

MARKAZ ARTS AND SCIENCE COLLEGE
ATHAVANAD

ENTREPRENEURSHIP DEVELOPMENT CLUB

ANNUAL REPORT 2023-24

1) DEMOCRATIZING INNOVATION ORIENTATION PROGRAMME:

Date : 21/06/2023

Time : 1:30 pm

Venue : MMC HALL, Markaz Arts and Science College

Objective:

- To provide an orientation to the ED Club members on Young Innovators Programme.
- To make an idea generation camp.
- To promote innovative skills of students.

Participation:

45 STUDENTS as ED Club members participated in the event.

Description of the program :

Entrepreneurs Club and IIC collaboratively conducted an Orientation Programme for the students from various departments who joined as the members of Ed club. The session was lead **by Mr. Mohammed Nihal**, YIP Intern Malappuram. 45 students participated in the program which clearly insisted them to participate in various events of YIP.



2) FREEDOM FEST 2023 (Knowledge Innovation Technology Program)

@ Trivandrum

Date : 12/08/2023, 13/08/23

Days : 2

Venue : Exhibition Hall- Trivandrum

Objective:

- To provide an orientation to the ED Club members on Young Innovators Programme.
- To make an idea generation camp.
- To promote innovative skills of students.

Participation:

6 ED Club student members and 1 Faculty participated in the event for 2 days.

Description of the program :

For being the part of ED Club and IIC activities, Markaz Arts & Science college students from Department of Commerce & Management studies participated in **FREEDOM FEST 2023** at Trivandrum Kerala hosted by Kerala Government. Students attended the program on 12th August to 13th August 2023. The Inauguration of the event was done by **Hon. PINARAYI VIJAYAN**, Chief Minister Kerala. **Mr.Yasar Arafath N**, ED Club coordinator attended the session along with the students. The session was very interesting and informative. Students got an idea about the latest AI Technology improvements and also about the trends in technologies, 6 Students and 1 Faculty member participated in the event



Students interacting with Shri Thomas Isac, Former Minister Finance at Freedom Fest 2023



Various clicks from the event

3) Millet Lunch Box Program

Date : 12/12/2023

Time : 9:45am - to - 3:30 pm

Venue: Markaz Arts and Science College Main Block

Objective:

- To promote healthy eating habits, raise awareness about the nutritional benefits of millets, and support local agriculture.
- To emphasis on locally sourced ingredients and sustainable food practices.
- To promote traditional cooking techniques and recipes on millet based food items.

Participation:

Approximate number of students, faculty, and staff participated in the Millet Lunch Box Program:

450 STUDENTS, 45 FACULTIES and 15 Non-teaching Staff

Description of the program :

Educational Talks by inaugurator **Shri. Azad Ali KT** (Athavanad Block Panchayath Secretary) were organized to educate participants about the nutritional benefits of millets and their impact on health. Cooking recipe of various products were shared by the students of different departments to showcase the versatility of millets. A competition on Millet based food items was arranged and various departments participated.

The diverse menu featured a variety of millet-based dishes, including: RAGGI PAYASAM, CHERUPAYAR LADDU, RAGGI PUVADA, WHEAT PAYASAM, RAGI PANCAKE, WHEAT ADA, RAVA LADDU, RAVA BALL, RAGGI ELA ADA, CHOLA PORI.

Participants were encouraged to provide feedback on the event. The responses were overwhelmingly positive, with 100 % expressing satisfaction with the program.

To align with our commitment to sustainability, we opted for eco-friendly serving materials and utensils throughout the program.

We utilized various channels to create awareness about the Millet Lunch Box Program, including: Local Channel (E-channel), Daily News paper. The program mouth publicity was made



Fig 3: Participants of the Event

4) INNOVATION THROUGH YOUNG INNOVATORS PROGRAMME:

Date : 05/01/2024

Time : 10:00 am

Venue : MMC HALL, Markaz Arts and Science College-Athavanad

Objective:

- To provide an orientation to the students on Young Innovators Programme 6.0
- To submit an innovative idea at YIP 6.0.
- To promote and motivate on innovative skills of students.

Participation:

200 Students from various departments participated in the event.

Description of the program :

Entrepreneurs Club and IIC collaboratively conducted an Orientation Programme for the students from various departments on Young Innovators Programme 6.0. The session was lead **by Mr. Adarsh P**, YIP Intern Malappuram District. 200 students participated in the program which clearly insisted them to partipate in various idea generation themes of YIP 6.0.



