



# SRI VENKATESWARA COLLEGE OF ENGINEERING

## ALUMNI ASSOCIATION OF ELECTRONICS AND COMMUNICATION ENGINEERING

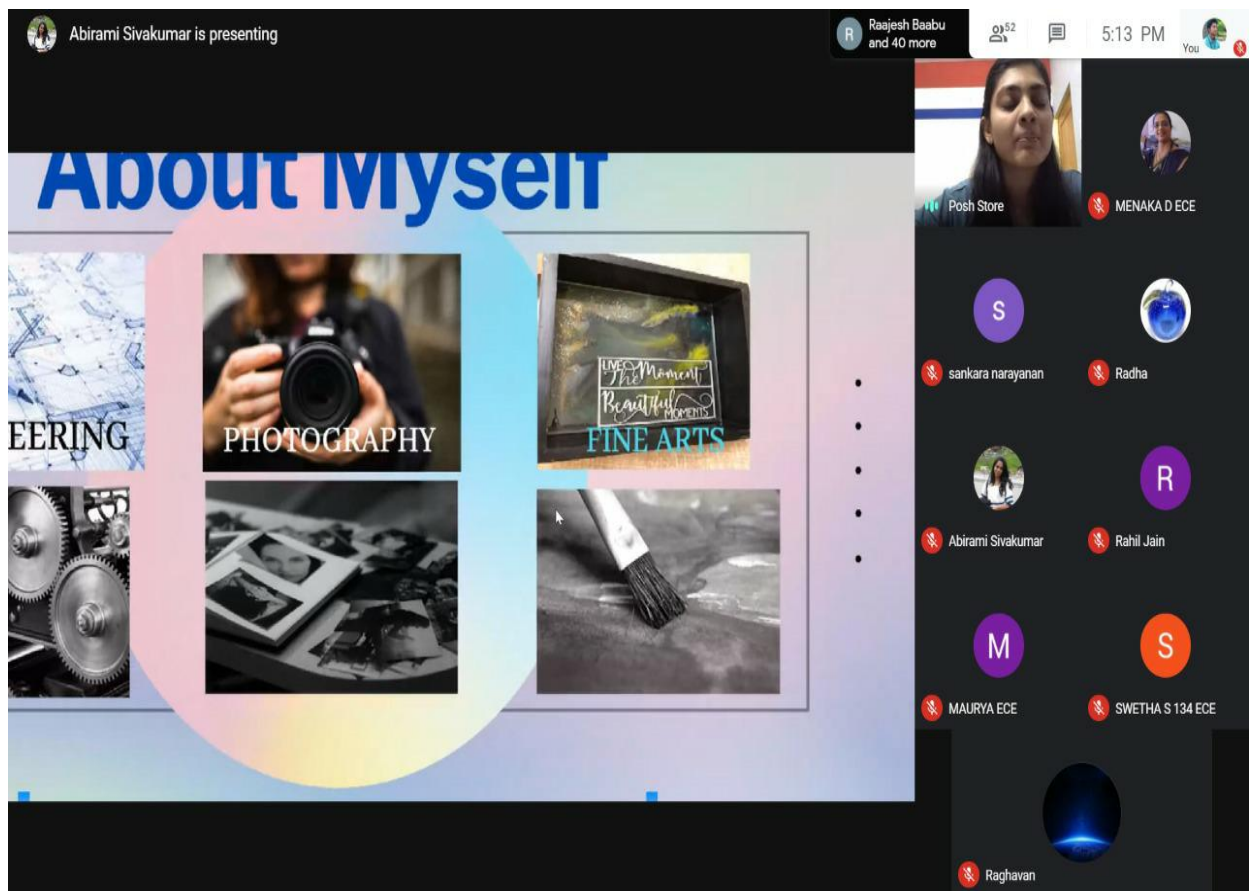
### WEBINAR ON BUSINESS INSIDER-REPORT (2020-2021)

The ECE Alumni Association for the academic year 2020-2021 presents “Business Insider”- a Webinar by Ms.Preethi Narayanan, successfully took place on 21<sup>st</sup> November 2020 via Google meet platform with over 70 participants. The event commenced at 05.00 pm. Mr.Kamalakkannan B , Joint Secretary , Alumni Association (ECE), SVCE, started with the welcome address. Followed by which the chief guest was formally introduced by Ms. Radha, Executive Member, Alumni Association (ECE), SVCE. The webinar was anchored by Mr.Sankara Narayanan B ,Executive Member, Alumni Association(ECE),SVCE.



