# TEDx SJCC

X = independently organised TED event

## Hey! It's okay to fall.

Dust off. Rise again.

13 September 2025

**St. Joseph's College of Commerce (Autonomous)**

163 Brigade Road, Bengaluru, Karnataka-560 025

## About
## St. Joseph's College of Commerce (Autonomous)

St. Joseph's College of Commerce was formerly a part of St. Joseph's College, Langford Road campus. The Department of Commerce was established in St. Joseph's College in 1949. In 1972, this department became an independent college under the name St. Joseph's College of Commerce in the new campus at Brigade Road. The institution was conferred with Autonomous status in October 2004. The college was recognized as a "College with Potential for Excellence" in February 2010.

St. Joseph's College of Commerce, inspired by its motto — 'Fide et Labore' (Faith and Toil) embodies a rich legacy of excellence. SJCC, besides equipping students with remarkable professional competence emphasizes proactively responding to the emerging trends in Higher Education. The College, guided by cultural plurality and constitutional ethos, is dedicated to forming men and women committed to the sustenance of democratic values.

In the academic year 2022-2023, SJCC transitioned into a multidisciplinary institution by commencing BA English and BSc Economics programmes. Currently, SJCC holds an A++ grade awarded by the National Assessment and Accreditation Council (NAAC). Also, the College is ranked 55th in the college category by the National Institute Ranking Framework (NIRF)

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## About TEDx

TED is a nonprofit organization devoted to promote "ideas worth spreading." TED began as a four-day conference in California 30 years ago, and it started multiple initiatives to support the mission. The two TED Conferences held annually in Vancouver, British Columbia invite the world's leading thinkers and doers to share their experiences and innovative ideas. Accomplished individuals who have shared their experiences and ideas on TED include Bill Gates, Jane Goodall, Elizabeth Gilbert, Richard Branson, Nandan Nilekani, Gitanjali Rao, Shashi Tharoor, Ngozi Okonjo-Iweala, Chimamanda Ngozi Adichie, and Daniel Kahneman.

TED's media initiatives include TED.com, where the organization uploads talks regularly, TED Translators who provide subtitles, interactive transcripts as well as translations from volunteers across the globe, and the educational initiative TED-Ed. TEDx events are organized by institutions that seek to create platforms for encouraging conversations around new ideas and inspiring experiences in their communities.

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## Hey, It's Okay to Fall!

In today's world, where artificial intelligence hums like an echo and bullet trains race through time, human life often narrows down to two dominant metaphors: the metaphor of the race and the metaphor of winning. Yet, the unfolding of an individual's life can be better understood through the age-old metaphor of a journey—a journey that breezes through terrains both bumpy and smooth. Unfortunately, the world is keen to measure people by the cold metrics of currency and reach, conveniently ignoring the days spent navigating tough roads, and unforeseen trials.

The romantic image of success as an overnight climb to the pinnacle is nothing short of a myth—one that needs a re-imagination. In a world obsessed with competition, the very whisper of failure induces anxiety. The modern factories that churn out so-called success icons often overlook the bedrock upon which success is built: the willingness to fail.

In search of sanity in the otherwise madding crowd, we sometimes want to nestle into the world of art, be it through a film, a painting, a poem or a novel. Hemingway's Santiago, or Homer's Odysseus, would not have stood the test of time if not for their resilience amidst hardships, and so are the stories of both art and artists. The world would not shine as brightly as it does today if Thomas Edison were unwilling to embrace his failures. Pravin Tambe's courage to fail made him stick to his cricket dreams for more than twenty long years. Youths across generations find the journeys of Oprah Winfrey, and Marilyn Monroe inspiring, predominantly for their bravery in the face of defeats.

These stories pose a question that resonates through the ages: Who are we, if not for our willingness to fail? It's time we reimagine failure through a more positive metaphor — seeing it not as a setback, but as a new learning. In a world that relentlessly chases success, let us be kind to ourselves and remind one another — hey, it's okay to fall! The second edition of TEDxSJCC invites you to listen to stories of people who dared to fail. Join us to hear how their journey transformed once they began viewing failure as a building block.

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# SESSION 1

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# Anup Thomas

**Executive Director**
Grant Thornton Bharat

Anup Thomas is an Executive Director at Grant Thornton Bharat LLP, with over 15 years of experience in managing projects using agile principles to deliver risk advisory services. He is a Chartered Accountant, a Certified Internal Auditor, and a Certified ScrumMaster®. He has also led and contributed to multiple international engagements, publications, and thought leadership initiatives.

**Theme: Mindset matters, make the most out of failure.**

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# Joseph Thomas

**Motorsport Enthusiast**

Joseph Thomas Pottamkulam is a passionate motorsport enthusiast and team owner who has made significant strides in the racing arena. He gained notable recognition for his innovative approach to managing a go-kart team competing in the UK-based Rye House Raceway series. His experience consists of over an impressive 40 years in racing and rallying.

**Theme: How did you know I failed?**

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# Siana Catherine

**DJ & Music Producer**

One of India's leading DJs and music producers, Siana Catherine Rodriguez has performed over 100 sold-out shows, sharing the stage with artists like Martin Garrix, Alan Walker, and Skrillex. She has also headlined festivals for audiences of over 50,000 people. Her work also includes features with top brands, such as BMW, H&M, FTV luxury, and a Kingfisher TV commercial alongside Sushant Singh Rajput.

**Theme: Fail to win - Fear to lose.**

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# Sweta Samota

**Author**

Sweta Samota is a TEDx speaker, bestselling author of 20+ books, and the founder of India Authors Academy. A former software engineer turned book coach, she has helped 7013+ people write, publish, and market their books. Sweta turned her own struggles with anxiety and agoraphobia into a mission to help others heal and rise. Her work blends creativity, healing, and influence — empowering everyday individuals to turn their life experiences into legacy.

