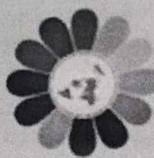


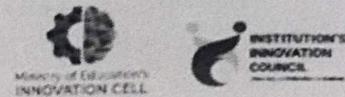
Seek Strive Succeed



# Annai Violet Arts & Science College 25

(Affiliated to the University of Madras, Co-Ed | NAAC Reaccredited)

Expert Talk  
organised by  
IIC & IQAC of AVASC  
Funded by MIC & AICTE  
Cordially invite you all to the



## IMPACT LECTURE SERIES- SESSION 1

On 29<sup>th</sup> FEBRUARY 2024 -10.00AM to 02.00PM  
@ Seminar Hall



Expert Talk I  
EXPORT PROMOTION &  
BUSINESS OPPORTUNITIES IN MSME



Guest Name  
**Thiru. Elango**

Designation - Joint Director (Engg)  
General Manager DIC- MSME Chennai.

Expert Talk II  
LEAN STARTUP METHODOLOGY  
BUILDING A BUSINESS FROM SCRATCH



Guest Name  
**Dr. M. Hemalatha**

Designation- Associate Professor &  
Head Department of Accounting and Finance  
MOP Vaishnav College For Women

**Ms.Sreekeerthana.V**  
Coordinator

**Dr.P.E.R.Premchand**  
Joint Secretary

No.53, Violet College Road, Menambedu, Ambattur, Chennai - 53. Ph : 26861611 | 26864684

**Mrs.Japhia Solomon**  
Vice Principal

**Mr.N.R.D.Prem Kumar**  
Secretary

**Dr.C.Initha Lebanon Ebency**  
Principal

**Chev.N.R.Dhanapalan**  
Chairman



**IQAC,IIC & ED CELL  
EVENT ORGANISED REPORT  
(2024-2025)**

<b>Name of the club</b>	IQAC,IIC & ED CELL
<b>Name of the event organized</b>	IMPACT LECTURE SERIES SESSION- I
<b>Title of the event</b>	ENTREPRENEURSHIP DEVELOPMENT
<b>Date of the event organized</b>	29/02/2024
<b>Name of the coordinator of the event</b>	Ms. Sreekeerthana. V
<b>Participants</b>	Students from Department of Commerce, Biochemistry, Economics, Corporate Secretaryship, Members of IIC and ED cell
<b>No. of participants</b>	125 students and 10 staffs
<b>Name of the expert with the designation</b>	Expert Talk I- Export Promotion & Business Opportunities In MSME Thiru. Elango, Joint Director (Engg) / General Manager DIC- MSME Chennai District Expert Talk II- Lean Startup Methodology: Building A Business From Scratch Dr. M. Hemalatha, Associate Professor & Head Department of Accounting and Finance MOP Vaishnav College For Women
<b>Objective of the event</b>	Expert Talk I- Export Promotion & Business Opportunities In MSME: This talk aims to elucidate the significance of export promotion strategies in bolstering the growth trajectory of Micro, Small, and Medium Enterprises (MSMEs). It endeavors to provide participants with a comprehensive understanding of the various avenues available for MSMEs to expand their market reach through international trade. Additionally, the seminar seeks to equip attendees with actionable insights into leveraging export opportunities to enhance competitiveness, sustainability, and profitability within the MSME sector.  Expert Talk II- Lean Startup Methodology: Building A Business From Scratch: This talk aims to elucidate the principles and practices of the Lean Startup Methodology as

