



**KERALA AGRICULTURAL UNIVERSITY**  
**COLLEGE OF AGRICULTURE**  
**VELLAYANI**

**THIRUVANANTHAPURAM, KERALA 695522**

**E CELL COA VELLAYANI**

**ANNUAL REPORT 24-25**

## **ABOUT COLLEGE**

The College of Agriculture, Vellayani, located in Trivandrum, Kerala, is one of the most prestigious agricultural institutions in India. Established in 1955, it is the oldest and largest agricultural college in Kerala, operating under the Kerala Agricultural University (KAU). The College of Agriculture is situated in Vellayani, a serene location approximately 12 kilometers from the heart of Trivandrum city. The campus is surrounded by lush greenery, making it an ideal environment for agricultural studies and research. Notable for its picturesque setting, the campus is bordered by the Vellayani Lake, one of the largest freshwater lakes in Kerala. Over the decades, the college has played a pivotal role in fostering agricultural education, research, and extension services, making significant contributions to the agricultural and rural development of the region. The college was founded to address the growing demand for formal agricultural education and skilled professionals to boost the agricultural sector in Kerala. Initially affiliated with the University of Kerala, it became part of the Kerala Agricultural University in 1972, after the university's establishment.

The College of Agriculture, Vellayani, stands as a beacon of excellence in agricultural education and research. With its rich history, outstanding academic programs, and picturesque location, the college continues to nurture future agricultural scientists, researchers, and extension workers. Its commitment to fostering sustainable agriculture and empowering rural communities ensures its pivotal role in shaping the agricultural landscape of Kerala and beyond.

## **INTRODUCTION**

E Cell CoA Vellayani, founded on September 14, 2023, began with 25 members and has grown to 57 inspirational participants. It works as an entrepreneurial hub at the College of Agriculture, Vellayani, empowering students in agriculture and biotechnology to explore the entrepreneurship world. Under the guidance of Dr. Geetha Radhakrishnan, Assistant Professor at Kerala Agricultural University, E Cell fosters innovation, collaboration and sustainability.

## **MISSION AND VISION**

E Cell's mission is to nurture innovation, entrepreneurship and sustainable growth in agriculture and biotechnology. Its vision is to empower innovators, cultivate entrepreneurs, and transform the future of agriculture and biotechnology.

## **VALUES**

E Cell values encouraging innovative solutions, supporting entrepreneurial development, promoting institutional-industrial collaboration, prioritizing sustainability and fostering continuous learning.

## **KEY ACTIVITIES**

E Cell engages in startup programs in the field of mushroom cultivation, hydroponics and microgreens. It participates in competitions such as IIT Bombay's National Entrepreneurship Challenge. Upcoming events include the Freshie Intro and the Illuminate Workshop with IIT Bombay.

## **ACHIEVEMENTS**

Between 2024 and 2025, the Entrepreneurship Cell (E-Cell) of the College of Agriculture (CoA), Vellayani, showcased remarkable achievements in various prestigious competitions. Notably, they were selected for final round of the National Entrepreneurship Challenge 2024 organized by E Cell IIT Bombay, demonstrating exceptional innovation and teamwork. Additionally, E Cell CoA Vellayani reached the finals of the EDD competition, also conducted by E Cell IIT Bombay, further cementing their reputation in entrepreneurial excellence. Their

prowess was further highlighted by their selection for the SEC competition at IIT Kharagpur, reflecting their commitment to fostering entrepreneurship and innovation. Furthermore, they organized "INIZIARO 2025: Transforming Agriculture Through Entrepreneurship" on February 21st and 22nd, 2025, featuring workshops on entrepreneurship.

## **NURTUREON STARTUP**


### **HYDROPONICS**

The hydroponics project, Nurtureon, was initiated under the Entrepreneurship Cell of the College of Agriculture, Vellayani, with the objective of promoting sustainable and innovative farming techniques. The project officially commenced on March 23, 2024, with an initial investment of ₹99,748, which was used to procure hydroponic units from Plant Me Agrisolution Pvt Ltd, Aluva. The primary crops cultivated in the system include palak, kale, celery, red and green lettuce, and ponnankanni cheera. However, the project encountered several challenges, primarily due to fluctuations in weather conditions that affected overall profitability.

Since its inception, the project has conducted three harvests of palak and two of ponmankanni cheera, resulting in total sales revenue of ₹1,625. The produce was sold through offline channels, primarily to teachers, workers, and the UG hostel. To expand market reach, an agreement was made with the UG men's hostel to ensure consistent sales. In addition to direct sales, some harvested produce was distributed as gifts during the Uthaan program, enhancing awareness and outreach for the project.

Despite the achievements, the project faced difficulties in maintaining optimal growth conditions, particularly in the outdoor unit, where pest infestations and climatic variations led to setbacks. The total expenditure, including costs for hydroponic units, sprayers, and seeds, amounted to ₹1,00,548. To address financial sustainability, future plans include product diversification, such as the sale of hydroponic seedlings, and integrating organic agriculture within the rain shelter. These strategies aim to enhance both production efficiency and revenue generation, ensuring the long-term success of the Nurtureon hydroponics initiative.





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E-Mail : sales@plantmeagro.com  
GSTIN : SJAALCP4608D12P

Quotation

Name :

The Dean

Address :

College of Agriculture, Vellayani

Quotation No :

PM/QN/123

Date :

13/3/2024

SL.No	Particulars	Quantity	Unit	Rate per Unit	Amount
1	140 Planter NFT Kit System includes - NFT channels, Netpot, Clay Balls, Powder coated GI Stand, 150Ltr Reservoir, Motor, UPVC/PE connections, TDS Meter, Sample Nutrient solution (1Ltr)	3	Nos.	27,964.00	83,892.00
2	TDS Meter	1	Nos.	640	640.00
Transportation					-
Hydroponic Training				Free	
GST 18%					15,215.76
Round up					0.24
TOTAL					99,748.00

Total Amount in Words: Rupees Ninety Nine Thousand Seven Hundred and Forty Eight Only

COMMERCIAL TERMS & CONDITIONS

1) Terms of Payment:-  
60% advance to confirm the order.  
40% on completion of installation

2) Offer Validity:-

Plant Growth stage

Nutrient A  
(ml/150Ltr)


Nutrient B  
(ml/150Ltr)

Recommended TDS  
Level

Week 1	130 ml	130ml	200 - 250 ppm
Week 2	75 ml	75 ml	250 - 300 ppm
Week 3	75 ml	75 ml	300 - 350 ppm
Week 4	100 ml	100 ml	400 - 450 ppm


Maintain 400 – 450 ppm from Week 4 (full maturity of leafy vegetables) till harvest end.

Also top up water as per requirement.




Installation

Seedlings in protra



Palak



Ponnammakanni cheera

## **MICROGREEN**

Microgreens are young, nutrient-rich greens harvested at the early leaf stage. They contain significantly higher nutrient levels than their mature counterparts. The step-by-step process of growing microgreens involves:

### **1. Media Preparation**

Soak and expand coco peat by adding water. Break it down and mix well for an even medium.

### **2. Water Preparation**

Check and adjust pH (5.5 – 6.5) using lemon juice or baking soda. Maintain TDS at 0-300 ppm. Add food-grade hydrogen peroxide ( $\text{H}_2\text{O}_2$ ) to disinfect and oxygenate seeds.

