



LOYOLA INSTITUTION'S INNOVATION COUNCIL (LIIC)

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034.

'TURNING DREAMS INTO REALITY - REPORT

20TH February, 2021

Participants Attended: 93

Participants List (Link):

https://docs.google.com/spreadsheets/d/1CrtvQDKQI8G6zm3FouF_e1JiVyFAnt70vxeeooJ2TIE/edit?usp=sharing

Platform: CISCO WEBEX

Program Link:

<https://loyolachennai.webex.com/loyolachennai/j.php?MTID=m57a1579b8f09a1466cfaaf64c9f6fb71>

About the Event:

Loyola Institutions Innovation Council (LIIC) organized a Motivation Session in collaboration with Entrepreneurship Development Cell (EDC) of the College based on the theme 'Turning Dreams Into Reality' conducted via online platform through WebEx on February 20th, 2021 with Mr Aditya, EDC member moderated the session, after which the faculty advisor of EDC Dr John Benedict delivered the welcome address who strongly believes in the fact that 'Success usually comes to those who are too busy to be looking for it' and Pranay introducing the speaker to all the students out there.

The day was marked by the energetic and enthusiastic presence of Santosh Muruganatham, Co-founder and Managing Director of Kolapasi chain of restaurants. After completing his masters in Bio Informatics from Georgia Tech, Atlanta and spending few years with different corporates, Santosh stepped into the world of Entrepreneurship. Kolapasi is his second venture which was started along with his friends. Kolapasi is one of the largest takeaways in South India, currently operating in Chennai, Coimbatore,



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Tirpattur, Tiruvannamalai and also expanding to many other locations in the upcoming months and stretching it globally as well in Melbourne, Australia. He belongs to the Elite list of twenty inspiring men for the year 2017 by WE Magazine. He is a public speaker with a million views on his Josh talk. He loves to cook, read, and travel and is an avid badminton player. Kolapasi even won the best Restaurant Chain for the year 2018 Award from the Indian Business Congress.

The entire session took by the speaker was very much informative, interesting and provocative. It initially began with the importance of the act 'Thinking' in terms of motivating an individual to think the various outcomes and the benefits before starting out a venture. One of his books named Desipreneur 0.0 is going to be published in March which is exactly based on the above-mentioned term. Santosh then mainly emphasized on four main things.

Firstly, he highlighted the importance of building a great 'Reputation' as for being an entrepreneur, one first has to be a good reputed student first. So, this way even parents will invest with a free mind into their ward's future career. Secondly, he talked out Business and Start-ups in the growing economy - as to how businesses are much straight forward but start-ups themselves have to figure out the way forward as the case may be for Twitter, WhatsApp etc. Moral behind it was based on the concept 'Jumping to Curve', wherein one has to be progressive enough towards each and every new development happening in the economy and should be sufficient enough to 'Jump off the Curve'. This was also illustrated by a beautiful example of a person who used to sell ice out of the frozen lakes in US during winter making good profits and being left over with no profits during summer. Then after few years, Ice factories over took them and then finally the Refrigerator over took them. Thus, everybody lost to someone as they couldn't move forward. So, Jumping to Curve was clearly stated to the audience.



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He spoke about the 'Indian Edge' which basically meant that we being Indians should actually be proud of India being the second largest country in terms of population and having high diversity which influences other countries to invest more in India. So Indian Edge is based on the fact that we being Indians, are genetically programmed towards each and every single habit that an Indian possess and we should actually have the entire knowledge about the Indian Market which is very much important for carrying on any venture in the upcoming years. In other terms, Santosh was keen on telling us to understand where one's time is more valuable, as in this way all can do out crazy work in the next ten years in the field of Entrepreneurship. Fourthly, he mentioned the crowd to think and take their very own decisions in life from now on, in terms of their career or whatsoever through which all can utilise their time in the most effective manner and restrain themselves from bad habits which is something very much important now-a-days for a person to be successful in his career.

At the end of the session students did ask pragmatic questions with good amount of interaction and definitely had a valuable time. Mr Santosh had done well on his part and has taught everyone a lesson in terms of leading a successful entrepreneur life with all his glorious real-life sharing's. The session finally came to an end with Dr Prasanna Kumar, Convener of LIIC spoke about the future years of EDC as a whole and Alex delivering the vote of thanks to everyone present in the session out there.

S. Prasanna Kumar

Dr S. Prasanna Kumar

Convener, LIIC



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INVITATION

LOYOLA COLLEGE
(AUTONOMOUS)

