

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC - AUTONOMOUS)

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Report

AWARENESS PROGRAM ON ENTREPRENEURSHIP

Organized by

Entrepreneurship Development Cell on 04 February 2020

Venue: Mech Seminar Hall (South Block) @ 3 PM

Submitted by: Dr. G. Somasekhar, Associate Professor & Coordinator ED Cell, Department of Management Studies, MITS

Resource Person: Mr. S.A. Atiq Ahemmad, Alumni of MITS, Founder of AB group, Hindupur.

The event was graced by Dr C. H. Ramprasad Rao-Dean Industry Institute Interaction Cell, Dr G. Somasekhar-Coordinator of Entrepreneurship Development Cell and Mr. S.A. Atiq Ahemmad, Founder of AB Group.

Mr. S.A. Atiq Ahemmad detailed on Entrepreneurship opportunities, Business idea and project management. He said that Entrepreneurship is an activity that involves the discovery, evaluation, and exploitation of opportunities to introduce new goods and services, ways of organizing, markets, process, and raw materials through organizing efforts by the application of Project Management, of Business Idea planning, organizing, motivating, and controlling resources, procedures, and protocols to achieve specific goals with a scientific and defined manner. He gave many live examples how the great entrepreneurs emerged from our nation, irrespective of their poor financial background.

Mr. S.A. Atiq Ahemmad also explained the skills needed by successful Entrepreneurship. He added that Entrepreneurs are not risk-focused, but opportunity-focused. Entrepreneurship skills are required for creating and running new business ventures or innovative projects in existing firms. They include risk assessment, strategic thinking, self-confidence, the ability to make the best of personal networks, motivating others to achieve a common goal, and the ability to deal with other challenges and requirements. Innovative thinking is very much essential to bring in the best for any business, also emphasized that students should thrive for global opportunities.

Finally, Mr. S.A. Atiq Ahemmad interacted his own experiences with participants and discussed on ideas provided by participants. The lecture received an overwhelmed response with the participation of almost 72 students of different branches in B.Tech.

At last ED Cell coordinator, Dr. G. Soma Sekhar felicitated Mr. S.A. Atiq Ahemmad, who spent their valuable time in MITS for the betterment of the students.

Entrepreneurship Development Cell extends sincere gratitude to the Management, Principal, and Head of the Departments for their support.

Photos