	<p>a systematic approach to building and scaling successful businesses from the ground up. It endeavors to provide participants with a deep understanding of lean principles, agile methodologies, and customer-centric strategies essential for launching innovative ventures in dynamic and uncertain market landscapes. Through insightful discussions and real-world examples, the seminar seeks to empower aspiring entrepreneurs, startup founders, and business enthusiasts with the knowledge and tools to navigate the entrepreneurial journey effectively, minimize risks, optimize resources, and accelerate business growth.</p>
<p><b>Description of the event</b></p>	<p>The seminar "Expert Talk II - Export Promotion &amp; Business Opportunities In MSME" aims to equip Micro, Small, and Medium Enterprises (MSMEs) with the knowledge and tools to thrive in the global market. The guest provided an overview of the MSME sector's significance in the economy and delves into tailored export promotion frameworks. Expert speakers discussed government initiatives, emerging market opportunities, and strategies for market entry, expansion, and diversification. Challenges and risks associated with international trade addressed, along with insights into leveraging digital technologies and e-commerce for global market penetration. Real-world case studies illustrated successful MSME export ventures and best practices. This comprehensive seminar has served as a platform for MSMEs to gain actionable insights and forge connections to enhance their global competitiveness.</p> <p>The seminar "Expert Talk II - Lean Startup Methodology: Building A Business From Scratch" offers a dynamic exploration of lean principles and agile methodologies within the realm of entrepreneurship. Through interactive sessions led by subject experts, attendees delved into core principles of Lean Startup Methodology, such as customer discovery and rapid iteration. The seminar emphasized practical strategies for validating startup ideas, leveraging minimum viable products, and fostering agile decision-making. Participants gained insights into cultivating innovative and resilient team cultures, as well as navigating common challenges encountered in startup ventures. Through real-world case studies, attendees witnessed the application of Lean Startup principles in successful startup journeys, empowering them to embark on their own entrepreneurial endeavors with confidence and adaptability.</p>

**Outcome of the event**

Overall, by the end of Expert Talk I, participants will have gained profound insights into the pivotal role of export promotion in fostering the growth and sustainability of MSMEs. They will be equipped with a repertoire of strategies, tools, and resources to harness international business opportunities effectively. Moreover, attendees will have the opportunity to network with industry peers, forge potential collaborations, and glean actionable takeaways to catalyze their organization's global expansion endeavors. Ultimately, the seminar endeavors to empower MSMEs to embark on a transformative journey towards international competitiveness and prosperity.

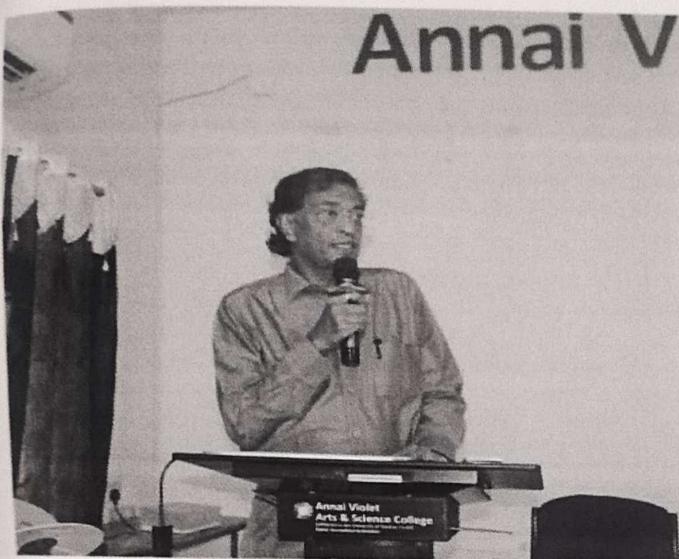
By the end of the Expert Talk II, participants acquired a comprehensive understanding of the Lean Startup Methodology and its practical applications in launching and scaling businesses from scratch. They are equipped with actionable strategies, tools, and frameworks to validate startup ideas, iterate on products, and pivot effectively in response to market feedback. Moreover, attendee has gained invaluable insights from real-world case studies and peer-to-peer interactions, enabling them to embark on their entrepreneurial endeavors with confidence, resilience, and agility. Ultimately, the seminar aims to inspire and empower aspiring entrepreneurs to turn their innovative ideas into successful and sustainable businesses through the principles of lean entrepreneurship.

