

St. Theresa's Centre for Entrepreneurship Innovation and Start-ups STCEIS

A Report of the Activities of the STCEIS

Business startups by Management Studies Department – Customized handmade Jewellery and Accessories (2021-22)

Name of the student entrepreneur -

- Ms. Dharani Devika- II MBA
- Ms. A. Kusulamma- IIMBA
- Platform – Facebook, Instagram

Specialities - Customized Handmade jewellery products were advertised online and orders were undertaken. Finished products were then delivered to said customers via post. Payment was accepted on PayPal, Google pay, Rupay. Products-accessories made with Silk thread, Zari beads and stone.

Success story – Business conducted so far, the team has had around 958 followers and sales have been made for nearly Rs.7000.

Description – The two students invested an initial supported by the Management Studies Department and the college to buy necessary material for crafting and designing jewellery with popular and modern designs. They were self-taught and Mentored by the department members. They attempted to sell their products online.

Training – Training for preparation of handmade customized jewellery and accessories has been provided through programs organized by the management studies department under the auspices of the St. Theresa's centre for enter entrepreneurship innovation and start-ups STCEIS directions of how to market products have been given to the students through conduct of awareness programs on marketing strategies.

Innovative Ideas – workshops on generation of innovative designing have helped students to come out with trendy designs and eye-catching jewellery.

Name of Business - Delicious handmade cakes and confectionery

- Name of the student - Divya Sree Reddy
- Mode of Marketing - Offline, Home delivery
- Date of launching business- November 2020

Description - Orders are accepted from clients through word of mouth and via pamphlets distributed in the neighborhood of Eluru City.

Specialties- Preparation of a variety of cakes on order and delivered to customers, customized to suit occasions like birthdays and celebrations.

Types- Mango Rousse cake, Dark chocolate, chocolate truffle, pinata cake, ice cream cake, and homemade chocolates. Facility of home delivery of cakes is available.

Success story- so far the student has been able to deliver around 10-15 cakes in a year and each cake has got her the profit margin of rs.300/- each. Homemade chocolates with specially made gift wrapping have also seen a wide clientele in and around Eluru town. the student plans to expand her business by including one more partner to cope with the work load. Collaborations with local bakeries - Sweet magic, Athidi hotel, also on the cards in the year 2021-2022.

Mode of preparation- So far the student has taken the support of the department of management studies and college to fund her project and also the help of student teams to market her product. Most of the products are made by herself with support from her family and friends.

Student Start-up – “Manufacturing of LED Bulbs”- 2020-2022

(Mentored by Physics & Electronics Dept)

Students who involved –

- P. Anupriya - III Bsc MECS
- D. Sucharitha - III Bsc MECS
- K. Jyothisree - III Bsc MECS
- K. Bhagya sri - III Bsc MECS

Mentor – Mrs. B. Kanaka Durga asst prof. Physics Dept

Start-up Regd – The start-up is registered under government portal for MSME Udyam. Reference No Udyam – AP – 12 – 0005930.

Name of the Start-up – LED bulb manufacturing in collaboration with Microlink Information technologies Vijayawada.

Training Given – 30 Electronics students were trained in LED manufacturing in St. Theresa’s Incubation centre established by the IIC.

Description – with an initial investment of rupees one Lac sponsored by the management the team undertook purchase of raw material from a registered company in Delhi. Equipment to assemble the parts was procured with an initial expenditure of 1 Lac the team marketed 200 LED bulbs to buyers from Eluru at ₹60 per LED bulb as part of the first drive conducted in 2020. This year the target sale of 1000 LED bulbs of 10W is planned with an estimated profit of rupees 40,000/-.

Process – the components of the LED bulb are soldered on the PCB and the PCB circuit is inserted into White Mountain cap of the bulb. The White Mountain cap is placed into the B22 cap which is locked using the instrument tikki fitting. The wires of the PCB are soldered on the BCC cap an aluminum plate is placed and locked using the dumping kit, thermal gum is used for this. The connections are made using a soldering rod. The whole fabricated part is covered with the cap.

Success Story – With good sales being recorded in the initial sales, that team wishes to carry out further marketing in collaboration with the STCEIS incubation center.

Student Start up – “Craft and Jute products” (2019 - 2021)

Students Involved –

- P. Jyothi (1908)
- Uma devi (1901)
- K. Durga Bhavani (1904)
- P. Sai Anjali (1907)

Mentors – faculty of the Community college, St. Teresa’s in collaboration with St. Teresa’s women’s cell.

Training – after undergoing training in production of jute products - lunch bags, cotton bags, purses, Garland making, handbags, clay jewellery.

For a period of one-year 2019 - 2020 under the guidance of Mrs. Aswiya Tahera and Ms. Baby Sarojini, Ch. Sai leela rani faculty of the college the students imbibed the various factors of marketing and producing these handicrafts on a large scale initial exhibitions and sales promotions were facilitated by the women’s cell.

