

# ST. XAVIER'S COLLEGE FOR WOMEN, ALUVA

Re-accredited by NAAC with A Grade, CGPA 3.33

ISO 9001:2015 Certified

AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM, KERALA

## BEST PRACTICE – 2

### 1. Title of the Practice

XavQWEST: Xaverian Quality Women Entrepreneurship and Skills Training

### 2. Objectives of the Practice

- Inculcate in students the spirit of self-reliance to help enhance their entrepreneurial skills.
- Provide students different opportunities to practice their skills by organising novel entrepreneurial initiatives.
- Make students aware of the career opportunities available for them in their specific areas of interest.
- Provide students of all classes ample opportunities to develop self-employability skills.
- Augment self-sufficiency.

### 3. The Context

XavQWEST, a multidisciplinary venture unique to the College, has become synonymous with the idea of economic independence for women through its diverse entrepreneurial initiatives. The activities organised by different units of the college encourage the students to initiate, organise, and run various business enterprises on their own. It is necessary to prepare the students to acquire employability skills. Also, the institution promotes various skill development initiatives that help the women in and around the college to develop entrepreneurial skills that enable them to attain self-reliance. Activities that come under the head of XavQWEST are aimed to help these women transform themselves into successful entrepreneurs.

### 4. The Practice

The institution is very well aware of the need to foster entrepreneurial skills in the fast-paced global scenario. XavQWEST's role is pivotal as it goes the extra mile to organise entrepreneurial initiatives every academic year so as to amplify the desired skill sets in the students to grow as blooming entrepreneurs. The activities of XavQWEST in the year 2020-2021 could be categorized into two:

- (i) Samrambhaka Vedi (ii) Product Workshops and Skills Training.

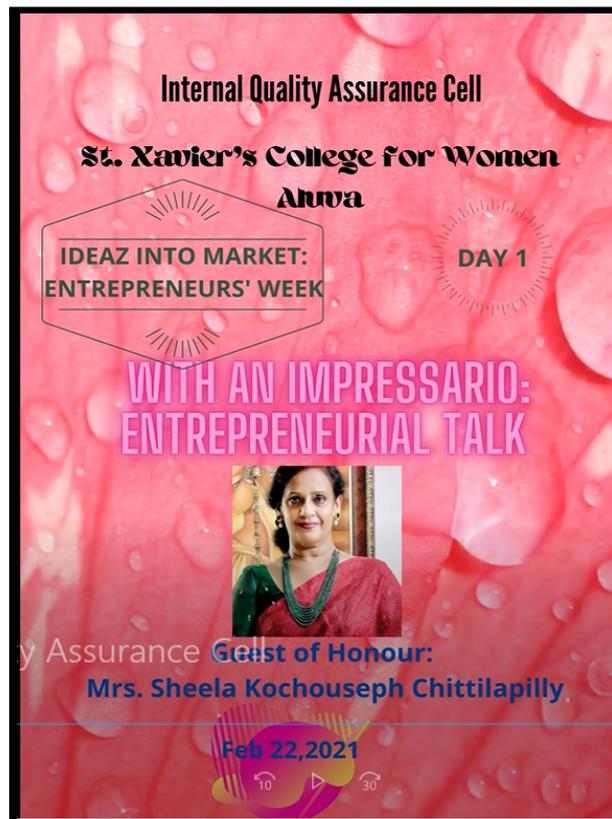
#### i) Samrambhaka Vedi

Samrambhaka Vedi aims to offer a direct physical platform for women entrepreneurs, experts and amateurs to transform their ideas into reality. It aids their smooth transition into individuals who create and own a new business, who bear the risks and enjoy the rewards at the same time. As far as a student is concerned, the practice is effectual and beneficial in terms of the availability of

market. Thus, Samrambaka Vedi becomes an ideal platform that presents the students an opportunity to give wings to their creative ideas. This enables them to find financial gain by selling their products at the designated exhibition stalls facilitated by the institution.

The activities to promote entrepreneurial skills were varied and rich:

- The Entrepreneurs' Week: Ideaz into Market organized by the IQAC triggered a renewed verve in the students to identify and develop their skills in entrepreneurship. The one-week programme aimed at fostering the entrepreneur skills of the students in the most effective manner. The week comprised of four different entrepreneurial initiatives which were: "With an Impresario: Entrepreneurial Talk", "Art from Waste- Entrepreneurial Workshop", "Group Discussion: Entrepreneur Prospects", and "Entreprenow- Expo N Fair."
- "With an Impresario: Entrepreneurial Talk" was a motivational session led by a leading woman entrepreneur Mrs. Sheela Kochouseph. She is the Founder of V- Line and Co- Founder of V-Guard industries. She exhorted on the need to identify the area of interest as the first step to entrepreneurship and to chase the dreams with passion. The basic tips and strategies to stand fixed in the dream were also proffered by the resource person.





