

**Report on Workshop “Entrepreneurship Journey” by Mr. Thaneshwar Singh & Ms. Anju Khurana LENTRA SOLUTIONS, Incubate India Challenge 2024 Project Organized by EDC, IEDC, SLMIC, Incubation Cell and Entrepreneurship Club for 3<sup>rd</sup> year entrepreneurship Entusiasts on 29 01 2024, Sir M V AV Hall**

The Workshop on “ Entrepreneurship Journey” by Lantra Solutions, Incubate India Project was Organized by EDC, IEDC, SLMIC, Incubation Cell and Entrepreneurship Club for 3<sup>rd</sup> year Entrepreneurship Enthusiasts from AIML ,CSE, ECE ,ISE and MECHANICAL on 29 01 2024, Sir M V AV Hall supporting SDG-4 Quality Education, SDG-8 Decent & Economic Growth, SDG-9 Industry, Innovation & Infrastructure.

The Workshop Commenced with the Welcome Address by Prof. Malini K V, Head-Entrepreneurship Development Cell who welcomed the Resource Persons Mr.Thaneshwar Singh & Ms. Anju Khurana, Lentra Solutions ,Principal Dr. B. Shadaksharappa ,Management Representative Dr. R. ArunKumar, HODs, Committee Coordinators & Students to the workshop. She introduced the speakers who are experienced Entrepreneurs and also the Angel Investors. The Workshop was curated for the students to understand the journey of an Entrepreneur from Idea to Investments, Prototype to Incubation and Market fit products.



Mr. Thaneshwar Singh thanked the Institution for giving this opportunity and interacted with the students about finding the opportunity, working on the opportunity, designing the solution, preparing the Business Plan, Pitching the Idea and getting the investors .He briefed about each role and made the students to understand the importance of building network.

He interacted with students to understand the mindset to start the venture, continuation of startup ventures inspite of failures, how to keep the momentum and divided the student teams into various roles. The role play as Investors, Manufacturers, Designers and Idea makers made them to understand the limitations and built confidence in the concept of entrepreneurship.

He invited the student members to take part in the Incubate India Challenge 2024 and assured all support to be the winners so as to receive seed money and investors on start up Ideas.

Students understood the market challenge, Customers Acceptance, Challenging Technology Changes , Product development Niche and e commerce tools. The Workshop Culminated with the good remarks on the workshop by the participants.

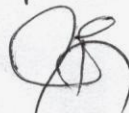
At the Conclusion of the Workshop, on Behalf of EDC,SLMIC & Incubation Cell Prof. Malini K V thanked Resource Persons for their time and interest in conducting workshop. She thanked Principal, Management representative, HODs, SLMIC and Entrepreneurship Club members for supporting this value added workshop in the area of Entrepreneurship Development.

Thanking You,

Sincerely,

1. Prof. Malini K V

2. Prof. HarishBabu

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