

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

2023-24

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. Vinutha D	Member	Science

INTRODUCTION:

On **11.08.2023** Orientation Program was organized to brief 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.

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

CASE STUDY ON CHANGE MANAGEMENT**Introduction:**

Case studies provide students with scenarios in which they can begin to think about their understanding and solutions to problems found in real-world situations. When carefully planned, case studies will challenge students' critical thinking and problem solving skills in a safe and open learning environment.

Case studies are effective ways to get students to practically apply their skills and their understanding of learned facts to a real-world situation. They are particularly useful where situations are complex and solutions are uncertain.

Learning Outcome:

- Engages students in research and reflective discussion.
- Encourages higher-order thinking.
- Facilitates creative problem solving.
- Allows students to develop realistic solutions to complex problems.
- Develops students' ability to identify and distinguish between critical and extraneous factors.

Details of the activity:

- Date: 21-09-2023
- Venue: I BBA Class Room
- Participants: I BBA
- Total Participants: 48

CASE STUDY ON FINANCIAL SCAMS – 25.09.2023

Introduction: Case studies are effective ways to get students to practically apply their skills and their understanding of learned facts to a real-world situation. They are particularly useful where situations are complex and solutions are uncertain.

Objectives of case study:

- To examine the various cases of frauds in Indian Banking system and its consequences in the business.
- To study the internal control system and employment practices to prevent the frauds and scams in Indian Banking.
- To find out the reasons behind bank frauds and to provide some suggestions to tackle the upcoming issues.

Details of the activity:

- Date: 25.09.2023
- Topic: Case study on Financial Scams in India
- Class: I SEM BBA
- Total participants: 48

LOGO DESIGNING

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 of Activity:

Date: 05.12.2023

Timings: 12.15PM to 1.15PM

Class: I semester BBA

Total participants: 48

ROLE PLAY

“Role Playing is an effective way for management students to make sense of the world around them. Students learn to empathies with others; taking part in a role play activity would usually make you realize your strengths and weakness and how you will react in practical situation which mean that you are taking on the role of character which will teach students about the empathy and understanding of different perspectives”

Details of the Competition:

Date: 22.12.2023

Timings: 10.30 AM

Venue: Class Room

Theme: " Handling Impatient/Dissatisfied Customer"

**ORGANIZED DIFFERENT COMPETITIONS AS A PART OF INTER-DEPARTMENTAL FEST
“MANAGEMENT SAPTAH -2023”**

QUIZ COMPETITION – BRAINY BUDDIES

“Put your thinking cap on”

Introduction: 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, and Entertainment.

Details of the Activity:

Date: 03-11-2023

Timings: 01:45 - 02:45 PM

Venue: Auditorium

Topic: Current Affairs

No. of students benefited: 122

The Prize Winners are as follows

Sl. No	Name of the Prize Winners	Course/Semester	Place
1	SUSHMA C & SHILPA	III BCA	I
2	DEEPTHI & HEMAVATHI	III BCA	II
3	VARSHITHA & GEETHASHREE	III BCA	III

LOGO DESIGNING COMPETITION - IMPRINT - "Sketch it out"

Introduction:

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: 04-11-2023

Timings: 10.00am-11.00am

Venue: Auditorium

Theme: "Jindal FM Radio Station"

No. of students benefited: 57

The Prize Winners are as follows

Sl.No	Name of the Prize Winners	Course/Semester	Place
1	YOGITHA R	I PCMC	I
2	ANANYA S	III B.COM B	II
3	MANISHA BIJARNIA	III B.COM A	III
4	NANDITHA GIRIDHARAN	II BCA	CONSOLATION PRIZE
5	ARCHANA K	II SEBA	CONSOLATION PRIZE

JINGLE MAKING COMPETITION - GHOSHANA - “Whistle a Tune”**Introduction:**

A jingle making is a single song or tune used in promoting a message based on the theme given at the event. Jingle is a form of sound branding. A jingle contains one or more hooks and meaning that explicitly promotes the values, and usually through the use of one or more advertising tune.

