

ESTD 1964

BASELIUS COLLEGE

K. K. Road, Kottayam, Kerala

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www.baselius.ac.in

NAAC 4th CYCLE



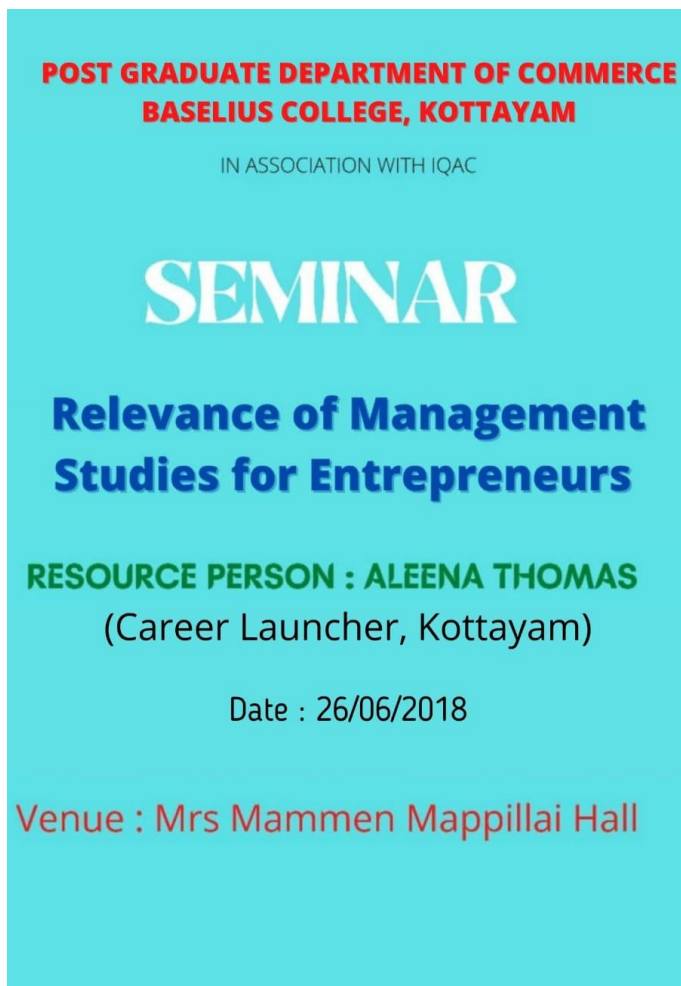
3.2.2

NUMBER OF WORKSHOPS / SEMINARS CONDUCTED ON RESEARCH
METHODOLOGY, INTELLECTUAL PROPERTY RIGHTS (IPR) AND
ENTREPRENEURSHIP

