



**PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN
JALANDHAR CITY**

Re-accredited 'A⁺' grade (2nd Cycle) by NAAC Bangalore

A unique prestigious Post Graduate Institution of Northern India

**INCUBATION CELL
ANNUAL REPORT**

2024-25

Annual Report

2024-25

The Incubation Cell of PCM SD College For Women, Jalandhar was established in 2023 to foster a culture of innovation and entrepreneurship among students, with the goal of promoting startups and entrepreneurial ventures.

Objectives:

- To provide a platform for students to develop innovative ideas and turn them into successful startups.
- To foster a culture of entrepreneurship and innovation among students.
- To provide support and resources to students to help them develop their startups.
- To promote the college as a hub for innovation and entrepreneurship.

Vision

To make students industry ready and instil in them the skills of being a good entrepreneur and employable in future by bring out innovative ideas through competitions and brainstorming.

Providing a platform to them to explore innovative and creative thoughts, ideas, or concepts from students, research scholars, faculty members from various domains of society as well as industry.

Mission

- To develop and provide a platform for the creative aspirants, where their innovative ideas and concepts will be incubated and realized.
- To incubate, culture, and refine the ideas or concepts with a support from technical as well as creative experts of the concerned fields.
- Creating awareness among students and other sections of society regarding various aspects of entrepreneurship like new business prospects, government schemes for entrepreneurs, essentials for framing business plan and developing start-up etc.
- Nurturing the idea and giving it a shape of a sustainable venture i.e. assisting from the stage of project identification to project implementation.
- Providing mentoring in all areas like operations, technical, finance, marketing, economics etc.
- Acting as a support system by helping in providing all sorts of assistance like infrastructure (space), legal advice, technical expertise, market linkage, networking etc.

Incubation Cell Policy

The Incubation Cell has a baseline of incubation cell policy refers to a set of guidelines and rules that govern the operation of an incubation cell, which is a program or facility that provides support and resources to early-stage startups and entrepreneurs. This is framed by the incubation cell members to outline the selection process, support and resources, incubation period, intellectual property, funding and investment, governance and management, evaluation and monitoring, and exit strategy.

Activities and Competitions:

The IC will conduct various activities and competitions to encourage students to develop innovative ideas and turn them into successful startups. These activities and competitions may include:

- ▶ Idea generation workshops
- ▶ Pitching competitions
- ▶ Mentorship programs
- ▶ Networking events

Selection Process:

Students who participate in the activities and competitions conducted by the IC will be selected based on their performance and potential. The selection process will be as follows:

1. Students will participate in the activities and competitions conducted by the IC.
2. A panel of judges will evaluate the students' performance and select the winners.
3. The winners will be provided with seed money and support to develop their startups.

Incubation Program:

The selected students will be part of the incubation program, which will provide them with the following benefits:

- Use of the college's platform for 3 years.
- Nominated as team leaders and allowed to use the college name and college domains for their product advertisements.
- Seed money provided by the college.
- Profit distribution of 60% to the college and 40% to the students.

Terms and Conditions:

1. The students will be required to sign an agreement with the college, outlining the terms and conditions of the incubation program.
2. The students will be allowed to use the college's name and platform for 3 years.
3. After 3 years, the students will be required to leave the college's name and will not be allowed to use it for product advertisements.
4. The profit distribution will be as follows: 60% to the college and 40% to the students.

Governance:

The IC will be governed by a committee consisting of faculty members and industry experts. The committee will be responsible for overseeing the activities and competitions conducted by the IC, selecting the winners, and providing support and resources to the selected students.

Review and Revision:

This policy will be reviewed and revised as necessary, to ensure that it remains relevant and effective in promoting innovation and entrepreneurship among students.

Members of Incubation Cell

Staff Members

SR. NO.	FACULTY MEMBERS	DESIGNATION
1	Dr. Mrs. Pooja Prashar	President
2	Mrs. Renu Tandon	In - Charge
3	Mrs. Manmeet Kaur	Member
4	Mrs. Sunita Bhalla	Member
5	Mrs. Daljeet Kaur	Member
6	Dr. Jasleen Kaur	Member
7	Ms. Diksha Bakshi	Member

Student Members

SR. NO.	NAMES	CLASS	ROLL NO.
1	Mamta	BA Sem V	2002
2	Manisha	BA Sem V	2003
3	Preety	BA Sem V	2022
4	Neha	BA Sem V	2013
5	Mansi	BA Sem V	2009
6	Preeti	BA Sem I	1062
7	Mitali	BA Sem I	1077
8	Harpreet Kaur	BBF Sem I	10008
9	Mandeep Kaur	BBF Sem I	10005
10	Khushi	B. Voc (Cosmo)Sem I	615
11	Simran	B. Voc (Cosmo)Sem V	802
12	Preeti	BA Sem III	1502
13	Shalinee	BA Sem III	1508

