

## ALBERTIAN KNOWLEDGE SUMMIT 2019 “RECENT TRENDS IN ENTREPRENEURSHIP”

As a part of the Albertian Knowledge Summit (AKS) 2019, a multidisciplinary international seminar was organized by the Department in association with Indian Accounting Association (IAA) on 16<sup>th</sup> and 17<sup>th</sup> of January 2019. The two day international seminar on “Recent Trends in Entrepreneurship” was inaugurated by Mr. Zhang Li, Finance Director of OPPO.



On 16<sup>th</sup> January, the inaugural function of the seminar began by quarter past nine, with the prayer song of the college choir. Former Head of department of commerce and the member of the governing council, Prof. Rosalind Gonzaga welcomed the gathering. The presence of IAA representatives and the members of OPPO were worth mentioning.

Dr. M.L. Joseph (Principal, St. Albert’s college (Autonomous)) presided over the gathering. In his presidential address, enriched with the tales of wisdom said “This exercise (AKS 2019) will be an incredible experience.”

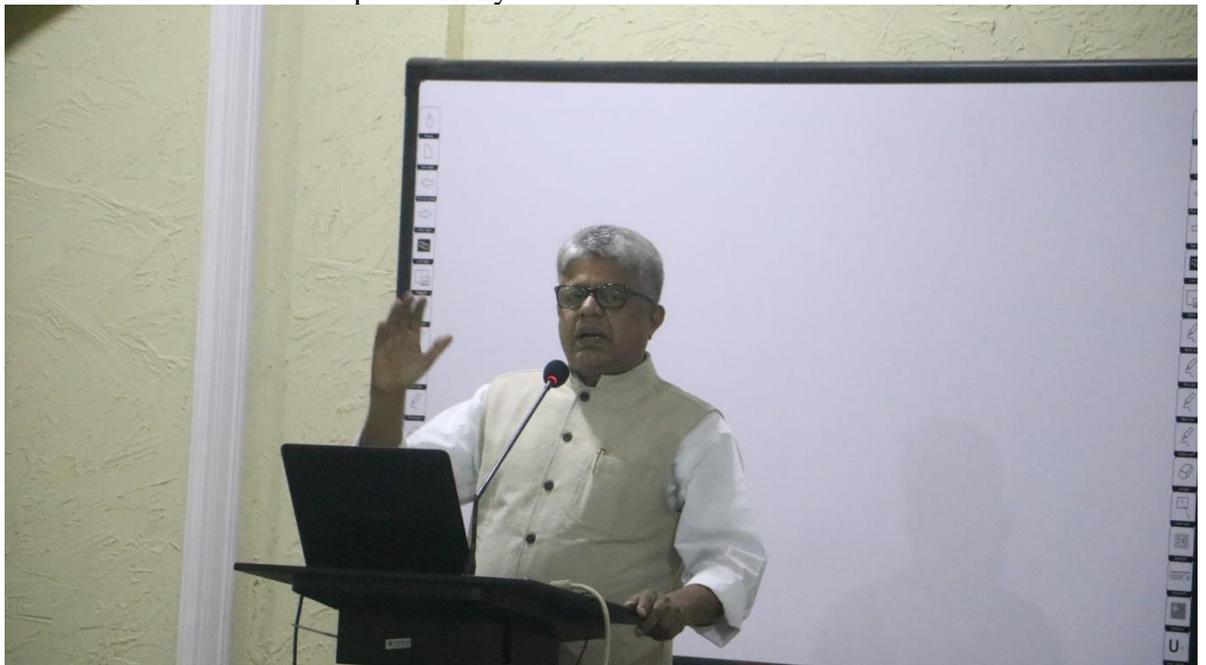
Mr. Zhang Li (Finance director of OPPO) in his inaugural address shared his perspective of entrepreneurship and his vivid experiences as an entrepreneur. He said, “Like a child, I have learned every aspects of life.” He also mentioned about the intimacy of economic relationship between India and china.

