



Bhavan's Vivekananda College
of Science, Humanities and Commerce
Re-Accredited with 'A' Grade by NAAC
Autonomous–Affiliated to Osmania University

Bhavan's Institution Innovation Council

Guest Lecture Report (2022-2023)

Guest Lecture:

Bhavan's Institution Innovation Council in association with Career Guidance and Placement Cell organized a guest lecture for MBA first year students on 22nd December 2022. The guest speaker was Mr. Vijay Kiran Agastya (CMA), Lead facilitator, SCA Consulting LLP. He was member of Faculty of commerce, Osmania University for 2020-22 and presently a member, IQAC at Andhra Mahila Arts and Science College for women. The session held on 22nd December, 2022 for MBA and BBA 1st year students.

144 students have attended the guest lecture. The lecture mainly focused on “Entrepreneurship and Innovation as a Career Opportunity”. He emphasized on Entrepreneurship and its components which are Idea, Business model, Marketing plan, Financial plan which leads to growth in a business. He described how the entrepreneurship varies from business, even though Entrepreneur and business man have a lot in common however there are many differences between these two, Entrepreneur change the world with their idea, invent the product, think and adventure it where as Businessman doesn't care whose idea is it but he want to make money by selling the product and he is realistic and doer.

He explained why startups are failing with the top most reasons which are running out of cash, poor product, lacking passion, pivot gone bad, pricing issue, not having a right team , flawed business model, also getting out competent and failed

to raise new capital, etc. Later he gave example and case study took place for each of respective components of Entrepreneurship.

OVERVIEW:



COMPONENTS OF ENTREPRENEUR:

Following are the components of entrepreneur explained with examples:

IDEA: Entrepreneur need to have an idea to start a business mostly where there is a problem we search for a solution.

- Phanindra Sama-Red bus
- Bhavish Aggarwal-OLA
- Vijay Shekar Sharma- Paytm

BUSINESS MODEL: How entrepreneur convert their idea into money.

- Swiggy- Local business model
- The people & co(PQ)-Based on time you spent
- Mirchi & Mime-Staff are deaf

MARKETING PLAN: Strategy made to attract and acquire customers by promotions, advertisement in such a way by insisting product names in customers brain.

- Surf-excel
- Chu Chu TV reality check
- OLX-6months breakup challenge.

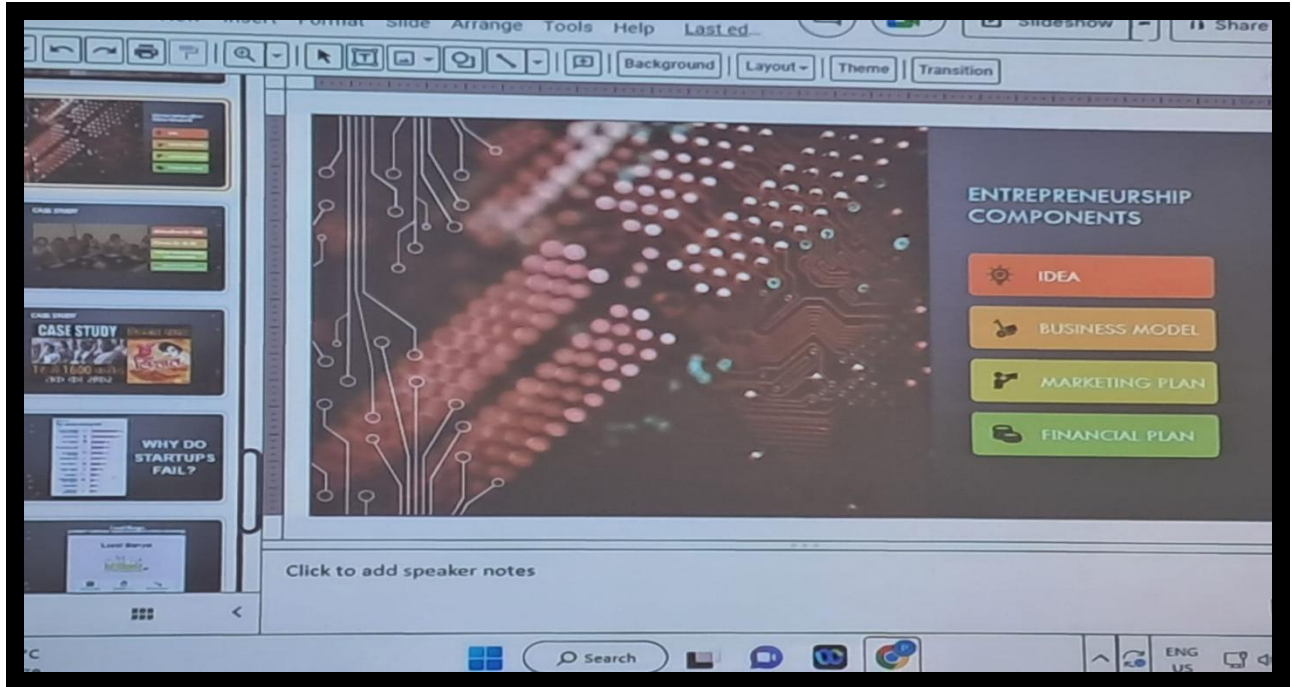
FINANCIAL PLAN: In any organisation finance plays a crucial role from procurement of fund to proper utilisation of fund.

