



# Annai Violet Arts & Science College

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

## EVENT ORGANISED REPORT – (2021-2022)

Name of the Department/ Club	Institution's Innovation Council
Name of the Convenor	Mr. Yuvnesh Kumar R. J
Name of the Event Organized	IIC Impact Lecture Session II
Title(s) of the Event	Expert Talk 1: The Paradigm of New Age Entrepreneurship Expert Talk 2: Legal and Ethical Ways for a Startup
Date of the Event Organized	12/10/2021
Designation/ Class of the Participants	Students and Faculty Members
No. of Participants / Viewers	311
Name of the Expert(s) with Designation	Expert Talk 1: Dr. Rajachitra Manivannan, Assistant Professor, Department of Corporate Secretaryship, Dwaraka Doss Goverdhan Doss Vaishnav College.  Expert Talk 2: Dr. Padmaja Priyadharshini BN, Entrepreneur, Senior Statistician & Resource Person.
Objective of the Event	To make the students aware of the ambience of entrepreneurial life. The session also aims to educate them on the legal traits that any entrepreneur should be familiarized with.
Description of the Event	The session titled "The Paradigm of New Age Entrepreneurship" began with the invocation by the college choir team. Moderator of the first session, Mr. Ajith of II B. Sc

Computer Science called forth Ms. Sujitha of III B. Sc Computer Science to deliver the welcome address. Followed by it, Principal Dr. Initha Lebanon Ebency rendered a special address appreciating the College's Innovation Cell for conducting successfully the second session in the IIC Impact Lecture Series. Mrs. Catherine Ida Shylu introduced the speaker to the virtual gathering and led way to the core part of the session. Dr. Rajachitra Manivannan, Assistant Professor, Department of Corporate Secretaryship, Dwaraka Doss Goverdhan Doss Vaishnav College began the session highlighting the way India was being the fastest growing Startup ecosystem at the world level. She continued to talk about the scenario of New Age Entrepreneurships and the success behind it. While speaking about the latter she quoted her personal experience being an entrepreneur in achieving the triumph. She shared some of the key factors of laying a successful entrepreneurial platform including versatility, risk taking, decision making and effective people skills. She mentioned the significant current approach of entrepreneurship as not just being the profit making podium but also the impact it creates on the society. She continued to mention the top 10 entrepreneurs in India. When talking about the important role of creativity in New Age Entrepreneurship, she quoted Pooja Kaul, who makes beauty products out of Donkey's milk. She concluded the session with some of the mentions of New Age Business ideas. During the questionnaire session, students raised questions for which the speaker gave appropriate understandable answers. One of the questions was regarding on the major problems of entrepreneurship. To which the expert answered that sustaining would be the most challenging since there were a huge number of entrepreneurs budding every day. The session was over with the vote of thanks given by Mr. Madhan of III B. Sc Computer Science.

