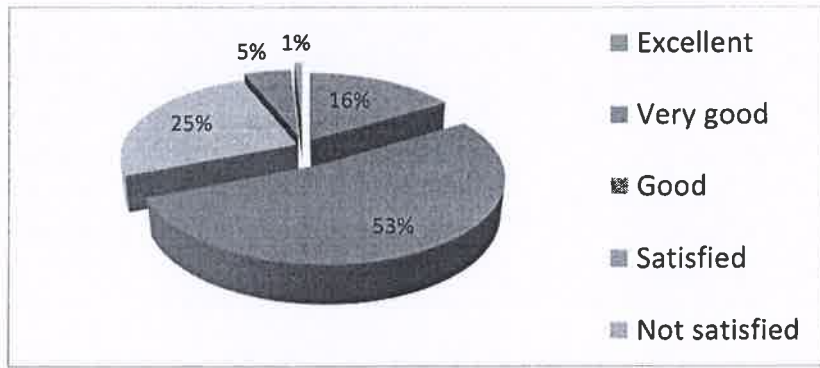


*Innovateur 2017-Prize distribution*

**Feedback:**

<b>Total number of beneficiaries</b>	<b>239</b>	<b>%</b>
Excellent	38	16
Very good	127	53
Good	60	25
Satisfied	12	5
Not satisfied	2	1





**Overall Feedback**

Report Prepared by:

(Prof. Raghavendra Babu)

Report Verified by:

  
(Prof. Muruganatham)

Director

Entrepreneurship and Innovation Centre

(Prof. Mathiyarasan M)

## **E-Store**

**Entrepreneurship is a key driver of our economy.** Wealth and a vast majority of jobs are created by small businesses started by entrepreneurially minded individuals, many of which later go on to become big businesses. People exposed to entrepreneurship frequently express that they have more opportunity to exercise creative freedoms, higher self-esteem, and an overall greater sense of control over their own lives. As a result, many experienced business people, political leaders, economists and educators believe that fostering a robust entrepreneurial culture will maximize individual and collective economic and social success on a local, national, and global scale.

Keeping this in mind, the Entrepreneurship and Innovation Centre of Kristu Jayanti College (Autonomous) has taken the initiative to come with E-Stall. The Cell provides opportunity to the students every week to exhibit their entrepreneurial skills by coming up with a creative stall and sell products the whole day in the college campus.

The following are the objectives of the program:

- i. To help the students to inculcate and improve their entrepreneurial skills
- ii. To give hands-on experience of business to the students

All students who have participated witness a great learning experience on various issues and challenges of business. Students have come with various products such as hot dog, jewelry, nail painting, etc. The Cell hopes that the student will take part in the E-Store with full zeal and enthusiasm and it will prove to be a great learning experience and will act as a platform for the students to identify and explore their entrepreneurship skills in the future.



# Kristu Jayanti College

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## Entrepreneurship and Innovation Centre

### Report on E- Store activities

SLNO	DATE	NAME OF STUDENTS	DEPARTMENT	TYPE OF VENTURE
1	08.12.2016	Manoj Kumar Priya Bai	BBA	Accessories
2	15.12.2016	Manoj Kumar Annet Isbel Myers	BBA	Fancy store
3	05.01.2017	Russel Rishab Uivita jane Pereira Reshma rajan Ann Grace Heidi Thomas	BCA BCA BBA BA BA BA	Food
4	12.01.2017	Dheeraj .S Barsha Sripriya Utkarsh sharma Zaina farheen	BBA BCA B.Com B.Com B.Com	Food
5	19.01.2017	Sneha Abigail Steffi Johnson Rosy james	B.Com B.Com B.Com B.Com	Food
6	09.02.2017	Denny Rajan Kavi Kiran Lokesh mukund	B.Com B.Com B.Com B.Com	Food
7	16.02.2017	Mohammed salman , Al fahad , Mohammed ghyas, Munesh verma R.	BBA	Food
8	16/03/2017	Sabiah Banu, Saniya Sujath,	BBA	Food

