

# ACASIANA

THE STUDENT ENTREPRENEURSHIP EDITION



## Exploring the Journey of Popees with Mr. Shaju Thomas

**Interview**

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The key to being a good entrepreneur is to observe and take ownership of whatever situation you're placed in. Regulate your life by scheduling and planning ahead of your years and work towards your goals.

P. 29

## The 'Good Girl': A Detective or an Entrepreneur?

**ANNA REJI**

I could not rule out the possibility of listing it as an intricately plotted novel that tells the story of an entrepreneur who keeps going despite all the odds that came her way. To both an entrepreneur and a detective, curiosity has no limits. Pip's curiosity stirred her into digging deep into the case and immersing herself in the process.

P. 13

## THINK OUTSIDE BOX, PURSUE DREAMS!



Dear Members of Al Shifa College of Arts and Science (ACAS) Community, it gives me immense pleasure to congratulate the vibrant ACAS students, teachers, and staff on the publication of the 28th issue of ACASIANA, which is devoted to delving into the topic of student entrepreneurship. This initiative underscores the invaluable importance of cultivating an entrepreneurial mindset among the youth and nurturing their innovative and creative potential. Entrepreneurship is not merely about starting businesses; it embodies a spirit of creativity, resilience, and forward-thinking that empowers individuals to turn ideas into reality and drive positive change in society. As future leaders and innovators, it is inspiring to witness the enthusiasm and determination with which the members of the Entrepreneurship Development Club at ACAS have embraced this ethos.

To the aspiring student entrepreneurs featured in this issue, I commend your vision, courage, and passion for venturing into the realm of entrepreneurship. Your willingness to take risks, think outside the box, and pursue your dreams serves as a testament to your dedication and determination to make a difference in the world.

I encourage each of you to seize the opportunities presented by entrepreneurship, to harness your creativity and ingenuity, and to set out on a path of learning and development. Remember that entrepreneurship is not just about creating businesses; it is about creating solutions, addressing challenges, and making a meaningful impact in your communities and beyond.

I urge you to accept failure as a stepping stone to success, to look for guidance and mentorship from experienced experts, and to never lose sight of your passion and purpose as you traverse the exciting and frequently difficult route of entrepreneurship. Your journey as a student entrepreneur is not just about building businesses; it is about shaping a brighter future for yourself and inspiring others to follow in your footsteps. I extend my deep appreciation to the editors, contributors, faculty organisers, and principal, Dr. P K Babu, for their hard work in making this special issue a reality.

Your devotion to encouraging student entrepreneurship and developing an innovative culture is highly commendable and sets as an example to the entire ACAS community. Remember that the sky is the limit, and with dedication, perseverance, and a belief in your abilities, you can achieve anything you set your mind to.

Wishing you all the best in your entrepreneurial endeavours and may this issue of ACASIANA serve as a source of inspiration and motivation for generations of student entrepreneurs to come.

**P. V. Abdul Wahab**

Member of Parliament

## KERALA'S TRAILBLAZING JOURNEY TO GLOBAL ENTREPRENEURIAL EXCELLENCE



Kerala's entrepreneurial landscape has been revolutionized by the Kerala Startup Mission (KSUM), elevating the state as a vibrant hub for innovation since its inception in 2006. With over 5000 startups nurtured under its wing and maintaining its prestigious status as India's top performer in startup rankings for the last three consecutive years, KSUM has become synonymous with fostering a diverse and inclusive entrepreneurial ecosystem. Through initiatives like promoting gender equality and inclusivity, KSUM has enabled the emergence of over 1500 startups with at least one woman founder, solidifying Kerala's reputation as a pioneer in championing diversity.

### **Anoop Ambika**

Chief Executive Officer  
Kerala Start-up Mission

In addition to its global outreach efforts, exemplified by the establishment of incubation centers in Dubai, Belgium, and Australia, KSUM's initiatives like the Research Innovation Network Kerala (RINK) and the Fab Lab Kerala Network have further amplified its profile as a hotspot for groundbreaking ideas. Alongside its commitment to anticipating and addressing emerging trends, KSUM's dedication to empowering startups is evident through initiatives like Fail Fast or Succeed. With a strategic focus on Health Tech and strategic collaborations with corporate entities, KSUM ensures it remains at the forefront of innovation, laying the groundwork for Kerala's continued success in the global startup arena. Furthermore, through projects like the Innovation and Entrepreneurship Development Centers (IEDC), KSUM is actively fostering entrepreneurial spirit and skill development among students, further enriching Kerala's entrepreneurial ecosystem.

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## NURTURING A SPIRIT OF SELF-RELIANCE AND RESILIENCE



The cultivation of entrepreneurship among students is imperative in today's dynamic and ever-evolving global landscape. Beyond the traditional realms of education, fostering an entrepreneurial mindset instils in students a sense of initiative, creativity, and adaptability. Entrepreneurship development equips students with practical skills, encouraging them to identify opportunities, take calculated risks, and navigate challenges effectively.

**Dr. Unneen. P**

Managing Trustee  
Shifa Medicare Trust

In an era marked by rapid technological advancements and shifting economic paradigms, the ability to innovate and create value is paramount. Moreover, entrepreneurship education nurtures a spirit of self-reliance and resilience, preparing students for a world where traditional career paths are evolving. By encouraging entrepreneurship among students, educational institutions contribute to the creation of job opportunities, economic growth, and a culture of innovation. It gives me great pleasure to see that the HEIs are paying attention to this aspect in education. The Student Entrepreneurs Meet organised by ACAS will surely add momentum to this cause.

## സംരംഭകത്വ വികസനം വിദ്യാർത്ഥികളിലൂടെ

കേരളത്തിന്റെ ചരിത്രത്തിലാദ്യമായി ഒരു വർഷത്തിനുള്ളിൽ ഒരു ലക്ഷം സംരംഭങ്ങൾ എന്ന ആശയം മുന്നോട്ട് വച്ച പദ്ധതിയാണ് സംരംഭക വർഷം . 2022-23 ഏപ്രിലിൽ തുടക്കം കുറിച്ച പദ്ധതി നവംബർ ആയപ്പോൾ തന്നെ ലക്ഷ്യം പൂർത്തിയാക്കുകയും , കേരളത്തിന് ദേശീയ അംഗീകാരം എന്ന നിലയിൽ കേന്ദ്ര സർക്കാരിന്റെ 'ബെസ്റ്റ് പ്രാക്ടീസ്' അവാർഡ് ലഭിക്കുകയും ചെയ്തു. സംരംഭക വർഷത്തോടനുബന്ധിച്ച് സംസ്ഥാനത്ത് 2 ലക്ഷം തൊഴിലവസരങ്ങൾ സൃഷ്ടിക്കാനും, കൂടുതൽ വനിതാ സംരംഭകരെ വ്യവസായത്തിലേക്ക് ആകർഷിക്കുവാനും ഈ പദ്ധതിക്ക് സാധിച്ചു.

സംരംഭക വർഷമായി ബന്ധപ്പെട്ട് 2023-24 സാമ്പത്തിക വർഷത്തിൽ, പെരിന്തൽമണ്ണ താലൂക്കിന് കീഴിൽ 15 തദ്ദേശ സ്വയംഭരണ സ്ഥാപനങ്ങളിൽ നിന്നായി 1300- ഓളം സംരംഭങ്ങളും 100 കോടിയിൽ അധികം നിക്ഷേപവും , 3000 ത്തിൽ പരം തൊഴിലവസരം സൃഷ്ടിക്കാനും സംരംഭകവർഷം 2.0 ന് സാധിച്ചിട്ടുണ്ട്. കൂടാതെ ഈ വർഷത്തെ എം എസ് എം ഇ അവാർഡുകളിൽ കേരളത്തിലെ ഏറ്റവും മികച്ച വനിതാ സംരംഭമായി സഞ്ജീവനി കുടുംബശ്രീ യൂണിറ്റ് (താഴെക്കോട്) തിരഞ്ഞെടുക്കപ്പെട്ടു.

വിദ്യാർത്ഥികളിൽ സംരംഭക ബോധം ഉണർത്താനായി വിവിധ കോളേജുകളിലായി ഇ.ഡി ക്ലബ്ബുകൾ നിലവിൽ പ്രവർത്തിച്ച് വരുന്നു. വിദ്യാർത്ഥികൾക്ക് പഠനത്തോടൊപ്പം വ്യവസായം, ജോലി എന്ന ലക്ഷ്യത്തോടെ രാജ്യത്ത് ആദ്യമായി ക്യാമ്പസുകളിൽ വ്യവസായ പാർക്കുകൾ എന്ന ഉദ്യമത്തിന് മന്ത്രിസഭായോഗം അംഗീകാരം നൽകുകയുണ്ടായി.

അക്കാഡമിക്ക് ബന്ധം ശക്തിപ്പെടുത്താനും ഇത് വഴിയൊരുക്കും. ഇത്തരത്തിൽ വിദ്യാർത്ഥി സംരംഭകത്വത്തിനും, പദ്ധതികൾക്കും ഊന്നൽ നൽകി കൊണ്ട് പെരിന്തൽമണ്ണ അൽ ശിഫ കോളേജ് ഓഫ് ആർട്സ് ആൻഡ് സയൻസ് ഒരു ന്യൂസ് ലെറ്റർ പുറത്തിറക്കുന്നതിൽ വളരെയധികം സന്തോഷമുണ്ട്. ഇത്തരം ആശയങ്ങൾ ഈ മേഖലയെ ശക്തിപ്പെടുത്തുക തന്നെ ചെയ്യും. അൽ ശിഫ കോളേജ് സംരംഭകത്വ വികസന ക്ലബ്ബ് നടത്തുന്ന ഇത്തരം പ്രവർത്തനങ്ങൾ അഭിനന്ദനാർഹമാണ്.

സംരംഭകത്വവികസനത്തിന് പ്രോത്സാഹനവും, പിന്തുണയും നൽകിക്കൊണ്ട് കോളേജ് ഇറക്കുന്ന അക്കാസിയാന മന്ത്രി ന്യൂസ് ലെറ്റർന്റെ ഈ പതിപ്പിന് എന്റെ എല്ലാവിധ ആശംസകളും നേരുന്നു.



**Vinod P. C**

Asst. District Industries Officer  
Taluk Industries Office, Perinthalmanna

## FROM JOB SEEKERS TO JOB PROVIDERS



The transformative value of a liberal arts and science education is that it is comprehensive, attempts to expose the learners to multiple domains, instills a value system and prepares equally for life and career. It would even be fine to state that it sets the stage for the learners more for the complex world outside with career-related challenges as one of those. This surely makes it different from the hyper career-focussed approaches to higher education today though the outcome of these efforts still is not overly convincing.

Among the areas on which there is significant stress is Entrepreneurship, attempting to drive home the message that each learner can also try to be job-giver, rather than just be a job-seeker. With Young Innovators Programme, Institution's Innovation Cell Entrepreneurship and Development Cell added to the long existing Entrepreneurship Development Clubs in campuses, the context for building entrepreneurial inclinations among the .

young learners has never been so good.

The focus of ACASIANA in this issue is on student entrepreneurship thus can be read together with a suite of such efforts taken by the various government and non-government bodies in this direction. We are sure that all these micro-efforts will add up to creation of young and vibrant bunch of innovators and entrepreneurs in the years to come.

I am grateful for the messages and write ups received for this special issue from P. V. Abdul Wahab. M. P, Vinod. P. C, Assistant Taluk Industries Officer and Anoop Ambika, CEO, Kerala Start-up Mission. The interviews featuring Mr. K. V Anwar, MD, Modern Distropolis and former President of Malappuram Chamber of Commerce, Mr. Shaju Thomas, MD, Popees and Dr. Saheer, CEO, Zilmoney have been big learning opportunities for our students entrepreneurs and we are quite happy about it.

**Dr. Babu. P. K**

Principal  
Al Shifa College of Arts and Science



## CULTIVATION OF ENTREPRENEURIAL SPIRIT IN EDUCATION: THE ROLE OF THE ED CLUB



In today's world, fostering an entrepreneurial mindset among the students has a vital role, because the future of the country is with them. As the Coordinator of the Entrepreneurship Development (ED) Club at our esteemed college, I am thrilled to shed light on the pivotal role our club plays in nurturing the entrepreneurial spirit within our academic community.

Entrepreneurship is not just about starting businesses; it's a mindset that encourages creativity, critical thinking, and problem-solving. At the ED Club, we recognize the significance of imparting these qualities to our students, preparing them not only for the business world but for a future where adaptability and innovation are key. Over the past year, the Al Shifa College ED Club has thoroughly promoted entrepreneurship through a series of impactful events. From workshops on ideation and business planning to interactive sessions with successful entrepreneurs, we have strived to provide a comprehensive learning experience.

Our club also facilitates networking opportunities, connecting students with industry professionals and mentors. This exposure allows them to gain valuable insights, learn from real-world experiences, and expand their horizons beyond the classroom.

Apart from the mentioned initiatives, the ED Club is also leading the Student Bank Project with the Department of Commerce to give students practical insights into the working of a bank. The Students Bank Project provides students with hands-on experience in the financial sector. It involves students in various aspects of banking operations, helping them understand financial regulations and manage customer transactions. To promote skill development, the Club introduced the Sales Person Course in association with Malappuram Chamber of Commerce. This program equips students with essential skills for a successful career as a sales executive. Covering effective communication, negotiation, and customer relationship management, the course prepares students to excel in the competitive field of sales.

Innovation is the biggest pillar of entrepreneurship. Through various programs, we encourage students to think outside the box, explore unconventional ideas, and develop solutions to existing challenges. Entrepreneurs are leaders, and leadership skills are honed through experience. Through collaborative projects, group activities, and leadership workshops, the ED Club cultivates essential leadership qualities such as effective communication, teamwork, and decision-making. One of the primary functions of the ED Club is to provide a platform for students to explore and develop their entrepreneurial ideas. Whether through pitch competitions, hackathons, or startup incubators, we create an environment that empowers students to transform their concepts into reality.

We are happy to share that the Al Shifa College ED Club recently received the Best Performance Award for Best Entrepreneurship Development Club. This recognition is evidence of the Club's dedication and success in promoting entrepreneurship within our college community. The Club is dedicated to sowing the seeds of entrepreneurship within the hearts and minds of our students.

**Suhaib. P**

Coordinator of ED Club  
Assistant Professor of Commerce  
Al Shifa College of Arts and Science

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## MINI IS THE BLOGGER OF THE MONTH



The Faculty Development Centre at Al Shifa College of Arts and Science has a blog page to which faculty members contribute regularly. Among the blogs written by the faculty and published on FaBlo! (Blogging space for the faculty of ACAS) the best blog is selected based on originality, novelty and relevance of the content. 'Unveiling the Journey of Canva: Celebrating the Vision of Melanie Perkins by Ms. Mini. V. K. is selected as the blogger of the month of November 2023.

Access FaBlo! here: <https://fdccacas.blogspot.com/>

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## MIDHULAJ GRABS 'POSTER IT' PRIZE

The Faculty Development Centre keeps track of the posters designed by the faculty members in which original posters related to college events and designed by the faculty are evaluated. Poster designed by Mr. Midhulaj. P, Assistant Professor of English, was selected as the best for the month of November 2023.





## THE WAY TO SILICONJERI: AN INTERACTION WITH DR. SAHEER, FOUNDER OF ZIL MONEY



Can you provide insights into the origin of Zil Money?

