

REPORT ON THE SESSION BY DR. SENTHAMARAI
ON
"CREATING YOUR OWN DESTINY"

On **10th October 2020**, the Department of MBA & MCA at Vivekanandha Institute of Information and Management Studies (VIIMS) organized an inspiring session titled "**Creating Your Own Destiny**". The session was conducted by Dr. Senthamarai, a distinguished woman entrepreneur, Co-Founder of Beta Monks, and Founder of Azhag Speaks, who has made significant strides in the business and social domains. Dr. Senthamarai's lecture emphasized the critical importance of self-belief, entrepreneurship, and resilience in shaping one's future. The event aimed at empowering students with the right mindset to take control of their destiny and pursue their passions with confidence. Dr. Senthamarai shared her personal journey of entrepreneurship, highlighting the challenges and triumphs she faced as a woman in the business world. She discussed the inception of **Beta Monks**, a company that provides innovative tech solutions, and initiative aimed at empowering women and encouraging leadership.

Creating Your Own Destiny

- She underscored the power of **self-determination**, emphasizing that one's future is in their hands and shaped by their actions, decisions, and mind-set.
- Dr. Senthamarai spoke about the need to be proactive, take risks, and consistently evolve in both personal and professional spheres.



Importance of Resilience and Failure

- A major part of the session focused on how failure should not be seen as a setback, but rather as a stepping stone to success.
- She encouraged students to be resilient, highlighting that the path to success is rarely linear and requires persistence and adaptability.

Women Empowerment and Leadership

- As a woman entrepreneur, Dr. Senthamarai spoke about the barriers women often face in the business world and how to overcome them.
- She stressed the need for women to take charge of their professional and personal

lives and not be intimidated by societal expectations.

- She elaborated on the role of **technology** in shaping modern businesses and how students could leverage new tools and platforms to create innovative solutions.
- Dr. Senthamarai encouraged students to stay curious, embrace learning, and continually explore technological advancements. Towards the end of the lecture, Dr. Senthamarai engaged with the MBA & MCA students in an interactive Q&A session. Students eagerly participated, asking questions related to entrepreneurship, women leadership, and personal development. The Department of MBA & MCA, under the leadership of Dr. B.L. Sairam Subramaniam, successfully organized this event, providing the students with an invaluable opportunity to learn from one of the most accomplished entrepreneurs and leaders of our time.