Selected Team Leaders

SR. NO.	NAMES	CLASS	ROLL NO.
1	Rulli	BA Sem III	1518
2	Ishita	BBF Sem - III	13003
3	Rizzwana	M.Sc FD Sem I	8810

Revenue Generated

2024-2025	PG Department of Fashion Designing	Department of Cosmetology	Department of Home Science
Under Incubation Cell	14,200	15,000	11,400
Under Earn while you learn	2,560	19,490	1,000
Total (in Rs.)	16,760	34,490	12,400

Innovation and Startup Repository

Total Individuals Registered	Idea/PoC Repository	Innovation/Prototype Repository
12	4	1

Idea/PoC Repository		Innovation/Prototype Repository	
Innovation ID	Innovation Title	Innovation ID	Innovation Title
IR2025-987554	Piezoelectric tiles in which mechanical energy converts into electrical energy with the help of human walking and electricity generates	IR2025-990990	Handmade jewellery
IR2025-989716	Home made hair oil		
IR2025-992789	Home made beetroot lip balm with coconut oil, Shea butter and beetroot		
IR2025-992849	Homemade organic Face pack		

Best Innovation
2024-2025

Innovation Name- Night Lamp
Inventor- Ms. Neha



The night lamp designed by Neha is a handcrafted creation made entirely from clay, designed in the form of a playful monster. Its unique look has been shaped and sculpted by hand, giving it a raw, earthy texture that highlights skill and creativity. Small perforations and carved details allow the inserted light to shine through, casting warm, glowing patterns in the dark. The glowing eyes and toothy grin enhance its quirky monster-like appearance, blending functionality with imaginative design. As a handmade product, each piece carries individuality, imperfections, and charm, making it not only a source of soft illumination but also an artistic expression of creativity in clay craft.

List of Start-ups

S.No.	Start-up Name	Student Founder	Guiding Faculty
1.	Scentful Dhoop	Ms. Shifali Ms. Jasmeen Ms. Khushboo	Dr. Jyoti
2.	Handcrafted Scented Candles	Ms.Preeti Ms. Mitali	Mrs. Manmeet Kaur
3.	Organic Hair Oil	Ms. Mandeep Kaur	Mrs. Daljit Kaur
4.	Herbal Face Pack	Ms. Harpreet Kaur	Mrs. Daljit Kaur
5.	Handmade Jewellery	Ms. Simran Kunjal	Mrs. Sunita Bhalla

TESTIMONIALS

The Principal
 PCTM S.D. College for Women
 Jalandhar, Punjab

Respected Madam,

I hope this letter finds you well. I am writing to express my heartfelt gratitude for the invaluable guidance and support received from the Department of Fashion Designing under the Institution's Innovation Council and Incubation Cell during my time as a student. The skills and knowledge I gained here have been instrumental in enabling me to start my venture. I am eternally thankful for this.

The workshops, practical sessions, and expert-led classes provided gave me a solid foundation in the field of fashion designing. I vividly remember participating in the various training sessions, especially the "Know-While-You-Learn" activity, where we set up various stalls. These experiences not only improved my technical skills but also gave me the confidence to interact with clients and manage a business. Moreover, sessions on innovation and the start-up ecosystem opened my eyes to the entrepreneurial possibilities in this industry.

Today, I am proud to say I have successfully launched my boutique. It would not have been possible without the excellent training, encouragement, and personal attention I received from the faculty. I am grateful for the nurturing environment that pushed me to explore my potential and equipped me with the skills needed to embark on this entrepreneurial journey.

Once again, thank you for everything. I look forward to staying connected and contributing in any way I can to the department that has given me so much.

Regards,

Jasmeen

M/s Jasmeen

Meen Creations

The Principal
 PDCM S.D. College for Women
 Jalandhar, Punjab

Respected Madam,

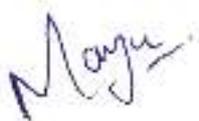
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The workshops, practical sessions, and expert led classes provided gave me a solid foundation in the field of fashion designing. I vividly remember participating in the various training sessions, especially the "Earn While You Learn" activity, where we set up various stalls. These experiences not only improved my technical skills but also gave me the confidence to interact with clients and manage a business. Moreover, sessions on innovation and the start-up ecosystem opened my eyes to the entrepreneurial possibilities in this industry.

