

**ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

Re-Accredited by NAAC with "A" Grade

CUDDALORE – 607001



SJC INSTITUTION'S INNOVATION COUNCIL

ACADEMIC YEAR: 2022 - 23

Report On

**India Start-up Day - Successful Journey of a Start-up founder
Motivation Programme
(Blended mode)**

Date

19th November, 2022 (Saturday)

**ST.JOSEPH'S COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
CUDDALORE – 607001**

SJC INSTITUTION'S INNOVATION COUNCIL

Programme Title: India Start-up Day - Successful Journey of a Start-up Founder

Motivation Programme

Date: 19.11.2022 (Saturday)

Resource Person: Ms. Ankita Das

Co-Founder / CEO

Bullsmart (A Fintech Start-up), Bangalore

The **SJC Institution's Innovation Council** in association with Innovation & Entrepreneurship Development Cell organized a motivation programme titled "India Start-up Day - Successful Journey of a Start-up founder" on 19.11.2022 (Saturday) in blended mode. The Programme was presided by Rev. Fr. G. Peter Rajendiram, Secretary of St. Joseph's College of Arts & Science (Autonomous), Cuddalore. Dr.M.Arumai Selvam, Principal, Dr.J.Jon Arockiaraj, Vice-Principal and Rev. Fr. Dr. S. Xavier, Controller of Examinations, felicitated the programme. The workshop was organized by Mr. M. Om Prakash, Assistant Professor, BBA (CA) and Mr. I. Anand Raj, IEDC Co-Ordinator. 100 students participated in the workshop.

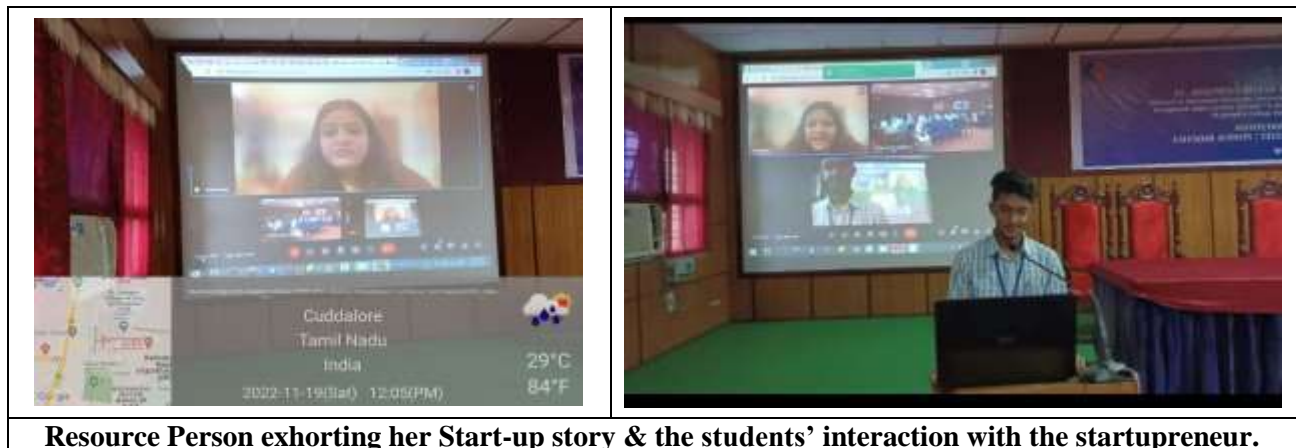


Mr.R. Punniyaseelan introducing the start-up and its founder to the students.

Objectives of the programme:

- Enabling the students to interact with startupreneur and to understand the nuances of establishing a Start-up.
- To understand about risk taking opportunity & critical thinking.
- To learn how to - build a team, raise capital, learn from failure.

