

JINDAL COLLEGE FOR WOMEN

(Managed by Pragun Jindal Philanthropic Organization)
Affiliated to Bangalore University, Jnanabharathi Campus & Naac Accredited
Jindal Nagar, Tumkur Road, Bengaluru-73



ENTREPRENEURSHIP DEVELOPMENT CELL

ANNUAL REPORT

2022-23

Introduction:

Economic development of a country is supported by entrepreneurship in several ways. It is a key contributor to innovativeness and product improvement and a pivotal ingredient to employment creation. Another important aspect to be considered is that in the context of the Indian market, entrepreneurship led economic growth is more inclusive and hence Governments, both at Centre and State level, have been taking initiatives to boost the entrepreneurial ecosystem as they realize the benefits entrepreneurship brings to the economic growth of the country.

The aim of the Entrepreneur Development Cell (ED Cell) is to encourage and promote the entrepreneurial mindset by inducing entrepreneurial skills among the students of the College.

Objectives:

- To develop entrepreneurship awareness among the students
- To improve the managerial capabilities
- To generate entrepreneurship skills among the students to cope up with the current trends in the market

Entrepreneurship Development Cell members

Sl. No.	Name of the Faculty	Designation	Department
1	Ms. Shashikala G	Secretary	Management
2	Ms. Veena k Anand	Member	Commerce
3	Ms. Latha H R	Member	Computer Science
4	Ms. Lakshmi B G	Member	Commerce
5	Ms. Vedashree	Member	Commerce
6	Ms. Vinutha D	Member	Science

INAUGURATION OF EDP CELL:

On 10.11.2022 ED cell was inaugurated by Principal by handing the Key of Entrepreneurship to the enthusiastic students to sow the seeds of entrepreneurship. Briefed about the vision, mission and objectives of the Cell and explained about the different activities will be conducted in association with the different departments of the College.

**GUEST LECTURE ON INTELLECTUAL PROPERTY RIGHTS**

Department of Commerce organized Guest Lecture on IPR in association with ED Cell.

Objectives of the event

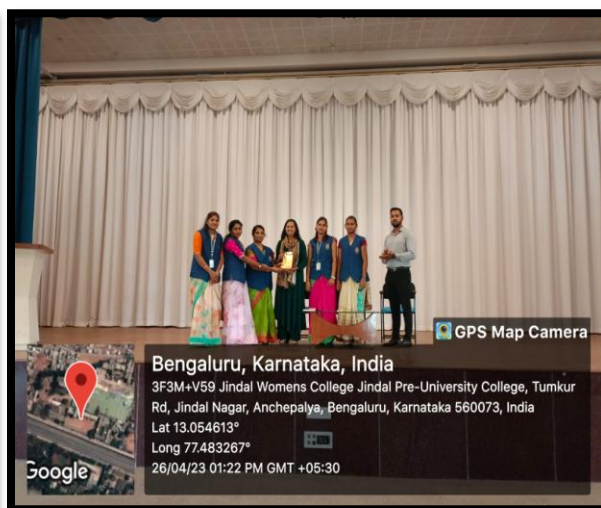
- To provide brief introduction about intellectual property rights
- To create awareness about the importance of IPR for Entrepreneurs in business

Details of the Event:

- Speaker: Mrs. Srilatha Vashista, Ceo Aadya infotech, Bangalore.
- Date: 26th April, 2023
- No of Students Benefited: 445

The following points were explained by the speaker:

- Introduction about IPR
- Importance of IPR for entrepreneurs
- Types of IPR with examples.



THE FOLLOWING ACTIVITIES WERE CONDUCTED BY THE DEPARTMENT OF MANAGEMENT IN ASSOCIATION WITH THE ED CELL:

LOGO DESIGNING – “create yourself”

Logo design is the Art of creating graphic mark or symbol for identification of an entity. Logo design is a dynamic and exciting branch of graphic design. There is a need for every serious business to have a nice symbol that represents it as a strategy for effective branding.

Details:

Date: 06-10-2022

Timings: 11.00 AM to 12.00 Noon

Class: I semester BBA (37)



SEMINAR ON “SUCCESSFUL INDIAN ENTREPRENEURS”

Seminar on different Successful Indian Entrepreneurs was given by III Year BBA from 9:00AM to 10:00AM on 23-11-2022.