Supporting Documents

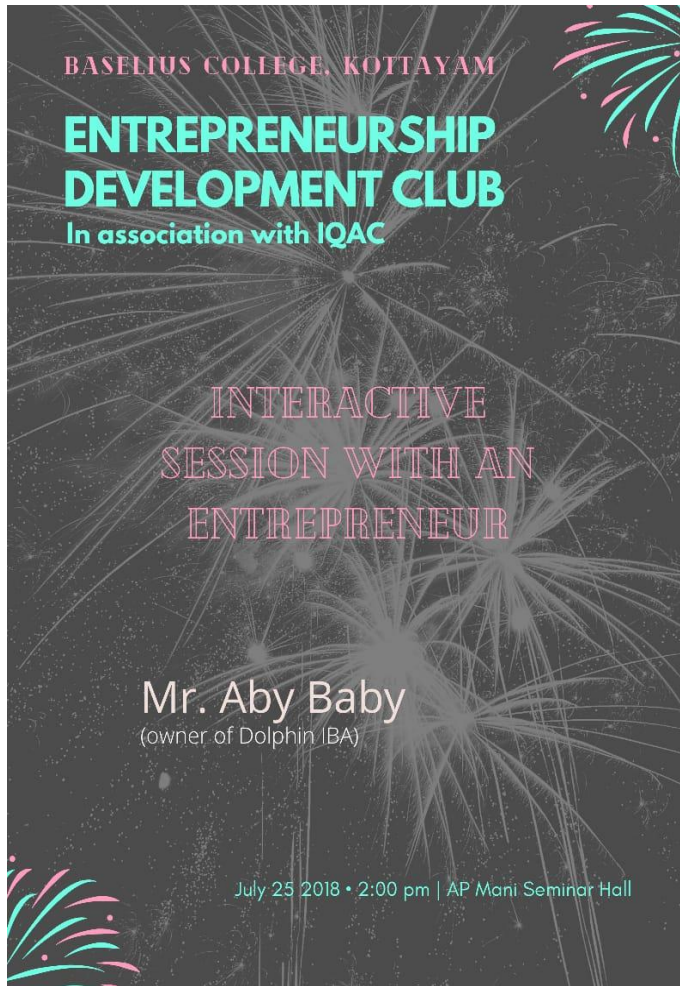
2018 -19

1. Seminar: “Relevance of Management Studies for Entrepreneurs”



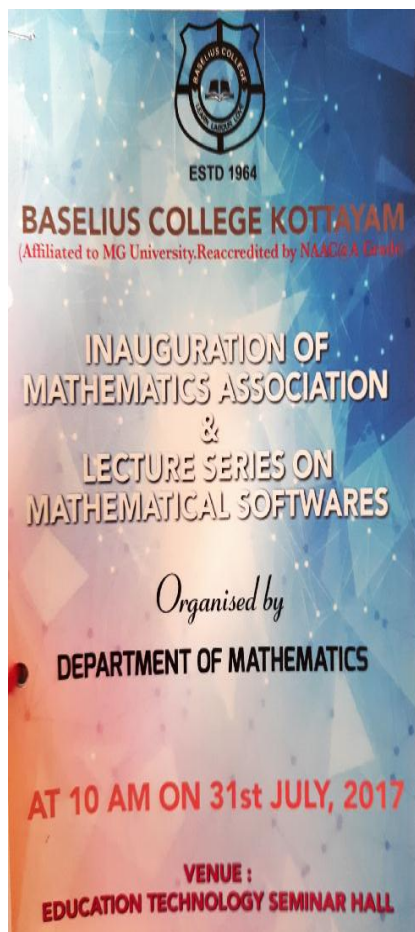
The Department of Commerce in association with Career Launcher, Kottayam organized a seminar on “Relevance of Management Studies” on 26th June, 2018. The session was led by Ms. Alanda Thomas. Number of Participants- 84

2. Seminar: “Interactive Session with an Entrepreneur”



The Entrepreneurship Development Club (ED Club) of the college organized a seminar on behalf of its inauguration of the year on 25th July, 2018. Mr. Aby Baby, Owner of Dolphin IBA was the chief resource person of the seminar. This interactive session was a real motivation for the students who participated in the same. Number of Participants-91

3. Lecture: “Mathematical Softwares; Mathematical Functions in Excel”



The Department of Mathematics in connection with the inauguration of the Association of Mathematics organized a lecture series on ‘*Mathematical Softwares*’ on 31st July, 2018.. The first lecture was on the topic “*Mathematical Functions in Excel*” by Ms. AjithaSasi P., Research Scholar, St. Thomas College, Pala. Through this class, students gained practical knowledge of Microsoft Excel, the most popular spreadsheet application. They learned how to use Excel as an investment in both their personal and professional life. The two-hour class was extremely beneficial for the students as it helped them to get awareness about the knowledge. The research application of excel and other software was also discussed. The programme ended up at 1.30 pm by a vote of thanks by Mr. Jimmy JoemonThottathil, the Student Convener of the Association. Number of Participants- 112

4. Seminar: “Research Methodology - Selection of Topic, Literature Review and Formulation of Problem”

POSTGRADUATE DEPARTMENT OF COMMERCE
Baselius College Kottayam
IN ASSOCIATION WITH IQAC

SEMINAR

TOPIC: RESEARCH METHODOLOGY

RESOURCE PERSON : Ms . REMA DEVI V.N
(Assistant professor Government college
Elanthoor)