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Once again, thank you for everything. I look forward to staying connected and contributing in any way I can to the department that has given me so much.

Regards,



M/s Minz'a

Seanjh Costruc

The Principal
PCM S.D. College for Women
Jalandhar, Punjab

Respected Madam,

I hope this letter finds you well. I am writing to express my heartfelt gratitude for the invaluable guidance and support received from the Department of Fashion Designing under the Institution's Innovation Council and Unstoppable Call during my time as a student. The skills and knowledge I gained have been instrumental in enabling me to start my venture. I am eternally thankful for that.

The workshops, practical sessions, and expert-led classes provided gave me a solid foundation in the field of fashion designing. I vividly remember participating in the various training sessions, especially the "Learn While You Learn" activity, where we set up various stalls. These experiences not only improved my technical skills but also gave me the confidence to interact with clients and manage a business. Moreover, sessions on innovation and the start-up ecosystem opened my eyes to the entrepreneurial possibilities in this industry.

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Once again, thank you for everything. I look forward to staying connected and contributing in any way I can to the department that has given me so much.

Regards,

Sheetal

M/s Sheetal

Vrinda Creations

Respected Madam,

I, Preeti pal, a proud pass-out of the Department of Cosmetology, take this opportunity to express my heartfelt gratitude towards you and the entire faculty.

It is due to the valuable guidance, practical training, and constant encouragement provided by the Department that I was able to develop my skills and gain confidence in the field of cosmetology. The knowledge and experience I acquired during my studies have truly helped me step into the professional world with ease.

I am delighted to share that I am currently working as a instructor at PCM S.D and earning a monthly salary of ₹ 12,000. This achievement would not have been possible without the support and mentorship I received from my teachers.

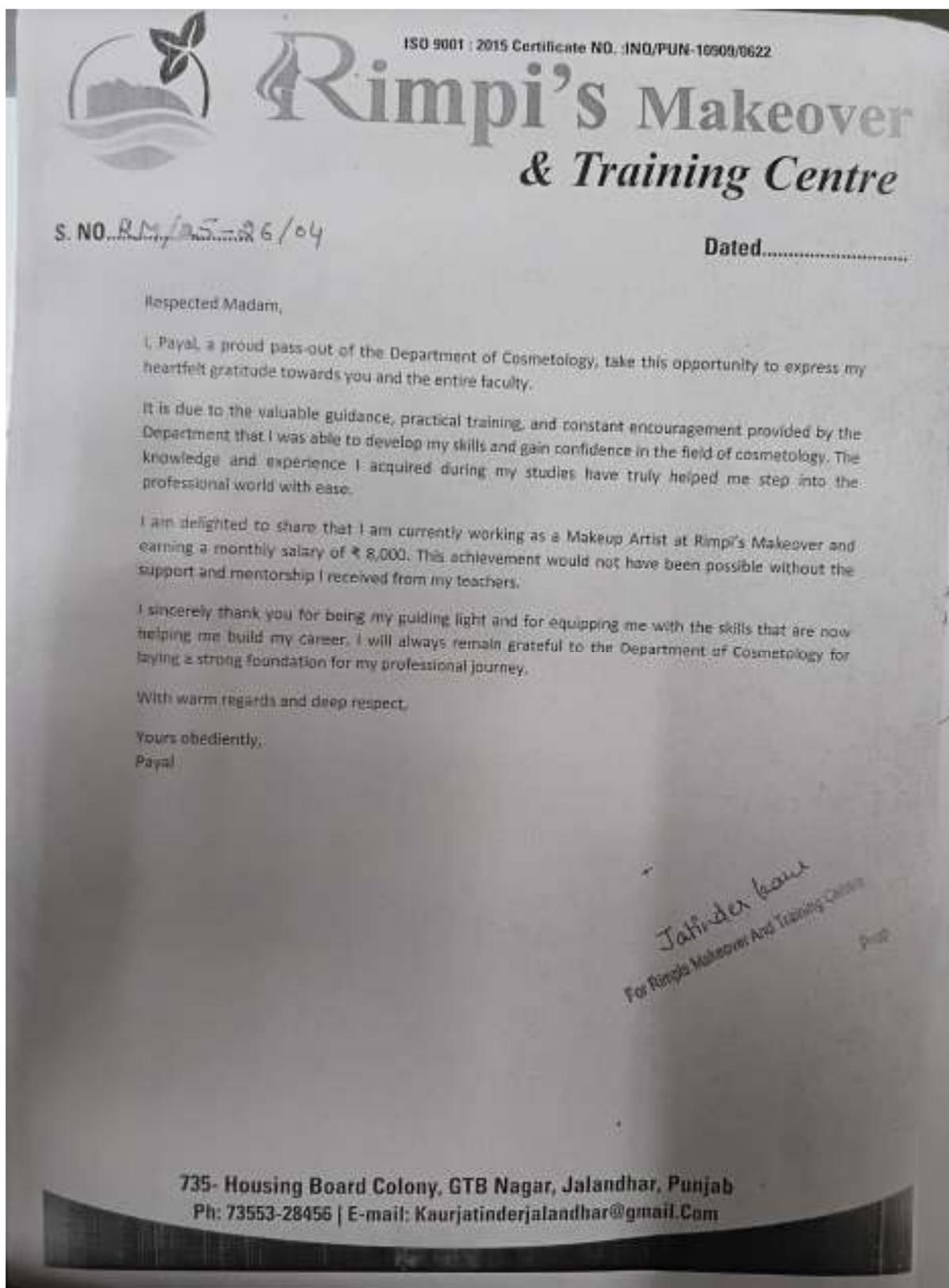
I sincerely thank you for being my guiding light and for equipping me with the skills that are now helping me build my career. I will always remain grateful to the Department of Cosmetology for laying a strong foundation for my professional journey.

