

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE  
(UGC - AUTONOMOUS)**

**Report on  
A Guest Lecture on Innovation & Entrepreneurship  
Organized by Entrepreneurship Development Cell- MITS  
28 September 2016**

**Submitted by: Dr. R. Varaprasad, Assistant Professor, Department of Management Studies and Coordinator Entrepreneurship Development Cell.**

**Resource Person: Mr. Koushal, CEO, Vendext, Bangalore.**

The program was commenced at 11:00 AM with a welcome address and an introduction of resource person by Dr. R. Varaprasad, Co-ordinator, ED Cell. Dr. Ramaprasada Rao, Dean IIIC and Dr. D. Pradeep Kumar, Head, DoMS were present at the inaugural address. The dignitaries expressed their views towards the guest lecture. They highlighted the importance of Entrepreneurship. The aim of the program was to help students develop as Entrepreneurs towards the requirements of the society and industry. Above 140 members participated in the morning session from all branches of III B. Tech. Morning session was commenced by Mr. Koushal. He interaction with students on the basic elements of Entrepreneurship. He emphasized on how to initiate the ideas and grab the opportunities. He demonstrated how some people grab their opportunities and became successful in their business. He motivated the students by continuous interaction for developing the focus with example. He also gave deep insights of Entrepreneurship. He stressed the role and power of an entrepreneur; the students were motivated and inspired. Afternoon session was commenced at 2:30 PM. Approximately 120 students from IMBA & MCA attended the lecture. Mr. Koushal discussed business ideas, basics of entrepreneurial mindset, how to prepare the business idea and assess the feasibility studies. He asked the students to write about different job opportunities and the business opportunities available to start their own business by grouping the students as some team. He enlightened the students on how to implement ideas by starting venture, business plan, sales and revenue maximization, planning and expansion.

