



# **MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**

**(UGC-AUTONOMOUS INSTITUTION)**

**[www.mits.ac.in](http://www.mits.ac.in)**



**Affiliated to JNTUA, Ananthapuramu & Approved by AICTE, New Delhi  
NAAC Accredited with A+ Grade, NIRF India Rankings 2021 - Band: 201-250 (Engg.)  
NBA Accredited - B.Tech. (CIVIL, CSE, ECE, EEE, MECH), MBA & MCA**

**Report on**

## **Guest Lecture on “A talk on Entrepreneurship Skill, Attitude and Behavior Development”**

**Organized by:**

**Department of Civil Engineering**

**on**

**27<sup>th</sup> December 2022**

**in**

**association with**

**Institution’s Innovation Council (IIC)**

**and**

**Entrepreneurship Development Cell (ED)**

***Submitted by:** Dr. Priyam Nath Bhowmik (Co-Ordinator of the event), Assistant Professor in the Department of Civil Engineering, Madanapalle Institute of Technology & Science (MITS).*



# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)



Organized by Department of Civil Engineering

in collaboration with IIC

**A talk on Entrepreneurship Skill, Attitude and Behavior Development**







DATE  
27.12.2022

Time  
10:30 AM to 11:30 AM

Resource Person

## Mr. Biswajit Paul

Founder & Director of  
QWKPRO CONSULTANCY PVT LTD



**Chief Patron**  
Dr. N. Vijaya Bhaskar Choudary  
Secretary & Correspondent

**Patron**  
Mrs. N. Keerthi  
Executive Director

**Co-Patron**  
Dr. C. Yuvaraj  
Principal

**Co-Chair**  
Dr. Dipankar Roy  
Prof & Head

**Co-ordinator of the event**  
Dr. Priyam Nath Bhowmik  
Assistant Professor, Department of Civil Engineering.

**Department IIC Co-ordinator**  
Ms. Lipsa Mishra  
Assistant Professor, Department of Civil Engineering.

[www.mits.ac.in](http://www.mits.ac.in)

**Dignitaries Present:** Mr. Biswajit Paul, Founder and Director of QWKPRO CONSULTANCY PVT LTD (PAN India Awardee as the youngest Entrepreneur in the year 2019)

Dr. P. Ramanathan, Professor, Department of ECE and Vice-Principal Academics, Madanapalle Institute of Technology & Science, Madanapalle.

Dr. Dipankar Roy, Professor & Head, Department of Civil Engineering, Madanapalle Institute of Technology & Science, Madanapalle.

**Resource Person:** Mr. Biswajit Paul pursued his MBA from Assam University, Silchar, Assam and later worked for TATA. Mr. Paul, founded **QWKPRO CONSULTANCY PVT LTD** on 20th

Feb 2016 (Quickobook), a health tech start-up. Quickobook shares the largest healthcare network across the East India empaneled with 10K + doctors, 200+ Hospitals and 1Million + lives touched. Company operates with a team size of 18 people under direct employment and 2252 working as under indirect employment as registered QOB franchisee. Received 50 lakhs grant from Govt. of India and recently raised 2 Crore fund from NVCL for a present valuation of 20 Crore. Winner at 1<sup>st</sup> runner at i2i entrepreneurship competition across the Pan India and incubated at IIM Calcutta, Nass-com, Bengal Chamber of Commerce, NIT, IIT Guwahati, IIE Guwahati. Quickobook, has been selected among the best 20 starts up across the Pan India and received applauds from the Prime Minister Narendra Modi in writing and virtually too. Quickobook recently has got an international publication on the books of university journal and selected for Spot funding for the India Biggest reality show Shark Tank India Season 2. He has also conducted many conferences and workshops and also been a key speaker in various events.

**Objective of the Program:** The main moto of the lecture session was to bring in the interest for entrepreneurship in the young student minds. The mass target of the session were the civil engineering undergraduates. The session was very helpful for the civil engineering students to get ideas on entrepreneurship. The session focused on the skill development, building attitude and the behavioral attributes essential for setting up a new venture. The students also learnt about new innovative ideas which can be brought into life through entrepreneurship. The aim of the event was to develop curiosity for entrepreneurship among the young minds.