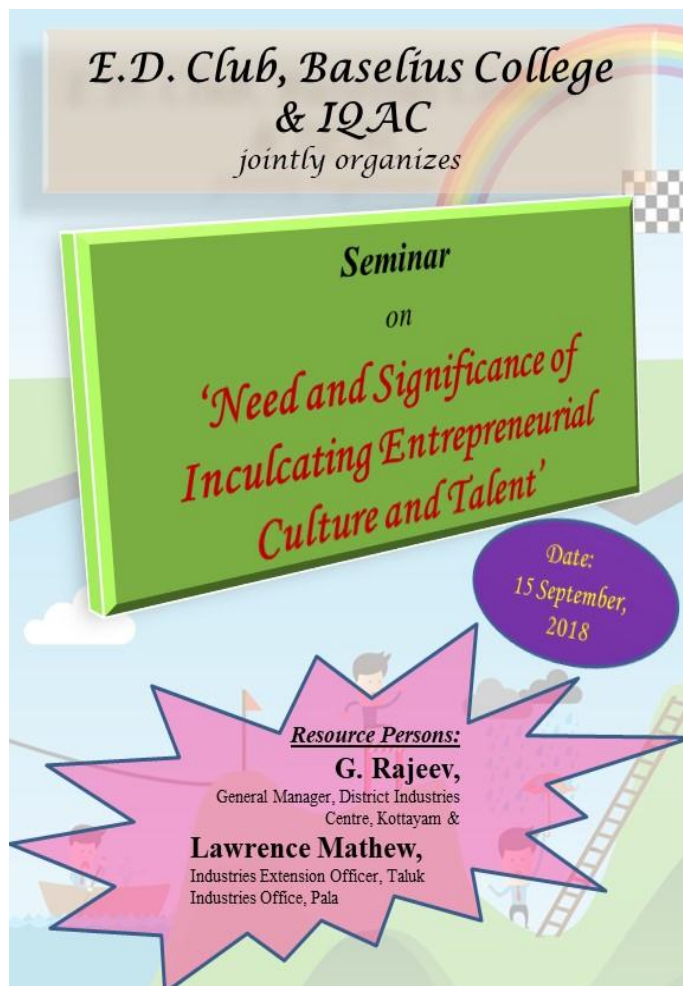
DATE : 07/08/2018

Venue : Mrs. Mammen Mappillai Hall



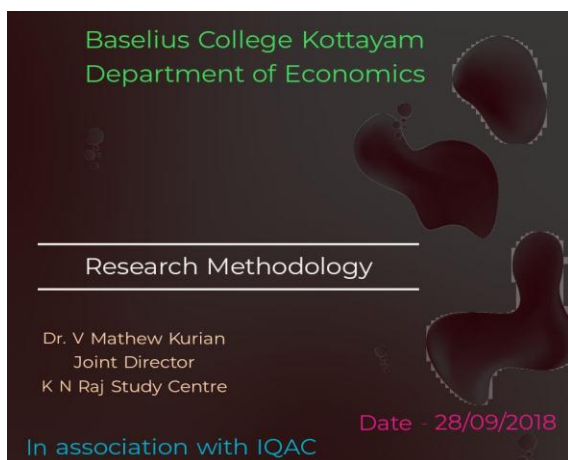
The Department of Commerce organized a seminar on “Research Methodology- Selection of Topic, Literature Review and Formulation of Problem” for U.G. and P.G. final year students of the Department on 7th August, 2018. Ms. Rama Devi V. N., Assistant Professor, Govt. College, Elanthara was the chief resource person for the seminar. Number of Participants-78

5. Seminar: 'Need and Significance of Inculcating Entrepreneurial Culture and Talent'



The Entrepreneurship Development Club and Techno ledge for start ups jointly organized a seminar on “Need and Significance of Inculcating Entrepreneurial Culture and Talent” on 15th September, 2018. The talks were rendered by G. Rajeev, General Manager, District Industries Centre, Kottayam and Lawrence Mathew, Industries Extension Officer, Taluk Industries Office, Pala highlighted the need and significance of inculcating entrepreneurial culture and talent in young minds in a growing economy like ours. Number of Participants-32

6. Lecture: “Research Methodology”



The Department of Economics organized a lecture on Research Methodology for the Post Graduate students on 28th September, 2018. Dr. V. Mathew Kurian, Joint Director, K.N. Raj Study Centre. 30 Post Graduate students participated.

