

Entrepreneurship Development Cell

Awareness and Interactive Session on "Start-ups & Leadership"

06th July, 2019

Entrepreneurship Development Cell of Sree Vidyanikethan Engineering College organized an awareness & interactive session on "Start-ups & Leadership" on 06.07.2019.

Dr. I. Sudarsan Kumar, Director Quality & Development, introduced the resource person **Prof. Daniel McQuade-Columbia Business School, President of McQuade Marketing**. The introduction accentuated his contributions towards solving problems in Start-up and Entrepreneurship domains.



Dr. I. Sudarsan Kumar, Director Quality & Development, introducing the resource person to the august gathering

Prof. Daniel McQuade addressed the programme and shared his insights faced by India and the World.



Prof. Daniel McQuade-Columbia Business School, President of McQuade Marketing addressing the members of faculty & students

Prof. Daniel while addressing students and members of faculty of SVEC triggered essential questions in the young minds. And also he addressed the gray areas in imitation and innovation that influence the success rate of startups and many business industries. He covered topics like Age of disruption, Leadership skills and Seafood Industry heuristics.

Prof. explained the need of analyzing skills to face risks and consistency in developing skills. "You are the multiplier for the development of future India" was his message for aspiring young students. He also, asserted "never create a solution to the problem that never existed".

Further, the students interacted with Prof. Daniel clarifying their doubts in startups and ventures. He strongly suggested them, "Build something for people they want to buy, but not what you want to sell something to them."



Students clarifying their doubts in start-ups & ventures by interacting with Prof. Daniel McQuade



Participants



The Director Q&D concluded the programme by summarizing the essential points and take home formulae shared by the speaker.