### **3. Sowing and Germination (Day 0 – Day 4)**

Fill  $\frac{3}{4}$  of the growing tray with coco peat and level it. Evenly spread seeds (e.g., 28g for Pokchoi, Mustard, Radish). Spray water and cover with another tray, weighing it down with bricks (Blackout Stage). After 24 hours, check for fungal growth, water lightly, and repeat the covering process. By Day 3-4, germinated seeds will push up the cover tray (Doom Stage).

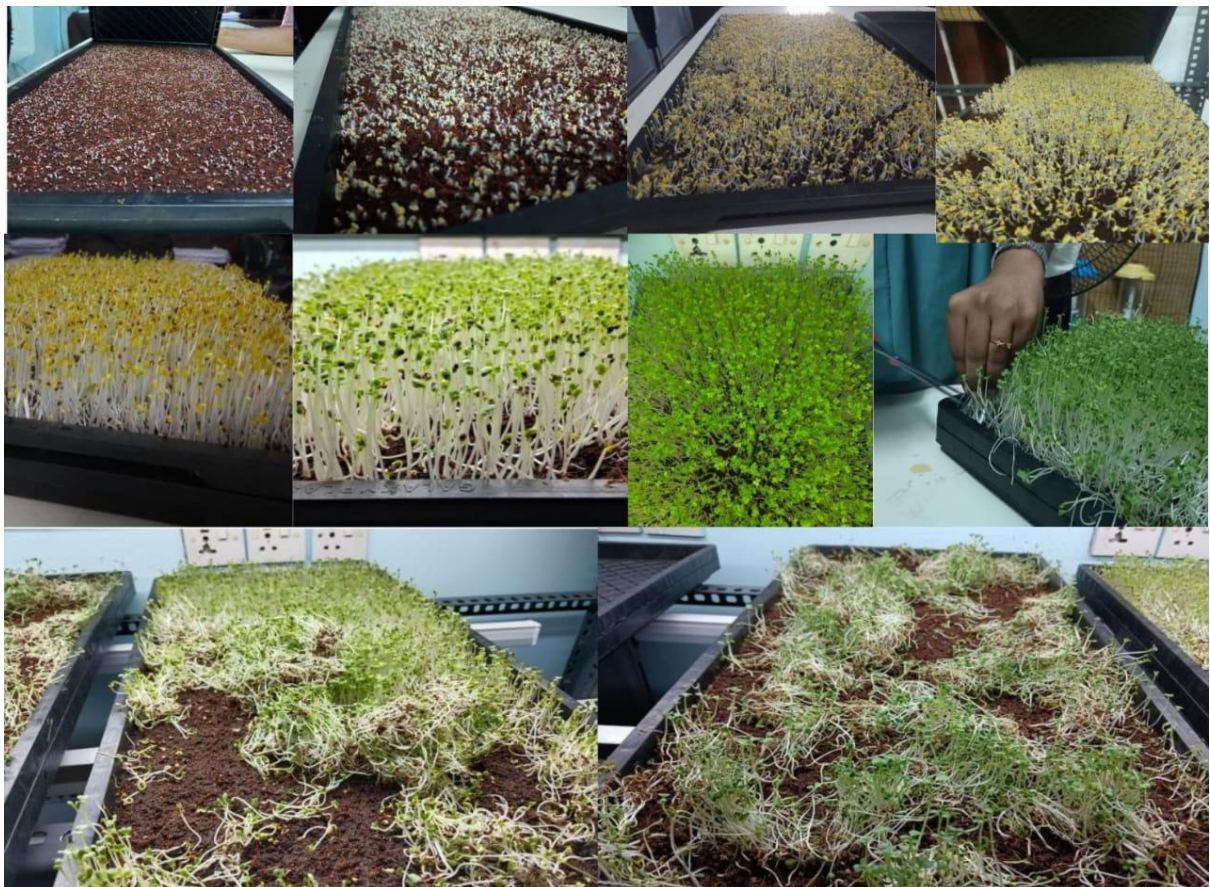


#### 4. Growth and Light Exposure (Day 4 – Day 7)

Remove the cover tray and place the growing tray on a rack. Provide 12-14 hours of light daily for 3 days. Water from below (600-800 ml per tray) without  $H_2O_2$ . Monitor fungal growth and water levels daily.

#### 5. Harvesting (Day 7-8.5)

Harvest when true leaves begin to appear. Use scissors to cut without disturbing the medium. Weigh, pack, and refrigerate (can be stored for 7 days). Expected yield is 10 times the seed weight (e.g., 280g from 28g seeds). Clean the growing area and discard the used medium. This process ensures a steady supply of fresh, healthy micro greens rich in nutrients.





## **MUSHROOM**

NurtureOn is a student-led initiative under E Cell CoA Vellayani, comprising three distinct startups. Our specific focus is on the cultivation and sale of oyster mushroom (*Pleurotus ostreatus*), specifically the HUC variety. The project was launched on April 20, 2024, with the aim of creating an experience and for generating an income. Our objectives include mastering mushroom cultivation techniques, producing high-quality mushrooms, and establishing a strong market presence. Mushroom cultivation is an important agricultural practice due to its numerous benefits. Mushrooms are a nutritious food source, rich in vitamins, minerals, and antioxidants. They can be grown on agricultural waste, making the process environmentally friendly and sustainable. Mushroom farming requires relatively low investment and space, making it accessible to small-scale farmers. At NurtureOn, we use straw and mash pellet as substrates to grow our oyster mushrooms, ensuring they grow well and produce a good yield.

We faced several challenges that impacted both our cultivation and overall management. The hot weather made it difficult to maintain the cool environment as mushrooms needed. We also dealt with contamination in our mushroom beds, which spoiled some beds and wasted time and resources. Within the team, coordination was sometimes lacking, leading to inefficiencies and overlapping tasks. Miscommunication further added to the issues, causing delays and confusion among team members. The limited market for mushrooms made it harder to reach our sales goals, affecting our revenue. Balancing our project with academic activities, including exams, meant we couldn't always dedicate enough time to preparing new beds, leading to delays in our production cycles.

As we move forward, we're scaling up our production by preparing 10 new mushroom beds each week, ensuring a continuous harvest now that exams are over. We're also excited to launch our new product, the 'Ready to Fruit Bed,' which marks a new venture for NurtureOn. In addition, we are beginning to cultivate pink oyster mushrooms and milky mushrooms, expanding our variety to attract a broader customer base. Looking ahead, we plan to explore value-added mushroom products, such as dried mushrooms.



## UTTHAAN

E Cell CoA Vellayani recently hosted "Utthaan," a comprehensive one-day event dedicated to fostering entrepreneurship development among students. The event was meticulously designed to equip students with essential knowledge and skills in start-ups and various business-related areas, aiming to prepare them for the multifaceted challenges they are likely to encounter in the rapidly evolving business landscape. The primary goal of Utthaan was to bridge the gap between academic theories and real-world business practices, ensuring that students are well-prepared to navigate the competitive market environment. The event featured several key workshops, an interview structured around components, including seminars, with an and a live successful entrepreneur. These sessions provide deep insights into critical topics such as business planning, financial management, marketing strategies, and innovation. The interactive workshops allowed students to engage in practical exercises and case studies, fostering hands-on learning experience that went beyond traditional classroom education. A significant highlight of Utthaan was the live interview with a successful entrepreneur, which provided a platform for students to hear first-hand accounts of the challenges and triumphs faced in their entrepreneurial journey. The Q&A session following the interview allowed students to interact directly with the entrepreneur, gaining valuable insights and personalized advice on various aspects of business management. This interaction not only enriched the students' understanding of the business world but also inspired them to pursue their entrepreneurial aspirations with greater confidence and determination. The benefits of participating in Utthaan were manifold. Students gained enhanced knowledge about the start-up ecosystem and business operations, which is crucial for anyone looking to venture into entrepreneurship. The exposure to real-world business scenarios and problem-solving techniques significantly bolstered their understanding and preparedness. Additionally, the event contributed to skill development in critical areas such as leadership, communication, strategic thinking, and project management. The practical experience of developing business plans and pitches prepared students for future investor meetings, giving them a competitive edge.