7. Seminar: “Eco-friendly Waste Management Practices for Sustainable Living”



The Department of Commerce organized a seminar on “Eco- Friendly Waste Management Practices for Sustainable Living” for the students of the Department on 9th October, 2018. Dr. Sosamma Oommen, H.O.D., Department of Zoology, CMS College, Kottayam was the chief resource person for the seminar. Number of Participants-98

8.Lecture: “The Moral Majority and the Future of Women’s Citizenship in Kerala – Some Thoughts”

**POST GRADUATE DEPARTMENT OF ENGLISH
AND CENTRE FOR RESEARCH**
 **BASELIUS COLLEGE, KOTTAYAM**
 Ph : 0481-2565958, 2563918

*Prof. Manju Mathews
Memorial Lecture*
12th Edition
2.30 pm, Saturday, 03 November 2018

Dear Sir/Madam

We cordially invite you to the 12th edition of Prof. Manju Mathews Memorial Lecture which will be conducted at **2.30 pm on Saturday, the 3rd of November, 2018** at A.P. Mani Media Centre (Baselius College). **Dr. J. Devika, Professor at the Centre for Development Studies, Thiruvananthapuram** and a well-known social critic, has kindly consented to deliver the keynote address. Your prayers and presence are sincerely solicited.

Staff and Students
 Dept. of English, Baselius College

Programme

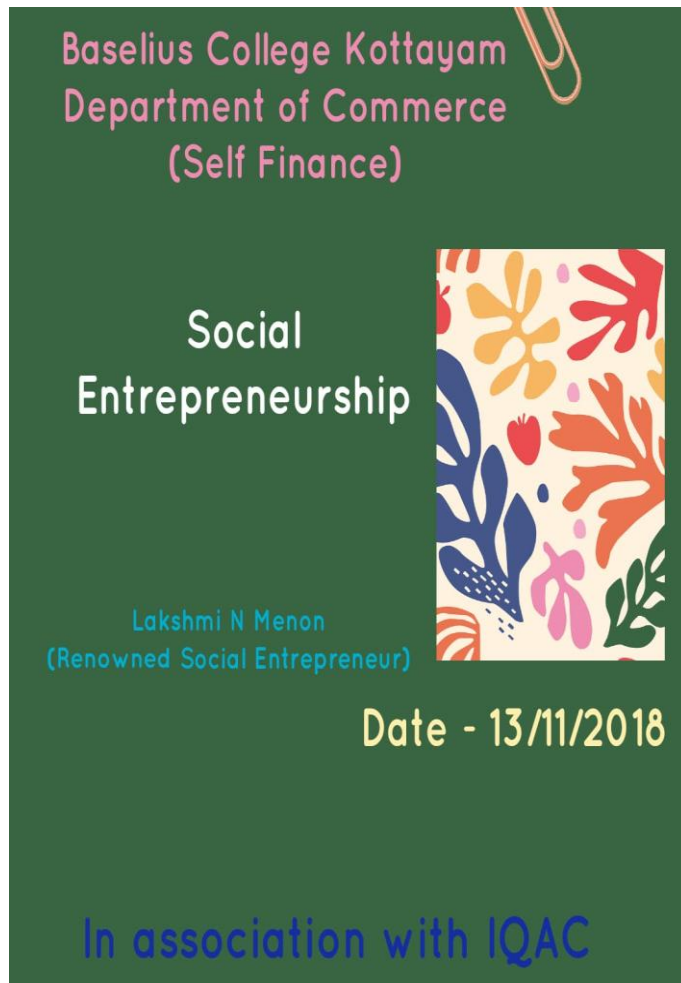
Prayer Song	: Ms. Maya S. Raj
Welcome Speech	: Prof. Elsa C. Maria Sebastian
Reminiscences on Prof. Manju Mathews	: Prof. Meera Mukundan
Keynote Address	: Dr. J. Devika <i>"The Moral Majority and the Future of Women's Citizenship in Kerala: Some Thoughts"</i>
Interactions and Responses	
Vote of Thanks	: Prof. Vidya Merlin Varghese (Convenor)
Comperes	: Ms. Helena Philip & Ms. Nimmy Mariam Jacob



