



KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

College of Excellence (Status awarded by UGC)
Re-accredited by NAAC with 'A+', Grade (4th Cycle)

G.N. Mills (Post), Coimbatore - 641029
Tamil Nadu, India

Institution Innovation Council (IIC)

&

Department of Commerce (PG & Research) and Commerce with Professional Accounting

Jointly Organizes & Cordially invite you for a Webinar
on

Fostering Innovation and Entrepreneurship

Resource Person

Date: 27.01.2021

Time: 10:10 am



Mr. Naveen Manickam
Chief Executive Officer,
Krishna Advertisement,
Coimbatore.



Scan for
Teams Link

Program Schedule

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|---|---|
| Chief Patron Dr. M. Aruchami President | Patron Dr. C.A. Vasuki Secretary & Director |
| Dr. M. Lekeshmanaswamy Chairman - IIC Principal, KASC | |
| Convenors | |
| Dr. S. R. Madhan Shankar, IIC - President & Dean Academics KASC | Dr. G. Dhandapani Convener, IIC Assistant Professor, Department of Botany |
| Organising Secretary Dr. B. Divya Priya Innovation Ambassador - IIC Associate Professor of Commerce (PG) | |
| Technical Co-ordinator Mr. A. B. Ramsailesh Student Ambassador - IIC III B. Com | |

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| Welcome Address & Introduction of Resource Person | : Mr. A. B. Ramsailesh Student Ambassador - IIC III B.Com |
| Presidential Address | : Dr. M. Lekeshmanaswamy, Principal, KASC. |
| Felicitation | : Dr. T. Jayakumar Dean School of Commerce KASC : Dr. A. Hema IIC - Internship Co - ordinator Associate Professor and Head Department of BCA |
| Keynote Address | : Dr. M. Revathi Bala Assistant Professor & Head Department of Commerce (PG & Research) and Commerce PA |
| Special Address | : Mr. Naveen Manickam, Chief Executive Officer, Krishna Advertisements, Coimbatore |
| Vote of thanks | : Mr. K. Pradeesh, Student Ambassador - IIC, III BBA CA |



**Kongunadu Arts and Science College (Autonomous),
Coimbatore – 29.**

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Jointly organises

**Webinar on
“Fostering innovation and Entrepreneurship”
On
27th January, 2021**

-Report-

Institution Innovation Council (IIC), Kongunadu Arts and Science College (Autonomous), Coimbatore, and Department of Commerce (PG and Research) and Commerce with Professional Accounting, jointly hosted a webinar on ‘Fostering Innovation and Entrepreneurship’ in MS Teams on *January 27th, 2021*. Mr. Naveen Manickam, Chief Executive Officer, Krishna Advertisement, Coimbatore, was the resource person.

Dr.S.R.Madhan Shankar, President - IIC, and Dean – Academics, Dr.G.Dhandapani, IIC - Co-ordinator and Assistant Professor of Botany convened the webinar. Dr.B.Divya Priya, Innovation Ambassador – IIC and Associate Professor of Commerce, served as the organising secretary.

Presidential address was delivered by Dr. M. Lekeshmanaswamy, Chairman – IIC and Principal, Kongunadu Arts and Science College, Coimbatore. In his address, he highlighted the need for innovation that may take place in a product and process. He motivated the students by putting forth one of the student achievement G.Priyadharshan from Department of Physics for his invention on Electric Bicycle. He added innovation takes place everywhere; the only thing required is to understand the local problems, think different in order to come out with different solution.

Dr. T. Jayakumar, Dean School of Commerce and Management Studies, felicitated the event. He highlighted how innovation has changed the way one does the business. He narrated some of the

innovative banking product and how it impacted on the people's lifestyle. Dr. A. Hema, Internship Co-ordinator, Associate Professor and Head, Department of BCA, felicitated the event by stating an innovation takes place.

