



**ENANTRA**  
ENTREPRENEURSHIP MANTRA

**VERSION 3.0**

EVENT  
BROCHURE

South India's Largest Management Fest

# THE HOST

## ANNA UNIVERSITY

Anna University is the one of the most reputed institutions in India.

Located at the heart of Chennai is the **College of Engineering, the principal college of Anna University** boasts of a magnificent campus at one of the most prominent locations in the city - Guindy

True to its esteem, as an institution enriched with rich entrepreneurial culture, CEG even today stands as a beacon of light to students who wish to be entrepreneurs.

With a rich history spanning over **225 years**, CEG is one of the oldest colleges in the world. **Ranked amongst the top 10 institutions in the country**, this prestigious institution has produced many budding engineers and successful businessmen over the years.

The notable Alumni from this institution include **Vergheese Kurien (Amul), Venu Srinivasan (TVS), N Srinivasan (India Cements), M. Murugappa (Murugappa group) etc.**

## JOINTLY ORGANIZED BY



## ABOUT CAPITALIZE:

Innovation! Exploration! Entrepreneurial ideals to drive the youth!

Capitalize, the completely student-run Entrepreneurship club of Anna University was founded with the motive of inculcating and inscribing these ideals and surely the startup culture, among the student population. Placing itself at an essential spot in the CED chapter in Chennai, Capitalize incubates budding ideas and offers a pathway or guidance for young pioneers to proceed and face the challenging environment. The club's events are centered across the inhibition of several variant skills required for the practice of healthy and effective entrepreneurship, focusing on tiny factors and details enhancing the process. Capitalize is one such club that certainly highlights the various facets involved in the molding stages of becoming a successful entrepreneur."

## ABOUT AU BAZAAR:

The hustle, bustle, commotion and a thriving KP. Here's a gist of what we get to witness this year from Capitalize and be a part of. Focusing on the roots of Entrepreneurship, this is a garage sale spanning over a day. With a split up of participants into 2 Main teams with a strength of about 30 members, each team sets up a stall. A stall sourcing all sorts of essentials. Be it textbooks, lamps, buckets, DIY's or any sort of reusable goods. As seen in the past, this was a platform for people to spray out creativity. Several handmade goods ranging from beautiful accessories made out of quill paper to quirky greeting cards suiting all occasions and textbooks were some of the items that saw the flow of cash in rapid scales. An important point to be kept in mind is the strict avoidance of the sales of edible items and clothes. Working on the concept of "stock dependent real time trading", AU bazaar is, in simpler terms, a market where prices are subjected to change when demand and availability varies. It is an event that allows students to bring out their creative best and teaches them to make smart use of the resources provided to them, and teaches them the basics of entrepreneurship.

## ABOUT ENANTRA:

Enantra- Entrepreneurship Mantra is an annual event hosted by Capitalize, in an attempt to boost the spirit of entrepreneurship amongst the students, and to increase the corporate footfall in the campus. It provides opportunities for the students to connect with startups with bright, innovative ideas and several successful entrepreneurs who have carved a niche for themselves.

With a set of carefully curated events such as Investors tank, Startup pitchfest, Startup weekend and Entrepreneur Networking dinner, Enantra provides a very conducive environment for the students to push their boundaries and unlock their potential to the fullest.

With the previous editions of Enantra being hugely successful with a wide reach among investors and with participants from over 600+ colleges, we strive to make the third edition of Enantra the biggest one yet. Enantra 2019 will inculcate the very essence of entrepreneurship among the student community and open up a whole new world of possibilities

# 6DT

## ABOUT :

Every entrepreneur has a story. His/ her path to success needs to be recognized and shared among a community of upcoming entrepreneurs, students and startup enthusiasts. 6DT provides such a platform. It is a professional interactive talk session which will feature several well established and small time international and national entrepreneurs to share the experiences of their journey with an interactive crowd. 6DT gives a stage to express every entrepreneur's journey and success in their respective fields. The event promises to deliver its audience the best and make sure they learn and gain from the experiences from every speaker.

