

## **DEVA MATHA COLLEGE KURAVILANGAD**

### **REPORT OF ED CLUB ACTIVITIES (2023-24)**

<b>SL.NO.</b>	<b>NAME OF THE ACTIVITY</b>	<b>DATE</b>
<b>1</b>	SEMINAR ON VARIOUS SCHEMES TO SUPPORT ENTREPRENEURS AND ITS RELEVANCE	23-08-2023
<b>2</b>	SEMINAR ON CONTEXUALISING THE CONCEPT OF HUMAN RIGHTS WITHIN THE INDIAN CONSTITUTION	04-10-2023
<b>3</b>	TWO DAY WORKSHOP ON DIGITAL MARKETING	18 & 19 October 2023
<b>4</b>	SEMINAR ON ENTREPRENEURSHIP AS AN ALTERNATIVE FOR UNEMPLOYMENT	31-01-2024

## SEMINAR ON VARIOUS SCHEMES TO SUPPORT ENTREPRENEURS AND ITS RELEVANCE

Academic year : 2023-2024  
Date(s) on which program conducted : 23-08-2023  
Collaborating agency inside or outside the institute : ED Club  
Beneficiaries : Students  
Name / Affiliation & Contact details (E-mail) of the resource person(s):  
Mr. Rajesh V  
Industries Extension Officer  
Uzhavoor Block

Number of teachers coordinated the program : 4  
Number of students participated in the program : 110

### A brief report on program

#### SEMINAR ON VARIOUS SCHEMES TO SUPPORT ENTREPRENEURS AND ITS RELEVANCE

Under the aegis of Deva Matha College Entrepreneurship Development club, a seminar was conducted on the topic 'Various schemes to support entrepreneurs and its relevance' at the e-learning centre at 11.30 am on Wednesday 23 August 2023. Sri. Rajesh V, the Industries Extension officer, Uzhavoor block led the seminar and discussed at length the relevance of various schemes to support entrepreneurship. He dwelt elaborately on the various requirements expected of a new entrepreneur to start any new enterprise. He brought home to the listener that any entrepreneur whatsoever should essentially have problem-solving skills for the smooth conduct of a business. The session was a throughout interactive and students could actively involve themselves in the discussion.

The coordinator Mrs. Soumya Sebastian delivered the welcome note at the beginning and the class representatives. Miss Jeeva John proposed a vote of thanks. The seminar that came to an end at 12.50 PM had been attended by as many as hundred odd people.



## **SEMINAR ON CONTEXTUALISING THE CONCEPT OF HUMAN RIGHTS WITHIN THE INDIAN CONSTITUTION**

Academic year : 2023-2024

Date(s) on which program conducted : 04-10-2023

Collaborating agency inside or outside the institute : ED Club

Beneficiaries : Students

Name / Affiliation & Contact details (E-mail) of the resource person(s): Smt. Arya B

Assistant Professor

School of Indian Legal Thought

Mahatma Gandhi University, Kottayam

Number of teachers coordinated the program : 2

Number of students participated in the program : 85

### **A brief report on program**

#### **SEMINAR ON CONTEXTUALISING THE CONCEPT OF HUMAN RIGHTS WITHIN THE INDIAN CONSTITUTION**

Under the aegis of Deva Matha College Entrepreneurship Development club, a seminar was conducted on the topic 'Contextualising The Concept Of Human Rights Within The Indian Constitution 'at the e-learning centre at 11.30 am on Wednesday 4 October 2023. Smt. Arya P.B , Assistant Professor, School of Indian Legal Thought led the seminar . She made us aware various human rights prevail in our constitution and also their importance. She explained so many cases that happened in India with examples such as Tukaram v/s State of Maharashtra, A. K. Gopalan V/S State of Madras, 2012 Delhi gang rape and murder etc. She started her session by explaining the case, Tukaram V/s State of Maharashtra. The resource person provided a detailed explanation that led to the clarification of the judgement in the case. The session was very interesting and students actively participated in the session.

The coordinator Mrs. Soumya Sebastian delivered the welcome note at the beginning and the Entrepreneurship Development Club Secretary, Thomas Abraham proposed a vote of thanks. The seminar that came to an end at 12.30 PM had been attended by as many as hundred odd people.