Collaboration – whole sales of the West Godavari district, especially from Eluru, big bazaar, various other outlets have been roped into design and sell these wares social media has been used to advertise the products.

Success story – The team has been funded in the initial stage by the women’s cell and the management an initial market subway had been conducted and orders are now on the rise. An initial profit of rupees 9000 has encouraged the team to take up more orders. The initial sales was promoted by the women’s sell off St. Teresa’s in February 2021 here as within house customers. This year 2021 - 2022 the sales of the products will be carried out in nearby towns and villages through collaboration with local women’s groups, Rotary Club and Lions club. The turner in expected by rise.

Student Start up – Vermi Compost Production (2019-21)

Students Involved:

- K.Meghana Harshitha –III BZC
- M.Sumitra – III BZC
- K.Manjula –III BZC
- N.Hemalatha – III BZC
- P.Sudha Rani – III BZC
- Y.Harika – III BZC
- K.Susmitha Reddy III ZNC

Mentor: N.Laxmi Prasana Asst.Prof Zoology

Regd: The startup is registered under government MSME portal

Name of the startup – STC Vermi compost

A production, maintenance and marketing of large scale vermin compost by the students.

Objective:

- ✚ To provide organic fertilizers to citizens of Eluru and nearby villages
- ✚ To conduct scales through STC outlets
- ✚ To promote entrepreneurial skills and solid waste management skills in students
- ✚ To motivate public to use vermi compost through pamphlets and training programmes.

Training & Procedure: The students were provided necessary training relating to production, maintenance and marketing of Vermi composting by the Eco Club initiatives. An initial investment of Rs. 4,00,000/- was sponsored by the management for construction of Vermi compost unit, setting up of compost beds for earthworms. Students were given hands-on training and began to produce Vermi compost. In a year 800 kgs of Vermi compost were prepared and marketed @ Rs.10/- per kg. Every 40 days compost is ready for packing.

The target for forthcoming years is up to 2000 to 3000 kgs.

Success Story: Due to the commendable sales of packets of Vermi compost support by the Zoology Department this start up also plans to rope in unemployed women to join hands in production. This initiative is carried out under the auspices of the STCEIS.

Student Start up – Marketing of Indoor Plants and Ceramic Pots – Green Thumbs

Mentor:Dr.B.B.R.G.Vijayalakshmi

Students Entrepreneurs:

- K.Meghana – II BZC
- V.Kalyani – II BZC
- M.Sumitra – II BZC
- G.Tejaswini – II BZC
- Ch.Durgadevi – II BZC

Business Sales Model:

Setting up of sales Kiosk on campus

Digital sales via Instagram, Facebook & Whats app

Training: Students were taught about the ways of procuring ceramic pots at a cheaper price and using them to showcase ornamental plants grown in the greenhouse. A proper dimension of mixing potting soil was demonstrated through workshops & hands-on training programs.

Activity: Students were able to sell around 120 potted plants. Marketing was done chiefly for women in and around the college campus. The plan on cards is to expand outlets to all localities of Eluru through pamphlets & advertising. On –line sales was also made a possibility.

Success Story: With an initial investment of around Rs.50,000/- a profit of 32,000/- was made proving the huge success of this initiatives undertaken under the aegis of STCEIS.

The students plan to take up this business on a larger scale and cater to celebrations and functions where plants are now a substitute for bouquets. The startup has been funded by the management and has been mentored by Dr.B.Vijayalakshmi.

Name of the Startup – “I Can Win” Designer wear 2018-2022

Name of students Entrepreneurs:

➤ B.Kiranmayi – III B.SC HSC

Product: Apparel Designing, Embroidered sarees, frocks, Designer wear.

Clientele: Through Instagram & Facebook – up to 25000 of clients ranging from 10 to 80.

Business Model: Business to business (b2b) and

Business to customers (b2c)

Marketing Strategies: Purely handmade customized articles are prepared and delivered at affordable price at flexible time span.

Marketing Tools: Online tools of Whatsapp and Instagram have been used to advertise and regularize customer base

https://instagram.com/i_can_win_arts_and_crafts?utm_medium=copy_link

Success story: The students had started with an initial capital of 10,000/- supported by the Management and Dpt. of Home Science. She had launched her on-line business in 2018. Today she has been able to make a profit of more than 20,000/- per annum. She plans to rope in more designers and tailors to help her cater to the ever growing clients. Her products include designer wear such as designer sarees, blouses, churidhar sets and frocks.

The Startup has been mentored by Dr.Padmaja, Head of Home Science Department and conducted with training and support of St. Theresa’s Centre for Entrepreneurship, Innovation and Startups STCEIS.