ENTREPRENEURSHIP DEVELOPMENT CELL (SHIFT - II)
&
LOYOLA INSTITUTE OF INNOVATION COUNCIL

JOINTLY ORGANISES WEBINAR ON

TURNING DREAMS INTO REALITY

WE ARE DELIGHTED TO WELCOME

MR. SANTHOSH MURUGANATHAM
CO FOUNDER & MD
KOLAPASI

ON 20 FEB 2021
10.00AM | ZOOM



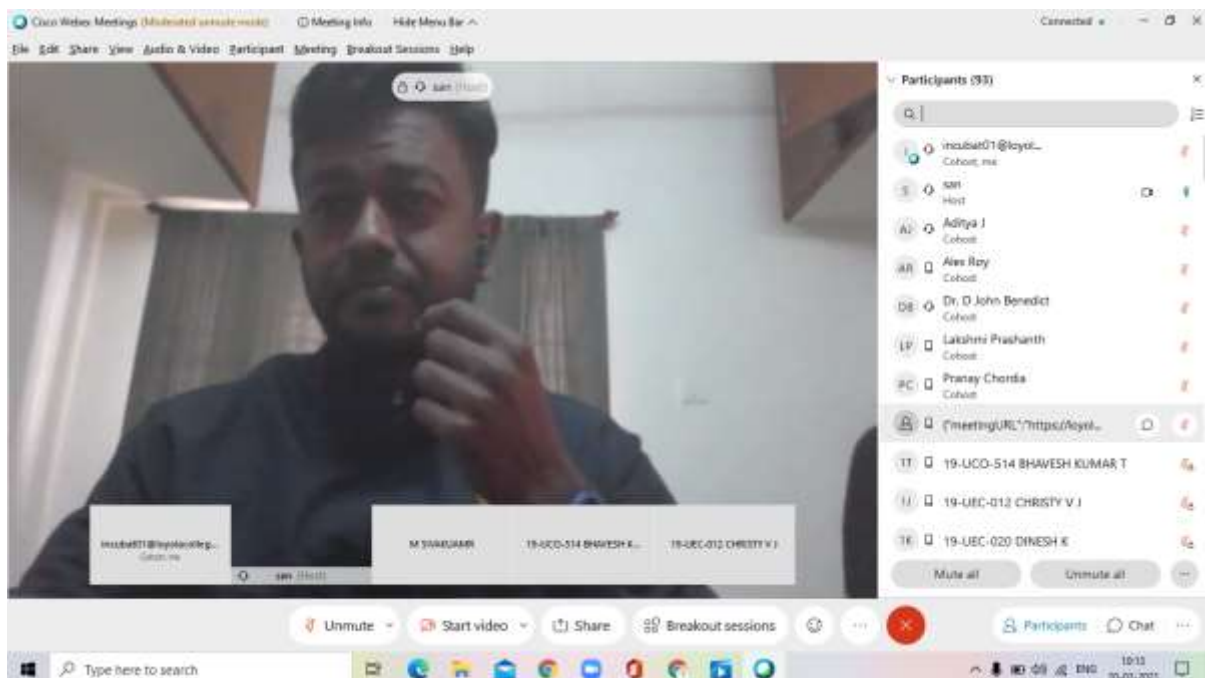
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SCREENSHOTS OF THE EVENT



Dr. John Benedict, EDC Welcoming the participants for the session.



Mr. Santhosh Muruganantham, Co-founder, KOLAPASI Restaurant

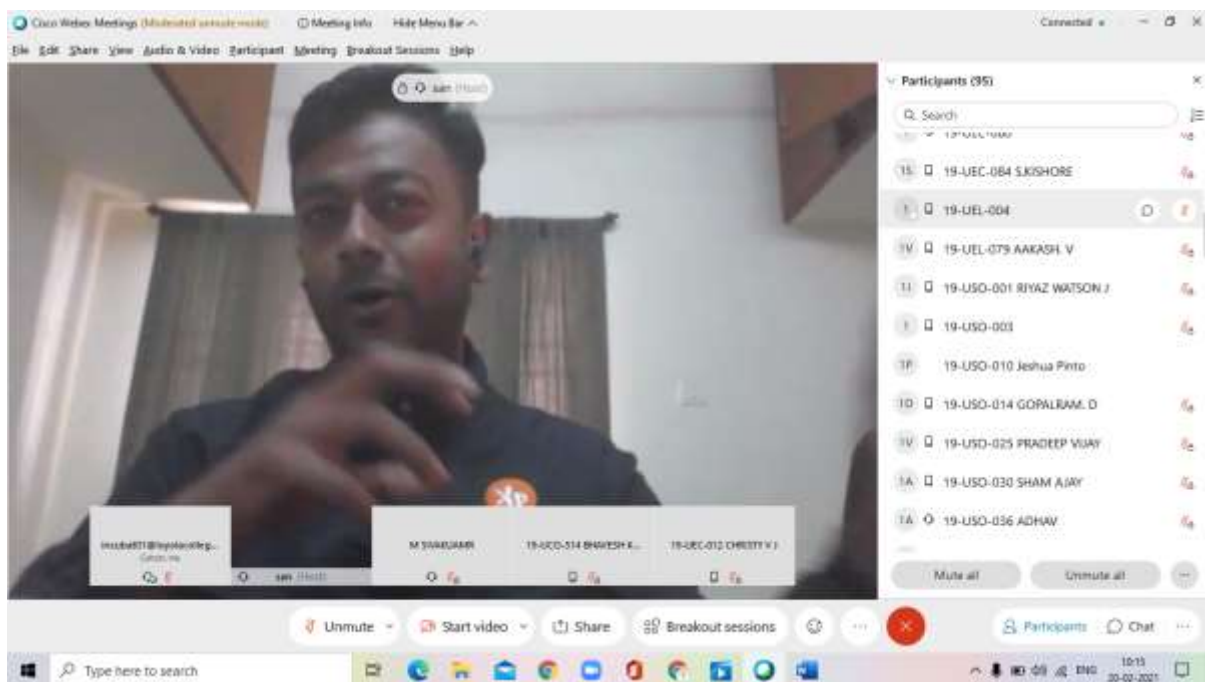


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Mr Santhosh Murugatham addressing the participants of the Session





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Dr S. Prasanna Kumar, Convener, LIIC orienting students on the Vision and Mission of Loyola Institutions Innovation Council.