



# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University | Electronics City, Bengaluru - 100

Accredited with NAAC "A" Grade || Recognised under 2(f) & 12(b) of the UGC Act  
A FRANSALIAN INSTITUTE OF HIGHER LEARNING

## Ecosystem for innovation and entrepreneurship

The College has created a very strong entrepreneurship and innovation Ecosystem through its Entrepreneurship and Incubation Cell- **ASPIRE**, started on 10<sup>th</sup> July 2017. The Cell has collaborated with Campus Technology and ESTAH to provide support to the young entrepreneurs and create an innovation ecosystem for creation and transfer of knowledge. The Cell mentors and nurtures the students by providing them the necessary knowledge, expert advice and planning innovative activities for them. Experts from the industry are invited to give an insight to the students on how to develop an idea into a successful start-up. A step by step guidance is provided to the students to groom them to become successful entrepreneurs. The Intellectual Property (IP) Cell guides the students on how to protect their ideas and how to file patents. The college has signed MoUs with a number of institutes where the students are sent for internships so that they get hands-on exposure on how to run a business. Also, students are taken on frequent industrial visits that give them an idea on how businesses function. So far, the incubation cell has successfully supported three start-ups, two in the college premises and one with support of ESTAH. One of the start-ups has moved on from the college Campus to expand the venture outside at a bigger scale.

The name of the first start-up was **Nature's Delight**, a juice and ice-cream parlour, that ran with a tagline of "**You Choose It. We Mix It**". This start-up was supported by the college and the college let out a space/shop in the college canteen for this start-up to run. This start-up had an initial investment of 2 lakhs. After running successfully in the college, it spread its wings to the outside world. The second start-up sported by the college is "**Blue Pages**", that runs from the college library and prints bluebooks and sells them to the students of SFS College. The students get easy access to the blue books through this start-up. It is a profitable venture. The third start-up is supported by ESTAH, after giving successful internship to the students, it helped them to

start a venture called Farm-to- Kitchen. The venture entails the students to supply organic vegetables directly from the farms to different apartments in and around the college vicinity. Many new ventures are in the pipeline.

The college provides all possible support to its students to change their ideas into beaming reality. The college is in discussion with Srinath Bhadram, Incubator Manager, National Design, Business Incubator, National Institute of Design, Autonomous Institute under the DIPP, Ministry of Commerce & Industry, Govt of India for support regarding incubation. We have got a positive response from him but the process is delayed due to the prevailing pandemic.



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## The Success Story – Nature's Delight

Inspired by the workshops organized by Incubation Cell of SFS College, Surya Prakash of BBA approached the staff members with an entrepreneurial idea in the 1<sup>st</sup> week of July 2018.

The Placement Officer Mr. Xavier J Stalin had a discussion with Surya to understand the idea better. The idea was checked with the process of incubation as given below:

- Pre-screening of the idea
- Review by panel (Mr. Stalin, Mrs. Mangaikarasi, Fr. Jijo & Fr. Roy)
- The idea was approved
- The terms were negotiated
- The agreement terms were discussed
- The agreement took 3 weeks of scrutiny & later approved
- The MOU was signed for 1 year

The process took over 3 months to ensure the idea/process is going to be successful & profitable. Later we proceeded to make an agreement & take this initiative forward.

We (Suresh Krishna and Surya Prakash) of final year BBA started the business of juice making in our college on **1 March 2019** with the motive of providing fresh and healthy fruit juices to the students.

We titled our business venture as **Nature's Delight** with the tagline of "**You Choose It. We Mix It**".

The idea of starting a juice shop in our college was primarily supported by our HOD of BBA department Ms. Mangayarkarasi. Later we (Surya and Suresh) both wanted this idea to come into reality and started to work on it. With the same intention we met Prof Stalin, College placement officer who supported our idea and helped us.

On 12 February 2019 we wrote a letter to the Principal Rev.Fr.Roy stating our interest to start a juice shop in our college canteen along with business proposal document.

We took one lakh fifty thousand as loan from bank as the initial investment and we both partners had put up an amount of 50000. We started our project with capital of 2,00,000.

With the above capital we bought the list of items below:

1. A deep freezer
2. Two blenders with 4 jars
3. One billing table
4. One wooden stand for preparing juices
5. One plastic stand to display fruits
6. One generator of 2kv
7. One refrigerator to store fruits
8. Other items like spoons, glasses etc.

We provided our products with utmost quality with uncompromising commitment to our core values with unique pricing system which is easily and comfortably affordable by all the students as well as faculty.

Now we are planning to come with a new strategy of preparing juices and some healthy food items like sandwich, soups etc.

We would like to thank our Principal Fr. Dr. Roy, our Vice Principal Fr.Jijo, HOD of BBA department Mrs. Mangayakarasi, Prof. Xavier J Stalin (Head – Training & Placements) and Prof. Geetha P S for their encouragement and everlasting support; they stood as strong pillars for starting this business.



ND Nature's Delight		
YOU CHOSE IT. WE MIX IT		
<b>FRESH FRUIT JUICE</b>		
Apple Juice	40	
Pomegranate Juice	40	
Butter Fruit Juice	40	
Mixed Fruit Juice	40	
Grape Juice	30	
Pineapple Juice	30	
Sapota Juice	30	
Orange Juice	30	
Mosambi Juice	20	
Watermelon Juice	20	
Muskmelon Juice	20	
Papaya Juice	20	
Lemon Juice	15	
<b>SEASONAL FRUIT</b>		
Kiwi Juice	50	
Mango Juice	40	
Strawberry Juice	50	
<b>LASSI SPECIAL</b>		
Plain Lassi	30	
Masala Lassi	35	
Mango Lassi (S)	35	
<b>FLAVOR DRINK</b>		
Rose Milk	25	
Badam Milk	30	
<b>FRUIT MILKSHAKE</b>		
Apple Milkshake	50	
Pomegranate Milkshake	50	
Grape Milkshake	40	
Pineapple Milkshake	40	
Sapota Milkshake	40	
Watermelon Milkshake	30	
Muskmelon Milkshake	30	
Papaya Milkshake	30	
Mix Fruit Milkshake	50	
<b>SPECIAL MILKSHAKES</b>		
Strawberry Milkshake	60	
Butterscotch Milkshake	60	
Oreo Milkshake	60	
Chocolate Milkshake	60	
Black Currant Milkshake	60	
Vanilla Milkshake	60	
Mango Milkshake	60	
Kit Kat Milkshake	60	
Sharjah Milkshake	60	
Kit - Kat Milk Shake	60	
Milk Treat Milk Shake	60	
Tutty - Fruity Milk Shake	60	
<b>DRY FRUIT MILKSHAKE</b>		
Badam Milkshake	65	
Cashew Milkshake	65	
Pista Milkshake	65	
Mixed Dry Fruit Milkshake	70	