



**LOYOLA INSTITUTION'S INNOVATION COUNCIL (LIIC)  
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 34.**

**INNODHYA '20 – NATIONAL ENTREPRENEURSHIP SUMMIT  
6<sup>th</sup> & 7<sup>th</sup> February, 2020**

**REPORT ON THE ENTREPRENEURSHIP SUMMIT**

**Venue: Lawrence Sundaram Hall**

**Inauguration:**

The inaugural function of Innodhya'20 a two day National Level Entrepreneurship summit was presided over by Rev. Dr. A. Thomas S.J, Principal, Loyola College, Prof. D. Francis Xavier, President, LIIC and Dr. S. Prasanna Kumar, Convenor, LIIC and the chief guest Mr. Sathish Kumar the Regional Head, Southern Region, CII.

Dr. Prasanna Kumar spoke on the dynamics of the two day summit. He further detailed the idea behind the theme and title name which was derived by fusion of the words Innovation and Vidhya (knowledge). He also talked about the huge contrast between the innovations and the technology of the present and the past. He defined the sole motive of this summit and the importance of attending this summit. Then, Prof. Tipston introduced the chief guest Mr Sathish Kumar Regional Head, Southern Region, CII and invited him to deliver his keynote speech on Disruption.

Mr. Sathish Kumar started his keynote address by thanking the Loyola College and the administration. He talked about the disruption, not only being a change but also in a positive way. He also talked about the global and national economic slump. India being considered as the bright spot for investors of its huge middle class population, breakthrough technology and the climate change and how it has affected our planet and how the budding entrepreneurs should take care of the nature. He then explained the rise of digitalization, globalization, diversity and humanity. He ended his keynote by saying his quote: "PLEASE DO FOLLOW THE JOURNEY AND IT WILL FOLLOW YOU AUTOMATICALLY".



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**PANEL DISCUSSION (DAY 1 - 6<sup>TH</sup> FEBRUARY, 2020)**

**Panel Discussion 1 - Impact of Disruptive Innovation in Business**

The panel was moderated by Mr. Chozha Nachiaar Rajasekar, President, Tamil Nadu chamber of commerce. The moderator began the session and spoke on the impact of digital technologies on humans, quality tech and types of innovation. He also talked about the relationship between stability and disruption. He mentioned some modern innovation like Wi-Fi, 5D printer, cloud computing, internet, etc. Further he also spoke about the relationship between people and major successful start-ups like Facebook where the content is cracked by uses, Netflix which has no theatres, and Uber which owns no cars.

The first panel member to start the session was Mr. Siddharth Krishnamoorthy, CEO, School of sports, Chennai. He talked about being an entrepreneur and how he arrived on his idea on starting a school entirely dedicated for sports. He also explained the impact of his disruptive idea and its impact over stereotypical thoughts of parents on the education children. He concluded his discussion by sharing a few points on being an entrepreneur and impacting the society through disruptive innovations.

Mr. R.V. Ramanan, Co-founder of Triveta Digital Saultions Pvt. Ltd., Chennai, was the second member of the panel who addressed the students. Mr. Ramanan talked about the new disruptive ideas that are rapidly developed every day that we should evolve with. Sharing his experience in the IT field at how new ideas which are disruptive and are created which gave the scale of impact that the ideas that have created on the particular field and how entrepreneur can make a greater impact on the field through disruptive ideas.



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The third panel member for the session was Mr. Harikumar, MD & CEO of Origin Learning Solutions Pvt., Ltd., also an Angel investor of various start-ups. He discussed the idea of creating disruptive inventions and innovations through team work. He shared his experience of working with many teams throughout his 25 years of professional life and how they have created an assertive impact in his perspective. He concluded by discussing the importance of team work to create new disruptive ideas.