**Event details:**

The Department of Civil Engineering, in association with the Institution's Innovation Council (IIC) MITS and Entrepreneurship Development Cell (ED) MITS, have organized a Guest lecture on "A talk on Entrepreneurship Skill, Attitude and Behavior Development" on 27<sup>th</sup> December 2022 from 10:30 am to 11:30 am at seminar hall-A in hybrid mode. The virtual hybrid event began with the welcome speech by Dr. P. Ramanathan (Vice Principal Academics) and Dr. Dipankar Roy (HOD, Civil Engineering), followed by the opening speech of Dr. Priyam Nath Bhowmik (Co-Ordinator of the event). The session started at 10:30 am with a prior briefing about the resource person of the day Mr. Biswajit Paul by M. Manogna (3<sup>rd</sup> Year Civil Student). The session was very good and the seminar hall was occupied almost to the full. The total count of the participants was 100 from the Department of Civil Engineering, MITS Madanapalle. The guest lecture session was

supported by the respected management of MITS, Madanapalle and also the Institution's Innovation Cell (IIC) and Entrepreneurship Development (ED) cell of MITS. The session maintained the expected quality from the resource person, and was open to discuss queries of the participants. The session was extended for 15 mins and ended at 12: 45 pm. The session was concluded and followed by vote of thanks given by Dr. Priyam Nath Bhowmik, Assistant Professor, Department of Civil Engineering. We are extremely thankful to MITS institution and management, Principal MITS, for their continuous support to make this event a sparkling successful one.

**Topics Discussed:**

- Different types of skills required for setting up a new venture.
- Behavior and attitude development for becoming a successful entrepreneur.
- How to get funding for starting a new venture of your own.
- Make-in India entrepreneurship funding sites.
- How to become an entrepreneur.
- Difficulties and hindrances faced by an entrepreneur during the starting days.

**Target Audience:**

B. Tech undergraduates from Civil Engineering Department.

**Take-away from the session:**

- The Civil Engineering undergraduates learned about the basic necessities for becoming an entrepreneur.
- The basic attitude, skill and behavior required for becoming a successful entrepreneur.
- Ways to start the journey of entrepreneurship.
- Funding agencies for starting new venture were discussed.

