



St. Mary's College (Autonomous)
Reaccredited with 'A+' Grade by NAAC (Cycle IV)
Thoothukudi



Criterion: III – Research Innovation and Extension
Metric: 3.3.1– Innovation Eco System
Student Start Ups
Year: 2018-2023

3.3.1. Incubation Centre – Initiatives - Student Start Ups:

The Institution's Innovation Council with the Registration ID: IC202015253 is functioning under Nanette Tech, the Pre-incubation centre, Gloria Centre, the Centre for Excellence facility; Pieta, the Incubation unit and Marian Research Park for innovations and transfer of knowledge to support research, entrepreneurship, community orientation etc which promote the career of the students and the faculty alike. IIC and the other Departments conducted various sessions on Entrepreneurship, IPR, Startup Programme, Ideation, Design Thinking, Emotional Intelligence, etc which motivated the students to come out with flying colours. The students with an orientation from the Entrepreneurship Cell involve themselves in E Commerce and Digital Marketing through their startups.

Student Start Up: 'Melflorist': Celebrating Everlasting Blooms for Every Occasion

Adlin. J, Reg. No. 21AUMT05, from BSc Mathematics (2021-24 Batch) served as the Chairperson of the Students' Council in the Academic Year 2023-24. Her online start-up venture is 'Melflorist.'



About the Business

‘Melflorist’ is an online start-up extension of a family-run business that has become a trusted name in creating beautiful, lifelike artificial flower bouquets, hair accessories, veils, and crowns for weddings and special occasions. Founded with a passion for quality craftsmanship and elegance, Melflorist brings an artistic touch to floral arrangements that last far beyond the wedding day. By blending tradition with modern trends, Melflorist has earned a reputation for quality and beauty in the town and beyond.

How the Idea Came to Life

The roots of Melflorist trace back to the creative spirit of Meljora (Johnex’s mother), who pioneered the idea of using artificial flowers for weddings. Years ago, as people preserved real flowers for their ceremonies, she saw an opportunity to craft arrangements that could withstand time, weather, and handling without losing their charm. Initially, her creations were simple yet beautiful, meeting a growing demand for long-lasting arrangements. Inspired by her work, Selvi Johnex (Johnex’s Wife) and his children took up the mantle, embracing and expanding the legacy by bringing these creations to a broader audience.

Now, with the next generation, spearheaded by Adlin. J, (Johnex’s Daughter), Melflorist has ventured into the digital realm, connecting with customers through social media. This transition has allowed Melflorist to grow its customer base, and the business has earned numerous awards, including the IoT Awards and recognition as the Best Florist in town, for both quality and creativity.

Challenges Faced

While the business has thrived, it has not been without its hurdles. Some notable challenges include:

1. **Sourcing Quality Materials:** Finding artificial flowers and materials that are lifelike, durable, and affordable can be difficult. Maintaining a consistent quality across all products while ensuring affordability has required significant effort and research.
2. **Competing with Fresh Flower Arrangements:** A long-standing tradition of fresh flower arrangements can make it challenging for clients to consider artificial alternatives. Educating customers on the advantages of artificial flowers, from their

longevity to their eco-friendliness, is an ongoing task.

3. **Establishing an Online Presence:** Moving the business online involved learning the ins and outs of social media marketing, e-commerce, and digital branding. This shift has required continuous adaptation to digital trends and platforms to reach a wider audience and stand out in the competitive floral industry.
4. **Personalization Demand:** Clients often request highly customized bouquets, veils, or accessories to suit unique wedding themes. Creating custom pieces while meeting tight deadlines can be challenging, requiring a delicate balance of time management and creativity.

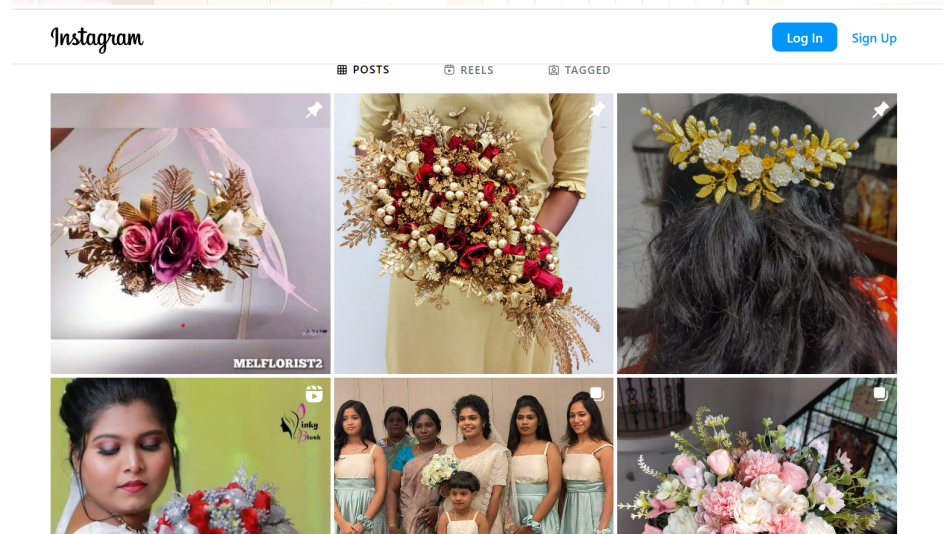
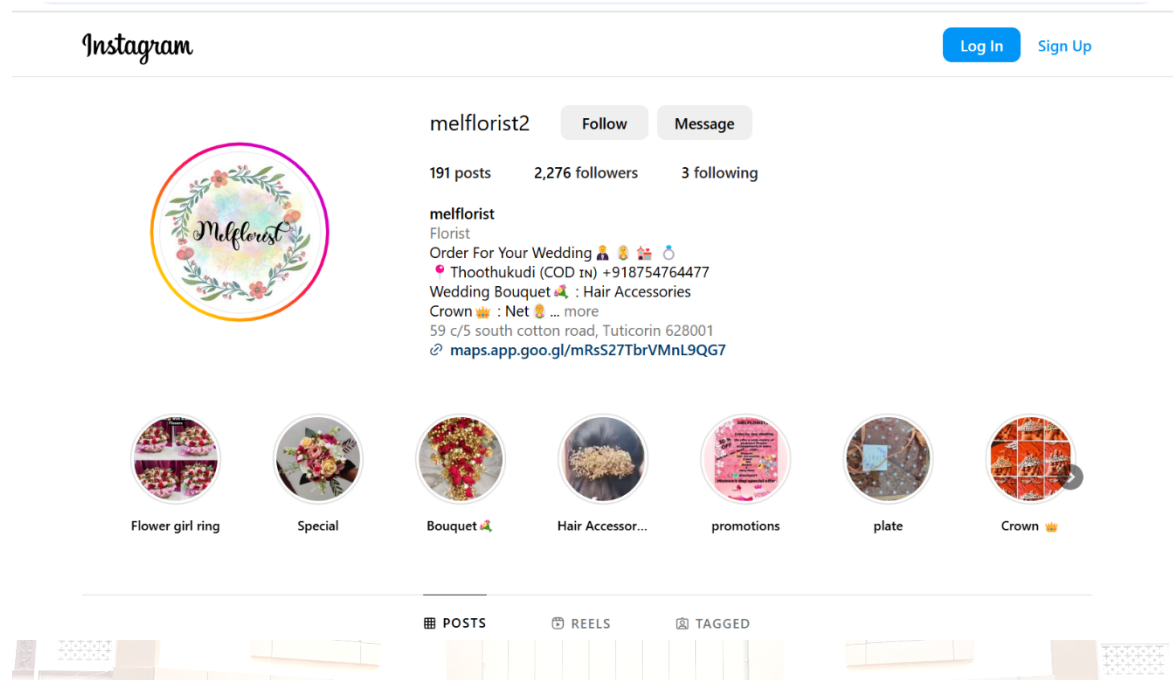
Advice to Aspiring Entrepreneurs

