

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kaumaraswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC) Cell

ENTREPRENEURSHIP CELL

Report of Workshop on "Life of a New Enterprise"

Department: MBA-BU

Date: 31 May 2023

Sl. No.	Particulars	Event related Details			
1.	Event*	Workshop			
2.	Title of the Event	Life of a New Enterprise			
3.	Date	31 May 2023			
4.	Time	11.00 am - 1.30 pm			
5.	Venue	CD Sagar Auditorium			
6.	Resource Person 1 Details** (Profile to be enclosed)	Prof Col Prasanna Kumar			
7.	Topics Covered	Life of A New Enterprise			
8.	Resource Person 2 Details** (Profile to be enclosed)	NA			
9.	Topics Covered	Ideation, Initiative, Incubation, Innovation, Implementation and Inspiration (The 6 I's of a new business), The Why Ladder (Activity) and a Business Quiz was conducted.			
10.	No. Faculty Participants	Internal:	2	External:	NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	145	External:	NA
12.	Faculty Coordinator/s	Prof. Col Prasanna Kumar Prof Vaibhav Patil			

Sl. No.	Particulars	Event related Details
13.	Student Coordinator/s	Mr. Sanjay Sajjan Ms. Nishchita H
14.	Total Expenditure (Details to be enclosed)	NA
15.	Sponsors and Amount (if any)	NA
16.	Agenda of the Event (Enclose a copy)	Attached
17.	Report uploaded on college website? If yes, give details:	
18.	Report sent to media? If yes, give details:	Nil
19.	Report uploaded in Social Media? If yes, give details:	
20.	Certificates Printed? (Enclose a copy***)	Nil
21.	Feedback Collected? (Enclose a copy***)	NA
22.	Summary of the Event (Minimum 100 words)	An Entrepreneurship Workshop was conducted for MBA 1 st Semester, students by Prof Col Prasanna Kumar. There were three interactive parts of the workshop. In first part, the speaker shared the 6 I's of the business, i.e. Ideation, Initiative, Incubation, Innovation, Implementation and Inspiration and emphasized the importance of each of these concepts, using industry examples and real-life incidents from his own businesses. Second part consisted of a video of a well-known management expert, Mr Simon Sinek followed by an activity by the students where they created their own Mission statement and set larger purpose for their future. In third part, students participated in a Business Quiz activity where they answered each question, making the correct choice from the MCQs. Fastest answers were rewarded with a small gift on-the-spot. Lastly, Q&A session was conducted to where students' queries were answered, and the speaker then summarised the event. Thereafter, the students coordinators passed a Vote of Thanks and the event was closed.
23.	Photographs of the Event	Attached.

Notes:

* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

** Name / Organization / Designation / Area of Expertise

*** Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.



Event Coordinator



HOD/Director



IQAC Coordinator



Principal

Entrepreneurship Workshop: Photos

Entrepreneurship Workshop: Photos

DEPARTMENT OF MANAGEMENT STUDIES (MBA-BU)
DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
Shree Mubrohara Hill, Kumaraswamy Layout, Bengaluru 560 111, Karnataka, India.

ENTREPRENEURSHIP CELL (ICAC)

