

REPORT
on
ENTREPRENEURS SUMMIT 2024

29th August 2024

@ Convention Centre from 9.30am to 4.00pm

On 29th August 2024, the Department of Commerce, School of Social Sciences and Humanities, BS Abdur Rahman Crescent Institute of Science and Technology successfully hosted the **Entrepreneurs Summit 2024**. This event served as a dynamic platform for industry leaders and aspiring entrepreneurs to share insights, foster innovation, and inspire the next generation of business leaders. The summit, which attracted over 600 first-year commerce students, featured distinguished guest speakers who provided a wealth of knowledge on various aspects of entrepreneurship. The key topics covered during the summit offered students a deep understanding of the entrepreneurial mindset, the importance of creativity in business, and the significance of resilience and learning from failure.



1. Mr. K.T. Srinivasa Raja, MD, Adyar Ananda Bhavan

Topic: "Lessons from Failure: The Path to Success"

Mr. K.T. Srinivasa Raja, a prominent figure in the food industry and the Managing Director of Adyar Ananda Bhavan, delivered an insightful session on the critical role of failure in the journey to success. His topic, "Lessons from Failure: The Path to Success," resonated deeply with the audience, as he shared personal experiences and challenges he faced while building one of the most recognized food brands in South India.

Mr. Raja emphasized that failure is an inevitable part of any entrepreneurial journey. He highlighted how setbacks should be viewed as learning opportunities rather than deterrents. Through various anecdotes, he illustrated how Adyar Ananda Bhavan encountered obstacles in its early stages, including issues related to quality control, customer satisfaction, and market expansion. However, by analyzing these failures, the company was able to refine its strategies, improve its operations, and ultimately achieve greater success.

One of the key takeaways from his session was the importance of perseverance and adaptability. Mr. Raja advised students to embrace failure as a stepping stone to success and to continuously seek improvement. He encouraged them to remain resilient in the face of challenges and to view each setback as a valuable lesson that can propel them forward on their entrepreneurial path.

2. Dr. K.S. Kamaludeen, MD, Blue Bharath Exim Pvt. Ltd.

Topic: "Entrepreneurial Mindset: Making a Difference through Business"

Dr. K.S. Kamaludeen, the Managing Director of Blue Bharath Exim Pvt. Ltd., focused his session on cultivating an entrepreneurial mindset that prioritizes making a positive impact through business. His topic, "Entrepreneurial Mindset: Making a Difference through Business," provided students with a holistic view of how entrepreneurship can be a powerful force for societal change.

Dr. Kamaludeen began by defining what it means to have an entrepreneurial mindset, emphasizing qualities such as creativity, innovation, and a strong sense of purpose. He shared his journey of establishing Blue Bharath Exim Pvt. Ltd., a company that has made significant contributions to the international trade sector while also adhering to ethical business practices.

He discussed the importance of aligning business goals with broader societal objectives, such as environmental sustainability, community development, and social responsibility. Dr. Kamaludeen illustrated how his company has successfully integrated these values into its operations, thereby making a difference in the communities it serves. He also highlighted the role of leadership in fostering an entrepreneurial culture that encourages employees to think creatively and take initiative.

The session concluded with practical advice for students on how to develop an entrepreneurial mindset. Dr. Kamaludeen urged them to focus on creating value not only for themselves but also

for society. He encouraged them to pursue business ideas that have the potential to address pressing social issues and contribute to the greater good.



3. Mr. Sultan Refai, Co-Founder, SuperLyfe Retail Chain

Topic: “Redefining Possibilities: A Story of Perseverance and Success”

Mr. Sultan Refai, Co-Founder of the SuperLyfe Retail Chain, delivered an inspiring session on the power of perseverance and redefining possibilities in the entrepreneurial world. His topic, “Redefining Possibilities: A Story of Perseverance and Success,” provided the audience with a firsthand account of how determination and resilience can lead to remarkable achievements.

Mr. Refai shared his journey of establishing SuperLyfe, a retail chain that has grown significantly despite numerous challenges. He recounted the initial hurdles he faced, including limited resources, market competition, and personal obstacles. However, through sheer determination and a relentless pursuit of his goals, he was able to turn his vision into reality.

One of the most compelling aspects of Mr. Refai’s story was his emphasis on the importance of a positive mindset. He spoke about how, even in the face of adversity, maintaining a hopeful and solution-oriented attitude can make a significant difference. He encouraged students to believe in

their potential and to remain steadfast in their pursuit of success, regardless of the difficulties they may encounter.

Mr. Refai also discussed the concept of redefining possibilities, urging the audience to challenge conventional thinking and explore new avenues in business. He highlighted how SuperLyfe has continually evolved by adapting to changing market trends and consumer preferences, demonstrating the importance of innovation in achieving long-term success.

4. Dr. A. Titus Samuel, Deputy General Manager, Cephas Medical Pvt. Ltd.

Topic: “Creativity in Business: Turning Ideas into Reality”

Dr. A. Titus Samuel, the Deputy General Manager of Cephas Medical Pvt. Ltd., focused his session on the critical role of creativity in business. His topic, “Creativity in Business: Turning Ideas into Reality,” provided students with valuable insights into how innovative thinking can drive entrepreneurial success.