## **CURRICULUM VITAE WORKSHOP**

The Entrepreneurship cell of College of Agriculture, Vellayani organized a CV and LinkedIn workshop as part of UTTHAAN event on April 29, 2024. Mr. Thajudeen was the student coordinator for this workshop. The workshop aimed at helping students prepare effective and professional CVs and LinkedIn profile for their future career endeavours. The workshop was facilitated by Mr. Anandhu Vasudev. He is the Founder and CEO of Evolvers. He is also a career counsellor and resume expert.

The workshop targeted the teaching of proper structuring and formatting of a CV. The workshop started with a presentation by Mr. Ananthu Vasudev on the basics of CV writing, covering the essential sections, organization patterns, and dos and don'ts of a CV. The workshop was attended by students from various departments and levels of study. The students expressed that they gained more confidence and clarity in writing their CVs and creating a more professionally oriented LinkedIn profile appreciated the practical and interactive approach of the workshop.

## **LIVE INTERVIEW WITH NAJEEB BIN HANEEF**

From scientist to CEO: Najeeb Bin Haneef reveals his entrepreneurial journey. The vision of the LIVE INTERVIEW was to encourage students to participate in entrepreneurship by showing a live example of young Entrepreneur Najeeb Bin Haneef, founder and CEO of Zaara Biotech sharing his perspective on the success of his start-up and broader landscape of the biotechnology industry. The ultimate aim is to nurture entrepreneurial spirit from an early age and inspire entrepreneurial thinking in students. The program commenced at 2:00 PM with Asna Parveen introducing the esteemed speaker, Mr. Najeeb Bin Haneef, setting the stage for an engaging and insightful session. The interview was masterfully hosted by Nivedya S and M Letzamon Haokip, who guided the conversation through the various facets of Mr. Najeeb's entrepreneurial journey. The discussion was rich with anecdotes and lessons, providing our audience of aspiring entrepreneurs with profound inspiration and invaluable insights into the realities of starting and sustaining a successful business. The speaker's experiences and wisdom resonated deeply, offering a blueprint for those eager to embark on their own entrepreneurial paths.

## **TALK SESSION - AJITH GOPALAKRISHNAN**

As a part of UTTHAAN conducted by CoA Vellayani, Ajith Gopalakrishnan led an interesting and engaging talk session on the topic 'Agripreneurship in Focus'. Ajith Gopalakrishnan is working as an Eco shop Secretary as well as a Kalliyoor Krishi Office. His session, "Agripreneurship in Focus," offered a thorough examination of agricultural entrepreneurship. He defined agripreneurship, discussed its importance and challenges, and explored its opportunities. Using inspiring case studies, Ajith shared the stories of successful agripreneurs, providing attendees with valuable insights and a roadmap for success in this rapidly growing field. The session covered almost all areas related to agripreneurship and successful agripreneurs. Additionally, the speaker encouraged audience participation. Many students were given the opportunity to clear their doubts, which increased interest in agripreneurship. The session was very interesting and engaging. It was able to capture the attention of the entire audience. It also helped increase student's knowledge of agripreneurship and cleared all their doubts. I hope that someone will surely be inspired and encouraged to pursue a career in agripreneurship in the future. Future programs could be enhanced by incorporating more interactive workshops and real-life agripreneurship simulations, offering participants practical, hands-on experience.

## **CASE STUDY COMPETITION**

Case Study Analysis Competition, "Talaash," was held from 9:30 AM to 10:30 AM, providing a platform for participants to analyse real world agricultural and biotechnological scenarios. The event, coordinated by Meera S., Vishnu Sanilkumar, Ashiya Sujayi, and Remya Krishna. It sparks collaborative strategic thinking, fostering a dynamic environment for honing analytical skills and innovative problem-solving innovation thinking. The case studies were carefully selected based on pre-competition survey to reflect current challenges and promote educational and professional development. Throughout the competition, participants were guided through the analytical process, encouraged to propose viable solutions that could transform the industry. The event concluded with participants presenting their solutions, demonstrating their analytical skills and innovative thinking. The competition successfully created a meaningful experience, driving progress and innovation in the biotechnological sectors. To further enhance agricultural and future events, incorporating feedback sessions from



industry experts on the proposed solutions would provide participants with valuable insights and guidance. Overall, the Case Study Analysis Competition was a resounding success, empowering students to think critically and develop innovative solutions to real-world challenges.

Effective analysis is crucial for strategic growth, as evident from the Case Study Analysis Competition. By examining real-world scenarios and proposing innovative solutions, participants demonstrated the importance of critical thinking and analytical skills in driving progress and innovation. Through such analysis, individuals and organizations can identify areas for improvement, capitalize on opportunities, and develop strategic plans for sustainable growth.

### **TALAASH QUIZ**

As part of UTTHAAN, the TALAASH Quiz Challenge offered an engaging and interactive session designed to test participants' knowledge on various aspects of entrepreneurship. Held on April 29, 2024, from 8:30 AM to 9:30 AM, the quiz was conducted under the leadership of P. Sreeraj and Sharon Valis. The session provided an exciting platform for participants to explore diverse topics, ranging from foundational entrepreneurial concepts to various interesting entrepreneurship and business-related topics. To encourage participation, the organizers announced attractive prizes and certificates for top scorers. The event was one of the standout highlights of UTTHAAN, drawing a significant number of enthusiastic participants who engaged in a spirited competition. The quiz not only showcased the expertise of budding entrepreneurs but also aimed to deepen their understanding of entrepreneurial ventures. While the primary objective of TALAASH was to enhance entrepreneurial knowledge among students, the event faced some challenges. Many students were hesitant to participate, partly due to a lack of interest in entrepreneurship and difficulty balancing academic commitments. Additionally, limited preparation time impacted their readiness. Despite these obstacles, the organizing team managed the event successfully, ensuring its smooth execution and contributing to the overall success of UTTHAAN.

## **NATIONAL ENTREPRENEURSHIP CHALLENGE**

NEC – National Entrepreneurship Challenge, by E Cell IIT Bombay, is designed to encourage entrepreneurship in colleges across India. In the basic track we were the title winners. It was a 6-month long competition where we were given tasks like business plan development, networking events, start-up stimulation games, case study analysis, social media campaigns etc. As the event was unknown to most, it was struggle some. Since we are not of commerce or management background, most of the tasks were new in all aspects. But the advanced track was the other way round. The basic track gave a momentum for NEC advanced track. Advanced track gave a better through and the competition spirit got into the members and included various levels of competition in online mode.

In advance track we completed task like head start task, brand your E Cell, know your surroundings, draft a work report, idea box, gather insight. All tasks were done as a team with good coordination. The tasks required deep knowledge about entrepreneurship, so we first understood the task given to us. Then, we split the members of the E-Cell into six teams, and each team was assigned a task to be completed within the deadline. Sometimes, we faced difficulties balancing this with our academic commitments. As part of the advanced track we had also done a vodcast challenge that included talks on entrepreneurship related ideas and it was posted on our instagram page @ecellcoavellayani.