A entrepreneurship Workshop
On
LIFE OF A NEW ENTERPRISE
By

Col. Prasanna Kumar
Prof. DSGCSC - MBA/BU

Director
Staff & Students

Date: 31-May-2023 Venue: C.D. Sagar Auditorium Time: 11:00 AM to 1:00 PM

ALL ARE CORDIALLY INVITED

GPS Map Camera

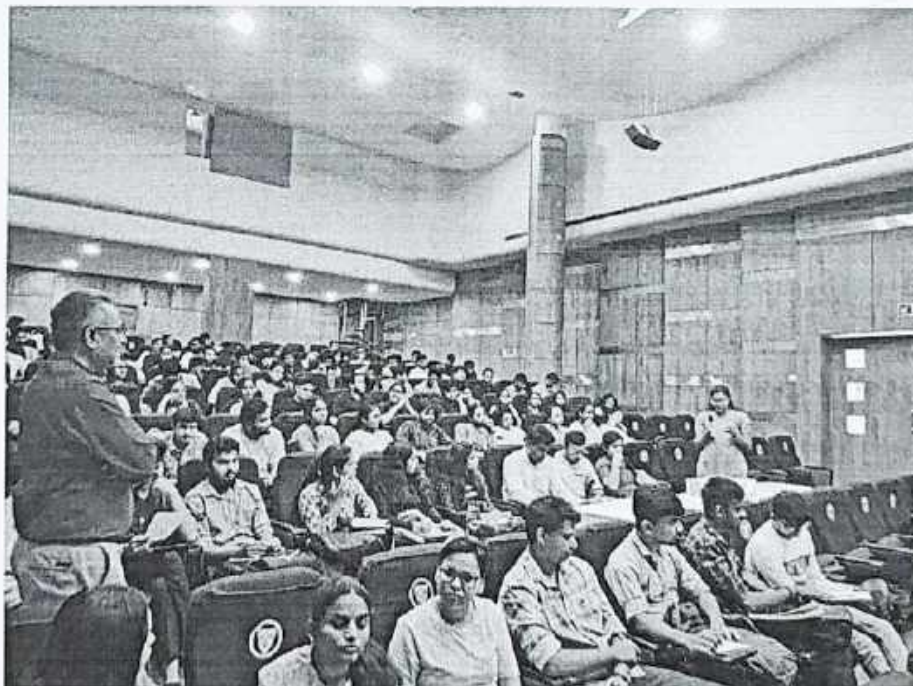
Bengaluru, Karnataka, India
1st Stage, Kumaraswamy Layout, 1st Stage, Kumaraswamy
Layout, Bengaluru, Karnataka 560078, India
Lat 12.907723°
Long 77.567771°
31/05/23 11:51 AM GMT +05:30

Google

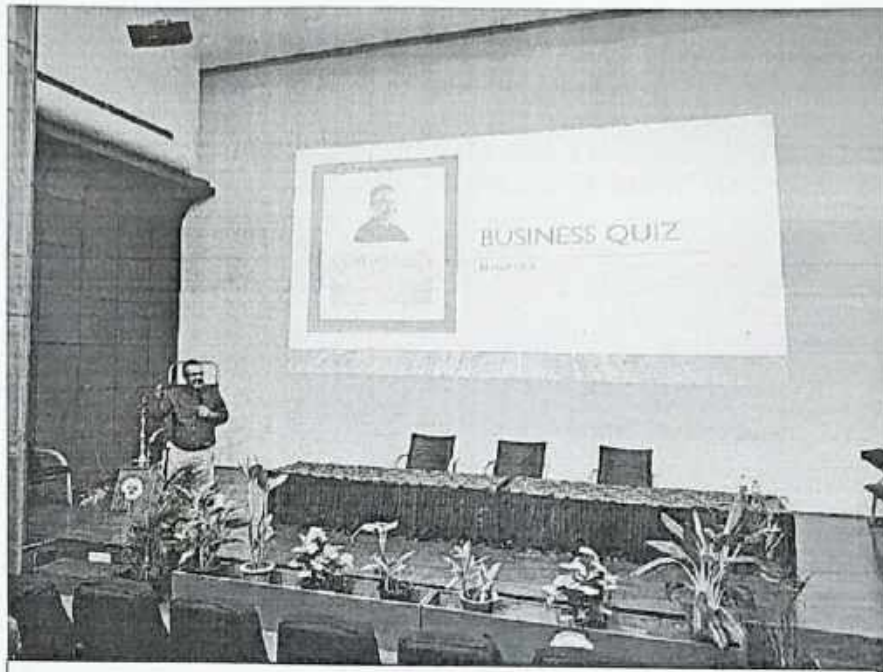
The Speaker conducting the workshop and explaining the concept of 6 I's of a New Business



