



केरलकेन्द्रीयविश्वविद्यालय

**Central University of Kerala**

*Established by the Parliament of India vide the Central University Act, 2009(No.25 of 2009)*  
Tejaswini Hills, Periyar P.O, Kasaragod, Kerala, India, 671 320

**DEPARTMENT OF COMMERCE & INTERNATIONAL BUSINESS**

Proceedings of Inauguration of Post Graduate Commerce Students' Association (PGCSA) & EDP on "Importance of starting new business and challenging life of an entrepreneur"

## **PROCEEDINGS**

The workshop got commenced on 11.00am. The invitees included the following:

- Prof. Dr T.Mallikarjunappa, Academic Coordinator, Department of Commerce and International Business.
- Prof Dr K Jayaprasad, Honourable Pro-Vice Chancellor.
- Sri. K Vinod Narayanan (Chief Guest), President, North Malabar Chamber of Commerce, Kannur, and CEO, PVN Industries, Kannur, Kerala.
- Prof Dr A Radhakrishnan Nair, Registrar, Central University of Kerala
- Dr B R Prasannakumar, Finance Officer, Central University of Kerala.
- Prof Dr M Muralidharan Nambiar, Controller of Examinations, Central University of Kerala.

The function got commenced at 11.00am dated 01-10-2019. Firstly, the Master of Ceremony (MC) requested all to stand up for CUK anthem. After the CUK anthem the MC welcomed Anand Keshavan (Secretary, of PGCSA) to deliver

the welcome address. Once the welcome address got delivered Ms. Haritha (Faculty of Commerce) was welcomed by the MC for guest introduction. During her session Ms. Haritha mentioned Sri. K. Vinod Narayanan as one of the best entrepreneurs in the country. His marvelous achievements were mentioned in the session which included- President of North Chamber of Commerce, CEO of PVN Industries, District committee member of Kerala's etc. Ms. Haritha described the session as one of the great opportunities for the students to develop their entrepreneurial and managerial skills.

Later the MC invited Dr. T. Mallikarjunappa (H.O.D. Department of Commerce and International Business.) to deliver the presidential speech. In his session, he advised the students to give more relevance on practical oriented learning than what is being taught from the syllabus. He also expressed his expectation that the first batch students of the department would bring proud moments to the university. He finally concluded his session by wishing all success to the association.

At 11.24am the MC invited all the guest, H.O.D., faculty members, and student representatives for the lighting lamp ceremony to mark the inauguration of the PGSCA. After the session the MC invited the Prof Dr K Jayaprasad (Honourable Pro-Vice Chancellor) to deliver the inaugural address. During his session he expressed his happiness for being a part of this inauguration. He wished PGSCA all success. He also assured a permanent arrangement for the Department of Commerce and International Business by the next academic year.

Nextly, the MC welcomed K Vinod Narayanan (President, North Malabar Chamber of Commerce, Kannur, and CEO, PVN Industries, Kannur, Kerala.) to deliver the key note address. During the session he thanked the coordinators for welcoming him for the inauguration session. He shared his experience as an entrepreneur. He mentioned of the tremendous opportunities in the hands of the students due to increased growth pace of the Indian

economy. He wished all success to the PGSCA and also requested the committee members to set standards for the coming batches.

Later, the MC, welcomed Dr B R Prasannakumar (Finance Officer, Central University of Kerala) to address the gathering. During the session he appreciated the students for voluntarily forming the association. He advised the students to develop skills sets required for performing in the competent business world

Nextly, the MC, welcomed Dr. M. Muralidharan Nambiar (Controller of Examination, Central University of Kerala) to address the gathering. During the session he mentioned of the wide employment opportunities available to the commerce students and he also requested the students to tap those opportunities. He also mentioned that such associations are the platforms where the students can develop skill sets required for the competent business world. He also advised the students to develop their communication skills.

By 12.05pm the MC welcomed the Dr B R Prasannakumar (Finance Officer, Central University of Kerala) to present the momentum to the chief guest. Later Rahul Raj (Joint secretary, PGSCA) delivered the vote of thanks. By 12.10pm the session paused for tea break.

The session got resumed after 12.10pm. Dr. T. Mallikarjunappa (Head of Department of Commerce and International Business) delivered the introductory speech for the afternoon interactive session. HOD welcomed chief guest to discuss the importance of starting a new business and to provide an outline about the challenging life of an entrepreneur. The HOD requested him to share his life experiences so that it would add to the motivation of the students.

