



Geetha Shishu Shikshana Sangha (R) **GSSS INSTITUTE OF ENGINEERING & TECHNOLOGY FOR WOMEN**

(Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi & Govt. of Karnataka)

K R S ROAD | METAGALLI | MYSURU - 570016 | KARNATAKA | INDIA

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ENTREPRENEURSHIP DEVELOPMENT FORUM

Press Note on TALK ON “Building Business by Entrepreneur” **Theme: Achieving Problem-Solution Fit & Product-Market Fit**



Photograph's of the technical talk on “Building Business” delivered by Entrepreneur Alumuni Smt.Bhuvaneshwari Kumaravel CEO Gift Equal Love,LLP,Mysore

The Entrepreneurship Development Cell of GSSS Institute of Engineering and Technology for Women (GSSSIETW) organized a talk on “Building Business” by Smt Bhuvaneshwari Kumaravel, CEO of Gifts Equals Love LLP, Mysore, an Entrepreneur and alumni of GSSSIETW to the 3rd semester students on 28th February 2022. Smt Bhuvaneshwari spoke on the importance of entrepreneurship and its needs to become an entrepreneur. She shared her success stories to the students and gave them inputs on how to build a business career and also highlighted the necessity of the products market fit. Dr. M. Shivakumar, Principal, GSSSIETW highlighted the EDC activities to the students and informed them to make use of the ED cell in strengthening their entrepreneurial insight. Dr. S. Padmashree, Professor and ED cell Coordinator along with the other coordinators of the various departments of GSSSIETW coordinated the event.