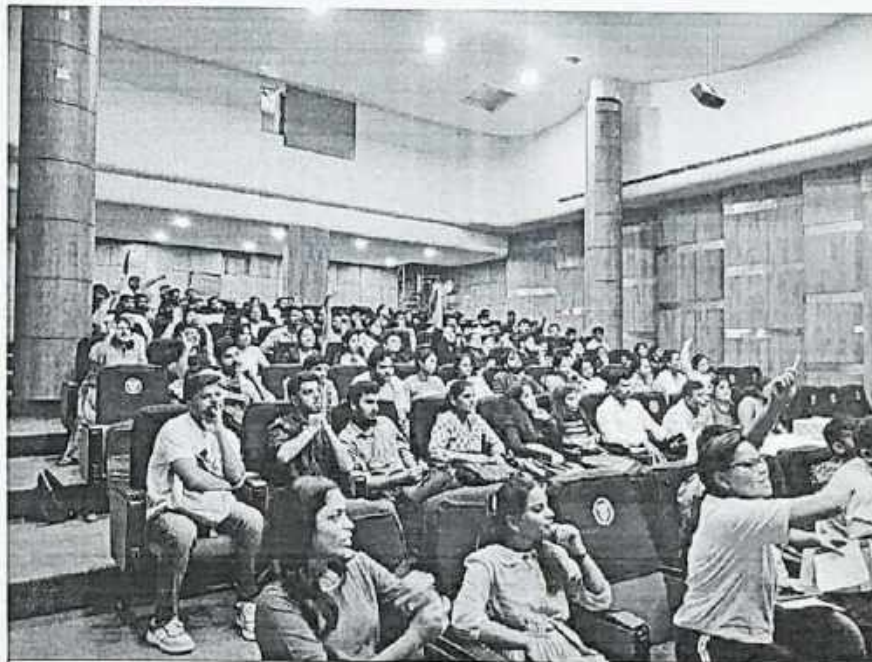
The Speaker interacting with the students while sharing real-life examples



A student explaining her life goals and the reasons for it to the audience, while the speaker looks on



Commencing the Business Quiz



Students enthusiastically participating in the Business Quiz

Dayananda Sagar College of Arts, Science & Commerce
Department of MBA - BU
ED Cell

31.05.2023

11:30AM - 1:00PM

Sec 'A'

Sl.no		Names	Signature
1	2022M002	ADITI DEWANGAN	Aditi
2	2022P001	ADITI MANSUR	Aditi
3	2022M005	AKASH VP	Akash
4	2022M007	AMITH TGM	Amith
5	2022M008	ANIKET ASHWIN KAMAT	Aniket Kamat
6	2022M010	ASHLESHA KUMARI	
7	2022M012	AYUSH	
8	2022M016	BM MEGHANA	
9	2022P004	CHANDAN CS	Chandan CS
10	2022M017	CHINMAYE P	Chinmaye P
11	2022P007	DEEPIKA K	Deepika K
12	2022M018	DEEPTHI V	Deepthi V
13	2022M020	DIVYA G	Divya G
14	2022M023	GULAM ABDUL KADIR	
15	2022M028	JOSHIKA DK	Joshika
16	2022P011	JYOTHISH KUMAR S	Jyothish
17	2022M030	KARTHIK M RAO	Karthik R
18	2022M032	KIRAN PATEL ED	
19	2022M035	MAHESH	
20	2022M037	MEGHANA UMESH HEGDE	Meghna
21	2022M038	MOHAMMED JASEEM P	Mohammed
22	2022P016	NAMRATHA MP	Namratha
23	2022M044	NIHAL SAGAR GOWDA	Nihal
24	2022P018	POONAM PONNAMMA KV	Poonam
25	2022P020	PUSHPALATHA M	Pushpalatha
26	2022M049	RAHUL M	Rahul
27	2022P021	RAHUL TILAK	Rahul
28	2022M052	RASHATH HS	Rashath
29	2022M053	RISHI NANDA B S	
30	2022M055	ROHITH DEVRAKONDA	Rohith
31	2022P025	SAHANA J	Sahana-J
32	2022M058	SAHEL SALAM KC	Sahel
33	2022M060	SAI SUJITH R	Sai Sujith
34	2022M061	SAKSHI SATYANARAYANA GOWDA	Sakshi
35	2022P028	SANKETH	Sanketh

