

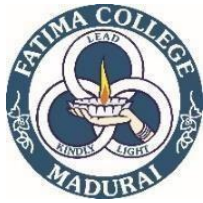
FATIMA COLLEGE

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*Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle-IV)
Maryland, Madurai-625018, Tamil Nadu*

Department of Commerce (CA), Commerce (SF)

Title	: Innovative Entrepreneurship How to Think Differently
Date	: 16-02-2024
Resource Person	: Mr.C.Janaki Raman
No. of Participants	: 420
Focus on	: Innovative Thinking in Different Situations
Outcome	: He nurtured students with his valuable information. All the students got to know many information about Entrepreneurship.



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Mary Land, Madurai - 625018



"SYSCOM CLUB"

Department of Commerce with Computer Applications

Department of Commerce (SF)

Department of B.Com. (Corporate Secretaryship)

Department of B.Com. (Honours)

**Innovative Entrepreneurship How to Think
Differently**



Chief Guest

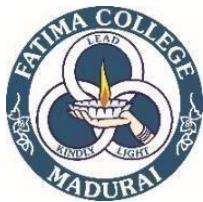
MR. C. JANAKI RAMAN

TEAM LEADER

HCL

Date : 16-02-2024

Timing : 04.00 pm to 5.30 pm



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Name: Mr. C. Janaki Raman	Designation: Team Leader, HCL.
Topic: Innovative Entrepreneurship How to Think Differently	Date: 16-02-2024
Timings: 4.00pm–5.30 pm	Venue: JUBILEE HALL

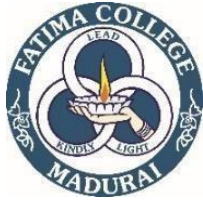
Syscom Club of Fatima college has arranged the Guest Lecture on Innovative Entrepreneurship How to Think Differently on 16th February 2024 in Jubilee Hall. The students of I,II,III B.Com(SF), I,II,III B.Com(CA), I B.Com(Hons), I B.Com(CS), I,II M.Com(CA) were gathered for this session. The event was initiated with the prayer song by showing gratitude towards almighty. Followed by the Welcome speech which was done by Ms. Vyashini of I B.Com(Hons). And Dr. P. Sakunthala, Assistant professor of Commerce with Computer Application and Commerce SF has presented the memento to our chief guest as an expression of gratitude.

Then our Chief Guest Mr. C. Janaki Ramantook over the session. He is a Business Mentor, Financial Advisor and Team leader in HCL. He also has a YouTube Channel named “ Ennuvathellam Uyarvu”. Sir first gave an great example for innovation thinking. The example is taken from Linga movie. In that, there was a dam scene which need 3 crores budget but the director of the film Mr. K. S. Ravikumar took that scene with 30 lakh budget with his innovative idea. He explained the concept clearly to the students.

He shared another example for innovative thinking, that is Airtel Owner Sunil is the one who brought Button Phone concept in India. While visiting the foreign countries, he got to know about Button Phone, suggested that to our Government and implemented that in India. The innovative idea of him is without making the button fully in India, he suggested the government to buy spare parts from other country where the cost is less. So, he reduced the cost of making Button phone with his creative and innovative idea.

He spoke about Dhirubhai Ambani who was an Indian businessmen. Now his company is a leading among all. The main reason for the succes is Dhirubhai Ambani's thriftiness. Then sir shared about the smartness of Viking and Anand brands. Both the companies are owned by the same person . To earn the profit twice than normal, the owner created another company. But both of them deals with textile business.

Then, he shared about the marketing strategy used by Red Bull brand. It's an cool drinks company. Which is going in peak now-a-days. What they did is they had put tonnes of Red Bull empty bottles in Public



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Dustbins. By seeing that people thought that many people are buying this so this could taste good. So, they also begin to bought Red Bull to taste it. The consumers liked the taste, then they began to buy it frequently. By this strategy they improved their business and earned twice the profit.

Sir told us to use the Artificial intelligence wisely and he also suggest us to know more about the AI Technology because which is going to rule the world in future. Then, he told about Lakme Cosmetics. The actual name of this brand is Lakshmi cosmetics. To attract the customers they changed their name more stylish and it became Lakme.

He advised the students to not get angry. We should get anger where it's needed. Which means the anger should have a proper reason. Then he also advised us to never loss hope in any situation. Because we should have self-confidence and hope to achieve things in life. Sir has concluded his speech with that.

At last, Question and answer session was there. Students had cleared their doubts. And Sir had answered their question patiently and he clarified their doubts and gave more guidance to them. This was a great benefit to the students and they will make use of this in their future events. On the whole, This session gave us a wonderful knowledge and awareness.

Then the National Guest Lecture came to end and Ms. Shamira of I B.Com(CA) has given the vote of thanks. Followed by National Anthem.



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B.COM CS & HONOURS

PARTICIPANTS LIST

S.NO	REG N.O	NAME
1.	2023ACH01	Dharshiga.M
2.	2023ACH02	Dheshika Thanga Sree.M.D
3.	2023ACH03	Divya.P
4.	2023ACH04	Harini.C.M
5.	2023ACH06	Harsha.N
6.	2023ACH07	Hemamalini.S
7.	2023ACH09	Jesra Fathima.A
8.	2023ACH10	Lashmi Sri.S
9.	2023ACH11	Loga Bhavani.J
10.	2023ACH12	Parveena Shri.M
11.	2023ACH13	Priya Shakthika.R
12.	2023ACH14	Sowmya.R
13.	2023ACH15	Sri Ranjani.R
14.	2023ACH16	Vyashini.S
15.	2023ACH18	Deepika.S
16.	2023ACH19	Jasmine Shinny.M
17.	2023ACH20	Thilagavathi.S
18.	2023ACS01	Akalya K



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19.	2023ACS02	Akashaya R
20.	2023ACS03	Akshaya Sri D
21.	2023ACS04	Beula Therese A
22.	2023ACS05	Devi Shree M
23.	2023ACS06	Dhanusubraja N
24.	2023ACS07	Dharshini E
25.	2023ACS08	Dharshini K
26.	2023ACS09	Divyashree K
27.	2023ACS10	Fathima Benazir D
28.	2023ACS11	Ganga R
29.	2023ACS12	Jananisree R
30.	2023ACS13	Jeevitha A
31.	2023ACS14	Jenifer Jerusha J
32.	2023ACS15	Kamatchi Sundari M P
33.	2023ACS16	Kanniga M
34.	2023ACS17	Kavinaya R
35.	2023ACS18	Kaviya Shree V
36.	2023ACS19	Krishna Veni M
37.	2023ACS20	Madhu Mathi S
38.	2023ACS21	Madhumitha S
39.	2023ACS22	Mahalakshmi S
40.	2023ACS23	Mahalakshmi S
41.	2023ACS24	Maithre P S
42.	2023ACS25	Mariyam Sulthan Meera H



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43.	2023ACS26	Marsuka Barveen S
44.	2023ACS27	Meenaroshini
45.	2023ACS28	Nagakeerthika R
46.	2023ACS29	Nagarathy S
47.	2023ACS30	Narmatha Devi S
48.	2023ACS31	Raaliya K M
49.	2023ACS32	Ragavi S
50.	2023ACS33	Rajalathika Sri B
51.	2023ACS34	Rogini S
52.	2023ACS35	Santhana Hema K
53.	2023ACS36	Shyamala B
54.	2023ACS37	Shymala Devi R
55.	2023ACS38	Siva Sree K
56.	2023ACS39	Sivaranjani K M
57.	2023ACS40	Sowndharya S
58.	2023ACS41	Sri Pethanatchi M
59.	2023ACS42	Subriya S
60.	2023ACS43	Sujitha S
61.	2023ACS44	Vahitha Banu S
62.	2023ACS45	Varsha N R
63.	2023ACS46	Venkatalakshmi G
64.	2023ACS47	Vethika C
65.	2023ACS48	Vishnu Varthini P
66.	2023ACS49	Yasmin J



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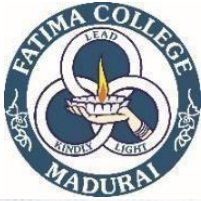
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67.	2023 ACS51	Bavatharani
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Photo Gallery





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Signature of HOD

Head of the Department
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Fatima College (Autonomous),
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