

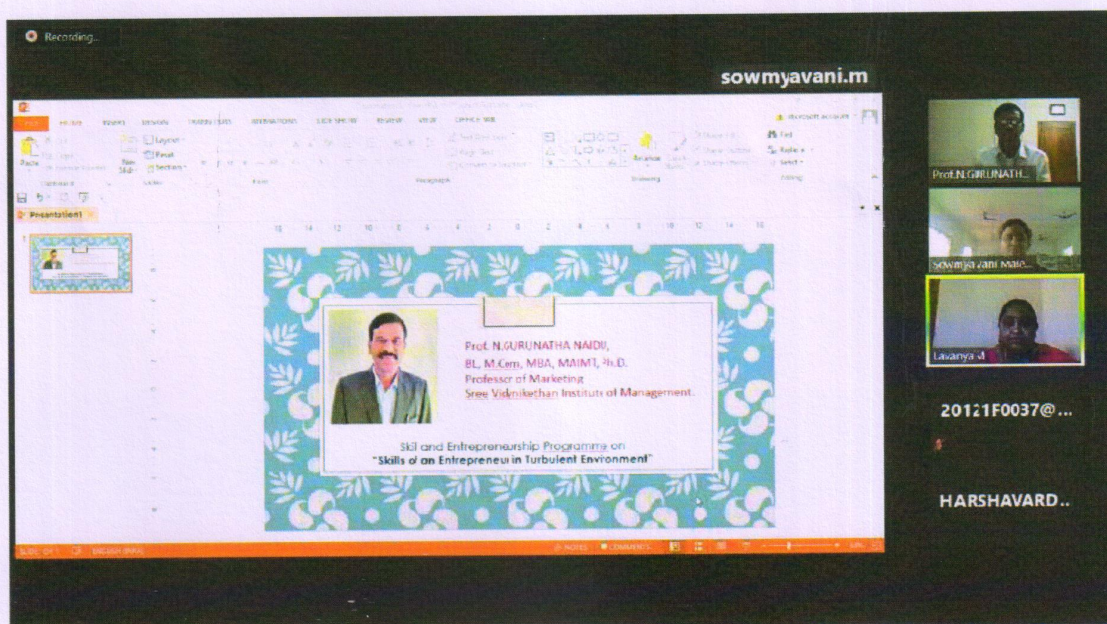
Department: MCA | Date: 22<sup>nd</sup> May 2021

## SKILL AND ENTREPRENEURSHIP PROGRAM

### “Skills of an Entrepreneur in Turbulent Environment”

The Department of Master of Computer Applications of Sree Vidyanikethan Engineering College organized a Skill and Entrepreneurship program on “**Skills of an Entrepreneur in Turbulent Environment**” on 22<sup>nd</sup> May 2021. The target group is students of MCA I and IV semester.

The Head of the Department, **Dr. M. Lavanya** invited the resource person. **Dr. N. Gurunatha Naidu**, Professor, Department of MBA, Sree Vidyanikethan Institute of Management is the resource person. The resource person discussed the importance of entrepreneurship in the current challenging environment, skills of an entrepreneur, about turbulent environment and how the entrepreneurs have to face and survive in this environment.

