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2020

**CENTENNIAL PROJECT**

**SCHOOL OF MANAGEMENT STUDIES, UNION CHRISTIAN COLLEGE, ALUVA**

**PROPOSAL**

**SCHOOL OF MANAGEMENT STUDIES**

**CENTENARY PROJECT PROPOSAL**

**1. PRAYANA**

##### The programme “Prayana”, is a training program that can be given to the educated unemployed women to restart her career. The main aim of the program is to identify the educated unemployed women who want to restart their career. For this, training will be given. Prayaana Employability Support is a specialized Career competency program which will provide qualified girls and woman after career break with personalized career coaching, training in business skills and leadership orientation needed to get placed in good firms in entry-level/ mid-level positions or to start a new Technology business or innovation project. For which we will sign an MoU with the founder of Prayana Labs **Ms. Chandra Vadhana.**

Website link - <https://prayaana.org/>

**OBJECTIVES**

* The training involves supporting them to identify their skills and talents in business.
* Supporting them in product development, creating value added products etc.
* Giving them training to make use of various digital and social media platforms for marketing.
* Supporting them to identify the institutions that provide financial assistance and support.

**TARGETED AUDIENCE**

Educated unemployed women with special focus to Union Christian College Alumni members and students.

**MODE OF TRAINING**

We are planning to provide the training offline. But as per the situation the mode of training will be decided.

**DATE & TIME OF THE PROGRAMME:**

Expected to conduct it on second week of October, 2021

**EXPECTED OUTCOME**

* It will be a great motivation to the unemployed women to start a new venture.
* Helps educated unemployed women to use their idle time in a productive manner.
* Helps them to bring in an additional source of income to their family.
* Brings out hidden talents.

**2. PRERANA - SOCIAL OUTREACH PROGRAM**

The department plans to conduct a Student interaction Programme with the school students especially Government school students. Students and faculty members of the department will be providing training to these students by visiting the schools. Training sessions or modules include basic english communication skills, Personality development training, arts and craft training. Department is planning to conduct training program in the neighbourhood Government Schools namely Government M.I.U.P School, Veliyathunadu, Holy Ghost Convent Girls Higher Secondary School, Thottakkattukara, Aluva, The Alwaye Settlement Higher Secondary School, Aluva

**OBJECTIVES**

* Programme aims at equipping students with skills in communication.
* To bring out hidden teaching skills of the students of the department.
* To mould our students with social commitment.
* To provide art and craft training to the school students.

**TARGETED AUDIENCE**

School students of selected schools

**DATE & TIME OF INAUGURATING THE PROGRAMME:**

Expected to conduct it on first week of August, 2021

**EXPECTED OUTCOME**

* To identify and nuture the skills of the school students.

3. **ENTREPRENEURIAL DEVELOPMENT CELL (EDC)**

Entrepreneurship is increasingly recognized as an driving force for the economic growth of a country. Even Government of India has recognised the importance of entrepreneurship and has introduced programs like "Make in India" & "Start-up India".  The aim of EDC is to develop and strengthen entrepreneurial qualities in the budding professionals who are interested in starting their own ventures. The College provides infrastructure and technical support to the students who are having innovative ideas to transform into new products and services for the betterment of the society. The EDC also assists all the aspirants with mentoring, planning and execution of their start up idea into a real business. The EDC has maintained a pool of Sponsors like banks, national entrepreneurship training agencies and suppliers, who are willing to aid budding entrepreneurs.

Our department has already started the initiative in the year 2016 and it will be a further enhancement of the startup centre by incorporating the needy even from outside the department

**OBJECTIVES**

* To create an environment for self-employment and entrepreneurship development through formal and non-formal programmes.
* To develop management personnels at appropriate levels for the non-corporate and unorganized sectors like education, rural development, small-scale industry etc.
* To promote employment opportunities

**TARGETED AUDIENCE**

* Students, unemployed youth and all who want to start a new business.

**PROPOSED ACTIVITIES OF THE CELL**

* To organize Entrepreneurship Awareness Camps, Entrepreneurship Development Programmes and Faculty Development Programmes
* To guide and assist prospective entrepreneurs on various aspects such as preparing project reports, obtaining project approvals, loans and facilities from agencies of support systems and information on various technologies
* To conduct skill development training programmes leading to self/wage employment.

**DATE & TIME OF INAUGURATING THE PROGRAMME:**

Expected to conduct it on first week of February, 2021

**4. CENTENNIAL GARDEN**

Growing urbanization led to the higher exploitation of natural resources. And hence, today’s business is focusing on the sustainable development that is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” Sustainable development is based on the three pillars: economic, environmental and social sustainability. Hence the School of management studies, Union Christian College, Aluva is planning to build up a generation who protects the environment. The centennial garden aims to make use of the unutilized land areas in the college campus especially the frontage area of the MBA department to plant various fruits, medicines and vegetables. The plan is to plant 100 trees that will be brought by the students. And this proposal, with its great aim of environment sustainability will surely glory to our college which is celebrating its centenary.

The plan is proposed to be executed in the month of December 2020.

**OBJECTIVES**

* To make use of ideal land resources in the college.
* Reconnect students with the natural world and the true source of their food, and teach them valuable gardening and agricultural concepts.

**TARGETED AUDIENCE**

* Students and faculty members of the college

**EXPECTED OUTCOME**

* Students learn patience, cooperation, teamwork and social skills.
* They gain self-confidence and become capable with new skills and knowledge in food growing which is vital for the 21st century.
* Garden will also act as a mini nursery through which new and indoor plants, seeds and potting materials will be sold which will be managed by the HR, Finance and Marketing clubs of the department.

