

Report on colloquium dated 24 Aug 2017

Rajesh Velayuthasamy, Co-founder and Managing Director of Integra Global Solutions Corp addressed the students of ASB, Coimbatore on 24 Aug 2017, 11:40 AM at SKH. He is a Co-Founder Integra Global Solutions after serving in prestigious firms including Forbes Gokak, GE, Wipro, Symbian, Nokia and Panasonic. As MD and Director of Marketing, oversaw Integra's phenomenal growth from 4 people in India to 500+ people worldwide in a span of 10 years. The session began with a brief introduction of the speaker. He began the session with a question to the students regarding the stream they come from. Then the agenda for the day was divided into three sections he discussed about four different kinds of people, the reason why people don't become business owner, and about the qualities you need to be a successful business owner.



The four classifications of people he discussed were employed, self-employed, business owners and Investors. He briefly explained the four categories with appropriate examples. The second half of the session comprised on the reasons why people don't choose to be a business owner. He handpicked the major three and discussed about risk of failure, competition, and laziness. He highlighted the point that "Risk and competition is Good". He explained us with an example of the company "Fiskars" in Finland and enlightened why differentiation is important. In the last session he summarised the qualities required to become a successful business owner. He portrayed himself as an example saying that qualification isn't a very important quality a business owner requires. Dreaming big, being passionate, possessing people and sales skills are the key qualities he focussed on.

He ended the session giving us a small advice -"Be a student for life, never be a follower" and a quote by our most admirable person Steve Jobs followed by an interactive session with the students. During the session they asked queries like why he dropped out from MBA, and asked him to brief them regarding the versatile career journey, and how many failures he faced before becoming a successful venture.