The session started with a brief introduction about the resource person, her education, her expertise and field of operation. The resource person narrated the journey of her startup – **Bullsmart** which is a financial start-up rendering a fully comprehensive platform for young investors and speculators. Bullsmart is a knowledge rendering platform which educates young investors and speculators with respect to capital markets. She narrated how she identified her niche in developing the start-up. The breakthrough idea emerged from the failure of her first start-up, which is an e-tail business. She exhorted herself as a self-made woman who constantly learn from her failures and bounce back strongly. She also educate the students how to identify the niche and taking calculated risk while pursuing the start-up journey. She recommended the students to participate in innovation expo, pitching events and start-up events to get better exposure, to understand how an idea is presented, how to find seed money, and how to win initial stages of funding from angel investors. She strongly described the strongest pillars of the start-up is the core team which elevates the start-up through a long term. The best team will remain intact and pass through the tougher times together and create synergy with at most faith in each other.



Resource Person exhorting her Start-up story & the students' interaction with the startupreneur.

Outcomes of the programme

The students had an opportunity to interact with the startupreneur and understood how a start-up evolves from simple idea. They are able to learn the following through the programme.

- Qualities a startupreneur must develop especially the risk taking ability.
- Ability to face the failure and learning from the failure.
- Sharp observation of day to day happenings which is a key for innovation.
- The importance of acquiring and updating relevant skills.
- Critical thinking which leads to innovative solutions to pressing problems.
- Identifying opportunities through various sources.
- Building a successful team for a long term evolution.
- Importance of participating in various pitching events which helps to raise capital.



ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
Affiliated to Annamalai University, Annamalai Nagar | Re-Accredited by NAAC with 'A' Grade (3rd Cycle)
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St. Joseph's College Road, Manjakuppam, Cuddalore - 607001.

SJC Institution's Innovation Council
in association with
Innovation & Entrepreneurship Development Cell
organize

INDIA START-UP DAY

Successful Journey of a Start-up founder (Motivation Programme)

Date : 19th November, 2022 (Saturday)

Venue: Rev. Fr. M. A. Ratchakar Hall || Time : 11.30 A. M to 01.00 P.M
(Blended Mode)

Presided by

Rev. Fr. G. Peter Rajendiram, Secretary

In Presence of

Dr. M. Arumai Selvam, Principal

Dr. J. Jon Arockiaraj, Vice-Principal

Rev. Fr. Dr. S. Xavier, Controller of Examinations

Rev. Fr. Dr. A. Alex, Dean of Studies



Chief Guest

Ms. Ankita Das

Chief Executive Officer & Co-founder
Bullsmart, Bangalore
(A FinTech Start-up)



Organizing Team

Mr. M. Om Prakash, Assistant Professor, BBA(CA)

Dr. R. Rajkumar, Assistant Professor, BBM

Mr. I. Anand Raj, IEDC Co-ordinator

Programme Invitation

**India Start-up Day - Successful Journey of a Start-up founder
Motivation Programme
(Blended mode)**

Date: 19.11.2022 (Saturday)

List of Students Participated

S.No	Roll. No	Student Name
1	A20ACD01	Adhithiyam J
2	A20ACD02	Adhitya Kataria
3	A20ACD03	Anandhajothe V
4	A20ACD04	Antony Raj C
5	A20ACD05	Aravindhyan R
6	A20ACD06	Arul S
7	A20ACD07	Arun Kaiser William A
8	A20ACD09	Barath S
9	A20ACD10	Bheraram M
10	A20ACD11	Chinnappadoss D
11	A20ACD12	Dhinesh Kumar R
12	A20ACD13	Dinesh Raja K
13	A20ACD14	Gnanamurthy A
14	A20ACD15	Gokulnath P
15	A20ACD16	Gunachandran H
16	A20ACD17	Hathar Basha A
17	A20ACD19	Jagadesh K
18	A20ACD20	Kolandai Yasu J
19	A20ACD22	Mohamed Irfan P
20	A20ACD23	Mohamed Yacoob S
21	A20ACD24	Muthu V
22	A20ACD25	Naveen S
23	A20ACD27	Nilesh S
24	A20ACD28	Prasanna Raj K
25	A20ACD29	Praveen Raj P
26	A20ACD30	Purushothaman R
27	A20ACD31	Ragavendran N
28	A20ACD32	Sabarinathan D
29	A20ACD33	Sakthidhasan D
30	A20ACD34	Sathish Kumar P
31	A20ACD35	Seenil Vasanth N
32	A20ACD37	Sri Hariharan.S
33	A20ACD39	
34	A20ACD40	Suren Raj F

