



## **Institutional Distinctiveness**

**IEI**

**INNOVATION AND  
ENTREPRENEURSHIP INITIATIVE**



**ST. THOMAS COLLEGE**

Ranni, Pathanamthitta, Kerala – 689673

ACCREDITED BY NAAC WITH 'B' GRADE



**INSTITUTIONAL DISTINCTIVENESS**

*Title: IEI - Innovation and Entrepreneurship Initiative*

The distinctiveness of the institution lies in its varied attempts to create a culture of innovation and entrepreneurship among students. This is implemented through **IDEAGORA**, a collaborative venture that combines the activities Innovation and Entrepreneurship Development Center (IEDC), supported by the Kerala Startup Mission (KSUM) and Entrepreneurship Development (ED) Club, supported by Kerala Industries Department. **IDEAGORA** has provided numerous programmes and events to nurture the innovation and entrepreneurial mindset. The activities of the venture includes:

**1. Orientation and Workshops:**

Multiple orientation programmes and workshops were conducted to introduce **IDEAGORA** to new students and instill a startup culture. Notable sessions were led by experienced entrepreneurs. These sessions inspired students, shared success stories, and provided insights into various aspects of entrepreneurship.

**2. Competitions and Quizzes:**

To foster healthy competition and showcase students' knowledge and skills, inter-departmental and inter-class quizzes were organised. Events like "Battle of Brains" and "The Masterminds" engaged students from different disciplines and encouraged teamwork.

**3. Summits and Exhibitions:**

Every year, **IDEAGORA** actively participates in IEDC summits (Asia's largest students' entrepreneurship conclave) and exhibitions, representing the college's innovative ideas and projects. A branding installation on the theme "Rebuild Kerala" submitted by IDEAGORA was one among the few shortlisted installations which was published on the KSUM website.

**4. Collaboration and Networking:**

**IDEAGORA** has facilitated opportunities for students to collaborate with external organizations. Students attended orientation programs, workshops, and interactive sessions conducted by ICT Academy, Kerala Institute of Entrepreneurship Development (KIED), and other institutions. These engagements broadened students' knowledge and expanded their network.

**5. Problem-solving and Idea Generation:**



**IDEAGORA** has organised events like Idea Fests and Hackathons where students were encouraged to identify problems and propose innovative solutions. These activities stimulated creativity and showcased students' ability to address real-world challenges.

#### **6. Online Initiatives:**

In response to the COVID-19 crisis, **IDEAGORA** adapted its activities to the virtual environment. The launch of IEDC Radio KL6.2 and “ON-LIVE” programme, featuring interviews, interactions and programs related to entrepreneurship, demonstrated the college's adaptability and commitment to promoting innovation during challenging times.

#### **7. Social Initiatives**

IDEAGORA has conducted Entrepreneurship Awareness Camp (EAC) to create awareness of entrepreneurship among the public. The program was fully funded by Micro, Small and Medium Enterprise (MSME) Development Institute. St. Thomas College, Ranni is the only institution in the district that mentors two industrial clusters, namely the Food Cluster and the Bamboo Cluster under the state government scheme ‘One District-One Idea’ (ODOI).

#### **8. Honouring Entrepreneurs and Student Innovators**

Attempts are made to honour entrepreneurs and student innovators. The Trailblazer Entrepreneur Excellence Award is instituted by **IDEAGORA** to honour exceptional entrepreneurs from Pathanamthitta District. This esteemed accolade acknowledges individuals who have displayed exemplary entrepreneurial prowess, innovative thinking and notable contributions to their respective industries. Student Innovator Award aims to acknowledge students who have demonstrated exceptional innovative thinking. Student Entrepreneur Award is given to students who have ventured into entrepreneurial pursuits and showcased exceptional business acumen.

