

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE  
(UGC - AUTONOMOUS)**

**Report on**

**Mentoring & Orientation Program on entrepreneurship development for B.Tech III Year,  
MBA & MCA Students**

**organized by Entrepreneurship Development Cell on 15/09/2016**

**Venue: MBA Seminar Hall @ 02:30 PM**

**Submitted by Dr. R. Varaprasad, Assistant Professor, Department of Management Studies  
and Coordinator Entrepreneurship Development Cell**

Resource Person: Mr. Vikram Jit Misra, Regional Manager, NEN, Wadhvani Foundation, Hyderabad

Mr. Misra detailed on Entrepreneurship opportunities, Business idea and, project management. He said that Entrepreneurship is an activity that involves the discovery, evaluation, and exploitation of opportunities to introduce new goods and services, ways of organizing, markets, process, and raw materials through organizing efforts by the application of Project Management, of Business Idea planning, organizing, motivating, and controlling resources, procedures and protocols to achieve specific goals with a scientific and defined manner. He gave many live examples how the great entrepreneurs emerged from our nation, irrespective of their poor financial background.

Mr. Misra also explained the skills needed by successful Entrepreneurship. He added that Entrepreneurs are not risk-focused, but opportunity-focused. Entrepreneurship skills are required for creating and running new business ventures or innovative projects in existing firms. They include risk assessment, strategic thinking, self-confidence, the ability to make the best of personal networks, motivating others to achieve a common goal, and the ability to deal with other challenges and requirements. Innovative thinking is very much essential to bring in the best for any business, also emphasized that students should thrive for global opportunities.

The lecture received an overwhelmed response with the participation of almost 120 students.

Entrepreneurship Development Cell extends sincere gratitude to the Management, Principal, and Head of the Departments for their support.