Mr. Harikumar was followed by Mrs. Abhinaya Selvam who is a film producer and under the banner Happy High Picture is also the co-founder of Uptown Ideas in Chennai was the fourth panel member invited to deliberate upon “Disruptive Innovations”. Mrs. Abhinaya began with introducing herself to the students as a film producer and mentioned her works. She spoke on the disruptions taking place in the entertainment industry and how did it all begin. She further spoke about the influence of digitalization and social media influence in films which were the disruptive innovations that impacted the movie industry as well as the people and their approach towards films and series.

The last member of the panel to address the students was Mr. Sandesh Reddy, Chef and food entrepreneur, Sandy's, Wangs Kitchen, French Loaf & Radioroom, Chennai. Mr. Sandesh Reddy talked about entrepreneurship in food industry and the disruptive ideas and innovations that changed and shaped the food industry. He also explained the importance of the industry and how to create disruptive and successful ideas that could impact the industry by which the budding entrepreneurs achieve success.



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At the end of the session the students were allowed to interact with the panel members. Mr. Chozha Nachiaar concluded the session by highlighting the significance of innovation and how innovative practices can help the entrepreneurs to leverage their business that can be adaptable to the changing consumer needs.

**Panel Discussion 2 – Disruption through Finance:**

The second session of the panel was started after the lunch break. The panel witnessed the presence of three alumnus of Loyola College, Mr. Balaji, Manger, RBI, Chennai, Mr. Basheer Khan, MD, Sattar Sanitary Stores and Mr. Solomon Cecil, Deloitte and Touche, AERS India Pvt. Ltd., Hyderabad.

The moderator of this panel was Mr. Balaji, the Manager, RBI, Chennai. Mr. Balaji thanked Loyola College for inviting him and also for playing a major role in his education and career. He acknowledged that the topic itself is a new concept of disruption. In his introductory remarks, he talked about the ideas of disruption which many companies use to alter their finance by which they could control their economy and to enhance the customer services. Then he introduced the speakers and gave the podium to the speakers.

Mr. Basheer Khan, the Managing director of Sattar Sanitary Stores was the first speaker of the panel. Mr. Basheer talked about the basic concept of business and the various factors which affect business. He did a presentation through which he explained the causes of financial disruption like improper cash flow, lack of finance, financial fraud and companies' expansion over the economy and loss.



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The second speaker of the panel was Mr. Solomon Cecil who is the audit manager for Deloitte and Touche, AERS India Pvt. Ltd., Hyderabad. He spoke on the idea of an entrepreneur being financially disruptive and how important it is to be aware of the prevailing financial condition and how disruptive ideas and implementation of these ideas could make the situation much better and more solid and sustainable.

The last speaker of the panel was Dr. Gopal Krishna Raju who is an Insolvency Professional & Registered Valuer, a Chartered Accountant and runs his own consultancy services and accounts firm. Dr. Gopal Krishna Raju spoke about innovation and skill which are required to service the corporate world. He also gave the students few important ideas to succeed in life like creating disruptive innovation, learning new skills for creating new ideas and making those ideas to be wanted in the present global market. He also wanted the budding entrepreneurs to be adaptive, flexible and to think critically and communicate effectively to sustain and survive the present global financial market.

The panel was briefed up by the moderator and the question and answer session were conducted. Finally, Mr. Balaji gave his concluding remarks towards how efficiently entrepreneurs create different strategies that would help them to cater their start-up in a diversified manner.

**PANEL DISCUSSION (DAY 2 – 7<sup>TH</sup> FEBRUARY, 2020)**

**Panel Discussion 3 – Disruption through Marketing:**

The second day's first session was based on the topic **Disruption through Marketing**. The Moderator was Dr. Francis Jose, Former head of the Department of



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Commerce, Loyola College. Dr. Francis Jose briefed and highlighted the nuances of marketing and the various means it has impacted the business. He then introduced the members of the panel to the august gathering.

Mr.Vinoth Harith was the first panel member to address students. Mr.Vinoth, Founder, CMO Axis, Bangalore account spoke about the disruptive ideas that has changed the entire marketing methods and strategies. He also spoke about the importance of marketing and impact over the career of an entrepreneur and his or her product. Mr.Vinoth concluded his address by putting out few ideas on marketing.