Mr. Vinod, commenced his session by mentioning of the commerce field of the 1980-s which was characterized by the lack of employment opportunities and the lack of awareness among the people. He declared that starting a business during those days was like committing a sin.

The resource person shared his experience when he started the automobile business in the 1990s. During the initial times of the business the functionality of the machines installed on it was unclear to everyone and he also explained about how he managed to clear their confusions. He said that in today's world there are wide opportunities to the emerging entrepreneurs. He explained what startups are. He added that a good entrepreneur should always be prepared to accept the changes that are taking place in the dynamic business environment.

He further elaborated on the topic startups. He defined start up-s as any business idea which can be scaled using technology. He further motivated the students by stating the example of an entrepreneur named Vinod from Kannur district of Kerala who found the demand for organic vegetables (as he discovered the increased health consciousness among people) and also found an innovative way to sell organic vegetables. He also explained how Mr. Vinod used technology to stick bar codes on the tomatoes (which he sold), which provided the customers with all the relevant data relating to the product, thereby increasing the confidence of the customers and the resultant mass sales and success of the business.

Later during the session, he talked off the wide varieties of opportunities around us. He also advised the students to tap those opportunities around us. He further motivated the students with the example of Edvin C Burnes who was an ordinary man but had the burning desire to become the partner of Albert Einstein. He also narrated the hardships which Edvin C Burnes faced to reach his dream. He advised the students to have such burning desires to reach out for their aspirations. He used all these examples to reveal to the students the fact that the life of an entrepreneur is filled with challenges. He also advised the students not to quit when problems and challenges arise but should learn to resist and face them.

Later the resource person entered in to the question answering session. Many students were able to clarify their doubts. Some of the questions included- ' how the changing political parties affect the working of the business by quoting the example of emergency kerala scheme introduced during the tenure of UDF government which was later suspended when the LDF came to power. The question was asked by Fasal Rahman. The resource person answered "do

not depend up on the government to do the business. Kerala is the biggest consumer state in India, whatever we consume it is produced outside the state. It is a huge market”. He also further explained the immense business opportunities present in Kerala. He also quoted examples of products from Kerala such as Kannur cashews which is being exported to American countries where it is sold in the premium products category. The next question was asked by Sujith. The question was regarding the kind of business performed by the resource person. The question got answered well. He stated the different kinds of businesses he is performing within the country including export businesses. The next question was asked by Thasleem and it was regarding the negative impacts of GST on businesses. Mr. Vinod said that GST had made his business further easier except a bit of difficulties he faced during the initial stages of GST implementation, when there was no clarity regarding GST. One of the other questions asked during the session included ‘what are the benefits derived by the people from a business. The question was asked by Akshaya. Mr. Vinod answered that the major benefits is derived by the people in the form of employment opportunities. He quoted the example of his own industries were around 120 people from Kerala are employed. He never missed to mention the intelligence Kerala workers have when compared to people from other states. One of the other relevant questions asked during the session included the question relating to the pollution happening due to industrial wastes. The question was asked by Ayana. He answered that there is no such pollution occurring in his industries. He also added that Kerala is not the place for such mishaps as people are educated and it is assured that they’ll protest. Later he spoke off the importance of positive attitude which is mandatory in doing business. He further explained on the topic by quoting the example of Bata shoes which managed to find wide market in Africa, irrespective of the fact that Africans rarely used foot wears. He used the example to state how difference in attitudes adds to the success and failure of the business. Mr. Vinod Narayanan later mentioned of the wide scope of business today. He quoted the example of two successful business giants- ‘Rediff mail’ and Ashok Leyland. He further mentioned about the founder of ‘Rediff mail’, Mr. Ajit Balakrishan, the strategy which he used to select employees to his organisation which had brought him success.

Mr. Vinod Naryanan finally concluded his session by wishing all success to the students. Dr. T. Mallikarjunappa (HOD of Commerce and International Business) on his personal behalf expressed his sincere thanks to Mr. Vinod. The function got concluded by 1.30pm.



Signature

Prof T Mallikarjunappa  
Head of the Department  
Department of Commerce and International Business

Photographs of the Programme





Signature

Prof T Mallikarjunappa  
Head of the Department  
Department of Commerce and International Business



## PARTICIPANTS

<b>Participants - PGCSA Inauguration dated 1-10- 2019</b>
K. Vinod Narayanan
Prof Dr K Jayaprasad
Dr B R Prasannakumar
Dr. M. Muralidharan Nambiar
Dr. T. Mallikarjunappa
Ms Haritha P H
Ms Dheera K R
ABINESH P B
AISWARYA K
AJEESH P R
AJITH KUMAR M A
AKSHAYA SANKAR
AMBIKA K
AMRITHA K Y
ANAND KESAVAN A S
ANAS.K.MOIDEEN
ANASWARA P
ANEENA KORA
ANUSHA BHASKARAN P P
ARSHITHA ALPHONSA BENNY
ASWATHI K
ASWIN K P
ATHIRA P P
AYANA K K
BINSHIDA SHERIN M C
DHANASREE M K
FASALU RAHMAN C P
KRITHIKA P

MARIAM SHASHALA TASNIM
MUHAMMED THASLEEM K
NAS IRSHAD V N
NAYANA C K
NEETHU T P
PRAJUL K KANNAN
PRAVEEN KUMAR P
PRAVEENA A
RAHUL K V
RAHUL P
RAHULRAJ K
RAJILA M
RAMYASHREE S
RANGEELA KRISHNAN
RESNA T
ROSLIN P C
SAJINI K
SEMNIL TM
SHIBINA M
SILPASRI M
SNEHA RAJEEV C V
SOURAV.S
SREESHA P
SRUTHI M
SRUTHI P
STINIYA P REJIMON
SUJITH S
SUNILA K M



Signature

Prof T Mallikarjunappa  
Head of the Department  
Department of Commerce and International Business

## **Programme Schedule**

CUK Prayer:

Welcome Address: Mr Anand Kesavan, Secretary of the Association

Guests' Introduction: Ms. Haritha P H, Staff Adviser.

Introduction to PG Commerce Students' Association: Ms. Dhanasree M K, Joint Secretary

Presidential address: Prof. Dr T. Mallikarjunappa, Academic Coordinator, Department of Commerce and International Business.

Inauguration of the Association: Lighting of Lamp.

Inaugural address: Prof Dr K Jayaprasad, Honourable Pro-Vice Chancellor.

Key note address: Sri. K Vinod Narayanan, President, North Malabar Chamber of Commerce, Kannur, and CEO, PVN Industries, Kannur, Kerala.

Felicitations by Guests Honor:

1. Prof Dr A Radhakrishnan Nair, Registrar, Central University of Kerala
2. Dr B R Prasannakumar, Finance Officer, Central University of Kerala.
3. Prof Dr M Muralidharan Nambiar, Controller of Examinations, Central University of Kerala

Vote of Thanks: Mr Rahulraj K, Joint Secretary.

Date : 1<sup>ST</sup> October 2019 (Tuesday)

Time : 10.30 AM

Venue: Seminar Hall , First Floor, Sabarmati Block, Central University of Kerala.

## **EMAIL ATTACHMENTS**

Invitation to be the Chief Guest at the Central University of Kerala

External

Inbox



**MALLIKARJUNAPPA T** <tmmallik@rediffmail.com>

Sat, Sep 28,  
2019, 6:32 PM

to vinod@pvnindustries.com, harithaph2, me

from: **MALLIKARJUNAPPA T** <tmmallik@rediffmail.com>

to: "vinod@pvnindustries.com" <vinod@pvnindustries.com>

cc: harithaph2 <haritha.ph2@gmail.com>, "tmmallik@cukerala.ac.in" <tmmallik@cukerala.ac.in>

date: Sep 28, 2019, 6:32 PM

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: Important according to Google magic.

Dear Sir

Greetings from the Department of Commerce and International Business

I thank you very much for accepting our invitation to be the chief guest to inaugurate the Commerce Association of the Central University of Kerala. As discussed over telephone, the programme is fixed on October 1, 2019 at 10.30 am in the Seminar Hall, First Floor, Sabarmathi Hall. I request you to kindly come to the Central University and inaugurate the Commerce Association of the Central University of Kerala. Our University officials would also be present on that day to felicitate on the occasion. I look forward for meeting you and continued interaction in the days ahead.

My mobile number is: 9480500025. I may not have access to the mail on Sunday but I will check the mail on Monday reply in case you have any clarifications to seek. You can also call me on the mobile.

With regards

T Mallikarjunappa

Prof. Dr. T Mallikarjunappa,  
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