Mr.Naveen Manickam, Chief Executive Officer, Krishna Advertisement, Coimbatore, highlighted the key indicators of 'Fostering Innovation and Entrepreneurship'. He emphasized the importance of innovation in this innovative world particularly in digital era. He said the road to success is not as smooth as it appears to be. He stated the reasons for the failure of many start-up companies: timing of release of the product could be wrong, the competition may have a dominant market position, or the organization may fail to invest in marketing and supporting the product. He shared his own experience – frustrating and chaotic challenges and how he beat-up and converted those challenges into opportunities in order to become a successful entrepreneur. It doesn't matter where we have come from it's all about where we are going – a single man can make a difference, he added. He concluded entrepreneurs should seek businesses that offer a promise of success.

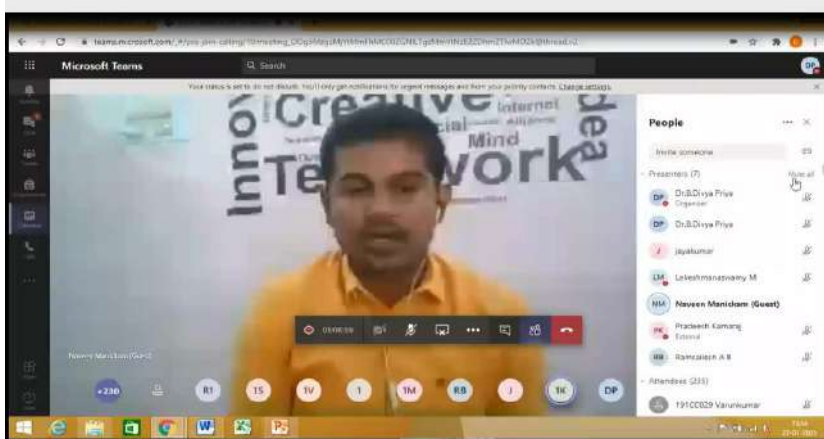
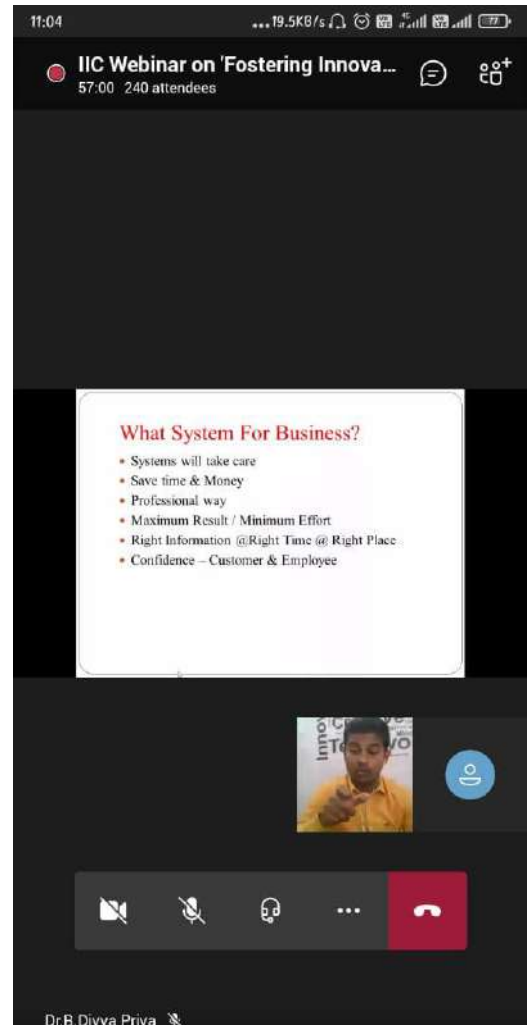
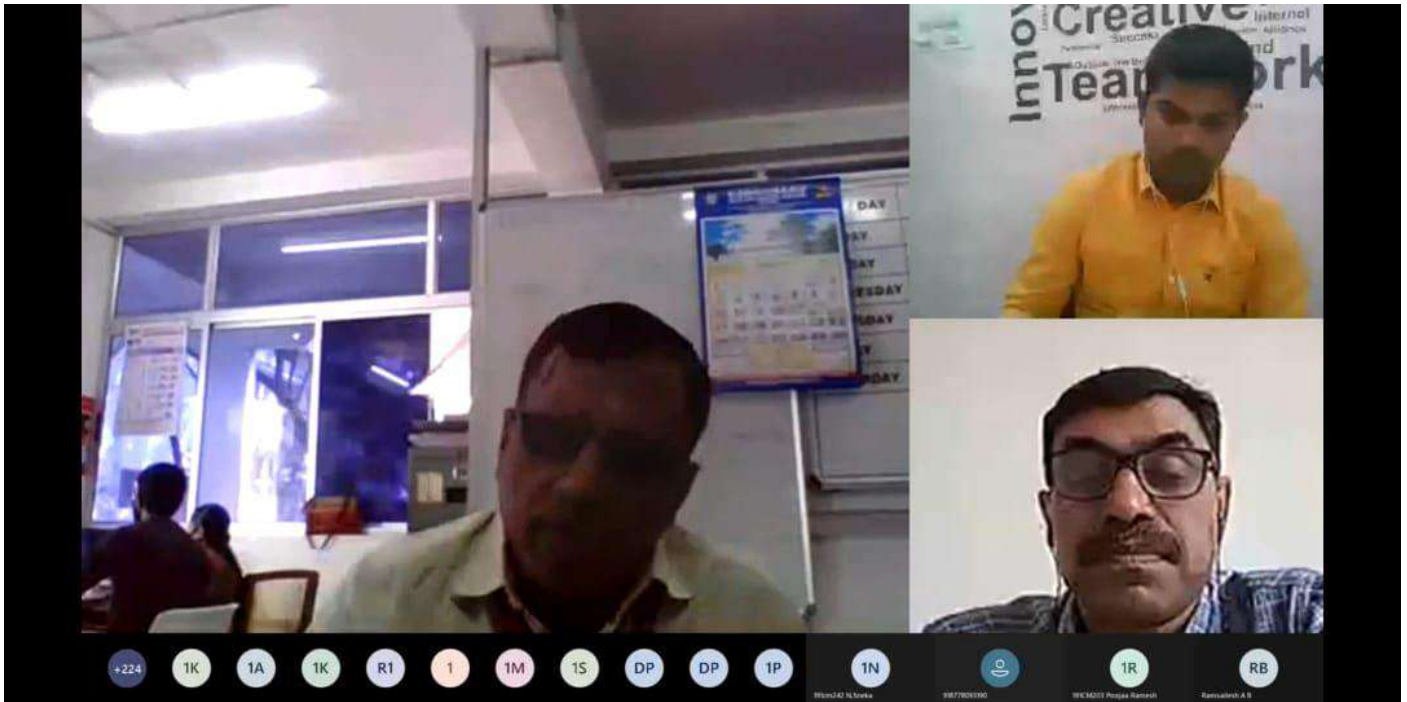