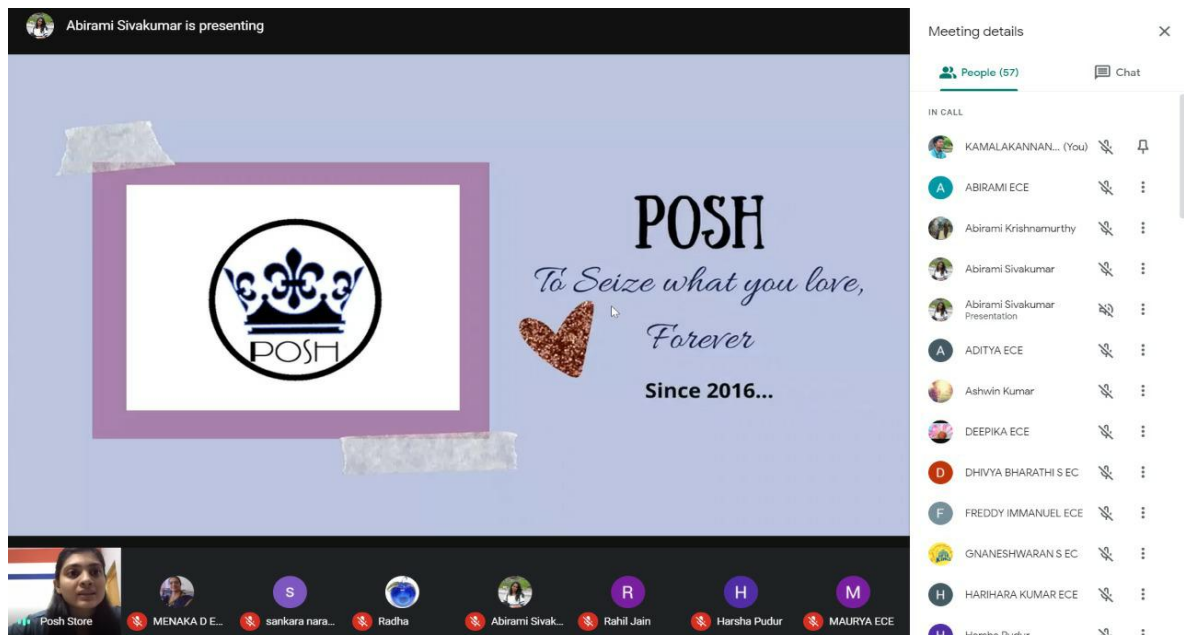
The session progressed with Ms.Preethi Narayanan taking lead with the webinar. The speaker gave an exemplary introduction into how to start a business by sharing her personal experiences, starting off with her college life experiences on Engineering, her equation with her faculties and her fields of interest. She also shared her experiences in exploring her interests in Fine Arts and Photography.

Later she revealed the story after Engineering. It is also notable that after pursuing her Engineering she developed interest in Arts which she also pursued as a degree at Kalakshetra. Adding to these she also gave an insight on her career choice where she had Photography in one hand and Fine arts in another and discovered photography as her passion since it captured memories instantly.