With warm regards and deep respect,

Yours obediently,

Preeti pal

Preeti pal



Respected Madam,

I, Ishita, a proud pass out of the Department of Cosmetology, take this opportunity to express my heartfelt gratitude towards you and the entire faculty.

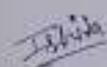
It is due to the valuable guidance, practical training, and constant encouragement provided by the Department that I was able to develop my skills and gain confidence in the field of cosmetology. The knowledge and experience I acquired during my studies have truly helped me step into the professional world with ease.

I am delighted to share that I am currently working as a Beauty Therapist at Kusum Beauty Parlour, Village Ptara, Jalandhar and earning a monthly salary of 7,000. This achievement would not have been possible without the support and mentorship I received from my teachers.

I sincerely thank you for being my guiding light and for equipping me with the skills that are now helping me build my career. I will always remain grateful to the Department of Cosmetology for laying a strong foundation for my professional journey.

Wish warm regards and deep respect.

Yours obediently


Ishita

Incubation Cell Activities

Incubation Cell Activities

Sr. No.	Activities	Dates
1	Three days' workshop on Entrepreneurship in the World of Cosmetology	24.09.2024-26.09.2024
<i>Day 1</i>	<i>Building a Business with Eyelash Extensions</i>	<i>24.09.2024</i>
<i>Day 2</i>	<i>The Business of Dry Manicure & Nail Art</i>	<i>25.09.2024</i>
<i>Day 3</i>	<i>The Art & Business of Eyebrow Tinting</i>	<i>26.09.2024</i>
2	Golden Jubilee Celebrations	23.10.2024
3	Exhibition Cum Sale of Aroma Candles	29.10.2024
4	Three Days' Workshop on "Scentful Skills: Turning Floral Waste into Sustainable Creation"	25.11.2024-27.11.2024
<i>Day 1</i>	<i>Introduction to Dhoop Making</i>	<i>25.11.2024</i>
<i>Day 2</i>	<i>Grinding of dried floral waste</i>	<i>26.11.2024</i>
<i>Day 3</i>	<i>Moulding and Packaging</i>	<i>27.11.2024</i>
5	Sambhriti Organic Vitamin C Rich Face Pack	09.11.2024-11.11.2024
<i>Day 1</i>	<i>Conceptualization and planning of the face pack.</i>	<i>09.11.2024</i>
<i>Day 2</i>	<i>Sourcing of orange peels.</i>	<i>10.11.2024</i>
<i>Day 3</i>	<i>drying of orange peels and later Grinding the dried peels into a fine powder.</i>	<i>11.11.2024</i>
6	Formulation and Display of Sambhriti Organic Face Pack	30.11.2024
7	National Start-Up Day	16.01.2025
8	Organic Face Pack, Mehendi and Nail Art Stall	21.01.2025
9	An Exhibition by Young Entrepreneurs: Crafting Success in Food, Beauty & Jewellery	22.01.2025
10	Guest Lecture on Innovation Development	18.02.2025
11	Workshop on Candle Making	21.02.2025
12	Youth Day Celebration	27.02.2025
13	National Webinar on 'Marketing Strategies For Innovative Handmade Jewellery'	16.04.2025
14	Orientation and Exhibition Lecture on Adhvan: Interaction cum Induction Programme - August 6, 2025	6.8.2025