36	2022M069	SHARADVI KS	Sharadvi
37	2022P032	SPOORTHY HS	Spoorthy.H.S
38	2022M077	SRI LAKSHMI KS	
39	2022P036	SYED ISRAR	ISL
40	2022M081	TARIQ AZIZ LASKAR	Tariq Aziz Laskar
41	2022M082	TEJASKARA NS	Tejask NS
42	2022M084	VAISHNAVI G	Vaishnavi
43	2022M086	VARUN KUMAR	
44	2022M094	VISHAL RANJAN	Vishal
45	2022M098	KAMALESH A	
46	2022P044	SHIRHARSHA K MALAVADE	Shirharsha
47	2022P047	MARSHEL J FERNANDES	Marshel
48	2022P050	BASAYYA S	Basayya
49	2022P054	VIJAY K MANDRE	Vijay
50	2022P057	VINEET UDAY SHANBHAG	Vineet
51	2022P062	RAKESH SHARMA NS	
52	2022P065	DEVIKA R	Devika R
53	2022P070	SAMRAT SP	Samrat
54	2022P072	DUSHYANTH V GOWDA	Dushyant
55	2022P075	RAKESH M	Rakesh
56	2022P077	RUTWIK HONAWAD	Rutwik
57	2022P080	RUTIKA U MANGALE	Rutika
58	2022P082	KUSHWANTH KUMAR L	
59	2022M103	ANJAN KRISHNA AS	Anjan
60	2022M104	LAKSHMINARAYANA CHOWDARY	

Dayananda Sagar College of Arts, Science & Commerce

Department of MBA-BU

ED Cell

31.05.2023

11:30AM-01:00 PM

Sec 'B'

Sl.no		Names	Signature
1	2022M004	AJITH KUMAR	
2	2022M006	AMAN SAMEER	
3	2022M011	ASWATHI P NAIR	
4	2022M013	AYUSHI SHUKLA	
5	2022P003	BEVANTH E SINGH	Bevanth
6	2022M015	BHAKTI S SHIRODKAR	Bhakti S.
7	2022P006	DARSHAN NAGAPATI HEGDE	Darshan
8	2022M021	GAGAN	Gagan
9	2022M022	GUGGILLA VENKATA TEJA	Guggilla
10	2022M024	HARSHA M	Harsha M
11	2022P009	HITHESH SS	Hithesh
12	2022M031	KAVITHA K	
13	2022M033	KRUPAKAR R GOWDA	
14	2022P013	LAHARI KM	
15	2022M034	LIKITHA M JALADANKI	Likitha M.J.
16	2022M036	MAHIMA DEVI	Mahima
17	2022P015	MOHAMMED ARFAZ	Mohammed
18	2022M040	NAMRATA HANAMANTH GOUDA	Namrata
19	2022P017	NAVAMI VJ	Navami
20	2022M042	NEHARICKA SUBBA	
21	2022M043	NEVIL KANIK	
22	2022M046	PANKUSH DILIP JAIN	Pankush
23	2022P005	PREETHI CK	Preethi
24	2022P022	RAJENDRA GANAPATI NAIK	Rajendra
25	2022M051	RAKSHA HG	Raksha
26	2022M054	ROHAN PIUS	Rohan
27	2022M062	SAKTHI SUNDARAM R	Sakthi R.
28	2022P026	SAMPRITHA R SHETTY	Sampritha
29	2022M064	SANGAMESH BAGEWADI	Sangamesh
30	2022M070	SHARAN M	Sharan M
31	2022M074	SHREYA CHAKRABORTY	Shreya Chakraborty
32	2022M075	SHREYA TP	Shreya
33	2022M076	SOMPALI CHAITANYA	S. Chaitanya
34	2022P030	SOUBHAGYA SINGRI	Soubhagya

