

Report on Workshop on ED held on 20th February 2023

A workshop on Entrepreneurship development was conducted on 20th February 2023 at 2:00 – 4:30 PM in the Seminar Hall of Atria Institute of Technology. The workshop was conducted by Mr. Thejasvi DS, Founder & CEO of IREU Group of companies. Students of 1st Sem MBA participated in the Workshop.

The session started with Dr. Nagalingappa G, HoD, Department of MBA welcoming and introducing Mr. Thejasvi DS.

Mr. Thejasvi DS started his session with some of his experience in entrepreneurial journey. In the power packed session, he discussed regarding:

- a) the entrepreneurial mindset,
- b) road map of taking an idea to a successful startup and
- c) Launch of a new start Up.

Mr. Thejasvi also explained to students regarding.

- a. entrepreneurial strategy compass whether to collaborate or compete in the market,
- b. various marketing strategies for creating a value Chain and
- c. competitive analysis of the competitors.

The session was very interactive with students taking part by asking and replying to the questions. The session ended with Dr. Nagalingappa G, HoD, Department of MBA thanking Mr. Thejasvi DS for the wonderful session.

Few of the pictures of the event is attached below:





Silva
ED Faculty

Weyandras
HoD, Deptt of MBA