





INVITATION



DEPARTMENT OF COMMERCE (SHIFT-II)

&

LOYOLA INSTITUTION'S INNOVATION COUNCIL LOYOLA COLLEGE (AUTONOMOUS) CHENNAI - 600034.



INVITES FOR A LECTURE ON ENTREPRENEURSHIP, INNOVATION AND START-UPs



MR. VIJAY KAPOOR

FOUNDER & MD, DERBY MENS WEAR



MR. AKHILESH ASHOK

MD, HOUSE OF SAUSE



22 December 2022



4:45 Pm



Dr S. Prasanna Kumar Coordinator & Vice President, LIIC.

Prof. F. Antony Pradeep Organiser.







PHOTOS TAKEN DURING THE EVENT



Prayer by Department Choir



Mr Lakshmi Narasihman Introducing Mr Akhilesh Ashok, Alumnus.









Dr P. V. Saravanan felicitating Mr Akhilesh Ashok, MD, House of Sause.



Dr P. V. Saravanan felicitating Mr Akhilesh Ashok, MD, House of Sause.









Mr Akhilesh Ashok addressing the students on Start-Ups.



Mr Akhilesh Ashok interacting with Students on their Startup Ideas.









Mr Akhilesh Ashok interacting with Students on their Startup Ideas.



Prof. S. Charles Jail Singh Felicitating Mr Vijay Kapoor, Alumnus.









Prof. S. Charles Jail Singh Felicitating Mr Vijay Kapoor, Alumnus.



Mr Vijay Kapoor, Alumnus, Founder & MD, Derby Menswear.









Mr Vijay Kapoor Interacting with Students during Q n A Session.



Mr Vijay Kapoor Interacting with Students during Q n A Session.









Mr Vijay Kapoor Interacting with Prof. Karthikeyan during Q n A Session.



Vote of Thanks by Dr S. Prasanna Kumar







REPORT OF THE LECTURE ON ENTREPRENEURSHIP, INNOVATION & STARTUPS

22nd December, 2022

5:00 p.m

About the Event:

Innovation is the mother of all developments. When we as a society want to move forward, we innovate. Innovation can start with a simple thing such as how we clean our house and can go on until developing more efficient aircraft engines and developments in Agriculture while on the other side developing a re efficient space exploration. It is important for students studying business to learn how to better innovate what they are doing in their existing ideas. In the need to nurture this, the Department of Commerce (Shift-II), Loyola College organized a lecture on Entrepreneurship, Innovation and start-up management in collaboration with the Loyola Institutions Innovation Council (LIIC). The guests for the lecture were Mr. Vijay Kapoor, Founder of Derby Menswear & Mr. Akhilesh Ashok, Founder, House of Sause, both pioneers in the fashion industry and alumni the Department of Commerce (Shift – II).

The Guest of Honour, Mr. Akhilesh Ashok is the founder of the brand "House of Sause". Mr. Ashok completed his B. Com degree from Loyola College in the year 2018. In the history of Loyola College, Mr. Ashok is the first person to win more than a hundred cultural competitions that ranged from debates, to shark tanks and others. Mr. Ashok also served as the Joint Finance Secretary of the Commerce Forum. He also played for the Loyola Cricket team and was the secretary of the Holy Cross Student Council. Mr. Ashok is also now pursuing his chartered accountancy course. His brand House of Sause sells luxury streetwear which was launched in Milan on 31st August 2022.







Mr. Ashok, began his address by saying that he had the idea to start the brand post the pandemic with the motivation to start a streetwear brand that sold luxury clothing which is indigenous to India. He stated that when starting such a venture, it was important to come out of the comfort zone, due to the uncertain nature of such a business due to its novelty. The Guest of honor stated that fashion brands must have sustainability as the notion, which was due to the nature of the garment industry. The second idea to develop such a fashion brand was the need to create hype. Hype in such an industry can be used by using influencers and due to the advent of social media, sportspersons, actors and others help the brand to increase the hype around their products. In the case of Mr. Akhilesh's brand used cricketer M.S. Dhoni and Music director G.V Prakash to wear their products and create the necessary hype. Another way the brand created hype was by launching the brand in Milan, which helped create hype where people had the tendency to perceive the brand as a western brand. Another one that can help such a brand is the motto of why such a brand is formed.

The motto of House of Sause was to make people wear experimental clothing while having the confidence to wear it. The speaker also spoke about the importance of networking. The speaker mentioned that his production dealer, his marketing team & many others associated with his brand were his fellow Loyolites and fellow students. He also explained about capital through startup funding and boot camps, while also using word of mouth to build strong relations with customers and stakeholders in general. The speaker ended their address by explaining the fact that failure can be expected with starting off such a brand and we must embrace it, while also asking students their entrepreneurial ideas.

The Chief Guest Mr. Vijay Kapoor founded Derby Men's Fashion. He launched his fashion label Derby Men's Fashion at the age of 23, with only a small room. He is an alumnus of St. Bedes Anglo Indian Senior Secondary School and graduated with a degree in Commerce from Loyola College. Mr. Vijay also aced the seed transformation programme by Stanford







University, a prominent test for entrepreneurship and innovation. He created Derby Men's Fashion with the idea to put India on the international fashion map. He has been awarded many prestigious accolades, including the "Top Retail Minds of India". Mr. Vijay, took forth the inspiring goal of creating a thousand first-generation entrepreneurs by the date of 31st March 2025. He has also trekked the Himalayas and also divided the seas, in pursuit of exploring exotic corals.

The Chief Guest began their speech by explaining the need for love. Love in anything will help in fostering a good nature & he explained that this will also be very helpful for entrepreneurs to be able to drive their business. With love only came sustainable fashion as the garment industry was the second most polluting industry globally. The speaker then explained that entrepreneurs take capital from a lower area of productivity and take it to a higher area of productivity. The main goal of entrepreneurship is problem-solving. The speaker drew parallels between parenting to entrepreneurship, as one's firm or product can be regarded as one's child. He explained that entrepreneurship while providing freedom, it does also take up all your time and one must be ready for that.

The speaker laid heavy emphasis on communication skills as this can help with networking and creating a strong relationship for the business. The speaker explained that life was a result of one's choice and only their choice and a person must own these choices. This gives the thought that entrepreneurship is more about the person and how they take it forward rather than the idea. The Chief Guest explained that he had lost majorly in his business when he took it on a large scale across India. For his business to come back, they went back to the grassroots and brought it back. Mr. Vijay explained that it is very important for any entrepreneur to understand the grassroots and stick to it. As a final thought, the speaker explained that an entrepreneur always needed to be humble, while also laying emphasis on







the idea of love again. The speaker ended their discussion with a question-and-answer session with the students.

Key Takeaways:

The invited lecture brought in the following key takeaways:

- Students learned about what it takes to start a business;
- The hurdles that are to be faced, which can only be solved by innovative thinking.
- Problem-solving through innovative thinking also includes the sourcing of capital as well as the need to have a good network.
- Finally, students understood the values & commitment that they must put forth while starting their entrepreneurial journey.

Report Prepared by Mr Visharath (21-UCO-315)

Prof. F. Antony Pradeep Organiser. Dr S. Prasanna Kumar Coordinator.







ATTENDANCE

Foma	t No: TLP1	Attendanc	e Monito	ring Sheet	Re	evised on: 202
Comm D, 21 4th Sc	nerce 4th Semes UCO - B.Com. (emester-Shift II		ommerce	4th Semester-Sl	hift II	Semeste 4
Subje	ect : UCO 4603-	MANAGING INNOVATION			Mr.I	Karthikeyan V.
SI No	Reg. No	Name	22-12- 2022	Present Hours	Absent Hours	Total Hour
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1	21-UCO-229	SARUK I-(10-09-2003)	Λ	0	10	1
2	21-UCO-258	DANIEL JOSHVA S-(26-10- 2003)	P	3	0	1
3	21-UCO-263	CHIRAG TATIA S -(05-11- 2003)	Α	0	i	1
4	21-UCO-278	HARISH M-(07-05-2003)	A	0	1	1
5	21-UCO-307	HANSEL REMIGIUS-(26-02- 2002)	p.	,	0	1
6	21-UCO-314	SIDDH P-(09-04-2003)	Λ	0	1	1
7	21-UCO-315	VISHARATH V-(12-02-2004)	p	1 .	0	1
8	21-UCO-317	JUAN GREGORY ANTONY- (12-09-2003)	P	,	0	1
9	21-UCO-320	ANANTHAKUMAAR S-(28- 10-2003)			0	1
10	21-UCO-326	SAM ROHAN R-(23-08-2003)	Λ	0	1	1
11	21-UCO-327	JAYSONS SURYA P-(28-08- 2002)	p	1	0	1
12	21-UCO-332	LAKSHMANAN M-(12-01- 2003)	16	1	0	.1
13	21-UCO-337	BARADAN S-(20-01-2004)	P.	T	0	1
14	21-UCO-345	HARIKRISHNAN M-(13-03- 2003)	ħ	1	0	1
15	21-UCO-347	SANTHOSH D-(29-03-2004)	Λ	0 comment	1	Luis
16	21-UCO-361	AKASH A K-(04-10-2003)	۸	Loyol	1 1	My My
17	21-UCO-372	SHREYANSH M-(19-09-2002)	Λ	S College	37	V ,
18	21-UCO-401	SUDHARSAN T-(29-01-2004)	P	Shenna	0	1
19	21-UCO-406	SANJAY KUMAR K A-(08- 10-2003)	p		(# 1 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2	1







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21	21-UCO-423	RANJITH KUMAR G-(06-04- 2004)	A	0	1	1
22	21-UCO-424	GEORGE LEOPAUL-(03-06- 2003)	p		0	1
23	21-UCO-428	HARIS R M-(28-03-2003)	ja .	1	0	1
24	21-UCO-432	SAHAYA RANJITH ANISH J- (17-09-2003)	Α	0	1	1
25	21-UCO-446	SARAN S-(09-06-2004)	p.	1	0	1
26	21-UCO-451	KISHORE P R-(02-02-2004)	р	1	0	1
27	21-UCO-452	AUGUSTINE DANIEL J-(16- 05-2003)	P	1	0	1
28	21-UCO-459	SHUBH ISSRANI-(20-06- 2003)	Λ	0	1	1
29	21-UCO-460	VIGNESH RAJA R-(19-03- 2001)	p	1	0	1
30	21-UCO-462	MAYA PRAKASH P-(01-06- 2003)	P	E	0	1
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32	21-UCO-470	NITHINRAJ M-(02-06-2004)	P	t	0	1
33	21-UCO-501	SAMUEL JASON DOSS-(24- 01-2004)	P	ı	0	1
34	21-UCO-502	JONATHAN V-(27-04-2003)	A	0	1	1
35	21-UCO-504	KIRAN ANTONY A-(03-09- 2003)	je	1	0	1
36	21-UCO-517	SAI KUMAR S-(05-08-2004)	P	1	0	1
37	21-UCO-520	LAKSHMI NARASIMHAN P- (12-06-2004)	P	1	0	1
38	21-UCO-524	VETRICHELVAN M-(31-03- 2004)	P.	1	0	9 1
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40	21-UCO-526	JYOTHISH K J-(01-12-2003)	A	mmt O s	1	V
41	21-UCO-527	SAMIR AHMED-(30-10-2003)	p	Foldy F	ò	1
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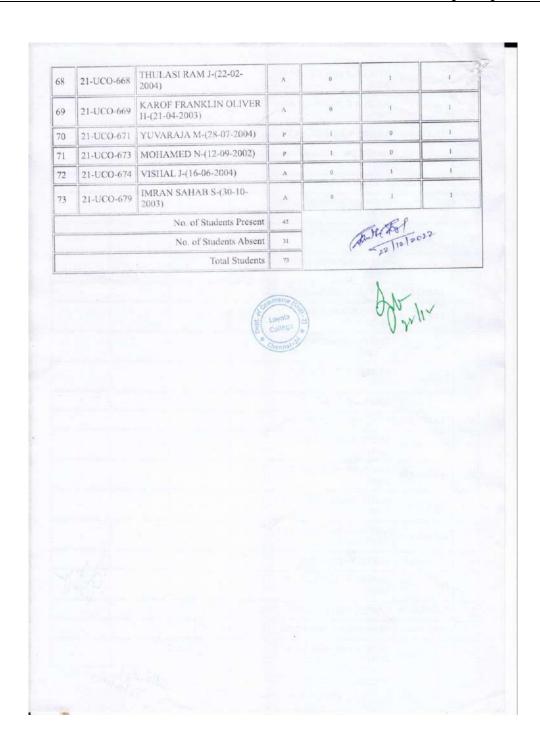


