

Vedavyasa Institute of Technology, Karadparamba		
Institution's Innovation council - Activity Report		
Program: "Impact Lecture Series Session -2	Title of activity: Lecture 1: "Why Entrepreneurship" Lecture 2: "Future Focus on Direct Selling"	
Organizer: Institution's Innovation council - VVIT	Name of coordinators: Dr. Periasamy.C President II Council, VVIT Dr. Kavitha Murugesan Vice Principal	Date: 12.10.2021
Summary of activity: The session – 2 started with Inaugural address by principal Lecture 1: "Why Entrepreneurship" discussed the following points <ul style="list-style-type: none"> • Introduction to personal finance. • Why business to improve personal financial health. • Concept of asset-based income. • Modern entrepreneurship . Lecture 2: "Future Focus on Direct Selling" discussed the following points <ul style="list-style-type: none"> • Economic downturns can be great for direct selling. • This is a critical time for the industry • Direct selling must shift to developing face-to-face AND online relationships • A key issue is how to effectively manage highly distributed organizations • Successful direct selling taps existing strong social networks, often religious or ethnic • The future of direct selling could be very bright. The session - 2 ended with feedback		
Benefit to faculty/students: <ul style="list-style-type: none"> ✓ Practical engineering skills ✓ Knowledge acquisition ✓ Familiarity with real-world ✓ Decision Making skills as a leader 		
No of participants: 82 (62 Students and 20 Faculty)		
Assessment/remarks of participants: The webinar session is very nice and informative session. Some participants give appreciation as excellent.		
Name, designation of external resource person: Lecture 1: Mr.Visweswar S Enterprise Agile Coach, LSSMBB, Data scientist & PSM1- Lead Global Delivery Excellence & Risk Management		



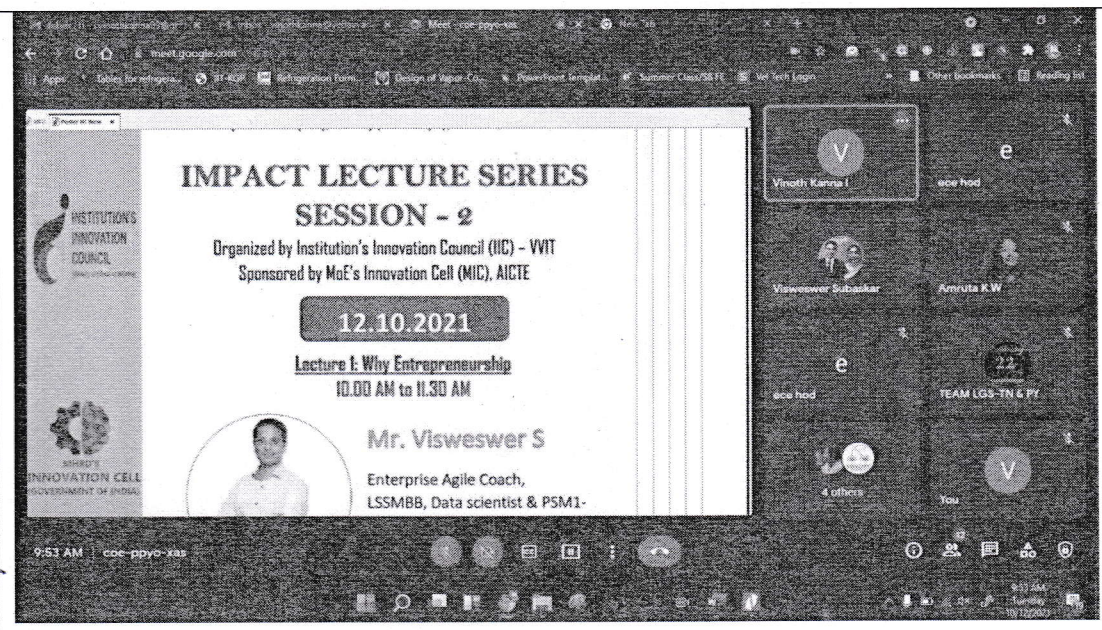
Lecture 2:

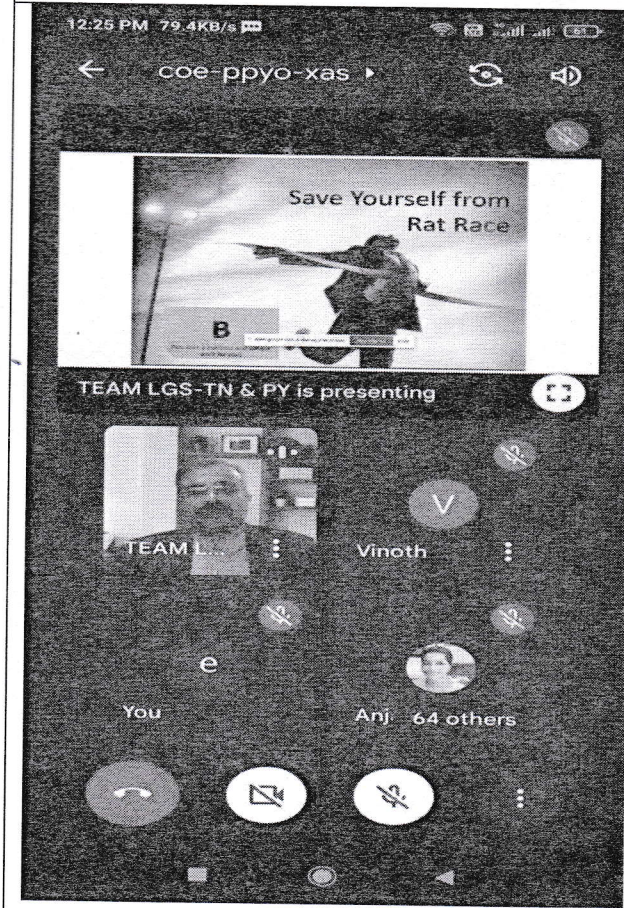
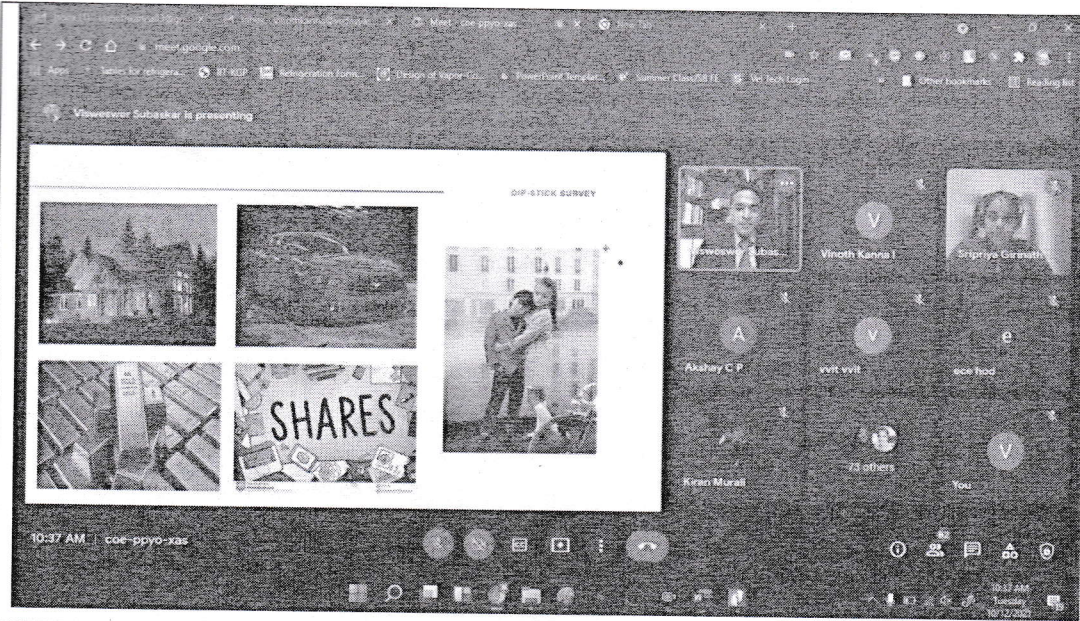
Mr. R Gerald
Designation State Head, Tamil Nadu,
AMWAY India Enterprises.

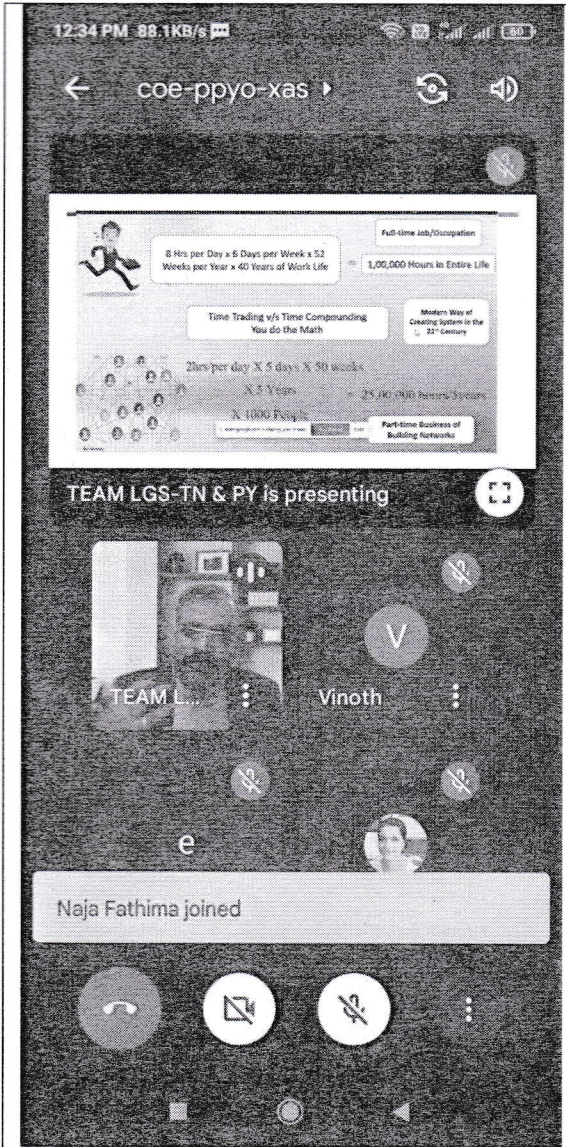
The above mentioned activity was scheduled in accordance with the requirement of APJ Abdul Kalam Technological University to provide opportunity to earn activity points. The activity was informative with rate of good success


Signature of Coordinator


Documents accompanying:







The activity was conducted during this semester and has given added benefits to student and faculty participants.


Dr S. Sangheetha
Principal
Date 12.10.21