The Post Graduate Department of English and Centre for Research organized the 12th edition of Prof. Manju Mathews Memorial Lecture on 3rd November 2018 at Dr. A. P. Mani Media Centre. Dr. J. Devika, Professor at the Centre for Development Studies, Thiruvananthapuram delivered the keynote address. The keynote address was on “*The Moral Majority and the Future of Women’s Citizenship in Kerala: Some Thoughts*”. The meeting was attended by the students and faculty from neighbouring colleges also.

Number of Participants-50

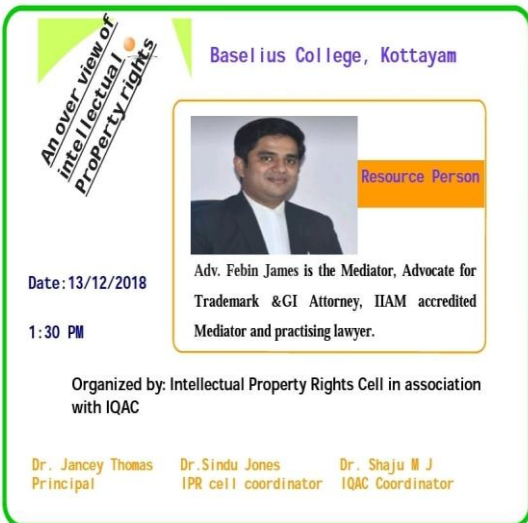
9.Seminar: “Social Entrepreneurship”



The Department of Commerce (S.F.) conducted a seminar on “Social Entrepreneurship” on 13th November, 2018 by Ms. Lakshmi N. Menon on the benefits of Kottayam round table No.79. Social entrepreneurship means to develop fund and implement solutions to social, cultural or environmental issues. The seminar was truly inspiring and a motivation to the students to involve in activities which benefits the society.

Number of Participants-60

10.Seminar: “An Overview of Intellectual Property Rights”



An over view of Intellectual Property rights

Baselius College, Kottayam

Resource Person

Adv. Febin James is the Mediator, Advocate for Trademark & GI Attorney, IIAM accredited Mediator and practising lawyer.

Date: 13/12/2018
1:30 PM

Organized by: Intellectual Property Rights Cell in association with IQAC

Dr. Jancey Thomas Principal
Dr. Sindu Jones IPR cell coordinator
Dr. Shaju M J IQAC Coordinator

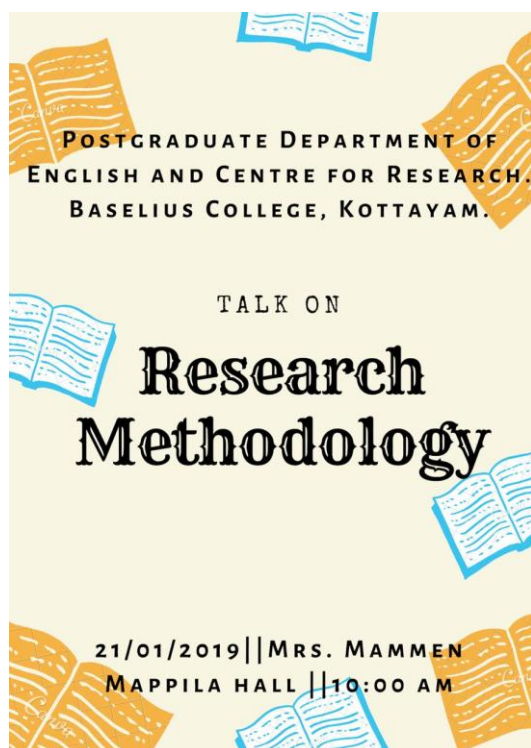


The IQAC and IPR Cell of Baselius College organised a seminar on Intellectual Property Rights on 13th December, 2018. The Seminar was conducted to create awareness about the importance of Intellectual Property Rights (IPR) in higher education. The main aim of this Policy was to promote innovation and creativity, especially amongst entrepreneurs and in higher education institutions. The sessions were handled by Adv. Febin James, the Mediator, Advocate for Trademark & GI Attorney, IIAM accredited Mediator and practising lawyer.

