



M.E.S. ASMABI COLLEGE

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REPORT ON THE WEBINAR

"STARTUPS IN KERALA – CHALLENGES AND OPPORTUNITIES"

Date: October 23, 2020

Organizers: Innovation and Entrepreneurship Development Cell (IEDC) and Entrepreneurship Development Club (ED club) of M.E.S. Asmabi College, P.Vemballur

Introduction:

The webinar titled "Startups in Kerala – Challenges and Opportunities" was jointly organized by the Innovation and Entrepreneurship Development Cell (IEDC) and Entrepreneurship Development Club (ED club) of M.E.S. Asmabi College, P.Vemballur on October 23, 2020. The primary objective of this webinar was to provide valuable insights into the startup ecosystem in Kerala, focusing on the challenges faced by aspiring entrepreneurs and the numerous opportunities available in the region.

Key Speaker:

The webinar featured Mr. Rajith Ramachandran, Chief Technology Officer and VP of Engineering at Faircode Technologies Pvt. Ltd. Mr. Ramachandran brought his extensive experience in the field of technology and startups to the platform. He delivered a comprehensive talk on various aspects of the Kerala startup ecosystem, including its growth potential, common challenges faced by startups in the region, and the opportunities and government initiatives available.

Participants:

A total of 196 candidates actively participated in the program, making the event a success. These participants were not only passive listeners but were also engaged in the Q & A sessions, actively seeking information and sharing their concerns. The interactive nature of the webinar allowed for an open dialogue between the expert speaker and the audience.

Key Discussion Points:

During the webinar, several important topics were discussed, including:

- 1. Kerala Startup Ecosystem: Growth and Potential:** Mr. Rajith Ramachandran shed light on the promising growth of startups in Kerala, emphasizing the immense potential within the state. He discussed how Kerala's educated workforce, technological advancements, and supportive infrastructure have contributed to the growth of startups.
- 2. Challenges Faced by Startups in Kerala:** The speaker highlighted the common challenges faced by startups in Kerala, such as access to funding, finding skilled talent, and navigating regulatory hurdles. These insights provided the audience with a better understanding of the obstacles they may encounter on their entrepreneurial journey.
- 3. Opportunities and Government Initiatives:** Mr. Ramachandran also discussed the various opportunities available for startups in Kerala, such as access to incubation centers, networking events, and government initiatives. He detailed the initiatives taken by the government to support and promote entrepreneurship in the state.
- 4. Q & A Session:** The audience actively participated in the Q & A sessions, where they raised pertinent questions about funding opportunities, incubation centers, and policy support for startups in Kerala. The speaker addressed these questions, providing valuable information and guidance.

Outcome:

The webinar successfully provided a platform for knowledge sharing and networking among the participants. It highlighted the promising growth of startups in Kerala and the steps that need to be taken to overcome the challenges faced by aspiring entrepreneurs. The interactive

nature of the event allowed for the exchange of ideas, experiences, and expertise, which is crucial for the growth of the startup ecosystem in the region.

Conclusion:

In conclusion, the webinar on "Startups in Kerala – Challenges and Opportunities" organized by IEDC and the ED club of M.E.S. Asmabi College, P.Vemballur, served as an informative and interactive platform for aspiring entrepreneurs. The insights provided by the resource person, Mr. Rajith Ramachandran, and the active participation of the audience contributed to the success of the event. This report serves as a reference for future endeavors in promoting the growth of startups in Kerala and underscores the importance of continued support and initiatives to nurture the entrepreneurial spirit in the state.

Programme Brochure:

The brochure is a vertical rectangular graphic with a yellow and blue color scheme. At the top left, it features the logo of MES ASMABI COLLEGE, P. VEMBALLUR, THRISSUR. Below the logo, a yellow banner contains the text "IEDC and EDclub jointly organising". The background of the brochure shows a photograph of the college building. The main title "Webinar On 'Startups in Kerala - Challenges and Prospects'" is centered in a blue box. Below the title, a grey box contains the name "Rajith Ramachandran" and his title "Chief Technology Officer and VP of Engineering, Faircode Technologies Pvt Ltd." next to a circular portrait of him. The date and time "23-Oct-2020 11am to 12pm" are displayed in a light blue box. At the bottom left, there is a QR code labeled "(For registration)". At the bottom center, a purple icon is followed by the URL "https://bit.ly/2Hevhil". At the bottom right, there is a green Google Meet icon with the text "Google meet" below it.

Programme Schedule:

- 11:00 am : **Prayer**
- 11:05 am : **Welcome**
Sri. Abdul Yafiz K. M.,
Joint Co-ordinator, IEDC, MES Asmabi COLLEGE
- 11:10 am : **Presidential address**
Dr. A. Biju
Principal, MES Asmabi COLLEGE
- 11:15 am : **Presentation**
Sri. Rajith Ramachandran,
Chief Technology officer and VP of Engineering, Faircode technologies Pvt. Ltd.
- 11:55 am : **Vote of thanks**
Smt.Nasiya P M, Joint Co-ordinator, IEDC, MES Asmabi COLLEGE

Programme Photographs:

