

ENTREPRENEURSHIP DEVELOPMENT CELL Annual Report (2018 – 19)

The Entrepreneurship Development Cell was started in the year 2004 in Loyola. It helps our students to acquire skills and necessary capabilities to play the role of an entrepreneur effectively. Our cell's basic motive is to promote the spirit of Entrepreneurship in the young minds of students and make them equipped to face the challenges which they would encounter in their Entrepreneurial journey.

The Entrepreneurship Development Cell (EDC) of Loyola College Chennai inaugurated their club activities for the year 2018-2019 on 12th September 2018. The chief guest for the inauguration was **Dr. A. V. Anoop** the founder and **Chief Executive Officer of Cholayil health care**. He also is the founder of the product line Medmix which focuses on the production and distribution on high quality Ayurvedic products in the Indian Market. The next program of the club was hosted on 28th August 2018 by **Sultan Refal, Managing Director of Max trading company & Mr. Aswin Muthuraman Managing Director of Seskco Management Consultant Chennai**. They shared their experience



Mr. A. V. Anoop, Founder & CEO, Cholayil Health Care

in development of Business and Entrepreneurship. The seminar was hosted on 19th September 2018. As the part of the seminar the club had invited **Mr. Karthik** founder of **Thirukurral Unavagam**. He provided very useful insights on the various aspects of the present cause of several lifestyle diseases and how such ailments can be treated through consumption of quality food.

On 28th November 2018, Be the Smartpreneur at 2.0 by **Mr. Kalyanaraman Subramanian** (stratup consulting) has in sighted on Barriers in entrepreneurship. On 10th December 2018, we conducted half-day seminar cum workshop on “**Intellectual property rights**” by **Mr. A.K. Rajaraman M.L** which was held at L.S. Hall. The central motive of this workshop was to give a clear picture to the aspiring entrepreneurs about copyrights, trademarks and patents and the rights that could be exercised from their ownership.

Our flagship event **EPLISON 2019** was conducted on 27th February 2019 with two tex series inaugurated by **Mr. Murugual founder mantomony.com** and **Mr. Santhosh Muruganatham founder of Kolapasi**. On 14th March 2019. Our Valedictory of Entrepreneurship Development Cell by **Mr. Varindar Bobby singh** (motivational talk) in MRF hall.