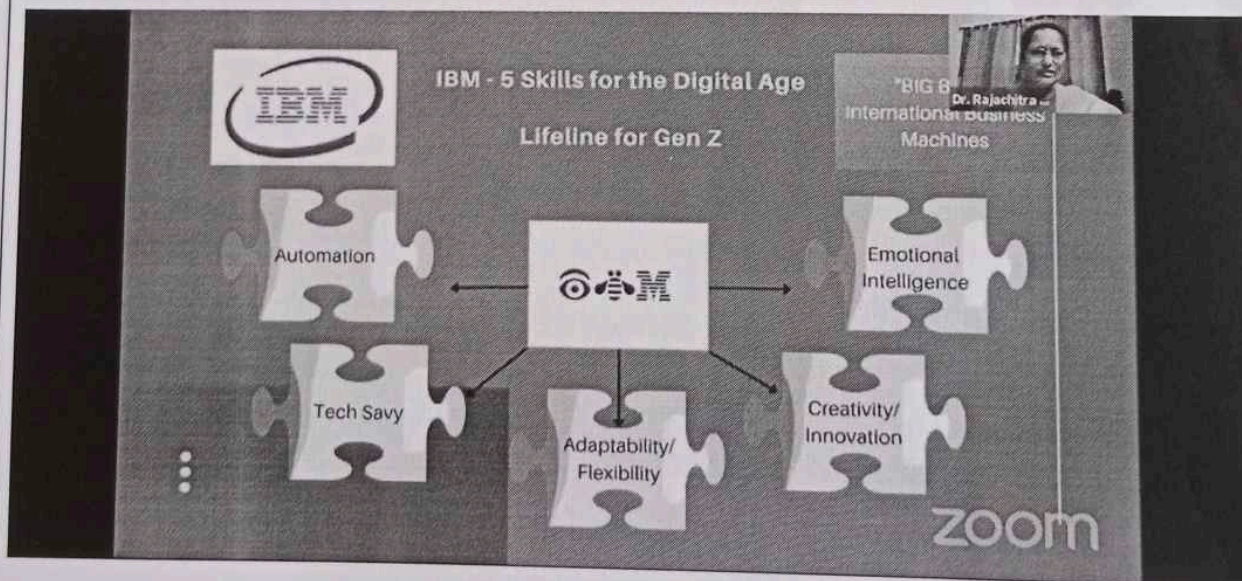
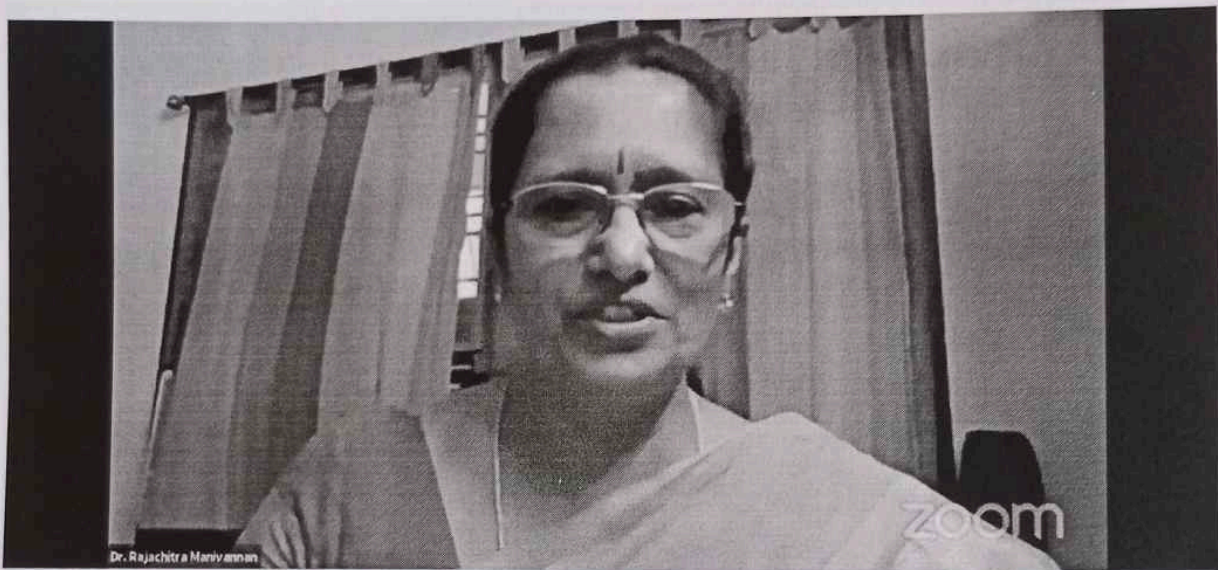
The second session was on "Legal and Ethical Ways for a Startup" presented by Dr. Padmaja Priyadharshini B N, Entrepreneur, Senior Statistician & Resource Person. Merlin J of II B Com General, moderator, called forth Mrs. Anjana, Assistant Professor, Department of Accounting & Finance to render the welcome address. Followed by the welcome note, Mrs. Srividhya, Assistant Professor, Department of Commerce



	<p>introduced the speaker of the session. The speaker began her initial address on MASLOW 2.0 pyramids which explain the immediate needs of humans that was explained psychologically. She proceeded to discuss on the structuring of start ups, various forms of entities, characteristics of different stages in startups like Bootstrapping to the students. She even had a quiz time during her presentation where she clarified the possible doubts that students might have by herself. She explained some of the important legal traits in laying out a business such as documentation that includes Offer Letters, Employment Agreements, Intellectual Property Assignment Agreement and many others. At the end of the session she addressed on the seven dangers of human virtue and 13 commandments that every entrepreneur must remember. The session was closed with the vote of thanks presented by Dr. Harini, Assistant Professor, Department of Biochemistry.</p>
<b>Outcome of the Event</b>	<p>With the first expert's address the students got the importance of having innovation and stability when managing a startup. They were getting educated with the psychological and legal aspects of a business with the second expert's address.</p>

#### Photo Gallery







## NEW AGE ENTREPRENEURSHIP SCENARIO..

- It is the youngsters, who are going to change the fortune of India, create jobs and bring prosperity to the people.
- "We have a huge start-up ecosystem in India. It's more about recognizing our capabilities, uplifting our entrepreneurs. Some of the ideas that youngsters have come up with are truly revolutionary."
- Colleges should look at entrepreneurship or other courses around new-age businesses.
- Senior business leaders to become mentors, not only to their own family or businesses but also to the new age and young entrepreneurs.