**ENTREPRENEURSHIP DEVELOPMENT CLUB**

**DEVA MATHA COLLEGE, KURAVILANGAD**

**SEMINAR ON “CONTEXUALISING THE CONCEPT OF HUMAN RIGHTS WITHIN THE  
INDIAN CONSTITUTION”**

Date: 4.10.2023

Time: 11.30AM

Venue: E-learning Centre

**Programme Sheet**

Prayer Song	: Ashitha Xavier
Welcome Speech	: Ms. Soumya Sebastian (Co-ordinator, ED Club)
Key note Address	: Smt. Arya P.B. Assistant Professor School of Indian Legal Thought Mahatma Gandhi University Kottayam
Vote of Thanks	: Thomas Abraham (Secretary, ED Club)



**Entrepreneurship Development Club**  
DEVA MATHA COLLEGE, KURAVILANGAD

**Organises**  
**SEMINAR ON**  
**Contextualising the**  
**Concept of Human Rights**  
**within the**  
**Indian Constitution**

**Resource Person**  
Smt. Arya. P. B.  
Assistant Professor  
School of Indian Legal Thought  
Mahatma Gandhi University  
Kottayam

Date : 04/10/2023, Wednesday  
Venue : E-Learning Centre  
Time : 11.30 a.m.

**Co-ordinators**  
Ms. Soumya Sebastian  
Dr. Elsamma Joseph



## Two Day Workshop on Digital Marketing

Academic year : 2023-2024  
Date(s) on which program conducted : 18 & 19 October 2023  
Collaborating agency inside or outside the institute : IEDC  
Beneficiaries : Students  
Name / Affiliation & Contact details (E-mail) of the resource person(s):

➤ Mr Sameeth S Raj  
Director  
Digiperform, Kochi  
Ph. No: 9526436622

Mail id: [sameeth.raj@digiperform.com](mailto:sameeth.raj@digiperform.com)

➤ Mr. Sooraj B Pai  
Head Trainer  
Digiperform, Kochi

Mail id : [soorajdigiperform@gmail.com](mailto:soorajdigiperform@gmail.com)

➤ Aswathi Shaji  
Trainer  
Digiperform, Kochi  
Ph. No: 7025759065

Mail id: [aswathyshaji2345@gmail.com](mailto:aswathyshaji2345@gmail.com)

Number of teachers coordinated the program : 1

Number of students participated in the program : 24

### A brief report on program

#### Two-day workshop on digital marketing

The two-day workshop on Digital Marketing organised by IEDC, Deva Matha college Kuravilangad, conducted on 18th and 19th October 2023 by Digiperform, Kochi. The programme started at 9:45 am with the welcome address by Ms.Soumya Sebastian, programme co-ordinator.

It's a useful class which make us know more about digital marketing and new ideas and basics in the topic. Resource persons Sameeth. S. Raj, the Director of Digiperform gives an overview and importance of digital marketing in job sector. Sooraj P Pai, the head trainer makes us know how to build a web page, the uses of canva app and also make us aware about the security issues in the topic. The first day of the workshop discussed the basics and fundamentals of digital marketing, pros and cons of digital marketing, security and privacy issues and website creation. Aswathy Shaji, taught more about how to create web site and also the uses and importance of digital marketing. Canva is one of the most popular graphic design tools in the world. Within a short period of time, it has become a renowned name in the industry. The program lets you create presentations, social media posts, posters, pamphlets, and other forms of visual content. Canva offers millions of stunning and professional layouts, allowing you to choose a design to your preference.

DAY2- 19/10/2023

Resource person: - Ms. Aswathy Shaji

The second day of the workshop discussed social media marketing in detail and product creation on website. Social media marketing is the process of creating content for social media platforms to promote your products and/or services, build community with your target audience, and drive traffic to your business.

. The workshop is very effective to students to utilize the skills and talents. The resource persons every point to discussed in detail the workshop was useful and knowledgeable. The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

The programme wrapped up around 3:30 pm. The vote of thanks which was given by Mr. Sreejith Anil.

