

LOYOLA ACADEMY
(Degree & PG College)
OLD ALWAL, SECUNDERABAD-500010.TS

AN IQAC INITIATIVE

REPORT ON VENTURO 2024 - AN ENTREPRENEURIAL SEMINAR
FROM THE DEPARTMENT BBA-ED

DATE: 16th and 17th August 2024

VENUE: Loyola Hall

TIMINGS: 9:30am – 3:00pm

AIM: The aim of the program is to encourage and support budding entrepreneurs and start-ups.

INTRODUCTION:

The department of BBA Entrepreneurship Development organized a 2-day seminar within the School of Management to bring in awareness among the students about start-ups and budding entrepreneurs of our country. The program was to induce practical knowledge about entrepreneurship and understand the hardships faced by the entrepreneurs in today's arena.

DAY-1

MORNING SESSION-

**SPEECH BY REV. FR. A.M. JOSEPH
KUMAR SJ**

REV. FR. A.M. JOSEPH KUMAR SJ, Vice Principal has addressed the gathering with an enlightening speech about how hardships shape people and how entrepreneurship shapes the society. Father has welcomed the guests of the seminar with his words of wisdom.



FELICITATION OF THE GUESTS –

The speakers of the program were felicitated by REV. FR. DR. A.M. JOSEPH KUMAR SJ, Vice Principal, T. Rachael Shalini, Dean of Management along with the faculty of the department with a shawl and a sapling as a token of appreciation for joining the program.



SESSION BY OUR GUEST SPEAKER MR. YOHANN PAUL –

Mr. Yohann Paul, Co-founder of Zebulon Consulting, Apple Certified Instructor and a Google Android Trainer has started the session with a few fun activities to engage the audience.

The session proceeded with more interactive activities as Mr. Yohann Paul taught the students the importance of one's experience in growing and the different phases an entrepreneur has to go through to become successful. He also expressed the need for entrepreneurship in a Nation's growth. Further, a Q &A session took place where the students posed questions related to the various aspects of entrepreneurial journey.



SESSION BY MR. SAI KRISHNA –

Mr. Sai Krishna, Founder of ElitCeler Technologies & Co is a serial entrepreneur with experience in over 10 startups, started the session with a quote about how similar life and entrepreneurship is. He spoke about how he transformed his ideas into reality and what are the traits that one must possess to be a great leader and entrepreneur.

Mr. Sai Krishna shared his life-long experiences as a start-up entrepreneur, offering students valuable lessons drawn from his journey. He delved into the struggles, difficulties, and hardships he faced while building his business, providing a candid account of the challenges inherent in entrepreneurship. Mr. Sai Krishna also discussed the current market situation, giving insights into the realities start-ups face today. He emphasized the importance of resilience and maintaining a positive outlook, particularly when dealing with losses. His advice centred on focusing on the positive aspects of the business, learning from setbacks, and persisting in the face of adversity. This session provided students with a practical understanding of the entrepreneurial landscape and the mindset required to succeed.



During the seminar featuring Mr. Sai Krishna, the Q&A session sparked considerable interest among students. They were keen to learn about his journey as a start-up entrepreneur, particularly how he balanced his personal life with his professional ambitions. Mr. Sai Krishna shared valuable insights into the influences that shaped his path, highlighting the importance of resilience, mentorship, and strategic planning in overcoming challenges. His experiences offered the students a real-world perspective on managing both personal and professional aspects of life while building a successful start-up.

AFTERNOON SESSION-

The session had begun with the students welcoming the guest of the honour for the evening, Mili Kataria who was felicitated by the faculty of the department for attending the program.

SESSION BY MILI KATARIA –

Mili Kataria, Founder of Pandora Box has conducted an engaging session by talking and representing the community of women entrepreneurs. She has shed light on the reality and struggles of women entrepreneurs in our society and how she has been developing her company over the years. She has also discussed how times have progressed for women entrepreneurs over the last decade and the different opportunities available today.



DAY TWO

VENUE: Loyola Hall

TIME: 9:30 am - 12:15 pm

RESOURCE PERSON: Ashwin Mocherla

WORDS OF WISDOM BY THE HOD:

Mrs.K.B.Sravanthi, the HOD of BBA-ED Department, gave an insightful speech to all the audience in the event. She has warmly welcomed the guest, addressed the gathering and gave few valuable insights on the importance of entrepreneurship.



