



**NEW HORIZON**  
**COLLEGE OF ENGINEERING**

**TEDx**



**“Unveiling the bliss – Navigating Containment  
While pursuing your dreams”**

-Mr. Krishnan Mahadevan

Date: 06 June 2024

Venue: B201

Timings: 11:30AM – 12:00PM

Faculty Coordinator

Prof. Kavitha C.H



- Mr. Krishnan Mahadevan

Krishnan Mahadevan, popularly known as the "Idly King of Bangalore," delivered an inspiring talk at TEDxNHCE. His journey is a testament to the transformative power of following one's passion. Born into a family with a rich culinary heritage, Mahadevan initially chose a conventional career path in finance. However, his deep-seated love for food, particularly idlis—a staple South Indian dish—beckoned him to take a significant leap of faith.

In his talk, Mahadevan recounted his early life and the pivotal moments that led to his career shift. Despite having a stable and successful career in finance, he felt a persistent void, a sense of unfulfillment that he couldn't ignore. This realization pushed him to revisit his family's idli business, which had been a beloved but small-scale operation in Bangalore.

Mahadevan spoke passionately about the challenges he faced during this transition. Leaving a secure job in finance was daunting, not just because of the financial risks, but also due to the societal expectations and personal doubts. However, his conviction in his decision was unwavering. He believed that true success lies in doing what one loves, a philosophy that became the cornerstone of his entrepreneurial journey.

One of the key aspects Mahadevan highlighted was the importance of innovation and quality in business. When he took over the family business, he didn't just continue the legacy; he revolutionized it. He introduced modern business practices, stringent quality controls, and innovative marketing strategies to transform "Iyer Idly" into a brand synonymous with quality and taste. His efforts paid off, and the business grew exponentially, earning him the moniker "Idly King."

Mahadevan also emphasized the role of perseverance and adaptability in achieving success. He shared anecdotes of the initial struggles—days when customer turnout was low, and the financial returns were meager. Yet, his passion for making high-quality idlis kept him going. He constantly sought feedback and adapted his business model to meet the changing demands of the market. This relentless pursuit of excellence and customer satisfaction became a defining feature of his brand.

In addition to his entrepreneurial journey, Mahadevan touched upon the personal growth he experienced through this venture. The shift from a corporate job to running a food business brought him closer to his roots and allowed him to connect with people on a more personal level. He described the joy of seeing satisfied customers and the pride in carrying forward a family tradition as immeasurable rewards that no corporate job could offer.

Mahadevan's story is not just about business success; it's about finding one's true calling and the courage to pursue it. He encouraged the audience to introspect and identify what truly makes them happy. According to him, passion combined with perseverance can lead to unparalleled success and fulfillment.

In conclusion, Krishnan Mahadevan's TEDx talk at NHCE was a powerful narrative of passion, resilience, and innovation. His journey from a finance professional to a culinary entrepreneur serves as an inspiration to many aspiring entrepreneurs. His message was clear: success is not just about financial gains but about finding joy and purpose in what one does. Through his story, Mahadevan exemplified that when passion meets perseverance, the results can be extraordinary.

## Summary:

In addition to his entrepreneurial journey, Mahadevan touched upon the personal growth he experienced through this venture. The shift from a corporate job to running a food business brought him closer to his roots and allowed him to connect with people on a more personal level. He described the joy of seeing satisfied customers and the pride in carrying forward a family tradition as immeasurable rewards that no corporate job could offer. Mahadevan's story is not just about business success; it's about finding one's true calling and the courage to pursue it. He encouraged the audience to introspect and identify what truly makes them happy. According to him, passion combined with perseverance can lead to unparalleled success and fulfillment. In conclusion, Krishnan Mahadevan's TEDx talk at NHCE was a powerful narrative of passion, resilience, and innovation. His journey from a finance professional to a culinary entrepreneur serves as an inspiration to many aspiring entrepreneurs. His message was clear: success is not just about financial gains but about finding joy and purpose in what one does. Through his story, Mahadevan exemplified that when passion meets perseverance, the results can be extraordinary. In his TEDxNHCE talk titled "Unveiling Bliss: Navigating Contentment while Pursuing Your Dreams," Krishnan Mahadevan explores the profound journey of leaving a secure career in finance to embrace his passion for food and become an entrepreneur. Mahadevan, known as the "Idly King of Bangalore," shares how he revitalized his family's idli business, Iyer Idly, by introducing modern practices and focusing on quality and innovation. Mahadevan begins his talk by reflecting on his early life, where he followed a conventional path by pursuing a career in finance. Despite achieving professional success, he felt a persistent sense of unfulfillment, a void that his corporate job could not fill. This internal conflict led him to reconsider his life choices and rediscover his passion for food, particularly idlis—a staple South Indian dish his family had been making for generations. The turning point in Mahadevan's life came when he decided to leave his stable job and take a leap of faith into the culinary world. He discussed the initial challenges he faced, including societal expectations, personal doubts, and financial risks. However, his unwavering belief in the power of following one's true calling kept him motivated. Mahadevan emphasized that success is not solely measured by financial gains but by the fulfillment and joy that comes from pursuing one's passion. One of the key themes of Mahadevan's talk is innovation. When he took over the family business, he didn't just continue the legacy; he transformed it. He implemented stringent quality controls, modernized business practices, and developed innovative marketing strategies to build a brand that stood out in the competitive food industry. His dedication to maintaining high standards and continually improving the product quality played a crucial role in the business's success. Mahadevan also highlighted the importance of perseverance and adaptability. He shared anecdotes of the early days when customer turnout was low, and financial returns were modest. Despite these setbacks, his passion for making high-quality idlis fueled his perseverance. He sought feedback, adapted his business model to meet market demands, and remained committed to delivering the best product possible. This relentless pursuit of excellence became a hallmark of his entrepreneurial journey.