- Certainly, the inception of Zil Money has its roots in a unique story. During my time in the USA, I collaborated with my brother to develop a software tailored for seamless billing processes within the petroleum industry. This endeavour marked the initial stages of what would eventually evolve into Zil Money. Our goal was to simplify and enhance billing procedures, paving the way for the innovative financial solution that Zil Money is today.

Can you tell me about your professional background and how you ended up in your current profession?

- Since my school days, I've had a strong passion for coding. Even though I earned a bit from it, I initially pursued a career in medicine and became a doctor. However, in 2019-20, I joined Manjeri Medical College.

Later I decided to resign from my position as a doctor. I completely shifted gears and returned to Zil Corporation, where my true calling for coding could be fully embraced. This marked a significant turning point in my professional journey, aligning my career with my lifelong passion for coding.

Sir, Can you provide insights into the ventures initiated under Zil Money Corporation?

- In 2018, I embarked on a significant venture by establishing a Zil Money office in my hometown, Manjeri. This decision was driven by my vision to transform Manjeri into Siliconjeri. The umbrella organisation overseeing these endeavours is the Zil Money Corporation, which encompasses three distinct ventures: OnlineCheckWriter.com, ZilBank.com, and Zimoney.com.

Can you explain the nature of Zil Money's ventures?

- Certainly. Zil Money operates as a fintech entity, distinguishing itself from traditional banks. Our financial and deposit account services are made possible through strategic partnerships with esteemed FDIC-member banks such as Sunrise Banks, Silicon Valley Bank, and East West Bank. This ensures that our clients' funds are securely protected under FDIC insurance.

As for our ventures, OnlineCheckWriter.com stands out as a B2B payment platform. It provides businesses with a cost-effective solution for efficiently managing both account payables and receivables. This platform has been designed to streamline financial workflows, offering a comprehensive tool for businesses to navigate their payment processes effectively.

**INTERVIEW**

Can you provide insights into the vision behind Siliconjeri?

- Siliconjeri represents a manifestation of my long-standing dream. It's a visionary initiative aimed at transforming my hometown, Manjeri, into a thriving hub similar to Silicon Valley. The overarching goal is to create an ecosystem that fosters innovation, technology, and economic growth. Zilcenjeri is not just about establishing businesses; it's about laying the foundation for a vibrant and sustainable community that embraces the future of technology and entrepreneurship

How has Zil Money impacted the industry in the USA?

- Zil Money has played a pivotal role in revolutionising the payment solutions landscape within the country. As the CEO of Zil Money Corporation, I am proud to state that our contributions have been substantial, particularly through our innovative online check writing services. Currently, Zil Money Corporation boasts an impressive market share of over 80%, solidifying our position as a key player in shaping the financial technology sector and influencing the way businesses manage their payments online.

How do you manage the complete back office in Manjeri while your operations in the US are based there?

- I oversee the complete back office operations in Manjeri, while my brother handles the operations from our headquarters in the USA. He primarily focuses on client interactions, sales, and meetings, while I manage the day-to-day activities in the back office. Occasionally, I travel to the USA for important meetings and client interactions. This collaborative approach allows us to effectively handle both aspects of our business.

In light of the remote location in Manjeri, where societal emphasis is placed on women's financial independence, does your company have initiatives or plans to support and empower women economically?

- Indeed, we have established a dedicated team of software developers, exclusively composed of women. Our commitment to recognizing the significance of women's financial independence and empowerment is reflected in the creation of this team. We are steadfast in fostering a work environment that aligns with these social values, ensuring that our organisation actively contributes to the broader goal of women's empowerment.

When we arrived at this office, it was notably distinct from other corporate offices. What is the reason behind this unique setup?





• Certainly yes, this office stands out significantly from other multinational corporation (MNC) offices. When I contemplated the design for this space, my initial directive to the designer was to thoroughly examine the prevalent designs in the USA and formulate the plan accordingly. The design, from the entrance to the workstations, was meticulously crafted to align with USA-based aesthetics.

Can you provide insights into the composition of your team members, including details about their levels and the processes in place for employee development?

• Zil Money boasts a workforce exceeding 100 professionals operating across our office and the USA. Our team encompasses individuals at different career stages, from fresh entrants to seasoned experts. We've implemented specialized processes such as fogging and filtration to facilitate the growth of our employees. Following these development phases, a formidable core team emerges, representing the true stewards of our company. They embody the essence of Zil Money and contribute significantly to our success.

What is your next level of target?

• In our pursuit of growth, my focus is on expanding our footprint in the vast US market. Recognizing the immense opportunities it offers, we are actively engaged in ongoing research to explore and understand the dynamics of the tech field. The goal is to identify new avenues, innovative solutions, and potential markets that align with our vision for Zil Money Corporation's future.

What advice would you offer to a student entrepreneur?

• First and foremost, as a student entrepreneur, it's crucial to cultivate a clear vision and possess the courage to embrace risks. I believe in working with unwavering self-confidence, understanding that even in the face of setbacks, the experience gained is invaluable, propelling us forward. It's essential to stay committed to your passion and relentlessly pursue it.

Do you allocate a dedicated space for new student entrepreneurs?

• Yes, we provide a distinct space called the Zilcubator for students who present innovative ideas. This specialised area is designed to assist them in transforming their concepts into tangible realities.



## MY ENTREPRENEURIAL JOURNEY



Hello, everyone. This blog revolves around my journey as an entrepreneur, sharing my personal experiences and insights. Let me narrate this as a story from my perspective.

When I was a child, around 8-10 years old, I remember watching my uncle doing business calculations. As a curious kid, I wondered about his constant counting. One day, I went to my mother to ask about it. She explained that he was counting money to build his own empire. That was her explanation, I couldn't grasp the concept of money entirely.

During a family function at my uncle's newly built house, I boldly declared that I would build a home like his someday. My aunts met all this with laughter, but the seed of ambition was firmly planted in my mind. As years passed and I entered my teenage years, I found myself creating a mind with entrepreneurial ideas but I was lacking the necessary funds to kickstart them.

An opportunity arose when I realized about my elder brother's business. He is a vehicle dealer, had the means to generate income through car sales. I began bringing customers to him in exchange for a commission. With determination, I saved every penny earned, reinvesting it into our ventures. Eventually, I transitioned from being a mere helper to a partner in the business.

That was only a beginning. In 2021, I recognized that the money I earned was essentially paid by my brother. This realisation pulled me to aspire for financial independence and responsibility. In 2023, my cousin Ajlan presented the idea of starting a clothing business. With his father's support, we pooled our resources and expertise, forming "Blurg Village".

Through dedication and teamwork, Blurg Village grew steadily. Today, our company boasts a monthly turnover of ₹8 lakhs. Reflecting on this journey, I've learned that entrepreneurship requires perseverance, creativity, and strength to resolve and overcome obstacles.

In short, my journey underscores the importance of relentless pursuit and innovation in the pursuit of entrepreneurial success. As I continue on this path, I remain committed to seeking out new opportunities and embracing challenges head-on. Thank you for joining me on this adventure.

**Mohammed Anshad**

Second Semester  
B. A. English Language and Literature  
Al Shifa College of Arts and Science

## THE 'GOOD GIRL': A DETECTIVE OR AN ENTREPRENEUR?



A poignant novel that tells the story of Pippa Fitz-Amobi, a clever girl who puts herself in the shoes of a detective to find the mystery behind a five-year-old murder case. Holly Jackson's *A Good Girl's Guide to Murder* can be defined in one sentence in this manner. But there is more about the book worth discussing.

Perhaps, digging deeper into the story one would find that Pip had been involved in the case not merely as part of her school project. She used her skills to prove a long-dead man's innocence. She gained no financial aid in the process, not even the police force of England helped her in her venture. Ravi, the deceased's brother and of Indian origin also takes part in much of Pip's venture of solving the mystery. Racial discrimination is undoubtedly a reason behind the police to conclude that Sal Singh had murdered his girlfriend, Andie Bell and out of guilt committed suicide later. The fact that Andie's corpse was never found also becomes intriguing to Pip.

### **Anna Reji**

M. A. English Language and Literature  
Mar Thoma College, Tiruvalla

After reading the book, I could not rule out the possibility of listing it as an intricately plotted novel that tells the story of an entrepreneur who keeps going despite all the odds that came her way. To both an entrepreneur and a detective, curiosity has no limits. Pip's curiosity stirred her into digging deep into the case and immersing herself in the process. She knew that the little town of Kilton would never bother to seek justice for Sal Singh. She began her project out of curiosity but ended up being a detective, an entrepreneur who willingly took risks to prove Sal and his family innocent. For sure, Pip would have expected the public to acknowledge her dedication to solving the case. But that was not her sole motive; in the sequel to *A Good Girl's Guide to Murder*, i.e. *Good Girl, Bad Blood*, Pip sets out to find Jamie who went missing not as part of her school project. Here, Pip grew even more empathetic in undertaking a task which she knew would risk her life along with that of her loved ones.

It was more like an entrepreneur that Pip had to alter her thought processes to unlock each of the enigmas surrounding the 'Andie Bell-Sal Singh Conundrum'. She had to leave the common 'what', 'when' and 'where' questions behind her and focus on expanding her social circle that would help her in solving the case. Another peculiar trait in an entrepreneur that makes him or her different from others is his or her ability to implement what he or she learnt. Pip also showed courage even as a young girl to execute and experiment with what she learnt in the process. *A Good Girl's Guide to Murder* is a must-read for all book lovers who particularly like thriller novels. The reader also gets involved with Pip and Ravi to guess who the real killer/s is/are!



## NAVIGATING THE VENTURE CAPITAL LANDSCAPE: A ROADMAP TO FUNDING SUCCESS



Venture capital funds are institutions dedicated to finding new ventures and are regulated by the Securities and Exchange Board of India guidelines. Investors are eager to fund new projects due to high returns on investment. Venture capital funds assume that investors' money is used to fund projects with growth potential, and the money provided is known as venture capital. This area is focused on venture capital funding and its importance in the startup ecosystem.

This blog emphasises the importance of being cautious when fundraising, as it can be an extreme sport and requires careful planning and execution. The discussion concludes with a call for caution and a focus on the importance of understanding the risks and rewards associated with venture capital funding. This blog also discusses the challenges and difficulties faced by business owners and startup owners in raising funds.

It is divided into two parts: one discussing how a typical private equity fund or venture capital fund operates, and the other discussing how startups can raise venture capital.

In India, the year 2021 saw a significant increase in investment, with 38.5 billion dollars raised, 3.8 times the growth from 2020. This growth surpasses China's 1.8-fold growth, making India the second-largest investor-based country in terms of funding. The number of unicorns in the venture capital and private equity industry has also grown by 2x, with 1545 deals invested in 2021 compared to 42 unicorns in China.

This highlights the growing active investor base in the venture capital and private equity industry, with an ecosystem of 50,000+ active startups and a global share of 5.6 percent. A typical VC fund consists of two sets of people: a general partner (GP) and unlimited partners (LP). The GP and LP form a fund, with the GP deciding the size of the fund and the LP deciding the investment strategy.

Venture capital funds or private equity funds are created by a joint effort between a general partner and a limited partner. The fund can be set up onshore or offshore, typically in tax-haven countries like Marshalls Singapore. The investment manager of the fund is responsible for managing the day-to-day operations of the fund, identifying investment opportunities, evaluating them, preparing an investment committee, submitting proposals, and ultimately making the funds available.



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The general partner, who is also an investor in the fund, receives a management fee, usually two percent of the capital committed by the investors, and a carried interest, which is an incentive and bonus. The structure of the fund typically includes three sets of teams: the investment team, the investment committee, and the deal team. The investment team is a set of specialised employees hired by the general partner, with experience and expertise in investment work.

The investment committee, primarily composed of senior investment professionals, is responsible for approving or disapproving a particular investment when submitted by the general partner. The deal team evaluates a particular investment process and decides whether to proceed with the investment.

There are various types of funds that can be found in venture capital funds, such as startups, corporates, family offices, mutual funds, insurance companies, and fund of funds. These funds can be either onshore or offshore, and their business is primarily to make investment only in the fund.

In summary, venture capital funds or private equity funds are established through a combination of a general partner, investment manager, investment committee, and deal team.

Funds are a type of investment vehicle that allows individuals to act as an LP and make investments. These funds can include pension funds, sovereign wealth funds, Canada Pension Fund Investment Board, Singapore Government Investment Corporation, and Development Financial Institutions.

The first close refers to when a certain threshold of money has been raised, allowing a firm to begin investing and closing deals. New LPs can still commit capital for a limited time. For example, if a fund raises \$100 million, the first close is when the firm identifies an investment opportunity, evaluates it, and begins working on raising the remaining \$30 million.

The funds are typically divided into two parts: the first close is when the initial commitment of 70 million dollars is made, and the balance is raised over time. After six or 12 months, the fund will announce another 30 million dollars or fail to raise the initial target.

The final close of the fund is when the fund has raised 80 or 90 million dollars, which is a two-different milestone within the fund raising cycle. This is a common mistake made by advisors and business owners.

A well-defined investment strategy is essential for a fund to succeed. This year's investment thesis is ticket size and the sector in which the investments will be made.

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Sectors are another important aspect to consider when approaching investors. Some funds target specific sectors, such as education or real estate, while others focus on impact-driven investments. For example, two different funds invest in the education space but prioritise impact-driven investments.

Location is another factor to consider. While most funds are primarily focused on India-centric businesses, some are globally targeting investments. It is essential to ensure that the investor makes investments in India, as it is not worth reaching out to an investor who does not make investments in India.

Lastly, businesses are another consideration. While the fund has a clear understanding of the sector, theme, ticket size, and business categories, they may have specific preferences or preferences. For example, Cubit's 2020 impact in India led to many funds revisiting their investment strategy due to covert events.

In conclusion, investors should be aware of their investment strategies, ticket sizes, sectors, locations, and businesses before reaching out to investors. By understanding these factors, investors can better tailor their investment approach and make informed decisions about their investments.

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## MY PASSION, MY PROFESSION



Ever since I was young, I had a passion for photography. I prefer taking the photo rather than being in it. So, after much hard work and waiting, I started a freelance photography business. I joined MBA to make that one art a bigger movement to improve and grow more. I have spent all my talents during my MBA period here at the college, as well as taking photos and videos of my classmates and college. Why do we feel the need to take photos and videos of everything? I think that part of it has something to do with this fear of losing a memory. You know we're afraid of losing a magical moment in our lives and not having a permanent version of it in the form of a photo. This thought inspired me to capture the moments of life and share my life's beautiful moments and happiness with the world.

Currently, as an MBA student, I am thinking of making my passion my profession, and here are some of the insights I recently researched and found. According to my research, Professional photography can significantly influence a company's brand image and overall business success.

High-quality visuals convey professionalism, build trust, and leave a lasting impression on customers. Especially In the digital age, where visual content is prolific, businesses leveraging professional photographs stand out, attracting more attention and potential customers. Quality images can enhance product perception, support marketing efforts, and contribute to a positive brand narrative, ultimately influencing consumer behaviour and long-term business success.

Visual storytelling in business refers to strategically using images, photographs, and graphics to convey a narrative that aligns with a company's brand, values, and goals. This approach recognizes the power of visuals in capturing attention, evoking emotions, and enhancing the overall communication of a business message. Businesses employ visual storytelling across various platforms, including websites, social media, marketing materials, and presentations. It involves creating a cohesive and compelling visual language that resonates with the target audience.