- Reflecting upon the six connections that every individual has, the motto of these sessions are simple yet profound
- We look to reach out to every 6th- Degree person, accessible to anyone



## SPEAKERS OF PREVIOUS EVENTS

### Naveen Valsakumar

He is the Co-Founder and CEO of notionpress.com. It was started on January 1, 2012 as a provider of high quality publishing services. At present, the company offers various publishing, book printing and distribution options to both authors and publishers from around the world. Naveen reigns over business operations, marketing and sales of notion press.

### Auto Annadurai

Auto Annadurai, a class 12 dropout is regarded as Chennai's most loved auto-driver. He is an entrepreneur who aims at giving his customers the very best amenities and services to his riders and customers.

### Ma Foi Pandiarajan

K Pandiarajan, popularly known as Ma Foi K. Pandiarajan is an Indian businessman and Politician. Having carved out a successful niche in the political world, Ma Foi has also dabbled with entrepreneurship to great success. He is the brain behind many successful business ventures such as Ma Foi Strategic consultants Pvt Ltd, CIEL HR Services and Ma Foi Management consultants.

### Hip Hop Tamizha Adhi

Hip Hop Tamizha Adhi is one amongst the Indian musical duo Hiphop Tamizha. In addition to their successful musical career, they have also launched successful business ventures such as Tamizha Clothing, a clothing brand and Madrasi Mafia, a music label which aims at managing independent and upcoming music artists.

### Karthik Kumar

He is an Indian actor and stand up comedian. Karthik along with his friend Sunil Vishnu quit their respective jobs and started the event management company Evam, where they organize English plays.



## Startup Pitchfest

Startup Pitchfest provides a platform to transform your start up idea into a business venture. The teams will pitch their startup ideas to a panel of experts. The top five pioneering ideas will be given a seed grant from Entrepreneurship Development and Innovation Institute (EDII). Each team will be assigned a renowned entrepreneur as the team's mentor, who would guide them throughout the event. The participants also get an opportunity to attend the 'Design sprint', a pre-event workshop. This event provides a golden opportunity for the participants to revamp and scale up their innovative ideas into viable startups.



# Startup Street:

Start-up street incorporates various start-ups alongside governmental agencies, incubators ,investors, students and technological companies from all across India. It includes the participation of various investors, policy makers and budding entrepreneurs. It will be organized in the format of a two-day exhibition.

## BRIDGE

### JOB & INTERNSHIP FAIR

The job and internship fair is essentially a bridge connecting mature and well established startups with students just entering this testing community. The startups gain potential interns and students receive a great deal of exposure to the startup culture.



# Unconference

Unconference is a conference which emphasizes on informal exchange of information and ideas. It is completely organized, structured and led by the people attending it. Instead of just passive listening, the attendees and organizers become participants. The 'discuss leaders' provide moderation and structure of attendees.

Unconference allows participants to take control of the conference, by allowing them to propose and run the session themselves. This enables peer to peer learning, collaboration and diverse session types and topics. The sessions can be proposed before or during the conference.



# ENTRE-TAINMENT

Ingeniously named, Entre-tainment is a high profile dinner setup for the sole purpose of providing a complacent atmosphere wherein top business personnel, entrepreneurs and elite investors interact. It was coupled with Enantra Awards, which was an award giving ceremony for Entrepreneurs, Startups and Corporates, voted by the students. Our last year awardees include: Lifetime Achiever – Sakthi Group, Best Women Entrepreneur – Shiv Dhanya, etc.



## MINI EVENT

A set of events aimed to bring out the potential entrepreneurial skills in every student. It involves events such as Marketing Marathon, Puzzled, Strategy Master, E-Idol, Grand Master and several others. It involves all aspects of entrepreneurship. E-Idol, Grand Master and several others. involves all aspects of entrepreneurship.

## WORKSHOPS

Workshops are open for students and entrepreneurs who are willing to taste the essence of entrepreneurs. Our previous version had workshops on Digital marketing, GST, Introduction to stock market and blockchain cryptocurrency.



4+  
WORKSHOPS  
400+  
STUDENTS

5 MEGA  
EVENTS  
10+ MINI  
EVENTS



30+  
STARTUPS  
100+  
INTERN  
OFFERS

7000+  
FOOTFALL  
300+  
COLLEGES

2000+  
ATTENDERS  
10+  
SPEAKERS



250+  
ENANTRA  
BRAND  
MANAGERS

STARTUP  
PITCHFEST  
6L+  
CASHPRICE



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