



Sairam
INSTITUTIONS



AICTE SPONSERED

3rd CEO CONCLAVE 2020

Friday, 20th March 2020



ENTREPRENEURSHIP DEVELOPMENT (ED) CELL
&
ENTREPRENEURSHIP CLUB

In association with :

AIMS

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

MADRAS
MMA
MANAGEMENT
ASSOCIATION
ESTD. 1956



Confederation of Indian Industry

Sri **SAI RAM ENGINEERING COLLEGE**

An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi
Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

and
Sri Department of Management Studies
SAI RAM INSTITUTE OF TECHNOLOGY

An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi
Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

Sai Leo Nagar, West Tambaram, Chennai - 44, Tamil Nadu, India.

www.sairamgroup.in

ABOUT SIMS

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was rated with prestigious AAA status by Career 360 during 2017, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B-School survey rated among Top 150 B-Schools, and Business Standard rated our institution with A4 category. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, and Conduct Workshops and International Student Exchange programs. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

ABOUT ED CELL

Sri Sairam Engineering College started its Entrepreneurs' Development Cell on 2011 which is funded by AICTE with the motto to develop students to realize the dream of becoming Entrepreneurs. The vibrant ED cell every year brings in successful Entrepreneurs from various walks of life to interact with students to believe in themselves that the sky is the limit for budding Entrepreneurs.

ABOUT E-CLUB

Sri Sairam Engineering College started its Entrepreneurship Club (E-Club) on 22nd March 2017 with the core objective of identifying and providing the aspiring students a platform where they can hone their skills for the entrepreneurial journey which can transcend their lives and the nation. The club focuses to bring in small & medium first time successful entrepreneurs and various entrepreneurial cell officials from government organizations to interact with the students.

ABOUT THE CONCLAVE

To inculcate managerial practices among the students, Sri Sai Ram Institute of Management Studies used to host a variety of seminars, workshops, international conferences every year. SIMS takes a step ahead of its customary industry institute interaction to conduct a CEO Conclave. The art of enterprising and leadership can be built by sharing of experience by the entrepreneurs. CEO conclave is aimed at sharing and imparting the knowledge acquired by the CEO's of diverse industries to the budding executives. This can be a platform for the participants to learn about the real time risks and opportunities available in the industry. This conclave is set in the context and is designed to provide a platform to share the story of climbing the ladder of management by the CEO's. This provides an unparalleled platform to undergraduate and postgraduate students with management, commerce, finance and economics. The conclave is designed to have open audience interactions coupled with discussions and is expected to have out of the box thinking question and answer sessions. The conclave aims at developing leadership qualities among the budding executives. This is the 3rd CEO Conclave organized by SIMS.

OBJECTIVES

- To inculcate the leadership traits for undergraduate and post graduate management students.
- To create a forum for the students to ask out of the box thinking questions to the CEO's.
- To disseminate CEO knowledge and skills among the students.
- To create awareness on market opportunities in the digitalized marketing environment among students.

WHO CAN PARTICIPATE?

Undergraduate & Postgraduate students.

REGISTRATION FEE

Rs. 100/- per participant.

SESSION SPEAKERS



Mr. R. JEGANATHAN - Organic farmer

Founder 'Nalla Keerai'

R.Jeganathan, an organic farmer, who grows around thirty varieties of greens in his 2-acre leased farm. He has emerged as a role model for educated youth, who are planning to take up organic farming seeing an opportunity in the growing demand for organic food in urban areas. In 1999, he conducted a socio-economic survey among the 240 families living in his village. The survey findings were an eye-opener. He found that about 60 percent of the annual income of the villagers - which was around Rs.1.6 crores – had been spent on purchase of fertilizers, pesticides, medicines and alcohol. In 2011 he took some agriculture land on lease at Pakkam and started cultivating on 2 acres of land initially. Soon, some youngsters joined him and helped him to market the produce under the brand name of 'Nalla Keerai' ('nalla' is good and 'keerai' is 'greens' in Tamil) directly to customers in Chennai. Having 16 years of organic farming experience and networked 25+ organic farmer producer companies with land size of 1.65 Lakhs acres in Tamilnadu and travels around the country, advising State Governments on Organic farming and is a guest lecturer at 15 universities for Agri-Entrepreneurship. Before stepping into Agriculture he was working as business development manager for an MNC.



