



AIMAN COLLEGE OF ARTS AND SCIENCE FOR WOMEN



Sponsored by AIMA Education & Welfare Society
(Affiliated to Bharathidasan University)
Recognized by UGC Under Section 2(f) and 12(B)
K.Sathanur, Tiruchirappalli - 620 021.



INSTITUTION'S INNOVATION COUNCIL & ENTREPRENEURSHIP DEVELOPMENT CELL

Jointly Organize a Webinar on
LEAN STARTUP MINIMUM VIABLE PRODUCT

Guest Speaker

Prof.S. Amos Rolston Delrukson M.A., M.B.A., M.Phil.,
Dean - Aachi Institute of Management &
Entrepreneurial Development,
Chennai



Connect with us on



Date and Time

MAY 10 2022

10:30 AM TO 11:30 AM

We Cordially Invite You All

Dr.SUHASHINI ERNEST
PRINCIPAL

Prof.Dr.M.M.SHAHUL HAMEED
DIRECTOR




9/5/22

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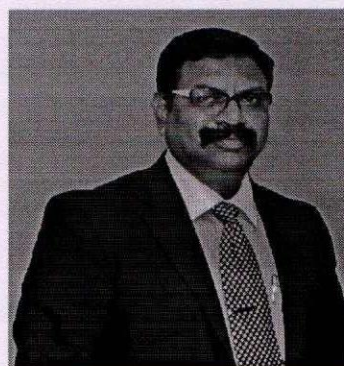
A Brief Profile of Prof. S. Amos Rolston

Name : S. Amos Rolston Delrukson M.A., M.B.A., M.Phil.,

Designation : Dean - Aachi Institute of Management & Entrepreneurial Development, Chennai

Contact : 9382804417

E-mail : amosrolston@gmail.com




Prof. S. Amos Rolston is a Marketing Professional turned Academician with over 30 years of experience in Marketing & Sales, TV Media, Brand Management and Logistics, Event Management, Sporting Event and Entrepreneurial Development.

His vast experience in both academics and industry and working experience in India and abroad has helped to nurture and mentor management students. His unquenchable thirst for learning led him to pursue his higher studies in Management and Theology. He holds few degrees, M.A in Public Administration, M.B.A – Marketing and M. Phil – Management. In addition to this he also holds a B.Th – Theology and M.A in Christian Studies.

He has worked in Marketing & Advertising companies like Adams, UTV- United Television Mumbai, Prestige & Performance Dubai, Network – Connecting Media, Anba Networks and currently he is the Dean of Aachi Institute of Management and Entrepreneurial Development. This is a social initiative of Aachi Group of companies, where he joined hands with like-minded people to train and mentor students in Management and Entrepreneurial skill development at AIMED.

Guest lectures/ Resource Person

- Hindustan University, Chennai, Management Department – Build your Brand
- Vels University, Chennai, Management Department – Brand yourself
- IIFPT, Thanjavur, Marketing of processed food, implementation of 4p's
- SRM Vallaiamai College of Engineering, Kattankulathur, Chennai – Converting Commodities into Brands
- Auxilium College (Autonomous), Vellore – Challenges and Opportunities amidst COVID
- Rabiammal Aahmed Moideen College for Women – Tiruvarur – Brands that Speaks


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REPORT

LEAN START UP MINIMUM VIABLE PRODUCT

10.05.2022

Institution Innovation Cell and Entrepreneurial Development cell jointly organised a one day webinar on "Lean start up Minimum viable product". The guest speaker of the programme was Prof. Amos Rolson Delrukson, Dean, Aachi Institute of Management & Entrepreneurial Development, Chennai.

The Programme was started with the recitation of Qirath. Ms. A. Saheena Begam, II.B.Com welcomed the gathering and introduced the guest speaker of the day. Prof. Amos Rolston Delrukson, delivered his valuable lecture on the components that are required to become an entrepreneur in food industry, to understanding the customer needs, impact of learning in new product development, formulate value added products, Re-engineered products and minimal viable products. The speaker encouraged the students to do their Master or Diploma degrees in Entrepreneurial management and placement to become a "Best Entrepreneur". Nearly 135 students participated in this event through online mode.