15	Three-day workshop on “Fashion Incubator – Converting Innovation into a Startup” August 22 to August 25, 2025	22.8.2025-25.8.2025
<i>Day 1</i>	<i>Contemporary Kalamkari</i>	22.8.2025
<i>Day 2</i>	<i>Tie Dye and Printing</i>	23.8.2025
<i>Day 3</i>	<i>Art of Embroidery</i>	25.8.2025
16	IGNITE 2025	29.8.2025

ACTIVITY- 1

Three days' workshop on Entrepreneurship in the World of Cosmetology from 24.09.2024- 26.09.2024

The Department of Cosmetology at PCM S.D. College for Women, Jalandhar, under the banner of the Institution's Innovation Council (IIC), successfully organized a three-day workshop titled "Entrepreneurship in the World of Cosmetology." The workshop aimed to equip students with practical skills and business insights necessary for establishing a successful career in the beauty industry. Each day focused on a specialized cosmetology field, blending technical training with entrepreneurial strategies.

- Day 1: Building a Business with Eyelash Extensions
 - The first day of the workshop centered on Eyelash Extensions, covering both the technical and business aspects of the trade. Participants learned about lash application techniques, lash types, safety precautions, and client consultation. The session also emphasized pricing strategies, branding, and client retention for those looking to start their own lash business. Industry expert [Expert Name] provided hands-on demonstrations and shared valuable insights into market trends.
- Day 2: The Business of Dry Manicure & Nail Art
 - On the second day, students explored the world of Dry Manicure & Nail Art, focusing on creative design techniques, hygiene practices, and nail enhancement methods. The session also included entrepreneurial guidance on setting up a nail studio, social media marketing, customer engagement, and financial planning. Participants engaged in practical exercises and interactive discussions on how to turn their nail art skills into a profitable business.
- Day 3: The Art & Business of Eyebrow Tinting
 - The final day was dedicated to Eyebrow Tinting, an increasingly popular service in the beauty industry. The session covered eyebrow shaping techniques, color selection, and application methods. The business aspect of the workshop included pricing models, building a clientele, and expanding eyebrow tinting services into a full-fledged beauty business. Students actively participated in hands-on practice, guided by [Expert Name], who shared real-world experiences and business success stories.





ACTIVITY- 2

Golden Jubilee Celebrations as on October 23, 2024

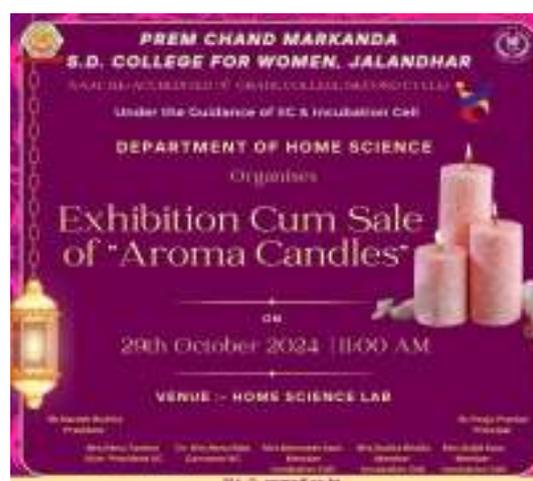
To commemorate the glorious completion of 50 years of excellence, a grand Golden Jubilee celebration was organized on October 23, 2024. The event aimed to honour the legacy of the past and celebrate the present and inspire future endeavours. The celebration began with a warm welcome by Honourable Governor of Punjab, Shri Gulab Chand Kathua who lit the ceremonial lamp. An exhibition on Aroma Candle Making was held as a part of the event. The exhibition aimed to promote wellness and eco-friendly craftsmanship through beautifully crafted scented candles. The display stall was accompanied by details of ingredients and their benefits in candle making process.



ACTIVITY- 3

Exhibition Cum Sale of Aroma Candles - October 29th, 2024,

S.D. College for Women in Jalandhar organized an "Exhibition Cum Sale of Aroma Candles" on **October 29th, 2024**, at their Home Science Laboratory. The event, held at 11:00 AM, was conducted under the guidance of the Institution's Incubation Cell and organized by the Department of Home Science. The exhibition showcased handcrafted aroma candles, providing students and visitors an opportunity to explore aromatherapy products while supporting student entrepreneurship initiatives. The event aimed to promote practical learning experiences and encourage students to develop business skills in the home science field. Such exhibitions provide platforms for students to display their creativity while gaining exposure to market dynamics and customer interaction. The event reflects the institution's commitment to empowering women through education and entrepreneurial opportunities, aligning with their mission to provide comprehensive learning experiences beyond traditional classroom settings.



