



**Report: Seminar on Product Design for Entrepreneurs**

<b>Program</b>	Seminar on Product Design for Entrepreneurs
<b>Date</b>	19.08.2023 12pm-1:40 pm
<b>No.of Participants</b>	61
<b>Resource Person</b>	Ms. Sunitha Varghese, Assistant Professor, Department of Management, Rajagiri College of Management and Applied Sciences, Kakkanad
<b>Outcome</b>	Entrepreneurs gained insights into product design principles, learning how to create innovative and user-friendly products to meet market demands.
<b>Organized by</b>	Department of Management
<b>Faculty in charge</b>	Ms. Ardra C Michael, Department of Management, Rajagiri college of Management and Applied Sciences, Kakkanad
<b>Student in charge</b>	Mr. Abin manoj, BBA 3rd semester, Department of Management, Rajagiri college of Management and Applied Sciences, Kakkanad

The Department of Management of Rajagiri College of Management & Applied Sciences organised a Seminar on Product Design for Entrepreneurs on 19.08.2023. The seminar gave an insight into product design principles and creating innovative and user friendly products. Students were able to share their insights and also become a part of an a product innovation activity. Students were divided into groups for sharing their ideas of innovative product designs. Unlike traditional seminars, this event did not feature a specific resource person but instead utilized collaborative learning techniques. Organized by the Management, with Ms. Ardra C Michael and student in charge Abin Manoj, the seminar aimed to provide participants with the essential

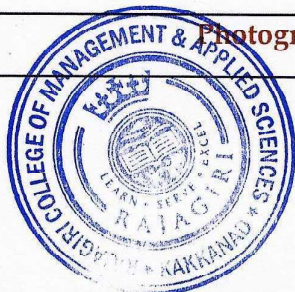


*Abin Manoj*

principles of product design to create innovative and market-relevant products. The seminar began with an introduction to the basics of product design. Participants were briefed on the importance of product design in entrepreneurship. The session covered essential topics such as understanding user needs, market research, and the role of aesthetics and functionality in product design. Participants were divided into small groups and tasked with discussing various product design concepts. Each group presented their ideas, fostering a collaborative learning environment. These sessions encouraged active participation and peer-to-peer learning, enabling entrepreneurs to share their experiences and insights. Participants were taught how to conduct market research and gather consumer feedback to inform their design process. This segment emphasized the importance of staying updated with market trends and adapting designs accordingly to meet consumer expectations. The organizing committee appreciated the efforts made by the resource person for sharing her valuable knowledge and enabling students to understand the aspects of product design. Special thanks to Ms. Ardra C Michael and student coordinator for their dedicated effort for the success of the seminar.




**Photograph of Seminar on Product design for Entrepreneurs**



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**Photograph of Seminar on Product design for Entrepreneurs**



**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**  
KAKKANAD

**Department of Management**  
in association with  
Internal Quality Assurance cell (IQAC)  
Organises

**Seminar on Product Design for Entrepreneur**



**Resource Person**  
**Ms. Sunitha Varghese**  
Assistant professor, Department of management  
Rajagiri College of Management and applied sciences, Kakkanad

**Rcmas Auditorium**      **12:00 pm to 1:40 pm**      **August 19 2023**

Faculty Coordinator  
Ms. Ardra C Micheal : 7736406710

Student Coordinator  
Abin Manoj : 7306492569

**Program Poster of Seminar on Product Design for Entrepreneur**



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**RCMAS**

**Rajagiri College of Management and Applied Sciences  
Kakkanad**

# CERTIFICATE

of Participation

This is to certify that

Ms. Fathima Nazim N A

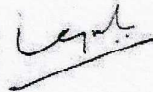
has participated in a seminar on *Product Design for Entrepreneurs* organized by the  
Department of Management in association with the IQAC on 19.08.2023



Ms. Ardra C Michael  
Event Coordinator

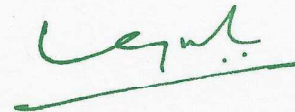


Ms. Megha Mahan  
Department of Management



Dr. Laly Mathew  
Principal

**Sample Certificate for Seminar on Product Design for Young Entrepreneurs**





**RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES**

**KAKANNAD**

DATE	19.08.2023
TITLE	SEMINAR ON PRODUCT DESIGN FOR ENTREPRENEUR
DEPARTMENT /ORGANISING CELL	DEPARTMENT OF MANAGEMENT
VENUE	RCMAS AUDITORIUM

**LIST OF ATTENDEES**

**BATCH :**

SI.NO	NAME	SIGNATURE
1	ABIN T MANOJ	<i>abinmanoj</i>
2	AKSHAY SOJAN	<i>AKSHAY</i>
3	ALAN JIMMY	<i>Alan Jimmy</i>
4	ALAN SHINTO	<i>Alan Shinto</i>
5	ALBINOS PHILIP	<i>Philip Albinos</i>
6	ALEXANDER JOSHI	<i>Alexa P</i>
7	ANAGHA JAYARAM	<i>Anagha</i>
8	ANDRIEA MARSHAL	<i>ANDRia</i>


