

GUEST LECTURE
ON
HOW TO PLAN FOR START-UPS LEGAL AND ETHICAL
STEPS

INVITATION

GUEST LECTURE
ON
“HOW TO PLAN FOR START – UPS
AND LEGAL AND ETHICAL STEPS”

By

Dr.D.Prasanna Kumar

Associate Professor

KL University, Guntur.

Date : 01-04-2022 @ 11 am



Organised By
Department of Commerce and Management

ABOUT THE PROGRAM

The Department of Commerce and Management has organized a **GUEST LECTURE** on “**How to Plan for Start-Ups and Legal and Ethical Steps**” on **01-04-2022** by **Dr. D. Prasanna Kumar, Associate Professor, KL University, Guntur.**

Objectives of the Programme

Our objective for conducting guest lecture is to bring conceptual knowledge and entrepreneurial attitude through interactive sessions by eminent speakers from both the corporate and academic world. The objectives of this guest lecture in particular are

- To make the students aware about the latest business start – Up’s
- To make the students understand the Entrepreneurship opportunities in the outside world and its procedure for setting up of new Business units.
- To provide a platform for students to interact with subject experts.

Brief Report of the Program

Dr. D. Prasanna Kumar began his presentation at 11:15 a.m., discussing the skills necessary of a successful entrepreneur, including the capacity to raise money, reduce stress, reproduce, develop entrepreneur friends, recognise new trends, and deal with failure. He also talked about how a person might become an entrepreneur by doing a variety of things. He also encouraged pupils to pursue their interests based on their abilities.

In his presentation, he also discussed "How to Write a Business Plan," and he advised students to have a question in mind when writing a business plan.

- What is the purpose of the business?
- Who are my customers?
- What problem do my product / service solve?
- Who is my competition and why is my product / service’s advantage?
- How will I price, position, market and support my product?
- What are my financial projections for the business for the next 3-5 years?

Later on Dr. D. Prasanna Kumar also stressed more on Government initiatives on Start–Up’s and the schemes related to these Start – Up’s like Start-Up India Mission, ATAL Mission, Venture Capital Scheme, Single point Registration Scheme etc.

He said – “Speak even if you make mistakes” because without experiencing, one could never learn one’s potentials. EARLY START is good because pressure is LEAST. He answered students' queries and provided examples to help pupils understand the material better. The session was engaging, educational, and beneficial to students' understanding of entrepreneurship.

Outcome of the Program

- Knowledge about how to generate a new business Idea with Innovation.
- Entrepreneurial Opportunity Recognition.

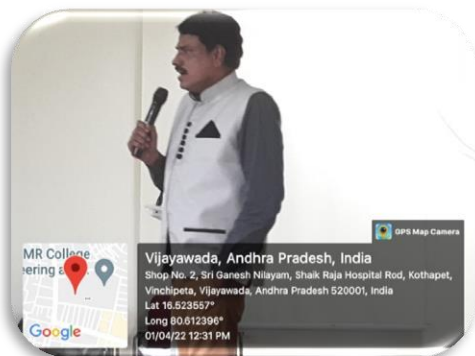
- Project Identification and Formulation.
- Motivational stories of successful entrepreneurs.
- Students got a chance to get interacted with academic experts.
- Awareness on Government initiatives and financial assistances to entrepreneurs.
- Procedure of Registration of new start – Up’s.

Feedback was taken in order to analyze the effectiveness of this guest lecture. It was found that out of 136 beneficiaries, 66% (89 students) rated the guest lecture as an excellent event and found the information imparted to them as relevant. Apart from this 20% (27 students) rated the lecture as very good, 10% (14 students) rated as good, and 4% (6 students) rated as satisfied. None of the students expressed their dissatisfaction towards the guest lecture.

Overall assessment of the Program

Total Number of Students Participated	135	%
Strongly Agree	89	66
Agree	27	20
Neutral	14	10
Disagree	6	4
Strongly disagree	0	0

PHOTO GALERY



Resource Person Dr. D. Prasanna Kumar



Interaction with Students



Students Participation



Felicitation to the Resource Person