35	2022P034	SUKRUTH HEBBAR GR	Sukruth GR
36	2022M078	SUNITHA VH	Sunitha
37	2022P037	TEJASHWINI N	Tejas
38	2022P038	TEJASWINI M	
39	2022M083	UDAYAGIRI SIVA CHARAN SUBRAMANYAM	U.S.C.E
40	2022M085	VAMSHI KRISHNA	
41	2022M087	VARUNKUMAR N	
42	2022P040	VIDYANANDA C HEGDE	
43	2022M091	VINITHA M	
44	2022M093	VISHAL M KOCHREKAR	Vishal
45	2022P041	VISHWAS BARKER	Vishwas
46	2022M095	YELLAMPATI PUNYAMURTHY	Y.P.
47	2022M097	YUKESH R.	Y.R.
48	2022P045	BHAIRAVAGIRI MN	Bh. R. G. M.
49	2022P048	DIVYA BS	Divya
50	2022P051	RAVUTAPPA MALAGHAN	Ravutappa
51	2022P053	VAISHNAVI G	Vaishnavi
52	2022P055	SURYA KIRAN K	Surya Kiran
53	2022P059	AMRUTHA K	Amrutha
54	2022P060	SHRAVANI K	Shravani
55	2022P063	ABHAY SURYA B	Abhay S.B.
56	2022P066	DEEPAK DS	Deepak D.S.
57	2022P061	AISHWARYA GUPTA V	Aishwarya
58	2022P068	AADITHYA S	Aadithya
59	2022P076	MANOHAR GM	Manohar G.M.
60	2022P078	AYYAPAYYA SWAMI	Ayyappa
61	2022P081	SNEHA LOKUR	Sneha

Dayananda Sagar College of Arts, Science & Commerce
Department of MBA-BU
ED Cell

31.05.2023

11:30AM- 1:00 PM

Sec 'C'

Sl.no		Names	Signature
1	2022M001	AAGHASH R	<i>Aaghash</i>
2	2022M003	AISHIK ROY CHOUDHURY	<i>Aishik</i>
3	2022P002	AKSHAY A NAIK	
4	2022P012	ARSHIYANAZ KB	<i>K.B. Arshiyana</i>
5	2022M014	BASAVARAJESHWARI R ABBIGERI	
6	2022M019	DEVADARSH SUNIL	
7	2022P008	DUSHYANTH MC	<i>Dushyanth</i>
8	2022M025	HARSHITHA MP	<i>Harshitha</i>
9	2022P010	JEEVITHA HS	<i>Jeevitha</i>
10	2022M029	JUNEDSHIRAHATTI	<i>Juned</i>
11	2022P014	MANASI DEEPAK CHIKORDE	<i>Manasi</i>
12	2022M039	MOKESHWAR S	<i>Mokeshwar</i>
13	2022M041	NARAYAN S VINOD	<i>Narayan</i>
14	2022M045	NISCHITA MANJUNATH HONAKERI	<i>Nischita</i>
15	2022M047	PRADEEP VARMA DANDU	<i>Pradeep</i>
16	2022P019	PURUSHOTHAM N	<i>Purushotham</i>
17	2022M050	RAHUL RAJ	<i>Rahul Raj</i>
18	2022P023	RASHMI S KULKARNI	
19	2022M057	SACHIN K N	<i>Sachin K.N</i>
20	2022P024	SACHIN RAJ	
21	2022M063	SAMEERA BHARADWAJ KS	<i>Sameera</i>
22	2022M065	SANJANA BK	<i>Sanjana BK</i>
23	2022P027	SANJAY SAJJAN	<i>Sanjay</i>
24	2022M067	SHAKEEL AKTHAR AV	<i>A.V. Shakeel</i>
25	2022M068	SHALINI P	<i>Shalini</i>
26	2022M071	SHARANYA R VASISHTA	<i>Sharanya</i>
27	2022M072	SHARATH KALKUNTE	<i>Sharath</i>
28	2022P029	SNEHA R	<i>R. Sneha</i>
29	2022P031	SOWMITHRA R	<i>Sowmithra</i>
30	2022P033	SUHAS MS	<i>M.S. Subhas</i>
31	2022M079	SURAJ RK	
32	2022P035	SURAJ S KOTHARI	
33	2022M080	TANYA SINGH	
34	2022P039	TRUPTHI RAVISHANKAR	<i>Trupthi Ravishankar</i>