35	A20ACD41	Surya R
36	A20ACD42	Tamil Selvan J
37	A20ACD43	Thirupathysamy R
38	A20ACD44	Udhay Kumar M
39	A20ACD45	Vasikaran B
40	A20ACD46	
41	A20ACD47	Vignesh L
42	A20ACD48	Vimaladithan A
43	A20ACD49	Yuvaraj M
44	A20ACD50	Inbatamizhan K
45	A20ACD51	Gokul S
46	A20BBD01	Abilesh K S
47	A20BBD02	Anandhapadmanaban B
48	A20BBD03	Anupraveen R
49	A20BBD04	Appollo Sebatinraj A
50	A20BBD05	Aravinthan A
51	A20BBD07	Ashik Ahamed M
52	A20BBD08	Ashwin Kumar S
53	A20BBD09	Balaji M
54	A20BBD10	Balaji S
55	A20BBD11	Baskaran V
56	A20BBD12	Bharathy D
57	A20BBD13	DareshKumar G
58	A20BBD14	Dhilip Kumar D
59	A20BBD15	Dhivlesh G
60	A20BBD16	Gokul G
61	A20BBD18	Gopi Krishna J R
62	A20BBD19	Gunabaran P
63	A20BBD22	Infant Joe Patrick S
64	A20BBD23	Jagadeeswaran P
65	A20BBD24	Jarald Y
66	A20BBD25	John Dumenil G
67	A20BBD27	Kumaran T N
68	A20BBD28	Lakshmanan S
69	A20BBD29	Logesh V
70	A20BBD30	Maheswaran
71	A20BBD31	Maniraju S
72	A20BBD32	Naveen G
73	A20BBD33	Nirmalkumar G
74	A20BBD34	Nithishkumar K
75	A20BBD35	Parthiban S
76	A20BBD36	Prasannakumar J

77	A20BBD37	Prathap A
78	A20BBD38	Premkumar K
79	A20BBD39	Ragul M
80	A20BBD40	Rahul B
81	A20BBD41	Rajavaraman S
82	A20BBD42	Ranjithkumar R
83	A20BBD43	Reshedas D
84	A20BBD44	Rishab Jain
85	A20BBD45	Sabarish S
86	A20BBD46	Sanjai R
87	A20BBD48	Saranraj V
88	A20BBD49	Sarwin Surya A
89	A20BBD51	Sasidharan N
90	A20BBD52	Sathiyaseelan A
91	A20BBD53	Shamnath K
92	A20BBD54	Sindhuveliyar K
93	A20BBD55	Sivavel V
94	A20BBD56	Subumurugan C
95	A20BBD57	Subhash N
96	A20BBD58	Subash R
97	A20BBD59	Sugumar K
98	A20BBD61	Surendhar B
99	A20BBD62	Surya M
100	A20BBD63	Tamilvanan V
101	A20BBD66	Venkatesh B
102	A20BBD67	Vignesh M
103	A20BBD69	Vijay G
104	A20BBD71	Aravind V
105	A20BBD73	Manowjumar S
106	A20BBD74	Senthamizh S
107	A20BBD75	Manikandan V
108	A20BBD76	Rajesh A
109	A20BBD77	Ilayaperumal M
110	A20BBD78	Prakash G

Organizing Secretary



Mr. M. Om Prakash
Assistant Professor
Department of Business Administration (CA)

Convener



Rev. Fr. Dr. A. Alex
SJC - IIC



Sample E-Certificate



Sample E-Certificate