



**Bhavan's Vivekananda  
College  
of Science, Humanities &  
Commerce Sainikpuri, Secunderabad  
- 500094 (Reaccredited with 'A' grade by  
NAAC)  
Autonomous College - Affiliated to Osmania  
University**

**BHAVAN'S INSTITUTION INNOVATION COUNCIL**

**Workshop on "Role of Creativity and Innovation to become an Entrepreneur"**

On the occasion of "World Creativity and Innovation Day" Bhavan's institution innovation council in association with the department of management studies by faculty coordinators Dr. Kavitha Lal, assistant professor, department of management studies and Mrs. G. Archana, assistant professor of department of management studies and member BIIC organized a workshop on "Role of creativity and innovation to become an Entrepreneur" for MBA 1<sup>st</sup> year students on 21<sup>st</sup> April'2023. The speaker was Mr. Baba Kishore Mutta, founder and CEO of Ealkay consulting.

103 students of MBA 1<sup>st</sup> year attended the workshop. The speaker initially focused on how the startup came into existence in India after independence. The innovation taken place when the sole proprietor and partnership firms converted into companies as per the companies act, 1956; Nationalisation of Banking sector in 1969; Reliance textile came into existence in 1979, Liberalisation, Privatisation and Globalization in 1991 where exports and imports as commodities to meet obligations towards import as imports are far higher than exports we liberalized our economy and invite FDI in India; 1999 is the year where India shown capability of IT service by receiving Global Depository Receipts.

Later speaker described about creativity which is to come up with new and innovation ideas or solutions to problems, thinking outside the box, breaking conventions and challenges the status quo, development of new products or services, new business models where as innovation leads to implementation of creative ideas or solutions to create value, something tangible that meets a need or solve a use case and creation of new markets, increased competitiveness, and improved profitability.

Then he emphasized on results of startups in India where 108 Indian startups that have entered unicorn club to date and 102 as soonicorns in India. Total \$136Bn funding raised by startups in India. He explained significance of Entrepreneur in this dynamic and everyday changing business environment, business that fail to innovate, risk becoming irrelevant or obsolete; Entrepreneurs can differentiate themselves from competitors, create new opportunities, and generate more revenue; gain the early

competitive advantage; always look for blue ocean use case.

He foregrounded the essentials of creativity and innovation in entrepreneurship as they enable entrepreneur to adapt, innovate, find new opportunities, inspire others, and continuously improve; should expand their knowledge in various fields, such as marketing, finance, and technology beyond the curriculum and take on new challenges and opportunities outside your comfort zone; collaborate with teams of diverse backgrounds and perspectives to generate new and innovative ideas; learn to accept failures, as it is a natural part of the innovation process.

He inspired students with his personal story from a small family background to founder and CEO of Ealkay consulting with his spouse at the age of 40. He believed in hard work, honesty, transparency to reach such a position in a short span of time. He also became director at the age of 34 and CFO at the age of 38 with the objective to share the experience and knowledge to the corporate and business community. The speaker concluded the session by taking photos with the students and faculty.



Speaker with Faculty of department of management studies and students of MBA 1<sup>st</sup> year.



Rajendra kumar sir, Visiting professor of Department of management studies addressed Mr.Baba Kishore Mutta to students by welcoming him with flower bouquet.

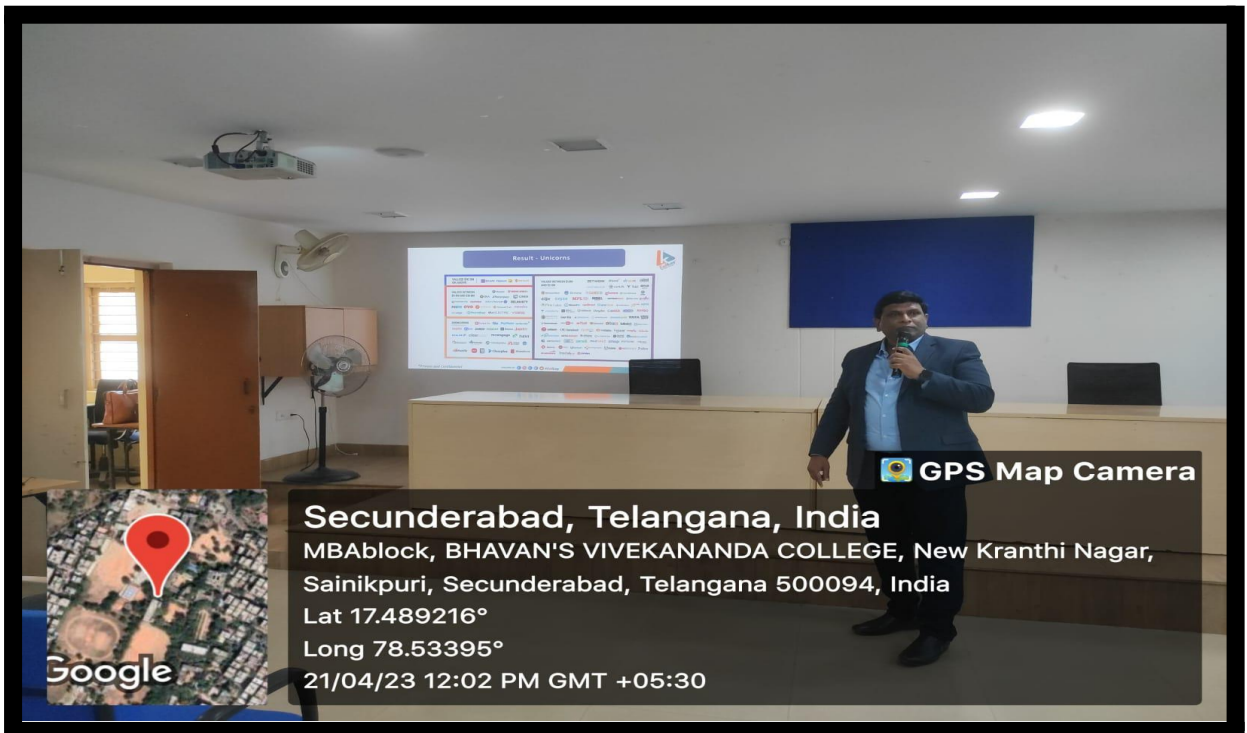


Speaker explaining about the significance of entrepreneurship to students of MBA 1<sup>st</sup> year.





Students interacting with the speaker regarding Liberalization , privatization and globalization(LPG) in India.



Mr.Babu Kishore Mutta describing about startups in India and their funding.