



# AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

## Best Practice – II - SEED CELL

### Students Empowerment and Entrepreneurship Development cell

Students Empowerment and Entrepreneurship Development Cell (SEED Cell), was established in the year 2017, and has successfully continued over the years, operating through three primary avenues: Student-run Businesses on Campus, AMJCIan Bazaar, and ED Cell seminars and workshops.

#### I. Objectives of the Practice:

- To promote entrepreneurial skills among students.
- To create an entrepreneurial ecosystem on the college campus.
- To provide space and financial aid for conducting Student-run Businesses on Campus, fostering entrepreneurial training.
- To establish Student-run Businesses on Campus as models for the student community.
- To identify and motivate budding entrepreneurs by offering insights into emerging challenges and opportunities in SMEs and Microenterprises.
- To assist entrepreneurs in acquiring necessary administrative skills to efficiently run their start-up companies.

#### II. Context:

- A significant quantum of students in the institution hail from economically and socially marginalized backgrounds. The SEED Cell was conceived to introduce them to entrepreneurial ventures and offer a fresh perspective on entrepreneurship and developing their career.
- The institution possesses an ecosystem conducive to providing knowledge support, skills, initial funding, and external networking opportunities for students.
- Various programs, including Student-run Businesses on Campus, bazaars, seminars, and workshops, are designed to engage students in entrepreneurship within the academic environment.
- Initiatives such as SUCHIKA, a stitching unit guided by the Department of IDD, demonstrate the institution's commitment to nurturing entrepreneurial talents among students.



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### III. The Practice

- Student-run Businesses on Campus have received very positive feedback from the student community. Sample surveys indicate that students who utilized these facilities found them beneficial.
- AMJCian Bazaar has seen significant participation from the student community, with an average of 150 students setting up stalls and 5,000 visitors attending the bazaar.
- Over the past five academic years, 155 alumni have ventured into entrepreneurship, having benefited from the SEED initiatives provided by the institution.
- Evidence of success is reflected in the activities and participation levels documented below.

#### 1. Campus Startup 2019-20

- Through the 'Pustak Barati' shop; stationary items, text books, guides, and note books were sold. In the academic year 2019-20, the initiative has made a total sale of Rs. 242615/- and made a profit of Rs. 41065/-. This was shared among the students who were managing the shop.
- Through the RASAMATI (Soup Corner), healthy soups were sold by the student entrepreneurs. In the academic year 2019-20, the initiative has made a total sale of Rs. 60,850/- and made a profit of Rs 33,310/-. The profit was shared among the students who were managing the shop.

#### 2. Campus Startup 2021-22

- In the academic year 2020-21, the initiative has made a total sale of Rs. 242615/- and made a profit of Rs. 41065/-. This was shared among the students who were managing the shop.
- In the academic year 2020-21, the initiative has made a total sale of Rs. 60,850/- and made a profit of Rs 33,310/-. The profit was shared among the students who were managing the shop.
- Thorough A.M. Jain Ice Cream Parlour initiative, the Institution helped the students to sell Ice Cream products. From 13<sup>th</sup> April 2022 to 31<sup>st</sup> May 2022, a total sale of Rs. 91750/- and a profit of Rs. 16250/- were registered. For this initiative the students were provided with a profit share of 80% to the students who managed the shop.



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### 3. Campus Startup 2022-23

- For the period from 1<sup>st</sup> August 2022 to 7<sup>th</sup> November 2022, the parlour has made a total sale of Rs. 106173/- and made a profit of Rs. 19835/-. For this initiative the students were provided with a profit share of 60% to the students who managed the shop.
- For the period from January 2023 to May 2023, the parlour has made a total sale of Rs. 120890/- and made a profit of Rs. 21913/-. For this initiative the students were provided with a profit share of 60% to the students who managed the shop.

### 4. Campus Startup 2023-24

- For the period from 1<sup>st</sup> August 2023 to 3<sup>rd</sup> November 2023, the parlour has made a total sale of **Rs. 87,735/-** and made a profit of **Rs. 18,511/-**. For this initiative the students were provided with a profit share of 60% to the students who managed the shop.
- **KIOSKS** : In an effort to nurture entrepreneurship and provide practical learning experiences, SEED CELL introduced a unique initiative - allowing students to set up their own food stalls within the college premises. A total number of 9 students turned entrepreneurs have taken up the KIOSKS and they are running 4 different stalls.
- **SUCHIKA** - An in-house stitching unit has been launched under the SEED Cell in collaboration with Department of Interior Design & Décor. Around 7 students were identified and provided them with the required support for the activities under SUCHIKA, hence empowering the entrepreneurial skills in female students.
- **Vegetable Selling from Organic and Herbal Garden**: In collaboration with Karuna Club of the institution, SEED Cell has step forward to sell vegetables like Spinach, Radish, Okra, Black night shade spinach, Red Spinach and Fenugreek Spinach