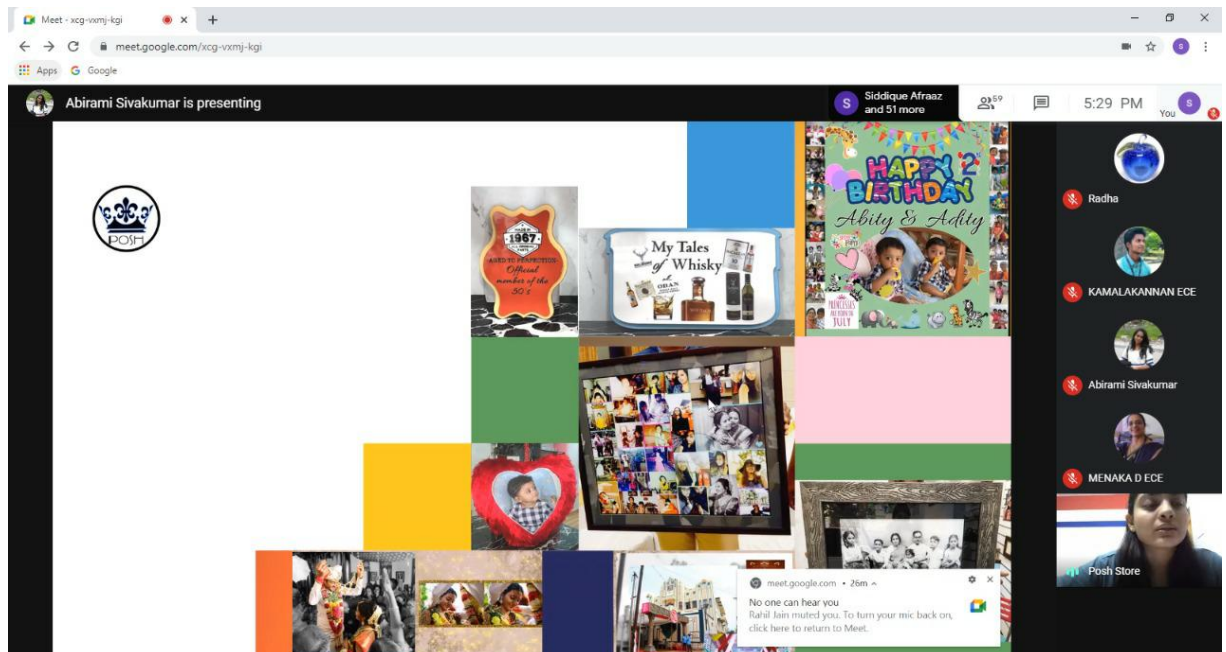


Ms.Preethi Narayanan was the example of a person who break the odds to come up in a non engineering career. Hence for proving this she started a photography studio named POSH. She came up with this plan by herself and never expected partnership or help from outside. She also discussed about her initial struggles faced as a beginner which included unavailability of customers for nearly a year. She believed in traditional marketing rather than digital. It was notable that by the time she came up with her start up her colleagues were already settled in their

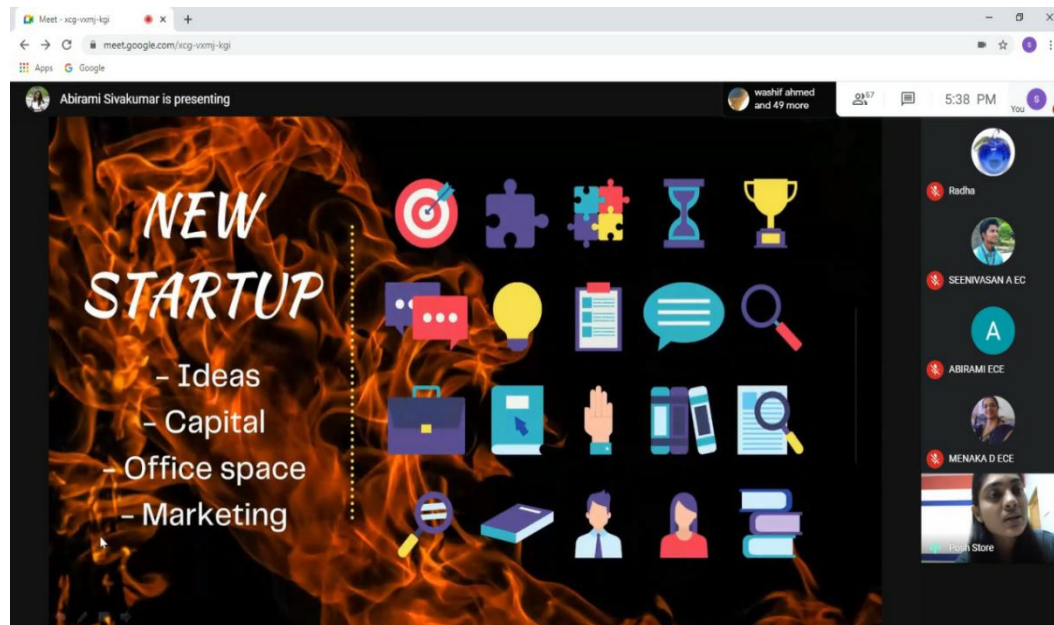
career. She was proud to share that she never gave up on her passion and had patience to the maximum extent to be successful in her career.



