



LOYOLA COLLEGE



ENTREPRENEURSHIP DEVELOPMENT CELL

Annual Report

2015-'16

INAUGURATION

The opening programme of Entrepreneurship Development Cell was held on 26th August 2015 in the Bertram Hall of Loyola College. Mr. Vikram Menon had kindly consented to be the Chief Guest for the programme. He is a sports enthusiast and the co-owner of Mini Sports which promotes sports activities. It has its operation in Tamil Nadu, Karnataka & Andhra Pradesh. Mr. Vikram Menon addressed the gathering of 200+ members on the growth and development of sports in India and also on being an entrepreneur in the field of sports.



Dignitaries on the dias

The President of the club Niranth K Jain gave the agenda and the action plan for the year. The previous year's office bearers were felicitated and the current year's office bearers were also installed and their badges were presented to them.

The programme ended on a successful note with our club coordinator Prof. Arun Perumal giving the closing speech.

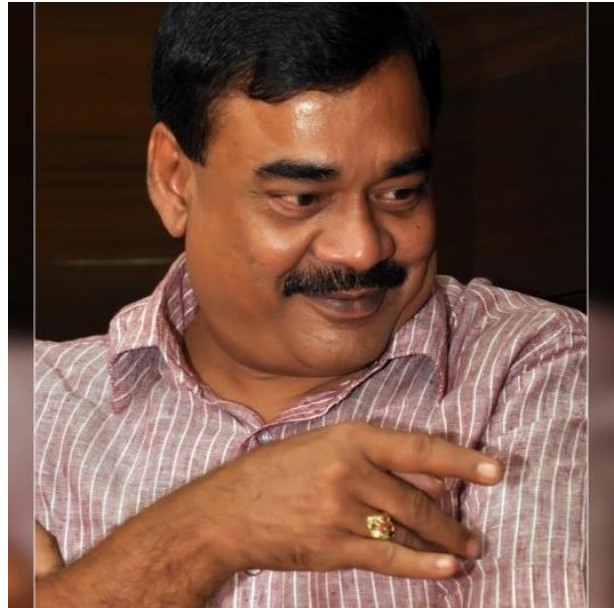


Office Bearers 2015-'16

MY SUCCESS STORY & INSPIRATIONAL KEYNOTE

The My Success Story & Inspirational Keynote session was held on 9th September 2015. In this session, 3 successful entrepreneurs had come, who shared their story to success with the students and encouraged them. The guests of honour were Avinash of Blink Foundation, Arul Fernandez of Blink Foundation and Rajkumar Jain of Kesar Hallmarking Centre.

It was a motivational programme which ended with the students having a more clear picture about entrepreneurship and a strong desire to become one.



Mr. Rajkumar Jain



Mr. Avinash

BUSINESS PLAN



Aakash Lalith Kumar

This invigorating session focused on introducing the students to the nuances of business plan. In this current market turbulence & competition, chalking down a foolproof business plan is of great importance for a sustainable venture.

The session was conducted by the General Secretary of the club L. Aakash. He guided the audience through the steps in making a business plan, from generation of an idea, accumulating finance to competitor analysis & marketing. This session was oriented towards sensitizing the students on the formulation of a business plan and the importance of making a foolproof plan. The programme was held on 11th January 2016 in Lawrence Sundaram Hall of Loyola College.

LEGAL ASPECTS OF A BUSINESS

Legal environment is an important factor for any entrepreneur. He must have knowledge of the legal implications & compliance requirements. Hence, EDC held a programme to educate it's members on this topic on 12th January 2016.

Prof. Joy Samuel Dhanraj of B.Com CS & BBA Department enlightened the gathering on this and also cleared several of their doubts. At the end of this session, our students had a fair idea about the legal environment that could affect your business.

This event was held in Lawrence Sundaram Hall of Loyola College.



Prof. Joy Samuel Dhanraj

STRATEGY FOR ENTREPRENEURS

Strategy is a plan of action for the future. Every business needs a variety of strategies for their operations and sustenance. For this session we had the co-owner and founder of Blink Foundation, Mr. Avinaash. He is a young and vibrant entrepreneur who shared with the audience the nuances of strategies and strategy formulation.

The session was held on 13th January 2016 in Lawrence Sundaram Hall of Loyola College.



Mr. Avinaash

MARKETING FOR ENTREPRENEURS



Prof. Satya Saminadan

No entrepreneur can sell his products or services without the help of marketing strategies. To explain and enrich our students on marketing for entrepreneurs, we had Prof. Satya Saminadan from ITM Business School who threw light on this topic. He was very lively in his presentation and engaged the audience into a discussion. He explained several marketing strategies with real examples which the students could easily connect with.

The programme was a successful event leaving the students with great knowledge and abundant information. This event was held on 20th January 2016 in Lawrence Sundaram Hall of Loyola College.