The next panel member to speak was Mr.Vasanth Rajaram who is the head of revenue and partnerships in OYO Rooms, Gurgaon. Mr. Vasanth started his address over disruption through marketing by mentioning his own career path and how finance and marketing played a major role in his successful career. He gave many examples regarding marketing and strategies. Further he mentioned many start-ups which have grown with their unique marketing strategy. He also compared the method and medium of marketing with the past and the present. He concluded his address by suggesting few methods of marketing and the effect of them over the business world.

The next member of the panel was Mr. Ashish Jonathan who is the deputy manager of marketing, Metropolis Health Care, Chennai. Mr. Ashish explained various aspects of marketing through his perspective and also discussed the methods on which the various demands of the people to be fulfilled through marketing and start-ups. He explained how an entrepreneur is more important with the current situation of our country.



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Mr. Vishwanathan, the next speaker of the panel, is an advocate and runs a business consultancy called Vikas Associates. Mr. Vishwanathan was very brief in his speech and insisted the budding and future entrepreneur to welcome and create new disruptive ideas and innovation.

The last panel member was Mr. Ravishankar Ranganathan, who is the vice-president of K7 Computing. Mr. Ravishankar who is basically from the digital industry, gave students a great thought about the current situation of this modern computing world and threats that a budding entrepreneur has to face. He introduced a new way of marketing using fear in a good way and gave that the best example of anti-virus and privacy software. He also mentioned how the marketing format of different products differs in great extreme. He gave a glimpse of how privacy can be broken and how we can protect it. He concluded by saying the development and alteration are the things which can be very useful with time to time when it comes to marketing.

The session came to an end after the interactive segment and the concluding remark was delivered by the Moderator Dr. Francis Jose. He articulated that Disruption is inevitable especially in the field of marketing which is a quintessential function for the business.

**Panel Discussion 4 – Business Survival:**

The second session of the last day of the summit was based on the topic **Business Survival**. The panel head was Mr. Unni Nair, who is an ex-service man served the in the Indian Army for over 15 years and was awarded several posts before his retirements, after which he started his consultancy service company the EXCEL PRO in Chennai. Mr. Unni shared his experience in the Army, his post retirement life and





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his intention to become an entrepreneur after spending most of his life trying to do what he liked. He gave some survival tactics that he follows in order to save his company both from competitors and financial crisis. He enumerated the significance of how business / start-ups survive in the modern day scenario despite facing economic crunch and disruptions through varied aspects. He also introduced the panel members to the gathering.

The first panel member to start was Mr. Sathish Salivati, CEO INTELITIX SOLUTIONS Pvt. Ltd., Chennai. Mr. Sathish spoke on the idea of starting a business and explained the tactics of survival according to the current scenario of the global market. He also gave some instructions of survival and the do's and don'ts which the future entrepreneurs should follow to save their start-ups from different financial situations.

The next panel member was Mr. Dharneetharan- Founder- Social Eagle Pvt. Ltd- Chennai. Mr. Dharaneetharan started his address by explaining his personal struggles and his own concept of being an entrepreneur and how did he become an accidental businessman. He explained the graph of his career and also the company. He then advised the students to be selfless and use their full potential to grab their opportunities which will eventually lead them to growth and help them to achieve what they want to achieve.

The third panel member to speak was Mr. Arun Perumal, the Managing Director of Arun Grit Pvt. Ltd., He is also a professor in Loyola College. Mr. Arun started his address by defining the struggles that the person has to go through in order to become a business man or an entrepreneur. He stated the big process of starting a company and how to take precautions to save their company from various factors.





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Mr Arun also encouraged students to take risk and to be brave in making decisions to become a successful entrepreneur and he advised them to be job makers not a job seekers.