### **SUMMARY CHART OF THE INITIATIVES**

<b>Initiative</b>	<b>Title of the Activity</b>
Workshop	“One Day Workshop on Startups and Entrepreneurship”
Collaboration and networking	“Workshop on Personal Entrepreneurial Competencies”
Workshop	“Inspire Series-One-Day Workshop on Amazing Startup Ideas”
Participation in IEDC Summit	IEDC Summit 2018 (Asia’s largest students’ entrepreneurship conclave)



Workshop	“Inspire Series- One-Day Workshop on Entrepreneurship as a Career for Women”
Quiz	“Battle of Brains”
Workshop	“Two-Day Workshop on Innovation, Leadership and Creativity”
Quiz	“The Masterminds”
Collaboration and Networking	“I am Startup Studio” (Selection of Innovation Ambassadors)
Workshop	“Inspire Series-Creative Ideation Workshop”
Collaboration and networking	“I am Startup Studio Innovation Ambassadors Meet up”
Interactive session	“Inspire Series -An Interactive Session with Sujith Bhakthan T. R.” (Founder-Travel Tech Eat)
Exhibition/Idea Generation	“Kalavara- The Food Fest”
Workshop	“Workshop on IPR”
Problem solving/Idea Generation	“IDEA FEST”
Workshop/Idea generation	“Design Thinking Workshop for Postgraduate Students”
Quiz	“The Masterminds- General Quiz”
Competition	“Trash to Treasure”
Social Initiative	Entrepreneurship Awareness Camp at STCAS, Edamury
Workshop/Interactive session	“Inspire Series- Remya Raj, Founder and CEO-DAAD”
Online Initiative	“Inspire Series- A Talk with Dhanya Ravi”
Competition	“Mystique Carafe” (Bottle Art Competition)
Online Initiative	“A Talk with Santhosh George Kulangara” (Founder and M.D. of Safari T V channel)



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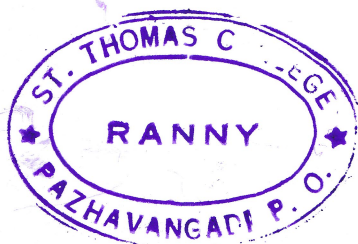
Problem solving/Idea Generation	“IDEA FEST-Supporting System for Farmers”
Online Initiative	“Inspire Series- A Talk with Sri. Kochouseph Chittilappilly” (Founder and CEO of V-Guard Industries)
Online Initiative	“One-Day FDP- Role of Teachers in Innovation and Entrepreneurship Development”
Problem solving/Idea Generation	“Innovation Challenge”
Online Initiative	“Inspire Series- Career Opportunities Through Entrepreneurship”
Problem solving/Idea Generation	“1 Minute Idea Contest”
Online Initiative	“Taking Baking Business to New Heights- Talk with Fouzia R. Naizam”
Honouring Entrepreneurs and Student Innovators	“Award Ceremony 2021”
Online Initiative	“Webinar on Intellectual Property Rights”
Problem solving/Idea Generation	“IDEA FEST”
Competition	“Cartoon Competition” (Theme-AD 3000)
Online Initiative	“ON-LIVE with Ms. Lakshmi Menon” (Governing Council Member, National Innovation Council)
Online Initiative	“ON-LIVE with Mr. James Joseph” (Startup India Award Winner)
Online Initiative	“ON-LIVE with Maneesha Panickar” (owner of Silk Route Escapes and Kayal Island Retreat)
Online Initiative	“Webinar on Introduction to IPR”
Workshop	“Workshop- Route Map to Young Innovator’s Programme (YIP)”
Design Thinking/Idea Generation	“STARTUP BOOT CAMP”
Problem solving/Idea Generation	“Business Idea Contest”





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Workshop/Idea Generation	"Design Thinking Workshop"
Online Initiative	"Finding Opportunities in a Changing World-A Talk with Aardra Chandra Mouli"
Online Initiative	"Talk on Funding Opportunities for Innovative Business Ideas"
Social Initiative	Entrepreneurship Awareness Camp (EAC)
Workshop	Two-Day Workshop on Analysing Techniques in TEM and XPS
Honouring Student Innovators and Entrepreneurs	"Student Innovator Award Ceremony 2021-22"



**Principal**  
**St. Thomas College**  
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