



GSSS | GEETHA SHISHU SHIKSHANA SANGHA (R)

INSTITUTE OF ENGINEERING AND TECHNOLOGY FOR WOMEN

(Affiliated to Visvesvaraya Technological University, Belagavi. Approved by AICTE New Delhi & Govt. of Karnataka)
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

ED AWARENESS PROGRAM FOR MBA FIRST YEAR STUDENTS

(In Association with CII, Mysuru On 12th September, 2023)



Dr. Shivakumar M, Principal, GSSSIETW, Mysuru hand over Memento to the Resource Person, Dr. Dharmaprasad, Convenor of CII's Industry Institute Interaction & Higher Education Panel in the presence of Dr BP Mahesh, Professor and Head, Dept of MBA and Dr. Jayan V.K, Associate Professor, Dept. of MBA, GSSSIETW, Mysuru.

The Department of MBA organizes an “ED Awareness Program” for the first year MBA students by Dr. Dharmaprasad, Convenor of CII's Industry Institute Interaction & Higher Education Panel and CEO of PROSETTA Bioconformatics Pvt Ltd, Mysuru on 12th September, 2023 from 11.00 AM to 1.00 PM at Seminar Hall, Room No. 109, Prof. B.S. Pandit Memorial Block, GSSSIETW, Mysuru.

The program started with an inaugural function presided by Dr. Shivakumar M, Principal, GSSSIETW, Mysuru. In his presidential address, Dr Shivakumar M, highlighted the importance of Entrepreneurship awareness among the management students. In today's world

we need more entrepreneurs than employees for the overall development of the nation, he added. Dr BP Mahesh, Professor and Head, Dept of MBA congratulated the students for organizing such a nice function. Dr. Jayan V.K, Associate Professor, Dept. of MBA introduced the chief guest to the audience.



Dr Dharma Prasad, Resource Person, Convenor of CII's Industry Institute Interaction & Higher Education Panel and CEO of PROSETTA Bioconformatics Pvt Ltd, address the gatherings

Dr. Dharmaprasad, Convenor of CII's Industry Institute Interaction & Higher Education Panel and the resource person of the programme motivate the students and encourage them to become future entrepreneurs. Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with its uncertainties.

Entrepreneurship starts with a business idea, then develop it into a viable product and market it among your customers. If customer accept your product you can be a successful entrepreneur otherwise failure will be the result. It is not how much time you failed in the business, but how much you learnt and how many times you bounce back alone counts. All reputed business people we see today are all experienced failures in their early stages. Failure is the stepping stone to the business success, he added.



Chief Guest along with ED Cell Coordinators

The programme concluded with a question answer session and all the students appreciated the resource person for his high energy level, presentation skill and his experience and indepth knowledge in the field of entrepreneurship.