- “Art from Waste- Entrepreneurial Workshop” was led by Mrs. Renjitha Reghunath, Assistant Professor, Department of English who magnetized the students with the possibility of creating art from waste. The students were given hands-on training on acrylic artwork. The workshop was highly constructive as it enabled the students to think in an innovative manner and to open new avenues in entrepreneurship.



- Group Discussion: Entrepreneur Prospects. The topic for discussion was “Government Jobs Vs Entrepreneurship”. Ms. Camilla Diana, Assistant Professor, Department of English moderated the discussion. The points that the students raised and the debate that they involved in were a proof of their fascination towards the prospects of entrepreneurship.



- Entrepreneurship- Expo N Fair: Two days of the Entrepreneurs' Week were devoted to facilitating hands-on training in entrepreneurship. The students were given an opportunity to set up stalls. The products included textiles, culinary, decors, bottle art, handicrafts, etc. The nimbleness with which the students marketed their products was highly appreciative. The platform, thereby, could positively impact their marketing skills and gave them much confidence about the prospects of establishing their own business ventures. The initiative gave the students a chance to realise the scope for entrepreneurship and how effective it can be to generate revenue and ultimately, a profit.



The college also promotes entrepreneurship through different Department Associations, Clubs and Cells.

- Entrepreneurship and Development Club of the college aims at endorsing the perennial skills of self- sufficiency through its varied events. As part of the institution's attempt to create environment

consciousness and to promote entrepreneurial abilities, ED Club's Paper pen making initiative, ECOTIPS, was continued this year too. The students made eco-friendly paper pens, as per the training given by the club members. These pens - that offer an Eco-friendly replacement for the usual plastic pens - were distributed to the different departments. The initiative was aimed to promote the idea of nature conservation and sustainability.

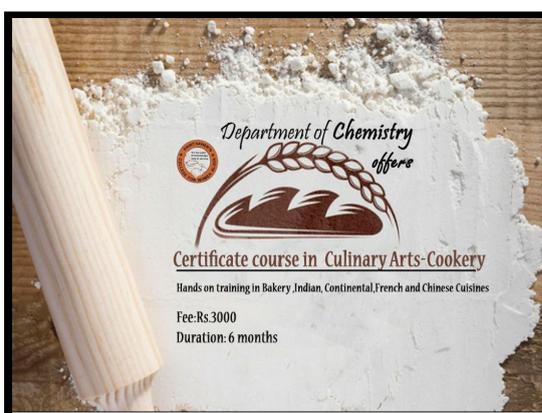


- The inventiveness of the Chemistry Association was of utmost significance in terms of entrepreneurial as well as environmental concerns. The students took the initiative to make hand sanitisers in the lab as per WHO standards putting their academic chemical acumen to use. These bottles were then distributed in and around Aluva, especially at public places like Bust station, Post Office, Auto Stand etc. so as to invigorate the public about the use of sanitisers to fight the pandemic. The students-made sanitisers were also used at the college entrance to sanitise the hands of students and staff.





- The Chemistry Association also offered a Certificate course in Culinary Arts with the focus of revamping the entrepreneurial skills of the students. The course helped the students not only to master the culinary skills but also to internalize the art that enhances the prospect of dietary business pursuits.



## (ii) Product Workshops and Skills Training.

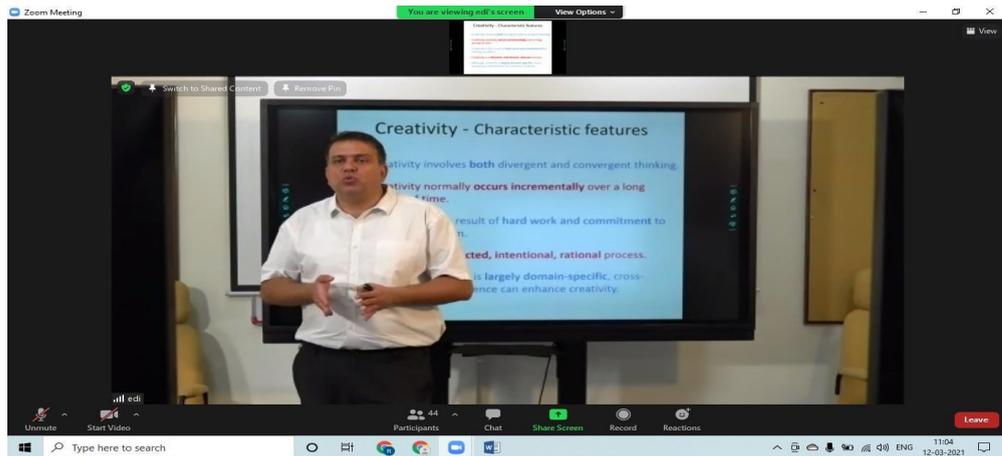
XavQWEST promotes the hosting of workshops and skills training in the institution so as to give hands-on training to the students. This, in turn, results in the manufacture of quality products. The aim of these training programmes is to impart knowledge in the required fields. And the knowledge the students acquire from these initiatives can equip them with the necessary skills to eventually start a business of their own. Usually, short intensive educational programmes are offered to the interested students whose focus is to learn the strategies and techniques required to thrive in the field of entrepreneurship. Adequate scaffolding is given to the students via these training ventures to define and redefine their set goals. In 2020-2021, though the COVID19