1. **Be Passionate:** Passion fuels a business's success. Let your love for what you do shine through in your products or services. This passion is contagious and will attract loyal customers who appreciate your dedication and craftsmanship.
2. **Embrace Innovation:** Don't be afraid to explore digital marketing and new technologies, as they can help your business reach more people. Staying updated on current trends will allow you to keep your business fresh, relevant, and accessible to a broader audience.
3. **Learn from Challenges:** Challenges are an inevitable part of any business journey. Each hurdle is a learning opportunity that will help you grow. Stay patient and focused, knowing that persistence often leads to breakthroughs.
4. **Prioritize Quality and Customer Satisfaction:** Quality speaks for itself, especially in a competitive market. Building a reputation for high-quality products and excellent service will earn customer loyalty and positive word-of-mouth.
5. **Value Family and Legacy:** If you're part of a family business, lean into the values and experiences that previous generations bring. Melflorist has been able to combine tradition with modern strategies by honoring its roots while evolving with the times.

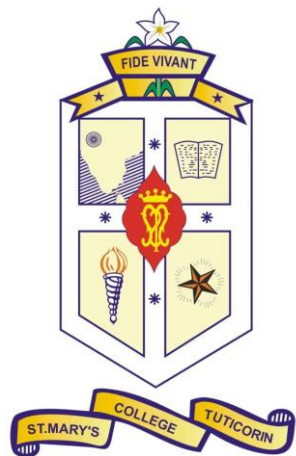
In conclusion, Melflorist exemplifies the beauty of blending tradition with innovation. As a company rooted in family legacy and dedicated to quality, it continues to evolve and inspire others. For anyone looking to start a business, Melflorist's journey offers valuable lessons in

persistence, creativity, and the importance of staying true to your vision.

Proof of the company : insta handle @melflorist2







St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START –UP

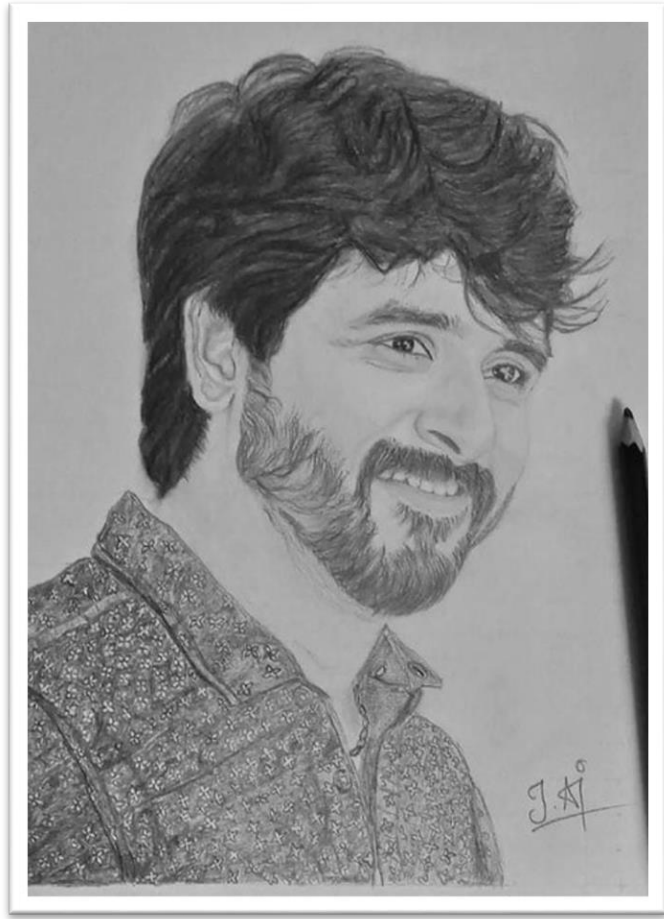
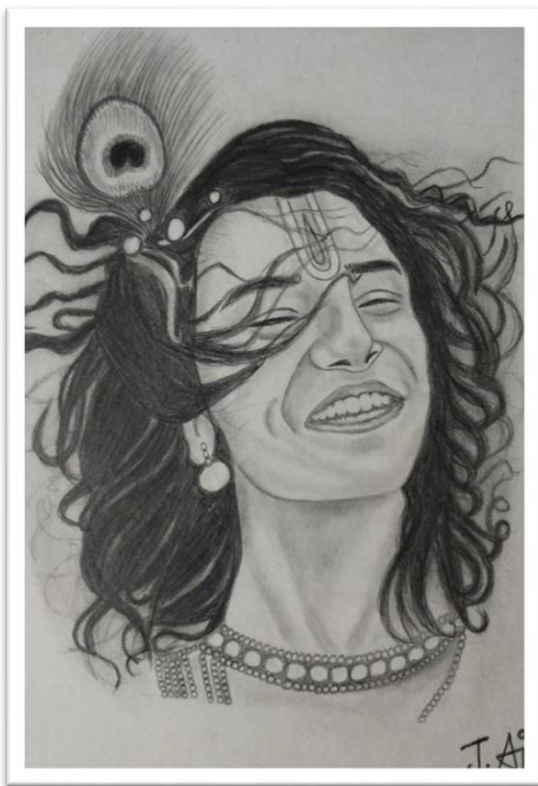


