

PG Department of Commerce
Industry Interaction
BBA Stream

Naipunnya
To reach the unreachable

Date of event: 25/10/2024

Faculty In-charge: Ms. Vandana C. H.



Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

Phone +91 9605001987, 04802730340, 2730341, 2733573

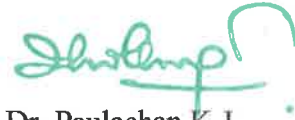
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No: NIMIT/COM/ BBA/II /01/2024-25

Date: 19/10/2024

Circular

BBA Stream Under PG Department of Commerce is Planning to Conduct Industry Interaction to foster collaboration between educational institutions and businesses, ultimately benefiting students, faculty, and the industry itself For II Year BBA Students on 25.10.2024



Fr. Dr. Paulachan K.J

(Principal)



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REPORT

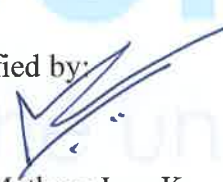
The Industry Interaction session for the II Year BBA students was organized to bridge the gap between academic theories and real-world applications, particularly focusing on entrepreneurship and leadership skills. The session aimed to inspire students to cultivate an entrepreneurial mindset that is essential for achieving success in today's dynamic business environment. Ms. Elza Maria is a distinguished entrepreneur with a successful track record in the imitation jewellery and accessories sector. As the owner of Lizabeth's Galleria, she has extensive experience in building a brand, understanding market trends, and navigating the challenges of running a business. Her insights were invaluable for students aspiring to enter the entrepreneurial space. Ms. Elza began the session by defining what an entrepreneurial mindset entails, emphasizing the importance of creativity, resilience, and risk-taking in business. She discussed the significance of viewing challenges as opportunities for growth and innovation. Students were encouraged to engage in discussions about their own business ideas and how to implement an entrepreneurial approach in their future careers. The session included a lively Interactive segment where students asked questions about starting their own businesses, overcoming challenges, and building a strong brand. Ms. Elza emphasized the value of networking and building relationships in the business world. She encouraged students to connect with professionals and fellow entrepreneurs to expand their horizons.

Prepared by:


Ms. Vandana C. H.

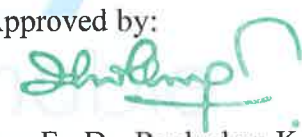
Event Coordinator

Verified by:


Dr. Mathew Jose K

HOD, Dept. Of Commerce

Approved by:


Rev. Fr. Dr. Paulachan K. J.

Principal



BROCHURE



NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY
Affiliated to the University of Calicut, ISO 9001-2015 Certified, Accredited by NAAC B++

INDUSTRY INTERACTION FOR BBA STREAM

Fostering Entrepreneurial Mindset
and Leadership into Golden Success.

 25/10/24

 2:15 TO 3:15 PM

 Seminar hall (Main Block)

Rev. Fr. Dr. Paulachan K J
Principal NIMIT

Dr. Mathew Jose K
HoD, PG Dept. of Commerce

Ms. Vandana C H
Faculty Co-ordinator



Elza Maria
Entrepreneur
Owner of Lizbeth's Galleria
Imitation jewellery and
accessories



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PROGRAM SCHEDULE

Naipunnya Institute of Management and Information Technology

BBA Stream

Department of Commerce

Industrial Interaction/Talk by Expert

Programme Schedule

Date : 25/10/2024

Time: 2.15 p.m. -3.15 p.m.

Prayer song : Alphiya Jose (II BBA)

Welcome Address & : Pooja Vinod (II BBA)

Introducing the Resource Person

Expert Talk : Elza Maria

Entrepreneur, Owner Of Lizabeth's Galleria

Interactive Session (Q&A)

Vote of Thanks : Samah Sanoffer (II BBA)

National Anthem



RESOURCE PERSON'S PROFILE



Ms. Elza Maria is a prominent entrepreneur known for her innovative approach in the imitation jewellery and accessories industry. With a keen eye for design and a passion for entrepreneurship, she founded Lizabeth's Galleria, which has grown into a well-recognized brand in the market. Ms. Elza began her career by gaining experience in the retail sector, where she developed a strong understanding of customer preferences and market dynamics. She honed her skills in sales and marketing, learning the importance of effective communication and customer engagement. Recognizing a gap in the market for affordable yet stylish imitation jewellery, Ms. Elza launched Lizabeth's Galleria. She focused on creating unique designs that cater to diverse customer tastes, combining quality materials with innovative styles. Under her leadership, Lizabeth's Galleria has become synonymous with elegance and affordability. Ms. Elza utilized social media and digital marketing strategies to build a strong online presence, attracting a broad customer base. She emphasized the importance of branding, ensuring that her products not only meet quality standards but also resonate with customers on an emotional level.