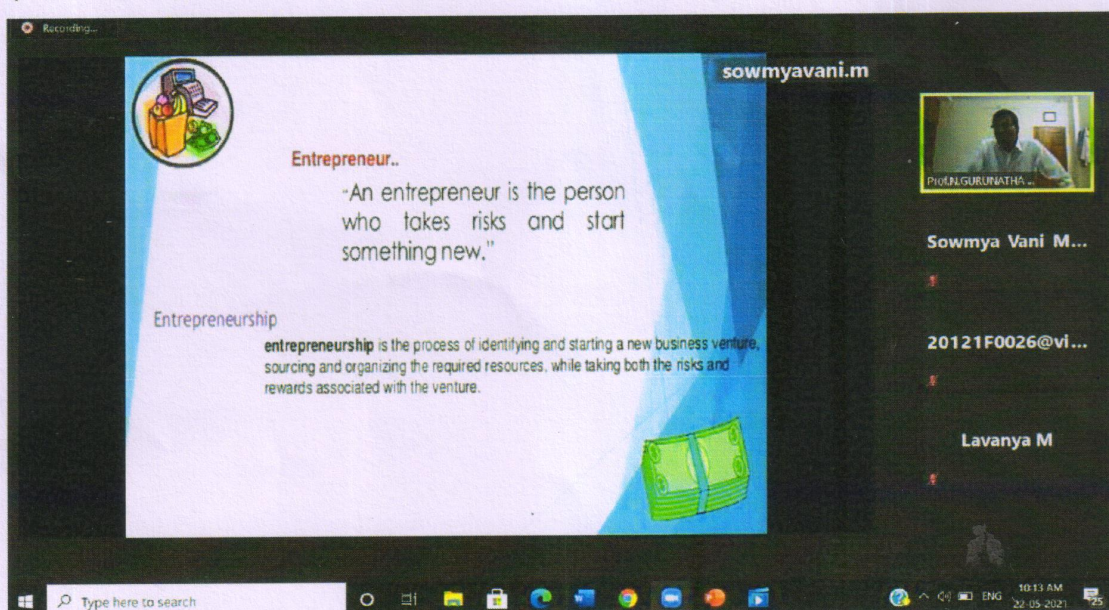


**Dr. M. Lavanya, HoD, Department of MCA, SVEC introducing the Resource Person**

**Dr. N. Gurunatha Naidu**



The resource person enlightened the students with his discussion with real time examples and opportunities. He has given clear picture about the qualities of entrepreneur, real time scenario to analyze the industry and observe the day to day changing environment in order to make effective and efficient decisions to sustain in business world. He explained the relationship of intention towards entrepreneurship and start-up behavior.



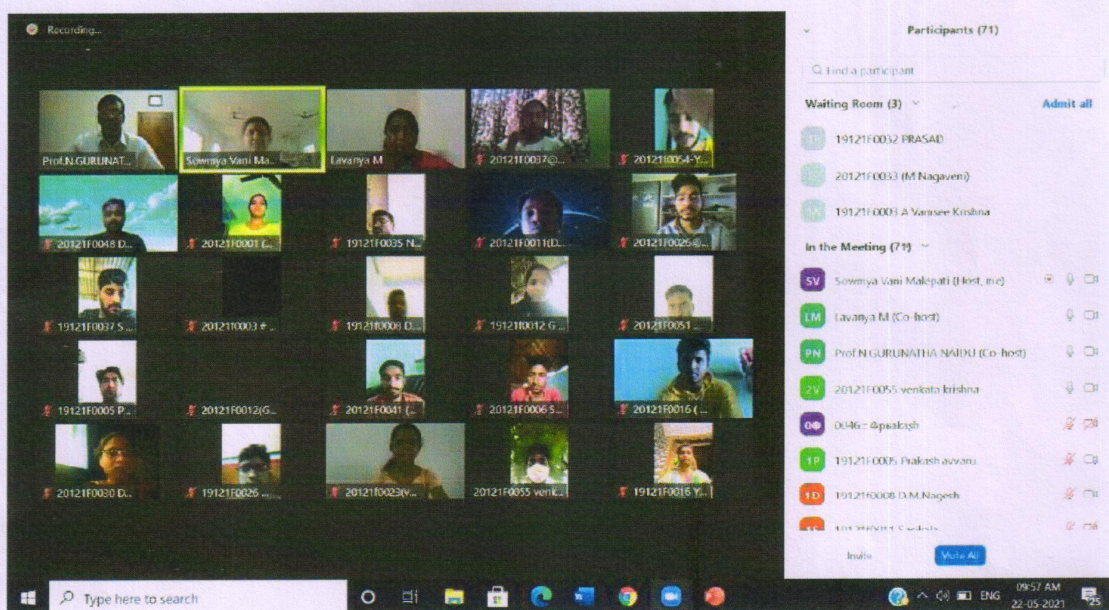
***The resource person Dr. N. Gurunatha Naidu, explaining the importance of an entrepreneur and entrepreneurship***

The resource person specified the importance of a customer and meet the expectations of the customer including quality product, reasonable price, timely supply and durable product with innovation. He stated that in long run an entrepreneur should develop loyalty and brand image. To achieve needs an entrepreneur must be visionary and innovative with competitive spirit. The resource person explained these concepts using real time examples.

The session covered various aspects and skills required for an entrepreneur to run business purposefully and productively. His lecture is very thoughtful, helpful and inspiring to the students in their future development plans like start-ups in small and medium enterprises.



Nearly 100 students participated in the event. The students posed queries and got clarified queries by the resource person. At the end of the session feedback is taken from the students and participation e-certificates are also issued to them.



*Participants attended for Skill and Entrepreneurship program*

Finally, session is concluded with vote of thanks proposed by Dr. A. Jyothi Babu, Professor, Department of MCA, Sree Vidyanikethan Engineering College.

*A. Jyothi Babu*  
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