



REPORT on Entrepreneurship Skill (Attitude and Behavior Development)

Activity Name: Entrepreneurship Skill (Attitude and Behavior Development)

Speaker: Mr. Sheshnag Chitlur Sreenivasa

Date: 8th December 2021 ; 7:00 PM to 8:40 PM

No. of Participants Registered: 78

Mode of activity: Online

Duration: 1 hour 40 minutes

Organizer: Likhita Yallegowda

Poster of the event :

INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

CIIE

BMSCE

IIC & CIIE BMSCE in association with
Department of EEE Presents

Entrepreneurship Skill

(Attitude and Behaviour Development)

Workshop - Online

**SHESHNAG CHITLUR
SREENIVASA**
Co-founder Sunintown
Renewables Pvt. Ltd.

Date: 8th December, 2021
Time: 7pm
Platform: WebEx
Registration link:
[https://forms.gle/b9R7wA9ZnXs8
Hpmp9](https://forms.gle/b9R7wA9ZnXs8Hpmp9)

Contact
Likhita Yallegowda
9742200158



The webinar was organized by BMSCE IIC in collaboration with CIIE BMSCE and the Department of EEE. The session began with a welcome speech delivered by Shamitha T Prasanna, an IPR Coordinator of BMSCE IIC which was then followed by a few encouraging words of advice for the students by Dr. Nagashree, a faculty coordinator of BMSCE IIC. The speaker, Mr. Sheshnag Chitlur Sreenivasa then began the session by providing insights on entrepreneurship.

The speaker then discussed the factors that have to be taken up before making the decision of being an entrepreneur. During this discussion, the speaker particularly highlighted the importance of having a good team with complementing skill sets and a realistic yet ambitious idea for their start-up that would define them uniquely amongst the millions of start-ups that exist. He then discussed the significance of 'Founder's Dream and Company Goals' following which he discussed in detail the concepts of market analysis and market evaluation along with company and product evaluation. The speaker also presented an effective evaluation framework for market segmentation.

Mr. Sheshnag Chitlur Sreenivasa then concluded the session by encouraging the students to pursue their dreams relentlessly and be passionate about what they aspire to do. Dr. Prema V, President of BMSCE IIC, then thanked the speaker for the insightful session and the workshop was then concluded with a vote of thanks delivered by Ranjini Ravi Iyer, an IPR Coordinator of BMSCE IIC.

Snapshots :



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Speaking: Sheshnag (Cohost)



Entrepreneurship Skill

Attitude & Behaviour Development

Sheshnag Chitlur Sreenivasa
CoFounder- Sunintown Renewables Pvt Ltd
www.sunintown.com
info@sunintown.com



Participants: Likhita, Dr.NAGASHREE, Shamitha T, Prema V.

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Connected

Participants: Rangini Ravi lyer ISE, Sheshnag (Cohost), Dr.NAGASHREE, Likhita, Shamitha T, Prema V., abyan, Adithi ks

Things to consider before taking up Entrepreneurship

- Dream ?
- Job Provider than Job Seeker?
- Be your own boss ???
- Do you have the right attitude?
- Guaranteed income or potential to grow your wealth ?
- Probability of becoming successful ? (More than 90% startups fail)
- Ideas? - Everyone has a business idea. Implementation is the key
- Others steal your ideas?



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Participants Chat



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Ranjini Ravi Iyer ISE
Sheshnag (Cohort)
D.NAGASHREE
Lakshita
Shamitha T
Prema V.
abyan
Adithi ks

Layout

Viewing Sheshnag's screen

Market Segmentation

Defined by 4 aspects

- Customer buying similar products
- With similar sales cycle
- With similar expectation of providing value in similar ways
- Existing word of mouth between customers in the market

These 4 elements guarantee a scalable sales process for your small.
Your customers can serve as compelling and high-value reference for each other in that market

Start by identifying all possible customers/buyers who could benefit from your product/service

Questions to ask yourself:

- Why would someone buy your product?
- Why should your customer care about your product being better or cheaper?
- What types of businesses can benefit from your product?

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Amogh P Rao

Adithi ks

Aditya Kumar Mondal

Advaith Srinath

Akash

Akhilesh G

Anupama D

Aparna V Kulkarni

asli nazim

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