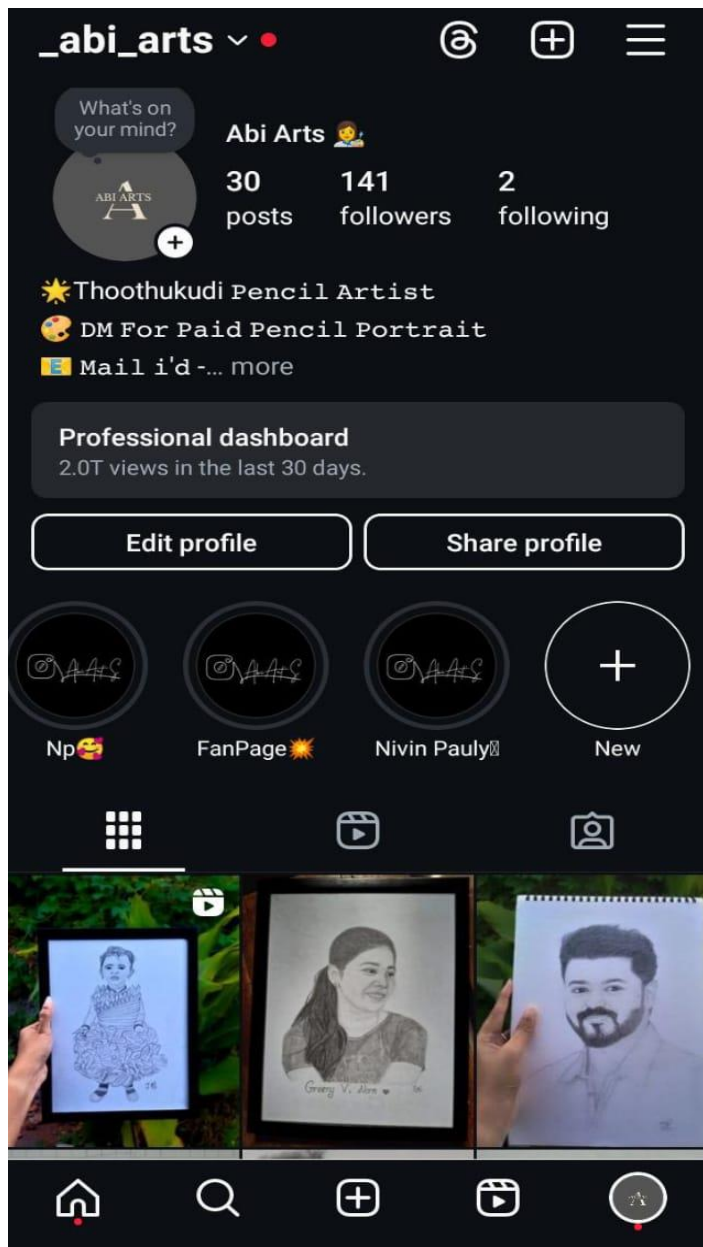
Abi Arts

Jaya Abirami. J
II. M.Sc Zoology

Pencil Portrait (A3
and A4 sizes with
and without frames)

https://www.instagram.com/_abi_arts?igsh=aTFIYTVyYTnhNDYy







St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC
Entrepreneurship & Innovation Cell



Marian's Start-up

Product picture:



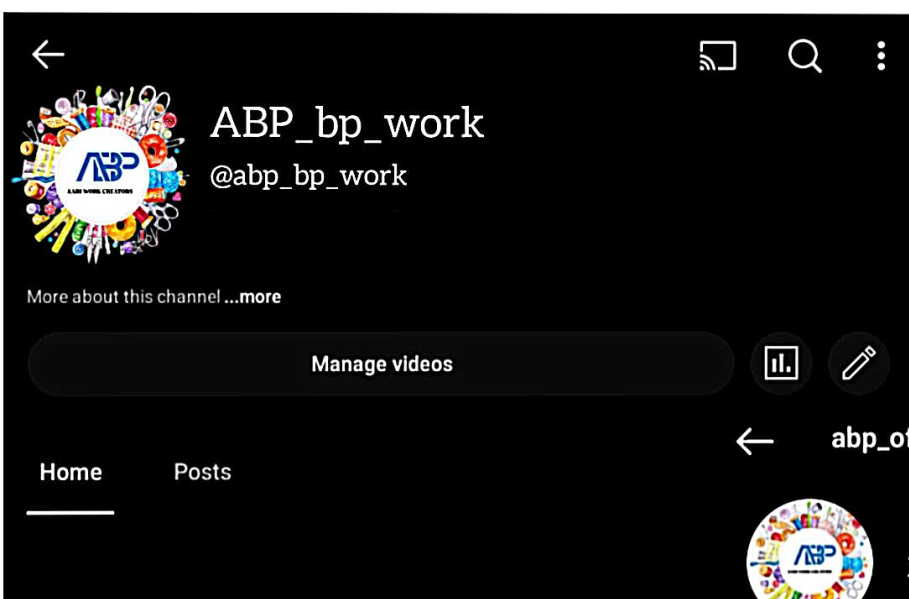
AARI WORK CERTIFICATE

M.Bala parvathy
B.com A(ssc)