Rev. Fr. John Christopher (vice principal) and Dr. D Gangadhathan Nair (National executive member of IAA) felicitated the gathering. “Businessmen enjoy the pleasures of the world. When agriculture ruled the world, India was king. When industrial revolution started in Britain, India was a colony of Britain. This underdevelopment in Indian industries is visible even now” Remarked Dr. G. Gangadhathan Nair. Prof. Jeffrin (Head of Commerce department (self)) gave the vote of thanks on behalf of the department to the

distinguished guest and all who had gathered there.



On 16<sup>th</sup> January, the summit was conducted in two technical sessions. The first session was on “The Recent Trends in Entrepreneurship.” by Mr. Sreedharan Radhakrishnan Nair. He said, “Pessimist is a person who sees a difficulty in opportunity while an optimist is a person who sees an opportunity in difficulty. An entrepreneur is an optimist....Entrepreneurs dies a thousand death in his entrepreneurial life. But Kerala Society, even today does not respect an entrepreneur. “His seminar on the present scenario of entrepreneurship included numerous witty remarks but it spoke out the reality. He remarked, “Entrepreneurship has become the need of the hour. It is surging globally.” He also spoke about casual and effectual entrepreneurship. He stated that any problem- a social problem can be solved entrepreneurially.



Technical session II on “Why entrepreneurship is included in the curriculum?” was presented by Prof. Asha E Thomas (assistant professor and IQAC coordinator, St.Paul’s college, Kalamassery). It was interactive session that produced more an air of classroom than an official seminar hall. She said, “Entrepreneurship is a course that is not limited within the pages of books and is an opening or opportunity to put ideas to action. IT is an attempt to establish own world.“ She shared her views on the development of social entrepreneurship.



After the two technical sessions were the paper presentations by various participants from different colleges. There were 12 participants for the paper presentation.

On 17<sup>th</sup> January, the summit was conducted in two sessions of panel discussions. Morning session on the topic “Think like an entrepreneur” and afternoon session on the topic “Women with no excuses”. By nine o’clock,

Panel Discussion session I conducted on the topic “Think like an entrepreneur” was moderated by Dr. Geo Jose Fernandez (Dean, AIMS).The participants were Mr.Giri Shankar G (Renjith Karthikeyan Associates),Mr.Vivek George (Vikas Sanitary Equipments), Mr. Calvin Rodrigues (Myte Eten Craft) and Rajiv Warrior (WAUM).



Mr. Calvin Rodriguez said “It had been a tough time for two years, as far as I am concerned. Nobody sees the dark side of Entrepreneurship. Everyone looks forward to the luxurious life on entrepreneurship. Entrepreneurship is like forwarding a passion. In abroad failure is taught to be a part of life while in India everyone fears failure.” Rest of the panelist reiterated the same opinion on the change in the attitude that is to be developed. Mr. Vivek George said “the idea need not be novel, but simple.” A vibrant and enlightening interactive session was conducted thereafter. By eleven o’ clock, first session concluded with the vote of thanks by Prof. Jolly John.



Second session of the panel discussion on “women with no excuses” began by half past eleven. The panelists were women Entrepreneurs who showed their mettle in their field of entrepreneurship. Panelist included Mary George (UPM Advertising), Priya Fazil(Dream flower housing projects), May Joy( Ziva maternity wear) and Minu Pauline( Restaurant Pappadavada). The session was moderated by Dr. Shiny C.M.(Academician).



Minu Pauline was the first to speak and she opened up her journey till ‘Pappadavada’ and her social entrepreneurial move towards “Nanma Maram”. May Joy was the next to speak and she shared her experiences of maternal instinct that brought her to this position of entrepreneur. Priya Fazil who spoke next said “Set back in the life is the stepping stone to success.” Mary George unveiled the harsh realities in the

life of a woman entrepreneur. She said that disruption is the start if innovation. The session that was concluded by two o'clock was succeeded by paper presentation of various participants.



With the vote of thanks, multidisciplinary two day seminar conducted by the department of commerce and research centre of St. Albert's College (Autonomous) in association with the Indian Accounting Association came to its conclusion by sowing the seeds of entrepreneurship in many minds.