



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)

Affiliated to JNTUA, Anantapuramu & Approved by AICTE, New Delhi
Recognised Research Center, Accredited by NBA for CE, CSE, ECE, EEE, ME, MBA
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Report on the Guest Lecture on “Networking for Entrepreneurial Success”

Organised by

Department of Management Studies
in Association with
Entrepreneurship Development Cell-MITS

Date: 20.10.23

Time: 12.30 PM to 1.30PM

Venue: Seminar Hall A

Resource Person

Dr. Sudabattula Vijaya Kumar

Chairman,

Sudabattula Group & Sudhaama Foundation

Participants: 70 Students & 10 faculty

The poster features the MITS logo at the top left and a '24' anniversary badge at the top right. Below the header, accreditation logos for AICTE, NBA, NAAC, JNTUA, TUV SUD, and NIRF are displayed. The central text reads: 'Organized by the Department of Management Studies', 'Guest Lecture on "Networking for Entrepreneurial Success"', 'Resource Person Dr. Sudabattula Vijaya Kumar, Chairman, Sudabattula Group & Sudhaama Foundation'. It also lists the date (20-10-2023), time (12.30 PM onwards), and venue (Seminar Hall - A, MITS). At the bottom, a list of staff roles and names is provided: Chief Patron (Dr. N. Vijaya Bhaskar Choudary), Patron (Mrs. Keerthi Nadella), Program Chair (Dr. C. Yuvaraj), HoD (Dr. KV. Geetha Devi), and Coordinators (Mr. V. Venkata Rao & Dr. V. G. Murugan). The website www.mits.ac.in is listed at the bottom.

The Department of Management Studies in association with Entrepreneurship Development Cell-MITS and Institution's Innovation Council(IIC) organized a guest lecture on the topic “Networking for Entrepreneurial Success” on 20.10.23 from 12.30pm to 1.30pm in the seminar hall A. **Dr. Sudabattula Vijaya, Kumar**, Chairman, Sudabattula Group & Sudhaama Foundation was the resource for the programme.

The programme started with the welcome speech by Dr.Srinivasa Krishna (Asst. Professor, MBA department). He introduced the resource person to the gathering by perforating the resource person's qualifications, experiences and entrepreneurial abilities.



The resource person started the session by extending his hearty thanks to the management and organising members for giving him an opportunity to share his knowledge in “Entrepreneurship”.

Being the founder and investor of SUDABATTULA GROUP, he shared his entrepreneur journey and the challenges he faced to run the business after his 50 years old in his own hometown. He pointed that right type of networking would help to sustain in the business. Networking involves building and maintaining contacts and relationships with other people. The personal networks which you accumulate over time, both socially and professionally can be an invaluable resource. This applies whether you are an entrepreneur looking to start and grow your own new venture, whether you are looking for a job, or working on a project where external ideas and input can help. For entrepreneurs, a contact made at a purely social event may ultimately help to provide you with one of the key ingredients for the start of the business.

He also mentioned the entrepreneurship opportunities in Algae market. Despite being a comparatively new branch of agriculture, algae production is often considered to be a solution to many food security-related problems, such as land scarcity, climate change, inefficient and unsustainable fertilizer usage, as well as associated nutrient leakage and water pollution. Algae can be cultivated independent of arable land and, especially in the case of many microalgae, produce oil- and/or protein-rich biomass with spatial efficiency which far exceeds that of terrestrial plants. Nevertheless, algae and algae-derived products are almost exclusively produced for high-value, low-volume markets and are far from being able to compete with cheap commodities such as plant-based proteins or fossil fuel. High investment and production costs are considered the main reason for this, but a lack of economic incentives for sustainable production and CO₂ mitigation should not be overlooked. The development of new production technologies; the monetization of ecosystem services, such as water treatment, CO₂ sequestration, and nutrient recycling; as well as the simultaneous production and marketing of “high-value, low-volume” and “low-value, high-volume” products from the same algal biomass are the most promising ways forward. A sustainable “algae industry” could be an integral part of the future bioeconomy, enabling more resource-efficient food and fuel production and creating new products, companies, and jobs.

The resource person cleared the doubts in the ‘Q & A’ Session, queried by the students. The program was concluded with the vote of thanks by Dr.Pradeep Kumar(Professor, Dept. of Management Studies, MITS).



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ED Cell-Coordinator