

***Entrepreneurship Awareness Programme on “The Risk of not taking Risk”
13th October, 2017***

An expert talk was organized under ED CELL on the “The Risk of Not Taking Risk” by Mr. A. Shanmugasundaram, Consultant, Entrepreneurship Development Institute, Government of Tamilnadu, Chennai by the Department of Mechanical Engineering, Sree Vidyanikethan Engineering College, Tirupati.



Entrepreneurs are the seeds of industrial development and the fruits of industrial development are the greater employment opportunities in turn contributing to increase in per capita income and higher standard of living.

Mr A Shanmugasundaram started his first session with the fundamental concepts of “Entrepreneur” which is derived from the French verb *enterprendre*, which means ‘to undertake’. He elaborated on Entrepreneurship as a process of actions of an entrepreneur who is a person always in search of something new and exploits such ideas into gainful opportunities by accepting the risk and uncertainty with the enterprise.

In the second session, Mr A Shanmugasundaram explained about Importance of Entrepreneurship. He focused drone entrepreneurs and social entrepreneurs, Drone entrepreneurs are those individuals who are satisfied with the existing mode and speed of

business activity and show no inclination in gaining market leadership. In other words, drone entrepreneurs are die-hard conservatives and even ready to suffer the loss of business.

Social entrepreneurs drive social innovation and transformation in various fields including education, health, human rights, workers' rights, environment and enterprise development.

He enlightened the students regarding the key functions of entrepreneurs - *Innovation, Assumption of Risk, Research, Development of Management Skills, Overcoming Resistance to Change, Catalyst of Economic Development.*

The students of Mechanical Engineering got enriched by interaction with Mr. A. Shanmugasundaram. His knowledge and experience helped them in appreciating the significance of Entrepreneurship as a career.