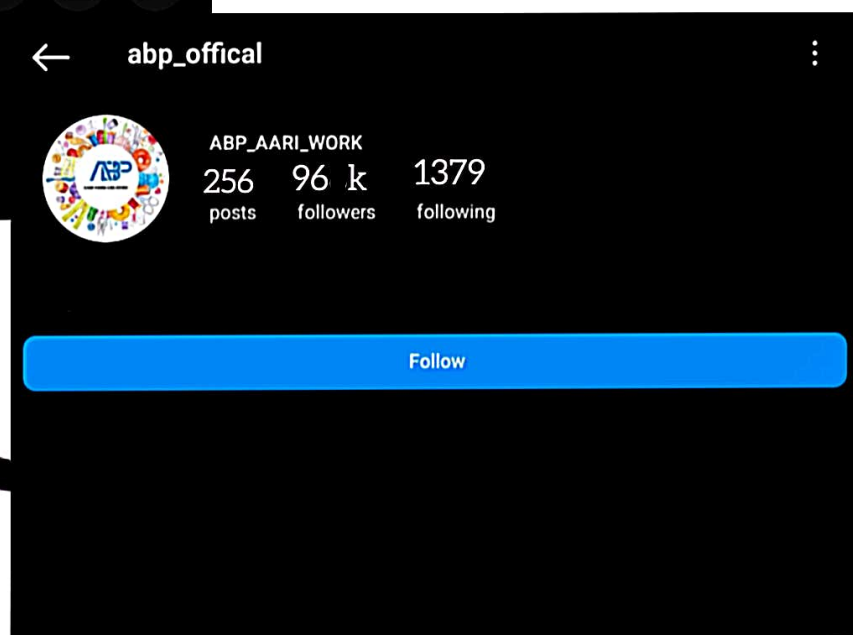
Aari work,
brooch work

Phone number: 63799 38554
Instagram ID: ABP_bp_work





YouTube channel



Instagram page





St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START -UP

Elgi makeover



*Anto Elgiya. A
III B. A Eng lit*

Product
Description if any

*Contact----- 8807309871
Gmail----- antoelgiya@gmail.com*

InShot







Elgi makeover



St. Mary's College (Autonomous), Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START -UP

Elgi makeover



*Anto Elgiya. A
III B. A Eng lit*

*Saree prepleating
Hair duo
Makeup*

*Contact---- 8807309871
Gmail----- antoelgiya@gmail.com*

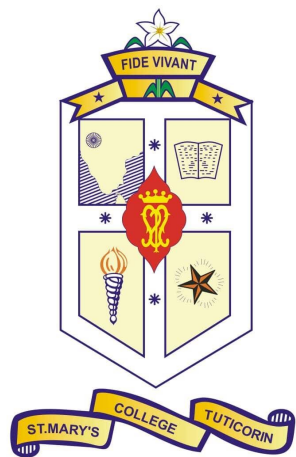
InShot







Elgi makeover



St. Mary's College (Autonomous), Thoothukudi.
Re-Accredited with A+ Grade By NAAC
Entrepreneurship & Innovation Cell



MARIANS'S START –UP

AM Aari works

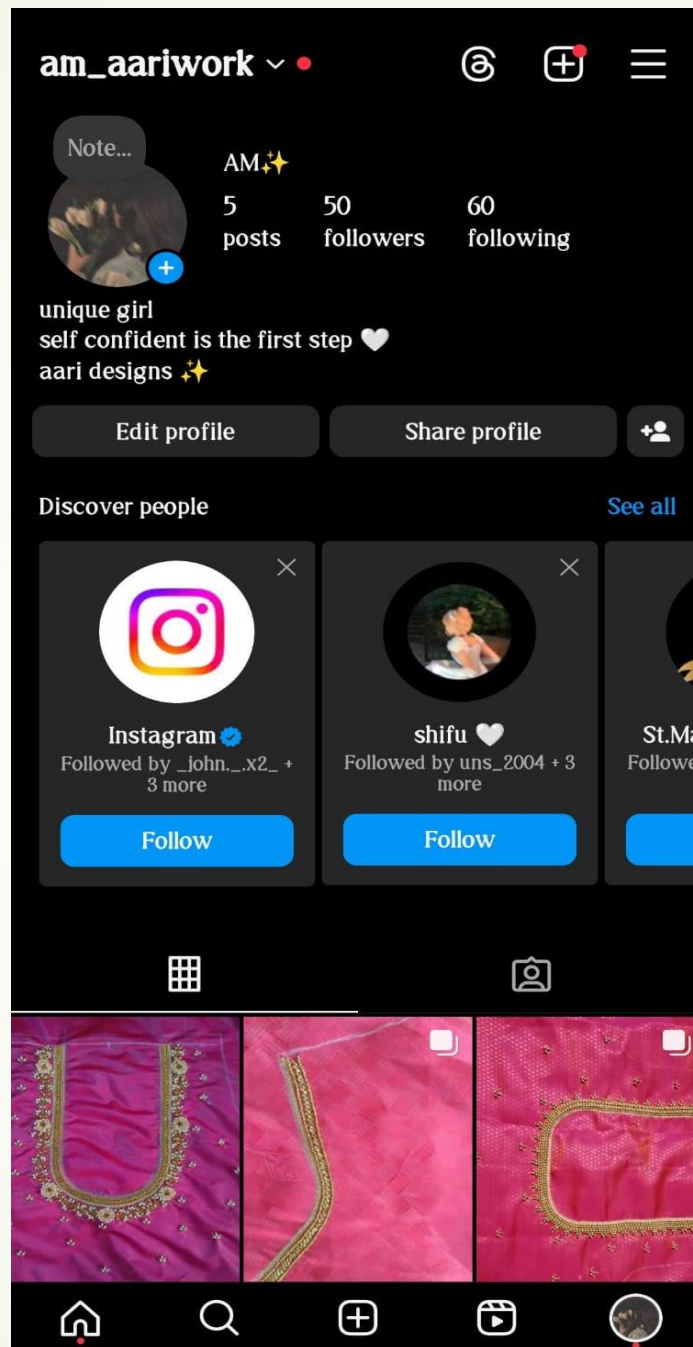


Arul Melsiha A
Commerce(SSC)

