



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)

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Affiliated to JNTUA, Ananthapuramu & Approved by AIVTE, New Delhi
NAAC Accredited with A+ Grade, NIRF India Rankings 2022 - Band: 251 - 300 (Engg.)
NBA Accredited - B.Tech. (CIVIL, CSE, ECE, EEE, MECH), MBA & MCA

REPORT ON THE WEBINAR ON

“ENTREPRENEURSHIP CHALLENGES IN 21ST CENTURY”

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
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Entrepreneurship Development Cell
Department of Management Studies
Organizing
Webinar on
"Entrepreneurship Challenges in 21st Century"

Resource person
Dr. DEVAKI BALAJI
Founder & Director - APJ Academy
Founder & Managing Trustee - Sangamitra Foundation
Founder & Director - APJ Global Preschool

Date: **10th**
February
2023

Time: 3.00pm to 5.00pm
Venue: Seminar Hall D

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Dr. C. Yuvaraj
Principal

Convener
Dr. Sremmant Basu
Professor & HOD, M.B.A

Co-Chair
Dr. K. Lakshmi
Co-ordinator, ED Cell, MITS

Event Organizer
Dr. Prem Knowles
AP, M.B.A

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Organized by :Department of Management Studies &
Entrepreneurship Development Cell

Participated students: 200

Date : 10/2/23

Time : 3pm – 5pm

Venue: Seminar Hall D

Report Submitted by :Dr.Prem Knowles, Assistant Professor,Department of Management Studies,MITS

The Department of Management studies in association with Entrepreneurship development cell organized a webinar on the topic 'Entrepreneurship Challenges in 21st Century' on 10/2/23 from 3pm to 5pm . The programme was inaugurated in the presence of Dr.Ramanathan, Vice Principal, Academics and Dr.Lakshmi.K, ED Cell Co-ordinator,MITS. Dr.Ramanathan(Vice Principal) delivered the presidential address, Dr.Lakshmi(ED Cell co-ordinator) expressed her thoughts on entrepreneurship development and Dr.Prem Knowles(Event organizer) welcomed the gathering.

Dr.Devaki Balaji ,Founder and Director of APJ Academy, Chennai was the resource person for the programme. **DEVAKI BALAJI** is a Chennai based dedicated Lead Edupreneur. She is a Certified Corporate Trainer. With years of experience in Corporate as a trainer and handled Management activities, she founded APJ Academy in the year 2014. In order to provide education to all, focusing on the statement that education is the birth right of everyone, she founded APJ Children Welfare Foundation through which free education is given to under privileged and unaffordable students.

The resource person has given the speech on the following topics:

1. Role of Start-up' in India
2. Qualities of an entrepreneur
3. Decision making skills in business



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4. Challenges in entrepreneurship
5. Business Planning

According to her, the entrepreneurs may face challenges in the following areas:

1. Selecting a service or product,
2. Maintaining a budget,
3. Establishing starting funds,
4. Sustaining revenue,
5. Staffing the organization,
6. Managing employees,
7. Expanding the business,
8. Managing Time,
9. Maintaining confidence,
10. Developing a strong sales strategy.



Through this session, the students gained knowledge about the entrepreneurship challenges and the importance of strategic pre-planning to start a business. The students also recognized the importance of STP process i.e., segmentation, Targeting and positioning. Market segmentation and targeting refer to the process of identifying a company's potential customers, choosing the customers to pursue, and creating value for the targeted customers. It is achieved through the segmentation, targeting, and positioning (STP) process.

The seminar came to an end with a vote of thanks from Mr. Uma Mahesh Dorigenti, first-year MBA student.