Dr. Samuel began by discussing the importance of creativity in the modern business landscape. He emphasized that in a rapidly changing world, the ability to think outside the box and come up with novel solutions is essential for staying competitive. He shared examples from his own career, where creative approaches to problem-solving led to the successful development of new products and services in the healthcare industry.

He also spoke about the process of turning creative ideas into tangible outcomes. Dr. Samuel highlighted the significance of research and development (R&D) in fostering innovation and translating concepts into viable business ventures. He discussed how Cephas Medical has invested in R&D to bring innovative healthcare solutions to the market, ultimately improving patient outcomes.

Dr. Samuel encouraged students to cultivate their creativity and to not be afraid of experimenting with new ideas. He provided practical tips on how to foster a creative mindset, such as staying curious, seeking inspiration from diverse sources, and embracing failure as a learning opportunity.

Key Takeaways from Entrepreneurs Summit 2024

- **Learning from Failure**
Failure isn't the end—it's a powerful teacher. Use setbacks to refine your strategies and grow stronger.
- **Entrepreneurial Mindset**
Think beyond profits. Innovation and social impact should be at the heart of your entrepreneurial journey.
- **The Power of Perseverance**
Success is often a result of relentless effort. Stay determined, even when the going gets tough.

- **Creativity in Business**

Innovation drives success. Always seek new ways to solve problems and turn ideas into impactful solutions.

- **Adaptability and Continuous Innovation**

The business landscape is ever-changing. Be flexible, stay curious, and continuously innovate to stay ahead.



Conclusion

The **Entrepreneurs Summit 2024** was a resounding success, offering students a rich and varied learning experience. The topics covered by each speaker provided a comprehensive understanding of the key elements of entrepreneurship, including the importance of learning from failure, cultivating an entrepreneurial mindset, persevering in the face of challenges, and leveraging creativity to drive innovation. The insights shared by the speakers not only inspired the students but also equipped them with the knowledge and confidence to pursue their entrepreneurial ambitions. The event concluded with a renewed sense of purpose among the attendees, who left with the determination to turn their ideas into reality and make a positive impact through their future ventures.

The success of the Entrepreneurs Summit 2024 was made possible through the collaborative efforts of the dedicated organizing team. **Dr. Ayub Khan Dawood**, Dean of the School of Social Sciences and Humanities, served as the Strategic Advisor, guiding the event with his valuable insights. **Dr. K. Soundarapandiyam**, Head of the Department of Commerce, played a crucial role as the Chief Coordinator and Convenor, overseeing every aspect of the summit. The coordination team, including **Dr. R. Prakash**, **Dr. T. Selvakumar**, and **Dr. S. L. Sobiya**, Assistant Professors of Commerce, worked tirelessly to ensure seamless execution.

Event Brochure

School of Social Science and Humanities
DEPARTMENT OF COMMERCE

Crescent
Institute of Science & Technology
Deemed to be University u/s 3 of the UGC Act, 1956