5) INSTITUTIONAL VISIT TO IIM CALICUT:

Date : 05/03/2024

Duration : 1 Day

Venue : IIM Calicut

Objective:

- To experience the world class Management Museum and Library of the IIM, Kozhikode.
- To visit the incubation center.
- To motivate the students on their talents and skills.

Participation:

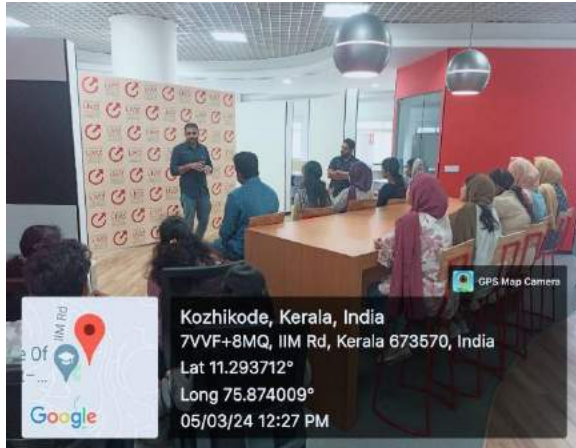
10 Students from PG department of Commerce participated in the event along with 4 faculties.

Description of the program :

Entrepreneurs Club and IIC collaboratively conducted an institutional visit for the students from PG department of Commerce and Management studies to visit the Indian Institute of Management Kozhikode situated at Calicut as on 05/03/24. The students were very much interested to visit the Library and the only Management Museum in India. Faculties from IIM explained the history of the Museum and its exhibits. Students also got an experience through visiting the Live Incubation Centre of IIM. **Mr. Tittoo**, Marketing Manager and **Mr. Mithun**, LIVE Incubation Centre incharge led a class on the functioning of incubation centre and its availing facilities. 10 Students from PG department of Commerce participated in the event along with 4 faculties.



Photos of students in front of IIM Calicut



Mr. Tittoo, Marketing Manager and **Mr. Mithun**, LIVE Incubation Centre incharge leading the class

6) **OPEN HOUSE 2024 & KHANA KHANA FOOD FESTIVAL:**

Date : 28/02/2024
Duration : 1 Day
Venue : Markaz Main Block

Objective:

- To demonstrate the Entrepreneurial skills of students.
- To arrange various stalls.
- To motivate the students on their Sales and Marketing talents.

Participation:

10 Students from PG department of Commerce participated in the event along with 4 faculties.

Description of the program :

ED club conducted a Food Fest as “KHANA KHANA” on 28 February 2024 as a part of **Open House 24** programme organized by Markaz Arts and Science College. Various stalls were opened by ED club members. Students initiated for arranging and managing the stalls and they analyzed the sales and marketing of their business. Various Department students, Staffs, Parents and students from various Markaz institutes visited the stalls. This programme was conducted for enhancing the business skill of ED club members and giving opportunity to public and students to experience student’s product and services. Above 400 students from various departments and public participated in the event and made it a grant success.

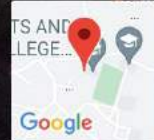


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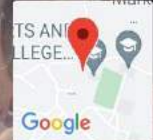


Open House 24 Inauguration

Poster of FOOD FESTIVAL



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Students stalls at Khana Khana Food Festival (Open House 2024)

7) **BUDDING ENTREPRENEURS PROGRAMME:**

Date : 26/02/2024

Time : 10:00 am

Venue : MMC HALL, Markaz Arts and Science College-Athavanad

Objective:

- To provide training to students in Entrepreneurship.
- To submit innovative ideas at YIP 6.0
- To promote and motivate students to think out of the box.

Participation:

60 Students from various departments participated in the event.

Description of the program :

Entrepreneurs Club of Markaz Arts and Science College Athavanad and JCI Valanchery collaboratively conducted a Training Programme for the students from various departments on Entrepreneurship skills. The session was led by **Mr. JULFAR T**, Programme Executive, DIC Malappuram, Govt. of Kerala. 60 students from various departments participated in the program which clearly insisted them to participate in various idea generation themes of YIP 6.0.



Poster of the Event



Photos during the program

Yasar Arafath N
Coordinator, ED CLUB
MARKAZ ARTS AND SCIENCE COLLEGE, ATHAVANAD