35	2022M088	VEERASEKHAR REDDY D	Veer
36	2022M089	VEMULASOWMYA	Sowmya V
37	2022M090	VIJAYA MADHAVAN S	S. Vijaya Madhava
38	2022M092	VISHAL M	
39	2022P042	VIVEK J	
40	2022M096	YUGENDHAR B	
41	2022P043	ARUN HN	Arun
42	2022P046	DEEPIKA N	Deepika N
43	2022P049	ADITYA UDAYKUMAR MADIVAL	Aditya
44	2022P052	RAMAKRISHNA SHRIPAD HEGDE	
45	2022P056	KARTHIK P	Karthik P
46	2022P058	VARUN GOVIL K	Varun Govil
47	2022P064	MANJUNATH	Manjunath
48	2022P067	SHASHANK HG	Shashank HG
49	2022P074	SURESH R	Suresh
50	2022P069	ABHIRAM MV	Abhi
51	2022P071	UDAY GOWDA N	Uday
52	2022P073	SURYA MARKANDEYA BAGUR	Surya MC
53	2022P079	MUBERREZ BAIG	Muberriz Baig
54	2022M099	KAVYASHREE R	
55	2022P083	LALITHA B	Lalitha
56	2022M100	SHANTVEER HAVERI	Shantveer
57	2022M048	PRIYA MS	Priya
58	2022M101	NIKHIL GOPALKRISHNA NAIK	
59	2022M102	SHREYAS NAGARAJ RAO KULKARNI	

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE
ShavigeMallechwara Hills, Kumaraswamy Layout, Bangalore-560082
Internal Quality Assurance Cell (IQAC)

Programme Schedule
Entrepreneurship Workshop: Life of a New Enterprise

Department: MBA-BU

Date: 31-05-2023

Time	Program
11am -11.10am	Speaker Profile and Introduction to the Workshop – Statement of Intent
11.10 am-11.50am	Presentation on the 6 I's of a new business, i.e.Ideation, Initiative, Incubation, Innovation, Implementation and Inspiration
11.50am-12.10 pm	Video of Simon Sinek on The Why, How and What of a business
12.10pm-12.30 pm	Student activity and sample narration by volunteers
12.30 pm – 12.50 pm	Business Quiz
12.50 pm - 1 pm	Q&A and Vote of thanks

Mob: +919449827018
E Mail: kumar.prasanna.2008@gmail.com



Col Prasanna Kumar

Col Prasanna Kumar is an India Army Veteran with 22 years' experience in Special Forces and Logistics Services. An award-winning officer, he has seen active combat during Kargil War, served in insurgency areas of J&K, Manipur and Assam, and has personally led and steered diverse teams of people in crisis situations across different geographies in India.

He now wears multiple hats of an Entrepreneur, a Trainer, a Professor and a Motivational Speaker. With 32 years of total work experience in logistics, administration and Leadership training, he has trained over 4000 executives and senior leaders of various industries and Government sector, in Leadership and Management Skills during last seven years.

A serial Entrepreneur, Prasanna co-founded **ThinkTrek Technologies Pvt. Ltd.** in 2014 and **BizCatalyst Management Consultancy** in 2018. He is Founder Director in **HospiraCare Pvt. Ltd.** Using his vast experience in raising, administering and hand-holding new organizations, he is providing apex level leadership and advisory to enthusiastic teams of young and dynamic professionals in ITES and Start-Up consulting space.

Prasanna holds an **Exec MBA** from **IIM Bangalore** and is an alumnus of **National Defence Academy, Pune**, one of the top Leadership Training Institutes in the world. He also holds a **PGDM in Public Relations** and another **PGDM in Logistics and Resource Management**.

He is a visiting faculty and Adjunct Professor at leading B-Schools, like Alliance University and DSI, as a Professor of **Strategic Management** and **Entrepreneurship Development**.