**5. VALUE ADDED PRODUCTS UNIT – From fruits and vegetables.**

Department aims to provide a value added products such as Canned jackfruit, jack seed flour, jam, processed vegetables, etc. For this, training will be given to students and Kudumbasree members. Also the department will support them in marketing their products.

**OBJECTIVES**

* To produce value added products out of the natural products like jackfruit, pineapple, plantains.
* To train rural women in providing various value added products.

**TARGETED AUDIENCE**

* Students, Kudumbsree members, unemployed alumni’s who want to start a business.

**DATE & TIME OF INAUGURATING THE PROGRAMME:**

* Expected to conduct it on first week of June, 2021

**EXPECTED OUTCOME**

* Source of income for the unemployed alumni’s and students.
* Make the best use of seasonal fruits and vegetables.

6. **STUDENT MARKET**

School of Management Studies, Union Christian College, Aluva in association with Krishibhavan can organise a monthly student market. The value added products developed by the students and the agricultural output from our centennial garden will be sold in this market. Fourth Friday of every month will be used for the sale of the products.

**Objectives:**

* To make available organic products to be sold out.
* To make students capable of administering and inculcate a trading culture in them.

**Outcome:**

* Improve the marketing skills of the students
* To ensure best quality organic products to the society.

**7. UCIAN FINISHING SCHOOL**

**Concept of Finishing School**

It was a customary for the European upper class to send their daughters to complete their education in an Ecole d'étiquette or a finishing school in Switzerland, where they imbibe an International Fineness and self-confidence, that no school could instill in them. In today’s world, everyone is academically well qualified but Finishing School provides you with the social grooming and cultural intelligence that is essential to their success.

Finishing Schools offer many benefits for students and some of the key benefits associated with this area consists of — developing presentation skills, confidence enhancement, Individuals grooming, teaching key commercial enterprise etiquettes and arrange interactions with main industry experts. Finishing Schools perform a significant role in shaping the overall personality of a student. Finishing schools try to equip students with all the important qualities and make them employable.

**UNIQUENESS OF UCIAN FINISHING SCHOOL**

Apart from the traditional concept, it addresses and influences all aspects of life of a human being and caters varied needs of irrespective of age, caste, creed, colour and sex etc,

**TARGETED GROUP**

1. Outgoing Students of Union Christian College.

**OBJECTIVES**

1. It enables in building or upgrading the level of Self-Belief in students in an efficient manner.

2. Motivate and educate individual students to develop a proper attitude essential to gain Higher Professional Growth.

3. Helps in Cultural Exchange between Nations

4. Stress Relief and Happiness Programmes like Yoga, Fitness classes help in accelerating Mental Health of students.

**Curriculum:**

Short term certificate programmes organized as both offline and online.

Covering:

1.Yoga, Happiness Programmes, Counselling.

2. Cultural Exchange Programmes ,Art, Fitness to Martial Arts

3. Naturopathy to Leisure Time Management(embroidery, organic farming, painting etc)

4. Spoken English, Personality Development, grooming sessions.

5. Nutrition classes, Classes on Balanced Diet ,Hobbies ,Cookery.

7. GD, Interview Training, CV preparation.

**OUT COME**

Students can improve themselves on areas where they think they are weak and thus to enable the overall personality development of students.

**8. WEBINAR/ SEMINAR SERIES**

Department will be conducting a series of webinars and seminars on the relevant topics which can contribute to academics as well as in the real life. For this, department is planning to have collaborations with other departments, IQAC, and other B schools.

Together with seminar, we are also planning to conduct paper presentation competition for the students to improve their presentation skills

**OBJECTIVE**

* To introduce new concepts and ideas to the students.
* To provide a comprehensive understanding of a particular topic.
* To develop an emerging field at the intersection of multi-disciplinary understandings of culture and education.

**TARGETED AUDIENCE**

* Students and faculty members.

**EXPECTED OUTCOME**

* To deepen and integrate students understanding on various theoretical approaches.
* To improve the presentation skills and confidence level of the students.

**9. WORKSHOP SERIES**

Workshop session is an opportunity to surface the unique set of knowledge and experience from the individuals that have gathered for the session. The department is planning to conduct workshop series in both academic as well as personal development areas which may include new aspects of research methodology, business analytics, skill training, yoga and other relaxation and stress management methods etc**.**

**OBJECTIVE**

* To introduce a new concept, spurring participants to investigate it further on their own, or can demonstrate and encourage the practice of actual methods.
* It's a great way to teach hands-on skills because it offers participants a chance to try out new methods and fail in a safe situation.

**TARGETED AUDIENCE**

* Students and faculty members.

**OUTCOME**

* Giving participants a chance to practice and receive feedback on techniques and concepts they already know
* Enhancing participants' current knowledge of concepts, techniques, and methods.
* As students who work together, a workshop enable to create a sense of ‘togetherness’ to conceptualize a common goal.

**10. The Alumni Association**

In this defining moment, we call on alumni and friends to come together to support the Alumni association. The contribution enables the department to respond to urgent needs of the society and also to help students who are experiencing financial hardship. The gift, whatever the size, can inspire others and contribute to the collective impact.

**Objectives**

* To provide financial support to students.
* To provide financial support to the needy (outside college) at this present pandemic situation of Covid 19.

**Targeted Audience**

The needy society, charitable institutions and financially backward and qualified students of the department.

**Expected Outcome**

Attract the most talented, inspiring and ambitious students who are facing financial problems. The fund also enables to extend support for the people around the college who are facing financial difficulties.

**11. MoU’s and Collaborations**

Apart from the above, the department is also planning to sign MoUs with the following institutions:

1. The Strategist – for Add on course in Excel and Business Analytics

2. Hedge Equities – for student internship training.