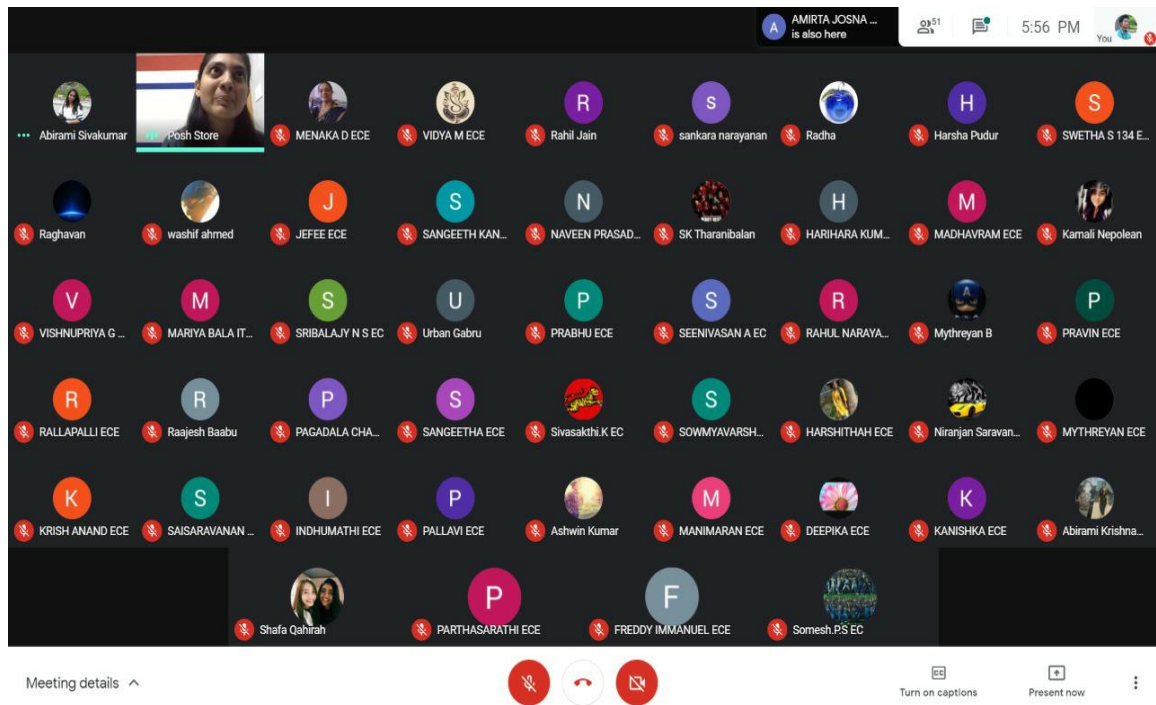
Later she shared that after a long wait she gradually started gaining loyal customers who were attracted to the innovative work she was into. She considers quality service as the key to her success. As victory for all the struggles she went through now she has nearly 20 regular customers giving orders frequently who she considers to be the pillars of her company.