Google meet Link : <https://meet.google.com/irh-hpcv-gjk>

Feed back link: : <http://forms.gle/nzM2aTUMYkEU2izp6>


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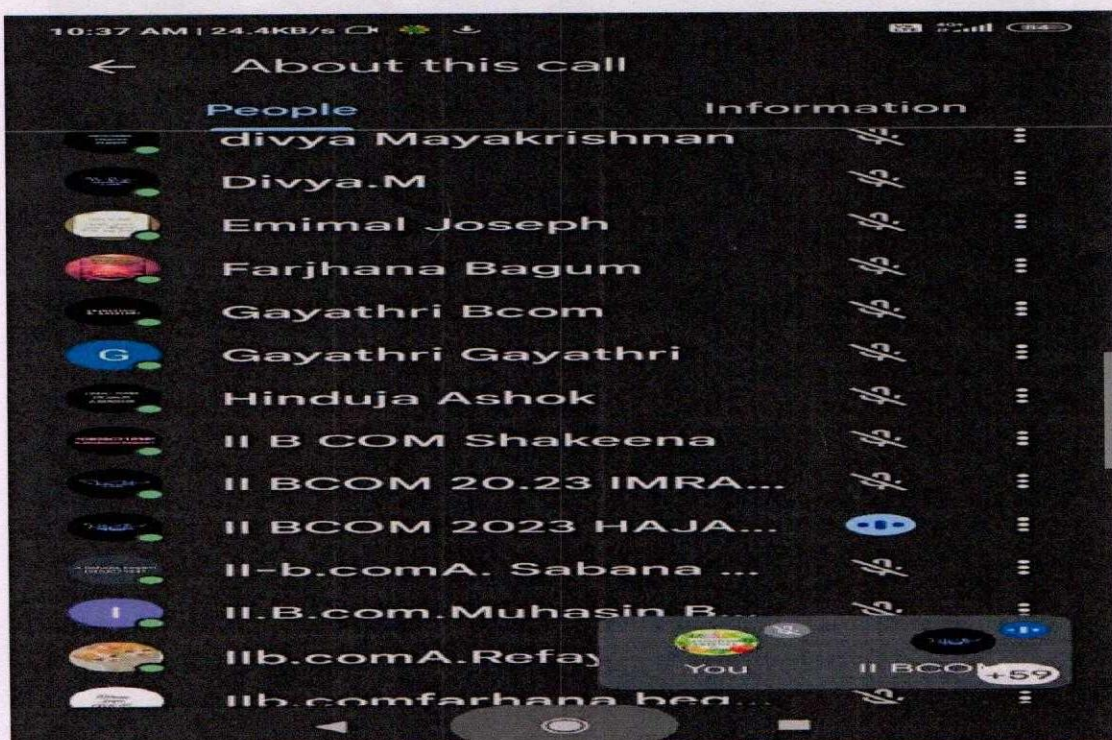
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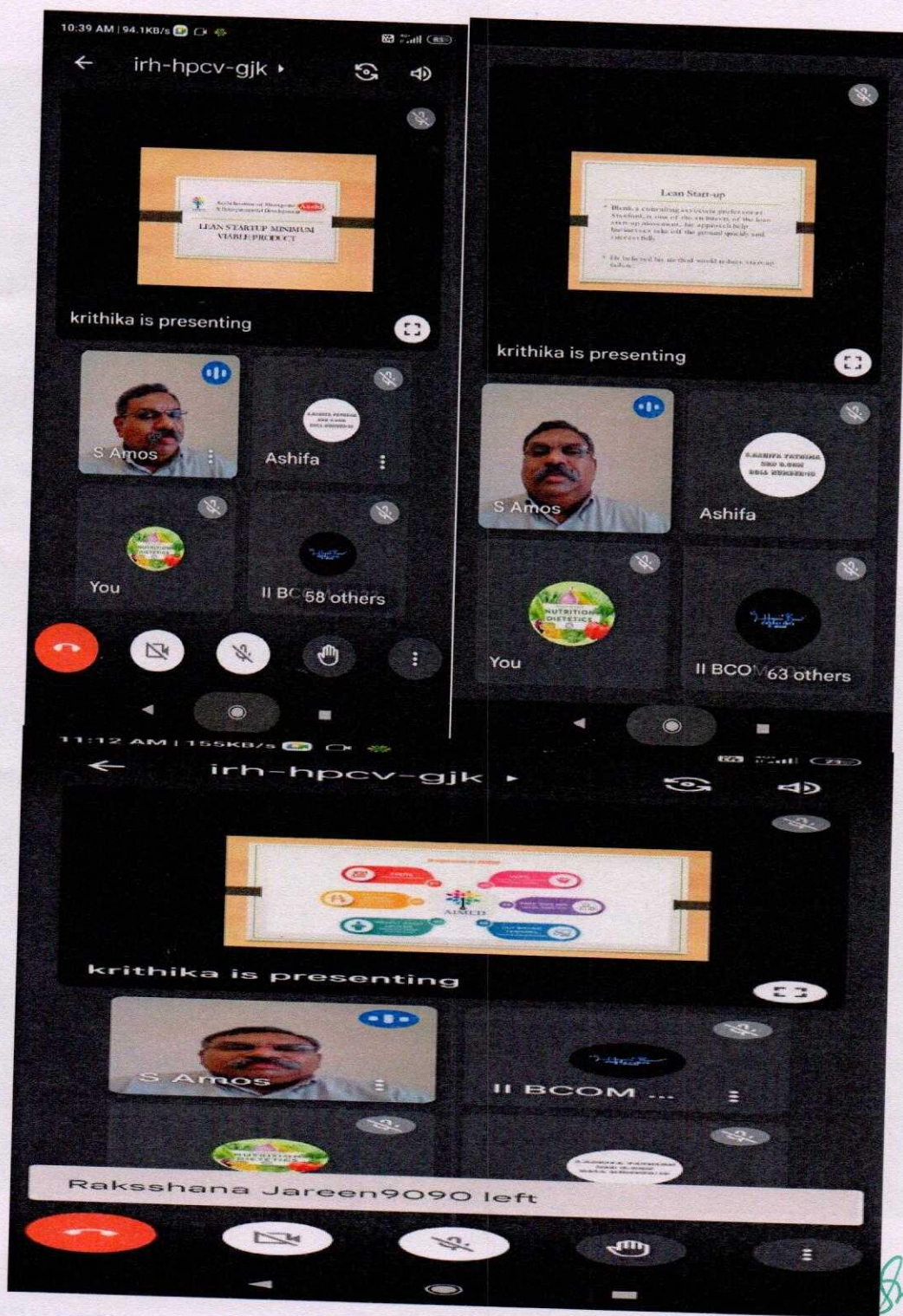
PARTICIPANTS LIST



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