



Sreenivasa Institute of Technology and Management Studies (SITAMS)
(AUTONOMOUS)

Murukambattu, Chittoor, Andhra Pradesh

**Entrepreneurship Development Cell
&
Institution's Innovation Council (IIC)**

Expert Talk on

“My Story-Motivational Session by Successful Entrepreneur/Startup Founder”

17th November, 2023

Convenor, Dr. K. Sudarsan, Head & Professor, MBA Dept., SITAMS introduced about the Expert Talk on My Story-Motivational Session by Successful Entrepreneur/Startup Founder to the audience and said that the importance of entrepreneurship, innovation and commercialization in the nation and world.

Expert **Mr. B.R.M.V. KRISHNA**, CEO of MayinKrish Ventures Pvt. Ltd., Hyderabad started the session with the title “My Story-Motivational Session by Successful Entrepreneur/ Startup Founder”.

TOPICS COVERED:

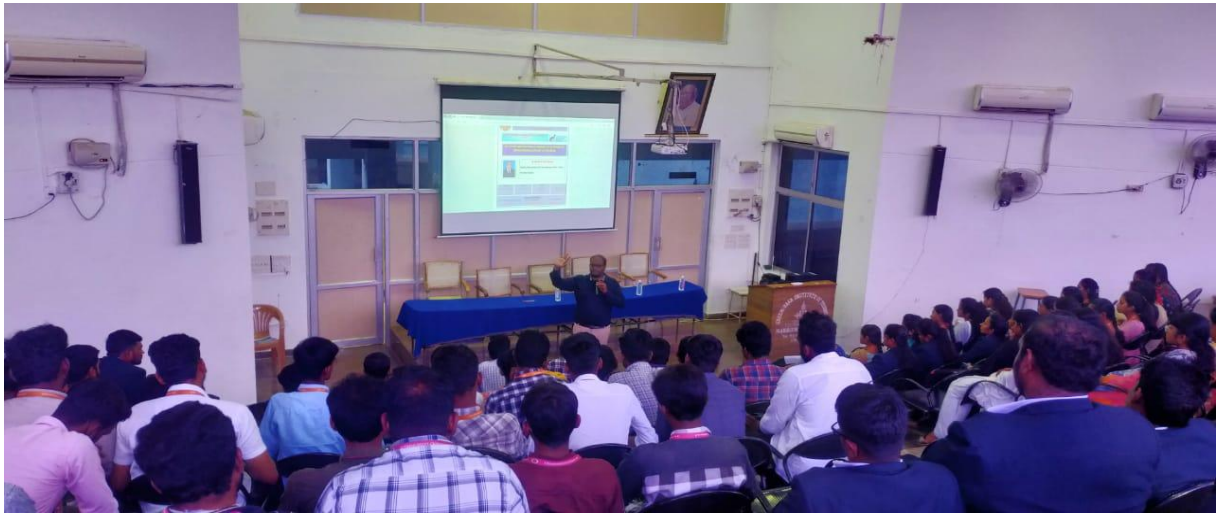
- 1) Motivational factors to become entrepreneur
- 2) Need of Startups
- 3) Awareness about Startups
- 4) Idea generation
- 5) Conversion of idea in to product
- 6) How to start a startup
- 7) Success Journey of Mr. B.R.M.V.Krishna
- 8) Commercialization of products through venture capital.

Outcome the Programme

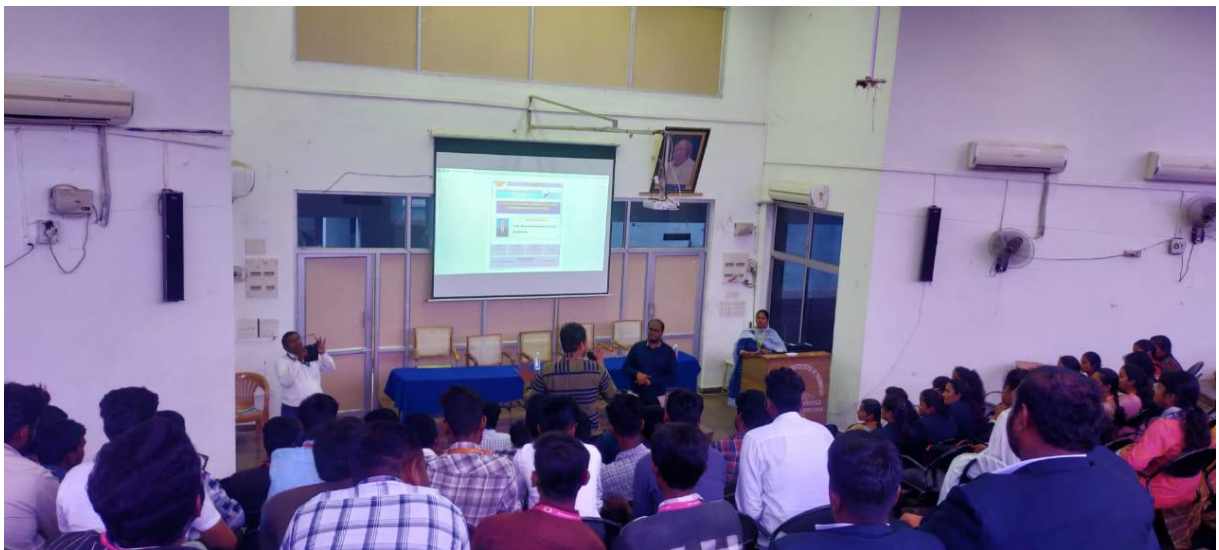
The participants gained knowledge about the entrepreneurship, need of start-ups, idea generation, conversation of idea into product, how to start startup, how to overcome the problems in the business and also its importance for the development of personal and nation.



Convener, Dr. K. Sudarsan Introduction about the Programme



**Chief Guest Mr.B.R.M.V.Krishna, CEO of MayinKrish Ventures Pvt. Ltd., Hyderabad
Presentation**



**Chief Guest Mr.B.R.M.V.Krishna, CEO of MayinKrish Ventures Pvt. Ltd., Hyderabad
interaction with the audience**

- Convenor** : Dr. K. Sudarsan, Head & Professor, MBA Dept., SITAMS.
Date : 17th November, 2023
Target Audience : MBA, B.Tech. (ECE & EEE) Students
Organised by : ED Cell & IIC, SITAMS.