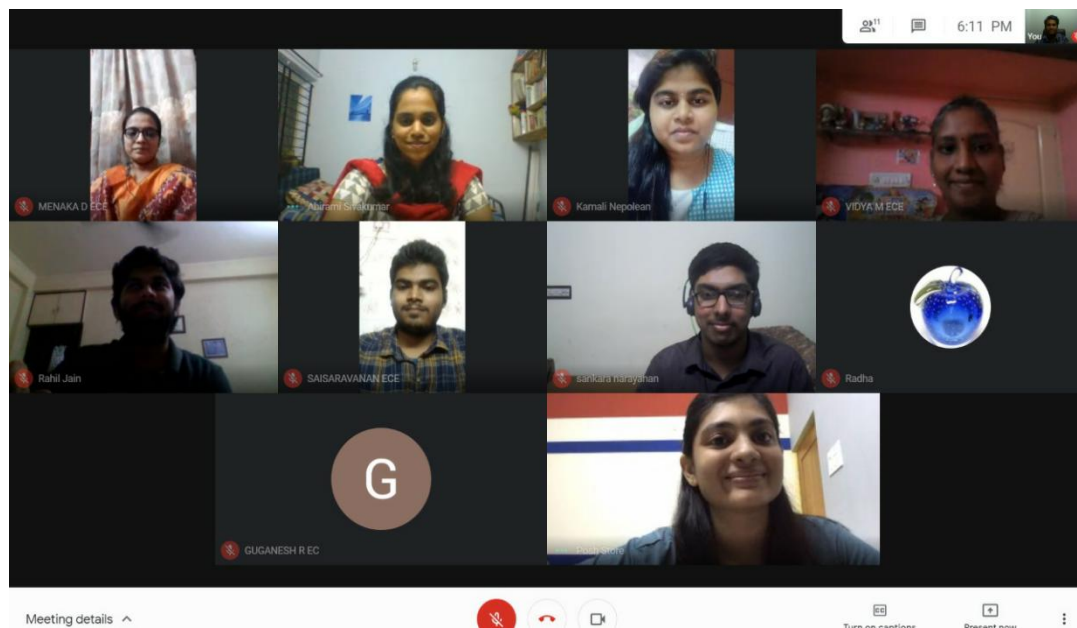
Followed by glimpses of her experiences on start up, she also added up guidance for ones interested in business which included the do's and don'ts. She explained the four major factors of consideration when one starts a business. The primary factor is the idea which includes the field, innovation and quality, followed by capital. She also stated that capital would play a major role in one's business. Once one has both these factor their next goal should be to have a positive work space which can be easy for customers to approach. She added by saying once all these are done the marketing played the key role to pull in customers. Along with these she also included expert advises which were an eye opener for the attendees of the session.



Once she completed the presentation she was open to questions in which the attendees actively participated . Students were glad to know more about her personal encounters in business which they asked in this session.



The session concluded with a Vote of Thanks by Mr.Sai Saravanan P.K , Secretary , Alumni Association, ECE , SVCE.



**Participant Details :**

Total Number of Participants: 70+

There was an active and an enthusiastic participation of students from the ECE department of the college.

**ECE Alumni Association Office Bearers:**

1. **President** - ABIRAMI .S (FINAL YEAR ECE A)
2. **Vice President** - RAHIL JAIN (FINAL YEAR ECE B)  
    **Vice President** - KAMALI . N (FINAL YEAR ECE B)
3. **Secretary** - SAISARAVANAN.P.K (THIRD YEAR ECE B)
4. **Treasurer** - SUWETHA.K (THIRD YEAR ECE C)
5. **Joint Secretary** - KAMALAKANNAN .B (THIRD YEAR ECE A)
6. **Executive Member** - GUGANESH.R (SECOND YEAR ECE A)  
                                    RADHA G (SECOND YEAR ECE B)  
                                    SANKARA NARAYANAN B (SECOND YEAR ECE C)



**ALUMNI COORDINATORS**

Mrs.D.MENAKA,AP,ECE

Mrs.M.VIDYA, AP, ECE



HoD, ECE Department-



**SRI VENKATESWARA COLLEGE OF ENGINEERING**

**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING  
ECE ALUMNI ASSOCIATION**

presents

# BUSINESS INSIDER

a Webinar  
by

**Ms. Preethi Narayanan**  
**Founder-Posh, Chennai**  
[ECE Alumnus-Batch of 2014]

on

**21st November, 2020**  
**5:00 pm to 6:00 pm**

**[meet.google.com/xcg-vxmj-kgi](https://meet.google.com/xcg-vxmj-kgi)**



**SRI VENKATESWARA COLLEGE OF ENGINEERING**  
**ELECTRONICS AND COMMUNICATION**  
**ENGINEERING**  
**ALUMNI ASSOCIATION**