NEC advanced track further had a challenge named NEXUS that was based on Agri-biotech related start-up ideas. Thus the NEC advance track altogether helped in developing our E-cell and gave a better framework and paved a strong pathway for future prospects. Through participating in NEC advance we gain entrepreneurial knowledge, develop problem-solving skills, and network with industry experts. It gives us a platform to show our innovative ideas, compete for resources, and provide exposure to the startup ecosystem.

## **NEXUS 2024**

Nexus pitch deck competition was planned E Cell COA Vellayani as a part of the Eureka! Which was conducted by E Cell IIT Bombay. The competition was held at College Of Agriculture on 25th September 2024. The main focus on the event was Agriculture and biotechnology. The abstracts related to Biotechnology and Agriculture of the selected participants were contacted by Nexus Coordinator Feba Thomas. The rules and regulations of the event were informed to them, and they were also given the option to pitch their presentation in either offline or online mode.

A brochure for the event was designed and distributed among College of Agriculture, Vellayani students, as well as shared on social media platforms like LinkedIn, Unstop, and Instagram. The event was planned in a hybrid mode. Registered participants were requested to submit their abstracts on 23 September. We received an overwhelming response with 23 teams submitting innovative abstracts focused on agriculture and biotechnology. Participants conveniently shared their ideas through the Unstop platform or via Google Forms.

Event scheduled at 10 AM, the online participants were given a Google meet link where they have to wait for their slot. Offline participants present their ideas at the event venue ,New UG Classroom of College of Agriculture, Vellayani. Technical area where well covered by the technical team one hour before the event. A separate Google meet link was provided for pitching of each team's idea to the judges. In this meeting, the pitching team ,technical committee and the judges were present.

The judges were concerned about the lack of perfect preparation and knowledge about how to turn their ideas into a sustainable business. The results of the event declared on 26 th September, with the team Soviet as the winners. Their idea was eco-friendly beeswax wrappers. The team members are Krishna Bansal, Priyam Gupta, Rachit Gupta. The other teams were also innovative. Attractive feature was the opportunity for Registration of EUREKA. Each participant was contacted separately for Registration. The doubts regarding the procedures of Registration were clarified by our E Cell CoA Vellayani Team. The event provide a platform for young entrepreneurship minds to share their innovative ideas.

## **POSTER PRESENTATION COMPETITION**

A poster presentation competition was held as part of UTTHAAN on April 29, 2023 and was coordinated by Mahsoofa C and Shone Jojo. There were over 40 registrations for the competition. The judges, Dr. Geetha Radhakrishnan and Dr. Smitha Bhassi carefully evaluated every poster. The clarity, creativity and content were assessed to make a just judgement. The competition provided a platform for students to showcase their creativity and excellence. Feedback highlighted that the competition was overshadowed by other events happening simultaneously. Suggestions included the early announcement of themes and effective publicity for all competitions and events so that they may receive adequate attention and participation.

## **SOCIAL MEDIA CHALLENGE-VODCAST**

The Vodcast Challenge organized by E-cell CoA Vellayani was an exciting event that encouraged creativity and innovation among participants. The challenge invited individuals and teams (with a maximum of three participants) to create a 1-minute video podcast on an entrepreneurship-related topic. Participants had the freedom to choose topics ranging from success stories and start up facts to recent news in the entrepreneurial world. The videos could be enhanced with transitions, graphics, and voiceovers, offering a platform for participants to showcase both their content and technical skills. With over 32 entries, the event was a great success, highlighting the enthusiasm and talent within the entrepreneurial community at COA Vellayani. The challenge targeted emerging student entrepreneurs in agriculture and biotechnology by sharing motivating stories of entrepreneurs and tips in online platforms like ECell COA Vellayani official page. Necessary permissions were obtained from the Dean and Faculty Advisor of the Entrepreneurship Cell. The Design Team created an eye-catching poster and videos, while the Media Team conducted a comprehensive publicity campaign. The coordinators, Sreehari and T. Thajudeen, provided leadership, ensuring smooth planning and execution.

Submission Deadline: September 24 2024.

Competition Date: September 24, 2024, at Extension Department COA Vellayani.

Participants selected one of contents (agriculture or biotechnology startup) and presented.

The 32 students registered for the challenge. The competition was overseen by coordinators T. Thajudeen and Sreehari. The judgement was based on the clarity, uniqueness and relevance of the content. Event photographs and videos were uploaded to Instagram for broader reach. A comprehensive report was prepared, highlighting the competition's impact and outcomes. The Vodcast event drew 32 participants, each presenting inspiring entrepreneurial stories. These narratives showcased the journeys of various entrepreneurs, highlighting the challenges they overcame and their ultimate successes. The event proved highly successful, offering valuable insights into the entrepreneurial landscape.

### **KNOW YOUR SURROUNDINGS**

Know your surroundings is a task for the National Entrepreneurship Challenge 2024. It was a survey which was organised to recognise challenges faced by the start-ups in our surroundings, especially in the fields of agriculture and biotechnology. Our E-Cell wanted to go beyond assumptions and hear directly from start-ups about their experiences. Start-ups listed on the Kerala Start-up Mission website and those associated with our E-Cell became the focus of this initiative. These are innovators working on real-world problems in agriculture and biotechnology sectors that are critical to societal progress. By gathering feedback, we aimed to uncover their pain points and identify the areas where they need our support the most. The process of creating the survey was a team effort. We brainstormed as a team, each member contributing at least 5 ideas to design the questionnaire. Forwarded to our faculty advisor, we refined the questions to ensure we have important themes such as:

- Access to funding
- Legal and regulatory challenges
- Technology development
- Hiring skilled employees
- Market and growth strategies

The survey was distributed to the selected start-ups using a multi-channel

Approach to ensure maximum participation. The primary method of



Distribution was via email and WhatsApp and we received 27 complete responses within six days.

## **GATHERING INSIGHTS**

Our E-Cell, established last year, has organized many events. However, several of these did not meet our expectations. To improve this, we have conducted various programs to understand where we went wrong. Gathering feedback from participants will help us to identify what worked well and what needs improvement, so we can make future events better. Understanding the needs of participants is essential for enhancing the quality and impact of future events. Gathering insights from previous participants have helped a lot in understanding our weaknesses.

The methodology we have planned and adopted began from reaching out to participants and stakeholders to receive their insights and feedback by analyzing through carefully designed questionnaires provided to them, engaging the process with relevant individuals and at last summarizing the insights by analysis and documentation. The feedback collection process began by contacting senior members of the previous E-Cell team. Current members were then assigned to investigate different events and initiatives handled by the past E-Cell team.

We developed four Microsoft forms to gather feedback, each tailored to specific groups: Participants of different workshops and various competitions, attendees of different talk sessions guests like keynote speakers, judges and others. Initially, we called the stakeholders to request their participation in the feedback process and then emailed them the respective forms. We also created a list of participants for each event and customized emails to share the forms with them. The After providing a one-week response period, we downloaded the Excel Sheets with the responses for analysis. With the help of our faculty advisor, we analyzed each form's responses, converting the data into graphs and tables. The results were then presented to all 59 E-Cell members, and we documented the main findings, suggestions, and problems. After incorporating our faculty advisors comments, the final document was completed.

