

## ABOUT LOYOLA

Loyola College, Chennai is an autonomous Jesuit college of the University of Madras, Chennai, India. It consistently ranks among the top ten institutions in India for degree programmes in commerce, arts, natural sciences and social sciences. The college was founded by the Society of Jesus (Jesuits) in 1925. UGC conferred the status of "College with potential for Excellence" on Loyola College in 2004 and confirmed the same in 2010. UGC has elevated Loyola College to the status of "College of Excellence" for the period from April 1, 2014 till March 31, 2019. Today, there are 21 P.G courses and 22 U.G courses with more than 12,000 students.

## ABOUT EDC

The Entrepreneurship Development Cell was started in the year 2004. The club swiftly became one of the best clubs in Loyola college due to its excellent formulation and continuity in conducting many utilitarian programmes, thus making the students competent and capable in achieving their aspirations. Entrepreneurship Development Cell (EDC's) main objectives are to be the leader in enabling and facilitating entrepreneurs, support the sparks of budding entrepreneurs and manifesting the spirit and energy of young students from ideation to start-up and finally to establish and scale them up with integrity and sustainability through constant guidance and mentoring.

## PATRONS

**Rev. Dr Francis P. Xavier, S.J**  
Rector, Loyola College

**Rev. Dr. D. Selvanayakam. S.J**  
Secretary & Correspondent,  
Loyola College

**Rev. Dr.A. Thomas, S.J**  
Principal, Loyola College

**Dr. Melchias Gabriel,**  
Deputy Principal, Loyola College

### CHAIRMAN

**Dr. S. Prasanna Kumar**  
Dean of Students-Shift II,  
Loyola College

### CONVENER

**Dr. D. John Benedict**  
Assistant Professor,  
Loyola College

### ORGANISING SECRETARY

**Dr. M. Siva Kumar**  
Assistant Professor,  
Loyola College

### ORGANISING COMMITTEE

Gokul Nambi  
Manish Jain  
Alex Roy  
Raghul  
Lakshmi Prasanth  
Mridhul  
Darshan Lunawat  
Norman Francklin

## REGISTRATION DETAILS

**Registration fee :** ₹200

### Fee Includes

Lunch  
Snack  
Participant's Kit  
Participation Certificates

### Registration and Rulebook

Tap or Scan the QR codes below



## QUERIES

### Registration

Raghul +91 9790864159

### Other Queries

Gokul +91 7550134003  
Alex +91 8848996814  
Manish +91 9080849121

For further queries drop in a mail to:

[epsilonsummit@gmail.com](mailto:epsilonsummit@gmail.com)

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**EPSILON 2020**  
. B E T A .

**National  
Entrepreneurship Summit**

By

Entrepreneurship  
Development Cell (EDC)  
Shift - II

**February 26th, 2020**



**LOYOLA COLLEGE**  
CHENNAI - 34

## ABOUT THE SUMMIT

The major objective of this summit is to hone up your entrepreneurial mindset. This event aims at equipping delegates with the necessary skills, knowledge base and experience to become the next Global Entrepreneur.

The process of debating, learning and understanding the survivalist instinct is a technique that one must know in this uncertain business environment which builds some and cripple others.

**The highlights we aim to achieve with this event include:**

- Give our delegates an opportunity to meet individuals who will provide an informative and mature insight into this everchanging business environment
- Arrange productive activities which would help create a two way communication channel so we can give and receive knowledge
- Create competitive events which would test the mettle of the students and also bring out different and unique arguments in our grand event.

## EVENTS

### *Diligent Minds*

The World is changing at a rapid pace, technologies are advancing day by day, people are becoming restless in their wants to be satisfied, it's time to provide prompt solutions for their betterment. A true Marketer is the one who provides ultimate satisfaction to its customers.

Let's see whether you are a true MARKETER?

### *Corporate Monster*

it's time for all the budding entrepreneurs to showcase their talents by coming up with an innovative strategy for their business model with a couple of extra skills like how a Corporate World works with Twists & Turns and try saving your company with your knowledge. By this way it helps understanding the basics of our economy, the business opportunities that result and the need to master basic skills and competencies to be successful.

## TEX

### Talks on Entrepreneurial Experience

The summit will also hold two Tex Talk sessions. These sessions will be held by eminent personalities with years of experience in the particular fields. The aim of these Tex talks is to inspire the young entrepreneurs towards understanding how various problems can be tackled once they enter the real world.

#### **1.Start-up to Scale-up**

Not every business is poised to make it big. Some start-ups get off the ground without the right systems, people, or mindset in place. This session will have renowned people with entrepreneurship experience sharing the encounters they faced and encouraging the youth with some tips to shatter the hindrances they might face while trying to scale-up their start-up.

#### **2.Marketing/Digital Marketing**

It is easy to introduce anything to the market, but it becomes hard and engaging when it comes to the marketing of the particular product or brand.

## TEX

Therefore the second session of the seminar will explain how various different set of activities and unique promotion methods would pave way for success.

Especially in the current scenario how trade market can be influenced by making Digital propagandas will also be assessed and analysed.

### PANEL DISCUSSION

#### **Managing and Growing a Sustainable Business:**

Most businesses don't possess a deeper understanding about sustainability. From a broader perspective, a sustainable company is one whose purpose and actions are equally grounded in financial, environmental and social concerns.

But unfortunately, the road to sustainability for most businesses is not easy. The Panel consisting of vibrant Entrepreneurs will share and discuss their thoughts on shaping a more sustainable future for the companies as well as their community.