

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

An Autonomous Institution

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First Recognized Research Centre under JNTUA, Recognized as SIRO by DSIR

**Report on – Expert lecture by Mr G. Ajitha Prabu, Director,
Kriatec Services Pvt Ltd, Chennai.**



Report by Mr. Rayudu Peyyala Coordinator-Industry Institute Interaction Cell:

Title of Lecture: “Starting Knowledge based Enterprise – the Needs of an Entrepreneur”

Date of Lecture: 26 August, 2014

Participants: ME Final Year students and few Faculty

Mr G. Ajitha Prabu is a first generation entrepreneur. Founder and Director of Kriatec Services Pvt Ltd, Chennai. Kriatec is a 100 Million turnover company having about 100 employees working full time. Prior to this he worked with organizations like Lucas – TVS, Rane Group at various positions.

The highlights of the lecture are:

- Need of the Enterprises in India – keeping in view of economy of the nation, employment and availability of products at affordable prices
- Challenges of an Entrepreneur in India like Socio-economic conditions, competition from giant global companies and possibilities of business failures.
- Various steps in starting an enterprise
- Making a business plan, evaluating a business plan and implementing a business plan.
- Also showed the case studies of Infosys, Naukri, Amazon etc.
- Also gave few scopes to start the enterprises.

After the expert lecture Mr Ajitha Prabu gave a presentation on COE for the following Faculty members: 1. Dr. M. Raja Reddy – Dean Academics 2. Dr G. Harinath Gowd, HOD Mechanical Engineering 3. Prof P. Suryanarayana Raju 4. Prof B. Eswar Kumar 5. Mr B. Sreenivasulu 6. Gunasekhar Reddy Assist Prof and Mr Rayudu Peyyala, Associate Professor. The COE is on Product Development through CNC Machining. The program aims at enhancing the employ-ability and self employment.