



Kristu Jayanti College

AUTONOMOUS Bengaluru
Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

Entrepreneurship and Innovation Centre

Academic Year 2019-20

REPORT ON YESCAN 2019

Date: 19 September 2019

Number of beneficiaries: 180 students from B.Com, B.B.A., B.A. & B.Sc Departments.

Name and details of the Chief Guest: Mr. Amlan Bhattacharya, co-founder and director of Throttle PAD 2.0. Mr. Amlan addressed the students in a very interactive way stating the questions “what are the qualifications a person needs to become an entrepreneur?” And also described the qualities possessed by an entrepreneur and very vibrantly explained it to the students. Further he added the aspiring entrepreneurs, the aspects they need to focus on which are indeed important i.e. STP (segmenting, targeting and positioning). He explained the importance of the same using examples and demonstrated the same.

Objective: To help the students get a brief idea on how to segment and target their potential market and how to position their products/services in the minds of the customers, for their own ventures.

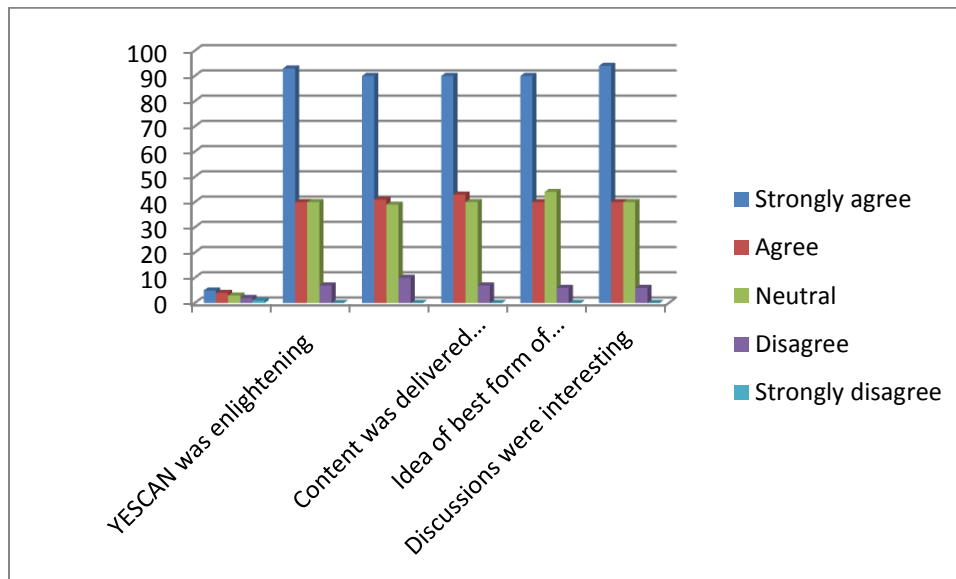
Brief Write up on the Programme: Mr. Amlan Bhattacharya, addressed the students the right form of company for an entrepreneur to start a business. He suggested sole proprietorship and partnership as the suitable options, partnership being the best. He even explained the reasons as to why these options are suitable. Further sir gave an insight on how to develop a website and the pricing of the same along with the advantages of digital marketing and how does it work. The session came to an end with a quick question and answer round. Altogether his talk was very much inspiring & helpful for the students.

Feedback: Feedback was taken in order to analyze the effectiveness of this Programme. It was found that out of 180 beneficiaries, 51% (93 students) rated the programme was an excellent event and found the information imparted to them was very inspired and beneficial. Apart from this 23% (43 students) rated the talk as very good, 22% (40 students) rated as good, and 4% (7 students) rated as satisfied. Very less no of students expressed their dissatisfaction towards the event.

Overall assessment of the event:

How were these areas addressed	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	5	4	3	2	1
YESCAN was enlightening	93	40	40	7	0
Information about how to segment and target market.	90	41	39	10	0
Content was delivered efficiently	90	43	40	7	0
Idea of best form of company for an entrepreneur.	90	40	44	6	0
Discussions were interesting	94	40	40	6	0

Overall Assessment of the Program



Photos of the session:



Members on the Dias



Guest interacting with students



Answering students queries relating to starting a business venture



Giving students a situation as entrepreneur to respond



Listening to the problems they face if they a take a step forward



EIC Director Dr. Mathiyarasan M. presenting a Memento to the guest

Report prepared by: Prof. Chandrakala M

Report verified by: Dr. Arti Singh

Date: 03-10-2019