### **Results and insights**

a) High participation was observed in workshops like CV/LinkedIn (134Participants) and events like Utthaan(141 participants).Participants highlighted gaining confidence in CV/LinkedIn preparation, learning entrepreneurial skills, and being inspired by the speaker's life stories.

b) The majority of participants (95) heard about the events through WhatsApp, followed by social media (53). No. participants reported learning about the events via email, indicating potential areas to expand communication channels.

c) Most participants rated the organization of the events as excellent (92) or Good (81), with only a few ratings it as Fair (11) or Poor (3). Practical and interactive sessions were specifically requested, indicating a demand for more engaging content. Time management issues were highlighted, suggesting that improving punctuality could enhance participant satisfaction.

d) The knowledge and delivery of presenters were rated highly, with 103 participants marking them as excellent. Materials and resources were deemed helpful by most (150 participants), though some (30) were unsure. Participants were generally satisfied with the facilities, with 82 being very satisfied and 97 somewhat Satisfied.

### **Areas of success**

**Content Quality:** The workshops and sessions were highly appreciated for their content, especially CV/LinkedIn preparation and entrepreneurial skills

**Presenter Knowledge:** Participants valued the expertise and delivery of the presenters, which contributed to the positive learning experience.

**Participant Engagement:** High engagement levels indicate that most events successfully captured the interest of participants.

### **Opportunities for improvement**

**Time management:** Numerous participants emphasized the need for better time management to ensure events run smoothly and on schedule.

**Interactive Sessions:** There is a clear demand for more practical and interactive sessions to increase participant involvement.

**Communication and Organization:** Enhancing the communication skills of speakers and improving overall event organization were noted as areas for future focus.

**Broader Outreach:** Expanding communication channels beyond WhatsApp and social media could help reach a wider audience.

## **Conclusion**

The feedback and insights gathered from participants of the E-Cell events at CoA Vellayani have provided a clear roadmap for improving future endeavours. While the content quality, presenter expertise, and engagement levels were identified as strong areas, time management and the need for more interactive sessions emerged as key opportunities for enhancement. By addressing these areas, the E-Cell can further elevate the impact and appeal of its initiatives. Implementing structured planning, increasing practical engagement, and broadening outreach channels will ensure sustained growth and participant satisfaction. Moving forward, the E-Cell is committed to leveraging these insights to foster an enriching environment for all stakeholders involved.

## **FRESHIE INTRO**

A Freshie Intro program was organized by the E Cell to introduce freshmen students to the world of entrepreneurship. Held on 7th December 2024, the event aimed to familiarize students with E-Cell's activities, initiatives, and resources, encouraging their participation. The event preparations were successfully completed within a week before the event. Permission for organizing the event was collected from the Dean by the coordinators. To ensure smooth execution, the event was divided into sections, and tasks were assigned to the team members for better organization. The games to be conducted during the event were carefully selected and finalized, keeping the audience interest in mind. Posters for the event were created and circulated widely to generate awareness among the students and encourage their participation. Furthermore, the PowerPoint presentation, which was an integral part of the event, was prepared carefully by the assigned members. It was designed to convey the overall activities of E Cell. These preparations ensured that everything was in place for the event to proceed as planned. The program was commenced at 4 PM with the introduction by Nivedya. It was an interactive and informal session where the juniors felt free to open up their ideas and perspectives about E Cell. It followed by the introduction of E cell team by Mohammed Nabin and T. Thajudeen, the overall coordinators of E Cell CoA Vellayani. Then each verticals of the E Cell was explained by the respective heads- M. Letzamon Haokip (head of Finance and Corporate Relations), Sreehari .K ( head of Media and Marketing), Noor Fidha P.K.V ( head of Event and Public Relations) , Keerthana R.F. ( head of Innovation, Research and Knowledge Management), Mohamed Shubin Shaji ( head of Design and Documentation) introduced their respective teams.

The overall coordinators gave an idea about E cell startups, events conducted as a part of E cell, other activities conducted by E cell and various other achievements. After that Game session was conducted and it lasted for 15 minutes. The program was meticulously concluded at 5 PM with Noor Fidha P.K.V, the overall coordinator of previous illuminate workshop explaining about the advantages of the illuminate and previous illuminate experiences and many students got encouraged. We also incorporated a game session in between the program to keep the students engaged. The idea was very nice and helped a lot to attract their attention. We included 3 sets of games which reflecting the theme of entrepreneurship in the session, which make them feel impressed with our ideas. As soon as the session is over, we had collected feedback from students who actively participated in the session. They shared the idea that the overall session was very nice and covered every aspect of their interest without any sort of lag.

## **INTERACTING WITHIN**

### **Interaction Within 1**

On November 29, 2024, we had an engaging Zoom session with the E-Cell team from IBS Mumbai. It was a short, half-hour conversation, but it left a lasting impact on us. They shared their journey in the Illuminate competition, where they hosted a session by Mr. Joshua Salins, the founder of The Hobby Tribe, and even ranked 7th in IIT Bombay's E-Cell competition. Listening to their experiences gave us a lot to think about—how they plan, execute, and achieve such milestones.

We also talked about the challenges we're facing as an E-Cell, like struggling to get participants for our programs and managing limited funding. It felt good to have an open conversation about these issues and to hear their perspective on how they've tackled similar problems. We also exchanged our mission and vision i.e. IBS focuses on fostering entrepreneurship by encouraging ideas and offering platforms for validation, while we're deeply rooted in driving innovation and sustainable growth in agriculture and biotechnology.

Representatives from both sides shared practical suggestions and ideas for moving forward. They gave us fresh insights on how we could improve participation and navigate funding challenges. By the end of the session, we felt inspired and ready to take on the next steps for our E-Cell. It's amazing how much we can learn and grow through such meaningful interactions.

## **Interact within 2**

The second meeting, held on Dec 2, 2024 brought together E-Cell members from our college and Lakshmi Narain College of Technology and Science (LNCTS). The session focused on building connections and fostering innovative thinking through discussions and shared experience.

The meeting began with an introduction to the E cell's formation, about their activities, programs and their ongoing key projects. Members shared their experiences with the NEC, by discussing about the challenges they faced during each stage of competition and valuable lessons they learned. The participants of LNCTS admired the enthusiasm and knowledge of COA Vellayani team. This positive interaction encouraged everyone to think creatively and to try new ideas. Overall, the meeting was very motivating and helped everyone share useful information effectively.

## **Interact Within 3**

The third meeting held on December 04 2024, between E Cell Jyothi Engineering College and E Cell CoA Vellayani , marked another crucial session within the INTERACTING WITHIN task. Participants engaged in fruitful discussions, exchanging insights on challenges, strategies and shared experiences, further strengthening the collaborative spirit for success in the competition. They currently pursued second position in NEC Advance level.

Exchanged detailed introductions, providing comprehensive insights into the academic environment and infrastructure of E Cell JEC and E Cell CoA Vellayani. Aligned participants ' understanding by discussing the primary objective of the meeting. Explored a range of challenges encountered during the implementation of assigned tasks within the INTERACTING WITHIN competition. Shared valuable insights on the strategies employed to overcome the aforementioned challenges. Discussed the organizational structure of both E Cell JEC and E Cell CoA Vellayani, highlighting key roles and responsibilities. Shared collective experiences related to efficiently tackling examinations within the context of the competition. They shared their first experience on NEC competition. Actively engaged in the exchange of practical tips to overcome common challenges faced throughout the competition. Shared on how they are planning to organize Illuminate workshop on their college. Shared on how they reached to the Advance level without participating basic track.



#### **Interact within 4**

The fourth meeting held on December 9, 2024 brought together the members of E Cell COA Vellayani and Sanjeevani Entrepreneurship Development Cell . The session focused on experience in the National Entrepreneurship Competition.

