



**DEPARTMENT OF COMPUTER APPLICATION  
M E S ASMABI COLLEGE, P. VEMBALLUR -680671**

***ACADEMIC REPORT OF WORKSHOP  
ON***

**Product Development – Best Practices**

**HIGHLIGHTS:**

**Date: 17<sup>th</sup> February 2022**

**Time: 10.30 am to 12.30 PM**

Total number of participants: 110 (Students: 100, Faculties: 10)

**Resource Person: Sheen Chungath (CEO Sesame Technologies Pvt Ltd, Calicut)**

**Focal areas discussion-based workshop:**

- **How to make a new software product**

***I. The Course of the workshop:***

The workshop was organised with the aim of tailoring the students of Department of Computer Application how to make a new software product

The program started at 11.00 AM after admitting all participants by 10.35 AM. The speaker joined the program from Calicut.

Ms Chithra P (IEDC Nodel officer) welcomed the guest and other participants.

Principal Dr. A Biju conveyed his best wishes to the program and it was inaugurated by Sri. Salim Arakkal (Secretary & Correspondent, College Management Committee).

Dr. Kesavan (Co-ordinator, IIC) delivered felicitations. Mrs. Anu S (Assistant Professor and Program Coordinator Department of Computer Application) introduced the speaker to the audience.

Mr. Sheen Chungath started with a captivating and professional slide show on various arenas of software product development. Minute details of how to develop a software product, each stage of the development, self-employment in software industry etc. were discussed. He also shares his own experience of how to develop a software industry.

It is worth mentioning that he gave emphasis on learning markets and marketing techniques which often goes untouched in many entrepreneurship-related workshops. The success stories of noted entrepreneurs in India and abroad were shared with the students with ample back-up of presented data. In addition, the segments of different product development features in businesses Mr. Sheen Chungath inspired the students by drawing their attention to the abundance of innovation options in different sectors of software development.

After a detailed and dynamic presentation, the resource person interacted with the students for one hour. The session for interaction was meaningfully utilised by the faculties and students by clarifying their doubts and getting details of many aspects of the focal themes of the webinar.

## ***II. The Outcome:***

The seminar and the discussions followed it have the following outcomes:

1. Software industry currently gives lots of entrepreneur prospects in all parts of the world.
2. Computer Application have several untapped career and self-employment opportunities.
3. Identifying and wisely exploring the opportunities and thorough study of market are the key to success in any business
4. Make innovations wherever and whenever possible so as to make fresh start-ups.
5. In-depth scientific knowledge in all areas of business, professional ethics and honesty are the essential for excelling in any enterprise.

Ms. Jabin T H, HOD Computer Application delivered formal concluding remarks and vote of thanks

. The department and the college are grateful to him for giving the students an opportunity to interact with him and transmitting information about various entrepreneurial avenues.

Addendum:

Programme Brochure and Photos



MES ASMABI COLLEGE  
P. Vemballur

IEDC and Department of Computer Application  
jointly organizing  
**Workshop on**  
**“Product Development-  
Best Practices”**

**Speaker**



**Sheen Chungath**  
CEO Sesame Technologies  
Pvt Ltd, Calicut

17/2/2022  
10.30 am

Venue : Auditorium

Dr. A Biju  
Principal  
MES ASMABI COLLEGE

For further details contact

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HOD  
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MESAC



MES ASMABI COLLEGE, P. VEMBALLUR

**WORKSHOP ON “PRODUCT DEVELOPMENT - BEST PRACTICES”**

Organized by  
Department of Computer Application  
in Association with IEDC, IIC and IQAC

On Thursday 17th February 2022  
Venue: College Auditorium

Speaker : **Sheen Chungath**  
CEO Sesame Technologies Pvt. Ltd, Calicut

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