

REPORT 2020-21
RURAL ENTREPRENEURSHIP DEVELOPMENT CELL
ST. MARY'S COLLEGE, THRISSUR
DEPARTMENT OF MANAGEMENT STUDIES

The Department of Management Studies (BBA) of St. Mary's College, Thrissur, organized various activities and competition to encourage the students to become an entrepreneur. This aims to promote the entrepreneurship culture by providing multiple platform to budding entrepreneurs where they can improve upon their business models. The activities organized by the department for students are as follows:

- An interactive session was conducted among the students to discuss and talk about the ideas and view point regarding the business models and entrepreneurship.
- An essay writing competition on “what steps should entrepreneurs and government should take to overcome the effects of Coronavirus Pandemic”.
- “Rich Pins” – competition was purely aimed at product development which encourage the students to bring new concept or idea.
- “Makeover challenge” – the increasing presence of women as entrepreneurs has led to change in the demographic characteristics of business and economic growth of the country. So to inspire our students to become promising entrepreneurs in future, organized a competition to makeover their inspired women entrepreneur.



- “Women in Management “– a webinar on the topic women in management was organized, which was hosted by Mrs. Meera Rajeevan.

DAY 1 - 11/02/2021
(AFTERNOON SESSION)

TOPIC :
WOMEN IN MANAGEMENT

TIME : 2.00 - 3.00PM



MEERA RAJEEVAN
PROGRAMME DIRECTOR, SDF