Discussion was held on various NEC tasks and the challenges faced while completing it . Strategies used to tackle these problems were addressed. We also discussed on various entrepreneurship projects undergoing in our college like Mushroom unit, Micro green and Hydroponics. Discussion took place about the E Cell formation of both colleges and the interesting story behind it

#### **EDD (ENTREPRENEURSHIP DEVELOPMENT DRIVE)**

The College of Agriculture, Vellayani, has joined the Entrepreneurship Development Drive (EDD) SEED Track, a nationwide competition organized by IIT Madras. This initiative aims to cultivate entrepreneurial skills and knowledge among participants. Our 15-member team will engage in a series of challenges, including team building, startup ideation, networking, and fundraising. By participating in EDD, we strive to establish a vibrant entrepreneurial culture, promote strategic thinking, and empower our institution's future entrepreneurs.

# INIZIARO 2025

## BOOTCAMP SESSION





India's agripreneurship landscape is evolving with innovative ventures like jackfruit sales, farm tourism, and hydroponics, supported by incubation centres such as IIT Madras and KAU's Agribusiness Incubator in Thrissur. Digital transformation through platforms like e-NAM and e-Choupal is enhancing agricultural e-commerce. Despite India's leadership in agricultural production, challenges such as inadequate infrastructure, inefficient processing, failure to meet export standards, and high post-harvest losses are limiting global competitiveness. Solutions include advancements in plant growth regulators (PGRs), packaging, processing, and pest & disease management. The RKVY-RAFTAAR scheme funds only agri/food startups, with Kerala supporting 24 start-ups and ₹1.21 crore in funding, and the next application opening on May 1st. Start-ups such as Farm 365 Innovation, plant-based meat substitutes, and IoT-based mushroom farming are gaining traction. Sustainable food packaging solutions by Varsya, including polyethylene-free coatings and thermocol alternatives, have secured partnerships with Vande Bharat trains and Restaurant Paragon, earning recognition as Kerala's Best Manufacturer in 2021. Kerala's KSUM Fablab supports prototyping, while theme-based

restaurants using traditional earthenware cooking are emerging as unique business models. Start-ups meeting DPIIT recognition criteria benefit from tax exemptions if their turnover is under ₹25 crore. Entrepreneurs can explore resources like [ideafest.startupmission.in](http://ideafest.startupmission.in) for funding and support.

The presentation on innovation and entrepreneurship, delivered by Prasanth Sir and Aadam Ahmed, focused on key aspects of start-up development. Prasanth Sir, an agri-machinery entrepreneur, highlighted the importance of innovation in creating value and reducing costs, distinguishing it from mere invention. He explained different types of innovation—product, process, and service—using real-world examples. His discussion on startup formation emphasized self-evaluation, idea generation, and rigorous market research, stressing the importance of test marketing and continuous improvement. He also mentioned support from Raafthar agri-business incubator for new ventures in the field.

Aadam Ahmed introduced the Kerala Startup Mission (KSUM) and its role in fostering entrepreneurship through grants, mentorship, and incubation programs. He outlined funding opportunities like the Productization Grant, Market Acceleration Grant, and initiatives such as WE Start for women entrepreneurs. He also highlighted programs like Research Innovation Network Kerala (RINK) for academic entrepreneurs, the International Exchange Program for global exposure, and Fablab Kerala for prototyping support. Additionally, he emphasized the need for a well-defined business model focusing on value proposition, target customers, and revenue streams. The session underscored the structured approach to innovation, the importance of market validation, and the extensive government support available for startups in Kerala.

The Agri-Tech and Sustainability Bootcamp Session brought together experts and entrepreneurs to share innovative solutions and insights for transforming agriculture. Mr. P. Sridharan Nair, Director of Green Innovation and Market, discussed the urban heat island effect and mitigation strategies using agri-tech solutions like hydroponics and GPS-based soil monitoring. Dr. Sudheer, Head of Raafthar Incubation Centre, highlighted opportunities in the food processing sector, emphasizing the need for quality improvement and value addition. Nitheesh Sudhresharn, Founder of Varsya, showcased his startup's circular economy packaging solutions using biopack from agrowaste.

The session provided actionable insights and inspiration for entrepreneurs, innovators, and stakeholders in the agri-tech and sustainability ecosystem. Key takeaways included the

importance of technology adoption, sustainable practices, and entrepreneurship in driving innovation and economic opportunities in agriculture. The role of incubators and government support in fostering startup growth was also highlighted. Prashant R. Sir, an experienced entrepreneur, shared startup fundamentals and innovation strategies, emphasizing the need for networking and collaboration. Overall, the bootcamp session offered a comprehensive overview of the agri-tech landscape and its potential for sustainable growth and innovation.

## **REPORT**

**This report summarizes the key takeaways from a presentation on innovation, entrepreneurship, and startup development, delivered by Prasanth Sir and Aadam Ahmed on February 25<sup>th</sup>.**

### **Speaker 1: Prasanth Sir – Focus on Agri-Machinery Innovation**

#### **Innovation Definition:**

**Prasanth Sir, an agri-machinery entrepreneur, defined innovation as the development of new products, specifically focusing on solar thermal collectors and drying chambers.**

**He highlighted the two sides of innovation: value creation and cost reduction.**

**He emphasized the distinction between invention and innovation, with innovation focusing on practical application and market impact.**

#### **Types of Innovation:**

**He identified product, process, and service innovation, illustrating these with examples from his own work and general industry trends (e.g., e-ticketing as service innovation).**

#### **Starting a Startup:**

**He outlined a practical approach to starting a startup, emphasizing:**



**Self-Evaluation:** Understanding personal motivations, skills, financial capacity, and risk tolerance.

**Idea Generation:** Focusing on problem statements and applying the “better, cheaper, faster” approach.

**Market Research:** Rigorous testing, feedback collection, and problem correction during product development.

He also mentioned the back support from Raastar agri business incubator.

**New Product Development:**

The importance of test marketing, feedback, problem verification and correction.

**Speaker 2: Aadam Ahmed – Kerala Startup Mission (KSUM) and Support Ecosystem**

**Kerala Startup Mission (KSUM):**



Aadam Ahmed introduced KSUM’s role in supporting startups through grants, mentorship, and programs.

**Productization Grant: Funding for product development (7 lakhs, 10 lakhs for women entrepreneurs).**

**Mentorship Tracks: Support in fundraising, business strategy, and expert connections.**

**WE Start: Initiative promoting women in technology and entrepreneurship.**

**Market Acceleration Grant: Funding for market expansion (up to 15 lakhs).**

**KSUM assists with company registration and fundraising strategies.**

**Research Innovation Network Kerala (RINK):**

**A program for PG and PhD scholars to translate research into startups.**

**8-month research and innovation programs, including patent reimbursement schemes.**

**IEDC (Innovation & Entrepreneurship Development Centre):**

**Government as a Marketplace (GAAM) facilitating government procurement from startups (e.g., Genrobotics).**

**International Exchange Program:**

**Providing global exposure for Kerala startups.**

**Startup Infinity Centre:**

**Setting up offices abroad.**

**Huddle Global:**

**KSUM's flagship event in November.**

**Fablab Kerala:**

**Providing prototyping, fabrication, training, and design services, including the Fab Academy program.**

**Business Model Essentials:**

**Aadam Ahmed emphasized the importance of defining:**

**Value proposition (what you offer).**

**Target customer.**

**Distribution channels (how to reach customers).**

**Revenue model (how to make money).**

**Key Themes:**

**The importance of a structured approach to innovation and startup development.**

**The availability of significant government support through KSUM and related programs.**

**The emphasis on market research, product validation, and customer feedback.**

**The promotion of women in entrepreneurship.**

**The importance of a sound business model.**

**Overall:**

**The presentation provided valuable insights into the process of innovation and entrepreneurship, highlighting the resources and support available to aspiring entrepreneurs in Kerala. It emphasized a practical, market-driven approach to building successful startups.**

**QUIZ COMPETITION**

The quiz competition conducted as a part of “INIZIARO – Transforming Agriculture through Entrepreneurship,” was held on February 21, 2025, at the College of Agriculture Vellayani. Organized by E Cell CoA Vellayani in collaboration with E Cell IIT Madras, the event aimed to test participants’ knowledge on entrepreneurship, business, and general knowledge. The competition consisted of three rounds: Word Puzzle, General Knowledge, and Entrepreneurship Quiz.