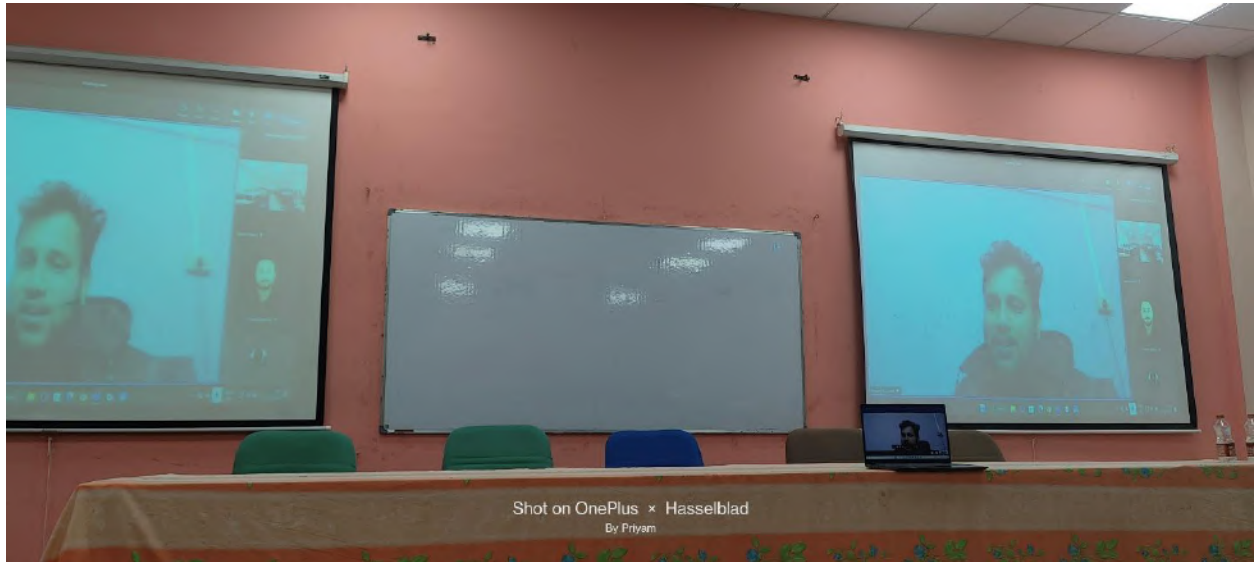
**Photos of the event:**



Beginning of the session



Vice-Principal addressing the gathering



Interaction of the speaker with the student participants



During the session



The end of the event

On Tue, Dec 20, 2022 at 1:20 PM Dr Priyam Nath B <[drpriyamnathb@mits.ac.in](mailto:drpriyamnathb@mits.ac.in)> wrote:

*Dear Biswajit,*

*It gives me a great pleasure to write to you today inviting you for a guest talk on "Entrepreneurship Skill, Attitude and Behavior Development" on 27-12-2022 from 10:30 am to 11:30 am at Madanapalle Institute of Technology & Science (MITS) through online mode. We know that you are a terrific speaker and our attendees and delegates will gain much from your talk. This Guest Lecture is an event being hosted by the Department of Civil Engineering, MITS College in collaboration with Institution's Innovation Cell (IIC). We expect our audience to be in the range of 100 to 150. Our goal is to bring keen interest about entrepreneurship in the young undergraduates from the college, together to give them inspiration about what this event is hoping to achieve with our program for igniting young minds about the new start-up ideas. We want to provoke discussion about the program and raise awareness of research into various innovative start-up ideas in the young minds. In this regard, We would be overwhelmed if you accept our invitation for the same. Waiting to hear from you soon.*

*with warm regards,*

**Dr. Priyam Nath Bhowmik**  
**Assistant Professor**  
Department of Civil Engineering

<https://outlook.office.com/mail/inbox/id/AAQkADY3MjhIM2NmLWY5Y2YtNGMyNC1iYjI2LTc2MDM5ZmU5NTRiMQAQAga440w%2BbU5NlrisWh4tuw...> 1/2

12/21/22, 12:42 PM

Mail - Dr Priyam Nath B - Outlook

**MITS, Andhra Pradesh**  
**+91-9678203097.**

**Re: Invitation Letter for Guest Talk**

Biswajit Paul <[paulbiswajit47@gmail.com](mailto:paulbiswajit47@gmail.com)>

Wed 12/21/2022 12:17 PM

To: Dr Priyam Nath B <[drpriyamnathb@mits.ac.in](mailto:drpriyamnathb@mits.ac.in)>

I acknowledge the invitation and take the opportunity to thank you for the efforts made to arrange such a nice interacting session with young minds. Much eager to know the inquisitive minds of your university and hoping for a great session.

**Thanks and Regards**

*Biswajit Paul*

*Director, Qwkpro Consultancy Pvt Ltd*

*Address : Ambicapatty, Silchar, 788004*

*Email : [paulbiswajit47@gmail.com](mailto:paulbiswajit47@gmail.com)*

*Contact No : +91 7002413769 / +91 8876724549 (Whatsapp)*





## BISWAJIT PAUL

House 212A, Garai - Kolkata, West Bengal  
7002413769 | paulbiswajit47@gmail.com

### Objective

---

To accomplish organisation goals and bringing more productivity adding value to people's lives

### Achievements & Awards

---

- 1. Started Quickobok on 2016 and currently shares the largest healthcare network across the northeast with 10000 doctors and 1million patients lives touched. 2. Raised 2 Crore funding from local investors, banks and NVCL. 3. Received 50 lakhs grants from Assam Govt, incubated from IIM Calcutta, IIT Guwahati, Nasscom, NIT Silchar, Bengal Chamber of Commerce. 4. Awarded as the Best Start-up by Assam Chief Minister, Dr. Himanta Biswa Sarma, also I was declared the youngest entrepreneur and among the most promising start ups of Assam on 2022. 5. Selected for the India's biggest spot funding show SharkTank Season 2 and currently waiting for the selection of last round to get it telecast on Sonyliv.

