

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

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**Report**

**Entrepreneurial Motivation for MBA & MCA Students**

**Organized by**

**Entrepreneurship Development Cell on 07 January 2022**

**Venue: MITS Auditorium @ 11 AM**

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

**Resource Persons:** Sri M.C.V Prasad, Entrepreneur, Madanapalle.

The program commenced at 11.00 AM with a welcome address by K. Hima Siri III Year B. Tech CSE & ED Member inviting all dignitaries onto the dais followed by a prayer song by N. Krishna Kumari II MBA.

Dr. G. Somasekhar, Coordinator ED Cell, Dr. Sreemanth Basu, Head of MBA, Dean Administrator, and International Relations, Dr. N. Naveen Kumar, Head of MCA, and faculty were presented.

K. Hima Siri read the profile of the resource person Sri M.C.V Prasad, Entrepreneur, Madanapalle followed by resource person has initiated the discussion on entrepreneurial motivation. He started his discussion with his business started in 2013 with the idea to provide natural foods to the people, back then there was a huge void in this category. We started by promoting millets and cold-pressed edible oils. We are committed to providing the best quality foods with no adulteration of what so ever. People's trust in us and our products keeps us going further down this road. Women occupy a larger part of our team, and they work everyday with a sense of commitment. Prakruthivanam as a company, will never compromise in the quality of our products and strive to provide the best to each and every household.

Further, he quoted "A farmer can earn ₹1 lakh per acre by following natural farming methods. There are buyers in the market who are ready to pay a premium for organic produce." He also shared about local entrepreneurs' challenges and opportunities in detail.

The programme ended with Mr. M.C.V. Prasad's interaction session with the students. 124 MBA and MCA students participated and benefited from the program.

The ED Cell extends sincere gratitude to the Management, Principal, and Heads of the Department for their support.

### Photos