The last panel member to address the students was Ms Lavanya, HR Manager, Fedbank Financial Services- Chennai. She spoke on her experience in the field of human resource and how she saw people gradually lagging behind in survival tactics. Ms Lavanya also spoke about the importance of being ethical in the field of business and also being adaptable, flexible, sustainable when it comes to survival.

**Valediction:**

The valedictory for the events and the summit began shortly after the panel discussion. The valedictory function was presided by Chief Guest Thiru.K.Pandiarajan, Honourable Minister of Tamil official language and Tamil culture, Government of Tamilnadu, Dr. Melchias Gabriel, Deputy Principal, Loyola College - Chennai, Prof. D. Francis Xavier, President, LIIC, Dr.Dorathy Pushparani, Vice-principal, Dr. S. Prasanna kumar, Convener, LIIC and by Mr. Shubhneet Keswani, Student Co-ordinator, LIIC. Dr. Melchias Gabriel felicitated the Chief Guest and welcomed the gathering. Prof. Dominic introduced the chief guest and invited him to address the gathering.

The Chief Guest, Honourable Minister Thiru. K. Pandiarajan who is a former entrepreneur himself was very pleased to meet and to interact with students. He started his speech by thanking the Jesuit management through which his life and career was shaped. Thiru. K. Pandiarajan talked about the various entrepreneurs and their start-up which changed the global market scenario. He gave a brief note on Mark Zuckerberg, Sabir Bhatia and their ideas which have changed the face of



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entrepreneurship. He also spoke on folly transition and how even a small town businessman who earn crores every month. He also mentioned the evolution of Ambattur as the industrial town and talked about its origin. At the end of his speech, he ensured a bright future for the aspiring entrepreneurs in Tamil Nadu. He suggested few organisations like Chennai Angels and his own company CIEL HR services, which helps the budding entrepreneurs.

After his speech the chief guest answered some questions from the students. Then he distributed the certificates for the events “SHARK TANK – The Pitchers”, “DEMAND PROMPT – Business Hackathon”, “CO-FOUNDERS – The Entrepreneurship Team”, “THE INSIDE JOB – Failed Start-up”, “DECRYPT – Ethical Hacking” & “BULLS AND BEARS – Stock War” to the respected colleges who participated in the two summit of entrepreneurship – Innodhya.

Thus the summit successfully ended.

**Profile of Participants:**

Loyola College	- 221 Students
Womens Christian College	- 3 Students
SSS Jain College	- 21 students
Womens Christian College	- 4 Students
Kongunadu College of Engineering & Technology	- 7 Students
Total	- 256 Students

Dr. S. Prasanna Kumar  
Convener, LIIC

Prof. D. Francis Xavier  
President, LIIC





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### LOYOLA COLLEGE

Loyola College, a Catholic Minority Institution, was founded by the Society of Jesus (Jesuits) in 1925, with the primary objective of providing University Education in a Christian atmosphere for deserving students irrespective of caste and creed. It started functioning in July 1925 with just 75 students on the rolls in three undergraduate courses of Mathematics, History and Economics. Loyola College, though affiliated to University of Madras, became autonomous in July 1978. It is autonomous, in the sense that it is empowered to frame its own course of studies and adopt innovative methods of teaching and evaluation.

### LOYOLA INSTITUTION'S INNOVATION COUNCIL (LIIC)

Loyola Institution's Innovation Council (LIIC) affiliated with the Ministry of Human Resource Development (MHRD) focuses to create a vibrant local innovation ecosystem in Loyola College. It aims at establishing a platform for the student community to develop a better ideation process which will help students of to come forth with their idea and turn it into a successful start-up business.