Around 242 students actively participated, interacted and benefitted through the webinar. Mr.A.B.Ram Sailesh, Student Ambassador – IIC welcomed the participants. Mr. K. Pradeesh, Student Ambassador – IIC, proposed the vote of thanks.

MS – Team Link Address:

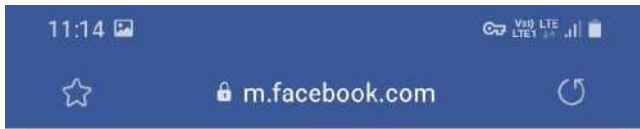
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YouTube link: <https://www.youtube.com/watch?v=uRn28Sa-SFI>

Screenshots of the Session



Social Media Release



Kongunadu Arts and Science College
4 mins · 🌐

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Kongunadu Arts and Science College
2 hrs · 🌐

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Home

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INSTITUTION INNOVATION COUNCIL
&
DEPARTMENT OF BIOTECHNOLOGY

Jointly organize & Cordially Invite You All for an
Orientation Session on
National Innovation and Startup Policy (NISIP)

Resource Person
Dr. S. R. Madhan Shankar, Ph.D
Dean Academics
Kongunadu Arts and Science College (Autonomous)

Dr Madhan Shankar S R

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Dr Madhan Shankar S R

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