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EVENT ORGANIZED BY DEPARTMENT
OF MANAGEMENT STUDIES
2023-2024

"Guest Lecture on Entrepreneurial Skills by Mr. Prasanna R – Co-Founder and MD NextGEN 3D Tech

The Department of Management Studies organized a guest lecture on New Product Development on 14th September 2024. Our MBA students had the privilege of attending a guest lecture on **Entrepreneurial Skills** delivered by **Mr. Prasanna R**, Co-Founder and Managing Director-NextGEN 3D Tech. The session focused on various skills required for today's entrepreneurs that drives them in to a successful Entrepreneurs.

Key Highlights of the Lecture:

Mr. Prasanna began the lecture by sharing the Indian Startup eco system and presented the companies that became unicorn in the past years. He explained what it takes to become an entrepreneur listing a few traits such as Passion for problem solving, Creativity, Customer Focus, Risk taking ability and Self-Motivation. He went on to explain the steps in Start-Up Process right from Problem Identification to Scale the Company. Mr. Prasanna explained the trending startup business models with examples.

Mr. Prasanna shared his own Start-Up experience with students and how he overcame the hurdles in his journey to become a reliable service partner to top companies in India.

A key part of the session focused on the Case Study of **Smart Lock**.

Students were briefed on the concept of Smart Lock and students were divided into different teams. They were given 30 minutes time to design a new product based on the theme "**Smart Lock**". Every group presented their product details by using Pictorial diagrams on a Chart and the whole activity was intriguing students' creativity and lateral thinking.

Takeaway for Students

The session was an exhilarating event for the MBA students where they listened the first-hand experiences of a seasoned entrepreneur and underwent an exciting concept development of a new product theme "Smart Lock".

Students learnt what it takes to be an entrepreneur and various opportunities available for a budding entrepreneur in India.

The Chief Guest assured us to guide the students who pursue their startup goal. MVJCE extends its heartfelt thanks to **Mr. Prasanna R Co-Founder and Managing Director NextGEN 3D Tech** for delivering such a valuable and enriching session. His insights will undoubtedly inspire our students as they embark on their journey to become the entrepreneurs of tomorrow.

(Event Photos are attached below)



Mr. Prasanna R Co-Founder & MD NextGen 3D Tech delivered a guest lecture on Entrepreneurial Skills.



Students of first- and second-year MBA program interacting with the resource person Mr. Prasanna R.



Dr. Prakash Rajagopal HoD of MBA department honoured the resource person Mr. Prasanna R Co-founder and MD- NextGEN 3D Tech.