

## REPORT ON THE ENTREPRENEURIAL CAREER CONNECT

The Webinar was conducted online on CISCO WEBEX on 15<sup>th</sup> November, 2021 between 4.30 p.m and 5.30 p.m organised by the Department of Commerce in collaboration with Loyola Institutions Innovation Council (LIIC). The webinar was aimed at enhancing the perceptions of students on entrepreneurship as career path and prospects associated with it. The webinar was a starter, which set a fire on the entrepreneurial career aspirations of the students.

The resource person Mr. Vijay Kapoor, Founder and MD of Derby Fashion focused on the dynamics pertaining to - providing insights on Entrepreneurial Career Connect; enhancing the perception of students on entrepreneurship as career path; and nurturing several young minds towards a successful career in entrepreneurship.

The speaker shared his experience of how he converted his passion into successful venture. He emphasised the hardship he came across and the way in which he succeeded through hard work and determination not to give up on oneself. He emphasised the point that one should believe in himself and strive till he accomplishes his dream come true.

Vijay also enlightened the students on recent concepts like *design thinking* and its relevance to the current business scenario and gave tips about his business model and success rate with his own business example.

The program ended with students' interaction and the question-and-answer session.

Key takeaways of the webinar -

- Finding your passion and converting it into a venture
- Business model and success rate
- Design thinking and its relevance to successful business
- Significance of branding and importance of differentiation.

Around 200 students participated both in offline and online and it was one of the memorable webinars conducted in collaboration with LIIC.



DEPARTMENT OF COMMERCE  
LOYOLA COLLEGE (AUTONOMOUS) CHENNAI  
IN COLLABORATION WITH  
LOYOLA INSTITUTIONS INNOVATION COUNCIL (LIIC)

ORGANISES A WEBINAR ON

# ENTREPRENEURIAL CAREER CONNECT

THURSDAY

25 NOV 2021 | 4.30PM

**VIJAY KAPOOR**

FOUNDER AND MD

 **ELEMENTS CLOTHING PRIVATE LIMITED**



DEPARTMENT OF COMMERCE  
LOYOLA COLLEGE



LIIC

Join using the link below:

<https://loyolachennai.webex.com/loyolachennai/?MTID=m3250d6ef109c6388c91522610168ea1>

**Dr A. Marces**  
Head, Dept. of Commerce  
(Shift-I)

**Dr S. Prasanna Kumar**  
Coordinator, Dept. of Commerce  
(Shift-II)

**Dr J. Aral Sarosh**  
President  
LIIC

**Prof. S. Charles Jai Singh**  
Organiser



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# DERBY

## MENSWEAR

**VISION**  
To be a trusted brand  
by providing great fitting  
apparel with good style  
quality that inspires

**VALUES**  
My work is my prayer  
I can, I will  
Intensity and enthusiasm  
Service loyalty to the customer  
Financial loyalty to the brand

Participants (256)

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