ACTIVITY- 4

Three days' Workshop

on

Scentful Skills: Turning Floral waste into sustainable creation

25th -27th November, 2024

Department of Science in collaboration with IIC, Eco Club and Incubation Cell organized three days' workshop in which the collected floral waste was dried and then grinded into a fine powder on the second day. On the third day of the workshop, the powder is mixed with camphor, ghee, and essence, and then bound into the form of dhoop, which is dried and packed for sale.

Notice

Date:- 26-11-2024

This is for the information of all that Department of Physics & Chemistry is going to organize a workshop on the topic "**Scentful Skills : Turning floral waste into sustainable creation**" in collaboration with Eco Club, Incubation Cell and IIC from 25-27 November 2024, at 12.00 pm. All are cordially invited.



Day 1: Introduction to Dhoop Making

Session 1: Understanding Dhoop and its significance -Introduction to dhoop and its cultural, spiritual and environmental relevance. **Types of dhoop** - sticks, cones, cups and powder.

Session 2: Basics of ingredients and preparation -Identification and sourcing of raw materials like flower waste, cow dung, charcoal and essential oils. Collection of floral waste from temples nearby and drying them in sunlight.

Day 2: Grinding of dried floral waste

Floral waste is grinded to fine powder and then filtered. Experimenting with scents and importance of proportions and balancing fragrances.

Day 3: Moulding and Packaging

Session 1: Shaping and Moulding Dhoop - Demonstration of making dhoop cones by mixing camphor, ghee, essence. Hands on practice for participants (rolling, shaping, and drying techniques). Tips for ensuring uniformity and quality.

Session 2: Decoration and packaging of dhoop- Creative and sustainable packaging options were adopted. Synthetic additives avoided. Naming, designing and labelling around the product.

Session 3: Business opportunities in dhoop making- Cost calculation and marketing strategies for small scale and online businesses. Regulatory requirements for selling dhoop were discussed.



ACTIVITY- 5

Sambhriti Organic Vitamin C Rich Face Pack

- November 9-11, 2024

The Institution Innovation Council, in collaboration with the Incubation Cell of PCM SD College for Women, Jalandhar conducted a preparation drive for Sambhriti Organic Face Pack, made from orange peels rich in Vitamin C. The sourcing orange peels was done from local vendors. The students collected a substantial quantity of peels, which were then cleaned and washed to remove any impurities. The peels were dried under the sun to remove excess moisture, a process that took a couple of days. This step was crucial in preparing the peels for further processing. Once the orange peels were completely dry, they were ground into a fine powder using a grinder. This powder was the base ingredient for the face pack. The students ensured that the grinding process was done carefully to achieve a smooth, consistent texture that could be easily mixed with other ingredients. They will later create an organic face pack using orange peels. They will dry and grind the orange peels, then mix them with Multani Mitti and rose water to create a face pack.



ACTIVITY- 6

Formulation and Display of Sambhriti Organic Face Pack - November 30, 2024

On November 30, 2024, students at PCM SD College for Women created an organic face pack using orange peel. They dried and ground the orange peel, then mixed it with Multani Mitti and rose water to create a face pack. The mixture was applied on faces to demonstrate its benefits. The students also sold samples of the face pack. A total of 33 students and 4 teachers participated in the activity, gaining hands-on experience in creating natural skincare products.



ACTIVITY- 7

National Start-Up Day as on 16.01.2025

On the occasion of **National Start-Up Day**, a vibrant and inspiring event was organized to celebrate the spirit of entrepreneurship and innovation among youth. The event provided a platform for budding entrepreneurs to showcase their unique ideas and products, encouraging self-reliance and creative thinking. National Start-Up Day, celebrated across India, commemorates the contribution of start-ups to the nation's economic and social development. This day aims to recognize the growing ecosystem of start-ups and the visionary minds behind them.

Objective of the Event:

The primary objective of the celebration was to:

- Promote the culture of entrepreneurship among students.
- Provide a platform for showcasing innovative products.
- Encourage the use of organic, eco-friendly, and sustainable items.
- Motivate students to take initiative and transform ideas into enterprises.

Highlights of the Event:

The focal point of the celebration was the introduction and exhibition of innovative self-made products by young entrepreneurs, which included:

1. Scentful Dhoop:

A natural and aromatic product made from dried flower, essential oils, and organic resins. The **Scentful Dhoop** attracted attention for its eco-friendly composition and soothing fragrance, aimed at promoting relaxation and spiritual well-being. Unlike conventional incense sticks that may contain chemicals, this dhoop was completely hand-rolled, carbon-free, and biodegradable, making it ideal for environmentally conscious consumers.