### Experience

---

- **Qwkpro Consultancy Private Limited** 20/2/2016 -  
Director  
*Versatile Managing Director with proven abilities across all levels of organizational management. Talented in developing partnerships, overseeing personnel and developing tactical plans to meet strategic goals. Proven leader with significant background in Finance and Information Technology*
- **Indoco Remedies Ltd** 10/9/2016 - 20/2/2018  
Business Development Executive  
*Responsibilities*
  1. Analyzed business needs while soliciting customer feedback for process improvements
  2. Directed work of key team members to create cutting-edge cinematography work
  3. Drafted and distributed reports to assist board members with critical business decisions
  3. Assisted with sales and marketing strategies to foster achievement of revenue goals
  4. Leveraged marketplace trends to create solutions and refine business strategies
  5. Spearheaded innovative approaches to resource allocation and strategic planning.
  6. Developed and delivered engaging sales presentations to convey product benefits.
  7. Created professional sales presentations and seminars to effectively demonstrate product features and competitive advantages.
  8. Served as liaison for company, clients and referred prospects regarding inquiries, issues, order management, post-sales follow-up and customer relations.
  9. Trained and mentored new sales representatives.
  10. Tailored sales approaches and techniques to specific client needs to increase marketing effectiveness. Awarded as a best performer at Indoco Remedies Ltd for Renolen eye product on 2016 & then launched my own company, Qwkpro Consultancy
- **Tata Motor Finance Limited** 20/10/2014 - 5/2/2016  
Credit Officer  
*Responsibilities*
  1. Recommended approval or disapproval of commercial or credit loans.
  2. Organized and finalized loan applications for underwriter review.
  3. Adhered to banking standards and government lending guidelines for loan services.
  3. Analyzed applicants' financial status and credit and property evaluations to determine loan feasibility.
  4. Devised collection recovery strategies to resolve customer issues and delinquent cases.
  - Interviewed credit applicants by telephone or in person to obtain personal and financial data needed to complete credit report.
  5. Prepared reports of findings and recommendations.
  5. Updated client accounts with new information and verified data for informed credit approvals.

### Education

---

- **Assam University** 2014

## Masters of Business Administration (Finance and IT)

### Skills

---

- Growth Hacking
- Strategist
- Financial Management
- Public Speaking and Fund Raising
- Negotiation
- Creating leaders for achieving disered goals
- Imparting on field training sessions
- Product designing for better client complaince
- Quality analyst
- Growth Forecasting understanding market scenario

### Additional Information

---

I am an enthusiastic team player, loves exploring newer domains, focus more on growth hacking, channeling networks with proper communication and finding the right resources for the right job and delegating the authority and responsibility for the same Outdoor games, listening to music, reading and watching entrepreneurial stories, exploring new arena, Cricket, badminton, football, kabadi, swimming etc. Indoor games like chess are my favorite games. Listening to new soft songs, old songs, band music and pop music too are my taste and preferences. Exploring adventurous rides such as parachute riding, river rafting, scuba diving are some completed on my check list and few are yet to complete like sky diving, trip to leh with a biker boys and so on. I love to visit new places, explore new people and experience new food and learn new languages. Reading about history, science and innovation are my interest zone and watching series with productive content based stories.