Through carefully curated images and graphics, companies can communicate their mission, showcase their products or services, and establish a connection with customers on a more emotional level. Effective visual storytelling grabs attention and helps build brand identity, foster engagement, and differentiate a business in a crowded market. It allows companies to communicate complex ideas in a more accessible and memorable way, making their messages more impactful and resonant with their audience. Business Strategies of Successful Commercial Photographers delve into the practices and insights contributing to professionals' success in the commercial photography industry.

This topic explores various aspects of running a photography business, including examining how successful photographers build and maintain client relationships. This includes effective communication, understanding client needs, and delivering results that exceed expectations. Exploring how commercial photographers establish and promote their brand. It involves strategies for marketing, online presence, and leveraging social media to showcase a distinctive style and attract clients. Discuss how photographers stay current with industry trends, embrace new technologies, and adapt to changes. Successful commercial photographers often demonstrate a willingness to innovate and explore creative approaches to their craft.

They are addressing the behind-the-scenes operations of a photography business, such as pricing strategies, project management, and financial considerations. This includes insights into balancing creativity with the practical aspects of running a profitable enterprise and highlighting the importance of a strong and diverse portfolio in attracting clients. Successful photographers curate portfolios that showcase their versatility, expertise, and unique artistic vision—exploring the role of networking and collaboration within the photography community. Connecting with other professionals, agencies, and industry influencers can create valuable opportunities and partnerships. Discussing the significance of technical skills and how successful commercial photographers continually hone their craft. This may include staying updated on the latest equipment, software, and techniques to deliver high-quality results. As we can see, our exploration has unveiled the symbiotic relationship that elevates brands and crafts success stories.

From the impactful role of visual storytelling in shaping brand narratives to the strategic prowess behind the lens with successful commercial photographers, the fusion of creativity and business acumen is undeniable. Social media aesthetics emerge as a potent tool, weaving a tapestry that captivates and propels businesses forward. As we uncover these facets, it becomes apparent that the lens through which a business is viewed matters as much as the lens capturing its essence. In this dynamic interplay, businesses find images and a visual language that communicates, engages, and ultimately contributes to their resounding success in the ever-evolving landscape of commerce and creativity.

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## FOSTERING ECONOMIC GROWTH THROUGH ENTREPRENEURSHIP



Entrepreneurship is indeed an engine of growth with a significant impact on the economy, creating employment opportunities and contributing to a healthy economy. Successful entrepreneurial ventures elevate communities by offering numerous job opportunities and increasing productivity through the production of goods, consequently leading to economic expansion. When envisioning an area where entrepreneurs engage in business activities, one can observe advancements that enhance the well-being of the people surrounding them. It is observed in the GEM (Global Entrepreneurship Monitor) Report 'increasing entrepreneurship is a major policy objective in most economies. Policymakers recognize that new businesses are needed to create new jobs that can replace those lost in businesses that are already or are quoted gradually becoming obsolete. New business formation is both a symbol of a dynamic economy and a key driver of dynamism'.

Entrepreneurship involves the generation of new ideas, driving innovation, and the development of new markets, products, and services. Entrepreneurs often introduce modifications, improvements, or entirely new concepts, thus altering existing paradigms or introducing innovative solutions. Governments play a crucial role in fostering an enabling environment for entrepreneurship to thrive. Policy frameworks that support entrepreneurship include access to finance, regulatory reforms, intellectual property protection, infrastructure development, education, and skills training. By implementing conducive policies and providing targeted support to entrepreneurs, governments can unlock the full potential of entrepreneurship as a catalyst for economic growth. For a growing economy, achieving substantial improvements in allocation, production, and distribution is vital. Balancing these economic activities is indicative of a healthy economy and signifies overall economic improvement. The development of innovation and human capital is essential in any economic context.

Many researchers support the theories proposed by Schumpeter, particularly regarding the role of entrepreneurship in economic development. Schumpeter observed that entrepreneurial activities involve changing existing business ideas through innovative production techniques or the introduction of new products. These ideas are often adopted by competitors, leading to the formation of clusters resembling swarms, thus fostering economic growth and innovation. The GEM (Global Entrepreneurship Monitor) Report, 2023-24, a comprehensive study tracking entrepreneurial activity worldwide, has shed light on the disparity in access to resources between men and women entrepreneurs.

The report highlights a systemic issue where men have significantly greater access to resources compared to women in various entrepreneurial endeavours. India's leading position in providing substantial support for women entrepreneurs can be attributed to various factors. The government and various non-governmental organizations (NGOs) have implemented targeted programs and policies to address the unique needs and challenges faced by women entrepreneurs. These initiatives include financial assistance schemes, skill development programs, access to markets, and networking opportunities tailored specifically for women.

The ultimate impact of the entrepreneurship is job creation and employment. Entrepreneurial ventures are significant job creators, particularly in the early stages of economic development. Startups and small businesses are major contributors to job creation, absorbing a significant portion of the workforce. As these ventures grow and scale, they continue to generate employment opportunities across various sectors, reducing unemployment rates and driving economic prosperity. The impact of entrepreneurship reflect in reducing involuntary and educated unemployment. Regional development is another impact of the entrepreneurship. It plays a pivotal role in regional development and community revitalization.

In conclusion, entrepreneurship serves as a powerful engine of economic growth, driving innovation, job creation, and regional development. It plays a pivotal role in shaping dynamic economies by fostering a culture of innovation, creating employment opportunities, and stimulating productivity growth. Successful entrepreneurial ventures not only contribute to economic expansion but also elevate communities by injecting vitality into local economies and reducing regional disparities. Government support and policy frameworks are crucial in fostering an enabling environment for entrepreneurship to thrive. By implementing conducive policies that support access to finance, regulatory reforms, intellectual property protection, infrastructure development, and skills training, governments can unlock the full potential of entrepreneurship as a catalyst for sustainable economic growth. Moreover, addressing disparities in resource access, particularly between men and women entrepreneurs, is essential for fostering inclusive entrepreneurship ecosystems. Efforts to provide targeted support, such as financial assistance schemes, skill development programs, and access to markets, can empower women entrepreneurs and contribute to overall economic development. Ultimately, the impact of entrepreneurship is evident in job creation, employment opportunities, and regional development. As entrepreneurial ventures grow and scale, they not only drive economic prosperity but also contribute to the social and cultural fabric of communities. By fostering a supportive ecosystem for entrepreneurship, societies can harness its transformative power to drive sustainable and inclusive economic growth for the benefit of all.

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## TILAK MEHTA: YOUNGEST SUCCESSFUL ENTREPRENEUR

India has always come up with new and young entrepreneurs with innovative ideas and creativity. It is believed that innovation doesn't have any age limit and this has made many people show up with their unique ideas, creativity, skills and spirit to create new things and bring a change with the best solution to society to solve different regular problems.

What does it take to start a successful business? This question has been asked since time immemorial. And one man whose journey started from nothing into something amazing is Tilak Mehta.

Tilak Mehta is the youngest successful entrepreneur, not only India but in the world. In just 15 years, he has already achieved a turnover of Rs 100 crore per year. Mehta started his first business when he was just 13 years old, and he started an online platform that helps students prepare for competitive exams.

Mehta's success is due to his hard work and dedication. He is always looking for new opportunities and willing to take risks.

### **Haseeba. K**

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His biggest risk so far has been starting his own business. But it has paid off handsomely.

Tilak inspires young entrepreneurs who made a Digital Courier Company by providing One-Day parcel service, with the help of "Mumbai Dabbawala" The startup is primarily based on a mobile application with more than 300 Dabbawalas connected to the startup, delivering around 1200 parcels daily to their destination on the same. He has also launched an app for his company.

Mehta is an inspiration to young people all over India. He proves that anything is possible if you are willing to work hard and take risks. Not only in India but in the whole world.



## ONSLAUGHT

When the first bite took place in my heart  
I didn't know if it's for pastime or spite  
When the infection from the bite invades  
my entire form  
I didn't know they were ghouls in human  
skin  
When the quirks of theirs screamed  
rejection  
I didn't know why I was being rejected  
When the lips of theirs reflected the  
sadist temperament  
I didn't know I was the victim  
When the reddish eyes stared into the  
soul of mine  
I didn't know I was the biggest slanderer  
in the globe  
When the destructive hands questioned  
my clan esteem  
I didn't know I was the hydra in the realm  
When the fiery tongue of theirs  
annihilates the psyche  
I didn't know how i'm gonna break the  
curse  
When they wanted to demolish the entire  
existence of mine  
I realised I'm the lord of mischief and  
I must rise and shine!



**Yarbasha Muhammed**

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## BREAKING BARRIERS:FEMALE EMPOWERMENT THROUGH STUDENT ENTREPRENEURSHIP AND HANDS-ON LEARNING



In recent years, student entrepreneurship has emerged as a powerful tool for individuals to not only gain practical experience but also to supplement their income while pursuing their education. This trend is particularly noteworthy in empowering women, who often face unique challenges in balancing education, career aspirations, and family responsibilities. By engaging in craftwork, hamper sales, embroidery, make-up artists, customised items and such small initiatives, female students can connect their creativity and entrepreneurial spirit to generate income while still in studying.

Craftwork has long been a traditional domain where women excel. From handmade jewellery to personalised stationery, there is a market for unique, artisans' products. Female students can leverage their skills and interests in crafting to create products that resonate with modern consumers. Platforms like Etsy, Shopify, or even local craft fairs provide avenues for selling these creations to a global audience.

Through crafting, women not only earn money but also gain confidence in their abilities to turn their passions into profitable ventures.

Moreover, small initiatives such as starting a blog, YouTube channel, or social media page centred around a niche interest can also be profitable for student entrepreneurs. Whether it's sharing DIY tutorials, beauty tips, or cooking recipes, these platforms offer opportunities for women to showcase their expertise and build a loyal following. As their audience grows, they can monetize their content through sponsorships, affiliate marketing, or selling digital products. This not only provides a source of income but also cultivates valuable skills in marketing, content creation, and digital literacy. Sometimes popularity in social media will turn to an influencer category.

However, it's essential to recognize that while student entrepreneurship offers numerous benefits, it also comes with its own set of challenges. Balancing academic commitments with business responsibilities requires effective time management and prioritisation skills. Moreover, navigating the complexities of running a business, such as marketing, finances, and customer service, can be frightening, especially for those with limited experience. Seeking mentorship, joining entrepreneurship clubs or networking groups, and leveraging online resources can help overcome these challenges and flourish as entrepreneurs.

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## THE MIND BEHIND THE MATTER: PSYCHOLOGY AND ENTREPRENEURSHIP



In the beginning of 2021, India witnessed a tremendous hike in entrepreneurship when compared to previous years. Not only India, but most of the countries have reported a significant increase in the entrepreneurship sector. The youngsters are in a hurry to come up with a variety of start-ups, which is very useful for society. The growth of the company Interval, based in Areekode, Malappuram, Kerala, is an example. Team Interval brings up a new concept called one teacher for one student. It helps a lot of students who were lacking in their studies due to poor attention from the teachers. The new entrepreneurs are always looking to ease the effort of the people, as can be evident in the modern business sector. There are a lot of factors that influenced those hikes, and there are some psychological elements too, which are based on the behavioural factors of the youths. Here are some of the important factors that contributed to the hike in the entrepreneurship of youths.

### **Ambitious Youngsters**

One of the major factors is that youths are more ambitious today. The possibilities for those people are also very good at their present age, so they are ready to follow their passion. The living environment played a vital role in this change in attitude. The success stories of successful people are easily available on social media, which can be easily motivating for many youngsters. I met a student during a training session at Sree Kerala Varma College. He has a dream to become a great businessman. At that time, he had not decided to choose any particular area, but he was constantly working to become an entrepreneur.

At that time, he was following Mr. Madhu Baskar, a corporate trainer, for his tips through social media. Also, he has followed some corporate consultants to get the latest information regarding the business. When I have talked with him, he has a clear vision and a plan for how to move. He has a pocket diary in that he writes new ideas whenever they come to mind, and then he will go to home to research them. That 19-year-old boy impressed me a lot. He is constantly working to become a great entrepreneur. In such ways, many youngsters are trying to become good entrepreneurs. The ambition was very high. The inspiring words from our former president, Dr. A. P. J. Abdul Kalam, influenced a lot of young minds in India to dream big and chase for it.

### **Courage to Risk-taking**

The business was a game of risk-taking, and many successful entrepreneurs have the same opinion.

The chairman, CEO, and founder of Facebook said that the biggest risk is not taking any risk. The old generation was very concerned about the risks ahead of them; they tend to move on through the safe roads. But, in the younger generation, the situation changed. They are showing more courage than their ancestors. The youngsters show how to deal with pressure situations effectively. Most businesses in the modern era have witnessed a lot of losses due to unseen disasters. The natural disasters and Corona outbreak were setbacks for the business field. At that time, the Director General of WHO (World Health Organization) also said that there will be no come back to normal life in the near future; we have to gradually adapt to the new normal situation. The things were taken as a challenge by the youngsters and made a wonderful comeback from a huge setback. Many companies effectively dealt with and took the courage to move on with the worst financial conditions. Such an incident shows the youths are ready to face the uncertainty and have also shown interest in dealing with new challenges.

### **Adaptability**

The young entrepreneurs are easily adaptable for the new situations, as they have a common character of openness to experience, accepting the changes, and technologically updating. These characters help them deal with the novel problem-solving situations. They learn from their previous mistakes and take those as a lesson to improvise for the next step. This behavior helps them adapt to every situation, which is one of the key features of an entrepreneur. The technologically advanced world is facing various problems in daily life, but interestingly, the world would quickly come up with some innovative ideas that would resolve the problem. Social connections with others who are working in the same field would be easy with the technologies, as that would help them deal with problems from different perspectives. Many of the techies actively live on social media; they can bring out various solutions with the help of their knowledge. Such ideas are collaborated with in inter-disciplinary fields, to create a better outcome. The machine learning that has influenced various fields is an example of those changes. Today, the introduction of AI brings another ground-breaking movement in the field of entrepreneurship. Various fields are already actively involving the concepts of artificial intelligence in their fields of study, while others are researching them. It shows the young generation of entrepreneurs are willing to accept the changes from a positive angle.

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## പഠനത്തോടൊപ്പം ഏതു ജോലിയും ചെയ്യാൻ കുട്ടികളെ പ്രാപ്തരാക്കുക: അൻവർ. കെ. വി

**മുൻ ചേംബർ ഓഫ് കോമേഴ്സ് അധ്യക്ഷൻ  
കെ. വി അൻവറുമായി അഭിമുഖം**

ബിസിനസ്സ് മേഖലയിലേക്കുള്ള അങ്ങയുടെ കടന്നു വരവ് എങ്ങിനെ ആയിരുന്നു. കുടുംബപരമായിട്ട് ബിസിനസ് ആയതു കൊണ്ടാണോ ഈ മേഖലയിലേക്ക് വന്നത്..അതോ ബിസിനസിനോടുള്ള ഇഷ്ടം കൊണ്ടു വന്നതാണോ?

• ഇത് രണ്ടും കാരണം വന്നതല്ല... ഒന്നാമത് കുടുംബപരമായിട്ടു ഞങ്ങൾ ബിസിനസുകാരല്ല എന്നുള്ളത്... പിന്നെ ഇഷ്ടം കൊണ്ടും വന്നതല്ല... യാദൃശ്ചികമായിട്ടാണ് ബിസിനസിലേക്കുള്ള എന്റെ കടന്നുവരവ്... ബിസിനസിലേക്ക് വന്നതിനു ശേഷമാണ് പാഷൻ ആക്കി മാറ്റുന്നത്..എന്റെ പോസ്റ്റ് ഗ്രാജുവേഷൻ ശേഷം 1993 ൽ ആണ് ഞാൻ ബിസിനസ് ആരംഭിക്കുന്നത്. Fetching Material Manufacturing ആണ് ആദ്യം തുടങ്ങിയത്. ഇവിടെ അടുത്തുള്ളൊരു ബിൽഡിങ്ങിൽ ആയിരുന്നു ആദ്യം. നാല് പാർട്ണേർസ് ആണ് ഉള്ളത്.