The resource person began with the very basics i.e. what is meant by tangible and intangible assets. What is an Intellectual Property (IPR)? Why it is important to protect IPR? He then went on to speak on the various forms of Intellectual Property – Patents, Trademarks, Copyright, Industrial Designs, Geographical Indication, Semiconductor Integrated circuit's layout – Design and Trade secrets.

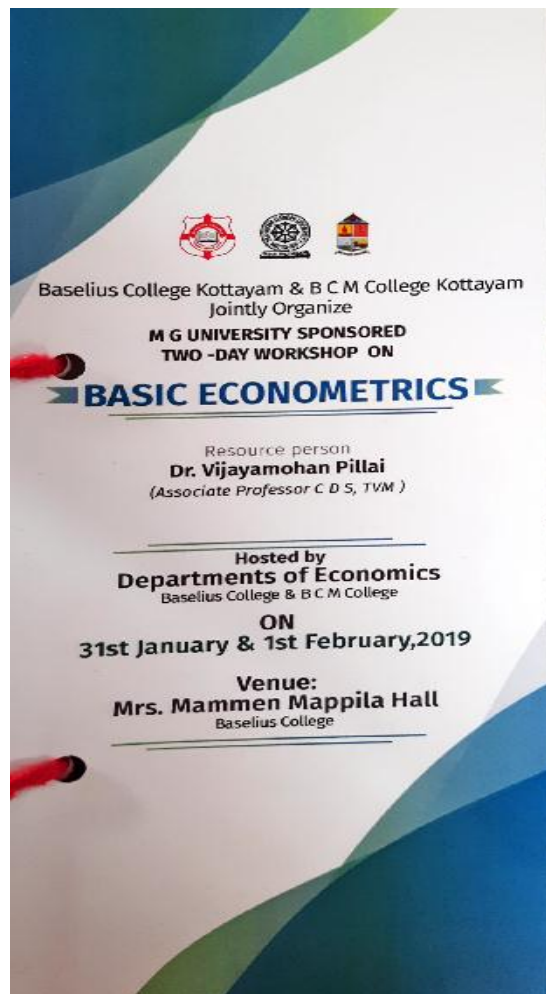
The second session dealt with the topic, “Trademarks and copyrights: Case studies” in which he discussed on different cases he had to encounter in his career. It was indeed a very interesting and informative session. Number of Participants-64

11.Workshop:“Research Methodology - MLA Eighth Edition Formatting and Style Guide”