**Design is not just what it
looks like and feels
like. Design is how it works.**

Insta Id - am_aariwork
Contact - 9944691358





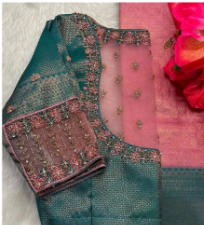


St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC
Entrepreneurship & Innovation Cell



Marian's Start-up

Product picture:



AARI WORK CERTIFICATE

M.Bala parvathy
B.com A(ssc)

Aari work,
brooch work


Phone number: 63799 38554
Instagram ID: ABP_bp_work

Abp 




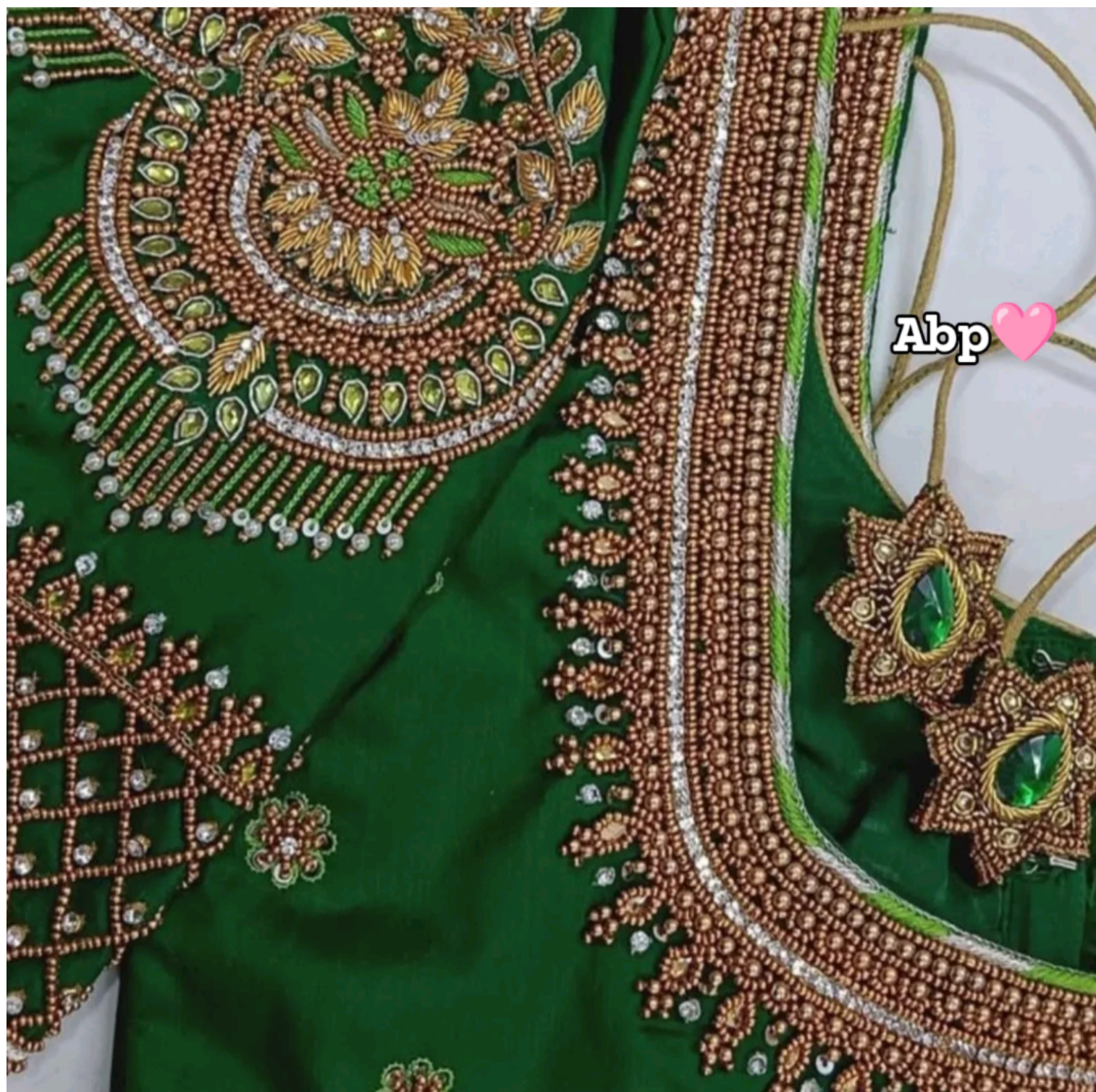
Abp 




Angel Wings



Abp 



Abp 





St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC
Entrepreneurship & Innovation Cell



MARIAN'S START –UP

JENI TUITION



Jesammal Jenifer. A
I BA English Literature

FEES
1st to 7th
Rs.500

Contact No . 6379281197



Edit with WPS Office



St. Mary's College (Autonomous), Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell





MARIANS' START –UP

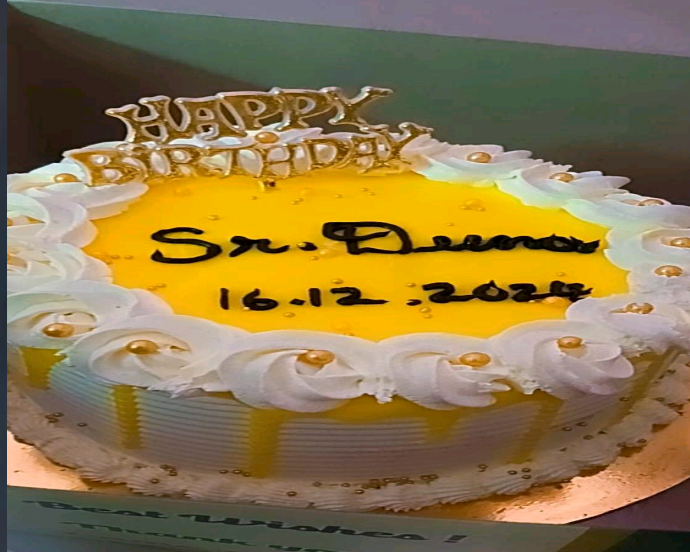


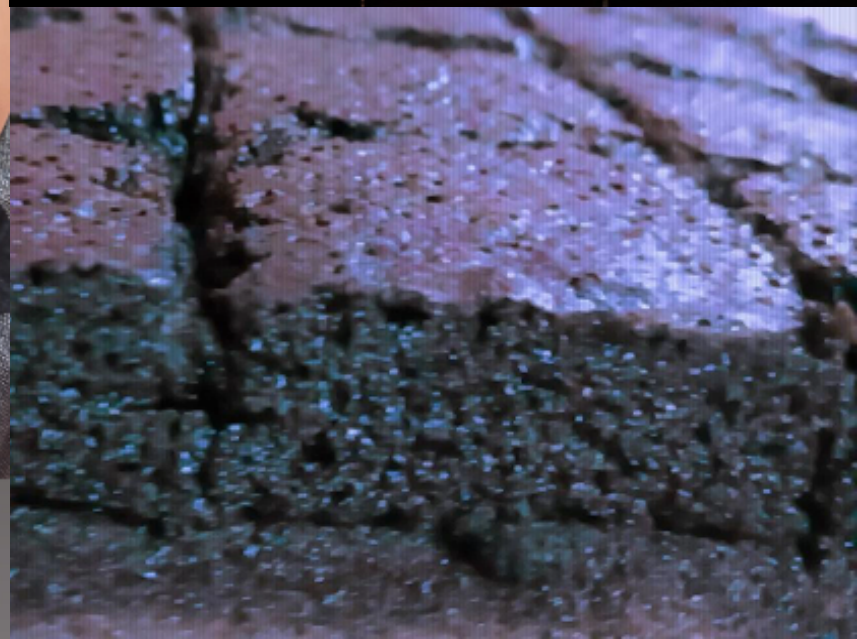
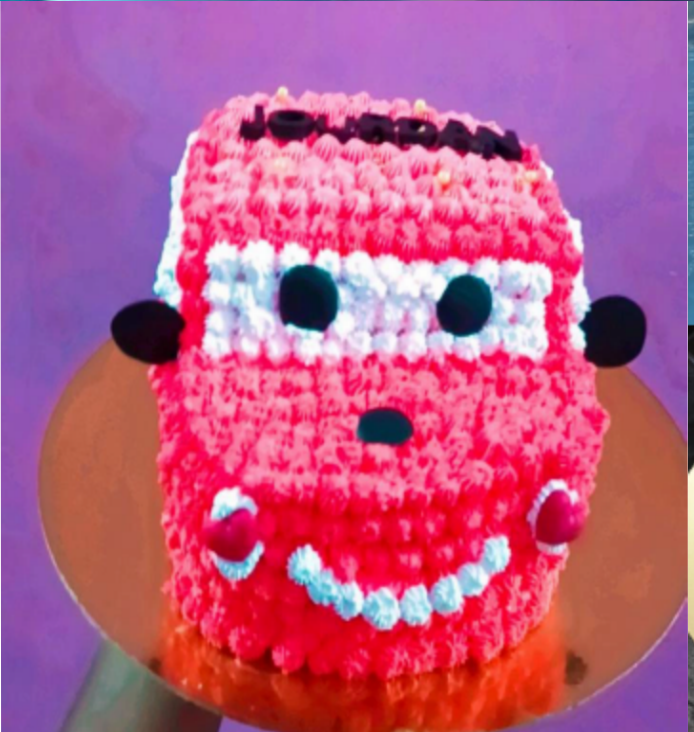
Rejoice cakes and sweets

C. JENIFER
III Bsc Psychology.

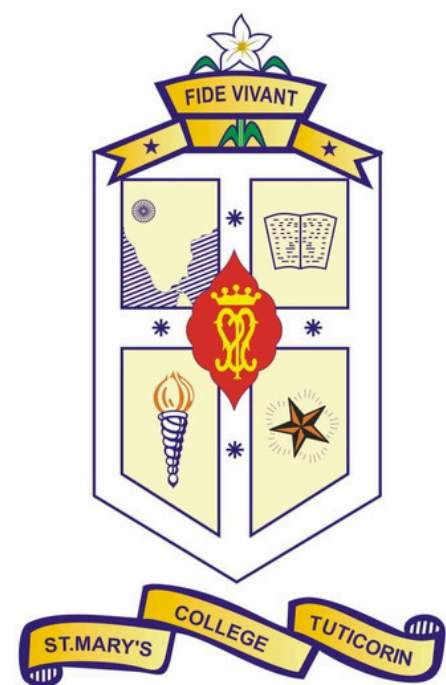
Instagram  : Rejoice_cakes_&_sweets
Contact no  : 9626625264

"Rejoice Cakes & Sweets – Spreading joy with every bite!
Custom cakes and treats for all occasions."









St. Mary's College (Autonomous), Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START-UP

Name of the Business
AJC Presents



Name of the Student :Christy D Almeida J
Name of Department :Commerce

Mobile no :+91 93455 81924
Contact .no :Christydalmeida120@gmail.com

Product Description
Our classic brownies are a timeless treat, made with high-quality chocolate and a touch of love. Moist, flavorful, and utterly addictive, these brownies are sure to satisfy any sweet tooth.