Soofiya Abdul Raheem emerged as the winner with a score of 21/25, while Vishnu Sanilkumar, Manjima Anil, and Kesavanath S secured the first runner-up position with a score of 18/25. The winners will receive certificates and cash prizes. The event was deemed a success, with notable performances from all participants. However, limited outreach was identified as an area for improvement, prompting plans for targeted strategies to enhance visibility and engagement for future events, ensuring broader reach and increased participation.

### **UDBHAVAN CASE STUDY**

UDBHAVAN, a case study competition, was organized as part of INIZIARO, a flagship event conducted by the College of Agriculture, Vellayani, in collaboration with IIT Madras. The event, coordinated by Mr. Mohammed Nabin and E-Cell Faculty Advisor Dr. Geetha Radhakrishnan, aimed to foster entrepreneurial skills and innovative solutions in organic agriculture. The competition was led by E-Cell members Ms. Noor Fidha, Ms. Anjana S, Ms. Feba Thomas, Mr. Vishnu Sanilkumar, and Ms. Ansalna Saif.

Participants were challenged to address the ineffective social media presence of Cochin Organic Inputs and Nutrients Company (COINCO). The competition consisted of two rounds: a preliminary selection and a final online presentation round. Of the 21 registered teams, 11 advanced to the finals, where they presented their solutions in a 6-minute pitch followed by a 4-minute discussion. Judges included industry experts such as Aadam Ahamed (Kerala Startup Mission), Dr. Shashi Bala Rai (Devcomm Consulting), and Mr. Nitheesh Sundaresan (VARSYA). While the event successfully provided innovative solutions and networking opportunities, timing issues affected the schedule and fairness. Future improvements include stricter adherence to time limits and the possibility of conducting the competition in offline or hybrid mode for better engagement. Despite these challenges, UDBHAVAN was a well-executed and successful event.

## **NAVONMESH**

Navonmesh 2025 was an idea-pitching competition under INIZIARO 2025, organized by the Entrepreneurship Cell of the College of Agriculture, Vellayani, in collaboration with E-Cell IIT Madras. The event aimed to promote innovation and entrepreneurship in agriculture and allied sectors by providing a platform for students and young entrepreneurs to present their ideas. The competition had a two-stage format: an initial idea submission round, followed by a final presentation round where 11 shortlisted teams presented before a panel of judges. The jury included Rahul Lakhmani (Founder & CEO of Skiify, startup mentor, and investor), Dinesh Jain (Fellow at IIM Ahmedabad & Associate Professor of Agri-Entrepreneurship), and Amit Kumar (Founder of AKSHANOVA, marketing entrepreneur). Evaluation criteria included innovation, feasibility, business model, impact, communication, and defense during Q&A sessions.

The winning team, EcoChampions, developed "VaciMo," an active refrigeration system for vaccine transportation. Team Zenith secured second place with an AI-powered livestock management app. The third position was shared by Team Airton, which introduced a non-invasive device for glaucoma detection, and Team Care Coders, which created a mock test platform for IIM Bangalore's DBE program. The event successfully fostered entrepreneurial thinking and interdisciplinary collaboration, helping participants refine their ideas with expert mentorship and industry exposure, ultimately reinforcing the role of entrepreneurship in agriculture and allied industries.

## **TISSUE CULTURE WORKSHOP**



The Department of Plant Biotechnology at the College of Agriculture, Vellayani, conducted a workshop on plant tissue culture. Dr. Anuradha, an Assistant Professor, led the session, introducing participants to the entrepreneurial aspects and principles of plant tissue culture. The workshop covered topics such as the concept of totipotency, applications of tissue culture, laboratory setup, and media preparation. Participants gained hands-on experience in preparing MS media, culturing techniques, and laboratory protocols. The session also included a visit to the hardening chamber and discussions on the entrepreneurial aspects of plant tissue culture, including initial investment, profit potential, and incubation period.

## **MICROGREEN WORKSHOP**







In accordance with INIZIARO, E Cell of College of Agriculture,Vellayani organized a workshop on microgreen cultivation with the objective of providing the techniques related to microgreen cultivation to farmers ,students and other entrepreneurs.The workshop on Microgreen cultivation was conducted by Mr.Krishnan Balan,consultant and partner at Vingreen Pvt.Ltd. It was held on 22nd February 202 at new ug classroom of College Of Agriculture Vellayani.

Mr Krishnan Balan delivered a presentation covering all the aspects related to microgreen cultivation. It includes benefits of microgreen, its nutritional value, the crops which are suitable for microgreen and various techniques for microgreen cultivation.The workshop was a mixture of theoretical as well as practical sessions allowing participants to gain hands on experience.The workshop concluded with a Q and A session where the participants interacted with the speaker.The workshop was a huge success ,participants from various backgrounds attended the event.The participants gained valuable knowledge and skills on microgreen cultivation.

## **MUSHROOM WORKSHOP**

As part of INIZIARO 2025: Transforming Agriculture Through Entrepreneurship, a Mushroom Cultivation Workshop was conducted on 22nd February 2025. The workshop aimed



to equip participants with practical skills and scientific knowledge on oyster and milky mushroom cultivation, with a focus on bed preparation techniques. A total of 54 participants, including two farmers, actively took part in the session. The workshop was led by two distinguished faculty members from the College of Agriculture, Vellayani Dr. Safeer M. M., Assistant Professor, Instructional Farm, and Dr. Heera G., Assistant Professor, Department of Plant Pathology. To ensure better interaction and hands-on learning, the participants were divided into two groups, with each expert handling one group. This division allowed for more personalized guidance and practical experience. The session began with an overview of mushroom cultivation, where participants were introduced to the importance and commercial viability of mushrooms, the best-suited substrates, and the ideal environmental conditions for mushroom growth.

The second session focused on practical demonstrations of bed preparation techniques for oyster and milky mushrooms. Participants learned substrate preparation, layering methods, moisture management, and maintaining hygiene to prevent contamination. By integrating scientific knowledge with hands-on experience, the workshop provided an impactful learning experience that can contribute to the growth of mushroom cultivation as a viable agribusiness. The positive response from participants underscores the importance of such training programs in fostering agricultural entrepreneurship and promoting sustainable farming practices.

## **SMART AGRICULTURE WORKSHOP**





The Smart Agriculture Workshop, part of INIZIARO 2025, taught participants the latest technologies being used in agriculture. It was attended by over 40 participants, including students from different parts of India and faculty members from College of Agriculture, Vellayani, and was led by Dr. V. S. Santhosh Mithra, Principal scientist at ICAR-CTCRI. The session included important components of IoT like precision farming with drones, satellite imaging, automated irrigation, and AI monitoring of livestock. The participants were made familiar with several agricultural applications that aim to improve the efficiency and sustainability of farming. An aerial drone flying instructional example was also completed where participants practiced piloting drones and learned about imaging drones. As a whole, the workshop was instrumental in enabling strong inter-actions and collaborations between participants. Participants appreciated the insightful discussions and the practical sessions, thus making the workshop a success.