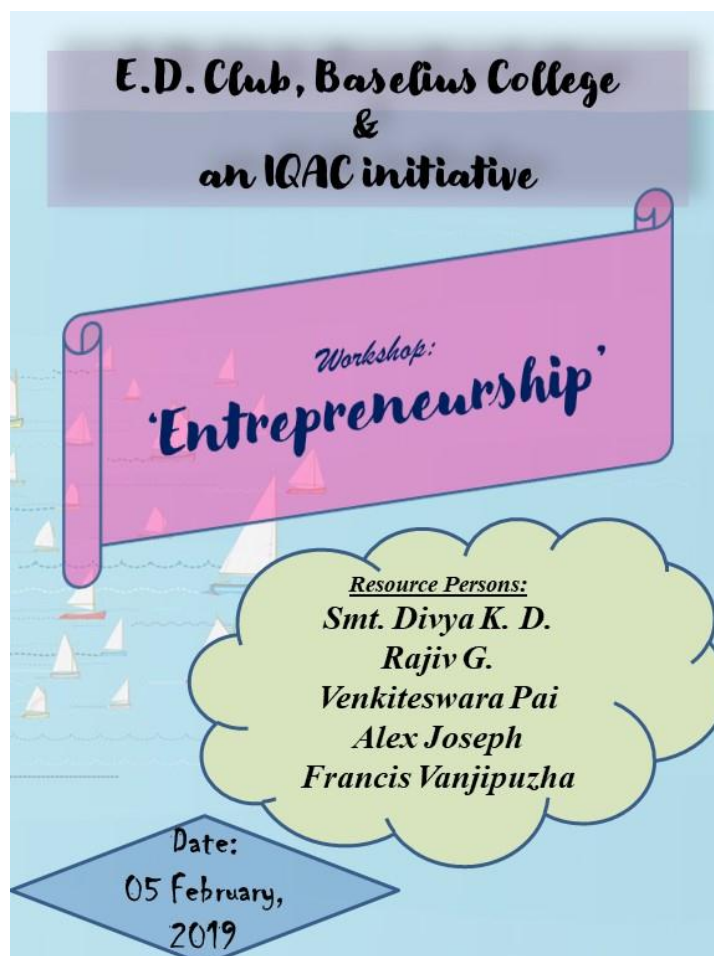
The Post Graduate Department of English and Centre for Research organized a talk and workshop on “MLA Eighth Edition Formatting and Style Guide” on 21st January 2019 to set a vision and view on Research Methodologies and to develop a research attitude in the students. The resource person for the talk was Mr. Bibin Thomas, Assistant Professor, Mar Baselius College of Engineering and Technology offered his deliberations on the topic to the final year graduate and postgraduate students. The chief speaker’s well-structured and effective dealing of the topic covered the thrust areas of research like the form of a project, Citations and Bibliography. The two-hour session came to its end with vote of thanks Deepa Sara Mathew of II M.A. English.. Number of Participants-65

12. Workshop: “Basic Econometrics”



The Department of Economics in association with BCM College organized M.G. University sponsored two-day workshop on 31st January and 1st February, 2019. Dr. Vijaya Mohan Pillai, Associate Professor, CDS was the chief resource person. Apart from the faculty members and Post Graduate students of our College, faculty members and students from nearby colleges also participated. 54 students of final year class attended the workshop in Econometrics.

13. Workshop: Entrepreneurship



The Entrepreneurship Development Club and Career Guidance Club jointly organized a full day Workshop on 05th February, 2019 in Dr. A. P. Mani Media Centre. Inaugural Address was delivered by Smt. Divya K. D, District Development Manager, and NABARD Kottayam. Technical sessions were handled by Rajiv G. (General Manager, DIC), VenkiteswaraPai (Lead Bank Marketing executive), Alex Joseph (Manager KFC) and Francis Vanjipuzha(Chief consultant Wealth Omega).

Number of Participants- 42

14.National Seminar: “Strategies for Scalability and Sustainability of Business Ventures”

Dear Sir/Madam,

The PS Department of Commerce and Management is conducting a National Conference titled “STRATEGIES FOR SCALABILITY AND SUSTAINABILITY OF BUSINESS VENTURES”. We wholeheartedly welcome you all for the Conference.

Prof. Tissy Euthrickal
(Head of the Department)

Prof. Arco Sam
(Convener)

Sub Themes

Leadership & Strategic management practices | Marketing management | Regulation and compliance issues | Data management & Data analytics | Entrepreneurial issues | Sustainable business management | Logistics issues | Artificial Intelligence related issues | Corporate management | Supply Chain Management | Financial management & innovations in funding | Work force management | Brand management | Performance analysis | Customer Service (CRM | Organizational Change | Quality Management | Other related areas

Registration Fee

Academics & Faculty : ₹ 350
Research Scholars : ₹ 200
Students : ₹ 150
Students Participating for Paper Presentation
Competition only : ₹ 100

Guidelines for Academics

1. Abstract has to be sent by email on or before 10th February, 2019.
2. Selected papers will be intimated by 12th Feb. 2019
3. One hard copy & CD/Pendrive containing presentation has to be submitted at the time of registration.