2. Handcrafted Scented Candles:

Beautifully designed and delicately scented candles were another attraction. These candles were crafted using soy wax and natural essential oils, offering a cleaner and longer burn. Their aesthetic packaging and calming aromas make them perfect for home décor, gifting, and wellness use. The emphasis on reusing glass jars and sustainable packaging added value to the product's eco-conscious image.

3. Organic Hair Oil:

One of the most appreciated innovations was the **Organic Hair Oil**, made from a blend of cold-pressed oils such as coconut, castor, and almond, infused with herbs like amla, hibiscus, and curry leaves. This oil promotes healthy hair growth, reduces dandruff, and strengthens hair roots without

any harmful additives or preservatives. The natural ingredients and visible effectiveness made it a hit among visitors, especially those seeking chemical-free hair care.

4. Herbal Face Pack:

This product was created using traditional Ayurvedic recipes, incorporating ingredients like multani mitti, neem, sandalwood, rose petals, and turmeric. The **Herbal Face Pack** helps in deep cleansing, acne treatment, and giving the skin a natural glow. Its non-toxic, preservative-free formulation was well-received by users concerned about skin health and beauty without side effects.

The event saw enthusiastic participation from students who not only displayed their products but also shared the stories behind their start-up ideas. Many had conducted market research, designed their own labels, and packaged the products themselves. The entrepreneurial spirit, especially among female students, was remarkable and inspiring. Live demonstrations, free trials, and feedback booths added to the interactive and engaging nature of the exhibition. Judges and mentors from the fields of business and product development provided constructive feedback and encouraged the participants to scale up their ventures.





ACTIVITY- 8

Organic Face Pack, Mehendi and Nail Art Stall - January 21, 2025

On January 21, 2025, students from the Department of Cosmetology set up a Mehendi and Nail Art stall at the Fete event. This creative platform allowed students to showcase their Mehendi designing skills under the "earn while you learn" concept. Running the stall helped students develop valuable skills such as customer service and time management, gaining exposure and boosting confidence. A total of 43 students and 4 teachers participated in the event, benefiting from the hands-on experience.



ACTIVITY- 9

An Exhibition by Young Entrepreneurs: Crafting Success in Food, Beauty & Jewellery - January 22, 2025

On January 22, 2025, the Department of Home Science, Fashion Designing, and Cosmetology, under the Institution's Innovation Council (IIC) of PCM S.D. College for Women, Jalandhar, organized an Exhibition by Young Entrepreneurs focusing on Crafting Success in Food, Beauty & Jewellery. The event aimed to provide a platform for students to showcase their entrepreneurial talents and innovative business ideas in food, beauty, and jewellery. The exhibition featured a variety of creative stalls where budding entrepreneurs displayed their handcrafted products, homemade delicacies, beauty essentials, and intricately designed jewellery.



ACTIVITY -10

Guest Lecture on Innovation Development - February 18, 2025

On February 18, 2025, PCM SD College for Women hosted a guest lecture on "Process of Innovation Development & Technology Readiness Level & Commercialization of Lab Technologies & Tech Transfer" under IIC. The speaker, Mrs. Gaytari Arya from KMV College, discussed the role of innovation in economic and societal growth, challenges in translating research into commercial success, and strategies for commercialization and scaling. Topics covered included funding, partnerships, scaling up production, market launch, and business expansion. A total of 36 students and 4 teachers attended the session, gaining valuable insights into innovation and commercialization.



ACTIVITY -11

Workshop on Candle Making - February 21, 2025

A one-day workshop on candle making was organised on February 21, 2025, to introduce participants to the art of making candles, promote creativity and encourage self-employment skills.



ACTIVITY -12

Youth Day Celebration - February 27, 2025

The college celebrated Youth Day under IIC on February 27, 2025, and honored those students who are in working profession along with their studies. A total of 28 students and 4 teachers participated in this celebration.



ACTIVITY- 13

National Webinar on 'Marketing Strategies For Innovative Handmade Jewellery' - April 16, 2025

On April 16, 2025, the PG Department of Fashion Designing in collaboration with IIC and Incubation Cell of PCM S.D. College for Women, Jalandhar organised a National Webinar on the topic 'Marketing Strategies for Innovative Handmade Jewellery'. The resource person of the session was Ms. Manisha Dhiman, founder of Kalakari. Kalakari is a brand creating handmade jewellery using waste and recycled papers and fabrics. She guided the participants regarding various marketing strategies in special reference to exhibitions and freelancing. Moreover, she addressed the brand building process which includes creating a logo and promoting brand identity. The students engaged with the speaker and gained valuable insights into various strategies to boost their clientele. Students of all the streams of fashion designing joined the webinar and learned interesting things about the topic.