താങ്കളുടെ ബിസിനസ് മേഖലകളെ കുറിച്ച് ഒന്ന് വിശദീകരിക്കാമോ?

• ജിസി ഷീറ്റിന്റെ വിതരണവും നിർമ്മാണവും (Authorised Distributors of Tata Shaktee GC Sheet , Durashine Galvalume colour coated Sheet, Tata Wiron Branded GI Wires, Barbed Wires, Chain Link Fence, PVC Coated Wires, Welding electrode etc.).

നിലവിലുള്ള എംപ്ലോയീസിന്റെ ഒരു സ്റ്റാറ്റസ്?

• നിലവിൽ നമ്മുടെ സ്ഥാപനത്തിൽ നൂറോളം തൊഴിലാളികൾ ജോലി ചെയ്യുന്നുണ്ട്

സർ മൂന്ന് തവണയും COC യുടെ പ്രസിഡന്റ് ആയിരുന്നല്ലോ . അതിന്റെ എക്സ്പീരിയൻസ് എങ്ങനെ ഉണ്ടായിരുന്നു?

• നല്ല എക്സ്പീരിയൻസ് ആയിരുന്നു. ഒന്ന് നമ്മളുടെ പേഴ്സണൽ ലൈഫിലുള്ള ഗുണങ്ങൾ, നമ്മുടെ നെറ്റ്വർക്ക് എന്ന് പറയുന്നത് ആണ്. എത്രത്തോളം കണക്ഷൻസ് ഉണ്ട് എന്നുള്ളതാണ്. നമ്മളെ പേർസണലായിട്ട് അറിയുന്ന ഒരു ഇരുമ്പുറ്റിഅമ്പത് മെമ്പേഴ്സ് മലപ്പുറം ജില്ലയിലുണ്ട് എന്ന് പറയുന്നത് നമുക്ക് അത്രത്തോളം നെറ്റ് വർക്ക് ഉണ്ട് എന്നാണ് അർത്ഥമാക്കുന്നത് . പേഴ്സണൽ ലൈഫിലും ബിസിനസ്സ് ലൈഫിലും പലകാര്യത്തിലും കുറെ പ്രശ്നങ്ങൾ പരിഹരിക്കാനും കൂടി സാധിക്കും. പിന്നെ നമ്മുടെ ജില്ലയുടെ സ്ഥിതിയെന്താണ് എന്ന് മനസിലാക്കാനും..എന്തിനൊക്കെയാണ് ഇവിടെ വേണ്ടത് എന്ന് മനസിലാക്കാനും അതിനുവേണ്ടിയുള്ള പരിഹാരങ്ങൾ നിർദ്ദേശിക്കാനും സാധിക്കും. അപ്പോൾ അതിലൊരു സോഷ്യൽ കമ്മിൻറ്മെൻറ് കൂടി അതിലുണ്ട്. വളരെ സന്തോഷം നൽകിയ കാലഘട്ടമാണത്.

ചേംബർ കോമേഴ്സ്, വിദ്യാർത്ഥി സംരംഭകരുടെ/ തുടക്കക്കാർക്ക് വഹിക്കുന്ന പങ്ക് ഇന്ന് വിവരിക്കാമോ?



ഇന്ന് വിദ്യാർത്ഥികൾ കൂടുതലായും UK, USA പോലെയുള്ള പുറം രാജ്യങ്ങളിൽ പോയി പഠിക്കുന്ന ഒരു കാഴ്ചയാണ് കാണാൻ പറ്റുന്നത്... അതിനെ കുറിച്ച് എന്താണ് പറയാനുള്ളത്?

• എന്റെ രണ്ടു മക്കളും പുറത്താണ് പഠിക്കുന്നത്. ഇതിൽ എനിക്ക് പറയാനുള്ളത് കഴിയുമെങ്കിൽ ഒരു വർഷമെങ്കിലും പുറത്തു പോയി പഠിക്കണം എന്നുള്ളതാണ്...നമ്മുടെ ഒരു വിദ്യാഭ്യാസ സമ്പ്രദായം ഇന്നും മാറിയിട്ടില്ല എന്നുള്ളതാണ്.. പുറം രാജ്യങ്ങളിൽ കുട്ടികൾക്ക് പഠനത്തോടപ്പം ഏതു ജോലിയും ചെയ്യാൻ കുട്ടികൾ തയ്യാറാവുന്നു, പ്രാപ്തരാക്കുന്നു എന്നുള്ളതാണ്.. അവിടെ കുടുംബ നില, ആളുകൾ എന്തു പറയുന്നു, ഇങ്ങനെ ഉള്ള പ്രശ്നങ്ങൾ ഒന്നും ഇല്ല.

ഇപ്പോ എന്റെ മോൻ US ൽ ആണ് പഠിച്ചത്. അവൻ പഠനത്തോടപ്പം അവിടെ ഹോസ്റ്റൽ വാർഡൻ ആയി ജോലി ചെയ്തു. ഞാൻ 10 വർഷം പഠിപ്പിച്ചതിനെക്കാൾ എക്സ്പിരിയൻസ് ആണ് അവനു ആ 3 വർഷം കൊണ്ട് കിട്ടിയത്.. വൈദഗ്ധ്യം ആണ് ഏതൊരു ബിസിനസ്സിനും ജോലിക്കും വേണ്ടത്. അതു പുറം രാജ്യങ്ങളിലെ വിദ്യാഭ്യാസത്തിൽ നിന്നു ലഭിക്കുന്നുണ്ട്.



പ്രവാസ ലോകത്ത് നിന്നു സമ്പാദ്യവുമായി തിരിച്ചു വരുന്ന ആളുകൾക്ക് എന്തരത്തിലുള്ള ബിസിനസ് ആണ് താങ്കൾ നിർദ്ദേശിക്കുക?

• പ്രവാസലോകത്തു നിന്നും തിരിച്ചു വരുന്നവർ ഒരു ബിസിനസിനെ കുറിച്ച് വലിയ ഒരു ധാരണ ഒന്നും ഇല്ലാതെ ഒറ്റക്ക് ഒരു ബിസിനസ് തുടങ്ങുന്നതിനെക്കാൾ നല്ലത് പാർട്ണർഷിപ്പ് ആയിട്ടൊ അല്ലെങ്കിൽ നന്നായി പ്രവർത്തിക്കുന്ന കമ്പനി കളിൽ നിന്നും ഓഹരി കൾ എടുക്കുകയോ ആയിരിക്കും നല്ലത്.

ഇപ്പോ ഒരു കോടിയുമായി തിരിച്ചു വരുന്ന ഒരാൾക്ക് ഒറ്റക്ക് ഒരു ബിസിനസ്സ് തുടങ്ങണമെങ്കിൽ ഡക്കറേഷനു തന്നെ വേണ്ടി വരും അമ്പതു ലക്ഷം..പിന്നെ അയാള് ലോണും മറ്റും എടുക്കേണ്ടി വരും...അല്ലെങ്കിൽ അയാൾക്കു അത്രേം നല്ല ഐഡിയയും...യൂണിക്നെസ്സും ഒക്കെ വേണം..ചെറിയ നിക്ഷേപമൊക്കെ ആരംഭിക്കാനും കഴിയണം..അതിനെക്കാളൊക്കെ നല്ലത് പാർട്ണർഷിപ്പ് ആണ്...പ്രവാസലോകത്തു നിന്നു വെറും സമ്പാദ്യം മാത്രമായി മടങ്ങുന്ന ഒരു വ്യക്തിക്ക് ഏറ്റവും നല്ലത് പാർട്ണർഷിപ്പ് പോലെയുള്ള ബിസിനസ് ആണെന്ന ഞാൻ പറയു ..അതിൽ റിസ്ക് കുറവാണ്.. അവരതിൽ സുരക്ഷിതർ ആയിരിക്കും..

ബിസിനസിനെ കുറിച്ച് ഒരു ബോധവൽക്കരണം ആവശ്യമാണെന്ന് തോന്നിയിട്ടുണ്ടോ...പ്രത്യേകിച്ചു സ്ത്രീകളുടെ ഇടയിലൊക്കെ ബിസിനസ്നെ കുറിച്ച് കൂടുതൽ അറിവ് ആവശ്യമാണ് എന്ന് തോന്നിയിട്ടുണ്ടോ?

• ശരിക്കും ഞങ്ങൾ അത്തരം കാര്യങ്ങൾക്ക് വലിയ പ്രാധാന്യം നൽകാറുണ്ട്...മലപ്പുറംടോക് ന്റെ ഒക്കെ പ്രധാന വിഷയം തന്നെ ഇത്തരം ബോധവൽക്കരണ ക്ലാസ്സുകൾ ആണ്..സ്ത്രീകളുടെ കാര്യം പറയുകയാണെങ്കിൽ ഇപ്പോൾ കേരളം എടുത്തു നോക്കുകയാണെങ്കിൽ ഒരു വികസിത രാജ്യത്തിന്റെ തൊട്ടടുത്ത ഇൻഡക്സുകളാണ് കേരളത്തിനുള്ളത്...ഇത്രേം ഇൻഡക്സുകളുള്ള കേരളത്തിൽ ഏറ്റവും പിന്നോക്കം നിൽക്കുന്നത് മലപ്പുറമാണ്.. അതെന്തുകൊണ്ട എന്നറിയോ...? ഒന്നാമത്തേത് ഇവിടുത്തെ പോപ്പുലേഷൻ ഈക്വൽ ആയിട്ടുള്ള ഫെസിലിറ്റീസ് ഇല്ല..

പക്ഷെ..അതിനേക്കാൾ ഉപരി വിദ്യാസമ്പന്നരായ സ്ത്രീകൾ പോലും വീട്ടിലിരിക്കുന്നു എന്നുള്ളതാണ്..അതായത് സ്ത്രീ തൊഴിലാളികൾ നമുക്കു കുറവാണ് എന്നുള്ളത് തന്നെയാണ്.. ഇപ്പോ സ്ത്രീകൾക്ക് ഒരു ബോധവൽക്കരണ ക്ലാസ്സോ..അല്ലെങ്കിൽ ഒരു മീറ്റിംഗ് വെക്കുകയോ ചെയ്താൽ എത്ര സ്ത്രീ കളുടെ പങ്കാളിത്തം അതിൽ ഉണ്ടാവും എന്നുള്ളതാണ്..നമ്മൾ ഒരുപാട് സൗകര്യങ്ങൾ ചെയ്തു കൊടുക്കുന്നുണ്ട്.. പക്ഷെ അതൊന്നും ശരിയായ രീതിയിൽ വേണ്ടവർ ഉപയോഗപ്പെടുത്തുന്നില്ല. ബിസിനസ് ഏരിയയിലൊക്കെ വിജയിച്ച സ്ത്രീകളെ കൊണ്ടു നമ്മൾ ക്ലാസ് എടുപ്പിക്കാറുണ്ട്. ഇവരെ പോലെ ഉള്ള വിജയിച്ച സ്ത്രീകളെ കാണുമ്പോഴെങ്കിലും ഞങ്ങളെ കൊണ്ടും ഇതെല്ലാം സാധിക്കും എന്ന ചിന്ത അവരിൽ ഉണ്ടാവട്ടെ എന്നു ഞങ്ങൾ പ്രതീക്ഷിക്കാറുണ്ട്. പക്ഷെ പൊതുവെ സ്ത്രീകൾ ഒരിടത്തു തന്നെ ഇരുന്നു ജോലി ചെയ്യാൻ ആഗ്രഹിക്കുന്നവരാണ്....അതുകൊണ്ടു തന്നെ ഒരുപാട് കഴിവുകളുള്ള സ്ത്രീകൾ പോലും ഒതുങ്ങി പോകുന്നു.

ഏതെങ്കിലും തരത്തിലുള്ള വെല്ലുവിളികൾ കൊണ്ടോ സമയത്തോ അതോ ബിസിനസ് ലൈഫിലോ നേരിട്ടുണ്ടോ, ഉണ്ടെങ്കിൽ അത് എങ്ങനെയാണ് മറികടന്നിട്ടുള്ളത്?

• കൊറോണ ടൈമിൽ ഒരു മാസം ഷോപ്പ് അടച്ചിട്ടു. ബിസിനസ് സ്റ്റോപ്പ് ചെയ്തു മാക്സിമം അതിന്റെ അപ്പുറത്തേക്ക് ഒന്നും ഉണ്ടായിട്ടില്ല.പക്ഷെ ആ സമയത്ത് വന്നതിനേക്കാൾ പ്രശ്നങ്ങൾ അതിനു ശേഷമാണ് വന്നത് . വെല്ലുവിളികൾ വരുന്നത് ഇപ്പോൾ ആണ്.

സർ നമ്മുടെ നിലമ്പൂർ ഫ്ളഡ് ഉണ്ടായിരുന്ന സമയത്ത് COC യുടെ കീഴിൽ എന്തെങ്കിലും ചെയ്തിരുന്നോ?

• ചേമ്പർ ഓഫ് കൊമേഴ്സ് നന്നായിട്ടു ചെയ്തിട്ടുണ്ട് . മെയിൻ ആയിട്ട് രണ്ട് മൂന്ന് കാര്യങ്ങളാണ് ചെയ്തത്. ഒന്ന് ഫ്ളഡ് ഉണ്ടായിരുന്ന സമയത്ത് അഡ്മിനിസ്ട്രേഷൻ ഡിപ്പാർട്ട്മെന്റ് ആവശ്യപ്പെടുന്ന കാര്യങ്ങൾ ഒരുക്കി കൊടുത്തു . പിന്നെ റിക്കവറിസമയത്ത് മെഷീനുകളുടെ ഇൻഷുറൻസ് ക്ലെയിം ചെയ്ത് കൊടുക്കാനും, ക്ലീനിങ് സമയത്ത് ഓരോ ഭാഗങ്ങളിലേക്ക് ആവശ്യമായ ഫോഴ്സിനെ എത്തിക്കാനും സാധിച്ചു. പിന്നെ ക്യാമ്പുകളിലേക്ക് ആവിശ്യമായ സാഹായങ്ങൾ ചെയ്യാനും സാധിച്ചു.

ചേംബർ ഓഫ് കോമേഴ്സിന്റെ കീഴിൽ ഒരുപാട് കമ്പനികൾ ഉണ്ടല്ലോ, ഈ കമ്പനികൾ ഒരുമിപ്പിച്ചിട്ട് സി.എസ്. ആർ പോലുള്ള വെൽഫെയർ പ്രവൃത്തികൾ എന്തെങ്കിലും ചെയ്യാറുണ്ടോ? അല്ലെങ്കിൽ ഇതിനായിട്ടൊരു പ്ലാറ്റ്ഫോം ചേംബർ ഓഫ് കൊമേഴ്സ് നൽകാറുണ്ടോ?

