

## **INTERANTIONAL CONFERENCE IN COLLABORATION WITH INSTITUTION INNOVATION COUNCIL**

Department of Business Administration & Institution Innovation Council has conducted a two day international conference on the topic of Start-ups to Scale-up; Phases, Strategies & Development on 5<sup>th</sup> & 6<sup>th</sup> February 2021. Ms. Gayathri , Assistant Professor and Head of the Department was the convener of the programme. Ms. Paul roja Assistant Professor, Department of Business Administration, Ms Sharmila Assistant Professor, Department of Business Administration and Ms. Amala Joe Praveena Assistant Professor, Department of Business Administration were the Organizing committee members of the conference. The sessions were taken place on Google meet, as well as it streamed on YouTube live. The conference was open to public and approximately 100 students of our college were in attendance. Meanwhile, Research scholars, Entrepreneurs were also attended the conference. The first session was commenced on 5<sup>th</sup> February (Friday) at 10.30 A.M by addressing the chief guests and our college dignitaries Rev. Sr. Flora Mary, Secretary St.Mary's College (Autonomous), Rev. DR. Sr. A. S. J Lucia Rose, Principal of St.Mary's College (Autonomous), Rev. Sr. Baby Joyce, The Director of Self Supporting Courses by Ms. Gayathri , Assistant Professor and Head of the Department. It was followed by Inaugural address delivered by Our Principal Sr. A. S. J Lucia Rose. The conference was led by Dr. Santhi Durairaj MS. MBA. Ph.D., Senior SAP FICO Techno Functional Consultant. She presented a wide knowledge about the leadership qualities for becoming an entrepreneur who makes to start a business and slowly how to scale up ourselves and also making strategies to thrive the business. She had also shared about the impact of technology in business so that we can become tech-savvy. It was very useful for our students for advance thinking and improvement.

The Second session was started on 6<sup>th</sup> February 2021 (Saturday), at 10.00 AM. The keynote speaker was Dr. B. Charumathi Professor and Head of the Department in Pondicherry Central University. She provides insight and understanding regarding the key concepts of how to start scale-ups and providing solutions for investment. She shared the idea for making tie up with business incubators for starting a business without own fund which creates a curiosity among our students to develop a business plan. Then the last session was began at 4.00 P.M same day was presented by Krishnendu D'costa , CEO Shaanan Portfolio Management. He talked about the difficulties in start up business and how to overcome with right execution. Lot of discussions was

taken between our students with him regarding the innovations required in business and identifying the stages to scale the business. The final session came to an end by the valedictory address given by Rev. Sr. Baby Joyce, The Director of Self Supporting Courses. The programme was wrapped up by the vote of thanks. Over all, the conference given insights about developing an idea for starting an business and using the various opportunities for scaling the business.

At the end of the conference, feedback form was posted in the description box of Youtube channel and the e- certificates were generated for all the members who had attended the conference.