### Projects

---

- **Internship at State Bank of India**  
Probability Analysis due to increased productivity of employees well being

### Interests

---

- Reading Books
- Interacting with different cultural boundaries
- Explore adveterous rides
- Outdoor Games (Cricket, Badminton etc)
- Chess
- Listening to music and spending time with nature

### Activities

---

- I am 32+ years old belong from Silchar, currently stays at Kolkata born in a middle class family born with limited resources and did my masters in business administration with major as finance and Information Technology. I did schooling from S.C.S (An English Medium Higher Secondary School) under SEBA board. Got admitted to college and learnt leadership skills and completed graduation by 2011. During my college days, I was elected as a council member twice and won the election by 305 votes and was entrusted with the responsibility of managing the social week, platinum jubilee and other community programs. After completion of my studies joined Tata and then due to unfortunate demise of my mother made my return to home town. I have one sibling (younger sister) and a aged father for whom I returned and stablised the situation and again led to the start of my entrepreneurship career on 2015 with a coaching centre (Educare) for students aspiring to becoming CA, CS, CFA and other industry relevant courses but it failed and then regained back and founded a new company Quickobook.com on 2016, formed a Anandakriti, socio-developmental NGO and currently hold share holding with 4 Start Up companies with prominent stakes doing great to uplift our entrepreneurial eco-system of our valley. After completion of MBA, I started my career with TATA on 2014 and then left the company on 2016 to pursue my entrepreneurial dreams and launched Quickobook.com with 25 doctors currently shares the largest healthcare platform with 10K plus doctors and 1million plus smiles served. On 2022, our company has been awarded as the most promising start up across the northeast by Chief Minister Dr. Himanta Biswa Sarma, Govt of Assam and applauded us with a venture funding of 1 crore for Pan India expansion. Apart from this, I am a regular speaker at universities, colleges and incubation centres too. I am

also associated as a consultant for Incubation centres with some universities and colleges to guide Start ups for growth hacking, problem solving, networking and fund raising. More than 60 plus sessions including online and offline done across the Pan India educational centres and at social media platforms.

**Languages**

---

- English, Hindi, Bengali and Assamese



Awarded with Young Entrepreneur of the year 2019










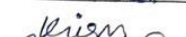





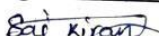
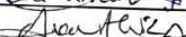
Attendance:

Civil Engineering Department  
 Guest Lecture on "A Talk on Entrepreneurship Skill, Attitude and Behaviour  
 Development" on 27-12-2022

S.NO	Roll NO	Student Name	Signature
1	21695A0115	K. Kousalya	
2	21695A0136	V. Chapiya	
3	21695A0129	B. Saivani	
4	21695A0112	N. Tyathi	
5	21695A0110	C. Gayatri	
6	21695A0106	J. Bhargavi	
7	21695A0108	M. Devige	
8	20691A0121	B. Vijayalakshmi	
9	20691A0115	S. Sasi Kumari	
10	20691A0111	G. Neha	
11	21695A0138	P. Venkatesh Reddy	
12	21695A0126	B. Yashwanth Krishna	
13	21695A0109	K. Dharmatija	
14	21695A0103	B. Asif	
15	21695A0137	A. Vara Siva Kumar Reddy	
16	21695A0120	C. Naga Shivudu	
17	21695A0127	V. Sai Kumar	
18	21695A0105	K. Balaji	
19	21695A0104	T. Bala Gangadhar	
20	21695A0132	T. Siva Shankar	
21	21695A0139	N. Vijaya Dharmohar	
22	20691A0108	D. Pooja Sai	
23	20691A0114	V. Saivenkat	
24	20691A0109	M. Mahendra	
25	20691A0101	Ashish Chaudhary Tharu	
26	20691A0119	M. Surya Prakash Reddy	
27	20691A0118	V. Suresh Kumar	
28	21695A0102	P. Areef	
29	21695A0126	B. Yashwanth Krishna	
30	21695A0119	B. Nagaseshulu	
31	21695A0122	K. Pavan Teja	
32	21695A0107	P. Chasana Mahesh	
33	21695A0128	E. Siddik	
34	21695A0123	B. Purushotham	