## STARTUP EXPO REPORT



The expo featured a variety of innovative and sustainable products from entrepreneurs and organizations. Cocopod Sevichan promoted eco-friendly gardening with coir-based seed balls, while Azollaa introduced a unique agricultural solution using the nitrogen-fixing aquatic plant, Azolla. The Joice Jackfruit App connected farmers directly with customers to enhance jackfruit sales. Karthika Foods, through Self-Help Groups, showcased Latha Tapioca Chips, empowering local communities. Cherupushpam Jute Bags provided an eco-conscious alternative to plastic bags, supporting sustainability efforts. Lastly, Padmini Squash and RTS offered natural, health-conscious beverages. The expo highlighted entrepreneurial innovation and a commitment to sustainable solution.

### **TESTIMONIALS OF E CELL MEMBERS**

#### **Mohammed Nabin**

It was really an amazing journey for the past two years as the Overall Coordinator of E Cell CoA Vellayani. Within this period of time, I gained valuable skills like coordination, time management, and teamwork, which have been essential in managing our events and activities effectively. Presently, I am leading our team in the Entrepreneurship Development Drive (EDD) competition organized by IIT Madras. It is a wonderful experience, filled with moments of learning and collaboration. Along the way I have faced some challenges, they made me stronger and more focused to achieve our goals.

All along the way I am extremely thankful to my team for their support and giving me the chance to play a part in the development of E Cell CoA Vellayani

#### **Keerthana R. F.**

I had the privilege of serving as the Head of Innovation Research and Knowledge Management at the Entrepreneurship Cell (E Cell) at COA Vellayani. This role helped me enhance my communication and networking skills by collaborating with like-minded individuals to promote entrepreneurship and develop a culture of knowledge sharing. Additionally, I was involved with the startup NurtureOn, where I was specialized in growing and selling high-quality mushrooms. Working at both E Cell and NurtureOn gave me valuable insights into innovation, business operations, and sustainable practices, deepening my understanding of entrepreneurship and its role in today's world.

#### **Sreehari K.**

My experience at E Cell, COA Vellayani, has been transformative, equipping me with the knowledge, skills and network to launch my farming sector startup. The guidance, mentorship and collaborative spirit provided invaluable support, building my confidence and clarity of vision. Workshops, competitions and events, such as NEC, offered practical insights, valuable feedback and access to resources. I'm grateful for the personal growth, skill development and impactful experiences gained. E Cell empowered me to tackle challenges and seize opportunities, making me future-ready. I highly recommend E Cell to aspiring agricultural entrepreneurs, unlocking potential and launching startups with confidence.

### **Mohamed Shibin Shaji**

Being the Head of the Design and Documentation Team of the E Cell, CoA, Vellayani, has been an immensely rewarding experience. I have successfully led the creative efforts for various activities and programs organized by the E Cell, ensuring that all promotional materials, including posters and banners, met high standards of design and impact.

This role has helped me enhance my creativity and fine-tune my artistic abilities while also developing my managerial skills. Overseeing multiple projects has taught me the importance of teamwork, attention to detail, and effective time management.

Contributing to the success of the E Cell's events has been a source of immense pride, and this experience has significantly shaped my creative and leadership journey. I look forward to applying these skills to future ventures and continuing to grow both personally and professionally

### **Noor Fida P. K. V.**

As a person with no prior knowledge in entrepreneurship, E Cell has been an incredible journey of learning and growth. It helped me not only to gain knowledge in entrepreneurship but also impacted my academics as well as my communication skills. Working with different individuals broadened my perspective and helped me develop strong interpersonal relationships. As the event and PR head, I had the privilege to coordinate events and learned more about the procedures in conducting an event from planning to execution. I'm always grateful for the opportunities the E cell provided me.

### **M. Letzamon Haokip**

In the course of being a member of E-Cell at College of Agriculture Vellayani I've had the pleasure of collaborating with exceptional individuals, accomplishing diverse task successfully. This experience has not only enriched my skill set as the Finance Head but also facilitated sustainable personal growth across various aspects of life. E-Cell has indeed been a transformative platform.

### **Aryamol S.**

It gives me immense pleasure to be a part of E Cell, College Of Agriculture Vellayani. Being a member of Design and Documentation team, I got many opportunities to persue more knowledge about this. With this I will be able to change myself on several aspects.

### **Achvin Alukkal**

My E cell experience was taking part in different competitions like NEC (National Entrepreneurship Challenge) ,EDD (Entrepreneurship Development Drive) and as a member of Design and Documentation improved not just my operational capabilities but my confidence in problem solving and teamwork as well.

I was part of mushroom entrepreneurship as a practical project in our college. It enabled me to further understand how businesses operate, the market environment, as well as the role of creativity and environmental changes in entrepreneurship. All these experiences have really taught me a lot and crafted me to be able to chase after my entrepreneurial dreams.

### **Salmanul Faris T. K.**

I had the privilege of being part of the E-cell CoA Vellayani team and I participated in various programs, including the esteemed UTTHAAN event, where my team and I actively took part in the case study competition, gaining invaluable insights into the startup ecosystem. My experience in the hydrophobic unit was particularly enriching, exposing me to innovative technologies and solutions, and helping me develop essential skills in teamwork, problem-solving, and critical thinking. I am grateful for the opportunities provided by E-cell CoA Vellayani for contributing to my personal and professional development.

### **Shone Jojo**

Being a part of the E-Cell has been an incredibly transformative experience for me. Participating in various competitions like NEC (National Entrepreneurship Challenge) and EDD (Entrepreneurship Development Drive) not only sharpened my skills but also boosted my confidence in problem-solving and team collaboration. Moreover, diving into mushroom entrepreneurship as a hands-on project was a unique journey. It allowed me to gain practical business knowledge, understand market dynamics, and learn the importance of innovation and sustainability in entrepreneurship. These experiences have provided me with invaluable lessons and a solid foundation to pursue my entrepreneurial aspirations.

### **Mahsoofa C**

My time with the Entrepreneurship Cell (E-Cell) at the College of Agriculture, Vellayani, has been a remarkable blend of learning, growth, and inspiration. It's where I discovered the true power of collaboration and innovation. As the Coordinator of Media and Marketing, I had the opportunity to lead and contribute to variety of initiatives, from organizing impactful events to fostering connections with inspiring entrepreneurs. E-Cell not only helped me to strengthen my skills in teamwork, leadership, and creativity but also gave me a platform to pursue my passion for entrepreneurship. Being as a part of the microgreens startup initiative was a watershed moment for me, it allowed me to experience firsthand the challenges and rewards of building a sustainable business model. E Cell has truly been a platform where ideas turn into reality, and I am grateful to have been part of such a vibrant and inspiring ecosystem.

### **Himanshu Nandwana**

Being a part of E-Cell COA Vellayani has been an incredible journey of growth and collaboration. As a member of the design and documentation team, I have had the opportunity to explore my creative potential while contributing to the entrepreneurial spirit of our community. This platform has not only honed my skills but also inspired me to think innovatively and work as a team to turn ideas into impactful realities. I am proud to be part of such a dynamic and forward-thinking organization.