B.S. Abdur Rahman™

Proudly Presents

ENTREPRENEURS Summit+2024


Thursday, 29th August 2024
Convention Centre 10.00am to 4.00pm

SPEAKERS

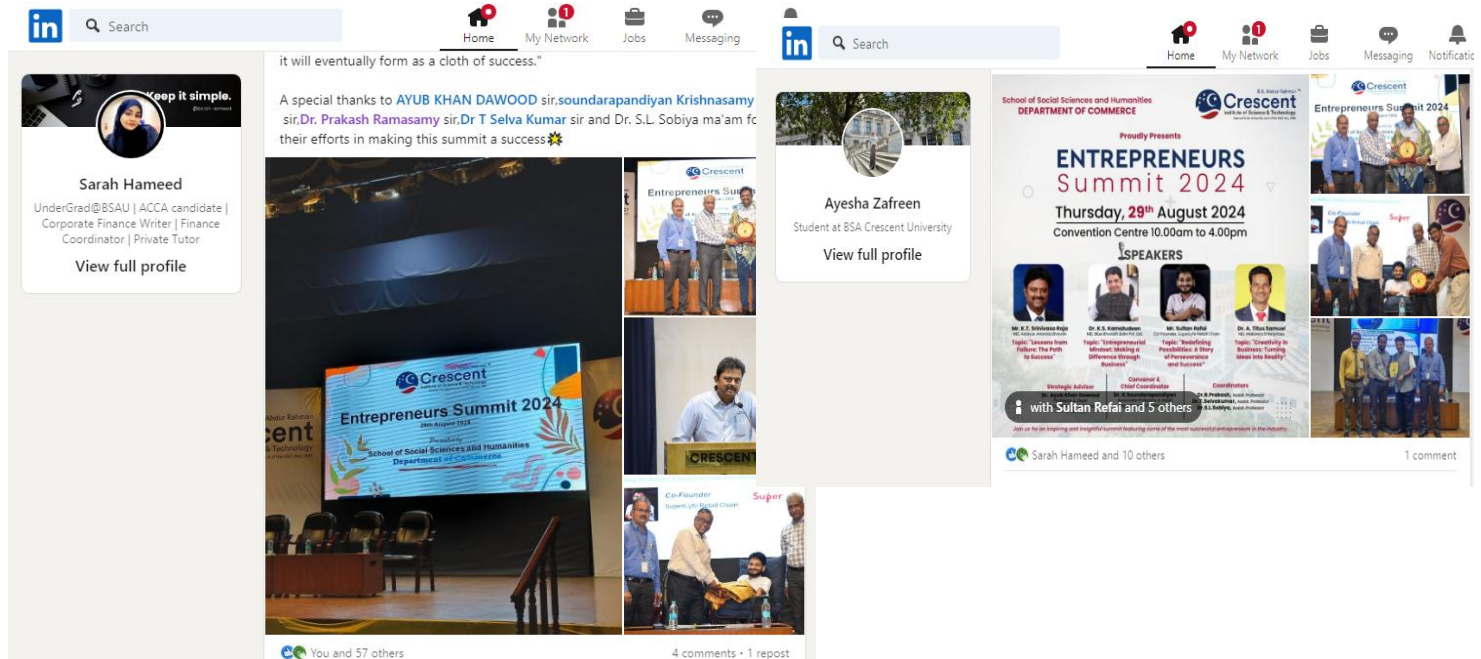
 <p>Mr. K.T. Srinivasa Raja MD, Adaiyar Ananda Bhavan</p> <p>Topic: "Lessons from Failure: The Path to Success"</p>	 <p>Dr. K.S. Kamaludeen MD, Blue Bharath Exam PVT. Ltd.</p> <p>Topic: "Entrepreneurial Mindset: Making a Difference through Business"</p>	 <p>Mr. Sultan Refai Co-Founder, Superlyfe Retail Chain</p> <p>Topic: "Redefining Possibilities: A Story of Perseverance and Success"</p>	 <p>Dr. A. Titus Samuel MD, Makories Enterprises</p> <p>Topic: "Creativity in Business: Turning Ideas into Reality"</p>
<p>Strategic Advisor Dr. Ayub Khan Dawood Professor & Dean School of Social Sciences and Humanities</p>	<p>Convenor & Chief Coordinator Dr. K.Soundarapandiyam Associate Professor & Head Department of Commerce</p>	<p>Coordinators Dr.R.Prakash, Assist. Professor Dr.T.Selvakumar, Assist. Professor Dr.S.L.Sobiya, Assist. Professor</p>	

Join us for an inspiring and insightful summit featuring some of the most successful entrepreneurs in the industry.

Students' Testimonial

 <p>MOHAMED YUSUFF .L</p>	<p>The Entrepreneurs Summit 2024 was an eye-opening experience that truly inspired us to think beyond the classroom. Each speaker brought a unique perspective, from learning how to turn failures into stepping stones to understanding the importance of creativity and perseverance in business. Their stories were not just motivating but also packed with practical insights that we can apply to our own entrepreneurial dreams. The opportunity to interact with such successful industry leaders has given us the confidence and clarity to pursue our ambitions with renewed energy. This event was a turning point for many of us, igniting a passion for entrepreneurship and a desire to make a meaningful impact in the world.</p>
 <p>FATHIMA ZAMA PT</p>	<p>The Entrepreneurs Summit 2024 was an unforgettable experience that broadened our understanding of what it takes to succeed in the business world. The speakers shared real-world insights, from the importance of an entrepreneurial mindset to the value of resilience and creativity. Hearing their journeys firsthand made us realize that challenges are opportunities in disguise and that innovation is key to staying ahead. The practical advice and inspiration we gained from this event have fueled our enthusiasm for entrepreneurship, giving us the tools and confidence to pursue our own ventures with determination and purpose.</p>

Students' Social media sharing



The image shows a collage of LinkedIn posts and profile cards related to the Entrepreneurs Summit 2024. Key elements include:

- Profile Card:** Sarah Hameed, UnderGrad@BSAU | ACCA candidate | Corporate Finance Writer | Finance Coordinator | Private Tutor.
- Post 1:** A special thanks to AYUB KHAN DAWOOD sir, soundarapandiyam Krishnasamy sir, Dr. Prakash Ramasamy sir, Dr. T Selva Kumar sir and Dr. S.L. Sobiya ma'am for their efforts in making this summit a success. It will eventually form as a cloth of success.
- Post 2:** Ayesha Zafreen, Student at BSA Crescent University.
- Event Post:** Proudly Presents **ENTREPRENEURS Summit 2024** on Thursday, 29th August 2024 at the Convention Centre from 10.00am to 4.00pm. The post lists speakers: Mr. R.T. Subhasree Ragh, Dr. A.S. Karanabalan, Mr. Sultan Rafai, and Dr. A. Thani Kumar, along with their respective topics.
- Image Gallery:** A collection of photos from the summit, including a stage with a large screen displaying the event details, speakers at a podium, and award presentations.