



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

COLLEGE OF SCIENCE AND HUMANITIES

DEPARTMENT OF COMMERCE



SUMMARY REPORT OF

Entrepreneurial Development Program on
" ENTREPRENEURIAL SUCCESS: EXPERIENCE OF A2B "

Organised by the
DEPARTMENT OF COMMERCE

CONVENOR:

- Dr. R. Angayarkanni

EVENT ORGANISING SECRETARIES:

- Dr. P. Sankar
- Dr. D. Bhuvaneswari

DATE: 5th February 2024

TIMING: 10:00 AM

VENUE: Peter Drucker Hall, MBA ground floor

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE
KATTANKULATHUR - 603203**

**Cordially invites you for the
ENTREPRENEURIAL DEVELOPMENT PROGRAM ON
" ENTREPRENEURIAL SUCCESS : EXPERIENCE OF A2B "**



RESOURCE PERSON

Mr.K.T .SRINIVASA RAJA

Managing Director
Adyar Ananda Bhavan Sweets Private Limited



**VENUE : PETER DRUCKER HALL,
MBA Ground Floor**

DATE: 5th FEBRUARY, 2024

Time: 10.00AM

**CONVENOR : Dr. R. ANGAYARKANNI
PROFESSOR AND HEAD**

**ORGANIZING SECRETARIES
Dr. P.SANKAR Dr. D. BHUVANESWARI**

PROGRAM SCHEDULE

- | | | |
|---------|---|--|
| 10:00AM | - | Invocation |
| 10:05AM | - | Welcome Address
Dr.A.Duraisamy
Dean, FSH, SRMIST |
| 10:15AM | - | Presidential Address
Dr.A.Vinay Kumar
Pro Vice-Chancellor
(FSH, Management & Law, SRMIST) |
| 10:25AM | - | Special Address
Dr.S.Albert Antony Raj
Deputy Dean, FSH, SRMIST |
| 10:30AM | - | Theme of Program
Dr.R.Angayarkanni
Head of the Department
Department of Commerce |
| 10:45AM | - | Introduction of Chief Guest
Dr.P.Sankar
Associate Professor |
| 10:55AM | - | Key Note Address
Mr.K.T .Srinivasa Raja
Managing Director
Adyar Ananda Bhavan Sweets Private Limited |
| 12:00PM | - | Vote of Thanks
Dr.D.Bhuvaneswari
Assistant Professor |
| 12:05PM | - | National Anthem |

ENTREPRENEURIAL SUCCESS: EXPERIENCE OF A2B

REPORT:

The Department of Commerce at SRM Institute of Science and Technology recently organized an Entrepreneurial Development Program focused on the theme "Entrepreneurial Success: Experience of A2B." Held on February 5, 2024, at the Peter Drucker Hall on the MBA ground floor, the event aimed to provide valuable insights into entrepreneurial success, specifically highlighting the experiences of A2B.

Under the guidance of Dr. R. Angayarkanni, the Professor and Head of the department, and organized by Dr. P. Sankar and Dr. D. Bhuvaneswari, the program commenced with a warm welcome and introduction, creating an atmosphere conducive to knowledge exchange and inspiration.

The Dean of the College of Science and Humanities, Dr. A. Duraisamy, emphasized the significance of the occasion, presenting it as a unique opportunity for attendees to glean insights from Mr. K.T. Srinivasa Raja's entrepreneurial journey. The theme of the program, introduced by Dr. Angayarkanni, emphasized the need for cultivating an entrepreneurial mindset and skill set, encouraging students to think innovatively and contribute to the global workforce. Dr. P. Sankar introduced the chief guest, providing insights into Mr. K.T. Srinivasa Raja's educational background and the humble beginnings of A2B. Dr. Sankar acknowledged the challenges faced by A2B during the pandemic and highlighted the significant contributions of the company towards employee welfare.

Mr. K.T. Srinivasa Raja shared his inspiring journey, starting from his family's sweet shop to rebranding it as A2B. He emphasized the importance of mindset, hard work, and health for achieving success. Sharing personal experiences, he recalled moments of struggle, the value of delegation in managing multiple branches, and the significance of saving time for success. Mr. Raja highlighted the formula for success, emphasizing the role of skill and luck. He attributed luck to one's parents and educators, underscoring the importance of respecting them. The guest speaker shared his success in ventures beyond A2B, notably in farming, emphasizing the role of education and health throughout one's life.

Dr. Bhuvaneswari delivered the vote of thanks, expressing gratitude to Mr. K.T. Srinivasa Raja for sharing his valuable insights. She acknowledged the patience and support of the students. The event was a success, leaving the audience inspired by the entrepreneurial journey of A2B. The event successfully instilled a sense of passion, determination, and strategic thinking among participants, aligning with The department of Commerce's mission to shape future entrepreneurial leaders.

GALLERY