St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START –UP

GOD'S GIFT TUITION

R.Devika
I MSC Computer Science

- “Building Strong Foundation For Success”
- “Failure is simply the opportunity to begin again, this time more intelligently”

Tuition Timing: 5.00PM to 8.00PM
Contact number:9087264335
Email : devikaramasubbu628@gmail.com



FROM 2021-2025



SPECIAL CHILD

- “The Greatest Gift you can give a special needs child is your belief in them”
- “Special children are a reminder that we are all different ,yet equally important in the world”

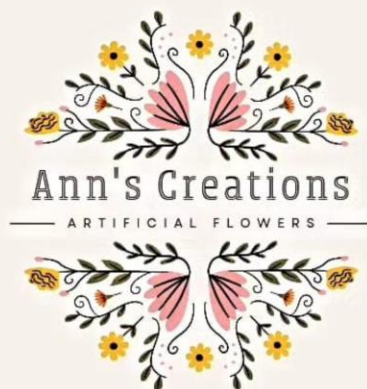




St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START –UP



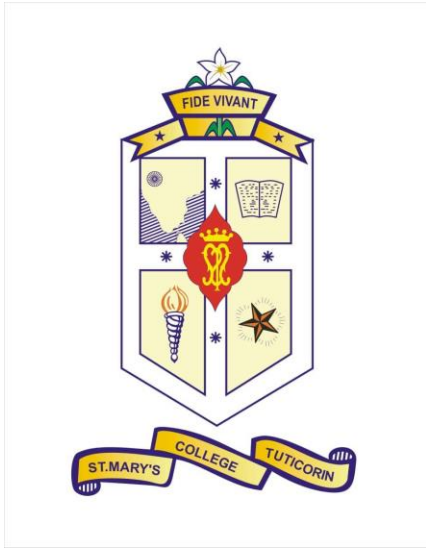
ANN'S CREATIONS

Annes Geona.V
Commerce (SSC)

HAIR BROOCH
BRACELETS
HOMEMADE
ORGANIC SOAPS

INSTA ID : anns_creations22 or annes_geo
Contact no : 9629768647
CUSTOMISATION AVAILABLE





St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START –UP

SHAFIA TUITION

M.Shakina Fathima
III BA English Literature

- Expert Guidance for Academic Success
- Interactive Learning
- Ongoing support

Tuition Timing: 6.00PM – 9.00PM
Contact Number : 7339236475

FROM 2022-2025 and it still counts....❤️





ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI
RE-ACCREDITED WITH A+ GRADE BY NAAC (4TH CYCLE)
ENTREPRENEURSHIP & INNOVATION CELL



MARIANS' START - UP

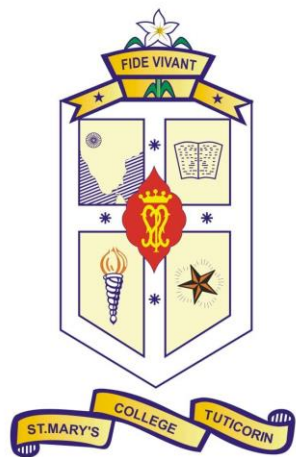
V.V.TAILORS



NAME : VIJAYA V
I B. A ENGLISH LITERATURE

HIGH QUALITY
LOW PRICE
UNIQUE DESIGNS

CONTACT NUMBER : 8015807163



St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START –UP

SHINE LEARNING
CENTRE



ESTHER RANI M
II MCOM

GROW UP
EVERYDAY!!!

WHATSAPP 7010140723



St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START –UP



**ASM AARI WORK
DESIGNERS**

A.Maria Selina

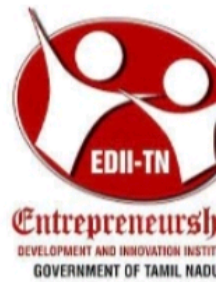
**Aari work for all
types of blouses
available at
reasonable prices.**

Contact no:8903201844

CUSTOMISATION AVAILABLE



St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START – UP



TINISHA FABRICS

Tinisha.D
I B.A English literature

Low Price
Good Quality

CONTACT NO- 7708964272



*St. Mary's College (Autonomous), Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell*



*MARIANS' START -
UP*



Arana customized gifts

*Arunadevi. S
J BA English Literature*

*Good quality
More design
Low price*

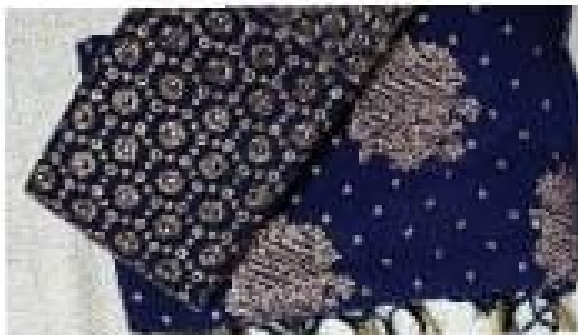
Contact number : 6382617503



St. Mary's College (Autonomous), Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4 Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START -UP



Sara saree collections

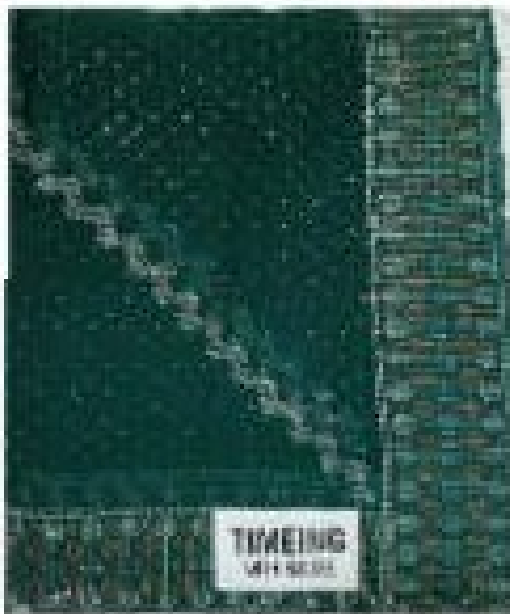
S. Ramya
1 BBA

*Unique collections
*Affordable price
*New models



@sara_fashion_world06

Stone work sarees



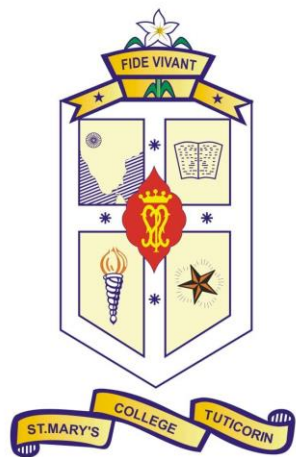
Silk cotton sarees



Work blouse with hip belt



Thank you

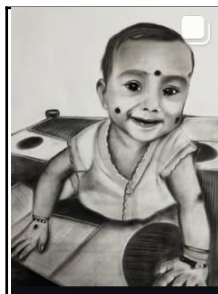


St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC
Entrepreneurship & Innovation Cell



