



VIMAL JYOTHI
INSTITUTE OF MANAGEMENT & RESEARCH
JYOTHI NAGAR, CHERPERI - 670632, KANNUR D.T., KERALA, INDIA
Approved by AICTE & Affiliated to Kannur University
An ISO 9001 : 2015 Certified Institution



ANNUAL REPORT

INSTITUTION'S INNOVATION COUNCIL 7.0

2024-2025





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VIMAL JYOTHI INSTITUTE OF MANAGEMENT AND RESEARCH, CHEMPERI

A. About IIC Institute

Vimal Jyothi Institute of Management and Research (VJIM), established in 2010 under the MESHAR Educational Diocesan Trust, is a premier MBA institution affiliated to Kannur University and approved by AICTE, with the distinction of being the only NAAC-accredited MBA college under Kannur University. Nestled in the serene campus at Chemperi, VJIM blends academic excellence with holistic development. With experienced faculty, industry collaborations, research opportunities, modern infrastructure, and vibrant extracurricular initiatives, we nurture ethical, competent, and innovative leaders. Through experiential learning, management fests, rural camps, and global perspectives, VJIM empowers students to thrive in the dynamic business world. The Ministry of Human Resource Development (MHRD), Government of India, has set up the MHRD Innovation Cell (MIC) to systematically foster a culture of innovation across Higher Education Institutions (HEIs). In line with this vision, the Institution's Innovation Council (IIC) at VJIM actively works to encourage, inspire, and nurture students by supporting them in developing new ideas and transforming them into viable prototypes.

Vision / Mission of IIC established at the Institute

Vision: To transform VJIM into a Centre of Excellence in Innovation, Entrepreneurship, and Management Education.

Mission: The mission of the Institution's Innovation Council at VJIM is to foster a culture of

creativity, innovation, and original thinking among students by providing opportunities, guidance, and support for developing socially relevant ideas and entrepreneurial ventures, instilling ethical and responsible practices, and enabling an ecosystem that promotes startups and empowers students to compete successfully in the global business arena while remaining committed to the concerns of the marginalized and guided by gospel values.

B. Journey of IIC established at the Institute

The Institution's Innovation Council (IIC) at Vimal Jyothi Institute of Management and Research (VJIM) was established with the vision of fostering a culture of creativity, innovation, and entrepreneurship among students and faculty. Since its inception, the council has been actively working under the guidance of the Ministry of Education's Innovation Cell (MIC) to promote innovative thinking and transform ideas into meaningful outcomes.

The Institution's Innovation Council (IIC) at VJIM has been actively promoting the spirit of innovation and entrepreneurship both on and off campus by conducting a wide range of activities in domains such as Innovation, Entrepreneurship, and Intellectual Property Rights (IPR), strictly adhering to the guidelines set by the MHRD Innovation Cell (MIC).

The journey began with awareness-building sessions and capacity-development programs that introduced the fundamentals of innovation and entrepreneurship. The IIC activities include workshops on design thinking, intellectual property rights, business model development, and startup ecosystem engagement. Industry collaborations, expert talks, and hands-on projects provided students with real-world exposure, bridging the gap between academic knowledge and practical application.

The IIC at VJIM continues its journey with a strong commitment to shaping a vibrant innovation ecosystem on campus, empowering students to become job creators and future leaders in the entrepreneurial landscape.

C. Diversified representation in the IIC established at the institute

The Institution's Innovation Council (IIC) established at the institute demonstrates a diversified representation, drawing members from industry, interdisciplinary fields, and various academic departments/units. This inclusive composition ensures a balanced blend of practical industry knowledge, academic expertise, and cross-disciplinary collaboration. By involving representatives from different domains, the council fosters a holistic innovation ecosystem within the institute.

D. Activities Summary (Academic Year 2024-2025)

During the academic year 2024–2025, a total of 23 activities were successfully conducted under various categories. Out of these, 07 activities were organized as part of the Institution's Innovation Council (IIC) calendar, ensuring alignment with innovation and entrepreneurship goals. Additionally, 01 activity was carried out under the MIC-driven initiative, reflecting the directives and objectives set at the national level. Apart from these, 12 self-driven activities were planned and executed independently, showcasing the institution's proactive approach and commitment to fostering innovation, skill development, and student engagement. Furthermore, 03 special celebrations and events were organized to mark important occasions, adding vibrancy to the academic calendar and encouraging wider participation.

