

## **Research Department of Commerce**

### **Y WE COM – Young Women Entrepreneurs of Commerce**

#### **Objectives:**

- To inculcate entrepreneurial culture among students and equip them with the skills, techniques and confidence to act as torch-bearers of Enterprise.
- To provide a platform for hands on training to experiment their entrepreneurial skills
- To create new business ideas
- To make them ready for the new practice of ‘ Earn while you learn’
- To make our institution an entrepreneurial hub in the coming years.
- To utilize the profit earned from this project for charitable purposes.
- To achieve women empowerment through entrepreneurship

#### **The context**

Y WE COM offers inspiration and support to all those students who aspire to become an entrepreneur or have a latent talent of entrepreneurship through the following programmes:

Meet the Wopreneur: Interactions with the experienced entrepreneurs from different fields will be arranged for the students.

Training classes/ workshops: Hands on training will be organized for the students to put in to practice their skills and talents.

Industrial visit: Visits to the enterprises and production units will be arranged and students interested can participate and get useful information.

Exhibition cum sale: Exhibition and sale of the products made by the members of Y WE Com will be conducted periodically. Through this students can learn marketing strategies, pricing methods, economy of bulk purchase of raw materials.

You tube channel: Y we com you tube channel which shows the making of different crafts by students will be started.

#### **Relevance**

Kerala has a high per capita rate of consumption, but it imports a major share of its requirements including food. The educated and technically qualified youth are migrating for want of jobs and sufficient employment opportunities. The abundance of capital and manpower are not being tapped adequately. Keralites are reluctant to invest in economically productive activities even though there is a surfeit of techno-economic talent. The factors contributing to this state of affairs may range from labour market rigidities to the absence of a favourable investment climate. A

generation of entrepreneurship has been lost. But the crux of the problem, no doubt, lies conspicuously in the lack of “entrepreneurial skill.”

Y WE COM is the project of Research Department of Commerce aimed at fostering entrepreneurial skills and attitudes among the students. Students are given an opportunity to develop their skills, talents and Passion in to business. Y WE COM gives learning by doing environment to students where students can apply the theories they learned in the class room in to practice. Students have studied Pricing policies, marketing strategies, elements of cost, in the subjects like marketing, cost accounting, financial accounting, management etc. but they don't have a practical experience in these.

### **Programmes Organised:**

Research Department of commerce organized Meet the wopreneur, an interactive session with young women entrepreneur on March 16, 2021, from 2 pm to 4 pm via Google Meet. Mrs.Venmegha Mohan, who found her success in cake making and event management, was the guest speaker of the session.

Mrs. VenMegha Mohan gave different ideas to students for becoming a successful entrepreneur. She introduced some of the new trends in entrepreneurship like doodling, blogging, vlogging, soapmaking and horticulture. She also discussed about licensing, marketing and quality maintenance of the products.


She explained the basics of cake making and how to be creative in bringing variety to cakes. She shared the photos of cakes and table decorations made by her. She shared some of the recipes to those who are interested in cooking. Students interacted with the guest speaker and clarified their doubts. The session was informative and useful for the students as it served as a motivation to become entrepreneurs.

Research Department of Commerce organised “Melting moments: Rendezvous with a baker” for faculty and students on 30th September 2021 from 10.00 to 11.00 via google meet. The aim of this session was to provide training to students to master the art of making homemade chocolates and cakes, as a part of Y WE COM project. Ms.Nisha Kishore, a women entrepreneur who specialise in making customised cakes and homemade chocolates, was the resource person.

Approximately 50 participants attended the session. Then Ms Nisha Kishore started the session with a brief self introduction and she give details about her business. She gave a detailed explanation about how to make a vanilla sponge cake, and showed some vessels used for making cakes. She gave some tips for making tasty cakes and chocolates. She stressed that one should have interest in making cakes and experimenting new ingredients. After that he cleared all the doubts of the participants in the Q& A session.


ST. JOSEPH'S COLLEGE (AUTONOMOUS), IRINJALAKUDA  
RESEARCH DEPARTMENT OF COMMERCE

*Melting Moments*  
RENDEZVOUS WITH A BAKER  
(Meet the wopreneur - Series 1)



Nisha Kishore  
Alaika Cake Hut

*Master the art of making home  
made chocolates and cakes  
with entrepreneur Nisha  
on September 30, 2021  
at 10:00 AM via Google Meet*



Research Department of Commerce organised 'Santa's Surprise', an exhibition cum sale of the products of Y we com, Young Women Entrepreneurs of Commerce on 22 December 2021. Y WE COM is an initiative of the department to foster entrepreneurial skills and attitudes among the students. Students are given an opportunity to develop their skills, talents and Passion in to business .Hands on training has been given to students to make coconut shell products, bottle arts, wall hangings, chocolates, cakes etc. This year Y WE COM concentrated more on making advent wreath, Christmas gifts, Christmas decorations, stars, cards etc. Department created a whats app group of students and teachers for the purpose of exhibition .Students and teachers shared their ideas and you tube videos of making crafts through this whats app group. Students took orders for advent wreath and Christmas gift boxes from the faculty and students in the college. They also shared the photos of the products through social media. Materials for the products were purchased and students made the products during the free hours. There were also other products like bottle art and dream catchers which were made by the students during lock down.. 15 counters were arranged for the exhibition. All the faculty and students visited the counters and purchased products. Exhibition was closed at 2.30 pm.


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 Injalakuda, Kerala, India  
 College with Potential for Excellence  
 NAAC accredited with 'A' Grade  
 www.stjosephs.edu.in

**Y WE COM**  
 (Young Women Entrepreneurs of commerce)  
*Presents*

*Santa's Surprise*  
 EXHIBITION CUM SALE

Research Department of Commerce  
*In collaboration with*  
 The Innovation and Entrepreneurship Development Centre (IEDC)