MARIAN'S START –UP

Sakthi artful dreams

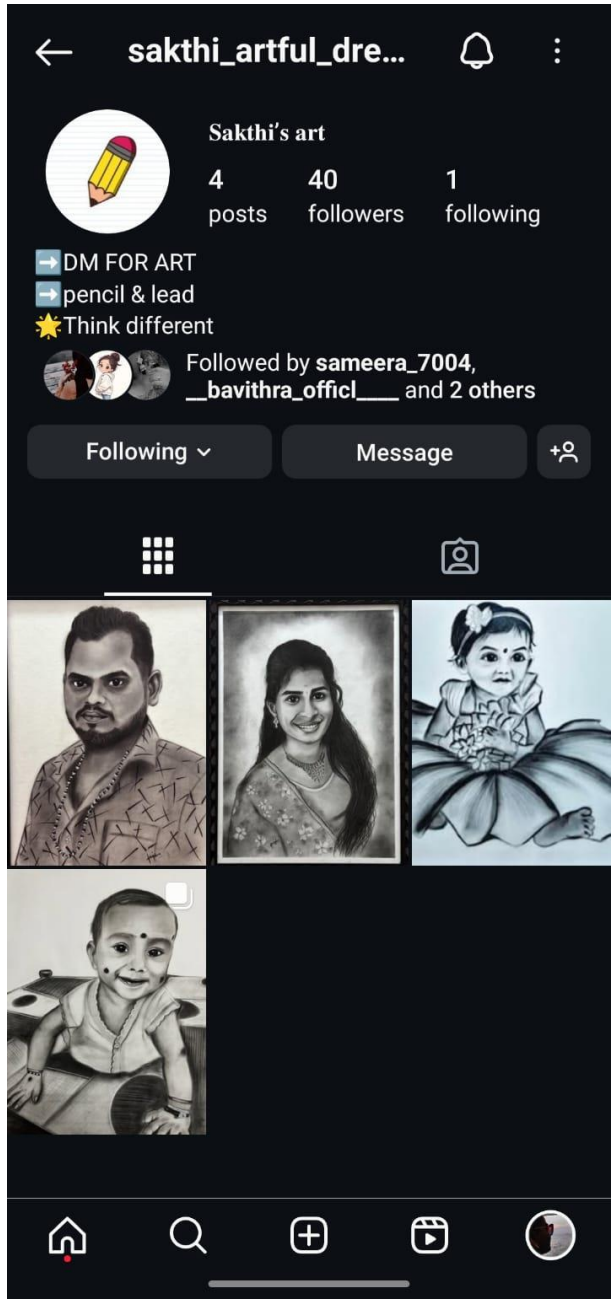


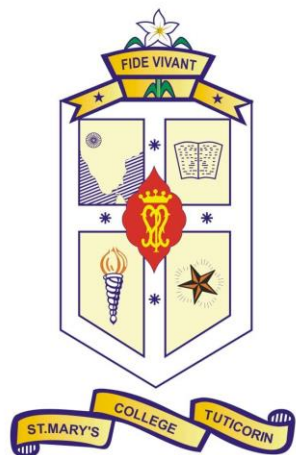
V. Sakthi Thanga Kanniga
III BSc Microbiology

Potraits
Paintings
Blood art

[https://www.instagram.com/sakthi_artful_dreamz?igsh=MW5pcG5uZzEzcmlraA==/+91 89257 81698](https://www.instagram.com/sakthi_artful_dreamz?igsh=MW5pcG5uZzEzcmlraA==/+91%2089257%2081698)







St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START –UP

KNOWLEDGE GREW

MARY SHEEBA R
II MCOM

LET'S STUDY
TOGETHER..



WHATSAPP 8220626874



ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI.

RE-ACCREDITED WITH A+ GRADE BY NAAC

ENTREPRENEURSHIP & INNOVATION CELL

MARIANS'S START-UP



Entrepreneurship
DEVELOPMENT AND INNOVATION INSTITUTE
GOVERNMENT OF TAMIL NADU

70₹ only
Assalamu Alaikkum ✨
TINT ORGANICS
Homemade Skin & Face Brightening Soap
DM For Any Queries
Contact: 86107 43085
86064 71783

TINT ORGANICS
Home Made Face Brightening SOAP
With Natural Ingredients 🍃

Habeep Jahira.M.K
III B.Sc.Botany

PRICE: 70₹
☎ **86107 43085**





St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START –UP

GV Tuition Centre



V.ANANDHAM NITHIYA
II M.Sc. COMPUTER
SCIENCE

Education is the key
to Success

Ph.No. 9655449914
E-mail:2003nithi@gmail.com



St. Mary's College (Autonomous),Thoothukudi.
Re-Accredited with A+ Grade By NAAC (4th Cycle)
Entrepreneurship & Innovation Cell



MARIANS' START –UP

Product Picture



Name of the Business:
Mons Cake

Name of the Student : Shimona .S
Name of Department : Zoology

Product Description
if any :
Customized cakes
Affordable price

Contact no: +91 70105 58278, Insta Id: mons_cake

Bento cakes



Bento cakes



Customized cakes



Customized cakes



Tier cakes



Brownie slab



Brownie

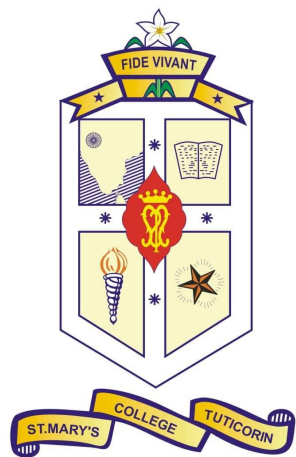




“Cakes for all occasions”

mons_cake

Cell no: +91 70105 58278



St. Mary's College (Autonomous), Thoothukudi.
Re-Accredited with A+ Grade By NAAC
Entrepreneurship & Innovation Cell



MARIANS'S START –UP

Chill Cakes



**Fall in love with every bite
of Chill Cakes.**

Sorna Varsha S
Commerce(SSC)

Insta Id – chill__cakes01
Contact - 9944027157