Civil Engineering Department

Guest Lecture on "A Talk on Entrepreneurship Skill, Attitude and Behaviour Development" on 27-12-2022

S.NO	Roll NO	Student Name	Signature
1	21695A0117	G. Manikanta Reddy	
2	21695A0140	Vishnu Reddy	
3	20691A0120	A. Uday Kumar	
4	21695A0118	M. Mohan Naik	
5	21695A0111	G. Hanilamba Reddy	
6	21695A0128	K. Chaykiran	
7	21695A0121	S. Naveen Kumar	
8	21695A0138	P. Venkatesh Reddy	
9	21695A0113	M. Kiran	
10	20691A0103	M. Chasadurai	
11	20691A0123	P. Yuktha Abhishek	
12	21695A0131	H. Shamwaz	
13	20691A0105	Jaswanth	
14	20691A0149	Sai Kiran	
15	20691A0106	A. Karthik Varma	
16	20691A0110	M. Manogna	
17	20691A0104	T.S. Govardhan	
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			
31			
32			
33			
34			

Civil Engineering Department

Guest Lecture on "A Talk on Entrepreneurship Skill, Attitude and Behaviour Development" on 27-12-2022

S.NO	Roll NO	Student Name	Signature
1	21691A0146	A. Vyshnavi	A. vyshnavi 27/12
2	21691A0134	K. Sushmita	K. Sushmita
3	21691A0130	M. Shreya	M. Shreya
4	21691A0128	A. Sai Bhavya Jree	A. Sai Bhavya Jree
5	21691A0116	G. Hemalata	G. Hemalata
6	21691A0113	P. Haripriya	P. Haripriya
7	21691A0131	B. Sravani	B. Sravani
8	21691A0138	B. Thulasi	B. Thulasi
9	21691A0124	V. Sai Krupa	V. Sai Krupa
10	21691A0135	R. Swarnapa	R. Swarnapa 27/12
11	22695A0114	G. Lavanya	G. Lavanya
12	22695A0407	R. Preethi	R. Preethi
13	22695A0113	M. Indhumathi	M. Indhumathi
14	22695A0102	G. Divymani	G. Divymani
15	22695A0101	Y. Anusha	Y. Anusha
16	21691A0122	C. Ravi theja	C. Ravi theja
17	22695A0110	K.A. Thriloka	K.A. Thriloka
18	21691A0106	K. Baba Fakouddin	K. Baba Fakouddin
19	21691A0110	Y. Dimesh Reddy	Dimesh Reddy
20	21691A0126	P. Sai Vascenth	Sai Vascenth
21	21691A0132	S. Sunil Kumar	S. Sunil Kumar
22	21691A0101	Siddhant	Siddhant
23	21691A0128	S. Ail	S. Ail
24	22695A0103	K. Gangeesha	K. Gangeesha
25	21691A0116	S. Madhu Kumar	S. Madhu Kumar
26	21691A0119	E. Nandivardhan Reddy	E. Nandivardhan Reddy
27	21691A0133	Sunny Kumar	Sunny Kumar
28	21691A0108	Choran	Choran
29	21691A0137	K. Teja vardhan	Teja
30	21691A0140	M. Uday Hiran	Uday
31	21691A0145	M. Vijaya	M. Vijaya
32	21691A0107	S. Chandu	S. Chandu
33	21691A0109	H. Dada pees	H. Dada pees
34	21691A0115	G. Lakshmi patil	G. Lakshmi patil
35	21691A0112	T. Vamsi Krishna	T. Vamsi
36	21691A0113	R. Vamsi Kumar	R. Vamsi Kumar