Director

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## **Entrepreneurship and Innovation Centre**

### **Report on E- Store activities**

**Date: 08-12-2016**

**Name of the student /s: R. MANOJ KUMAR  
PRIYA BAI**

**Class: VI BBA**

**Type of E- Store: Accessories Store**

**Products sold:**

1. Bangles
2. Earrings

**Name and details of any external agencies/contacts involved: None**

**Brief Write up on the Store:**

We put up some accessories like earrings, chains and bangles  
We also sold dress materials and all junk jewelry  
We got a really good response from many customers.  
It was a good learning and fun experience.

**Number of Customers: 70-90**

**Feedback received from the customers:** An amazing feedback was received from lot of customers and a good amount of profit was made.

**Learning Outcome of the Entrepreneur:** An amazing platform for entrepreneurs to conduct business in real time, thank you EIC for such an amazing platform.



*Exhibition cum Sale by Under Graduate Students*

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## **Entrepreneurship and Innovation Centre**

### **Report on E- Store activities**

**Date: 15-12-2016**

**Name of the students:** R. Manoj Kumar  
Annet Isbel Myers

**Class:** VI BBA

**Type of E- Store:** Fancy store

#### **Products sold:**

1. Bangles
2. Earrings
3. Chains

**Name and details of any external agencies/contacts involved:** Swetha Fashions

#### **Brief Write up on the Store: [min 10 lines]**

We put up some accessories  
We sold earrings, chains and bangles  
We got a really good response from every customer.  
We were encouraged to put up more stalls like this.  
It was a good learning experience.

**Number of Customers:** 50-80

**Feedback received from the customers:** A positive feedback was received from all customers.

**Learning Outcome of the Entrepreneur:** A fun learning experience would love to put up stall again and loved participating in the E-store organized by EIC.



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### Report on E- Store activities

**Date:** 05-01-2017

**Name of the students:** Reshma Rajan  
Ann Grace Darvi  
Heidi Thomas

**Class:** VI BA JPENG / JPCS

**Type of E- Store:** Food/ Desserts

**Products sold:**

1. Melted Chocolate
2. Gulab Jamun

**Name and details of any external agencies/contacts involved:** None

**Brief Write up on the Store:**

We put up a dessert stall.

We sold melted homemade chocolate served with Gems, Oreo and Plum cake.

We also had served Gulab jamun.

We got a really good response from every customer.

We were encouraged to put up more stalls like this.

We loved being able to be a part of something.

**Number of Customers:** 170

**Feedback received from the customers:** Everybody who came to the store really loved the chocolate and many of them came back again for another cup of chocolate. Most of them also said that they loved it and asked us if we would put up the stall the next day also.

**Learning Outcome of the Entrepreneur:** We had a little problem of insufficient cups needed because of which we had to sell the item on a lower rate after some time. This had an impact on our profit. I've realized that the item should be sold with regard to the amount of food given regardless of its size.





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### Report on E- Store activities

**Date:** 5/01/2017

**Name of the student /s:** Russell R , Rishab Mirazkar, Vivita Jane

**Class:** VI Sem BCA, BBA

**Type of E- Store:** Food

**Products sold:**

1. Veg Burger
2. Chicken Burger
3. Triple layer chocolate

**Brief Write up on the Store:**

It was an exclusive Food store. It was quite a good experience since this is the second time we organized this store. It gave us exposure to practical aspects of business. It could have been better as the response wasn't as good as previous year. We look forward for an opportunity during E-week too.

**Number of Customers:** 60

**Feedback received from the customers:**

They really liked the idea because it was homemade food and many customers had more than one order too.