**PROGRAM SCHEDULE**

**Event:** “Webinar on Business Insider”

**DATE:** 21/11/2020

**TIME:** 5-6 p.m

- ❖ Prayer
- ❖ Welcome Address
- ❖ Address by the Head of the Department
- ❖ Chief Guest Introduction
- ❖ Technical Talk
- ❖ Vote of Thanks



Co-ordinator



Hod-ECE





Webinar on " Business Insider" on 21st November 2020  
Attendance sheet

S.NO	Participant Name
1	AARSHIK B
2	ABINAYA B
3	ABIRAMI K
4	ADITYA S
5	AFIAH BANU H
6	AMALAN VALLIAPPAN M P
7	ARAVINDRAJ A
8	ARUNSUBBIAH SP
9	ARVIND D
10	ASHWIN KUMAR M
11	ASWINE R
12	BALA AKASH S
13	BALAJI R
14	BALAJI S
15	BHARATHKUMAR J
16	BOOMICA P
17	BUVANESH S
18	CHILAKA SAI DEEKSHITH
19	DEEPAK KUMAR S
20	DEEPAK SHIVAVEL M
21	DEEPIKA E
22	DEVI PRIYA B
23	FIONA J P J
24	GANESH B
25	GAYATHRI C
26	HARI KHESHAV S K
27	HARIHARA KUMAR SA
28	HARRSHAVARDHAN P
29	HARSHA LEKHA R
30	HARSHITHAH KS
31	HASHINI S
32	INDHUMATHI V
33	ISHWARYA L A
34	JAI JISHNESH V
35	JANANI A
36	JEEVAHARISH R
37	JEEVAPRASAD P
38	JEFEE M M
39	JEGAN K
40	JERUSHA G
41	HARIPRIYA S
42	HARISHKUMAR G K
43	HARITHA R

44	HARITHA G D
45	HITHAISHI U M
46	LAWVANYAA R
47	RESHMA S
48	SHRILEKHA J
49	SHRUTHI S
50	INFANTY VARSHAN V
51	IYSWARYA S
52	JAYA LAKSHMAN S
53	KALAIVANAN M
54	KARTHIC GUKAN SS
55	KARTHIK RAJAGOPAL
56	KARTHIKEYAN A
57	KATHIRVEL R
58	KEERTHANA M
59	KEERTHIVASAGAN M
60	KENWIN PATRICK A
61	KISHORE M
62	KISHORE K
63	KISHORE KUMAR T
64	KOUSHICK SRINIVASAN
65	KRISHNA PRIYA S
66	LAKSHANA A P
67	MAHALAKSHMI M M
68	MAHEERAJ J F
69	MANNOJ@ RAMNADAN A
70	MANOJ D
71	MEENAKSHI N
72	MUKESH KUMAR
73	NEHA B
74	GAYATHRI R
75	GEETHAPRIYA N
76	GNANESHWARAN S
77	GOKUL R
78	GUGANESH R
79	GUHANESWAR S
80	HARI PRASAD P
81	HARI PRASANNA T R
82	HARIHARA SUBRAMANIAN B
83	HARINEE V
84	HARINI M

*D. Ne*

Co-ordinator

*Deetha Kumar*

Hod-ECE



## CERTIFICATE OF APPRECIATION

THIS IS PRESENTED TO

**Ms. M Vidya**

for actively coordinating the webinar  
**"Business Insider"**  
organized by **ECE Alumni Association** of  
**SRI VENKATESWARA COLLEGE OF  
ENGINEERING**, Sriperumbudur, Tamilnadu  
on **21-11-2020**

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**Dr. S Muthukumar**  
HOD-ECE