

**MOUNT CARMEL COLLEGE ,AUTONOMOUS.**  
**PG Department of Commerce**  
**Samvedhanam 2021 - emerging paradigms in business.**

Date: 17.09.2021

Day 03 – **Session 1: Community Led Business Growth.**

Time : 10:00 am to 3:00 pm

Attendees: 170

**Resource Person:**

Mr. Amit Pandey.

Mr. Chitransh Mittal.

**Teacher Incharge :**

Ms. Samanvitha.C

**Student Coordinators:**

Ms Tanaya Tanisha Das and Ms Preksha Jain.

The introduction to the session was given by Ms.Samanvitha followed by the student co-ordinators Tanaya and Preksha giving the introduction of the speakers.

Mr. Amit Pandey, Founder of Global Nomad Summit and Mr. Chitransh Mittal, senior community manager at Truefan highlighted, how working alongside people can empower oneself to improve themselves. They educated us on the components of community development consisting of four elements namely:

- knowledge,
- attitude,
- skills
- Practices

They also threw light on the two types of community - virtual & real, the growing career opportunities in community development and Community development for business growth which is possible through four ways

- Helping customers
- Improvement
- Marketing
- Cost efficient.

There are four Cs in the community development-

- Connection
- Culture
- Commitment &

- Care

They also gave us an insight about the community manager and community management.

**Community manager** acts as a single point of contact and helps in managing the brands.

**Community development** helps in always being surrounded by likeminded people who strive hard to reach and accomplish the goals of the organization. Nowadays community development is very important for the growth of the business and career.

Questions asked in the end of the seminar are as below:

- What is the external finance provided for community developers for any start up business?
- What kind of career opportunities can we expect in community development field?
- How can we have new development in communities and not discard the existing programs that have originally created the existing community?





## **Session 2- Innovation & Entrepreneurship.**

Time: 1.00 pm to 3.00 pm.

Attendees: 157

### **Resource Person:**

Dr. Geetha Suresh.

Mr. Rishab Jain.

### **Teacher Incharge :**

Ms. Sumitha. S

### **Student Co-ordinators:**

Sonu Serra Peter and Chavi.N.Surana.

The introduction to the session was given by Ms.Sumitha followed by the student co-ordinators Sonu and Chavi giving the introduction of the speakers.

The last day of the webinar was taken over Dr. Geetha Suresh on the topic “innovation and entrepreneurship”. Dr. Geetha Suresh is a mentor, educator and a curriculum designer who also runs her own sugees design school. She’s was the first to teach interior design and management since its inception in Mount Carmel college, bangalore.

Dr. Geetha Suresh gave us insights on how to get out of our comfort zones and be more creative. She advised us on how to do something different beyond the regular. A lot of inputs about how entrepreneurship helps facilitates economic growth helped us understand the business situation India.

There were discussions about collaborations of innovative ideas and to share talent on a wider platform in order to create something bigger for the society. The webinar also educated us

upon how to start ecofriendly and local businesses in the market and also generates profits. Insights on financing for a start up was also discussed in the webinar which in turn gave us clarity about how its is to start up a business. Mount Carmel College has given us the platform to engage in such interesting topics that deal with real life crisis regarding entrepreneurship. The webinar included pragmatic ways of how to deal with regards to innovation and how to put them in action.

The final session was given by Mr.Rishab Jain, Director & CEO of EWOL U PVT LTD. He discussed upon the very basic concept of innovation and entrepreneurship, and went on to discussing about various kinds of leadership their tactics and how leadership can change the business environment, also gave us an idea about the corporate life with his experiences.

He also spoke about his mentors how they helped him innovate and lead the business world. He gave his insights on the various business challenges and solutions, strategies that can be used in the dynamic environment.

He discussed on how he started up his start-up company and how innovation led to a great success of his company. Through this he focused on entrepreneurial and innovation challenges, where he focused on sustainable development .

As he kept his main focus on Innovation in all the areas of business, leadership.

The session was ended by a Q&A Session where the attendees asked their questions and Mr.Rishab Jain answered their queries with good suggestions.

The session was ended by a thanking note by Chavi N Surana and the vote of thanks was proposed by Solomon sir, PG Department of Commerce.

Having a successful 3 day webinar.