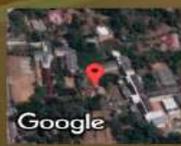
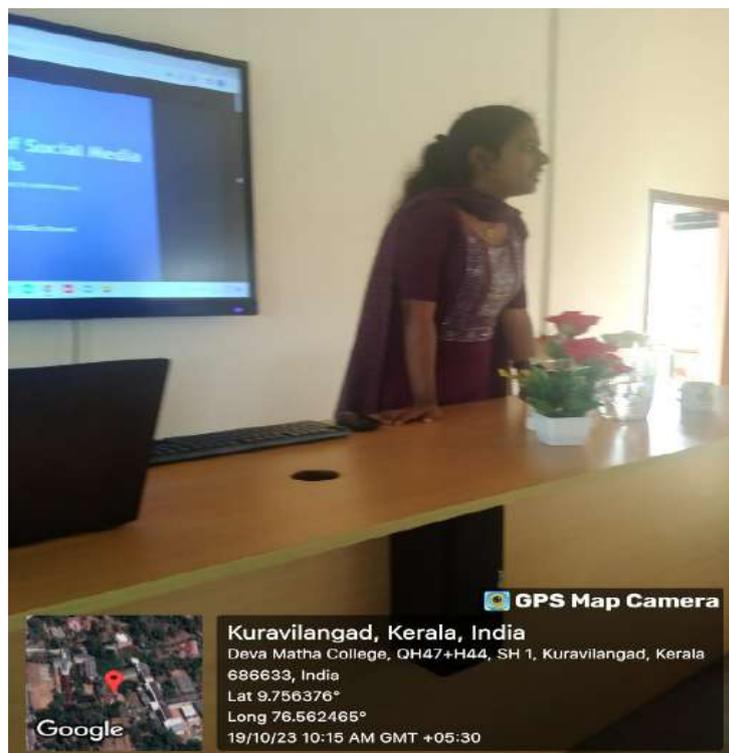




**GPS Map Camera**  
Kuravilangad, Kerala, India  
QH47+H44, SH 1, Kuravilangad, Kerala 686633, India  
Lat 9.756465°  
Long 76.562523°  
18/10/23 12:11 PM GMT +05:30



**GPS Map Camera**  
Kuravilangad, Kerala, India  
Deva Matha College, QH47+H44, SH 1, Kuravilangad, Kerala 686633, India  
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Long 76.56251°  
18/10/23 10:17 AM GMT +05:30



**GPS Map Camera**  
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Deva Matha College, QH47+H44, SH 1, Kuravilangad, Kerala 686633, India  
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## SEMINAR ON ENTREPRENEURSHIP AS AN ALTERNATIVE FOR UNEMPLOYMENT

Academic year : 2023-2024  
Date(s) on which program conducted : 31.01.2024  
Collaborating agency inside or outside the institute : ED Club  
Beneficiaries : Students  
Name / Affiliation & Contact details (E-mail) of the resource person(s):  
Mr. Chandran P  
Industries Extension officer ( IEO)  
Taluk Industries Office  
Meenachil, Pala

### **A brief report on program**

## SEMINAR ON ENTREPRENEURSHIP AS AN ALTERNATIVE FOR UNEMPLOYMENT

Under the aegis of Deva Matha College Entrepreneurship Development club, a seminar was conducted on the topic 'ENTREPRENEURSHIP AS AN ALTERNATIVE FOR UNEMPLOYMENT' at the e-learning centre at 2.15 pm on Wednesday 31 January 2024..Mr. Chandran P , IEO, Taluk Industries Office, Meenachil led the seminar. Entrepreneurship is not just a mixture of ideas, desires for success and a trend away from employment, integration with the right business partners and the issues of obtaining the initial capital, but largely also depends on the laws in each country and the infrastructure which this country offers.

### Objectives of the Seminar

- To increase the public awareness especially youth on the vital role of entrepreneurship as job creation and providing opportunities to young people.
- To verify whether higher rate of unemployment rate may motivate entrepreneurial needs, stimulating more start-ups and business ownerships

The session was very interesting and students actively participated in the session.

The coordinator Mrs. Soumya Sebastian delivered the welcome note at the beginning and the B.Com Third Year student Mr. Albin Sebastian proposed the vote of thanks. The seminar that came to an end at 3.20 PM .