Category of Activities	Number of Activities
IIC Calendar Activities	07
MIC-driven Activities	01
Self-Driven Activities	12
Special Celebrations and Events	03
Total activities	23

E. Key functionaries at the IIC Institute

IIC COUNCIL MEMEBERS 7.0

Sl no:	Name of member	Teaching /Non-teaching /Student	Role
1	Dr.Fr. Genimon V Joseph	Principal, VJIM	Head of the Institution
2	Mrs.Athira P	Teaching	President, IIC 7.0
3	Dr.Fr. Sony Varghese	Teaching	Vice President, IIC 7.0
4	Mrs. Therese V Roy	Teaching	Convener, IIC 7.0
5	Mr. Thomas John	Teaching	Internship Activity Coordinator
6	Mrs.Malavika Prasad	Teaching	Startup Activity Coordinator
7	Mr.Jobin Joseph	Teaching	Innovation Activity Coordinator
8	Mrs. Ivy George	Non-teaching	IPR Activity Coordinator
9	Mr. Shaji Scaria	Non-teaching	NIRF Coordinator
10	Fr. Bipin Augustine	Non-teaching	Social media
11	Mr. Biju Mathew	Non-teaching	Member

F. Resource strength (human capital and Physical capital)

Total number of IIC members	Total number of IA's	Total number of faculty mentors
17	0	0

G. Facilities, Infrastructure Student Engagement

The institute provides co-working spaces, library resources, guidance and mentoring support to encourage idea development and entrepreneurship. Additionally, student bodies and clubs like Entrepreneurship Development Cells and Women's Cell actively promote innovation through different activities like innovative fund raising, expert interactions, and exposure visit to different fields. Together, these facilities and student-led initiatives foster a strong culture of innovation and

entrepreneurship on campus.

H. Achievements

During the academic year 2024-2025, VJIM actively promoted a culture of Innovation and Entrepreneurship (I&E) along with awareness of Intellectual Property Rights (IPR). A wide range of activities, including workshops, awareness sessions and exposure visits were conducted to engage students and faculty in the innovation ecosystem. Significant investments were made toward promotion and awareness generation, ensuring resources and guidance were available to students. Collectively, these achievements highlight the institute's commitment to fostering a sustainable innovation and start-up culture, equipping students and faculty with the skills and opportunities to contribute meaningfully to society and the economy.

Sl No:	Activity Type	Title	Report
1	IIC Calendar Activity	Startup in a Jar – The Pickle Project	Click here to view
2	IIC Calendar Activity	Workshop on Business Plan Preparation	Click here to view
3	IIC Calendar Activity	Field/Exposure Visit –Survey on Fishermen Community, Pallikkara Harbor	Click here to view
4	IIC Calendar Activity	Innovative Fund-Raising Activity- Biryani Challenge	Click here to view
5	IIC Calendar Activity	Tea Venture – An Innovative Fund-Raising Initiative	Click here to view
6	IIC Calendar Activity	Field Visit and Expert Talk at Kanhirode Weavers, Kannur	Click here to view
7	IIC Calendar Activity	Awareness Session on Understanding Trademark and Brand Protection (IPR)	Click here to view
8	Celebration Activity	International Youth Day	Click here to view
9	Celebration Activity	International Women's Day	Click here to view
10	Celebration Activity	National Energy Conservation Day (India)	Click here to view

11	Self-Driven Activity	Social Awareness Programme- Flash mob on Drug Abuse	Click here to view
12	Self-Driven Activity	Awareness on Cyber Security (Social Sensitization Camp)	Click here to view
13	Self-Driven Activity	Field Visit and Social Outreach Activity - Akashapparavakal	Click here to view
14	Self-Driven Activity	Skill Development and Professional Etiquette	Click here to view
15	Self-Driven Activity	International Charity Day	Click here to view
16	Self-Driven Activity	Anti-drugs Awareness Programme	Click here to view
17	Self-Driven Activity	World Environment Day	Click here to view Click here to view
18	Self-Driven Activity	International Yoga Day	Click here to view
19	Self-Driven Activity	Industry Exposure Visit and Expert Talk – Nestle India Pvt Ltd, Goa.	Click here to view
20	Self-Driven Activity	FDP on Effective Research Tools	Click here to view
21	Self-Driven Activity	Reading Day	Click here to view
22	Self-Driven Activity	International Industrial Visit	Click here to view

I. Detail of social media & Connections of IIC institute

YouTube	mailto: https://youtube.com/@vimaljyothimba
Instagram	https://www.instagram.com/vimaljyothi_mba
Linkdn	https://www.linkedin.com/company/vjim-mba