### INNODHYA '20

Loyola College in collaboration with Loyola Institution's Innovation Council (LIIC) under the guidance of the Ministry of Human Resource Development is proud to host "INNODHYA 2020" a national level entrepreneurship summit on February 6th & 7th, 2020 on the topic "BUSINESS DISRUPTION". This platform is perfect for you to compete and hone your skills in an intensively competitive environment while also giving you an opportunity to win prizes worth Rs. 2,00,000! A two-day extravaganza filled with a plethora of entrepreneurial and technical events such as Shark Tank, Ethical Hacking, Business Hackathon, Stock Wars, Entrepreneurship Team, Failed Start-up and Crisis Management.







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**PANEL DISCUSSION**

**BUSINESS DISRUPTION**

Business disruption is a practical scenario that creates a new market or value that disrupts an existing market.

**PANEL DISCUSSION – 1 IMPACT OF DISRUPTIVE INNOVATION IN BUSINESS**

**06-02-2020**

*11:00 a.m. - 1:00 p.m.*

**MODERATOR**

Mr. Chozha Naachiar Rajasekar,  
President, The Tamil Chamber of Commerce, Chennai.

**PANELISTS**

Mr. Siddharth Krishnamoorthy, CEO, School of Sports, Chennai.  
Mr. R. V. Ramanan, Co-founder, Trivecta Digital Solution (P) Ltd., Chennai.  
Mr. Sandesh Reddy,, Chef & Food Entrepreneur, Sandy's, Wangs Kitchen, French Loaf,  
Radioroom, Chennai.  
Mr. S. Harikumar, MD & CEO, Origin Learning Solutions Pvt. Ltd., Chennai  
Ms. Abhinya Selvam, Film Producer, Happy High Pictures &  
Co-founder, Uptown Ideas, Chennai.



**PANEL DISCUSSION – 2 DISRUPTION THROUGH FINANCE**

**06-02-2020**

*2:00 p.m. - 4:00 p.m.*

**MODERATOR**

Mr. Balaji, Manager, RBI, Chennai

**PANELISTS**

Mr. Naveen K. K., Security Service Manager, IBM, Chennai  
Mr. Kannan, Chartered Accountant  
Mr. Basheer Khan, Managing Director, Sattar Sanitary Stores, Chennai.  
Mr Solomon, Audit Manager, Deloitte & Touche, AERS India Pvt. Ltd., Hyderabad.

**PANEL DISCUSSION – 3 DISRUPTION THROUGH MARKETING**

**07-02-2020**

*10:30 a.m. - 12:30 p.m.*

**MODERATOR**

Dr Francis Jose, Former Head, Dept. of Commerce, Loyola College

**PANELISTS**

Mr Aashish Jonathan, Deputy Manager-Marketing, Metropolis Healthcare Ltd.  
Ms Archana, General Manager, Marketing & Sales, Wiley India  
Mr Vishwanathan, Advocate & Business Consultant, Chennai  
Mr Vinod Harith, Founder, CMO Axis, Bangalore





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**PANEL DISCUSSION – 4 BUSINESS SURVIVAL**

**07-02-2020**

1:30 p.m. - 3:30 p.m.

**MODERATOR**

Sqn. Ldr. Unni Nair, Excel Pro, Chennai

**PANELISTS**

Mr. Dharaneedharan, Founder, Social Eagle, Chennai  
Mr Sathish Salivati, CEO, Intelitix Solutions Pvt. Ltd., Chennai  
Mr Naresh Ranka, Founder, Vishwabodhi Foundation, New Delhi  
Ms. Lavanya, HR Manager, Fedbank Financial Services Ltd., Chennai.

**Who Can Participate?**

Students, Academicians, Entrepreneurs, Corporates, Industry Experts.

**Participants Fee – Rs.300/-**

**For Registration & Payment Kindly log on to  
[https://linktr.ee/innodhya\\_2020](https://linktr.ee/innodhya_2020)**

**PATRONS**

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**Rev. Dr. D. Selvanayakam, S.J.**

Secretary & Correspondent.

