

“ENTREPRENEUR TALK”

Mr. SHIVARAJKUMAR

Name of the Activity	Seminar
Title of the Event	Entrepreneur Talk
Day & Date	Wednesday, July 12, 2023
Time	3:30 p.m. to 5:00 p.m.
Mode	Offline
Venue	Auditorium
Resource Person	Mr. Shivraj Kumar
No. Of students	53 students (II M. Com - 20, I M. Com - 13) (B.Com 20)

mLAC Maharani Lakshmi Ammanni College for Women, Autonomous
Affiliated to Bangalore University
Re-accredited by NAAC with "A" grade, Recognised by UGC
under section 2(f) and 12(b) of the UGC Act 1956
Conferred the status of 'College with Potential for Excellence' by UGC

E-CELL INNOVIA MLAC
STUDENTS SELF HELP GROUP INITIATIVE
ENTREPRENEUR TALK

Date: 12th July 2023
Venue : Golden Jubilee Hall
@mLAC

E-CELL COORDINATOR & E-CELL MEMBERS
Principal
Dr Nagalaxmi B N
FOR MORE INFORMATION CONTACT
ANANYA K.A. -6362598554

Objective: To encourage students to become entrepreneurs rather than employees.

Expectation: Ideas for students to start a Business.

Outcome: Franchise business ideas and its requirements.

A seminar was organized on July 12, 2023, Wednesday, from 3:30 p.m. to 5:00 p.m., by E-Cell for B. Com., M. Com., and M. Sc. students to encourage us to become entrepreneurs after our studies. The session was organized to provide us with information regarding requirements, hassles, and a roadmap to start a business, for this reason, **Mr. Shivraj Kumar, Co-Founder** of "Malgudi-Amrutha Chaha" and "Shrisaanvi Brewed Aromas Pvt. Ltd." was invited.

The speaker started the session with his own life story of how he and his business partner turned from simple employees in Toyota Company to a Rs. 3crores net worth company within 3 years of business. The speaker took us through the detailed timeline of the business. He also added the strategies that have been the reason for his business's growth.

Later, an entrepreneur talk was conducted by Dr. S. Saraswati, Assistant Professor, Biotechnology, mLAC, where Mr. Shivarajkumar answered various questions such as the revenue model that they follow, investments that they raise, challenges that are overcome, and also about the franchise strategies that have helped his company grow to such an extent. The speaker also added the facilities that his company provides to their franchisees and the eligibility criteria required to apply for their company's franchise. The basic eligibility criteria to apply for a franchise in this company is to first have Rs. 600,000 to Rs. 900,000 in investment, passion, interest, and ideas to start as a franchise. The company, when accepting the franchise, provides various facilities as per the investment made by the franchisees.

Overall, it was an eye-opening, informative, and encouraging session for all the students who were present. We really were pushed to brainstorm ideas to become entrepreneurs rather than just being employees. The speaker has become a role model for many of us, making us think that anyone can succeed by being an entrepreneur.





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2/05/2023



Dear students,

The Women development center has organized a talk on Skill programs and funding agencies for women entrepreneurs by Mr. Sadashiva S, Head of Training department, AWAKE (Association of Women entrepreneurs of Karnataka).

The event will be followed by participation certificate distribution for the students who had participated in various skill programs (Mehendi, tailoring, candle making and Mushroom cultivation) conducted by WDC during the year 2022-23.

I request students to actively participate in the event. This program can also be attended by your friends and relatives who wish to get more information from the resource person on skill programs offered by the government organizations and the govt funding schemes.

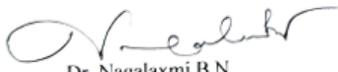
DATE: May 3, 2023

TIME: 2 - 3:30 pm

VENUE: Dr. K.N.V. Sastri Auditorium

Thanking you

Regards


Dr. Nagalaxmi B N
Principal
Maharani Lakshmi Ammanni College for Women
Bangalore - 560 012,


Ms. Aruna H.K
Co ordinator, Women development center

CO-ORDINATOR
Women Development Centre
Maharani Lakshmi Ammanni College
for Women, Autonomous
Science Post, Bangalore - 560 012.

