

Institutional Distinctiveness

Aggregate Agro sponsored by CKNC via Entrepreneurship Development Cell

Every institute aligns to support the students to be successful in life. The purpose of education is to make good human beings with skill and expertise in enduring them with self belief, self esteem to shape them to evolve as socially responsible human beings, enhancing them as women entrepreneurs and empowerment.

How does the CNKC as an institute tries to ensure that the true essence of making the students realize the various facets of life ahead by building the capacities of the spirit of inquiry, creativity, entrepreneurial and moral leadership among students.

As Dr.APJ Abdul Kalam sir once said:

“When we tackle obstacles, we find hidden reserves of courage and resilience we did not know we had. And it is only when we are faced with failure do we realise that these resources were always there within us. We only need to find them and move on with our lives.”

CNKC is unique in its ability to empower the lives of the rural girl students to become self reliant and also how it has helped not only for their family but also for the society around them.

An anecdote is for our virtual treat to all eyes which would fascinate and bring good feel factor and of interest which can be implemented in all the institutes. The idea may be simple but a sophisticated one for all involved in this magic.

Let us get a brief introduction on the backdrop of the student’s family, before we dwell into the details. With all due respect, majority of the girls hail from the poor background. Most of the parents are farmers, daily wage earners and they all send their children with the hope and belief that there wards would become successful in their life by having a proper education.

It was the beginning of the festive seasons in the year 2019 (vinayagar chaturthi) and the beginning of auspicious things followed by many festivals.

During that time there were few students who were struggling to meet out their basic ends meet as they were saying it is becoming difficult to pay the fees, to make it simpler it was even difficult for them to pay the bus fare to travel to college. That is when the idea of supporting the students which should be a win-win for both the end users, i.e – the students and the teachers. In turn it should also help the student's families.

We as teachers had a discussion with the students to bring the products that the parents are cultivating from their farm lands. When we interacted with the students there were loads of difficulties in making the money out of the products that they produce. They were saying it is not the profit they are looking for but not even the break-even amount of what they spend for brining the end product. Sometimes they used to cultivate is also not coming to their hands when they used to sell it in market. They incur loss as there are practical difficulties in getting the right amount for their products. The student's parents are cultivating them in a small way with their available lands. They were cultivating various types of vegetables - ladies finger, brinjal, lemon, tomatoes, drumsticks, Broad beans, and different keerai in a small scale. The other vegetables are all the produce of a banana tree- bananas, plantain, vazhaipoo, banana leaves.

The key highlight here is that they are grown organically and it is highly nutritious which were bought by the few professors to start with as an incubation period as a trial and error method.

Later we brain stormed this with our principal and all the departments. We wanted to bring this financial freedom to the greater extent not only for the individuals but for their entire family by starting up a new incubation center – start-up to promote the farm fresh products of the student's family.

We started this in the academic year 2019-2020. We have driven this not only as a onetime affair, during the offline classes that took place in the academic year 2020- 2021, we devoted an hour per week on a Monday morning form 930 AM to 1030 AM. All teaching, Non-teaching staff and the student communities can avail the benefit of buying this for their family. Thus, the money earned can be used for paying their needs and to meet their expenses. We had conducted

workshop on how to do the pricing, advised and made them understand the market value. Later they had kept working on our inputs and there exploration of the market value to do the pricing.

The saying goes “A well begun is half done”. By these activities they will be able to explore the entrepreneurship qualities and to stand on their own legs. This will make the students start doing the small things right way to reach the greater things in life.

In order to help the students and to compensate this one hour, we had taken the extra classes after the college hours. If I am allowed to quote with a arithmetic operator or as a mathematician: - **SUCCESS IS A SUM OF SMALL EFFORTS REPEATED.** We have future plans to take this up in a next level once everything comes to normal in the upcoming days.

A synopsis of what and how this has been done is given below.

Start-up - **Aggregate Agro** incubated on campus during the year 2019-2020, supported, sponsored by CKNC Entrepreneurship development cell which has flourished during 2020-2021 and is sure of bringing giant strides in the lives of the student’s families and the society around in the near future. This noble and novel idea will certainly inculcate the self belief in each and every student of our campus.