PREM CHAND MARKANDA
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P.G. DEPARTMENT OF FASHION DESIGNING
IN COLLABORATION WITH IC AND INCUBATION CELL

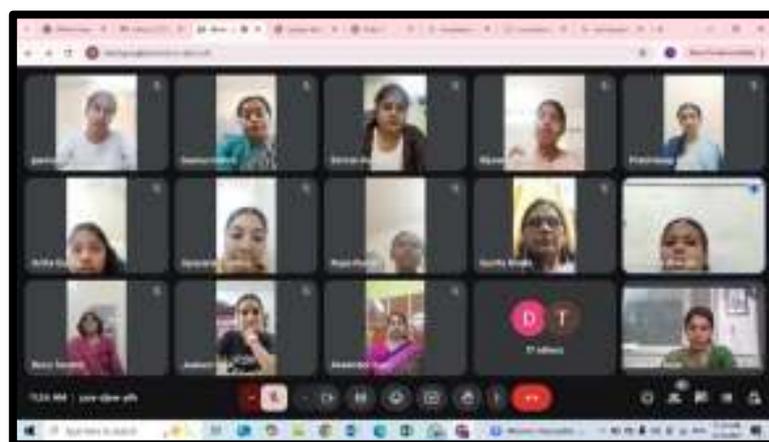
ORGANIZES

NATIONAL WEBINAR
ON
MARKETING STRATEGIES FOR
INNOVATIVE HANDMADE JEWELLERY

<https://meet.google.com/pes-djkw-pfk>
16TH APRIL, 2025
11:00 AM
pemsd.ac.in

Our Resource Person
MS. MANISHA DHIMAN
(Founder and Owner of Kalakari)

Dr. Nareshi Bhatia (President)
Dr. Pooja Parashar (Principal)
Mrs. Sunita Bhatia (MOI)
Mrs. Manu Tandon (Vice-President IC)
Dr. Nisha Bala (Convener IC)



ACTIVITY- 14

Orientation and Exhibition Lecture on Adhvan: Interaction cum Induction Programme - August 6, 2025

The Incubation Cell of PCM S.D. College for Women, Jalandhar actively participated in the Orientation and Exhibition Lecture on Adhvan: Interaction cum Induction Programme organized for the first-year students on August 6, 2025. The team set up an exhibition stall to showcase the vision, objectives, and achievements of the Incubation Cell. Prototypes and Products were displayed to highlight the ongoing student-led innovative projects, entrepreneurial ideas, and success stories of incubated startups from previous years. The participation was well-received, as many first-year students showed enthusiasm in exploring how their creative ideas could be transformed into viable projects. Several students expressed interest in joining upcoming activities and were encouraged to approach the cell with their innovative concepts.





ACTIVITY- 15

Three-day workshop on “Fashion Incubator – Converting Innovation into a Startup” August 22 to August 25, 2025

The PG Department of Fashion Designing of PCM S.D. College for Women, Jalandhar, in collaboration with the Institution’s Innovation Council (IIC) and Incubation Cell, organized a three-day workshop on “Fashion Incubator – Converting Innovation into a Startup” from August 22–25, 2025. The sessions featured experts from the fashion and textile industry who provided hands-on training in Contemporary Kalamkari (Ms. Ritu Lal), Tie-Dye and Fabric Printing (Mr. Ashwani Khosla), and Embroidery Art (Ms. Savita Rani). The workshop enriched students’ creative and practical skills while encouraging them to blend traditional crafts with modern techniques, fostering innovation and entrepreneurship in fashion.





ACTIVITY- 16

IGNITE 2025 on August 29, 2025

Incubation Cell and Institution's Innovation Council (IIC) of PCM S.D. College for Women, Jalandhar organized IGNITE 2025, an event designed to invite and showcase innovative ideas from students across all departments. The event served as a platform to encourage creativity, problem-solving, and entrepreneurial thinking among young minds. Students enthusiastically presented a wide range of ideas spanning sustainable fashion and green startup concepts. Each idea was evaluated on parameters such as originality, feasibility, and potential social or commercial impact. Madam Principal and panel of faculty members provided constructive feedback and guidance to help participants refine their concepts into actionable projects. Selected ideas were recommended for further nurturing under the Incubation Centre and Institution's Innovation Council (IIC), with opportunities for mentorship, prototype development, and possible funding support.

