PRESS RELEASE

YNOS Venture Engine, celebrates its first Annual Inception Day

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CHENNAI, 10th April 2019

YNOS Venture Engine celebrated its 1st Annual Inception Day, on April 10th, 2019 (Wednesday) by having a invitation lecture to all its participants and investors. **Hari Krishnan, Member of the Board of YNOS and who leads seed investments at Astarc Ventures as the Fund Manager delivered the first annual inception day lecture for YNOS. Hari Krishnan spoke on the topic "Happiness at Work" and had a frank discussion with all employees cutting across hierarchies.**

In his opening remarks, Prof. Thillai Rajan, Founder and Director of YNOS said that, "We want to create a culture at YNOS that would attract the best talent. When the employees are happy at work, their productivity is significantly high. We can attract the best talent only by creating a work environment where everybody is happy at what they are doing besides giving opportunities for personal growth and continuous learning on the job."

Hari started the interactive session, with a brief on the need for happiness at work. He further spoke about the Venn diagram of happiness that encompassed the need to earn, the satisfaction from working and the work atmosphere. He went to explain how every employee is valuable and unique in their own way and hence would need to be handled individually.Hari spoke about the importance of keeping employees happy at the workplace, and how giving them perks would not only boost productivity but also keep the employees motivated to perform their best.Hari also emphasized the importance of flexible timings and how that would in fact lead to more work being done rather enforcing rigid timings on the employees. While responding to questions, he also quipped on the difference between male and female employees, and the variations in their individual priorities and the need for different using yardsticks for both of them.

The session ended with a Hari explaining the difference between a boss and leader and the critical role they play in creating a strong, motivational support system for the employees at the workplace.

About YNOS (www.ynos.in)

YNOS Venture Engine, founded by professionals who have strong experience in the Indian venture industry, is incubated by IITM Incubation Cell. The objective of the venture is to enhance the success of start-ups while creating a strong impact on the entrepreneurial ecosystem. The various offerings leverage technology and use advanced data sciences techniques and marker analytics to provide customized insights and recommendations to entrepreneurs.

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