• ഏത് പ്രോഗ്രാമിന് ആണ് സി. എസ്. ആർ വേണ്ടത് എന്നാണ് ആദ്യത്തെ മുൻഗണന നൽകുന്നത്. ഉദാഹരണമായി സ്റ്റുഡന്റ്സിന്റെ ഇടയിലുള്ള സി. എസ്. ആർ ആണ് എങ്കിൽ ഐഡിയ ഫെയർ പോലുള്ള പരിപാടികൾ നിലവിലുണ്ട്, ഇവയ്ക്കെല്ലാം സി. എസ്. ആർ ന് വേണ്ടിയുള്ള ഫണ്ട് തന്നെയാണ് ഉപയോഗിക്കുന്നത്.



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## OBSERVE AND TAKE OWNERSHIP: MR. SHAJU THOMAS

### INTERVIEW WITH SHAJU THOMAS, MD, POPEES BABY CARE

What was your motive to get into this business?

- When starting out, my motive was to introduce a line of baby products into the local market as brands catering to new-borns aren't as common as they are now. My current motive is to globalise Popees.

You used to be a journalist, how did you transition from a journalist to a businessman?

- I was a photography enthusiast who even opened a studio and got into journalism through this passion, I wanted to pursue his passion while contributing to society, I then developed an interest in entrepreneurship and built my own brand.



Where is your first unit located?

- The first unit is located in Thiruvali, Wandoor. It still remains as a prototype and can be seen in front of Popees head office.

How did you fund your business at the start of it?

- In the beginning of the business, I funded it with personal assets and bank loans.

Do you have any other lines of business?

- Popees does not have any other line, it mainly focuses on newborn babies and infants.

Why are newborn babies the main focus of your brand?

- When I was getting into the business, there weren't many brands focusing on newborn babies and the already existing market consisted of low quality clothes which I didn't see fit for babies. so I decided to step in and make quality products at an affordable rate.

When did you initiate the concept of outlets?

- In the starting phase of his business, I had low supply of fabric and low return on investment. I came up with the idea to open an outlet in 2017 when visiting retail shops, I noticed clothes similar to Popees and finally opened an outlet in 2019 in Ernakulam. Currently Popees has 67 outlets in Tamil Nadu, Karnataka, and kerala.

What distinguishes your product from its competitors?

- The main factor that highlights Popees within the market is the 'A class' quality. The fabric used for production is tested out and baby-proofed before releasing it into the market to ensure its safety.

How many employees are currently working in your company?

- Popees started off with just 20 employees and currently, we have over 2000 employees working in the company.

How do you recruit and train your employees?

- I look for smart B. Com. graduates for managerial positions, +2 graduates for sales, and Fashion design majors for designers.

What is your wage system?

- B. Com graduate makes around 22k plus accommodation and a high school graduate makes about 13k and a degree holder makes around 20k. Employees' wages differ as they bring different skills to the table.

Have you faced any obstacles?

- At the beginning of the company, I have faced major issues with funding and lack of support from the community.

Was your family supportive of your business ideas?

- My family was not supportive of me leaving the journalism industry as I had a successful career in media.

What is your employee's work schedule?

- They have a single work shift which consists of 8 hours

What were your marketing strategies at the starting phase of your company?

- The marketing strategy implied by Popees was good quality products at an affordable rate; we did not advertise or promote in any way at the start. We started gaining popularity once customers started getting word of how good the quality was. Now we focus more on re-targeting the customers by building an emotional bond with them and making the price of the product worth its quality.

What is current revenue?

- The last year it was RS 140 crores

Do you practise any system to analyse customer feedback and review?

- Popees has a toll-free number that can be dialled to report any feedback/complaints or issues. Popees prioritises customer satisfaction and strives to ensure that all clients are satisfied. We also have Google Reviews and we conduct random surveys on customers for quality inspection.

Did you face any issues during the pandemic, if so how did you overcome them?

- Popees faced a major crisis during the pandemic like the rest of the industry and had to cut down on profits to keep our valuable employees on payroll. Popees empathised with its employees and ensured that the employees knew that their pain was shared.





How is your influence in the online marketing field?

- Popees focuses mostly on in-store shopping experience. We plan on launching an app soon.

What is your next level of target?

- Popees wants to expand its line by including pre-schoolers in its clothing line and even help provide education for 8 to 10 year-olds.

During the course of your business, did anyone influence you?

- The biggest influence I had in my life is my father, who was also a successful businessman.

Have you faced any problems from local areas?

- When I first constructed my factory, I faced backlash from the surrounding community when an entrance student complained that he couldn't study due to the sound from the factory. I then opened a bigger factory after buying 50 cents of land. I don't look back on this as a hurdle but as an opportunity that helped me expand the production.

Were you a student entrepreneur?

- I used to be a photography enthusiast and took photos of my college arts festival and sold them to my fellow students.

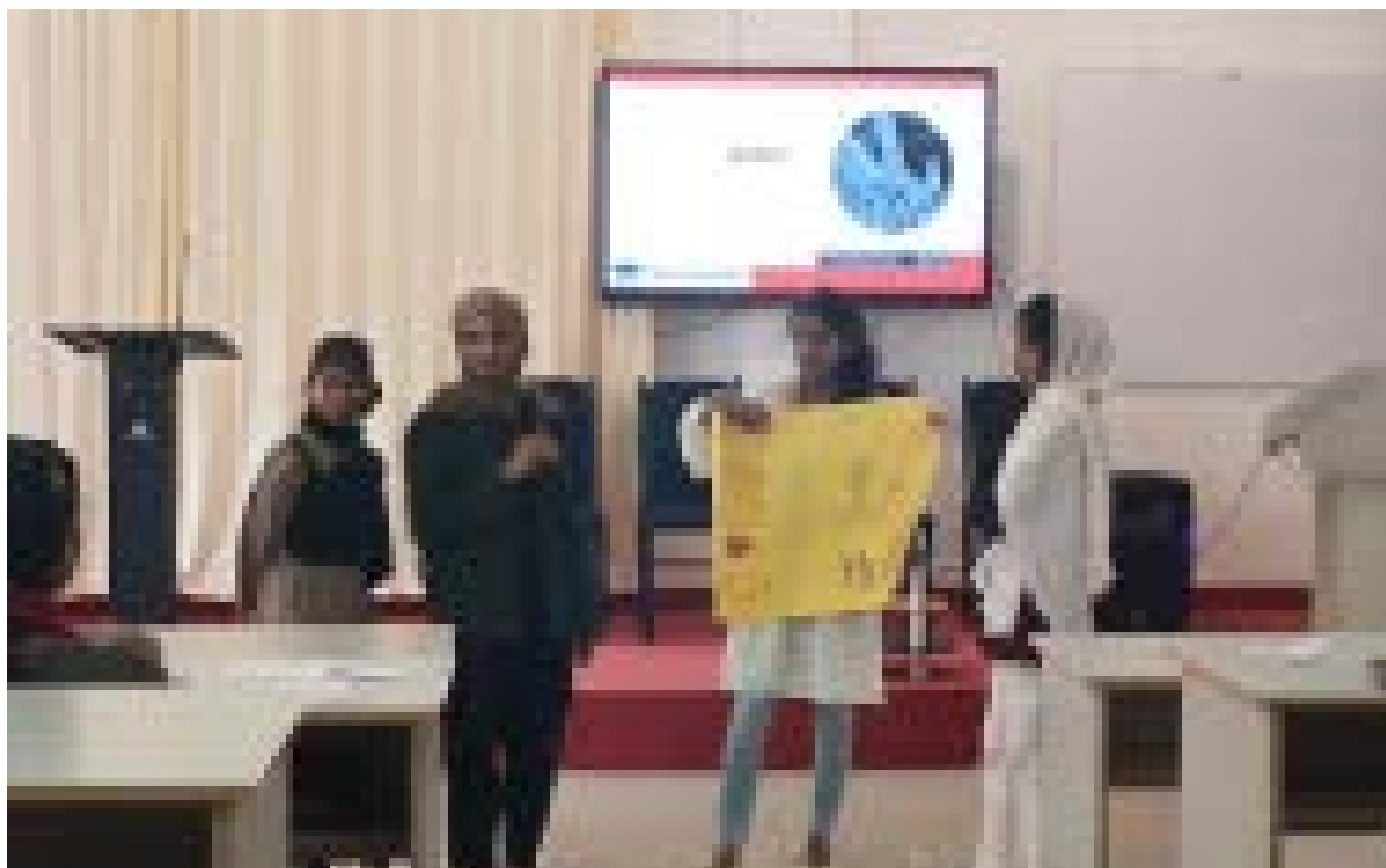


What advice would you give to us as student entrepreneurs?

- The key to being a good entrepreneur is to observe and take ownership of whatever situation you're placed in. Regulate your life by scheduling and planning ahead of your years and work towards your goals.



## WOMEN EMPOWERMENT WORKSHOP



*Penma*, the Women Development Cell, ACAS, organised a two day Women Empowerment Workshop on 1&2 February 2024. Rev Fr. Ajo Antony, Administrator, Monti Institute of Management Studies (MIIMS) inaugurated the Programme. In the ceremony conducted at MIIMS, Dr. Jensmon George, Dean of Studies, felicitated. Subsequently, 23 PENMA students participated in a leadership workshop facilitated by Mr. Ajeeth Geejo, Asst. Professor at MIIMS. The second part of the workshop, held at Al Shifa College of Nursing, featured a session on Women's health led by Ms. Sasikala, Professor and Head of the Dept of Obstetrics and Gynaecology Nursing, Al Shifa College of Nursing. The comprehensive workshop provided valuable insights and skills to enhance women's empowerment and leadership capabilities. The programme was organised in collaboration with MIIMS, with whom ACAS has a Memorandum of Understanding.

On the second day of the Workshop, a dynamic creative theatre session was conducted by Ms. Sreeja Arangottukara, a seasoned theatre artist, *Padasala*, Thrissur. The workshop, attended by 14 selected students from *Penma*, aimed to foster artistic expression and empowerment through theatrical exploration. Ms. Sreeja's guidance provided participants with a unique platform to enhance their creativity and self-confidence.

Reported by Ms. Fathima Rana  
Sixth Semester B. A. Functional English



## THE JOURNEY OF CANVA: CELEBRATING THE VISION OF MELANIE PERKINS

"If you are determined and want it, you can just go for it."

~ Melanie Perkins

Canva is one of the few platforms that has made an enduring impression in the wide world of digital creative. Melanie Perkins's imaginative leadership has allowed Canva to grow from its beginning in 2006 to become a shining example of simplicity and creativity. During her time at the Western Australian College of Commerce and Technology, Melanie Perkins, then a young woman, sowed the concept that would eventually blossom as Canva. Melanie's idea for an approachable graphic design platform started to take shape in the academic hallways there.

Melanie set out to realize her dream after becoming frustrated with the difficult-to-use nature of the current design tools and driven by her goal to provide everybody the capacity to easily produce beautiful graphics.



Hence, Canva was created. Canva has continuously pushed the limits of what is possible in the field of graphic design, all under Melanie's direction and leadership. Canva started out as a little tool for creating straightforward graphics cards and has now grown into a powerhouse for high-quality design files and seamless exports.

But more than just its vast feature set and user-friendly design distinguishes Canva. The platform's whole design is based on the principles of inclusion and accessibility. Melanie's unrelenting dedication to making design accessible to everyone makes Canva a welcoming place for everybody, whether you're an experienced designer or a newbie learning the nuances of graphic design for the first time. The creation of Canva was not the end of Melanie Perkins' adventure. Driven by an unwavering passion to create and upend, she spearheaded Canva's expansion into uncharted territories, establishing alliances, and broadening its scope well beyond Australia's borders.

Melanie's technological expertise and business sense came together to create history-making events like Canva's partnership with Silicon Valley's largest tech companies and her audacious choice to personally invest in the company's growth, demonstrating her unwavering dedication to its success. Canva developed into a movement under Melanie's inspiring leadership, going beyond merely being a platform.

Canva's history expands with every innovation and every empowered user, making a lasting impression on the graphic design community.

Hence, keep in mind this: Canva is more than just a platform; it's a monument to the ability of one woman's vision to transform an industry, regardless of your level of experience or creativity. What's the finest thing, then? Under Melanie Perkins' incredible vision, the trip has only just begun. Melanie Perkins stayed true to her goal of encouraging creativity and innovation even as Canva's influence grew. Under her direction, Canva developed into a collaborative center that enabled people from many sectors and backgrounds to fully express their creativity. Canva offered a forum for individuals to exchange ideas, work together on projects, and realize their ambitions, catering to both aspiring company owners and well-established companies.

Melanie was committed to empowering others offline as much as online. Through programs like Canva for Nonprofits, she made sure that socially conscious groups had equal access to effective design tools so they could spread their message and affect positive change in the world. Melanie's desire to change the world drove Canva's goal of democratising design and had a long-lasting effect on the creative community and society at large. Melanie Perkins' legacy as a trailblazer in tech entrepreneurship and a promoter of creativity is evident as Canva keeps growing and inspiring, paving the way for next generations of innovators to follow.

The path Melanie Perkins took to create Canva is an incredible example of her visionary leadership, steadfast resolve, and dedication to design. From the very beginning, when Canva was only an idea, she set out to transform the graphic design sector. Melanie oversaw the transformation of Canva from a straightforward tool for creating graphics cards into a formidable platform with a vast array of excellent design options and smooth exports. Melanie's constant dedication to inclusion and accessibility is what really makes Canva unique. She made sure Canva accepted everyone. In addition to leading Canva's digital division, Melanie also developed alliances, broadened the company's worldwide presence, and supported programs like Canva for Nonprofits, which helped socially conscious groups spread their message and effect good change.

**Mini. V. K**

Head, Department of Commerce  
Al Shifa College of Arts and Science

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## EMPOWERING FUTURE LEADERS: FRIDAY SHOP'S LEARN-EARN MODEL



The best way to teach students about entrepreneurship and making money is to introduce them to the concept of earning and learning simultaneously. This can be done by incorporating the idea of entrepreneurship with their studies. MES Mampad College has implemented the idea of a 'Friday Shop', through this shop, students can market their own products and earn money while pursuing their studies. It was in mid-2019, the idea of a Student Shop was developed to support student entrepreneurs. The aim was to promote entrepreneurship and facilitate sales. This not only motivated the students but also enabled the Entrepreneurship Development Club of Mampad College to carry out various social welfare activities alongside the shop's operation.

There are various student welfare activities such as earning while studying, activities like scholarships, financial aid for poor students, and earning opportunities for students. The 'Earn While You Learn' program was launched by the UGC in 2004, while the Union Ministry of Tourism announced part-time job opportunities for college and university students in 2012.

Entrepreneurship club of MES Mampad College is also promoting entrepreneurship among students. This scheme has many benefits for students. It provides practical work experience while studying, leading to job skills and employment opportunities. It helps economically disadvantaged students overcome financial difficulties and promotes the dignity of work. Therefore, the study prepared by the Higher Education Council states that this project is beneficial for the all-round progress of the students.

The student-led initiative known as the Friday Shop was initiated by the College Entrepreneurship Club in partnership with the Parents Teachers Committee. Since 2019, the students have been able to collect around ten thousand rupees in daily sales through the Friday Shop. This achievement is a testament to the student's ability to take over the project. Various schemes have been prepared under the Kerala Start-Up Mission to enable students to start their own businesses while studying.

To be a successful entrepreneur, start with a challenging idea, create a business plan and focus on factors such as marketing, finance, technology, and human resources. Listen, read, learn, and observe to generate innovative ideas. Seek advice from professional networks and apply for grants and awards. In addition, an idea fest was arranged to encourage students to share innovative ideas in a beneficial manner. Successful entrepreneurs are receptive to new ideas. Listening, reading, observing, and learning are four things that, when combined, can lead to the creation of innovative ideas. Entrepreneurship can be a challenging path, especially for student entrepreneurs.