**Learning Outcome of the Entrepreneur:** To develop a better plan and focus more on marketing and pricing strategy.



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**Bengaluru**

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## Entrepreneurship and Innovation Centre

### Report on E- Store activities

**Date:** 12<sup>th</sup> January 2017

**Name of the student /s:** Dheeraj.S and Barsha oli

**Class :** VI BBA "B" / IV BCA "A"

**Type of E- Store:** Food Stall

**Products sold:**

1. Unniappam
2. Achappam

**Name and details of any external agencies/contacts involved:** NONE

**Brief Write up on the Store:**

Stall had two Traditional Sweets of Kerala to offer.  
Completely homemade sweets with no added preservatives or chemicals were offered.

**Number of Customers:** 38

**Feedback received from the customers:** Good Product.

**Learning Outcome of the Entrepreneur**

We could learn about the way customers think before purchasing a product. The quality of the product is a must for all the customers. Customers ask several questions before they even go ahead with purchasing the product from a seller.



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### Report on E- Store activities

**Date:** 12/01/17

**Name of the student /s:** Zaina Farheen, Sripriya, Utkarsh Sharma .

**Class:** IV Sem. B.Com (P)

**Type of E- Store:** Food

#### Products sold:

1. Barbeque chicken
2. Cake

**Name and details of any external agencies/contacts involved:** None

#### Brief Write up on the Store:

All thanks to EIC for providing an opportunity to help with this platform to bring out the entrepreneurial skills within us. The store we put up had a bbq chicken and cake.

The response was marvelous. Since the morning we received overwhelming response from every one. The student coordinators were very helpful about everything required. We received appraisal from father principal himself. The the chicken was prepared by our team mate Zaina and people loved it. Cake made by Sripriya also received equal appreciation. We were able to sell about 90% of our stock by the end of the day making a reasonable profit covering our costs everything went on smoothly and at the end of the day we were able to wind up everything and were happy about our outcome for the entire day's hard work.

**Number of Customers:** 50

**Feedback received from the customers:** Extremely tasty and good

**Learning Outcome of the Entrepreneur:** Marketing and advertisement to be done in advance



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# Kristu Jayanti College

**AUTONOMOUS** Bengaluru  
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## Entrepreneurship and Innovation Centre

### Report on e-store activities

**DATE:** 19<sup>th</sup> January 2017

**NAME OF STUDENTS:** Sneha Hephzibah P 6<sup>th</sup> B.Com. 'B'

Abigail D' Coutho 6<sup>th</sup> B.Com. 'A'

**Type of E-Store:** Food stalls

#### Products sold:

1. Cupcakes
2. Chocolate tarts
3. Banofie pies

**Brief description:** Our E-stall was conducted on the 19<sup>th</sup> of January and we put in a lot of efforts to ensure that the day was successful. We thank Kristu Jayanti College for creating a platform to give us an opportunity to gain experience in the field of confectionary. We spent the entire day marketing and selling our products in the college, we got good feedback and great responses from our customers which was reflected in our total sales and profits. Given below is a detailed presentation of our sales, expenditure and profits

PRODUCT	COST	INCOME	PROFIT
Cupcakes	540	1400	860
Chocolate tarts	600	1300	700
Banofie pies	460	1200	740
<b>Total</b>	<b>1600</b>	<b>4000</b>	<b>2300</b>

Therefore, we managed to make more than a hundred percent profit and we thank the college for the opportunity.

**Number of customers:** 300 approx.

**Feedback received from customers:** The feedback we received from our customers overall was very good, students and teachers liked our products and some customers revisited us after trying our food.

**Learning outcome:** From this experience, my partner and I learnt that if we dedicate ourselves to work on what we are passionate about, the results would always be good. We also learnt that there



is no substitute for hard work and that when we work hard there is always a great reward that we will reap.



