

Report on the Workshop cum Hands-on-Training on Entrepreneurship Opportunities in Shell Crafts and Ornaments

Date: October 26, 2023

Time: 9:30 AM

Venue: Final Year Classroom, BVOC Fish Processing Technology

Organized by: Department of Fish Processing Technology, MES Asmabi College

Introduction

The Department of Fish Processing Technology at MES Asmabi College organized a comprehensive workshop and hands-on training session on entrepreneurship opportunities in shell crafts and ornaments. This event aimed to educate and inspire students on the potential of utilizing marine resources, particularly shells, to create marketable products and foster entrepreneurial skills. The workshop is designed to foster various essential skills and attributes such as cultivating an entrepreneurial mindset, skill development, understanding of business concepts, real-world application, encouraging innovation and creativity and empowerment and inspiration.

Objectives

- To introduce the concept of shell crafts and ornaments.
- To explore the entrepreneurial opportunities in the field.
- To provide practical, hands-on training in making shell crafts and ornaments.
- To encourage students to consider entrepreneurship as a viable career option.

Programme Details

Inaugural Session

The workshop commenced with an inaugural session at 9:30 AM, graced by distinguished guests including the Principal of MES Asmabi College, Dr. A. Biju and the Head of the Department of Fish Processing Technology, Dr. Sayana K. A. The Principal delivered an inspiring keynote address, emphasizing the importance of innovation and entrepreneurship in today's economic landscape.

Technical Sessions

The event was divided into two main segments: theoretical and practical.

Theoretical Session

Speaker: Mrs. Ujjwala Navas expert in shell crafts and ornaments and entrepreneurship activities conducted the theoretical session.

Practical Hands-on Training

Post the theoretical session, participants moved to the practical training area where they engaged in hands-on activities led by Ms. Sugaina Sulaiman M. S..

- Identifying and selecting appropriate shells for different types of crafts.
- Techniques for cleaning, polishing, and preparing shells.
- Creating basic shell ornaments such as necklaces, bracelets, and earrings.
- Advanced crafting techniques, including intricate designs and use of additional materials like beads and wires.

Exhibition and marketing of products

An exhibition and selling of the products conducted in front side of the campus from 10:00 AM - 12:00 PM. The exhibition aimed to provide students with real-world experience in marketing and sales, to showcase the creative work of students to the college community and to generate funds to support further entrepreneurial activities and workshops.

The exhibition saw a large turnout from the college community, including students, faculty, and visitors. Most of the products were sold, generating substantial funds. The event provided practical sales experience and boosted the confidence of the participating students.

Outcome of the Workshop

Skill Development - Students gained practical skills in shell craft making, from selecting and preparing shells to creating various designs. Enhanced creativity and craftsmanship among students, with many producing intricate and marketable shell ornaments.

Entrepreneurial Mindset - The workshop instilled an entrepreneurial mindset, encouraging students to view problems as opportunities and think innovatively. Students developed a better understanding of the entrepreneurial process, including idea generation, market analysis, and business planning.

Real-World Experience - The exhibition and sale provided students with hands-on experience in marketing and selling their products. Students learned important aspects of customer interaction, pricing strategies, and sales techniques.

Increased Confidence - The success of the exhibition boosted the confidence of the students, making them more likely to pursue entrepreneurial ventures in the future. Positive feedback from visitors and buyers reinforced the value of their work and skills.

Networking and Collaboration - The event facilitated networking among students, faculty, and visitors, fostering a sense of community and collaboration. Students were able to connect with potential mentors and supporters who could assist them in their entrepreneurial journeys.

Financial Success - The sale of the products generated substantial funds, which will be reinvested into future entrepreneurial activities and workshops. Students experienced the financial rewards of their hard work, reinforcing the viability of entrepreneurship as a career path.

Conclusion

The workshop concluded with a feedback session, where participants expressed their enthusiasm and satisfaction with the knowledge and skills acquired. Certificates of participation were distributed to all attendees.

The Department of Fish Processing Technology, MES Asmabi College, successfully organized a fruitful event that not only educated the students about the potential of shell crafts and ornaments but also inspired them to explore entrepreneurship as a career path. The hands-on experience and expert guidance provided a solid foundation for students to potentially start their own ventures in this unique and creative field.

