



DEPARTMENT OF COMMERCE (SHIFT-II)
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034.
ENTREPRENEURIAL CAREER CONNECT – 25th Nov, 2021
In Collaboration with
Loyola Institutions Innovation Council (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
CLOTHING PRIVATE LIMITED

 
DEPARTMENT OF COMMERCE
LOYOLA COLLEGE
LIIC

Join using the link below:
<https://loyolacollege.edu.in/webinar/loyolacollege/1.php?MTID=m325f4d6e1f09c8388c81522b10168eaf>

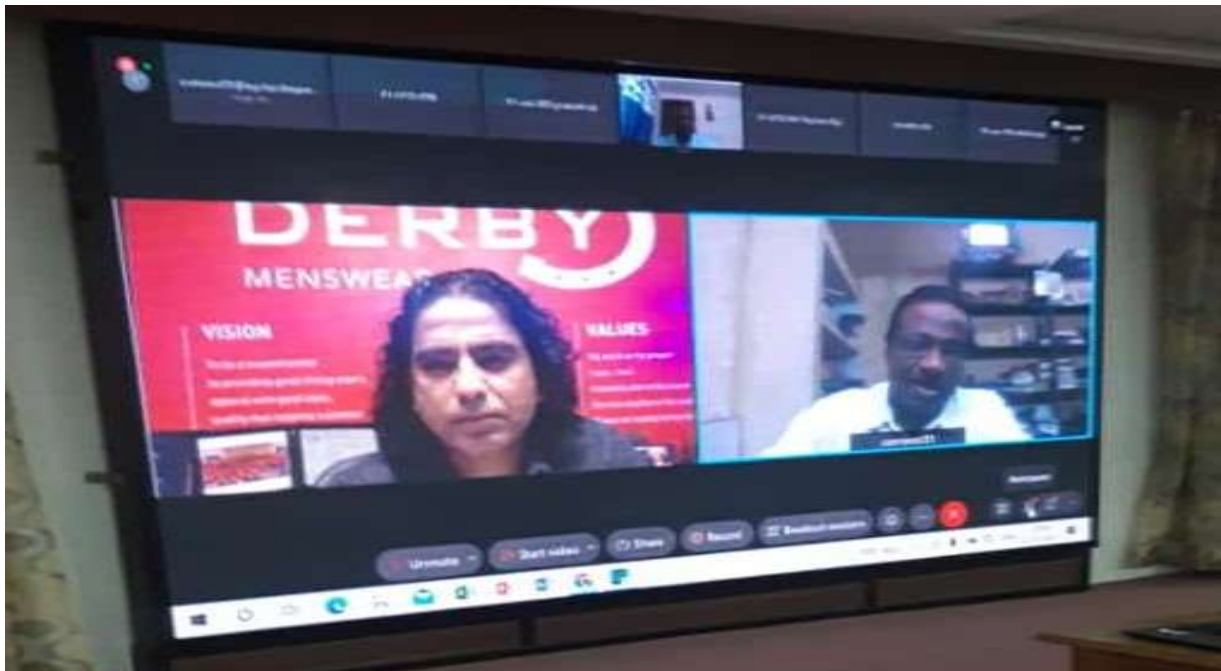
Dr. A. Mercon Head, Dept. of Commerce (Shift-I)	Dr. S. Prasanna Kumar Coordinator, Dept. of Commerce (Shift-II)	Dr. J. Anil Kumar President LIIC	Prof. S. Charles Jit Singh Organiser
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INVITATION



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PHOTOS AND SCREENHOTS OF THE EVENT



Dr A. Marcus, Head, Department of Commerce (Shift - I)
welcoming the gathering Offline and Virtually



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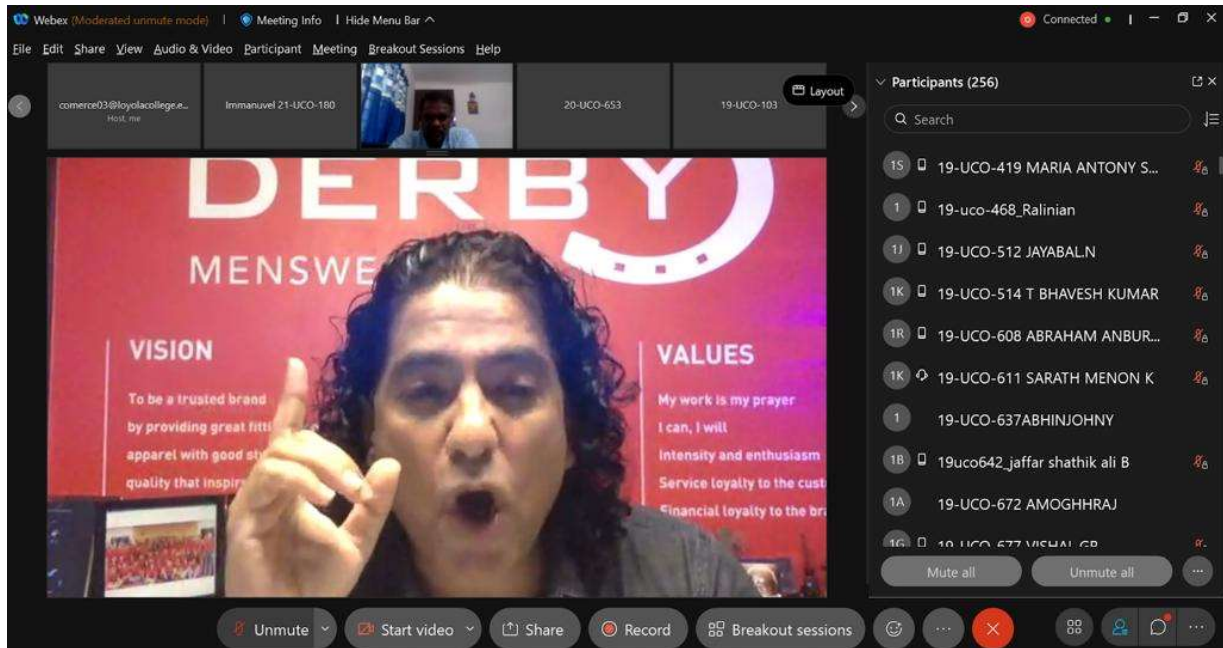
Prof. Nishanth Arul Dominic introducing the Chief Guest



In-person participants of the webinar



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Mr Vijay Kapur addressing the participants (in-person & virtually)



Q & A session

Mr Jeffrin Leonard (19-UCO-405) posing his question to Mr. Vijay Kapur



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REPORT ON THE EVENT

Date of Meeting : 15-11-2021

Time: 4:30 PM – 5:30 PM

Venue: LS HALL and live streaming on CISCO WEBEX

Link for the event:

<https://loyolachennai.webex.com/wbxmjs/joinservice/sites/loyolachennai/meeting/download/9401ac4377c24f24838e6d3c39c752c7?siteurl=loyolachennai&MTID=m32511d6eff09c6388c91522b10f68ea1>

No. of participants: 280

Recording link:

<https://loyolachennai.webex.com/webappng/sites/loyolachennai/recording/64d1df473009103abb7e00505681e57c/playback>

About the Event:

Entrepreneurial Career Connect (offline and online mode) was organized by the Department of Commerce in collaboration with Loyola Institutions Innovation Council (LIIC). The webinar was aimed at enhancing the perception of students on entrepreneurship as a career path and prospects associated with it and enhancing students' entrepreneurial career aspirations.

The webinar was planned to deliver the followings:

- Providing insights on Entrepreneurial Career Connect.
- Enhancing the perception of students on entrepreneurship as career path
- Nurture several young minds towards a successful career in entrepreneurship.

The event began with a prayer by Prof Delphine Valarina A, following which Dr A, Marcus, Head, Department of Commerce (Shift – I) welcomed everyone present online and offline for the webinar. Prof Charles Jail Singh introduced the dynamics of the webinar enlightening



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the nuances and crux of considering entrepreneurship as a career option. Prof Nishanth Arul Dominic introduced the chief guest of the day Mr. Vjiay Kapur, Founder and MD of Derby Fashion Brand.

The resource person, Mr Vijay Kapoor, Founder and MD of Derby Fashion, inspired the students with his own story of how he found his passion and converted that into a successful venture. He stressed mainly on hard work and determination and not to give up on oneself and must always believe and accomplish the dream. Furthermore, the resource person also enlightened the students on the emerging concepts such as design thinking and its relevance to the current business scenario, and explained citing his own business model and success rate in his own business. The webinar ended with a highly interactive session.

Key takeaways of the webinar:

- Design thinking and its relevance to successful business
- Significance of branding and importance of differentiation
- Finding your passion and converting it into a venture
- Business model and success rate
- Preparing KPI / KRA based vision and connecting it with reward system
- Balance scorecard and data driven and strategic decision
- The power of thought and positive vocabulary
- Importance of sales funnel and doing justice to your potential
- Design thinking and its relevance to successful business
- Importance shared responsibility in entrepreneurship.
- Significance of branding and differentiation in entrepreneurship.

Prof. S. Charles Jail Singh
Organiser

Dr S. Prasanna Kumar
Coordinator.