The following are some of the successful Indian Entrepreneurs regarding whom students have given seminar;

- Ritesh Agarwal, Founder and CEO of OYO Rooms
- Sachin Bansal and Binny Bansal are the co-founders of Flipkart
- Anand Mahindra, Chairman of the Mahindra Group
- Bhavish Aggarwal, Founder of Ola Cabs
- Deepinder Goyal and Pankaj Chaddah, co-founders of Zomato
- Vijay Shekhar Sharma, Founder and CEO of Paytm
- Radhika Aggarwal, Co-Founder of ShopClues
- Deep Kalra, Founder of MakeMyTrip
- Richa Kar, founder of Zivame
- Ashish Hemrajani, BookMyShow etc.

**ROLE PLAY ON “LEADERSHIP STYLES”**

Role play exercises give students the opportunity to assume the role of a person or act out a given situation. These roles can be performed by individual students, in pairs, or in groups which can play out a more complex scenario. Role play assists students in learning communication skills, rather than didactic methods of knowledge acquisition.

Provide real-world scenarios to help students learn. Learn skills used in real-world situations (negotiation, debate, teamwork, cooperation, persuasion) Provide opportunities for critical observation of peers.

Details of the Activity:

Date: 24-11-2022

Timings: 09.00 AM to 10.00 AM

Class: III semester BBA

Activity: Role Play – Leadership Styles

Description of the activity:

Note: Students are asked to form different 4 Leadership styles and each team leader is given her role to play. Students used democratic, autocratic, laissez-faire and parental model for role play.

The following are the students took part in role play

Sl. No	Name of the student	Style of Leadership
1	Chethana T N	Moderator
2	Vidyashree BS	Autocratic Leadership
3	Usha Lakshmi	
4	Mala HN	
5	Pavithra N	
6	Nikitha	
7	Kususma HS	Democratic Leadership
8	Ashwini	
9	Gagana	
10	Charitha	
11	Likitha	
12	Sangeetha Yadav	laissez-faire Leadership
13	Vasudha	
14	Chandana GP	
15	Yashaswini	
16	Meghana	
17	Rajeshwari	Paternalistic Leadership
18	Sushmitha	
19	Vasushree	
20	Sangeetha	
21	Chandana AR	



GROUP DISCUSSION ON “GLASS CEILING”

“Glass ceiling refers to the fact that a qualified person wishing to advance within the hierarchy of his/her organization is stopped at a lower level due to discrimination most often based on sexism or racism. The glass ceiling refers thus to vertical discrimination most frequently against women in companies” The glass ceiling metaphor has often been used to describe invisible barriers through which women can see elite positions but cannot reach them”.

Group Discussion was conducted on Glass Ceiling, where students discussed about invisible hurdles faced by Women entrepreneurs and different ways to overcome all those problems.

Details of the Activity:

Course: V Semester BBA

Timings: 2.45 to 4.00 PM.

Date: 24.01.2023

No of Participants: 27



STARTUP TALKS:

The Startup Talks competition was organized to provide a platform for the students to exhibit their Entrepreneurial skills. This event helped students to acquire knowledge with much ease and enthusiasm in area of startups and entrepreneurship.

Details:

- **Date:** 02.05.2023
- **Venue:** Seminar Hall
- **Timings:** 1.30 PM
- **Class:** BBA (29)

THE PRIZE WINNERS ARE AS FOLLOWS

Sl No.	Name of the Prize Winners	Course/Semester	Place
1	Ms. Gagana B K Ms. Ganika B K Ms. Nikitha Shukla	III BBA	I Place
2	Ms. Raveena Kantura Ms. Vidyashree Ms. Kusuma H S	II BBA	II Place
3	Ms. Lakshmi Priya Ms. Himani T P Ms. Harshitha	III BBA	III Place

LIST OF STUDENTS PARTICIPATED IN THE COMPETITION:

Sl.No	Name of the Student	Class
1	Ruchitha S	III BBA
2	Thanushree	
3	Meghana	I BBA
4	Aishwarya	
5	Devika	
6	Gagana B K	III BBA
7	Ganika B K	
8	Nikitha Shukla	
9	Raveena Kantura	

10	Vidyashree	II BBA
11	Kusuma H S	
12	Harsha Shri	I BBA
13	Yamuna	
14	Vinuthalakshmi	
15	Lakshmipriya	III BBA
16	Himani T P	
17	Harshitha	
18	Sanjana Singh	II BBA
19	Yashaswini	
20	Rachana	
21	Amrutha	I BBA
22	Reshma	
23	Varsha	



QUIZ:

Quiz competitions is always interesting and informative, which keeps the students interested. The primary goal of this event is to educate them on current general knowledge in Science and Technology, Current Affairs, Sports, Business, Entrepreneurship and Startups and Entertainment. Competition was organized by the Department of Management.

Details of the Activity:

Date: 13-06-2023

Timings: 10.00 AM to 11.00 AM

Venue: Seminar Hall

Class: BBA (44 Students)

The following are the students took part in Quiz Competition

Sl. No	Name of the student	Sem/Class
1	Rakshitha U	VI Sem BBA
2	Harshitha H	
3	Divyashree G K	
4	Lakshmi Priya S	
5	Darshini M J	
6	Thanushree B K	
7	Manasa M	
8	Himani T P	
9	Shashikala K	
10	Manjurani	
11	Pallavi U	
12	Swapna B	
13	Ashwini N	IV Sem BBA
14	Kusuma H S	
15	Rajeshwari N Hiremath	
16	Raveena	
17	Sangeetha Yadav	
18	Priyanka	
19	Chethana	
20	Meghana	
21	Rachana	
22	Sushmitha	
23	Vidyashree	
24	Sangeetha S	
25	Vasudha T Gowda	
26	Chandana G P	

27	Sanjana Singh	II Sem BBA
28	Sahana U	
29	Yamuna V	
30	Shashi Bai	
31	Aishwarya V N	
32	Megha K	
33	Manasa V	
34	Lekhana	
35	Varsha	
36	Meghana	
37	Reshma	
38	Nisarga	
39	Harshitha K	



BUSINESS PLAN PRESENTATION – “BRAINY BRUNCH”

Introduction:

A seed of an idea will become a plant for a good business and meaningful network of professional connections. To nurture this seed amongst management students Department of Management organized Business Plan presentation in association with ED Cell in which the students pitched their ideas.

Objectives

1. To stimulate creativity and intellectuality
2. To develop technical presentation skills
3. To develop team- building.

About the Activity:

Class: All BBA students(40)
Venue: Seminar Hall

Date: 22.06.2023

Timings: 12.00 PM to 1.15 PM

Title: “Brainy Brunch”

Industry: Cosmetic

Business Plan Presentation was conducted by “Marketing Wing” from the Department of Management on 22-06-2023. Total 9 teams were participated. Students were given 5-7 minute time to present their ideas after which there were questions were put up to them by the Investors as well as the students.

Investors:

1. Vidyashree B S – Bliss Cosmetics
2. Nikitha Shukla and Anusha N M – Goodish Delish

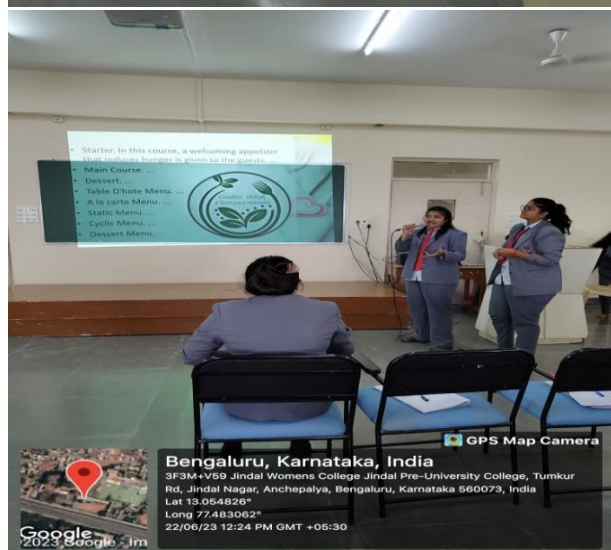
Organizers:

1. Vinutha B R – III BBA
2. Gagana B K – III BBA

Sl No	Team Members	Concept	Class
1	Ms. Ganika B K Ms. Pruthvi M S Ms. Sindhu H R Ms. Nikitha Chaubey	Rainbow Cosmetics	III BBA
2	Ms. Harshitha H Ms. Manjurani Ms. Pallavi U Ms. Ashwini G	Ageless Cosmetic Company	III BBA
3	Ms. Thanushree BK Ms. Sangeetha Ms. Ruchitha	RYT Cosmetics	III BBA
4	Ms. Gagana K Ms. Mala H N Ms. Charitha Ms. Muttupriya	PerFume – Pink Shine	II BBA
5	Ms. Yashwitha Ms. Pavithra Ms. Nikitha Ms. Nisarga	Flawless Beauty	II BBA
6	Ms. Hemashree Ms. Shilpa Ms. Tejaswini Ms. Chithrashree	Concealer – Ready to get Gorgeous	II BBA
7	Ms. Varsha J Ms Shashi Bai Ms. Monika Ms. Shreya	Ever Glow	IBBA

8	Ms. Harshitha B T Ms. Sneha M Ms. Harsha Sri Ms. Anusha S	Dazzling Diva	I BBA
9	Ms Sowmya V Ms. Aishwarya Ms. Kavya Ms. Ramya	Explosum	I BBA

Out of all innovative Business Plan, Rainbow Cosmetics reached Investors and stood as best performer of the event.





THE FOLLOWING ACTIVITIES WERE CONDUCTED BY THE DEPARTMENT OF COMMERCE IN ASSOCIATION WITH THE ED CELL:

BUSINESS QUIZ:

Entrepreneurship Development Cell organized Business Quiz in association with Department of Commerce. Quiz competitions are always interesting and informative, which provide excitement among the Students. The main objective of this event was to analyze the knowledge of students regarding business.

Details of the Activity:

Course: B.COM

No. of Team for First round: 16

No of Team for second round: 05

Date: 24/12/2022 and 03/01/2023

Winners:

I Prize: Anusha.S and Nandini.S III B.Com A

II Prize: Nethra.S and Nanditha.N III B.Com B

III Prize: Nisarga D.C and Manisha Bijrania II B.Com A

CASESTUDY COMPETITION:

Department of Commerce organized a case study competition in association with ED-Cell. The competition aimed to provide a platform for students to showcase their problem-solving skills

and business acumen. The participants were required to analyze a case study provided by the organizers and come up with a viable solution for the same.

Objectives:

- To develop critical thinking skills and encourage students to challenge their existing assumptions.
- To creative thinking, and develop empathy.

Details of the Activity:

Course: B.COM

Date: 22.06.2023

No of Teams: 17 (34 Members)

Winners:

I Prize: Anusha K C & Meghana K B I B.Com

II Prize: Gurudeepika & Priyanka B.G I B.Com

III Prize: Manisha Dahiya & Fiza N Khanapur I B.Com



LONE WOLF – Situational Analysis

Department of Commerce organized a Lone Wolf competition in association with ED-Cell
 “Situation analysis” helps to develop a basis of understanding about the Business environment in

which a plan is delivered. It provides a common reference point for the planning process and priorities actions.

Benefits:

- Identification of future goals for business.
- Improves critical thinking skill.
- Identification of the issue.
- Develops a Problem solving and Analytical skill.

Details of the Activity:

Course: I and III B.COM

Date: 03.05.2023

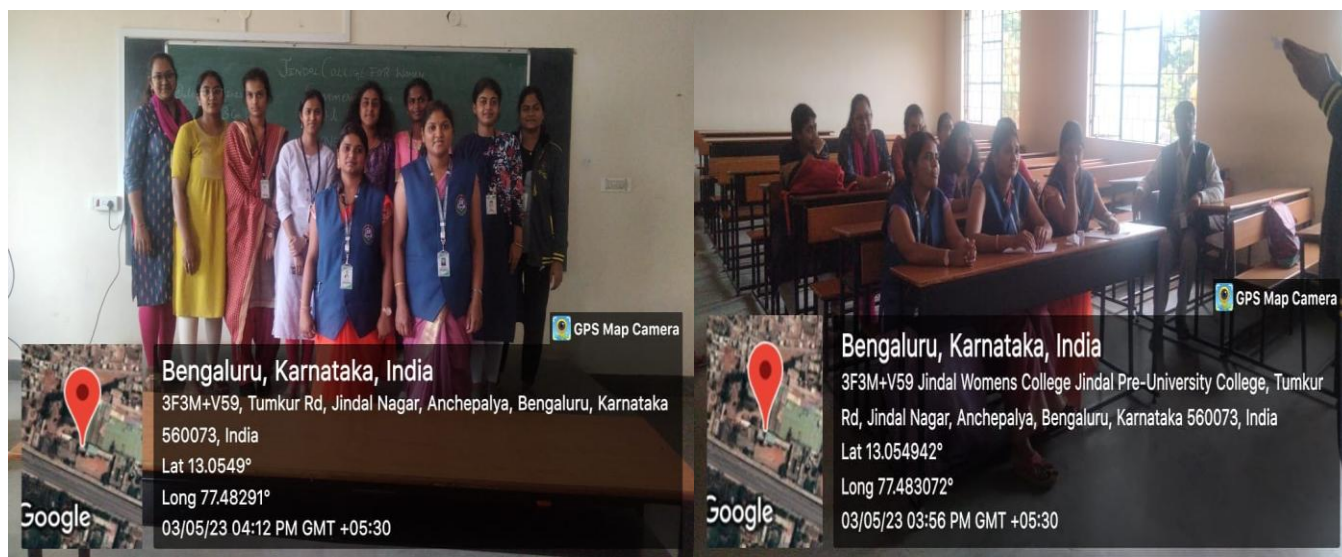
No of Participants: 8

Winners:

I Prize: Aarthi Saini III B.Com

II Prize: Lavanya G.S I B.Com

III Prize: Nandini. S III B.Com



DEPARTMENT OF COMPUTER APPLICATION**LOGO DRAWING COMPETITION:**

Department of Computer Application organized Logo Drawing competition in association with ED Cell to create awareness about different Brand, Logos among students and to develop creativity skills.

Details of the Activity:

Course: BCA (31)

Date: 22.05.2023

Timings: 1.45PM

Venue: B-09

PARTICIPANTS OF LOGO DRAWING COMPETITION

Sl.no	Reg.No	Name	Sl.no	Reg.No	Name
1	U03FC21S0015	Ramya R	16	U03FC21S0021	Kavya K V
2	202VSB7043	Sindhu D	17	202VSB7037	Priya G
3	U03FC21S0006	Deepthi B	18	U03FC21S0003	Janani BS
4	202VSB7017	Gagana M P	19	U03FC21S00082	Sneha Majhi
5	U03FC21S0004	Hemavathi S	20	U03FC21S0022	Afreen Fiza
6	202VSB7054	Yukthi G S	21	U03FC21S0050	Kavya T J
7	U03FC21S0013	Sneha B S	22	U3FC22S0018	Spoorthi K
8	202VSB7049	Varsha P Pawar	23	U03FC21S0009	Aishwarya R
9	U03FC22S0020	Sahana D R	24	U03FC22S0062	Arpitha R
10	U03FC22S0044	Aishwarya S	25	U03FC21S0012	Navya B S
11	U03FC22S0013	Hema S	26	U03FC21S0057	Varshitha P
12	U03FC21S0014	Rashmi P	27	U03FC22S0024	Bhagya T G
13	202VSB7038	Priyanka V	28	U03FC22S0012	Varshitha G
14	U03FC21S0011	Shilpa MR	29	U03FC22S0022	Kusuma G V
15	U03FC21S0016	Tejaswini	30	U03FC22S0015	Sandhya M
			31	U03FC22S0027	Poorvika G

Winners of Logo Drawing Competition:

Ramya R of II year BCA - First Prize,
Sindhu D of III year BCA - Second prize
Deepthi B of II year BCA - Third place.



PRINCIPAL