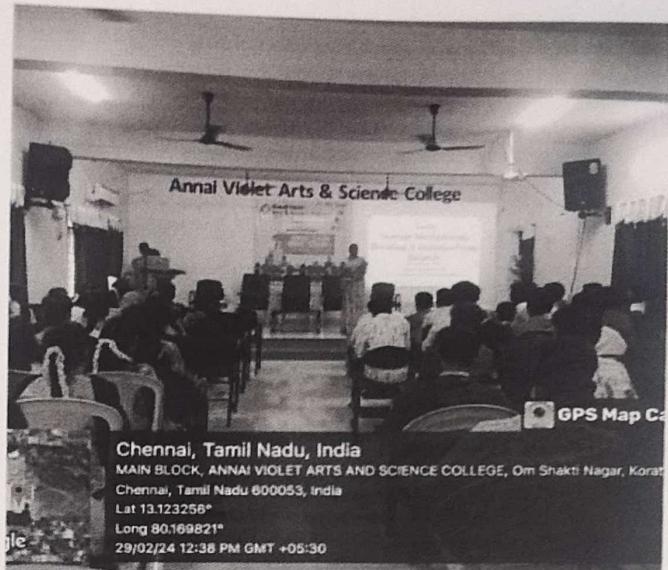
**Photo Gallery**

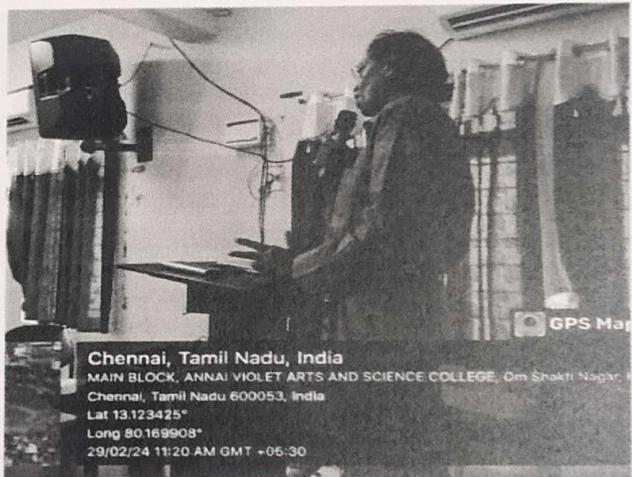
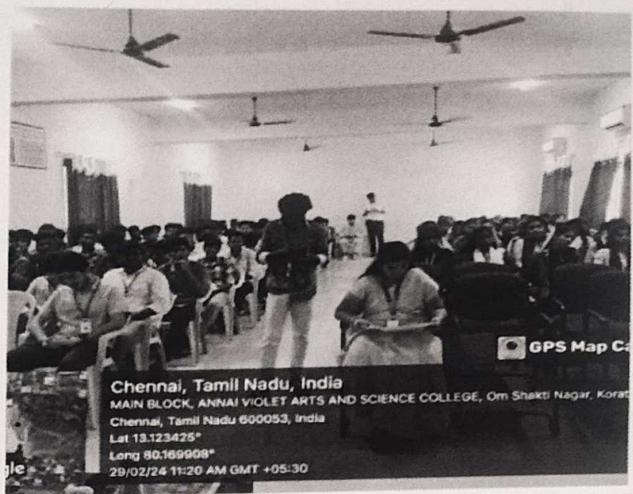
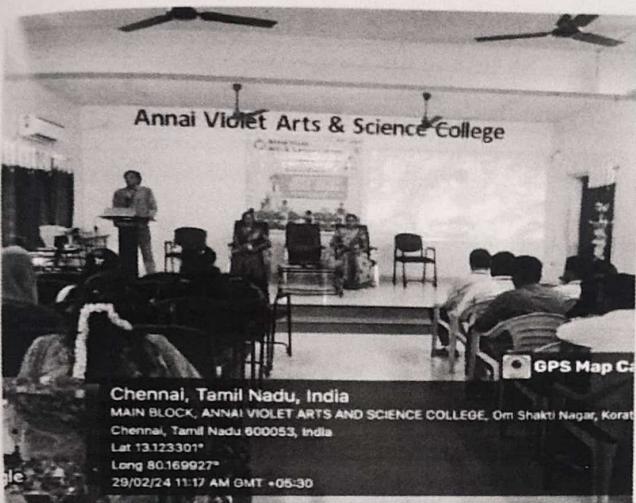
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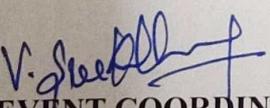
**Feedback Obtained from the Participants**

Enclosed

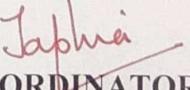




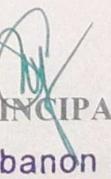


  
EVENT COORDINATOR

AVASC-IIC Convenor  
Anai Violet Arts and Science College  
No: 53, Violet College Road, Menambedu, Ambattur, Chennai-600 053.

  
IQAC COORDINATOR

IQAC Co-ordinator  
Anai Violet Arts and Science College  
No: 53, Violet College Road, Menambedu, Ambattur, Chennai-600 053.

  
PRINCIPAL

Dr. C. Initha Lebanon Ebene, M.Sc., M.Phil., Ph.D., PGDSA.  
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