PHOTOGRAPHS /SCREENSHOTS



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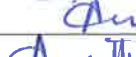
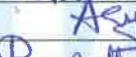
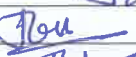
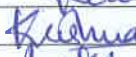
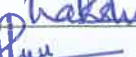
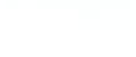
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PARTICIPANT'S LIST

Name of the event: BBA-Industry Interaction

Date: 25/10/2024

Class: II Year BBA

Sl. No.	Name	Signature
1.	ABHISHEK S	
2.	ADHITH SHAJAN	
3.	ALAN PAULY	
4.	ALEENA BABY	
5.	ALEENA BABY	
6.	ALPHIYA JOSE	
7.	ALWIN BIJU T	
8.	AMRITHA K S	
9.	AMRUTHA B RAJ	
10.	ANITTA NELSON MAVELY	
11.	ANSON GEORGE	
12.	ANTONY BIJU	
13.	ARAVIND S NAIR	
14.	ARJUN KRISHNA	
15.	BAREETTO BYJU	
16.	DILJITH K B	
17.	GARRON VIPIN PEREIRA	
18.	IMRAN FAREED S	
19.	JOHN AUGUSTINE	
20.	JOSE JOSEPH	
21.	JOSEPH SEBY	
22.	JOYAL MATHEW JAIMON	
23.	KEVIN PAULY	
24.	KRISHNANUNNY K S	
25.	LAKSHMI K RAJU	
26.	MUHAMMED FAYAZ	
27.	NIKHIL JOSEPH BIJU	
28.	NYAS N B	
29.	POOJA VINOD	
30.	PRANAV JIJU	



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31.	SACHIN S	
32.	SAMAH SANOFER	
33.	SREELAKSHMI K A	
34.	THAYYIBA T A	
35.	VAISHNAVI A P	
36.	ANEETTA E P	
37.	JESWIN PALATTY	

Event Coordinator




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Participant's Name	Please indicate your level of agreement with the statements listed below [The objectives of the training were clearly defined]	Please indicate your level of agreement with the statements listed below [Participation and interaction were encouraged during training.]	Please indicate your level of agreement with the statements listed below [The trainers were knowledgeable about the training topics]	Please indicate your level of agreement with the statements listed below [The trainer/s was well prepared]	Please indicate your level of agreement with the statements listed below [The topics covered were relevant to me]	Please indicate your level of agreement with the statements listed below [The training content was organized and easy to follow]	Please indicate your level of agreement with the statements listed below [The learning from the training will be useful in my work]	Please indicate your level of agreement with the statements listed below [The materials distributed were helpful]	Please indicate your level of agreement with the statements listed below [The training objectives were met]	Please indicate your level of agreement with the statements listed below [The time allotted for the training was sufficient]	Please indicate your level of agreement with the statements listed below [The meeting/training room and facilities were adequate and comfortable]	What aspects of the training could be improved?	How do you hope to change your practice as a result of this training?
Andreena	2 - Disagree	1- Strongly Disagree	1- Strongly Disagree	1- Strongly Disagree	2 - Disagree	1- Strongly Disagree	1- Strongly Disagree	1- Strongly Disagree	2 - Disagree	2 - Disagree	1- Strongly Disagree	Confidence level improve	Confidence
Minu rose antu	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	Nothing	I hope it will change me in many situations
Adeline Shaju	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	Nothing	I hope it will change me in many situations.
Nafeesa Nasreen	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	4 - Agree	5 - Strongly Agree	3 - Neutral	3 - Neutral	4 - Agree	4 - Agree	4 - Agree	Everything was perfect	I will try add the methods that were taught to my daily life routines
TOM JOHN	4 - Agree	5 - Strongly Agree	5 - Strongly Agree	4 - Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	4 - Agree	4 - Agree	4 - Agree	Nothing	Empowering Youth
NOYAL JOHNSON	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	4 - Agree	5 - Strongly Agree	nil	nil
Lakshmi.V.A.	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	4 - Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	No it was good	In a better way to overcome my fears and difficulties
Grace Mariya Raju	4 - Agree	4 - Agree	4 - Agree	4 - Agree	4 - Agree	4 - Agree	4 - Agree	4 - Agree	4 - Agree	4 - Agree	4 - Agree	...	...
LIYA POULOSE	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	4 - Agree	5 - Strongly Agree	3 - Neutral	5 - Strongly Agree	To know about different types of therapy. These therapy is good for my daily life.	To Improve my confidence level.
Linspaul PL	5 - Strongly Agree	4 - Agree	5 - Strongly Agree	5 - Strongly Agree	3 - Neutral	4 - Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	3 - Neutral	5 - Strongly Agree	no	
H.KEERT HANA	4 - Agree	3 - Neutral	4 - Agree	5 - Strongly Agree	4 - Agree	4 - Agree	3 - Neutral	3 - Neutral	4 - Agree	4 - Agree	4 - Agree	It is good	Good
Jeswin sabu	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	4 - Agree	4 - Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	4 - Agree	4 - Agree	Time	Implying it on my future
Stephn shaiby	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	Nothing	To reduce stress and tension.
Elza Bijju	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	5 - Strongly Agree	4 - Agree	5 - Strongly Agree	4 - Agree	4 - Agree	Time	I will work hard for betterment of me and my surrounding
JOVANNA FRANCIS	5 - Strongly Agree	4 - Agree	5 - Strongly Agree	5 - Strongly Agree	4 - Agree	5 - Strongly Agree	4 - Agree	4 - Agree	5 - Strongly Agree	3 - Neutral	5 - Strongly Agree	Train everybody to communicate well.	The change I can make is to communicate and take initiatives.