Mr. PRADEEP KUMAR SAMPATH

CEO - nStore Technologies Private Limited

Pradeep Kumar Sampath is the CEO & Cofounder of nStore Technologies Private Limited. nStore is a micro-market place platform for small and medium retail businesses. It is an exciting opportunity for the businesses around the corner to digitize, integrate with more revenue streams out-of-the-box and become the hub of the neighborhood on a single platform. Prior to this role, Pradeep was Chief Operating officer of MMPL (A Subsidiary of TataTele Services Limited). In his capacity as the COO Pradeep was responsible for the entire Strategy and Business Operations of the mobile wallet Business, his main responsibility was to roll out mCommerce & eCommerce Services to Customers across networks in India. Prior to this as Vice President, heading the Sales across Asia Pacific, Middle East and Africa for ElectraCard Services (A MasterCard Company) which is into providing Payment Solutions to Banks and Financial Institutions. In this role Pradeep has worked closely with many Banks and Financial Institutions in various markets to roll out various payment projects predominantly in the Prepaid and Mobile Commerce space. Also this experience provided him insights to customer behaviours across various Geographies and the various services and solutions in play across markets. His experience spans across companies like Network Solutions Limited, Wipro Limited, Infotech Group, IBM India Private Limited and Euronet Services India (P) Limited. Pradeep has acquired strong skills over the years in understanding the customer's needs and working on solutions to fulfill those. Pradeep believes in working towards understanding the customer and the market needs and create solutions and services around the core need of the customer which will be the clear differentiator in the marketplace.



Mr. S. Maraiappan

Managing Partner – Chennai Kulfi

Mr. S. Mariappan, is a graduate in Commerce. He started his career by doing lamination works and further moved towards marketing of home appliances. Then, he became a real estate layout promoter. Now, he is a managing partner of Chennai Kulfi. Chennai Kulfi is an authentic Kulfi maker in Tamil Nadu. The product ranges are: Kulfis, Kulfi Shakes, Kulfi Falooda, Ice Cream, Jigarthanda, Fries, Sandwich, Burger, Wrap and Palkova. They promise to make best Kulfis in natural taste. Their franchises are available across Tamil Nadu, Pondicherry and Andhra Pradesh. Their vision is to become the No.1 Kulfi Maker in India with a vision to open franchises across India.

Mr. Senthil

Founder & CEO – Strawberry Group

The company "Strawberry group" is a Partnership firm started with five partners, since 8th February 2013. In 2012 they explored for innovative business opportunity and made a market research all over Tamilnadu. With respect to their valiant research they found the precious ancient millets. Millets are very good for health and nowadays people forget this millet rice which our forefather's were consumed 50 years ago. So they made a conscious effort to re-launch these products in this modern trend to make a healthy generation in future. Basically millets are Rich in fiber, protein, calcium and it is good for health, so we found various methods to incorporate millets in health mix form for the consumers. Finally, they launched a Mayoora Health mix – a perfect blend of Earth's finest natural ingredients and traditional millets in a perfect blend. They are proud to say that strawberry group is a leading health food company in millet based food products in Tamilnadu. Their Company primary motto and focus is to take care of the consumer's health enrichment and food management. They believe their product has made a revolution in the health mix industry in the last 5 years since they launched their products. Their product sales in the industry have been elevating upper in the graph and itself will turn as a testimony for the success of their products. They have brought all the grains and pulses found in the ancient age time which is highly nutritious and stable for the human body and incorporated to the modern age people in order to acquire all the nutrition which is not available in the recent foods.



*We build a better nation
through quality education.*



For Further details, kindly contact,

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