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## Entrepreneurship and Innovation Centre

### Report on E- Store activities

**Date:** 9/02/2017

**Name of the student /s:** Lokesh P; Denny Rajan; Kavikiran S; Mukund D;

**Class:** VI Sem. B.Com A

**Type of E- Store:** Food Stall

**Products sold:**

1. Veg Wraps
2. Cookies
3. Gulab jamun

**Name and details of any external agencies/contacts involved:** None

**Brief Write up on the Store:**

We start up with an investment of ₹1600 (₹400 each). We shared the whole work among ourselves. One person was in charge of buying all the ingredients. One was in charge of baking the cookies. One made the jamun. And another person was in charge of buying the paper plates, cups and tissues. We worked together as a team and everyone contributed their best. Some of our college friends too helped us. It was a great experience for us. We earned a profit of 80% on our investment. Profit wasn't our main motive. Our main intention was to give the customer something of value to their money.

**Number of Customers:** 70

**Feedback received from the customers:** Good

**Learning Outcome of the Entrepreneur:**

Qualities of an entrepreneur

Customer satisfaction

Working in a group, Real life experience



*Exhibition cum Sale by Under Graduate Students*

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## Entrepreneurship and Innovation Centre

### Report on E- Store activities

**Date:** 16<sup>th</sup> February 2017

**Name of the students:** Mohammed Salman,  
Al Fahad,  
Mohammed Ghyas,  
Munesh Verma R.

**Class:** 6<sup>th</sup> Sem BBA 'C'

**Type of E- Store:** Food Stall

**Products sold:**

1. Samosa
2. Chicken roll
3. Faluda with ice

**Name and details of any external agencies/contacts involved:** None

**Brief Write up on the Store:**

The name of the stall was Jayanthian Special (the taste of Kristu Jayanti)

The cost of the samosa was 2 samosa Rs.10.

Chicken roll cost was Rs.30.

Faluda with ice was Rs.30 and faluda without ice was Rs.20.

We promoted our stall in whatsapp groups of various classes with the help of friends from other department also.

The response what we received from the students of our college was really good.

**Number of Customers:** 450

**Feedback received from the customers**

- The taste of food items was really good
- Samosa were really tasty

**Learning Outcome of the Entrepreneur**

- Ability to recognize business opportunity.
- Understanding of how to launch the career.



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### Report on E- Store activities

**Date:** 16-03-2017

**Name of the student /s:** SABIHA BANU, SANIYA SUJATH, SYED MADNI

**Class:** BBA 6<sup>th</sup> Sem A, B

**Type of E- Store:** Food Stall

**Products sold:**

1. Chicken biryani
2. Veg biryani
3. Hyderabad sweet

**Name and details of any external agencies/contacts involved:** None

**Brief Write up on the Store:**

- We started up with the investment of Rs.3400.
- We shared the whole amount of work among our self.
- One person was in charge of buying all the ingredients, one was involved in cooking food and one was involved in buying paper plates, cups and tissues.
- We worked together as a team and everyone contributed their best.
- It was a great experience for us
- We have made a profit of 95% on investment although profit wasn't our main motto and our main intention was to gain experience and customer satisfaction

**Number of Customers:** 130

**Feedback received from the customers:** Excellent

**Learning Outcome of the Entrepreneur:** It was a good experience, we experienced the risk that entrepreneurs face, customer taste and satisfaction is the most important key in the business.



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## Entrepreneurship and Innovation Centre

### Outstanding Achievements

**February 2017**

Project e-Sahayog, under the aegis of the Department of Higher Education invites the team of students to take Social Entrepreneurship challenge. The challenge will take into consideration a video presentation of a socially beneficial project with a business perspective involved.

- Each team should comprise of 5 students
- Present your idea in the form of a video
- Benefits are 'Go for Good Social Entrepreneurship Award' and the attractive cash prizes.

All Karnataka Social Entrepreneurship Challenge – **Winner (First place)**

(E-sahayog) - Grey Water Management

Group Members: MBA Department

- Ebin Thomas
- Melvin Fernandes
- Deepa Aerothott
- Alphonse Rani Mathew
- Jeena Francis

Director

Entrepreneurship and Innovation Centre  
(Prof. Mathiyarasan M)