35	22695A0102	P. Venugopal reddy	<del>P. Venugopal reddy</del>
36	22695A0105	S. M. UMAR BASHA	S. M. Umar Basha
37	21691A0101	S. Anwar Basha	S. Anwar Basha
38	21691A0147	B. Yashwanth. Niki	<del>B. Yashwanth. Niki</del>
39	22695A0109	B. Govardhan Naidu	B. Govardhan Naidu
40	21691A0146	P. V. Nagi Reddy	P. V. Reddy
41	22696A0111	G. Uday Kumar	G. Uday Kumar
42	22695A0109	M. SIVA KUMAR	M. S.
43	21691A0125	B. Sateja	B. Sateja
44	21691A0136	M. Syed Thaheer	M. Syed Thaheer
45	21691A0127	C. Saif ali	C. Saif ali
46	21691A0111	P. Ganja Sagar	P. G. S.
47			
48			
49			
50			
51			
52			
53			
54			
55			
56			
57			
58			
59			
60			
61			
62			
63			
64			
65			
66			
67			
68			
69			
70			
71			
72			

## Feedback:

NAME OF	Roll no. of	Year of stu	Rate	guest	Feedback on guest lecture
A.Vyshnavi	21691A01		2	5	I was enlightened by the lecture. It was so useful and excellent.
Mochi Shri	21691A01		2	5	Excellent teaching
PARVATHA	21691A01		2	4	Good
M SIVAKU	22695A01		2	5	Nice
G Udaykir	22695A01		2	5	GOOD SIR
K.Gangees	22695A01		2	5	No comments
M.Vijaya	21691A01		2	5	Very useful
B Sravani	21691A01		2	4	Good
P Venugop	22695A01		2	4	The way
G Udaykir	22695A01		2	5	THANK YOU AND GOOD SIR
AREKANTI	22695A01		2	5	Way of explanation is super
G Harivenc	21695A01		3	5	Good
Uhapriya.	21695A01		3	5	Useful for us
P.JASWAN	20691A01		3	5	VERY GOOD
Duggired	19691A01		4	5	Nice
V SUKESH	20691A01		3	5	Excellent d'v'
B. Sai vani	21695A01		3	5	Good
GANGIRED	21695a01		3	4	Wonderful
B Yaswant	21695A01		3	4	Good
Nandivard	21691A01		2	5	Excellent
Patan abul	21691A01		2	5	Good information
Bukke Yas	21691A01		2	5	Good lecture
S.chandu	21691A01		2	5	Very Good
Saiteja	21691A01		2	5	Lecturer is good
Y. Naveen	22695A01		2	4	Good
Ramishett	21691A01		2	5	Good teaching
R. Vyshnav	21691A01		2	4	Nice
V.Saikrupa	21691A01		2	4	Way teaching is in very good manner
Kadiri.Sus	21691A01		2	5	He is excellent in the low -cost housing
Gunda Lak	21691A01		2	5	Good
G Lavanya	22695A01		2	4	Good information
Preeti	22695A01		2	4	That was good information . Nice ideas
B Thulasi	21691A01		2	5	Good explanation sir
V.Saikrupa	21691A01		2	4	Good way of teaching
C. Ravi the	21691A01		2	5	It is a good explanation about reducing house hold construction cost
DEVIMANI	22695A01		2	5	Easily understandable words.. help a lot in daily life situations to build a low cost house
Indhumat	22695A01		2	5	Motivated by his lecture
N Anjali	21691A01		2	5	His idea was very good ,if implement that idea , that will be soo helpful for our country
Bharatam .	21691A01		2	5	Its very useful to us
G. Hema L	21691A01		2	5	It's very good idea
B.vijaya la	20691A01		3	5	Good
B Asif	21695A01		3	4	Good content
T Balagang	21695A01		3	4	Nice lecture, it's worth to hear
K Sai Teja	20691A01		3	5	Good
Chellu gay	21695A01		3	5	Good
S Madhu K	21691A01		2	5	Good lecturer
P. Areef	21695A01		3	5	Nice lecture
M Mohan	21695A01		3	5	Good
K Udaya Ki	21695A01		3	3	Good leacher and we feel low due to internet issue
Derangula	21691A01		2	4	The presentation was not good
Nandivard	21691A01		2	5	Excellent
K.Baba Fak	21691A01		2	5	Well, it's very good idea
B Govardh	20691A01		2	4	Good