**Theme: How to rise after a fall and create impact by recording it**

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# SESSION 2

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# Mayur Tekwani

**Co-founder**
Think Tree Media House

Mayur Tekwani, an alumni of SJCC is an entrepreneur, digital marketing expert, and sports enthusiast based in Bengaluru. He launched his entrepreneurial career in college by founding an events and experiences company, a step that introduced him to the food-and-beverage industry. In 2015 he co-founded Think Tree Media House, a full-stack digital marketing agency, which has grown from a creative partner for small businesses to a 60-plus-person team serving clients worldwide.

## Theme: The Hidden Portfolio

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# Babu Seenappa

**Athlete**

Recognized as a youth ambassador by UNAIDS, Babu Seenappa's personal journey is one of remarkable resilience. Born with HIV and orphaned at age six, he has transformed his adversities into a powerful mission. He uses sports as his medium, running marathons across the globe—including the Boston 10K and the Nelson Mandela Marathon—to show the world that a life marked by challenges can still be healthy and full of purpose.

**Theme: I may fall. But all of us will rise.**

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# Jija M Harisingh

**Retired Police Officer**

Jija Hari Singh is a retired police officer. She was the first woman IPS officer (Indian Police Service) from South India. She remained in service for 36 years and retired in 2011 as Director General of Police (DGP). Her journey not only shattered glass ceilings but also became an inspiration for aspiring women in law enforcement.

**Theme: How to rise after a fall and create impact by recording it**

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# Naveen Cano

**Co-Founder**
Out of Syllabus Productions

Naveen is a creative from Bangalore, with over 7 years of experience in the visual production space. While still experimenting with various formats, his love for storytelling is forever present. He co-founded the venture, Out Of Syllabus Productions, tests the boundaries of creativity and helps their clients collaborate, create, and inspire.

**Theme: Fall of an idea**

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# Organising Committee

**Fr. Charles Lasrado, SJ**
Principal

**Fr. Joel Fernandes, SJ**
Finance Officer

**Dr. Ruqsana Anjum**
Vice-Principal - Shift 1

**Mr. Raj A Sadhwani**
Registrar

**Mr. Vinay Kambipura**
Vice-Principal - Shift 2

**Mr. Merwin Abraham Mathew**
Convener

**Ms. Saniya Suzanne John**
Student Coordinator

## Faculty Coordinators

Mr. Melwin Canute Dsouza

Ms. Sharon P.V.

Mr. Thomas Mathew

Dr. Aruna Parandhama

Mr. M. Abishek

Mr. Johnson

## Student Coordinators

Darshan K Thakurel - Speaker Relation

Tejas PV - Sponsorship

Riona L Furtado - Registration

Daniel Morven Rebello - Marketing

Samkeith Lunia - Logistics

Kevin VT - General Volunteer

# SCHEDULE

## MORNING SESSION

| | | |
|---|---|---|
| 08:15 AM - 09:00 AM | REGISTRATIONS | |
| 09:00 AM - 09:30 AM | INAUGURATION | |
| 09:30 AM - 10:05 AM | SPEAKER 1 | CA ANUP THOMAS |
| 10:05 AM - 10:40 AM | SPEAKER 2 | JOSEPH THOMAS |
| 10:40 AM - 11:10 AM | BREAK | |
| 11:10 AM - 11:45 AM | SPEAKER 3 | DJ SIANA |
| 11:40 AM - 12:20 PM | SPEAKER 4 | SWETA SAMOTA |
| 12:20 PM - 12:30 PM | CLOSING CEREMONY | |

## AFTERNOON SESSION

| | | |
|---|---|---|
| 01:30 PM - 02:10 PM | REGISTRATIONS | |
| 02:10 PM - 02:45 PM | SPEAKER 1 | MAYUR TEKWANI |
| 02:45 PM - 03:20 PM | SPEAKER 2 | BABU SEENAPPA |
| 03:20 PM - 03:50 PM | BREAK | |
| 03:50 PM - 04:25 PM | SPEAKER 3 | JIJA HARISINGH |
| 04:25 PM - 05:00 PM | SPEAKER 4 | NAVEEN CANO |
| 05:00 PM - 05:15 PM | CLOSING CEREMONY | |

# PAYMENT DETAILS

| | PUBLIC | STUDENTS |
|---|---|---|
| ONE SESSION | RS. 450 | RS. 300 |
| TWO SESSIONS | RS. 900 | RS. 600 |

## THE TICKET IS INCLUSIVE OF:

- TEDx KIT
- E - CERTIFICATE OF PARTICIPATION
- REFRESHMENTS

## CLICK HERE TO REGISTER

## PAYMENT DETAILS

1. Visit the college website at https://www.sjcc.edu.in/ and navigate to the "Payment of Non-Academic Fees" section.

2. Choose "TEDxSJCC" as the fee type from the available options, then enter the CAPTCHA code, and click "Continue."

3. Enter your personal details for "Registration Type". Select either "Student" or "Other", depending on which amount is displayed below.

4. Select RazorPay as your payment method and complete the payment process.

5. Make a note of the transaction number and take a screenshot, which you'll need to upload in the registration form.

SCAN FOR REGISTRATION LINK

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# FOR FURTHER DETAILS CONTACT

GENERAL QUERIES: TEDX@SJCC.EDU.IN
REGISTRATIONS:

SANIYA SUZANNE JOHN - 9606256805
RIONA L FURTADO - 9945175294
DANIEL MORVEN REBELLO - 6364986777

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