Guidelines for Competition

1. M.Com/MBA and other regular Postgraduates students from any of the social science discipline can participate.
2. Participants are required to bring an authorization letter from the department or college ID along with the entry form.
3. Abstract has to be sent by email on or before 10th February, 2019.
4. Selected papers will be intimated by 12th Feb. 2019
5. Full paper has to be sent by email on or before 13th February, 2019.
6. The time limit for final round of presentation will be 8 to 10 minutes. It will be followed by interactions and question round. The time for interaction will be decided by Judges.
7. Three hardcopies of the final paper shall be submitted on 15th February, 2019.
8. A CD/Pendrive containing presentation shall also be submitted at the time of registration.
9. Standard requirements for an academic/ research paper will be applicable.
10. The winners will be awarded cash prize and certificates. All the participants would be awarded a certificate of participation.

Programme Schedule

Day 1 - 14th Feb, 2019 (Thursday)

Inaugural Ceremony : (10.00 am - 10.45 am)
Guest of Honour : **Sri. Abraham Varughese**
(Marketing Manager, LIC Kottayam Division)

Technical Session 1: (11.00 am - 1.00 pm)
Resource Person : **Dr. Johnney Johnson**
(Professor, School of Management & Business Studies, MG University Kottayam)

Topic - Strategic Decision Making in Organisations

Technical Session 2: (1.45 pm - 4.00 pm)
Interactive Session with successful entrepreneurs

- 1) **Sri. Mathews Avanty**
(Founder, Avanty Publications)
- 2) **Sri. Bibin Jacob Kochettu**
(Director & CEO, Abtec M/S Biotech Research Centre Ltd.)
- 3) **Sri. Babil Varghese**
(Co-Founder and CEO, C Electric Automotive Drives Pvt. Ltd.)

Paper Presentations

Day 2 : 15th Feb, 2019 (Friday)

Track 1 - Paper Presentation by Academics
Venue : Dr. A.P. Mani Media Centre (Room No. 108)

Track 2 - Paper Presentation competition for Students (Pragjñan)
Venue : Mrs. Mammen Maipplia Education Technology Centre (Room No. 013)

Valedictory Session : 3.30pm

Objectives of the Conference

Every business organisation should embrace strategic planning focused on their core strengths in order to build a solid foundation for their empire. Current business scenario in Indian economy is conducive for new entrepreneurial ventures. But not all these mushrooming business ventures have achieved success. One of the prime reasons for the doom of many of the start-ups is the lack of scalability. Entrepreneur's lack of leadership ability to scale one's business is one of the underlying reasons for this plight. Scalability is an exciting and challenging journey which calls for patience, wisdom and commitment. A leader exists in all entrepreneurs and the success of this leader gains new heights when he shifts his focus from mere profit making to scaling his business. Scalability paves the way for sustainable business ventures. Capital, Product and Marketing are the three key pillars through which a start up can become a sustainable company in the long run. This seminar provides a platform for discussions and presentation to disseminate information regarding various strategies for scalability and sustainability of business ventures.

Who can attend?

Academics, Industrialists, Business Executives, Economists, Professional Managers, Policy Makers, Government Officials, Research Scholars, Undergraduate and Postgraduate Students.



The Department of Commerce in association with Mahatma Gandhi University, Kottayam organized a two-day National Conference on “Strategies for Scalability and Sustainability of Business Ventures” on 14th& 15th February, 2019. Sri. Abraham Varughese (Marketing Manager, LIC Kottayam Division), Dr. Johnney Johnson (Professor, S.M.B.S., M.G. University, Kottayam), Sri. Mathews Avanty (Founder, Avanty Publications), Sri. Bibin Jacob Kochettu (Director& CEO, Abtec M/s. Biotech Research Centre Ltd.) and Sri. Babil Varghese (Co-Founder& CEO, C Electric Automotive Drives Pvt. Ltd.) were the chief resource persons for the two-day conference. The interaction with the entrepreneurs was really appreciated by the participants. Number of Participants-170



Dr. Biju Thomas
Dr. BIJU THOMAS
PRINCIPAL
BASELIUS COLLEGE
KOTTAYAM