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49	21-UCO-604	AFRIN JOEL J-(26-12-2003)	p	1	0	1
50	21-UCO-605	MICHAEL KISHORE G-(15- 08-2003)	A	0	1	1
51	21-UCO-609	LENIN JOSEPH U-(22-07- 2003)	А	0	1	1
52	21-UCO-615	JAMES MATHEW -(22-05- 2003)	P	1	.0	1
53	21-UCO-616	SHOBAN S-(02-04-2004)	A	Ü	1	1
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55	21-UCO-627	TRISTAN SANFORD B-(13- 09-2003)	Ъ.	1	Ω	t .
56	21-UCO-628	MUTHU KUMAR R R-(17-11- 2003)	A	0	1	I.
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58	21-UCO-634	KOWSHIK N-(24-05-2004)	A	0	1	1
59	21-UCO-636	ANDREW JOS J M-(01-07- 2003)	P	1	0	1
60	21-UCO-637	TARUN KUMAR T-(26-01- 2004)	P	1	0	4
61	21-UCO-647	REJOY THOMAS M-(12-06- 2004)	P	1	0	1
52	21-UCO-651	AMISH DANIEL CHARLES- (28-04-2003)	P	1	0	1
53	21-UCO-655	RAHUL V-(28-09-2003)	P	1	0	1
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Subje	et : UCO 4602-1	FINANCIAL REPORTING AND	ANALY:	SIS		tony Pradeep. F
Sl No	Reg. No	Name	22-12- 2022	Present Hours	Absent Hours	Total Hours
1	21-UCO-201	HARIHARAN N-(18-08- 2003)	4 A	0	1	1
2	21-UCO-203	MATHI B N-(29-03-2004)	p	1	0	1
3	21-UCO-213	GAZAL DHARSHAN S-(02- 05-2003)	P	1	0	1
4	21-UCO-215	HARISH P-(13-03-2003)	p	1	0	1
5	21-UCO-219	PREMKUMAR S-(29-07- 2004)	Р	1	0	1
6	21-UCO-220	NARENDHIRAN D-(17-05- 2003)	P	1	0	1
7	21-UCO-226	MOHAMMED MUSHARRAF S-(12-01- 2004)	P	1	0	1
8	21-UCO-232	RONALD B J-(11-10-2003)	p	1	0	
9	21-UCO-234	ABINAV S-(12-11-2003)	P	1	0	.1
10	21-UCO-235	GODRIC JESWIN PAIVA - (14-04-2004)	p	81	0	1
11	21-UCO-238	TOM ALEXI BOSE-(08-03- 2003)	Α	0	1	1
12	21-UCO-240	CHUMMAR K M-(03-04- 2003)	p.	7	0	1
13	21-UCO-242	PRASANTH RAJ S-(04-06- 2004)	A	0	1	t
14	21-UCO-245	ARUN M-(22-12-2003)	A	0	1	Alt
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16	21-UCO-250	SAMUEL JOHN C-(10-01- 2004)	p	Loyo Colle	0	7.
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19	21-UCO-256	VINOTH BABU B-(25-08- 2003)	P	1	0	1
20	21-UCO-257	SUBIN RAJ M-(03-01-2004)	p	1	0	1
21	21-UCO-266	FELIX IMMANUEL F-(07- 10-2003)	A	0	17	1
22	21-UCO-267	JOHN SAMUVEL B-(25-12- 2003)	P	1	0	1
23	21-UCO-269	SUMAN B-(11-01-2003)	P	1	0	i
24	21-UCO-271	GOKUL E-(03-08-2004)	Α	0	1	1
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26	21-UCO-273	MOHAMED FAIZAL A-(24- 05-2004)	P		0	ı
27	21-UCO-276	PRINCE K-(25-03-2004)	Λ	0	1	1
28	21-UCO-277	SHARAN V-(01-01-2004)	A	0	1	1
29	21-UCO-279	PRAVEEN BABU B-(04-09- 2003)	P	1	0	1
30	21-UCO-280	LOKESH JAIN J-(15-09- 2003)	٨	0	1	1
31	21-UCO-302	LOKESH KUMAR R-(09-11- 2003)	A	0	1	1
32	21-UCO-310	RICKEY DOMNIC A-(20-12- 2003)	А	0	I.	í
33	21-UCO-316	FAREED MOHAMMED C U-(24-03-2003)	p-	1	0	1
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35	21-UCO-331	PRAVEEN KUMAR A-(01- 05-2004)	A	0	1	1
36	21-UCO-333	SRIJITH VIGNAN N-(01-12- 2003)	Α	0	1 0	Maly
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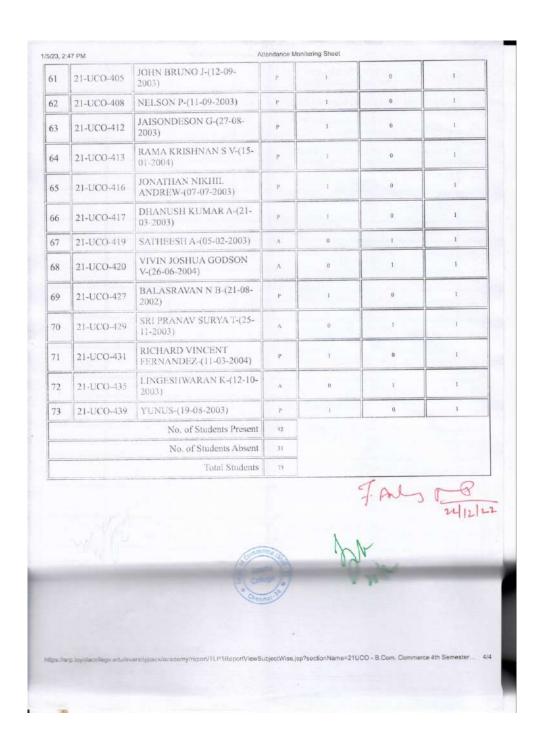


