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ಪಿಇಎಂಐ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
(ಕವಂಪು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಂಯೋಜನೆಯಲ್ಲಿರುವ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)
ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

Date: 17-12-2021

Guest Lecture on "Creating a Sustainable Start-Up Business"

The the Guest Lecture was organised on 15-12-2021 by the Departments of M.Com, BBA and B.Com in the seminar hall. The speaker for the day was **Mr. Sohan Kumar R N, FICOM Engineering Pvt Ltd.** The theme of the guest lecture was "Creating a Sustainable Start-Up Business" and the same were attended by M.Com, BBA and B.com students of the department.

Objectives of the Guest Talk

The objectives of the program were:

- To know the concept of Start-Ups and their roles in the present business era.
- To understand the challenges and opportunities of Start-Up businesses.

Mr. Sohan Kumar highlighted the top 3 qualities necessary for the success of a Start-Up; team building, risk-taking and entrepreneurial spirit. The Speaker advised students that the earlier they start their own business the greater the chances of failure and the major reasons for it are lack of experience, lack of capital, failure of the idea and inability to deliver. However, he suggested that it is better to fail fast and recover versus failing after a long time. The Speaker elaborated that the passion for creating start-up businesses is formed by a series of successes and through self-motivation. He explained the life stages of business in connection with the life stages of a human being. The Speaker illuminated that Start-Ups should focus on Unit Economics, i.e. Profit margins of each product sold and to think about long term growth. Students who were interested to start their own business were told to always be willing to listen and learn. The Speaker ended the session by stressing on the need for a Start-Up core team to move quickly from their initial stages of Forming, Storming and Norming towards Performing.

Learning outcome

- ✓ The whole session was interactive and Students who were interested to start their own business were told to always be willing to listen and learn and need for a Start-Up core team to move quickly from their initial stages of Forming, Storming and Norming towards Performing.

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(ಉಪಮುಖ್ಯವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಂಯೋಜನೆಯಲ್ಲಿರುವ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಪ್ರಾಪ್ತ ಪದವಿ)
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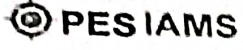
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The guest lecture was very informative and the students were active throughout the lecture. The session started with an invocation song followed by a welcome address and inaugurated by lighting the lamp by all the respected dignitaries on the dais with final year students in the seminar hall. The session ended with a sincere gratitude to the guests on behalf of the PG Department of Commerce and Department of Commerce and Management and proposed a vote of thanks. The Principal and staff members were also present at the session.

[Signature]
Principal

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List of Students (M.Com) participated in the programme

| Sl. No. | Name of the Student |
|---------|---------------------|
| 1 | Arpita L |
| 2 | AshifaKhanum |
| 3 | Pooja S |
| 4 | Rakesh U |
| 5 | Samantha P R |
| 6 | Suma B Y |
| 7 | Sushma V |
| 8 | Usha H T |
| 9 | Varshitha S P |

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(ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಯಲ್ಲಿರುವ ಮತ್ತು ಸಾಗರ ರಸ್ತೆ ಸರೋವರದಲ್ಲಿ ಸ್ಥಾಪಿಸಿದ)

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List of Students (B.Com) participated in the programme

| Sl. No. | Name of the Student | Sl. No. | Name of the Student |
|---------|---------------------|---------|---------------------|
| 1 | ABHISHEK V K | 30 | SAILAKSHMI K.R |
| 2 | ADARSH B | 31 | SAMPADA R.M |
| 3 | ANKITHA B R | 32 | SANATH K M |
| 4 | ARSHU R | 33 | SANJAY M M |
| 5 | ASTHIK S | 34 | SHAMANTH B N |
| 6 | BINDU E.H | 35 | SHARATH K |
| 7 | BINDU P E | 36 | SHARATH PATIL N.G |
| 8 | DARSHANNAIK | 37 | SHAZIYA BANU |
| 9 | GANAVI B.M | 38 | SHOIB AKTHAR |
| 10 | GANESH K P | 39 | SHWETHA L |
| 11 | JATHIN KUMAR JAIN | 40 | SINCHANA T N |
| 12 | KEERTHI Y | 41 | SNEHA S.K |
| 13 | LALITH SINGH | 42 | SUHANI A |
| 14 | LUQMAN PASHA | 43 | SUSHMITHA R.P |
| 15 | MAHAMMAYI D PRABHU | 44 | SWATHI M |
| 16 | MANJUNATHA M | 45 | SYED AJMAL |
| 17 | MANOHAR K S | 46 | VARUN D H |
| 18 | MEGHA G | 47 | VIMARSHA D |
| 19 | MOHAMMED MASOOD | 48 | VISHAL K |
| 20 | MOHAMMED SHAHID | 49 | YASHWANTH C R |
| 21 | MOHAN R | | |
| 22 | MURALI G | | |
| 23 | NIDHA | | |
| 24 | NIDHI J R | | |
| 25 | NIHARIKA YATHIRAJU | | |
| 26 | NITHIN M.C | | |
| 27 | PALLAVI H.R | | |
| 28 | PRIYA C R | | |
| 29 | RAMYSHREE B | | |



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List of Students (BBA) participated in the programme

| Sl. No. | Name of the Student | Sl. No. | Name of the Student |
|---------|------------------------|---------|---------------------|
| 1 | ABDUL SATTAR | 34 | ROHAN B Y |
| 2 | ADITI DRAVID | 35 | SAFIYA NOORAIN S |
| 3 | AFIYA | 36 | SANJAY GAIKWAD D |
| 4 | AMOGHA T.K | 37 | SATHVIK B.S |
| 5 | ARCHANA G N | 38 | SHAIK SUHEL AKRAM |
| 6 | BHUMIKA N.E | 39 | SONIYA R |
| 7 | BHUVAN R P | 40 | SUMANA NAZ |
| 8 | CHANDANA V | 41 | SUMITH S JAIN |
| 9 | CHARAN K G | 42 | SWAMY A.B |
| 10 | CHINTANA N | 43 | SYED SALMAN |
| 11 | CHIRAG J JAIN | 44 | SYED TOUSIF |
| 12 | DARSHAN B | | |
| 13 | DARSHAN N R | | |
| 14 | DHRUVAN D | | |
| 15 | GOWRISHANKAR Y N | | |
| 16 | GOWTHAM K | | |
| 17 | GURUSWAMY H.R | | |
| 18 | HEMANTH JADHAV C | | |
| 19 | KAVYA T.S | | |
| 20 | KUSHI P.B | | |
| 21 | LOHITH H K | | |
| 22 | MADHU DYAVAKKALAVAR | | |
| 23 | MAHAMAD KAIF | | |
| 24 | MOHAMMED ARFAD | | |
| 25 | MOHAMMED IBRAHIM | | |
| 26 | NITEESH GOWDA M M | | |
| 27 | PAVAN M | | |
| 28 | POOJA T S | | |
| 29 | PRAMOD DRAVID N H | | |
| 30 | PRATEEK K | | |
| 31 | PREETHAM R B | | |
| 32 | RANJITH REDDY T R | | |

Principal

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