Details of Activity:

Date: 08-11-2023

Timings: 1.45pm

Venue: Auditorium

Theme: Jago Grahak Jago (Consumer Awareness)

No. of students benefited: 59

The Prize winners are as follows

Sl.No	Name of the Prize Winners	Course/Semester	Prize
1	MUSKAN & TEAM	I CEBA B	I
2	BHAVANA & TEAM	I B.COM B	II
3	LAKSHYA & TEAM	I CEBA A	III

ORGANIZED DIFFERENT COMPETITIONS AS A PART OF INTER-DEPARTMENTAL FEST “COMMERCE CARNIVAL -2023”**TOUGH LUCK COMPETITION – COMMERCE CARNIVAL**

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:

- Date: 27.11.2023
- Venue: Auditorium
- Timings: 1.30 PM

The Prize winners are as follows

- 1st prize : Bhuvana P
- 2nd prize : Madhumitha
- 3rd Prize : Preetham

PRODUCT LAUNCH – COMMERCE CARNIVAL**Introduction:**

Product launch process is a step-wise process followed by companies when they want to launch their product in the market. Product launch process requires careful planning and has to be carried out systematically to ensure that customers receive the product positively

Objectives

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

Details of the activity:

- Date: 29.11.2023
- Venue: Auditorium
- Timings: 1.30 PM

The Prize winners are as follows

- 1st prize : I BBA
- 2nd prize : II BCOM B
- 3rd Prize : II BCOM B

CASE STUDY COMPETITION – COMMERCE CARNIVAL**Introduction:**

Case studies are effective ways to get students to practically apply their skills and their understanding of learned facts to a real-world situation. They are particularly useful where situations are complex and solutions are uncertain.

Details of the activity:

- Date: 01.12.2023
- Venue: Auditorium
- Timings: 1.30 PM

The Prize winners are as follows

- 1ST PRIZE : PREETHAM & DEEKSHITHA (I PCMB)
- 2ND PRIZE : AYESHA & CHANDANA .K (I BBA)
- 3RD PRIZE : TANISHA AND VARSHITHA (I BBA)

GUEST LECTURE:

Entrepreneurial skills are skills needed for the process of designing, launching and running a new business. Entrepreneurship is an individual's ability to turn ideas into action. It includes creativity, innovation, and risk-taking, as well as the ability to plan and manage projects in order to achieve the objectives.

The **ED Cell** has organized a Guest lecture on “**Entrepreneurial Skills among students**” on 18.05.2024. The program aimed at enhancing entrepreneurial skills among students and helping budding entrepreneurs to put their thoughts into practice.

The Guest Speaker, Mr. Arjun Chaithanya, the Associate Talent Accelerator from the Karnataka Digital Economy Mission (KDEM), a Government of Karnataka Initiative by the Department of E, IT, Bt & ST, is an ecosystem enabler dedicated to helping and boosting Karnataka's Skilled Talent Ecosystem. His work is synonymous with catalyzing growth and transformation in the realm of talent development, startup ecosystem and digital empowerment.

The program coordinator welcomed the resource person and introduced the guest speaker. Resource person started the session with the short introduction of Entrepreneurship. He continued the session by posing the question, “How many of you are interested to become entrepreneurs?” Nearly 10 students raised their hands and showed their interest. Then he asked remaining students to give their career goals and the reason for not opting entrepreneurial career. Students gave few reasons such as fear of risk, financial problem, problems in investment and so on. He continued his addressing the following questions:

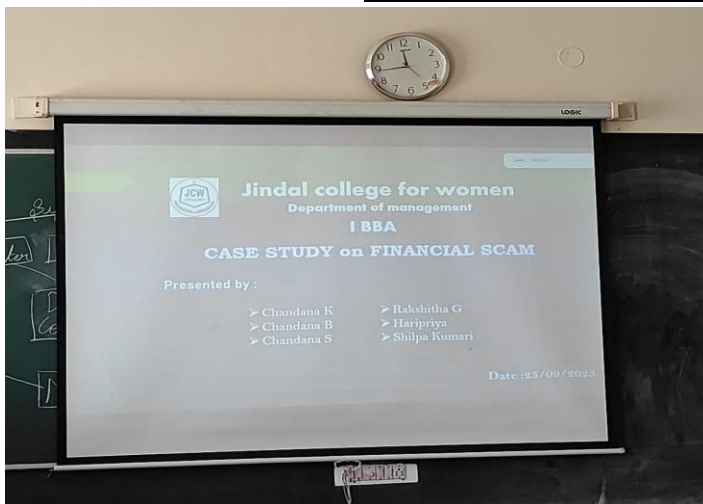
- What will a student entrepreneur do?
- What does student entrepreneur do?
- Who is an entrepreneur?