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Department of Electrical & Electronics Engineering

## ATTENDANCE SHEET

Event: Unveiling Bliss - Navigating Contentment while pursuing Your dream

Date: 06/06/24

S. No.	Name of Participant	Student / Staff	Department	Signature
1	BM. Mithun	Student	EEE	
2	Darshan D Gowda	Student	EEE	
3	BARU. TEJESH	Student	EEE	B. Tejas
4	Dhananjaya. H <sup>R</sup>	student	EEE	Dhananjaya H <sup>R</sup>
5	ANIKET. N. MIRJI	Student	EEE	
6.	R. Kiran Kumari	Student	EEE	
7.	Punith Kumari D	Student	EEE	Punith Kumari
8.	Pavan Kumar M	student	EEE	Pavan
9.	Yathishkumara. D.R	student	EEE	Yathish D.R
10	INDRA VARMA	Student	EEE	Indra
11	Adarsh V	Student	EEE	Adarsh V
12	Thuppeswamy S	STUDENT	EEE	Thuppeswamy S
13	CHARAN .D.S	Student	EEE	Charan D.S
14.	Divya sree P	Student	EEE	
15.	Nafis <del>K</del> <sup>maysaa</sup> <del>K</del> <del>M</del> <del>Hayasara</del>	Student	EEE	
16.	Charan. Kona	Student	EEE	Charan
17.)	chiranthan Gowda.	student	EEE	



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018	Tara Baswar	Student	EEE	Papa Baswar
019	Gowthami. K	Student	EEE	Gowthami. K
20	Dhanya Shree. S	student	EEE	Dhanya
21	Chandini N	Student	EEE	Chandini
22	Bhavana. C	student	EEE	Bhavana
23	DEEPTHI. R.	Student	EEE	Deepti. R.
24	Gowtham Raj. M.S	student	EEE	Gowtham
25	Dhanush. M	student	EEE	Dhanush
26	Chethan. S	Student	EEE	Chethan
27	Dinakara. K.L.	student	EEE	Dinakara
28	Dhanesh	Student	EEE	Dhanesh
29	Basavaprabhu. K. kumbas	student	EEE	Basavaprabhu
30	Abhishek .A. Gowda	Student	EEE	Abhishek
31	Aditya narayan sarmal	student	EEE	Aditya N.S.
29	Bhuvan. R.	student	EEE	Bhuvan
33	Aditya Prasad	Student	EEE	Aditya
34	Adesh Kumar. K.M.	student	EEE	Adesh
35	Dhanush. G	Student	EEE	Dhanush
36	Abhishek. J	student	EEE	Abhishek
37	G.R. Yashwanth	Student	EEE	G.R.
38	Chaudhary Manas Ray	student	EEE	Manas



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## Department of Electrical & Electronics Engineering TEDx Talk - Report 2023-24

Sem/Sec	Room Number Faculty Coordinator	Date	Time	Topic	Link
IV/A	B-201 Prof.Kavitha.C H	06.06.2024	11.30am- 12.00pm	unveiling bliss -navigating contentment while pursuing your dreams	<a href="https://www.youtube.com/watch?v=jg77Z96Kk1k&amp;t=26s">https://www.youtube.com/watch?v=jg77Z96Kk1k&amp;t=26s</a>

NAME: <u>Chaudhary Manas Ray</u>
USN: <u>1N3122EF028</u>
SEMESTER/SECTION: <u>IV 'A'</u>
SIGNATURE OF STUDENT: <u>Manas</u>

TEDx Talk Report <sup>"Be You, the world will adjust"</sup>

- The speaker begins with a story, based on his childhood experience regarding his interests and his academic journey. (His interest/passion was to be a businessman)
- 3 masters degree
  - The speaker describes about Indian midset regarding (success) → where he says it's in the way they portray themselves.
  - willing to let go of a 9-5 job, to pursue his passion. Everyone has a choice, in life. It's left to us if we have to exercise the choice or no.
  - The speaker emphasises on the joy of doing something for someone, hence wanted to be a businessman
  - money, fame etc... nothing matters, it's your true self
  - deriving passion from the simplest thing.
  - It's ok to be not okay
  - It's not ok to not be willing to do something about it. It is important to fail. It changes perspective.



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NAME: Iqra Basim
USN: INH22EE053
SEMESTER/SECTION: II A
SIGNATURE OF STUDENT:

### TEDx Talk Report

- As the speaker gives the brief explanations about the choices we made whether they are good or not, whether we are willing to do what we want to do or not, decisions about life.
- ↳ Choices what we made should be comfortable and we need to do a lot of hardwork to fulfill our dreams, and be passionate.
  - ↳ we should be fearless about our passions. we shouldn't think what people go to think about us.
  - ↳ we have to face the problems, actually they make us fearless and they take us forward.





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NAME: NAFIS MAYSAB
USN: /NH21EE069
SEMESTER/SECTION: IV A
SIGNATURE OF STUDENT: 

### TEDx Talk Report

The talk was given by Krishnan Mahadev, the Iddi man of India. He gave an inspiring talk about pursuing unconventional passions and the need to do that. The whole world follows the follow the herd mentality but the moment you step out of it, the eyes fall on you. Repeating a line he spoke 'It is okay to not be okay but it is not okay to not do something about it' truly enlightened me the most. It was a good talk and quite raw and inspiring. He also spoke about instilling kindness upon attaining success in life which is the true meaning of success.