



Entrepreneurship and Innovation Centre

Academic Year 2023-24

Orientation On Career Opportunities In Entrepreneurship

Date : 12/09/2023
Time : 04.40 PM - 05.40PM
Classes Attended : All the EIC registered Members
Number of beneficiaries : 107

Name and details of the Resource Person: Dr.Mathiyarasan M, Director, Entrepreneurship & Innovation Centre (EIC), Kristu Jayanti College Bengaluru. Mr.Madhusudhanan R, Assistant Professor, Kristu Jayanti College Bengaluru

Brief Write up on the Programme: Dr. Mathiyarasan M. motivated the students towards becoming an entrepreneur. Entrepreneurship is not just about starting businesses, it's a mind-set and a skill set that can be applied in various sectors and settings. As we embark on the 21st century, entrepreneurship has emerged as a fundamental driver of innovation, job creation, and economic growth. For those considering a career in this dynamic field, here's a brief orientation on the vast opportunities available in diverse areas like Start-up Founder, Social Entrepreneur, and E-commerce Entrepreneur. Following that Mr. Madhusudhanan R, Member EIC has briefed about the activities and initiatives taken by this centre. Finally, he answered all the questions raised by the participants. In Overall, he delivered good speech which created interest among the students to become an entrepreneur.

The screenshot shows a Zoom meeting interface. The main content is a presentation slide titled "THE CHARACTERISTICS OF AN ENTREPRENEUR" by Songbird Marketing. The slide features a central purple silhouette of a person with a thought bubble above it containing the text "Do I have what it takes?". Surrounding this are ten characteristics, each with a brief description:

- UNWAVERING PASSION**: There will be tough days but your passion will carry you through.
- COMFORTABLE WITH RISK**: You have to love the idea of a calculated risk because it is you who is making decisions.
- PERSUASIVE**: You need to be able to sell your business and yourself to anyone at any time.
- HARDWORKING**: You wear all the hats. Expect long hours, especially in the beginning.
- HUMBLE**: Can you check your ego? You may need to ask for help to hit certain milestones.
- AMBITIOUS**: You have a vision and a gut-wrenching need to see it through.
- SELF-CONFIDENT**: You may waiver at times, but you have to believe in yourself and your business.
- ADAPTABLE**: Things will likely not go as planned. You have to be able to think on your feet.

The slide also includes a placeholder "INSERT YOUR PHOTO HERE" and the Songbird Marketing logo and website (www.songbirdmarketing.com) at the bottom.

On the right side of the screenshot, a "Participants (40)" list is visible, showing names and status icons for various attendees.

Dr. Mathiyarasan, Director EIC, Addressing the gathering