

Entrepreneurship Development Cell | Date: 04<sup>th</sup> to 6<sup>th</sup> September, 2019

**A Three-Day "Business Week With JCI Tirupati" Workshop**

A Three-day "Business week with JCI Tirupati" workshop was organized by Entrepreneurship Development Cell and Junior Chamber International (JCI) Tirupati during 04<sup>th</sup> - 06<sup>th</sup> September, 2019.

On 04.09.2019, the programme was inaugurated by **Mr. N.B. Harsha Vardhan Reddy**, Zonal Vice-President, AP JCI, **Mr. Nataraja Manisandeep**, President, JCI Tirupati, **Dr. N.Padmaja**, Coordinator of MIIC and **Mr. B.Vishnu Vardhana Naidu**, Coordinator, ED Cell.



*Felicitation to the chief Guest by Coordinators, during Inauguration*

**Mr. Harsha** began the session on "Business Networking". He explained the process of establishing a mutually beneficial relationship with other business people and potential clients and/or customers. He mainly focused on the importance of various types of networking groups like Local business groups, Business Network International, Mastermind groups, Community service groups, Professional associations, Social media/ online business networking groups for expansion of business. He concluded with a short story about the importance of appreciation. During this session, students were interacted and clarified their doubts and learnt about how to connect with people to establish and expand the business.





*Chief Guest Mr. N.B. Harsha Vardhan Reddy, Zonal Vice-President, AP JCI, giving key-note address on "Business Networking"*

In the afternoon, **Mr. Revanth (Alumni of IT, SVEC), Co Founder & CEO of Beats Fitness Studio**, interacted with the students and shared his experiences. He had given a clear cut idea about what is entrepreneurship, by explaining about the problems which he had faced in his entrepreneurial career. He discussed the advantages and risks involving in entrepreneurship. The session was handled in such a way that he took the students deeply into the topic by giving the real time examples. Students were enriched by the inputs and motivated by his talk.





*Mr. Revanth (Alumni of IT, SVEC), Co Founder & CEO of Beats Fitness Studio, interacting with students during the session*

On 05.09.2019, the session on "Business Accounting" was delivered by **Mr. P.Somaiah, Income Tax Auditor**. He explained systematic recording, analyzing, interpreting and presenting of financial information. He said that accounting may be done by one person in a small business, or by different teams in large organizations. Later, **Mr. Chandramouli, Corporate Trainer** continued the session and told the importance of accounting and how it helps business owners to meet their compliance obligations and how it helps them to make smart decisions with their money.



*Mr. P.Somaiah, Income Tax Auditor & Mr. Chandramouli, Corporate Trainer delivering the lecture on "Business Accounting"*



Students were enlightened with the series of talks and learned the procedure & importance of accounting in business.

In the afternoon, **Mr. S. Chandra Sekhar, Divisional Learning & Development Trainer**, gave a talk on "Customers Handling & Crisis Management." He began the session with the quotation "**Great service is about getting your customers to trust you and count on a consistent experience, but that doesn't mean you're always going to be perfect,**" by Eric Schiffer, CEO of DigitalMarketing.com. He explained four steps to resolve the issue and regain the customer's trust. They are: "Acknowledge the problem, Apologize for it, Take action and Follow up." He gave some case studies related to this topic.



*Mr. S. Chandra Sekhar, Divisional Learning & Development Trainer, addressing the gathering on the topic-"Customers Handling & Crisis Management"*

**On 06.09.2019, Mr. S.Ravi Kumar, Financial Advisor, IDBI Mutual Funds**, delivered a talk on "Fund Management." He said, "Funds management is an asset management – covers any kind of system that maintains the value of an entity. It may be applied to intangible assets and tangible assets. It is the systematic process of operating, deploying, maintaining, disposing, and upgrading assets in the most cost-efficient and profit-yielding way possible." Students were enlightened with the lecture and benefited by attending the session.





*Mr. S. Ravi Kumar, Financial Advisor, IDBI Mutual Funds, explaining the concepts of "Fund Management"*

In the afternoon, feedback on the programme is collected from the students. Students gave positive feedback and a few suggestions about the programme. The feedback session was followed by valedictory function.



*Participation of students during the programme*

A total of 75 students were participated and benefited by the programme.

*[Signature]*  
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