It's important not to let fear of failure hold you back, as each failure can be a valuable learning experience that helps you identify and correct mistakes, and ultimately move forward. Success in entrepreneurship isn't necessarily about having access to large investments or a large pool of human resources. Rather, it's about being able to survive and adapt over time. 'The Friday Shop' is an excellent model for strengthening the economic stability of India and improving the quality of life. It shows how small businesses can make a positive impact on their communities.

**Dr. Sulfi. P**

Assistant Professor, Department of Commerce.  
Staff Coordinator, Entrepreneurship Development Club  
Nodal Officer, IEDC  
MES Mampad College (Autonomous)  
Senate Member, University of Calicut

**DISCIPLINE AND CONTROL FOR SUCCESS**



At the core of effective entrepreneurship lies the ability to keenly observe and assume ownership of any given situation. It demands a proactive mindset, where individuals face challenges by taking control of circumstances rather than being controlled by them. A pivotal aspect of entrepreneurial success involves the meticulous regulation of one's life, achieved through strategic scheduling and forward planning that extends beyond the immediate horizon.

By orchestrating a well-thought-out blueprint for personal and professional development, entrepreneurs can synchronise their actions with long-term objectives. This disciplined approach not only facilitates the efficient allocation of resources but also cultivates resilience in the face of inevitable uncertainties. The entrepreneur becomes a conductor, orchestrating the symphony of their life, where each note resonates with purpose and direction. In essence, success in entrepreneurship hinges on the fusion of acute observation, proactive ownership, and a strategic life regimen that propels individuals toward their aspirations.

**Shaju Thomas**

Managing Director  
Popees

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## OBSERVANCE OF CANCER DAY

The National Service Scheme (NSS) unit at ACAS participated in the observance of World Cancer Day, organised by KIMS Al Shifa Super Speciality Hospital in association with the Al Shifa group of institutions. Dr. Unneen. P, Managing Trustee of Shifa Medicare Trust, presided over the programme. Dr. Shaji Abdul Gafoor, President of IMA Perinthalmanna, inaugurated the programme and Dr. Favas Ali, Oncologist at KIMS Al Shifa Super Speciality Hospital, delivered the Cancer Day message. Many social activists from Perinthalmanna were present at the programme. The volunteers joined the Cancer Day message rally in Perinthalmanna town.

Reported by Mr. Muhammed Shahad  
Second Semester B. A. Economics



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## VISITING FACULTY PROGRAMME

The Dept. of English, ACAS, organised a faculty interaction with Prof. Joseph Koyippally, Dept. of English and Comparative Literature, Central University of Kerala, on 7 February 2024. The interactive session was focused on the writing skills of faculty, Research Methodology and topic selection for PhD. He spoke on the importance of acquiring research skills and how it can be imparted to students. The session was beneficial to the faculty of the Dept. of English.



## NURTURING INNOVATION: ROLE OF STUDENT ENTREPRENEURSHIP IN EDUCATION



In recent years, there has been a major shift in the education sector, with an increasing emphasis on fostering entrepreneurial skills among students. Student entrepreneurship not only cultivates a spirit of innovation but also equips young minds with the tools needed for real-world success. The importance of Student Entrepreneurship in Education can't be emphasised enough. The integration of academic subjects related to entrepreneurship in the curriculum, field visits, and the invaluable interactions students have with industry experts, have pivotal roles in their lives. In any of these events, students may get the spark that will be the turning point of their career.

One of the key components of cultivating student entrepreneurship is the integration of academic subjects related to entrepreneurship into the curriculum. Traditional education systems are now adapting to include courses that focus on business development, financial literacy, and strategic planning.

By exposing students to these subjects early on, educational institutions are preparing them for the challenges and opportunities they may encounter in the entrepreneurial world.

The incorporation of case studies, group projects, and practical assignments further enhances students' understanding of entrepreneurship. These hands-on experiences allow them to apply theoretical knowledge to real-world scenarios, promoting critical thinking and problem-solving skills essential for entrepreneurial success.

Field visits play an important role in bridging the gap between theory and practice in student entrepreneurship. These visits provide students with the opportunity to witness first-hand information, how successful businesses operate and understand the challenges entrepreneurs face. Visits to startups, incubators, and established businesses offer a unique outlook, inspiring students and igniting their passion for entrepreneurship.

During field visits, students can engage with entrepreneurs, ask questions, and gain insights into the day-to-day operations of a business. Exposure to various industries helps them identify their interests and potential areas for future entrepreneurial endeavors. These experiences not only complement classroom learning but also serve as a source of motivation for aspiring student entrepreneurs.

The importance of interactions with industry experts cannot be overstated in the realm of student entrepreneurship.



Guest lectures, workshops, and mentorship programs connect students with professionals who have first-hand experience in building and scaling successful ventures. These interactions provide a platform for students to seek guidance, learn from real-world examples, and build valuable networks within the entrepreneurial ecosystem.

Expert-led sessions also expose students to the challenges and failures faced by entrepreneurs, emphasizing the resilience and determination required for success. Mentorship programs, in particular, offer personalized guidance, helping students navigate the complexities of entrepreneurship and make informed decisions for their ventures.

As the educational landscape continues to evolve, the integration of entrepreneurship into the curriculum, field visits, and interactions with experts are becoming integral components of student development. By nurturing a culture of entrepreneurship in academia, educational institutions are not only preparing students for the future but also contributing to the growth of innovative and resilient leaders. Student entrepreneurship is not just a subject; it's a transformative journey that empowers young minds to shape the world with their ideas and ventures.

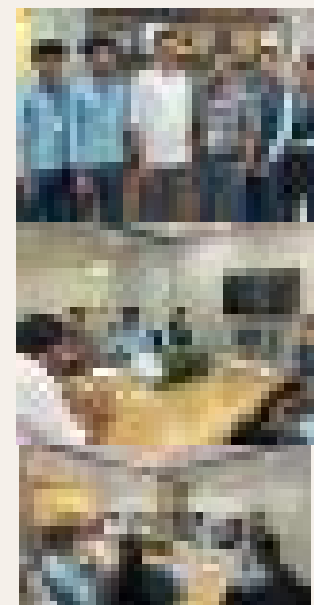
### **Muhammed Danish. O. P**

Student Coordinator  
Entrepreneurship Development Club  
Fourth Semester B. Com. Taxation

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## **EXPLORING THE JOURNEY OF POPEES WITH MR. SHAJU THOMAS**

The Entrepreneurship Development Club, ACAS, organised an interview session titled 'Exploring the Journey of Popeys with Mr. Shaju Thomas' on 09 January 2024. The members of the ED Club interacted with Mr. Shaju Thomas, Managing Director of Popeys, a well-established apparel company specialising in baby products for infants. The company currently has 2000 employees and 67 outlets, with plans to expand to 100. Mr. Muhammad Aflah, Second Semester BCA, Mr. Muhammad Shahal, Second Semester B. Com. Taxation, Mr. Muhammad Afnan, Second Semester B. Com. C. A., Ms. Salha, Second Semester B.Com. C. A., Ms. Saranya. M, Second Semester B. Com. C. A., and Ms. Nivedidha. P, Second Semester B. Sc. Psychology, engaged in conversation with Mr. Thomas. The interaction covered topics such as Popeys' journey, marketing strategies, customer relationship building, quality management, supply chain management, KPI and production management.



## STUDENT ENTREPRENEURS MEET '24

SEM '24 - Student Entrepreneurs Meet, hosted by the Entrepreneurship Development Club at Al Shifa College of Arts & Science in association with the Department of Commerce, IEDC, IIC and YIP, was an event that aimed to celebrate and cultivate entrepreneurial skills among students. Collaborating with the Malappuram Chamber of Commerce, Taluk Industries Centre, Govt. of Kerala, and SAFA Group of Companies, the programme featured distinguished speakers and industry experts who shared valuable insights. Dr. Babu P. K, Principal, ACAS, extended a welcome in his opening address, while Dr. Unneen. P, the Managing Trustee, delivered the presidential message, emphasising the importance of fostering an entrepreneurial mindset.

The event's highlights included an inaugural address by Dr. George Jacob, President of Malappuram Chamber of Commerce, and a thought-provoking session by Mr. Mohammed Abdussalam. K. T, Managing Director of Safa Group of Companies. Additionally, engaging sessions led by industry experts such as Mr. Fawas. T. C, the young founder of Foo Foods India, Mr. Vinod. P. C, the District Industries Officer. Mr. Major Ravi, Treasurer, Malappuram Chamber of Commerce, added a practical dimension to the theoretical knowledge shared.

The collaborative environment facilitated by this event allowed students to exchange innovative ideas, learn from industry experts, and ultimately foster a spirit of entrepreneurship.

The success of SEM '24 was not only attributed to the insightful sessions but also to the collaborative efforts of the organising team, faculty members, and volunteers. The student entrepreneurs from various colleges under Calicut University participated and presented their startup stories, creating a vibrant atmosphere that encouraged learning and networking. SEM '24 has left a lasting imprint, fostering an environment conducive to creativity, innovation, and entrepreneurial thinking among the student community. As a part of the event, an Idea Pitching Contest was conducted. Ms. Salha. P, Second Semester B. Com. Taxation, and Ms. Ghadha Balu, Second Semester B. Sc. Psychology, won the competition. The mementos for the winners and student entrepreneurs were distributed by Mr. Pilakkal Hamza, Chief Executive, Shifa Medicare Trust, Mr. Vinod, Taluk Industries Officer, and Dr. Babu. P. K.

Reported by Ms. Sivakamy. P. V  
Second Semester B. Sc. Psychology



## THE WAY TO SILICONJERI: AN INTERACTION WITH THE FOUNDER OF ZIL MONEY



The Entrepreneurship Development Club, ACAS, organised an interview session titled 'The way to Siliconjери with Dr. Saheer on 06 February 2024. The members of the ED Club interacted with Dr. Saheer, founder of Zil Money Corporation. Zil Money is a fintech company with its headquarters located in the United States. It specialises in providing innovative financial technology solutions to individuals, businesses, and organisations. Zil Money's primary focus is to simplify and streamline financial operations through its advanced online banking platform.

One notable aspect of Zil Money is its unique operational setup. It has a back office located at Manjeri, Malappuram district. This allows Zil Money to leverage the expertise and cost-effectiveness of the skilled workforce in the region. Zil Money operates as a fintech entity, not a bank, distinct from traditional banking institutions. OnlineCheckWriter.com, Zil Money and Zil Bank are ventures operating under Zil Money Corporation. Participants found the visit to the prominent fintech company to be a highly enriching experience. Dr. Saheer showed them various workstations for the employees, where all the facilities and work spaces are arranged in a US model.

Mr. Muhammed Shahal and Ms. Nidra of Second Semester BCA, Ms. Fathima Huda. P, Ms. Lana Gafoor and Ms. Suhana. P of Sixth Semester B. Com. Finance, and Ms. Hamna. V of Sixth Semester B. Com. Taxation, engaged in the talk with Dr. Saheer.

Reported by Ms. Lana Gafoor  
Sixth Semester B. Com. Finance

## CAREERS IN BANKING SECTORS: SESSION BY CCE

The Centre for Competitive Examinations (CCE), ACAS, organised an orientation programme titled 'Careers in Banking Sectors: An Orientation Programme' on 06 February 2024. The session was handled by Ms. Rajeshree. V, Asst. Professor, Department of Commerce, ACAS. The programme was aimed to help students understand the career prospects in the banking sector and provide them with insights into the skills required to succeed in the field. The orientation programme covered various banking exams like IBPS PO, SO, SBI PO, and Clerk, detailing their patterns and syllabi. Additional topics included RBI Grade B, NABARD, and regional banking exams. Tips and tricks for cracking these exams, including time management and question selection strategies, were shared. The session emphasised the significance of preliminary exams and provided interview preparation techniques. Key focus areas encompassed communication skills and interview strategies. The attendees gained a comprehensive understanding of banking careers and essential skills for success in examinations and interviews.

Reported by Ms. Adithya. A  
Sixth Semester B. Com. Finance



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## PAPER BAG MAKING WORKSHOP

The Consumer Club under the Dept. of Commerce, ACAS, conducted a Peer Training Workshop on Newspaper Bag Making for Second Semester B. A. Economics on 8 February 2024. Mr. Muhammed Farzeen Shahal, Mr. Ahsan Ahammed, Ms. Aysha Nishna. P, Ms. Afeefa. P, and Mr. Sainul Abid, Sixth Semester B. Com., were the trainers. The workshop focused on the eco-friendly aspects of bags made with newspapers and their potential as a sustainable business venture. Participants learned the art of crafting paper bags and explored the significance of adopting environmentally responsible practices.

Reported by Ms. Hamna. V. T  
Sixth Semester B. Com. Taxation



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## MS. MINI ATTENDS WORKSHOP FOR WDC COORDINATORS

Ms. Mini. V. K, Head of the Department of Commerce, ACAS, participated in the one day workshop for Women Development Cell Coordinators of Affiliated Colleges and University Teaching Departments. The workshop was organised by the Centre for Gender Studies in collaboration with the Department of Women Studies, University of Calicut, on 7 February 2024.



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## INVITED STUDENT TALK SERIES

The Dept. of Computer Science, ACAS, organised an Invited Students Talk session in collaboration with MEA Engineering College, Perinthalmanna. The talk was titled '10X Productivity with 10 AI Tools in Action'. The event, held on 9 February 2024, facilitated engaging discussions led by speakers such as Ms. Risa Parvin. K. P, Ms. Rasmina, Ms. Nihal Abdul Razack, and Ms. Sahana V. P from MEA Engineering College, Perinthalmanna. Delving into the opportunities associated with AI tools in life, the speakers provided valuable insights to the 51 participating students.

Reported by Ms. Aysha Nishna  
Sixth Semester B. Com. Finance



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## PHYSICAL TRAINING FOR STAFF

The Department of Physical Education, ACAS, in collaboration with the Faculty Development Cell and the Yoga Club, conducted a Physical Activity session for ACAS Staff on 08 February 2024. Mr. Vibin Das. C. P, Head of the Department of Physical Education, delivered the introductory speech, and Ms. Saritha. K, Head of the Department of English, led the session on Yoga practice. She explained their benefits and demonstrated how to perform these exercises. Seven faculties from Al Shifa College of Arts and Science participated.





## STUDENT ECONOMIST AWARD '24

SEA '24- Student Economist Award- was organised by the Department of Economics, ACAS. It was based on the theme 'Navigating Global Economic Challenges: Strategies and Future Perspectives'. It was a unique event that aimed to pick out the outstanding students in Economics. The event's highlights included an inaugural address by Mr. Rahul. V. Kumar, Asst. Professor, Department of Economics, NSS College, Ottappalam. Mr. Rahul emphasised the importance of policies in addressing contemporary challenges faced by the economy. The collaborative environment facilitated by the event allowed students to exchange their ideas for facing global economic challenges. Ms. Minfa. C. P and Ms. Mufasila. P of Najath Arts and Science College, Mannarkkad, were the winners of the Student Economist Award 2024. Mr. Hamza. P, Chief Executive, Shifa Medicare Trust, handed over the certificates to the participants. Chief guest Dr. G Ramesh, Principal, MEA Engineering College, Perinthalmanna, handed over the cash award to the winners. The success of SEA '24 was not only attributed to the insightful presentations but also to the collaborative efforts of the organising team, faculty members and student coordinators.