Pandemic has badly affected regular functioning of such initiatives, the institution has managed to come up with varied programmes to help students perfect their entrepreneurial skills.

- A Skill Development Centre is functioning in the college to promote life skills for career development among selected students through 180 hours of training by highly qualified Skill Development Executives. The students are given training through different sessions through the Skill Development Centre.
- The Department of Malayalam successfully managed to organise a workshop on the “The Intervention Activity for Women in Fashion”. The prime focus of the workshop was on the extensive discussions regarding the need for better women representation in the field of fashion. It explored the multiple possibilities of women entrepreneurship ventures in the fashion industry.



- The Department of Mathematics, in association with the Department of Micobiology and IEDC, organised an Expert Talk on: 'Ideation- Road to Entrepreneurship'. The talk gave the students a fair idea about the nuances in the field of entrepreneurship. It made them realise the ways and means by which one can become a successful entrepreneur.
- A National webinar on the topic 'Innovation and creativity for entrepreneurs' was organised by the Institution's Innovation Council and Innovation and Entrepreneurship Development Centre, together with the PG Department of Commerce. The webinar was aimed at creating awareness among the student community regarding the need for innovative thinking. Dr. Lalit Sharma and Mr. Shibin Mohamed, Entrepreneurship Development Institute of India, Ahmedabad, handled the sessions.



- The IEDC club also venture to set a marketing stall in the EXPO organized as part of Entrepreneur's Week. The professionalism that the students exhibited in arranging the stall and in marketing the products were proof enough of the positive impact of the trainings offered.



## 5. Evidence of Success

XavQWEST, as an initiative, has aided in diffusing the institution's stance on entrepreneurship among the students and the public. The affairs ventured in the practice were decisive in moulding a student community in line with the changing global employment scenario. The institution deemed it a responsibility to raise its students on par with the fast-paced entrepreneurial revolution. The practice proved effective in making quality developments in the students, enabling them to excel at the State and National levels.

The Institution's Innovation Council, St. Xavier's College for Women, Aluva has received a mark of recognition for its countless efforts towards innovation and entrepreneurship. As part of the Institution's Innovation Council, **Annual National Ranking 2020-2021** for higher performing

institutions in the field of innovation and entrepreneurship, the **college received 4 Star rating** which is the highest ranking of the IIC 3.0 period.

St. Xavier's College for Women, Aluva is also elated as it is the only Arts and Science College assigned with Mentor Status with Financial Support by MIC and AICTE among the 3 Institutions from Kerala.

To add to the high profile of the institution in the area of Innovation and Entrepreneurship, at All India Level, eighteen of the faculty and students of St. Xavier's College for Women are recognised as **Innovation Ambassadors**.

A large percentage of our students launched their own business fields on the virtual platform in the pandemic period which echoes the impact of the practice, XavQWEST among students. They transformed the impetus that they gained from the college to initiate and flourish their entrepreneurship.

## **6. Problems Encountered and Resources Required**

Being an Arts and Science College, the institution encounters certain challenges and risks while implementing XavQWEST. Our students had to deal with:

- Challenges with regard to the attempts to solicit funds in accomplishing the desired goal. The university grants and funds are minimal.
- Tied to the rigid semester system, students lack sufficient time to pursue the entrepreneurial prospects they have mastered.
- The funds needed are hard to be raised as the university grants and funds are minimal
- The students had to evolve their own finance within the stipulated time frame

To overcome these challenges, the college needs to identify more financial sources that would help meet the institution's requirements. The possibilities of academic flexibility must also be reviewed in terms of academic autonomy so that more time and energy could be invested in entrepreneurial endeavours.

## **7. Notes**

Since entrepreneurship initiatives are not part of the formal syllabus and curriculum of any programme offered by the college, much pain and labour are put in to incorporate such initiatives and training programmes.