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## PROFIT MAKING vs IMPACT ON SOCIETY

Technology to make life simpler and easier.

Networking with like minded people

Money vs Societal impact.

Use Technology to break barriers.

Importance of Prototyping

New Age Business : Ecommerce Entrepreneurship



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## TRAITS THAT DEFINE YOUR CREATIVITY

### ● Your Talents

Identify your skills. - Painting, Quilting, Candle making, Wealth out of Waste.

### ● Your Personality

Self Actualisation, Self Confidence, Self Awareness

### ● Your Inspiration

to create an inspired life, be willing to live your life from a higher perspective

### ● Your Attitude

new challenges and opportunities for self-fulfillment.

### Your Perspectives

to create an inspired life, be willing to live your life from a higher perspective

### ● Your Creativity

something strange yet interesting making us unique from others, new thoughts, ideas, emotions and level of consciousness.

### ● Your Goals

Success requires setting goals and creating an action plan



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## Pooja Kaul - Delhi - 'Organiko'



Dr. Rajeshwari

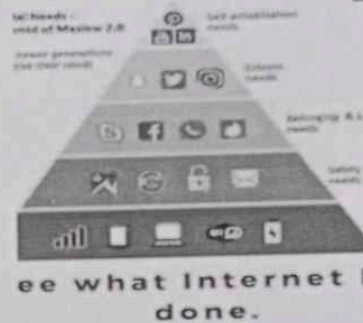
- enterprise making beauty products, used Donkey's milk as an ingredient,
- as an experiment tried a campaign with intentions to change the mindsets on saving donkeys.
- now A beauty life-changing aficionado with her 'Organiko' products and is in Forbes 30U30 Asia.
- She believes that there is nothing like a bad idea in entrepreneurship, but overall execution matters!
- It is also about tapping untapped resources and reach out to create a new market equilibrium.
- If one was to dig deep into her ideation, it came in like the 'Aladdin lamp', while she was engaged in an R&D project
- came across an article on a Swiss company engaged in selling Donkeys' milk for infants.

This is where her inhibitions and the combination of Indian Ayurveda stuck into a lethal combination.



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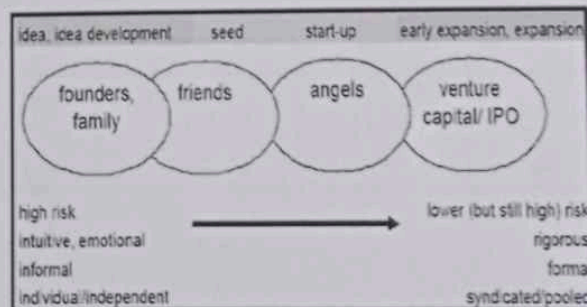
## MASLOW 2.0



Dr. Padma P.

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## STAGES OF ENTREPRENEURSHIP



Dr. Padma P.

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## VENTURE CAPITAL

- Most attractive for startups
- With limited operating history
- Too small to raise capital in the public markets
- Too immature to secure a bank loan or complete a debt offering.
- In exchange - significant control over company decisions
- Significant portion of the company's ownership

Taking time for the promoter - to give up a considerable quantum of stock in the start-up.

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## STRATEGY & PERFORMANCE

- Corporate vision
- Corporate code of ethics
- Corporate code of conduct
- Corporate strategy
- Business strategy
- Functional strategy

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## 13 COMMANDEMENTS....

1. Know you are incomparable
2. Be kind to yourself
3. Give space to imperfection
4. Be spontaneous
5. Be light in mind and heart
6. Stay enthusiastic
7. Be a better communicator
8. Be warm and approachable
9. Do things with style
10. Learn to let go
11. Be a lion in the face of danger
12. Stay calm with the power of breath
13. Remember you're a proton

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Feedback Obtained from  
the Participants

Attached

**CONVENOR**

**IQAC COORDINATOR**

Annai Violet Arts and Science College  
No: 53, Violet College Road, Menambadu,  
Ambattur, Chennai-600 053.

**PRINCIPAL**

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

**Principal**

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