40	21-UCO-348	ADITYA PRAKASH YADAV-(06-09-2003)	A	0	1	1
41	21-UCO-349	HARSITH R-(14-03-2003)	Λ	0	1	1
42	21-UCO-350	GOWTHAM KISHORE J- (09-06-2004)	P	L	0	1
43	21-UCO-351	KATHIR J-(18-11-2003)	Λ	0	1	1
44	21-UCO-352	ANBUKANNAN R-(13-12- 2003)	Р	1	0	1
45	21-UCO-353	BESCHI BEARSON S-(04- 09-2003)	A	0	3	1
46	21-UCO-354	ABISHAKE S-(14-04-2004)	A	0	1	1
47	21-UCO-355	ABRAHAM RATHINAM V- (29-05-2004)	Р	1	0	1
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SLNo.	Register No	Preneurship, Innovation and Start-ups- Student List Student Name
	21-UCO-441	OLIVEYAN SELVAM I
	21-UCO-450	AALDON SHINO V
_	21-UCO-457	VIGNESH K
	21-UCO-461	BALAJI K
	21-UCO-467	ARUN KUMAR R
	21-UCO-473	ADITYA PRATAP S A
	21-UCO-474	AAKASH R
	21-UCO-475	DEEPAK V
9	21-UCO-477	MOHAMMED SAIF S
10	21-UCO-479	DEEPAN VIGNESH T
- 11	21-UCO-507	NAVIN R U
12	21-UCO-509	BENEDICT JOHN S
13	21-UCO-510	JOSEPH RENNIESH J
14	21-UCO-516	HARSA VARTHAN R
15	21-UCO-518	ABINAV RAM KUMAR S
16	21-UCO-529	ALLEN JOSEPH SYRUS S
17	21-UCO-532	BHARATH TEJA A V
18	21-UCO-533	SAMUEL D
19	21-UCO-534	LOURD KEVIN J
	21-UCO-535	KARANKUMAR U
	21-UCO-539	SYED ATHERALIUDDIN KHADERI K
7.0	21-UCO-545	DASAPRAKASH J
	21-UCO-548	MITHILESH P
	21-UCO-556	VANGALA PUNEETH SAAGAR
	21-UCO-559	DANIEL DANUSH L R
	21-UCO-560	JOSHEI J
-	21-UCO-561	MEENAKSHI SUNDARRAM M S
-	21-UCO-578	MANISH A
	21-UCO-618	ASHWIN SUBRAMANIAN
	21-UCO-626	JOSHUA EMMANUAL ROBERTS
	21-UCO-630	KAUSHIK GOKUL C M
	21-UCO-638	JERRY JOSEPH
	21-UCO-643	ASHWIN SUBRAMANIAM B
	21-UCO-649	ANANDHA KUMAR D
	21-UCO-653	SAM MATHEW D R
	21-UCO-662	SHAILESH K S
	21-UCO-663	JOSHUA SANFORD S
	21-UCO-670	JAYASAKKTHIVEL V
39	21-UCO-676	YOKESH S P