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### **5. AMJCian Bazaar 2021-22**

- A total of **40** stalls were set up under the SEED initiative in the College - **17** prime stalls and **23** regular stalls.
- Of the **6** prime stalls operated by the students, the remaining prime stalls were run by other companies. All **22** regular stalls were operated by students, with only 1 regular stall run by a company. The program saw participation from **183** student entrepreneurs, consisting of **39** girls and **144** boys.

### **6. AMJCian Bazaar 2022-23**

- The Baazar had **105** stalls, out of which **83** were from the students. A total number of **108** students were part of the stalls. The Baazar was opened to the public and many participants had turned up. Around **5000** people have visited the stalls.

### **7. AMJCian Bazaar 2023-24**

- The Baazar had **149** stalls, out of which **83** were from the students. A total number of **108** students were part of the stalls. The Baazar was opened to the public and many participants had turned up. Around **10000** people have visited the stalls.

### **8. Student-run Businesses on Campus:**

- The SEED Cell has launched various programs to enhance students' entrepreneurial skills.
- Students manage shops as part of real-time entrepreneurial training.
- These startups serve as inspiring models for the wider student community.
- Adequate infrastructure and capital are provided by the management.
- Notable initiatives include Pustak Barati, RASMATI (Soup Corner), and A.M. Jain Ice Cream parlour.

### **9. AMJCian Bazaar:**

- Introduced to provide students with hands-on entrepreneurial experience.
- Students set up stalls within the campus, with the institution providing free infrastructure support.



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- The bazaar is an integral part of cultural programs, attracting significant participation and footfall from both students and visitors.

### 10. ED Cell Seminars and Workshops:

- The ED Cell was established to inculcate entrepreneurial development among the students by organizing programs to enhance students' entrepreneurial skills.
- Some of the events conducted by the ED Cell are: ED Cell Expo, Reopening of Soup Corner and Stationary Stall, Fevicryl Workshop, Post Office Camp, Mega Entrepreneurship Program, The Startuppreneur - Understanding Angel & Venture Capital Funding, AMJ Merchandise during Sardar, 'Building a Successful Startup from Scratch - The Mistakes I Made and The Lessons Learnt'.

### IV. Evidence of Success:

- **Sustained Operation Since 2017:** The SEED Cell has maintained continuous and effective operations since its inception in 2017, consistently promoting entrepreneurial activities and innovation among students.
- **Positive Student Feedback on Student-run Businesses:** Numerous student-run businesses initiated within the college campus have received overwhelmingly positive feedback from students, highlighting the supportive ecosystem and the practical learning experiences provided.
- **High Engagement in AMJCian Bazaar:** The annual AMJCian Bazaar has seen substantial student participation and an impressive visitor turnout each year. This event has become a cornerstone for showcasing student-led businesses and fostering a vibrant entrepreneurial culture on campus.
- **Alumni Entrepreneurial Success:** A significant number of alumni have successfully ventured into entrepreneurship or pursued related careers post-graduation, attributing their success to the foundational skills and resources provided by SEED initiatives. This includes launching startups, securing funding, and making meaningful impacts in various industries.



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### V. Problems Encountered and Resources Required:

- **Market Competition Challenges:** Students often face significant challenges when competing with established businesses in the external market, highlighting the need for mentorship and strategic support.
- **Revenue Generation Struggles:** Many student ventures find it difficult to generate substantial revenue, indicating a requirement for better access to financial resources, market research, and business development training.
- **Balancing Academics and Entrepreneurship:** Students frequently struggle to balance their entrepreneurial activities with their academic workload. This underscores the need for flexible academic policies and support systems that accommodate entrepreneurial pursuits.
- **Continuous Evaluation of Long-term Outcomes:** The long-term success and impact of SEED initiatives require ongoing evaluation and assessment to ensure that the support provided evolves with changing market conditions and student needs.
- **Need for Sustained Support and Motivation:** For students pursuing entrepreneurship beyond campus, ongoing support, and motivation from both the institution and their families are crucial. This includes providing continuous mentorship, networking opportunities, and encouragement to sustain their entrepreneurial journey.



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## Photos of SEED Cell Initiatives

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## Suchika:





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## Campus Kiosks:

