

**PROCEEDINGS OF ENTREPRENEURSHIP DEVELOPMENT
PROGRAMME DATED 5TH APRIL 2021.**

Google meet Link- meet.google.com/hsc-sixn-zhi

The Entrepreneurship Development Programme got commenced by 4:30pm (IST) dated 5th April 2021. The Master of the Ceremony Sourav Suresh (MCom second year student) initially requested everyone to rise up for the University Anthem. After the University Anthem, the master of ceremony invited Prof. Dr. T. Mallikarjunappa (HOD, Department of Commerce and International Business) to welcome and introduce the guests. Prof. Dr. T. Mallikarjunappa warmly welcomed the Chief Guest, K Vinod Narayanan (Managing Director, PVN Industries, Kannur; Former President, The North Malabar Chamber of Commerce, Kannur), Dr. Yelloji Rao K Mirajkar (Former Senior Technical Associate, Global Fragrance R&D Division, Colgate-Palmolive Company, USA; Convener – Global Indian Scientists and Technocrats Forum, USA; Member, Advisory Council, Hindu University of America, USA; Member of National Team, Hindu Swayamsevak Sangh, USA), Prof Dr V Balachandran (Dean, School of Business Studies, CUK), and all the students and faculty members to the programme. He very precisely explained about the rich profile of the guests. Finally he requested all the students to make use of this opportunity to the best of their advantage.

Next the master of the ceremony invited K Vinod Narayanan for inauguration of the programme. He said that entrepreneurship development programs are very important in the current competitive world and said that entrepreneurship should be inculcated in students by the educational institutions. By explaining the growth of small enterprises, he gave the example of how Baiju Raveendran (founder of BYJU'S App) who had made history by growing his business through the use of technology. He emphasized that entrepreneurs have to

put hard work to succeed and wished the programme all the success and urged every one to listen to Dr Yelloji Rao K Mirajkar who will bring the American and Global perspective to the topic. He also pointed out that the use of technology is very important for business growth and India ranks second only to China in mobile manufacturing technology. He added that today there are more opportunities for entrepreneurs in different fields and requested everyone to make best use of the opportunity.

The master of the ceremony next welcomed invited Prof Dr. V Balachandran for felicitation. After addressing the dignitaries he expressed his happiness for being a part of the event. He appreciated Prof. T Mallikarjunappa for organizing the programme. He also mentioned about the professional development program conducted by the MBA department in the previous day. He explained about the numerous opportunities offered by the government to the youngsters in India for starting new ventures. He finally concluded his words by offering all success to the programme.

Next, the master of the ceremony invited Dr.Yelloji Rao for the keynote address. Dr.Yelloji Rao expressed his sincere gratitude to Prof. T. Mallikarjunappa and all other dignitaries for inviting him to the event. By 5:00 pm, the resource person officially started his session by talking about start-ups. He explained the steps in forming a start-up. He also mentioned the ‘dream team’ that is very much essential for a start-up. He said that problem, solution, and revenue are the important things that are needed to form and run the start-up. He also mentioned the significance of funding in a start-up where, funding includes various stages which include pre-seed-stage funding, seed-stage funding, early-stage funding and late-stage funding. He also said that human capital, infrastructure, raw materials,

etc, are the other essentials for a start-up. He explained about the investors and what are the criteria they look for in a start-up to invest.

Later he also mentioned Theranos Company, its initial stages, and how its license was lost because of its false claims and lack of credibility. Then he also gave an example of Crest toothpaste which launched a 30 seconds commercial communicating hefty claims that it will remove stain leaving a protective layer. This toothpaste was tested as per the procedures of the commercial, data was documented and colour measurement and visual ranking by panellists were given. As the data contradicted the commercial's claims, a legal order was passed to stop airing the commercial.

Then he further discussed the government's influence on the success of start-ups. He said that we only acknowledge the entrepreneur's role in the start-up. He said that the government also had encouraged a culture of innovation and research in the field of start-ups. He further added that the government had helped to provide funding for start-ups as it believes that "as you grow your country will grow". He also pointed out the incentives that government provides for the start-up.

Next, he drew the audience's attention towards the 11 benefits provided under Start-up India and also added that a 10000 crore rupees fund has been set up by the government to provide funds to the start-up as venture capital. Then, he gave more insights into how the government takes action to save companies from the anti-competitive monopoly tactics of companies like Amazon, Apple, Facebook, and Google. Then he also said about the Chinese government's steps that triggered about a \$140 billion decline in the market value of Ma's Alibaba.

Later he discussed the struggles of manufacturing industries during different crisis times and how they survived. He pointed out the case of BASF Company and its restructuring plan. He added that most of the companies have emergency funds to address their emergencies. Then he talked about the Colgate Company which is headquartered in New York and how they continue to be successful even after two centuries. The company adhered to quality and never compromised in the taste. He further added about the wide range of products offered by Colgate which includes home care, pet nutrition, and personal care apart from oral care. Then he elaborated on the case study of Paul Therapeutics. He pointed out how Astra Zeneca offered to buy the company and why Paul Therapeutics rejected the offer and accepted it later. Paul Therapeutics had a grand vision and their business plan was to expand the scope as a combination or as a triple combination drug. Later he spoke about the Clinical Research Services Company which was affected by the Great Recession in 2008. With this, he concluded his presentation, and the session was opened for interaction.

During the question-answer session, Professor V Balachandran enquired about the chances of getting success in achieving the desired return for Venture Capital and Angel capital investors as both parties expect higher returns. Dr. Yelloji Rao pointed out that the chances of getting success in Angel investments are comparatively lower as compared to Venture Capital and he stressed the need for extreme compassion and commitment towards the respective projects to increase the chances of getting success. He highlighted that the power of convincing the projects and how unique it is as compared to other competitors is the need of the hour. He further added on the situation of patent infringement and fines duly made by corporate companies like Google and Microsoft.

Next, Priyatha Vijayagopalan (First-year MCom student), made a query on how to meet failures backed up by the statement of low chances for success in Angel and Venture Capital and the need for a mentor. For this Dr.Yelloji answered highlighting the importance of acquiring experience rather than emphasizing failure. Furthermore, he stated the necessity of having a mentor that would result in getting dynamic paths to reach success in a short period.

As a continuation to this session, Prof. Mallikarjunappa proposed a question that what is there in the USA that offers entrepreneurial success that is not offered in India. Dr.Yelloji Rao answered through his own experience. He also mentioned the opportunities and the cultural differences that exist between India and the USA. Next the Master of Ceremony invited Ms. Dheera K R (Guest faculty, Department of Commerce and International Business) to deliver vote of thanks. The programme reached to its end by 6 .19 pm (IST).

A handwritten signature in blue ink, appearing to read 'T Mallikarjunappa', is written over a light blue rectangular background. Below the signature, the word 'Signature' is printed in a small, dark font.

Prof T Mallikarjunappa

Head of the Department

Department of Commerce and International Business
School of Business Studies, Central University of Kerala

programme photos

The image displays two screenshots of a Google Meet session. The top screenshot shows a close-up of a man with a white beard and glasses, wearing a white shirt, speaking. A notification in the bottom right corner states: "Screenshot saved. The screenshot was added to your OneDrive." The bottom screenshot shows a grid of 16 participants. A notification at the bottom center says: "Turn on microphone (ctrl + d). Are you talking? Your mic is off. Click the mic to turn it on." The meeting details on the right side of both screenshots indicate 72 people are present and the chat is open.

EDP at 4:30 pm today online lini x Meet - hsc-sixn-zhi x

https://meet.google.com/hsc-sixn-zhi

Meeting details

People (73) Chat

You 4:30 PM
Yes you are audible sir

Send a message to everyone

Meeting details Meeting controls: Mute, Unmute, Video off, Video on, Raise hand, Turn on captions, Present now

Type here to search

EDP at 4:30 pm today online lini x EDP at 4:30 pm today online lini x Meet - hsc-sixn-zhi x

https://meet.google.com/hsc-sixn-zhi?pli=1&authuser=1

REC

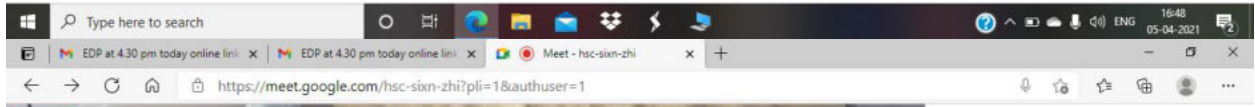
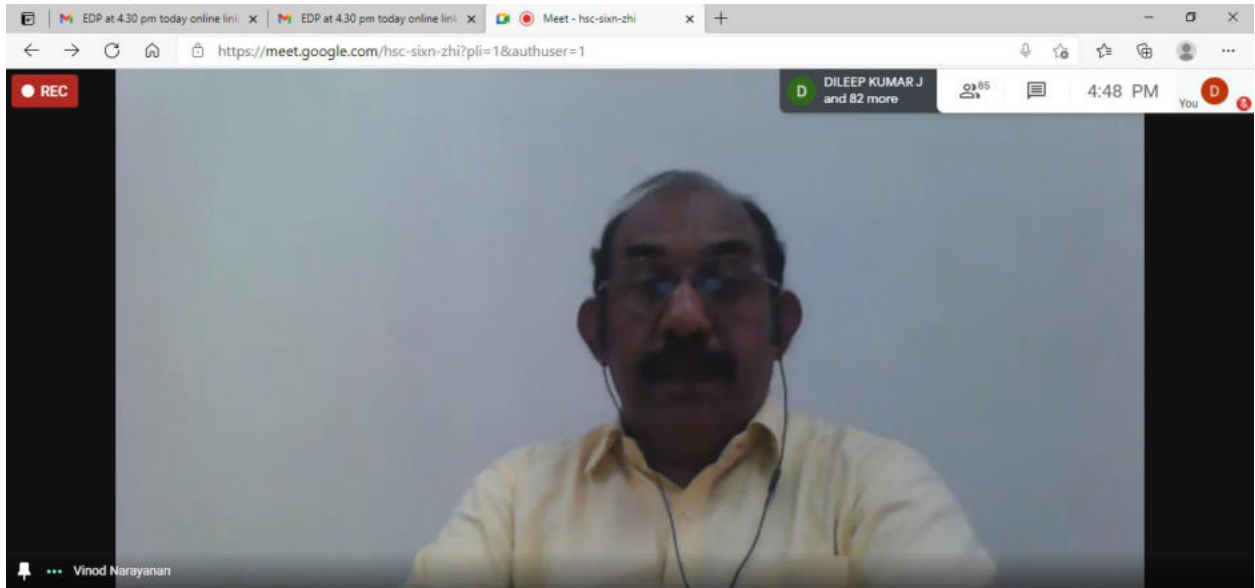
Bhagyalakshmi K and 82 more

85 4:48 PM You

Vinod Narayanan

Meeting details Meeting controls: Mute, Unmute, Video off, Video on, Raise hand, Turn on captions, Present now

Type here to search



EDP at 4:30 pm today online lini x EDP at 4:30 pm today online lini x Meet - hsc-sixn-zhi x +

https://meet.google.com/hsc-sixn-zhi?pli=1&authuser=1

Meeting details

People (90) Chat

Add people

IN CALL

- Dheera K.R Guest... (You)
- ABHILASH
- Ahammed Husain
- aiswarya k
- AJITH KUMAR M A
- Akhilash K

Screenshot saved
The screenshot was added to your OneDrive.
OneDrive

Meeting details ^

Raise hand

Type here to search

meet.google.com/hsc-sixn-zhi

REC Y Yelloji Mirajkar is presenting

Meeting details

People (79) Chat

IN CALL

- Ameensha M (You)
- ABHILASH
- Ahammed Husain
- aiswarya k
- Akhilash K
- akashaya sankar
- Ambika K
- Amritha A
- amritha ky

Meeting details ^

Yelloji Mirajkar is presenting

REC



🔊 dr vbchand



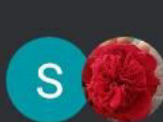
You



Yelloji



MALLIK...



73 others

6:14 PM

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(No title) ▶



REC



... dheera kr

- You
- dr
- Im
- 50 others



6:14 PM

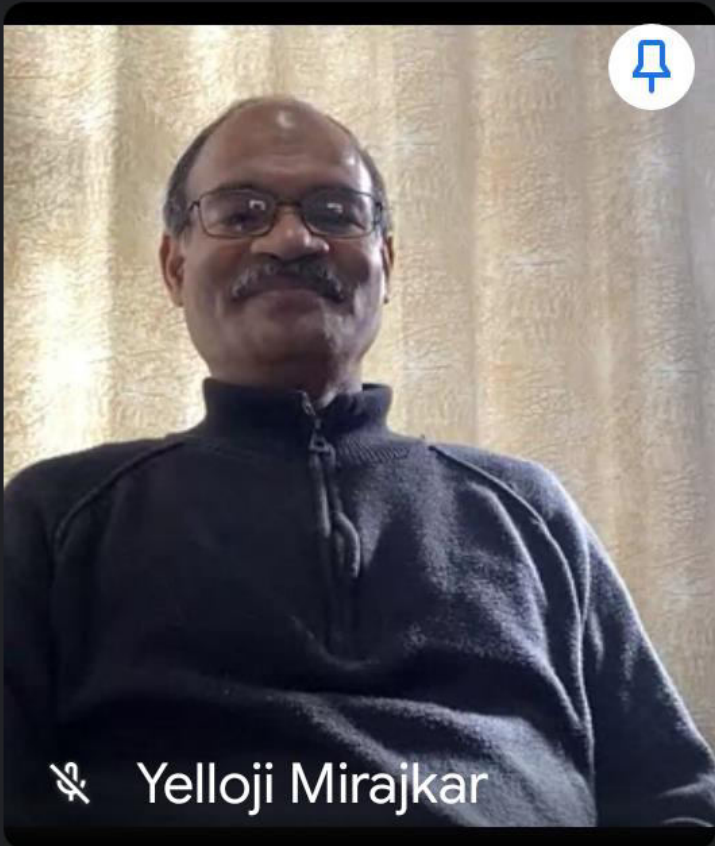
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75

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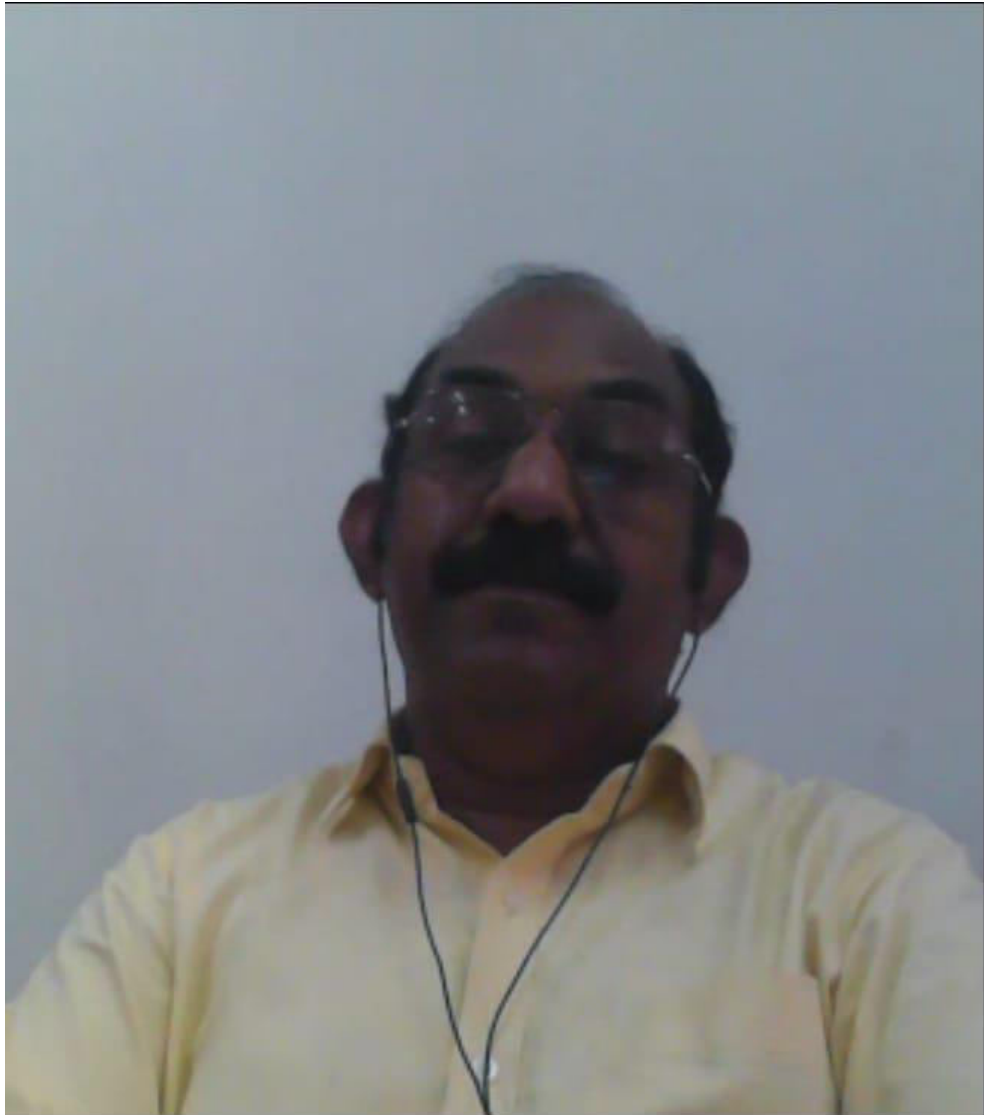
REC




Yelloji Mirajkar

- You
- dheera
- Im
- 51 others






Neha Hemanth and 1 more joined



You



dr



40 others

4:40 PM

85.2KB/s VoLTE 4G

← (No title) ▶



... Yelloji Mirajkar

Participant list with icons and names: You, Im, [Profile Picture], 76 others

Call control bar with icons for End Call, Mute, Unmute, Hand Raise, and More Options

Participants

Participants - EDP Dated 5th April 2021
K Vinod Narayanan
Dr. Yelloji Rao K Mirajkar
Prof Dr. V Balachandran
Prof. T Mallikarjunappa
Dr Haritha PH
Dr Afeefa Cholasseri
Ms Dheera K R
ABHILASH K V
AHAMMED HUSAIN V P
AKHILESH K
AMRITHA A
ANAGHA M
ANAGHA P V
ANAND C SEKHAR
ANJALI K NAIR
BHAGYALAKSHMI K
BINSHA P
BUSTHANA SHERIN
DARSHANA ABRAHAM
DILEEP KUMAR J
DIVYA A V
FAHISA A C
GEETHANJALI V
GEETHIKA G
HARITHA K P
LATHIKA R
LIVIYA VINCENT P
MIDHUN K V
MOIDEEN NAVAZ
MUEENA SHIRIN

NANDAGOPAN E S
NEHA HEMANTH
NIMISHA M
PRIYA KRISHNAN
PRIYATHA VIJAYAGOPALAN
RAJANA RAMKUMAR K K
RATHIKA K
SALMAN K
SARANYA N
SARANYA S
SHARATH KUMAR P
SHILPA C
SHILPA M
SHIVAJITH A R
SIBIN JOSE
SNEHA NARAYANAN
SRUTHI K
SUDINA K
SUMA B
VISHNU R K
VOOTKURIRADHIKA
YASHASWINI U
ABINESH P B
AISWARYA K
AJEESH P R
AJITH KUMAR M A
AKSHAYA SANKAR
AMRITHA K Y
ANAS.K.MOIDEEN
ANASWARA P
ANEENA KORA
ANUSHA BHASKARAN P P
ARSHITHA ALPHONSA BENNY

ASWATHI K
ASWIN K 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
RAHULRAJ K
RAJILA M
RAMYASHREE S
RANGEELA KRISHNAN
RESNA T
ROSLIN P C
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

BROCHURE

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

on
05th April 2021 (Monday)

Organized by
Department of Commerce and International Business, School of Business Studies,
in association with Internal Quality Assurance Cell (IQAC)
Central University of Kerala

Inauguration: Shri K Vinod Narayanan
Managing Director, PVN Industries, Kannur; Former President, The North Malabar Chamber of Commerce, Kannur

Keynote Address: Startups, Venture Capital, Angel Investing and Entrepreneurship – US and Global perspective

By

Dr. Yelloji Rao K Mirajkar
Former Senior Technical Associate, Global Fragrance R&D Division,
Colgate-Palmolive Company, USA; Convener – Global Indian Scientists and Technocrats Forum, USA;
Member, Advisory Council, Hindu University of America, USA;
Member of National Team, Hindu SwayamsevakSangh, USA.

Time: 4.30 pm Monday (IST), 7 am Monday (US Time)

Google meet Link: meet.google.com/hsc-sixn-zhi



Chief Patron

Prof. H. Venkateshwarlu

Vice Chancellor, Central University of Kerala

Patrons

Dr M Muralidharan Nambiar, Registrar, Central University of Kerala

Prof Dr K P Suresh, Dean-Academic, Central University of Kerala

Prof Dr V Balachandran, Dean, School of Business Studies.

Organizing Committee

Prof. Dr T Mallikarjunappa, Head, Department of Commerce and International Business, School of Business Studies.

Prof Dr M S John, Co-ordinator, NAAC; Dr Rajesh R., Director, IQAC; Prof Dr Joseph Koyippally, Director, Placement Cell, Central University of Kerala.

Dr Haritha P H, Dr Afeefa Chollasserri, Dr Arunima K V, Ms.Dheera K R, Mr Nagaraja Sharma, Guest Faculty members, School of Business Studies, Students of the Department of Commerce and International Business, Central University of Kerala.

Programme Schedule

CENTRAL UNIVERSITY OF KERALA
Department of Commerce and International Business, School of Business Studies
in association with Internal Quality Assurance Cell (IQAC)
organizes

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

on

4.30 PM (IST), 7 AM (US Time), Monday, 05 April 2021

PROGRAMME SCHEDULE

- Prayer : **Central University of Kerala Anthem**
- Welcome and Introduction of the Guests : Prof. Dr T Mallikarjunappa
HOD, Department of Commerce and International
Business, Central University of Kerala
- Inauguration: **Shri K VINOD NARAYANAN**
Managing Director, PVN Industries, Kannur
Former President -The North Malabar Chamber of
Commerce, Kannur
- Felicitations: Prof Dr V Balachandran,
Dean, School of Business Studies, CU Kerala.
- Dr Rajendra Pilankatta
Director of Research, CU Kerala
- Keynote Address: **Dr. YELLOJI RAO K MIRAJKAR**
**Startups, Venture Capital, Angel Investing and Entrepreneurship – US and Global
perspective**
Former Senior Technical Associate, Global Fragrance R&D Division, Colgate-Palmolive
Company, USA;
Convener – Global Indian Scientists and Technocrats Forum, USA;
Member, Advisory Council, Hindu University of America, USA;
Member of National Team, Hindu SwayamsevakSangh, USA.
- Google Meet Link:** meet.google.com/hsc-sixn-zhi
- Vote of Thanks : Dheera K R, Guest Faculty, Department of Commerce and International
Business
- Master of Ceremony : Mr. Saurav S & Mr Abinеш P B, II MCom Students
National Anthem

EMAIL ATTACHMENTS

MALLIKARJUNAPPA T <tmmallik@cukerala.ac.in>

to vinod

from: **MALLIKARJUNAPPA T** tmmallik@cukerala.ac.in

to: vinod NARAYANAN <vinod@pvnindustries.com>

date: Apr 7, 2021, 5:19 PM

subject: Re: Thank you for inaugurating the EDP
mailed-by: cukerala.ac.in

Dear Sir

Thank you very much for the contact details of the president of North Malabar Chamber of Commerce
him.

With regards
T Mallikarjunappa

Prof Dr T Mallikarjunappa
Department of Commerce and International Business
Central University of Kerala, Tejaswini Hills, Periyar (Post)
Kasaragod - 671 320, Kerala, India.

On Wed, Apr 7, 2021 at 5:06 PM vinod NARAYANAN <vinod@pvnindustries.com> wrote:

Dear Sir

It was a privilege to have an opportunity to inaugurate the EDP Pro

The details of the president of North Malabar Chamber Of Commer

Dr Joseph Benevan
Mobile 9447182041

You may contact him directly.

Warm Regards

Vinod Narayanan
PVN Industries

Azhicode, Kannur 670009
Mobile: +91 9447040098
E Mail: vinod@pvnindustries.com

On Mon, 5 Apr 2021 at 19:39, MALLIKARJUNAPPA T <tmmallik@cukerala.ac.in> wrote:
Dear Sir

Thank you very much for inaugurating the EDP programme today. We look forward for these interactions of Commerce and Industry presidents's details so that I can contact him and discuss about the MOU.

With regards

T Mallikarjunappa

Prof Dr T Mallikarjunappa
Department of Commerce and International Business
Central University of Kerala, Tejaswini Hills, Periyar (Post)
Kasaragod - 671 320, Kerala, India.



ReplyForward

EDP programme at the Central University of Kerala on April 5, 2021 at 4.30 pm-Request for your
Inbox



MALLIKARJUNAPPA T <tmmallik@cukerala.ac.in>

to vinod, Afeefa, Dheera, Haritha

Dear Sir

Greetings from the Department of Commerce and International Business, Central University of Kerala.

Thank you very much for agreeing to inaugurate the programme on Startups, Venture Capital, Angel Investing and
link that I will be sending by this evening. The speaker for the session is **Dr.YellojiRao K Mirajkar**, Former Senior

Global Indian Scientists and Technocrats Forum, USA; Member, Advisory Council, Hindu University of America, USA; Member

We will send the Google meet link and the programme schedule and the brochure to you by this evening. I request you to
to: dheera@cukerala.ac.in, afeefa@cukerala.ac.in My mobile number is 9480500025. This number does not have WhatsApp

As I have discussed with you, we would like to enter into MOU for the mutual benefit and we would like to have a programme
that I can correspond with him.

Please convey our regards to your family members.

Stay Safe

With regards

T Mallikarjunappa

Prof Dr T Mallikarjunappa

Department of Commerce and International Business

Central University of Kerala, Tejaswini Hills, Periyar (Post)

Kasaragod - 671 320, Kerala, India.



vinod NARAYANAN <vinod@pvnindustries.com>

to me, Afeefa, Dheera, Haritha

from: **vinod NARAYANAN** <vinod@pvnindustries.com>
to: MALLIKARJUNAPPA T <tmmallik@cukerala.ac.in>
cc: AfeefaCholasseri Guest Faculty <afeefa@cukerala.ac.in>, "Dheera K.R Guest Faculty" <dheera@cukerala.ac.in>, "Haritha P.H. Guest Faculty" <haritha@cukerala.ac.in>

date: Apr 1, 2021, 8:40 PM
subject: Re: EDP programme at the Central
University of Kerala on April 5, 2021 at 4.30
pm-Request for your Bio-data
signed- pvnindustries-
by: com.20150623.gappssmtp.com
security: Standard encryption (TLS) [Learn more](#)
: Important mainly because it was sent
directly to you.

Dear Sir

Thank you for inviting me to inaugurate the Startups, Venture Capital, Angel Investing and Entrepreneurship.

As desired by you, I am attaching my profile herewith.

North Malabar Chamber Of Commerce would be happy to enter into MOU with The Central University Of Kerala
no is 9447182041.

Looking forward to meet you on 5 th April.

Thanks and warm regards

Vinod Narayanan

PVN Industries

Azhicode, Kannur 670009

Mobile: +91 9447040098

E Mail: vinod@pvnindustries.com

Attachments area



MALLIKARJUNAPPA T <tmallik@cukerala.ac.in>

to vinod

Dear Sir

Thank you very much for your profile. We have sent the brochure and programme schedule along with the link brochure and sent it to all by putting your designation as the MD, PVN Industries. We took this from the linked programme brochure is already sent, we will correct this in the next programme.

With regards

T Mallikarjunappa

Prof Dr T Mallikarjunappa

Department of Commerce and International Business

Central University of Kerala, Tejaswini Hills, Periyar (Post)

Kasaragod - 671 320, Kerala, India.



vinod NARAYANAN <vinod@pvnindustries.com>

to me

Dear Sir

Thank you for your mail.

I request you to kindly speeden up the process of entering into a M would be really beneficial for the students and the business comm

Looking forward to see you soon

Warm Regards

Vinod Narayanan

PVN Industries

Azhicode, Kannur 670009

Mobile: +91 9447040098

E Mail: vinod@pvnindustries.com



MALLIKARJUNAPPA T <tmmallik@cukerala.ac.in>

to vinod

from: **MALLIKARJUNAPPA T** <tmmallik@cukerala.ac.in>
to: vinod NARAYANAN <vinod@pvnindustries.com>
date: Apr 3, 2021, 2:14 PM
subject: Re: EDP programme at the Central University of Kerala on April 5, 2021 at 4.30 pm- Request for your Bio-data
mailed- cukerala.ac.in
by:

Dear Sir

Thank you very much for your mail and for agreeing to inaugurate CUK EDP programme. I am interested to know new president's phone number and name to me. I will discuss with him and we can finalize it on Monday itself.

Regards

T Mallikarjunappa

Central University of Kerala.

on Monday.
