



PG AND RESEARCH DEPARTMENT OF COMMERCE
LOYOLA COLLEGE (AUTONOMOUS) , CHENNAI -34

CORDIALLY INVITES YOU
TO
THE GUEST LECTURE
ON
"ENTREPRENEURSHIP AND INNOVATION"

RESOURCE PERSON:
PRAVESH SHAH
ENTREPRENEUR & DIGITAL MARKETER

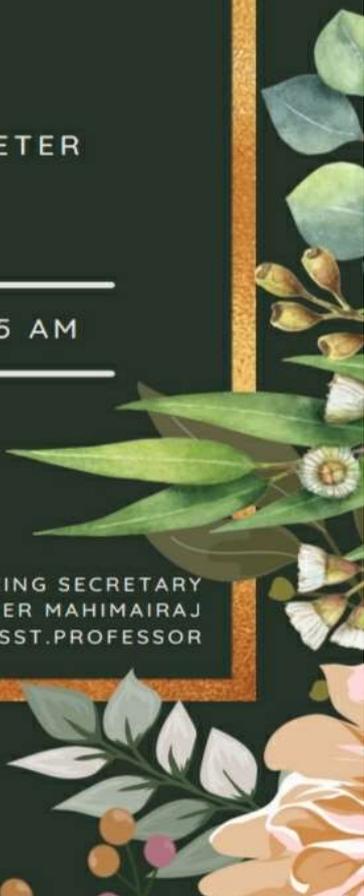
MAY
TUESDAY **24** AT 10:05 AM

2022
VENUE: CEF 08

CHAIR PERSON
DR.A.MARCUS
HEAD- COMMERCE

CONVENER
DR.A.VICKRAM
ASST.PROFESSOR

ORGANIZING SECRETARY
DR.A.XAVIER MAHIMAIRAJ
ASST.PROFESSOR



GUEST LECTURE ON ENTREPRENEURSHIP AND INNOVATION

A guest lecture was organised on the theme “Entrepreneurship and Innovation” on 24th May, 2022 at 10 am for the students of MCom first year students by the course teacher Dr. A. Vickram. The resource person was Mr. Pravesh Shah, Entrepreneur & Digital Market.

The program started by showing two pictures of street fruit and vegetables vendors and the resource person asked the participants to find the common features between both. He pointed out that both were entrepreneurs and stated an entrepreneur is someone who runs his own business at his own time and one who uses his talent.

He spoke on innovation with relation to the microphones used by small vendors, how they are time saving, helpful in reaching a large group of customers, and how the energy of the entrepreneur is saved.

He shared his own personal experience, that he pursued his B.Com graduation in Loyola College (2013-16) and developed his skill in public speaking, community services, personality development, internship, and also progressed in academics.

After his graduation, he showed his interest in digital marketing and joined ECHOME startup company which he got a chance to do due to his internship during his final year.

He started his career as a fulltime Social media executive and promoted content digitally, created campaigns, conducted contests, and filed monthly reports.

Then he moved to Canada to do his Masters MSc International Business Management, and topped the class. There, he worked in retail pharma shop, freight forwarding and offered freelance digital marketing services. He firmly believes that ‘your attitude can make a big difference’.

Some of the points shared by him –

- Innovation and Entrepreneurship are both correlated.
- Entrepreneur is also a leader, who has the ability to manage people.
- To be an entrepreneur, one should have – ideas, hard work and paying customers.
- A business idea can be found by identifying a particular problem, finding a solution.
- Ola, Uber – same target market, same product with USP.
- Swiggy, Zomato, Dunzo – similar target market with different products.
- Dunzo’s latest innovation – lazy pay use now pay later.
- Under the problem, find a solution and make it monetary.
- A country like India is a land of opportunity.
- The after-effects of lockdown paved the way for global customer requirements.
- Advancement in technology can be a threat to the human workforce.
- Entrepreneurship provides livelihood to many families.

After a question-and-answer session, the guest lecture came to an end with the vote of thanks.