Case study: Lijjat papad was established in 1959 with capital of Rs.80 where 92% of Indian women were illiterate and time when women wouldn't step out of house but now they are earning 1600crores as revenue.





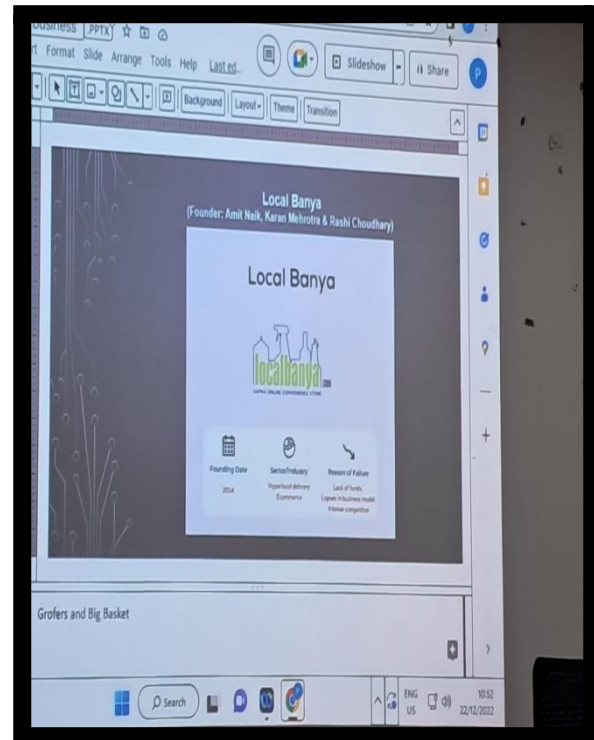
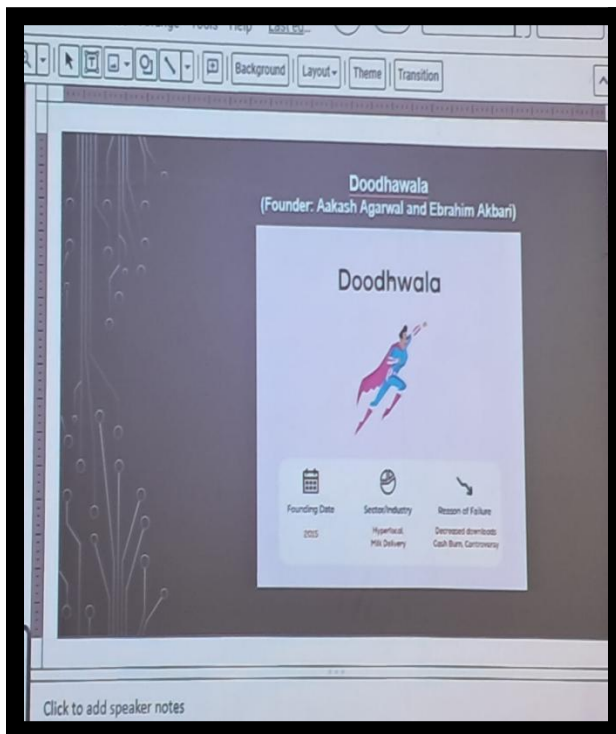
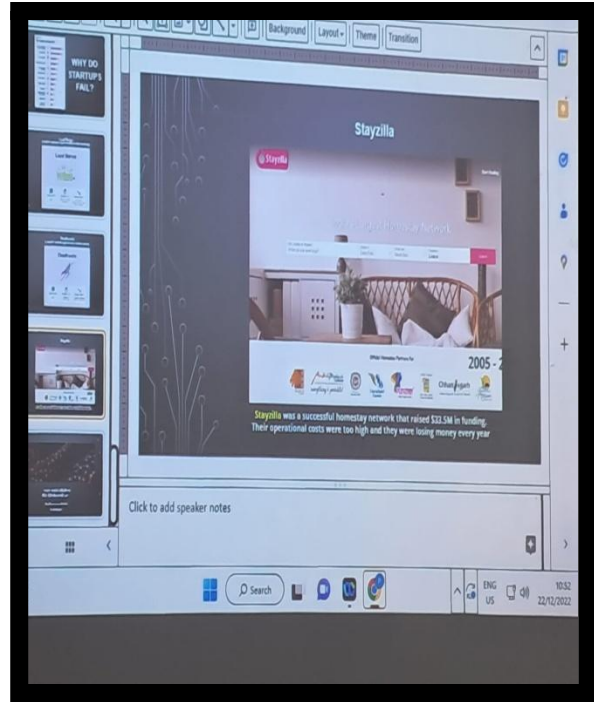
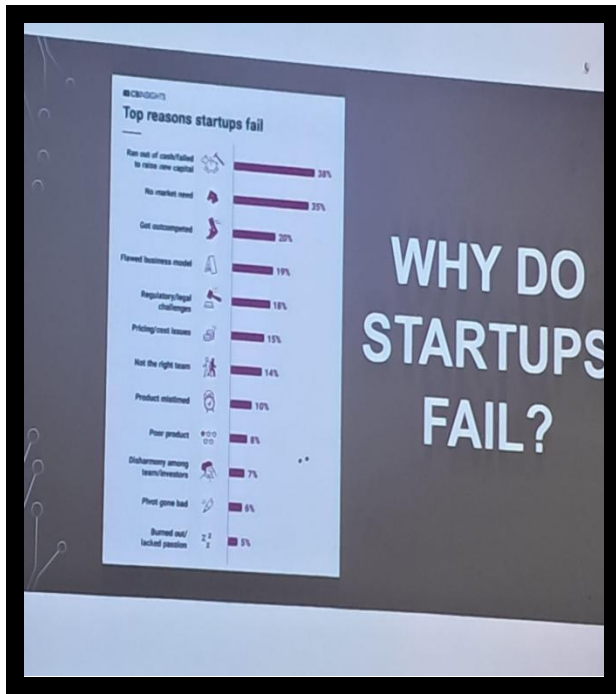
Guest speaker making students to understand what is Entrepreneurship.



Explaining components of Entrepreneur to students



Students interacting with the guest speaker.



Explaining why do startups fails by providing reasons and examples.



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Sainikpuri, Secunderabad-500094

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Career Guidance and Placement Cell
in association with
Bhavan's Institution Innovation Council
is organizing a

Guest Lecture on

Entrepreneurship and Innovation as a Career Opportunity



Resource Person:
Mr. Vijay Kiran Agastya
Lead Facilitator,
SCA Consulting LLP



22nd December 2022



9:30 AM to 10:30 AM



MBA Seminar Hall, Room No. 208