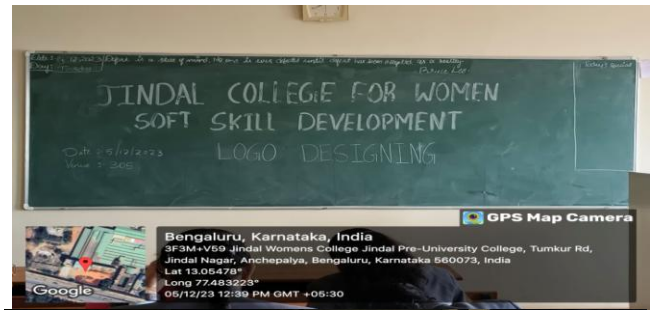
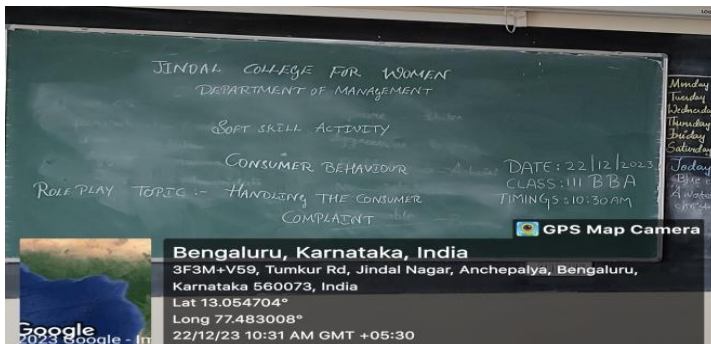
Students were also assigned with the different tasks like identification of problem, Development of a solution, identifying the customers and naming the ideas as part of the session. He stressed on the opportunities in entrepreneurship, the availability of resource, and identifying the right people.

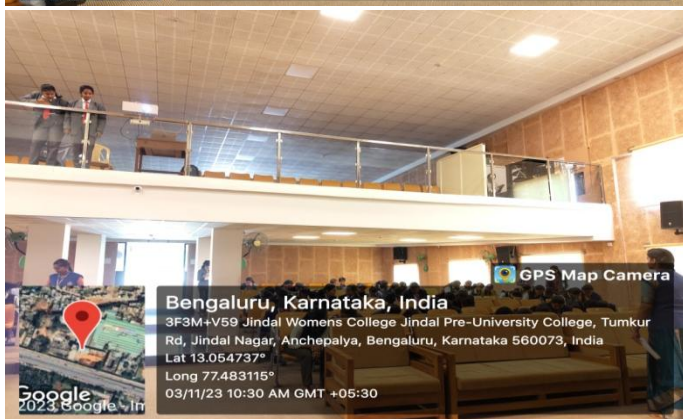
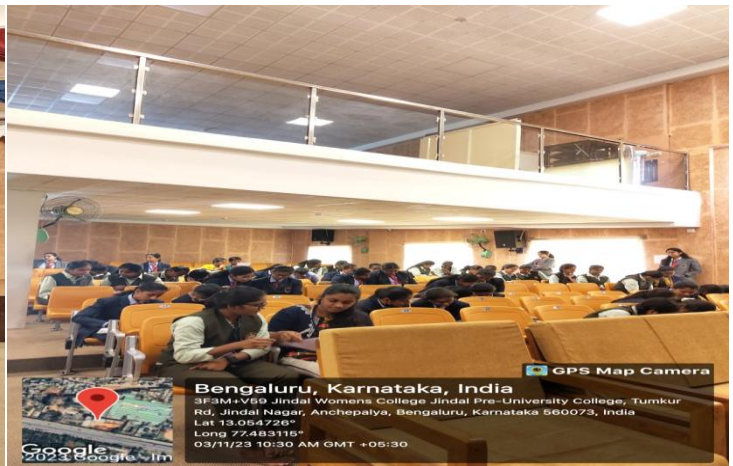
The guest lecture gave valuable information about an entrepreneur's role, the characteristics of a successful entrepreneur, Entrepreneurial milestones and an entrepreneur's qualities, entrepreneurial skills and the road map ahead.

He asserted that entrepreneurship can offer an alternative future for the youths and bring concrete possibility of social and economic empowerment to the youth and adults of tomorrow.

In this highly interactive session II year UG students took part and gained insight into the relevance of a good business plan/ framework prior to starting a business.

CASE STUDY ON CHANGE MANAGEMENT**CASE STUDY ON FINANCIAL SCAMS IN INDIA**

LOGO DESIGNING**ROLE PLAY**

QUIZ COMPETITION – BRAINY BUDDIES “ MANAGEMENT SAPTAH”**LOGO DESIGNING – IMPRINT “MANAGEMENT SAPTAH”**

JINGLE MAKING COMPETITION – GHOSHANA “MANAGEMENT SAPTAH”**TOUGH LUCK COMPETITION – COMMERCE CARNIVAL****PRODUCT LAUNCH – COMMERCE CARNIVAL**

CASE STUDY COMPETITION – COMMERCE CARNIVAL**GUEST LECTURE****PRINCIPAL**