**Rev. Dr. A. Thomas, S.J.**

Principal

**Dr. Melchias Gabriel**

Deputy Principal

**Loyola Institutions Innovation Council Members**

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President, LIIC

Dr. A. Xavier Raj,

Chief Executive, L3ic

Dr. G. Sivachander Menon

Prof. Tipston

**Dr. S. Prasanna Kumar**

Convener, LIIC

Prof. Joy Samuel Dhanraj,

Coordinator, B.B.A.,

Prof. Antoine Dominic

Prof. Leo Lawrence

**Dr. J. Madhavan**

Dean of Research

Dr. A. Amala Arockiaraj

Prof. C. Ramkumar

Prof. Jacob Davis

**Student Members**

Mr. Shubhneet Keswani

Mr. Arjun Narayanan

Mr. Rishikesh Bharat

Mr. Prasheenth

Mr. Prithivi Mahaveer

Mr. Metilesh Apala

Mr. Mohammed Nabeel

Mr. Pugazharasu

Mr. Adarsh

Mr. Shreyansh

Mr. Aditya Jayachandran

Mr. Aashiq Ramachandran

Mr. Sashee Kiran Raman

Mr. Raghul

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**PHOTO GALLERY - INAUGURAL FUNCTION (6<sup>TH</sup> FEB, 2020)**







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PANEL DISCUSSION - 1 (6<sup>TH</sup> FEB, 2020)

IMPACT OF DISRUPTIVE INNOVATION IN BUSINESS





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**PANEL DISCUSSION -2 (6<sup>TH</sup> FEB, 2020)  
DISRUPTION THROUGH FINANCE**







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Panelist Dr. Gopal Krishna Raju addressing the clarification made by the participant

Interactive Session  
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PANEL DISCUSSION -3 (7<sup>TH</sup> FEB, 2020)

DISRUPTION THROUGH MARKETING





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PANEL DISCUSSION -4 (7<sup>TH</sup> FEB, 2020)

**BUSINESS SURVIVAL**





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**Panelist – Mr. Sathish Salivati addressing the gathering  
INNODHYA '20 (Day 2) – National Entrepreneurship Summit**



**Panelist – Mr. Dharaneetharan addressing the gathering  
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DAY 2 (7<sup>TH</sup> FEB, 2020)

VALEDICTORY FUNCTION



Honourable Minister Thiru. K. Pandiarajan with Dr. S. Prasanna Kumar, Prof. D. Francis Xavier, Dr. Melchias Gabriel, Dr. Dorathy Pushparani & Mr. Shubhneet Keswani



Honourable Minister Thiru. K. Pandiarajan being felicitated by Dr. Melchias Gabriel, Deputy Principal INNODHYA '20 – Valedictory Function (7<sup>th</sup> February, 2020)





**LOYOLA INSTITUTION'S INNOVATION COUNCIL (LIIC)  
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 34.**

**INNODHYA '20 – NATIONAL ENTREPRENEURSHIP SUMMIT  
6<sup>th</sup> & 7<sup>th</sup> February, 2020**





**LOYOLA INSTITUTION'S INNOVATION COUNCIL (LIIC)  
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 34.**

**INNODHYA '20 – NATIONAL ENTREPRENEURSHIP SUMMIT  
6<sup>th</sup> & 7<sup>th</sup> February, 2020**



**Honourable Minister Thiru. K. Pandiarajan awarding the Winners of Demand Prompt Ms. Aarushi Gupta and Ms. D. Muskaan of Christ University INNODHYA '20 – Valedictory Function (7<sup>th</sup> February, 2020)**



**Honourable Minister Thiru. K. Pandiarajan awarding the Winners of Inside Job, Mr. Akash Udupa and Mr. Mohammed Zaid of St. Josephs College of Commerce INNODHYA '20 – Valedictory Function (7<sup>th</sup> February, 2020)**





**LOYOLA INSTITUTION'S INNOVATION COUNCIL (LIIC)  
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 34.**

**INNODHYA '20 – NATIONAL ENTREPRENEURSHIP SUMMIT  
6<sup>th</sup> & 7<sup>th</sup> February, 2020**

