

Report on guest lecture

On 18th November 2021 the department of management conducted a guest lecture on 'Entrepreneurship ', for MBA and BBA students. The guest lecture was given by Mr. Sunderdra Nath Reddy C an entrepreneur, MD and CEO of Clinnovo Research Labs and fresh and safe Pvt. Ltd. He spoke about the entrepreneurial journey, provided us with insights from his personal experience. He defined his own meaning of success which was 'Consistency is key '. During his personal experience he learnt, it is not easy to become a successful entrepreneur but one has to keep at it and eventually can reap its fruits. The first 5-7 years may not earn you any significant rewards, but later on the effort will definitely pay-off.

Mr. Sunderdra started off the lecture by walking us through the steps involved to set up a start-up, practical ways of funding your finances for the start-ups. He also shared some tips on setting up an effective marketing plan for our start-up. He provided us with various business ideas such as – the child care sector, the photography sector, the mental health sector which are needed and has scope for growth in future. We were also provided with detailed information about the process that is required before setting up the start-up. Which included making various analysis such as market analysis, customer analysis, competitive analysis and sales strategies and so on. We were also told about the various Business models available in the market, and how to choose the correct one according to our business plan, an example would be choosing between retailer or distributor based on budget or applicability.

Mr. Sunderdra also spoke about his personal journey, the road to a successful start-up which has now employed over 200 people. One of his most important tips that we learnt was to start working young, take up part time jobs while pursuing education and work in those similar fields that will later aid the start-up. He also suggested that while being at it, get as much customer experience as possible, as understanding the customers' behaviours at micro levels which will help later for better decision making. We also had a Q&A session at the very end, where we could interact with the guest lecture and clarify some of our doubts. The guest lecture was very informative and interesting as he shared many of his personal experiences, hurdles he faced and the action plan that actually took him to success.

Guest Lecture by Mr.Surendra Nath, CEO Clinovo On 18th Nov 2021(BBA & MBA)

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Surendra N R (Guest) JAGRUT...

Various business ideas

- ✓ Car wash business
- ✓ Groceries store
- ✓ Dry cleaning business
- ✓ Electronic repair shop
- ✓ A market research company
- ✓ Processing & packaging company
- ✓ A restaurant
- ✓ Farming business
- ✓ Consignment shop
- ✓ Ecommerce business
- ✓ Child care service
- ✓ Photography
- ✓ Dance/yoga teacher etc.

Surendra N R (Guest)

Participants

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- Archana G
- Kavitha Lal
- MY Madhuri Srinivas

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Guest Lecture by Mr.Surendra Nath, CEO Clinovo On 18th Nov 2021(BBA & MBA)

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001 R Abhi ...

Surendra N R (Guest)

We

- We are Strong.
- Though strong we need to be good to our people and society.
- We make our Society Great.
- We Build Our Country "The Greatest".

Participants

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Attendees (87) Mute all

- S Sneha
- SR Surendra N R (Guest) Guest
- 048 G. Vinith BBA (Guest) Guest
- Shrivardhan.G (Guest) Guest

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Kavitha Lal

MadhuriSrinivas Y

Sneha

Marketing your Products/Services

Five steps to create an effective marketing plan for your startup.

- Set key strategic objectives
- Find key target segments
- Define value proposition
- Develop key marketing tactics
- Allocate resources and monitor

Surendra N.R. (Guest)

Start Up

A startup is a young company founded by one or more entrepreneurs to develop a unique product or service and bring it to market. By its nature, the typical startup tends to be a shoestring operation, with initial funding from the founders or their friends and families.