FELICITATION OF THE GUEST:

Our honourable guest Ashwin Mocherla was felicitated by Mrs. K. B Sravanthi , HOD of BBA-ED and Mary Patricia, HOD of BBA General with a Shawl and a Sapling as a token of appreciation.



THE GUEST SPEAKER OF THE EVENT, ASHWIN MOCHERLA, CO FOUNDER OF THICK SHAKE FACTORY:

Sir, a specialist in the area of milkshake, with the aim to introduce the beverage to ordinary Indians at an affordable price. Since its launch in 2013, the Thick Shake Factory says it has served more than 7 million customers across its 125 outlets in India. This year, it was named the Most Admired Chain of the Year. Last year, the Thick Shake Factory was awarded QSR (quick service restaurants) of the Year by Retailers Association of India and Most Talented Food Industry Leader by Asia Food Congress & Awards.

Sir, has embraced the students by giving them a speech regarding his journey from a regular student to a successful entrepreneur filled with a lot of ups and downs. He also explained the struggles and achievements which could take place with one proper Start-Up and he has guided many students stating a fact that the success cannot be determined by us. Sir detailed about the product details, importance of customer satisfaction, marketing strategies followed by the thick shake factory to become one of the successful ventures in 13 cities across India, California, USA. The first Thick Shake Factory was established in Hyderabad, 2013.



INTERACTIVE SESSION WITH THE GUEST:

An interesting and interactive session has unfolded between seasoned entrepreneurial guest Ashwin Sir and eager students with a Q & A Segment. The students were eager to know more about the guest's contribution to his success. The room was charged with anticipation as this budding entrepreneur had a unique opportunity to know more about the present generation thought process and their sincerity towards entrepreneurship.

As the guests were friendly in nature it encouraged the students to ask the questions which were out of the box relating to the risks and threats involved in start-up and his experiences throughout his entrepreneur journey, As the young entrepreneur the guest has shared his responses in a most contiguous manner.



PANEL DISCUSSION:

The students of BBA-ED were enthusiastic to know more about the guest's life story and his entrepreneur journey, so a panel discussion was conducted where the students were encouraged to ask more about his life story in detail, the students were delighted and amazed to know the unknowing facts of sir's journey. The students have taken this opportunity to motivate themselves with the wonderful insight of the guest's magnificent life story.



FUTUREPRENUERS:

EVENT OBJECTIVE:

Futurepreneurs event was organised by the department of BBA Entrepreneurship Development at Loyola Academy with the primary goal of practising Entrepreneurship, Decision making, Management skills among the students.

EVENT PROCEDURE:

The participants were given a 4 to 6 days' time where they had to run a business with the capital of only 1000/-, where the entrepreneur has to run their business in that 1000/- itself, the best team which runs the business within the 1000/- and makes the most of the profits will be declared as the winner.

THE PARTICIPANTS:

1. Rohit.M : **DBBA-ROM**
2. Zaid Khatri, Rohan Singh Negi, Tanmay,Krupal : **ABBA-ED**
3. Nehanth, Sahasra, Charith, Gagandeep : **ABBA-ED**
4. Hussain Sabuwala : **NBBA GENERAL**

JUDGES OF THE EVENT:

Ashwin Sir – **Co-founder of Thick Shake Factor**

Dr.K.Rama – **Dean of IQAC**

K.B.Sravanthi Mam – **HOD of BBA-ED**



EVENT OUTCOME:

Every participating group had a different marketing strategy, the event was truly a learning experience which has given practical knowledge to the participants and to the students as well. Lastly it was declared that the winners will be announced in the upcoming event Concetto 2.0 2024.

VOTE OF THANKS:

The event was concluded with a vote of thanks by expressing gratitude to all the participants, students, teachers and the honourable guests for contributing a seminar that offered a valuable insight into entrepreneurship to the future aspiring entrepreneurs and motivating them through various success stories and stating the key points of a successful startup where most of the students got an idea regarding the startup and the entrepreneurship through this 2-day seminar.



CONCLUSION:

- Students gained valuable knowledge in start-ups and entrepreneurship through real-life examples.
- The seminar featured booming entrepreneurs who shared their experiences and lessons learned in the market.
- Participants received practical knowledge about the start-up industry.
- The session was interactive, providing students with an informative and engaging experience.