Reported by Ms. Jifanath. C  
Sixth Semester B. A. Economics



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## CDELS OFFERS SESSION

The Centre for Development of English Language Skills (CDELS), ACAS, offered a two-hour session on 'Presentation Skills' for their second year PG students and Research Scholars on 15 February 2024, at Providence College for Women (Autonomous), Coonoor, the Nilgiris. Ms. Saritha. K, Head of the Department of English, ACAS, delivered the session through activities aimed at enhancing their style of presentation. It was held in connection with the MoU between the Departments of English of both the colleges.



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## FLIPPED SESSIONS AT PROVIDENCE COLLEGE FOR WOMEN

As a part of the collaboration between ACAS and Providence Women's College (Autonomous), Coonoor, the Institute of Flipped Learning, ACAS, organised two flipped sessions at Providence campus on 15 February 2024. The session was formally inaugurated by Sr. Anne Pamplani, Secretary, Providence College for Women, in the College Auditorium. It was followed by the flipped classes focusing on "Sonnet 18" and "Ode to Autumn", by Ms. Saritha. K, Head of the Department of English, and Ms. Radhika. A, Asst. Professor of English, ACAS, respectively. The Institute of Flipped Learning at ACAS aims to promote the integration of technology and activity oriented learning in higher education.



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## INVITED TALK BY SARITHA. K

Ms. Saritha. K, Head of the Department of English, ACAS, delivered a session titled "The Road Ahead: Essential Skills for Undergraduates" at MAO College of Arts and Science, Elayur, for the students of B.A. Economics and B.A. History on 19 February 2024. She discussed the skills that undergraduates should acquire, including communication skills, leadership skills, problem-solving skills, and skills essential for their careers. She also provided tips on utilising opportunities available at college to enhance their skills. The session was held in connection with the inauguration of the Economics and History association activities for the year.



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## ENGLISH LANGUAGE SKILLS FOR CAREERS

The Centre for Development of English Language Skills (CDELS), ACAS, offered a two-hour session on "Enhancing English Language Skills for Career Success" in connection with the Finishing School Program for the Sixth Semester B. A. English students of DGM MES Mampad College, Mampad, on 26 February 2024. Ms. Saritha. K, Head of the Department of English at ACAS, delivered the session through activities aimed at enhancing their language skills. Twenty-eight students from the department participated actively.



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## NSS VOLUNTEERS AT UDID REGISTRATION CAMP

The National Service Scheme (NSS) volunteers, ACAS, participated in the UDID Registration Camp organised by the Malappuram District Panchayath in Al Ain Auditorium, Paral, on 20 February 2024. The camp aimed to facilitate the registration process for individuals with disabilities and provide them with a Unique Disability ID. The NSS volunteers played a pivotal role in assisting both the officials and the candidates throughout the registration process. They diligently guided the candidates, helped them fill out the necessary forms, and provided any necessary support to ensure a smooth and efficient registration experience.

Reported by Mr. Muhammed Faris. P  
Fourth Semester B. Com. Taxation



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## THE ART OF LINKEDIN: CRAFTING YOUR PROFILE FOR SUCCESS

The Scholar Mentor Programme for Advanced Learners at Al Shifa College of Arts and Science organised a session titled 'The Art of LinkedIn: Crafting Your Profile for Success' on 21 February 2024. Mr. Suhaib. P, Asst. Professor of Commerce, led the session, guiding students through the process of creating a LinkedIn account and emphasising its significance for professional development. All the participants created LinkedIn profiles under his guidance. Additionally, he elaborated on leveraging LinkedIn for networking, job opportunities, and personal branding. The session, attended by selected students from various departments, provided valuable insights into optimising LinkedIn profiles.

Reported by Ms. Gopika. K  
Fourth Semester B. Sc. Psychology



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## OBSERVANCE OF WORLD MOTHER TONGUE DAY

The *Thanimalayalam* Club, ACAS, organised a quiz programme as part of celebrating World Mother Tongue Day (*Loka Mathrubhasha Dinam*) on 21 February 2024. The quiz was conducted for the members of the Club. Mr. Niyas. K, Sixth Semester B. A. Economics, secured the first position in the competition. The quiz helped in raising awareness among the participants and enhanced their knowledge about literary works, authors, genres, and literary movements.

Reported by Ms. Fathima Binsi. T. P  
Second Semester B. A. Economics



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## ANNUAL SPORTS MEET

The Department of Physical Education at Al Shifa College of Arts and Science, along with the Students' Union 'Zake' 2023- '24, conducted the Annual Sports Meet named 'Espo' on 22 February 2024 on the college ground. The sports meet was inaugurated by Dr. Babu. P. K, Principal, ACAS. Mr. Abdul Mansoor. H. R, General Captain of the Students' Union, administered the athletic oath. Mr. Muhammed Shameem Raza. P. M, Fourth Semester B. A. Functional English, was selected as the overall champion in the Men's section, and Ms. Fathimath Febina, Fourth Semester B. A. Economics, in the Women's section. The Department of Commerce emerged as the overall champions in the meet.



## BUILDING A BUSINESS: AN INTERACTION WITH MR. ANWAR

The Entrepreneurship Development Club at ACAS conducted an interview session with Mr. Anwar, former president, Chamber of Commerce (CoC), Malappuram, on 21 February 2024. The members of the ED Club interacted with Mr. Anwar, who is the Managing Director of Modern Distropolis Ltd. He has led the COC for three consecutive terms and has implemented various programmes during his tenure for uplifting the industrial sector in the Malabar region. The interaction went through various areas which include business portfolios, current business culture, role of COC in business industry, returning migrant labour, the current situation of the job market in the country and more. Mr. Ajay Krishnan. M, Mr. Muhammed Sajil. T, Mr. Muhammed Danish. O. P, Second Semester B. Com. Taxation, and Ms. Faseela. K. P, Mr. Muhammed Arshakh, Mr. Naveen Krishnan. P, Fourth Semester B. Com. Finance, were the students who engaged in the discussion with Mr. Anwar.

Reported by Ms. Faseela. K. P  
Fourth Semester B. Com. Finance





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## ADD-ON CERTIFICATES DISTRIBUTED

### Department of Commerce

Certificate Distribution of the Add-on Course on 'Ethics of Professional Communication' offered to First Semester B. Com. students by the Dept. of Commerce, ACAS, was held on 22 February 2024. Students of Second Semester B. Com. Finance, B. Com. with CA & B. Com. Taxation received the certificates from Dr. Babu. P. K, Principal, ACAS. Ms. Mini. V. K, Head, Department of Commerce, and Ms. Rajashree. V and Ms. Shibla Sherin, Asst. Professors of Commerce, were present on the occasion.



### Department of Economics

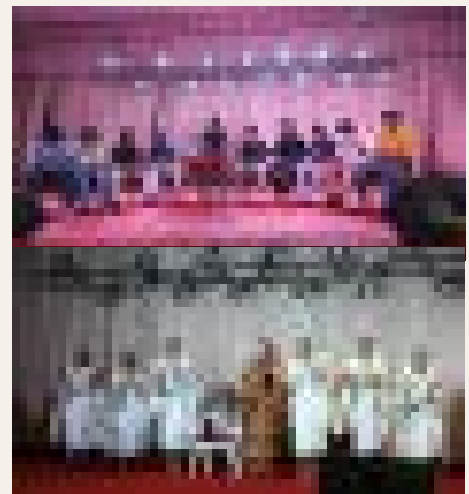
Certificate Distribution of three Add-on Courses offered by the Dept. of Economics was held on 23 February 2024. The Add-on Courses are 'Basics of SPSS' offered to Fifth Semester B. A. Economics, 'Descriptive Statistics' to Third Semester B. A. Economics, and 'Diploma in Banking Services' to First Semester B. A. Economics, by the Dept. of Economics, ACAS. Students of the Second, Fourth, and Sixth Semesters received certificates from Dr. Babu. P. K, Principal, ACAS. Mr. Muhammed Noufal. M, Head, Department of Economics, and Mr. Anjel Juman. P, Assistant Professor of Economics, were present on the occasion.



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## 'RAGAM': ARTS DAY VIBES

The 'Ragam' Arts Fest 2024, organised by ACAS in collaboration with the College Union 'Zake', took place on 27 February 2024. The event showcased a diverse range of art forms which include *Oppana*, *Thiruvathira*, *Mappilappatu*, *Deshabakthiganam*, *Nadanpattu*, group song, Western Music, and Arabic Song. Participants from various backgrounds and talents came together to celebrate the cultural diversity and artistic expression, making it a vibrant and memorable event for all involved.



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## ACADEMIC VISIT AND STUDENT EXCHANGE PROGRAMME

The Department of English, ACAS, organised an academic visit to Providence College of Women, Coonoor, the Nilgiris, on 15 February 2024. Students of the Department of English, ACAS, participated in the programme. They were able to engage in the sessions organised by the faculties of Providence College. Dr. R. Amudha, Associate Professor, Dr. Beulah Gideon, Assistant Professor and Ms. Irene Babu, Research Scholar, Providence College for Women, engaged the sessions. The students explored the campus and the college library. The visit was done as a part of the Memorandum of Understanding (MoU) between the two colleges.



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## INDUSTRY VISIT TO KANNAN DEVAN

The Department of Economics, ACAS, organised an Industry Visit to the Tea Factory at Kannan Devan Hills Plantation in Munnar on 16 February 2024. The guide provided a comprehensive description of the stages of tea leaf processing, elucidating the intricate procedures leading to the making of the final powdered product. Details were offered regarding the diverse machinery employed across various production phases.



## STUDENT PSYCHOLOGIST AWARD

The Department of Psychology, ACAS, conducted a Student Psychologist Award 2024 on 24 February 2024. Dr. Babu. P. K, Principal, ACAS, inaugurated the session. The preliminary round for the Student Psychologist Award was conducted after the inauguration. Dr. Linjo. C. J, Clinical Psychologist, Louise Mount Hospital, Chennalode, delivered the keynote address on 'Essential Skills of Psychologists in the Modern Era'. He emphasised the areas of communication, observation, and diagnostic skills in the session. 39 students from various colleges participated in the event. Mr. Mohammed Favas. C. M, Project Head, Team InPsyGht, offered felicitation for the program. After lunch, the Short List for the Student Psychologist Award was declared. 10 top-performers from the preliminary round were selected for the final rounds. The next level consisted of three activities: mock case handling, decision-making tasks, and observation skill-measuring tasks. After all the four levels of SPA, Ms. Lida Jerome, Sixth Semester B. Sc. Psychology, Don Bosco College, Sulthan Bathery, Wayanad, was declared the winner of SPA 2024.



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## RESEARCH FORUM

A session was organised by the Departments of English and Languages as a part of the Research Forum on 23 February 2024. Ms. Radhika. A, Assistant Professor, Department of English, reviewed the article "Elevating Reading Skills Among Second Language Learners Through Meta Cognitive Strategy" by Ms. Pavithra. M and Dr. Rajkumar. K, published in the Research Journal of English Language and Literature (RJELAL), Volume 12, Issue 1, 2024(Jan-March). A discussion on the topic ensued wherein personal insights and academic knowledge on the topic were shared.



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## SEMINAR ON UNDERGRAD RESEARCH

The Undergraduate Research Cell, ACAS, organised a seminar on popularizing research among Undergraduate students of all disciplines on 26 February 2024. In the Principal's Address, Dr. Babu. P. K stressed upon the importance of research and spoke on the formation of URC. Ms. Marjan. A. U, Senior Research Fellow, Department of English, English and Foreign Languages University, Hyderabad, delivered a talk on the topic, "All I did was Ask Questions: Reflections on a Research Journey". The seminar was aimed at demystifying research for the Undergrads and ushering them into the realm of research.



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## ADD-ON COURSE ON AI

The Dept. of Computer Applications, ACAS, launched an Ad-on course titled *A Deep Dive into Artificial Intelligence Techniques* on 26 February 2024. Mr. Sumod Sundar, Asst Professor at the Center for Artificial Intelligence, TKM Engineering College, inaugurated the Course. Dr. Babu. P. K, Principal, ACAS, emphasised the program's significance in his speech. The collaboration between Al Shifa College and TKM College of Engineering, Kollam, is a shared commitment to advancing AI education. This initiative aims to provide participants with a comprehensive understanding of AI techniques and bridging theory and practical applications for a well-rounded learning experience. Mr. Sumod delivered a practical session on the topic, which forms one of the many parts of the Add-on.



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## VISITING FACULTY PROGRAMME IN DEPARTMENT OF ECONOMICS

The Department of Economics, Al Shifa College of Arts and Science, organised a session entitled 'Exploring Opportunities, Developments, and Skills in Economics' as a part of the Visiting Faculty Programme on February 28, 2024. Dr. Biju Mathew, Coordinator and Head, Department of Developmental Studies, University of Calicut, was the Visiting Faculty. He interacted with the students of the Dept. of Economics in the College Seminar Hall. He spoke on the opportunities in Economics and motivated the students in setting goals and pursuing them. He pointed out that having additional skills in Computer Science will lead the students to better opportunities. The students involved wholeheartedly with the resource person in the informative interaction. The faculty interaction session started from 12:30 onwards. Dr. Biju Mathew highlighted the importance of scientific ways of writing a research paper. Mr. Muhammed Noufal. M, Head, Department of Economics, delivered the welcome speech and Ms. Saritha. K, Vice Principal, shared her views during the session.



## CALICUT UNIVERSITY INTERCOLLEGIATE BALL BADMINTON TOURNAMENT

The Department of Physical Education, ACAS, organised the Calicut University Intercollegiate Ball Badminton Women's Championship for the academic year 2023-24 on the college ground on 29 February 2024. Five colleges from Malappuram, Calicut, Thrissur, and Palakkad districts participated. Mr. Sunil M. K, Associate Professor of Physical Education and Head of the Department at PTM Government College, Perinthalmanna, inaugurated the championship. Dr. Babu P. K, Principal, ACAS, presided over the function. Mr. Prebith, Joint Secretary of the Kerala Ball Badminton Association, felicitated the event. Ms. Indhu and Ms. Leena Mathew, Selectors of Calicut University Ball Badminton team, were present.

The championship started at 10:30 am, with Government Victoria College, Palakkad, defeating Government Arts and Science College, Calicut, in the first match. Carmel College, Mala, emerged as the winner, while Mercy College, Palakkad, and Sree Kerala Varma College, Thrissur, secured the second and third positions, respectively.

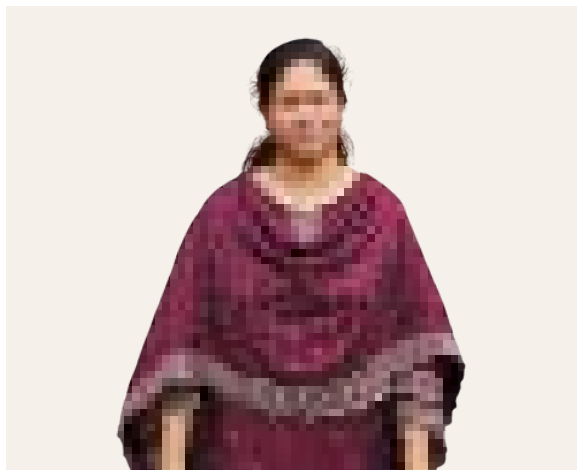
In the closing ceremony, Dr. Babu P. K. awarded the winners trophy and medals. Mr. Prebith, Joint Secretary of the Kerala Ball Badminton Association, distributed the runner-up trophy and medals, and Ms. Indhu, Head of the Department of Physical Education at RGM Government College, Attappadi, presented the third-place trophy and medals.

