

IASAP 17th NATIONAL CONVENTION

DAY 2

- The day started with paying homage to our dear departed IASAPians – Zelma Lazarus, Founding President, IASAP, Homai Mehta, Founder and President Emeritus, IASAP and Carmen Shunker, Founder Member, IASAP Tamil Nadu Chapter.

Sessions

- **Mr M Mahadevan Founder**, Hot Breads addressed the gathering on fostering entrepreneurship. He articulated that one should have the fire in them to become a successful entrepreneur. Further, he said, Innovation, Homework well done, Delegating Responsibilities, Quality and Consistency are all the keys to a successful entrepreneurship, and this stands testimony to the numerous branches he has all over the world.
- He has opened Vocational Skill Training Centers for the destitute and domestically abused women, trans-women, differently abled section of people for bakery products, making of sandwiches and smoothies etc. These products then are sold at retail outlets at a nominal cost. Winners Bakery, Writer's café, and the recent Revive Cafe along with the Institute of Mental Health are some of the outlets.
- He said location is critical for any restaurant to flourish. Mr Mahadevan started Hot Breads in 1989 and had done a lot of homework for the brand to be successful. Quality, realistic pricing and consistency is his USP.

For Mr Mahadevan Sky is the limit and he says **“Dream Big - We need to create more jobs.”**

Ms. Sangeetha Shankaran Sumesh, Business Coach and Independent Director, IFB and Co-Founder of **ThinkUniq**, elucidated on “What the Finance” – Smart Financial Management.

The key takeaways were:

- Let your profits enhance. If you manage your money well you could be a king one day. But if you fail to manage it well, you could become a pauper.
- Setting financial goals (time frame, objective, and mindset). This gives you a sense of purpose.
- On investments she said one should invest it right in appreciating assets and not depreciating assets.
- To overcome mindless spending she advised us to identify our weaknesses and avoid instant gratification.

- One should follow the principle of essentialism and don't spend on non-essential things
 - She concluded that money in the hands of good people makes a lot of difference and contributes to nation building.
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The next speaker was **Mr D Suresh** also known as **Solar Suresh** who spoke on sustainable living, climate change and what a common (wo)man can do to mitigate the rapid depletion of natural resources. He offered a few practical & achievable tips from his personal experiences, as follows:

- Rainwater harvesting is very essential for a city like Chennai where often we have water shortage. He said there is enough and more water which needs to be managed. Thus he advised to recharge ground water to be self-sufficient.
- Speaking on solar installations he said they create no pollution, do not consume fossil fuels like petroleum and coal, don't require maintenance, save electricity and protect against any tariff increases.
- On biogas he said one can produce cooking gas from kitchen waste and also get organic manure. This does not require daily maintenance.
- He advised people to grow vegetables on their terrace gardens and also spoke on hydroponics namely growing vegetables in water.

He said he manufactured the first solar car in India and now is on the job of manufacturing a solar scooter.

In conclusion, he sloganeered "do not expect government to find solutions but find your own solutions"

Click here for pictures: <https://drive.google.com/drive/folders/1EkG5MvUtzE0cDNYbGol3i-Wp6paWEA9e?usp=sharing>

Post Lunch

- An interesting guided tour of Mahabalipuram was organized for the benefit of the outstation delegates.

Evening

- The day ended with colorful chapter performances. The theme and dress code for the evening was **Hawaiian**.