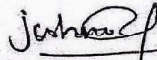
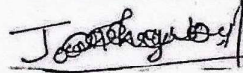
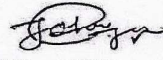

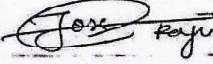
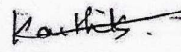
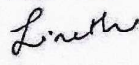
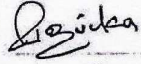

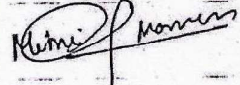
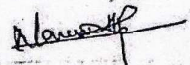
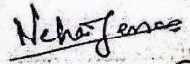
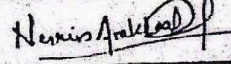


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9	ANGEL MARY ABEY	Angel Mary
10	ANJALI R NATH	Anjali R
11	ANJANA M LAL	Anjana
12	ARUN BABU	Arun
13	AYANA REBECCA SAGAR	Ayana Rebecca
14	BIJIL GIGY	Bijil
15	DANE BINOY	Dane Bino
16	DIYA ANNA JAIN	Absent
17	EDWARD ZAC ROBINCE	Edward
18	ELDHO PAUL	Eldho Paul
19	EMMANUEL S PARACKA	Emmanuel
20	FARZIN SUDHEER	Farzina
21	FATHMA NAZRIN N A	Fathma
22	FEBIN M SUNNY	Febin Sunny
23	GRACE MRIDULA RAPHAEL	Grace Mridula
24	HARIKRISHNAN P S	Hari
25	HUDA SHAMLA SHAJAHAN	Shamla Huda



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26	INU KOLLANNUR		
27	JAYAKRISHNAN K J	Absent	
28	JISHNU P NAMBIAR		
29	JOANNA THAYANKERY		
30	JOE SABU	Joe -	
31	JOHN JEE SAN		
32	JONATHAN JO ANTONY		
33	JOSE RAJU UJVAL		
34	KARTHIK LAL P B		
35	LINETH ROY		
36	MALAVIKA PB		
37	MATHEW GEORGE		
38	MERLIN SHAJU	Merlin	
39	MIMI MARIAM MATHEWS		
40	NAVANEETH D PRASAD		
5	41	NEHA JERSON	
55	42	NESRIN NELSON	



Ugna



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT & APPLIED SCIENCES

# RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM, APPROVED BY AICTE

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43	P.S.SREELAKSHMI	<i>Sreelakshmi</i>
44	PRATHISH K ANIL	Absent
45	RAMADAN AHAMED	<i>Ramadan</i>
46	RINSHAD K R	<i>Rinshad</i>
47	SANAYA DAVID	<i>Sanaya David</i>
48	SANDHYA N MENON	<i>Sandhya</i>
49	SANJNA SHAMS	<i>Sanjna</i>
50	SHAABIN SHAJI	<i>Shabin</i>
51	SIVANI R	<i>Sivani</i>
52	SIVARANJINI S	<i>Sivaranjini</i>
53	SNEHA HARISH	<i>Sneha</i>
54	TANYA CATHERIN THOMAS	<i>Tanya/Catherin</i>
55	TERESE THOMAS PATTARA	<i>Terese</i>
56	THARA JACOB	<i>Thara</i>
57	TIMOTHY K ABRAHAM	<i>timothy</i>
58	VAISAKH KRISHNA	<i>Vaisakh Krishna</i>
59	VARSHA MANOJ	<i>Varsha</i>



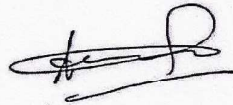
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60	VEDATMIKA PRAKASH	<i>Vedatika</i>
61	AMINA SALEEM	<i>Amina</i>
62	B DEVAPRANATH	<i>B. Devapranath</i>
63	MOHAMED FAWAZ	Absent
64	ALAN JOLLY	<i>Alan Jolly</i>
65	ALPHY BAJU	<i>Alphy Baju</i>

Faculty Coordinator

Ms. Andrea C. Micheal.



HOD

Department of Management



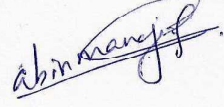


Ms. Megha Mohan.



**Attendance Statement of Seminar on Product Design for Entrepreneurs**



*Megha Mohan*

Report submitted by	Mr. Abin Manoj, BBA 3rd semester ,Rajagiri college of Management & Applied Sciences,Kakkanad	
Coordinated by	Ms.Ardr C Michael,Assistant Professor, Department of Management,Rajagiri college of Management & Applied Sciences,Kakkanad	
Approved by	Ms.Megha Mohan,HOD & Assistant Professor, Department of Management,Rajagiri college of Management & Applied Sciences,Kakkanad	

19 August 2023



PRINCIPAL  
Rajagiri College of Management & Applied Sciences  
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