During the closing ceremony, the selectors announced the names of the Calicut University Team members for the upcoming Inter University Championship. Mr. Vibin Das C. P, Head of the Department of Physical Education, ACAS, was also a part of the selector's board for the same.





## FROM RAGS TO RICHES



Al Shifa College of Arts and Science hosted the Student Entrepreneur Meet this month. Several young and ambitious individuals took the stage to enthusiastically present their budding startup journeys, cheered on by the audience. From their experiences, it became evident that the paths they traversed were far from smooth. Despite being in their early stages, many had bitter experiences to share. Such platforms allow like-minded individuals to interact, share challenges encountered in entrepreneurial activities, and offer encouragement to those yet to embark on their journey. The stories shared ranged from encounters with discouragement and setbacks to facing economic crises and ultimately achieving success, akin to the journey of any successful business. While successful stories are often celebrated and admired, it's essential to acknowledge that not all ventures that bask in the spotlight endure. Wise individuals recognize the value of learning from mistakes and understanding that failures are part of the entrepreneurial journey.

Even though having an idea with a viable and affordable cost is the foundation of any business, there are certain key factors that a businessman should consider. David Livermore explains cultural intelligence in his work "Intelligence: People Skills for Global Business" as the ability to effectively and appropriately interact with people from different cultural backgrounds. The success of a product hinges on its ability to meet the requirements of the customers. For instance, attempting to sell beef and beef products in an ecosystem where it is considered taboo will not take off. Some missions find success not solely due to profit and business orientation but also because they aim to support families. The Hindi movie "Padman" was influenced by the real-life story of Arunachalam Muruganatham from Coimbatore, Chennai. Akshay Kumar, portraying Lakshmi, invents a low-cost sanitary pad as a means to help his wife manage menstrual periods and avoid using rags.

Lakshmi fights the cultural norms here, dealing with blood and cotton, and most of the time, faces humiliation from family and society. The society that considered menstruation as a matter of secret among women (though an open one) was unwilling to accept the 'madman's' approach to it. The life of Murugan is a celebrated example of the vitality in adapting oneself to cultural disparity and thriving harder to accomplish a mission.

In the work "Global Dexterity," Andy Molinsky elaborates on the dexterity that an entrepreneur should acquire to become successful. She outlines a six-dimensional approach to this aspect, primarily focusing on communication.

**Directness:** While speaking, it is advisable not to always express matters frankly and openly. Instead, presenting them in a euphemistic way can sometimes be helpful. Especially in particular situations, it may be better to present information indirectly. For example, while working as a Sales Manager in a Life Insurance Company, the manager advised us that when selling insurance policies, cautioning the customer about the risk of premature death and their family being left in debt, it is preferable to use euphemisms rather than direct language.

**Enthusiasm:** When communicating with customers, one should ensure that their words are positive and convey a good amount of enthusiasm. As they say, "there are two types of people: some bring happiness wherever they go, and the others bring happiness whenever they go." Entrepreneurs should be mindful of their words and ensure they are positive and welcoming.

**Formality:** Being formal and maintaining professionalism is not easy, but with practice, it can help entrepreneurs set boundaries easily. Keeping things formal while also making them pleasant will not only help the entrepreneur retain rapport with the customer but also ensure a wider network of contacts, including the customer's friends.

**Assertiveness:** Many popular brands use celebrities as ambassadors. However, until the quality is assured, affirmation should come from the seller. We often encounter salespersons who guarantee the durability of the products they sell by assuring their guarantee-ship. For instance, if you find the hotel manager eating food from their own restaurant, you can be assured of its quality. The same level of assertiveness should be reflected in speech.

**Self-promotion:** Before taking a product to the public through advertisements, marketing should occur through word-of-mouth. For example, I once visited my cousin, and she served a type of *pappadam* that was crispy and mouth-watering. She discussed how it was prepared and even took me to the terrace to see the production in progress. Ultimately, our discussion led me to purchase two kilos of *pappadam*. Now, she supplies the product to my family. This illustrates the impact of self-promotion.

**Personal disclosure:** On one occasion, a friend of mine visited a psychologist while undergoing depression and in need of counselling. After a couple of hours of interaction with the counselor, she stepped out of the cabin and commented, "I have fewer problems than her!" It's important to disclose personal matters to a client based on relevance.

Dreaming of becoming an entrepreneur and growing into a popular businessman may seem easy. However, the phrase 'Rome was not built in a day' serves as a reminder of the consistent hard work and perseverance required for success. In addition to the economic aspect, cultural awareness, adaptability, effective communication skills, and the readiness to face challenges and turn problems into solutions should be the cornerstones of a successful entrepreneurial journey.

References:

Livermore, David. Intelligence: People Skills for Global Business. Publisher: Berrett-Koehler Publishers, Year: 2011.

Molinsky, Andy. Global Dexterity. Publisher: Harvard Business Review Press, Year: 2013.

**Saritha. K**

Head, Department of English  
Al Shifa College of Arts and Science

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**DR. BABU LEADS FDP**

Dr. Babu. P. K, Principal, Al Shifa College of Arts & Science, was the Resource person for the one day Faculty Development Programme conducted by the Internal Quality Assurance Cell of Sir Syed Institute of Technology on 17 February 2024. The focus area of the FDP was faculty preparedness for the Four Year Undergraduate Programme (FYUGP).



## GENERATIVE AI TRANSFORM SHOPPING EXPERIENCES: MYNTRA, FLIPKART AND AMAZON



As technology continues to shape our daily lives, innovative solutions are revolutionising the way we shop particularly within the realm of e-commerce. Lately, generative artificial intelligence has emerged as a game changer, raising their digital retail experience across platforms such as Myntra, Flipkart and Amazon.

Fashion meets innovation at Myntra where generative AI technologies have been instrumental in shaping the future of online shopping. They make use of advanced tools like ChatGPT 3.5 for user query interpretation and responses which are customised through features such as MyStylist and Maya leading to most relevant product assortments. This ensures Myntra understands customers preferences and intentions so that every interaction feels unique and tailored to individual tastes.

Also, Flipkart which is India's leading online shopping platform uses generative AI for a complete shopping experience.

This e-commerce company put their AI project named Mira to the test as they try to replicate an online store through its virtual space. The chatbot has conversations that will lead users to what they are looking for, hence preventing them from getting lost in the unlimited options. In this regard, Flipkart offers its customers a more immersive and enjoyable shopping journey.

Apart from these ground breaking initiatives, Myntra has introduced other AI powered innovations to enhance the shopping process. One of them is Moda Rapido which features generative AI algorithms automating design creation procedures. Also Generative Adversarial Networks are being used by another campaign to increase the search accuracy so that someone can always find what they are looking for. Moreover, there is Sabre, an artificial intelligence based return management system developed to streamline returns and reduce costs on operations at Myntra.

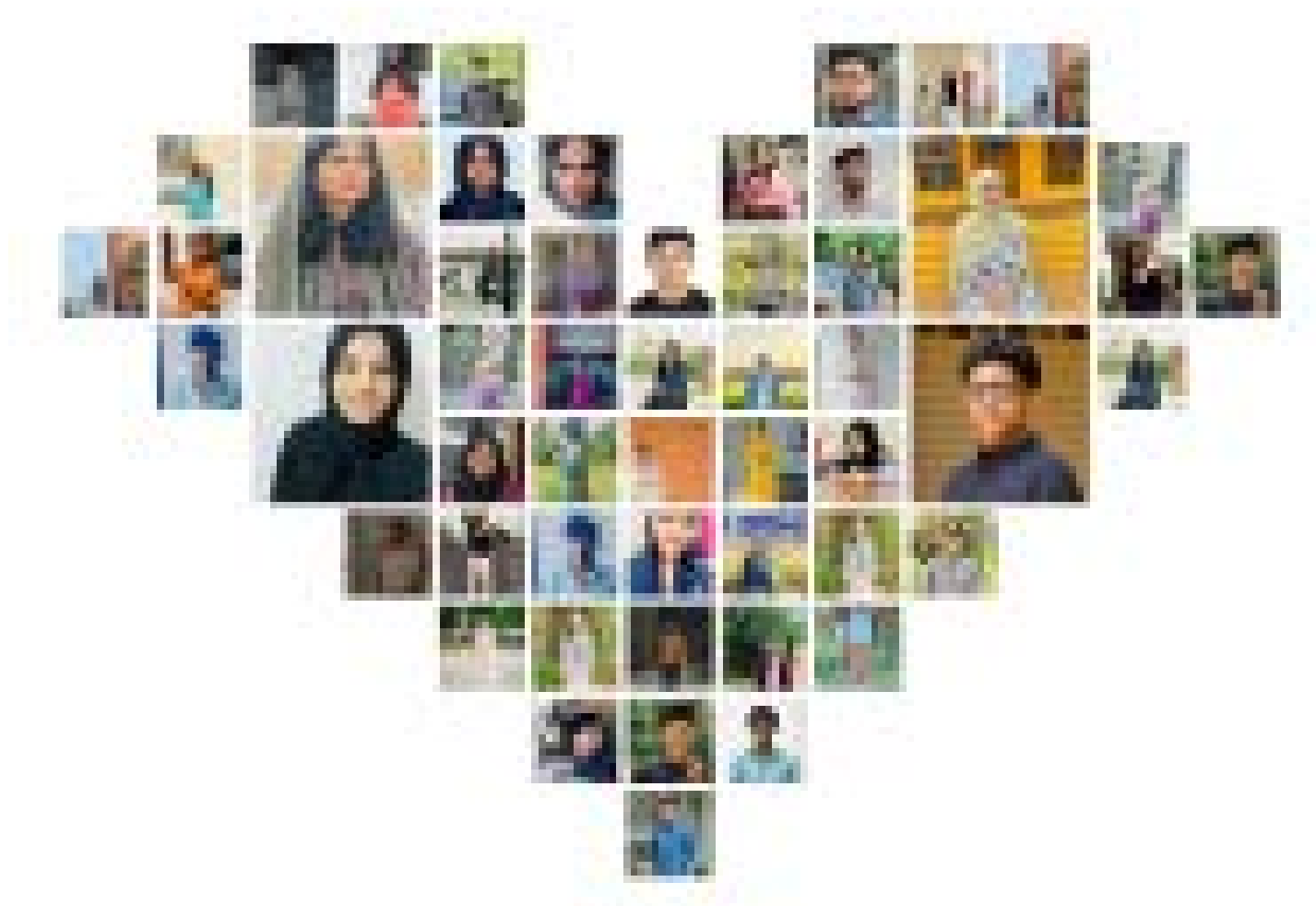
Such endeavours demonstrate how generative AI could transform online commerce. In this fast paced world, every day sees new technologies emerging which aim at raising customer satisfaction levels and expanding businesses. As such, it is getting clearer with each passing day that generative AI will become indispensable towards meeting these needs due to consumers' ever-increasing demand for personalised or convenient shopping experiences.

Through utilizing generative AI potentiality, Myntra, Flipkart and Amazon have started separating themselves from others and become leaders in the ever evolving online trade world. Furthermore there is no doubt that these innovative companies will keep on challenging conventional wisdom and setting fresh records of e-commerce excellence as it continues to grow in popularity.

**Farhan. V. M**

Head, Department of Computer Science  
Al Shifa College of Arts and Science

## ACAS STUDENT ENTREPRENEURS



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Students operate in a context which is pro-innovation and entrepreneurship at ACAS. Entrepreneurship spirit is not an add-on with us as we try to promote a spirit of learning which is practice-centered. We have a group of students who are actively indulging in various entrepreneurial activities and we promote their nascent, budding or slowly flourishing efforts in many ways.

ACAS Student Entrepreneurs are established in Art and Craft Designing, Used Automobiles Dealership, Fashion Designing, Photography, Calligraphy, Event Management, Fish Farming, Honey Farming, Beautician Work, Baking, Arecanut Business, Clothing Business, Polaroid Making, Online Tutoring, Grocery Business and more.

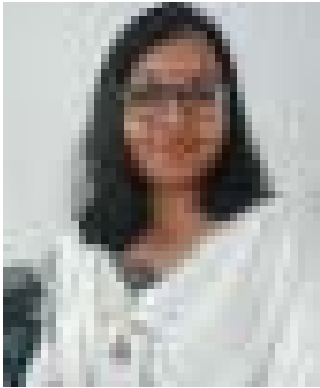
Though every staff member at ACAS plays the mentor to them, there's a faculty group which leads. The ED Club coordinator Mr. Suhaib. P, Young Innovators Programme coordinator Mr. Vineeth. U, Innovation and Entrepreneurship Development Cell coordinator, and Institutions Innovation Council coordinator Mr. Abdul Jaleel. C & Ms. Rajashree. V are stewards of this part at ACAS. They deserve a round of applause for the seeds sown, aptitudes built and confidence constructed.





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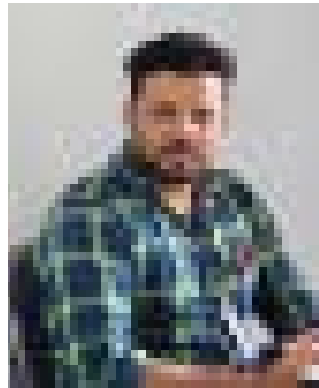
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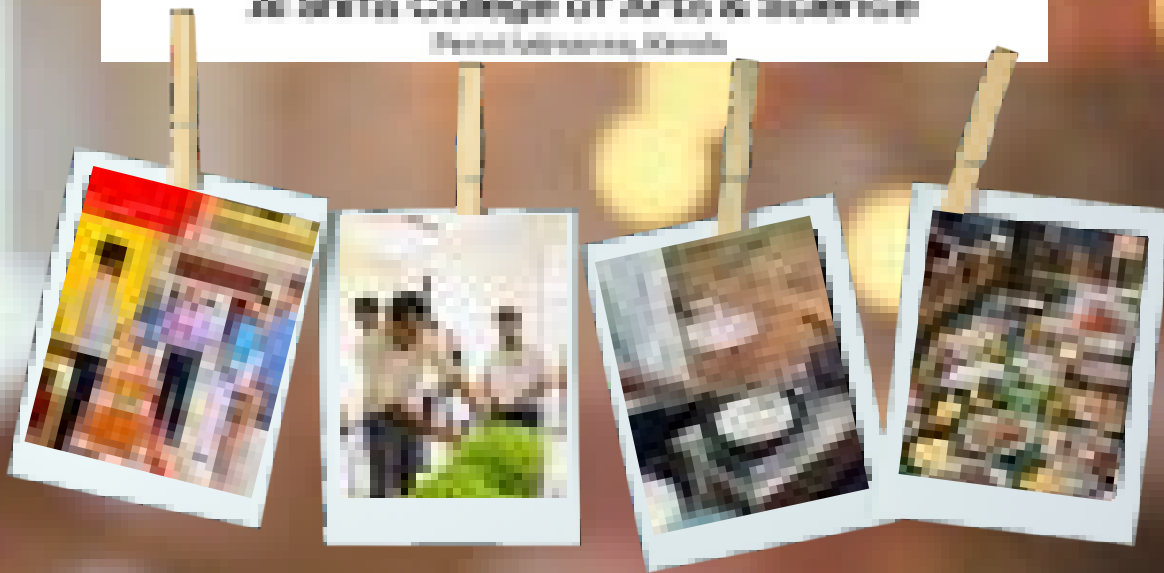
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BCA



B. A Economics



B. Sc Psychology



B. Sc Nutrition and Dietetics



B. A. Multimedia