



Activity Report

Academic year 2023-24	
Name of the Activity	
Date	19-08--2024
Time and Venue	10:00 AM – 12:00 PM, Seminar Hall
Mode (Online/Offline)	Offline
Please provide the YouTube link (if online)	-----
Organized by: Name of the Department/Activity Centre	Institution's Innovation Council
Event Coordinator/ Faculty In-charge	Mr. Akshay Kumar AV and Mr. Arun Kumar
Nature: Academic /Co-curricular /extracurricular/others	Co-Curricular
Topic/Activity	Lean Start-up and Early Stage Start-up Strategies
Resource Person Details (Name, Designation, and Organization/Institution)	Mr. Ruthuparna Sharma S Entrepreneur, Motivational Speaker, TEDx Speaker
No of Participants	70 students and 2 teaching staff
Objectives of the activity	<ul style="list-style-type: none">● To provide the practical knowledge on Start-up development● To enhance the idea about lean start-ups and their advantages for budding entrepreneurs● To give insights on the challenges faced by early-stage start-ups and various strategies to overcome them.
Methodology	Activity-based and Case-based learning strategies were adopted to discuss the various scenarios the students will face related to converting an idea into a start-up, planning working capital, communication skills, and developing of start-up with effective networking along with self-branding
Outcome of activity	Students could introspect themselves about various factors like Idea Creation, the need for passion to stretch beyond boundaries to initiate the startup plan, the importance of working capital, communication skills, and building a strong networking to develop the startup plan. Meanwhile, the students had key takeaways from the above-mentioned factors with real-time data from the industry.

The institution's Innovation Council initiated a guest talk for B.Com, BBA, BCA, and MCom students through the Entrepreneurship Development Cell to provide insight into industry trends related to lean start-ups the challenges faced by early-stage start-ups, and necessary strategies to overcome the challenges.

The session started with a welcome speech by Sania (B.Com student), as she welcomed the gathering with opening remarks. Later, introduced the guest speaker to the audience preceded by the session by the guest speaker. It was an insightful two-hour session for the students as they could understand the importance of various aspects like Communication skills, self-motivation, Idea creation, working capital, and networking to initiate a startup idea. Finally, feedback was given by Mr. Akshay Kumar at the end of the session focusing on the key takeaways, and Mr. Arun Kumar provided a token of appreciation to the Guest speaker to close the event successfully.



RV EDUCATIONAL INSTITUTIONS
SSMRV COLLEGE
Affiliated to Bengaluru City University,
Approved by UGC under 12(B) and 2(F) Status



Institution's Innovation Council
PRESENTS
**Lean Startup
&
Early Stage Startup Strategies**
GUEST SPEAKER

Ruthuparna Sharma
Entrepreneur, Motivational Speaker, TEDx Speaker
Date: 19th August 2024 Venue: Seminar Hall
Day: Monday Time: 10 AM - 12 Noon

Mr. Arun Kumar
Convenor, ED Cell
SSMRV College

Mr. Akshay Kumar
Innovation Ambassador
SSMRV College

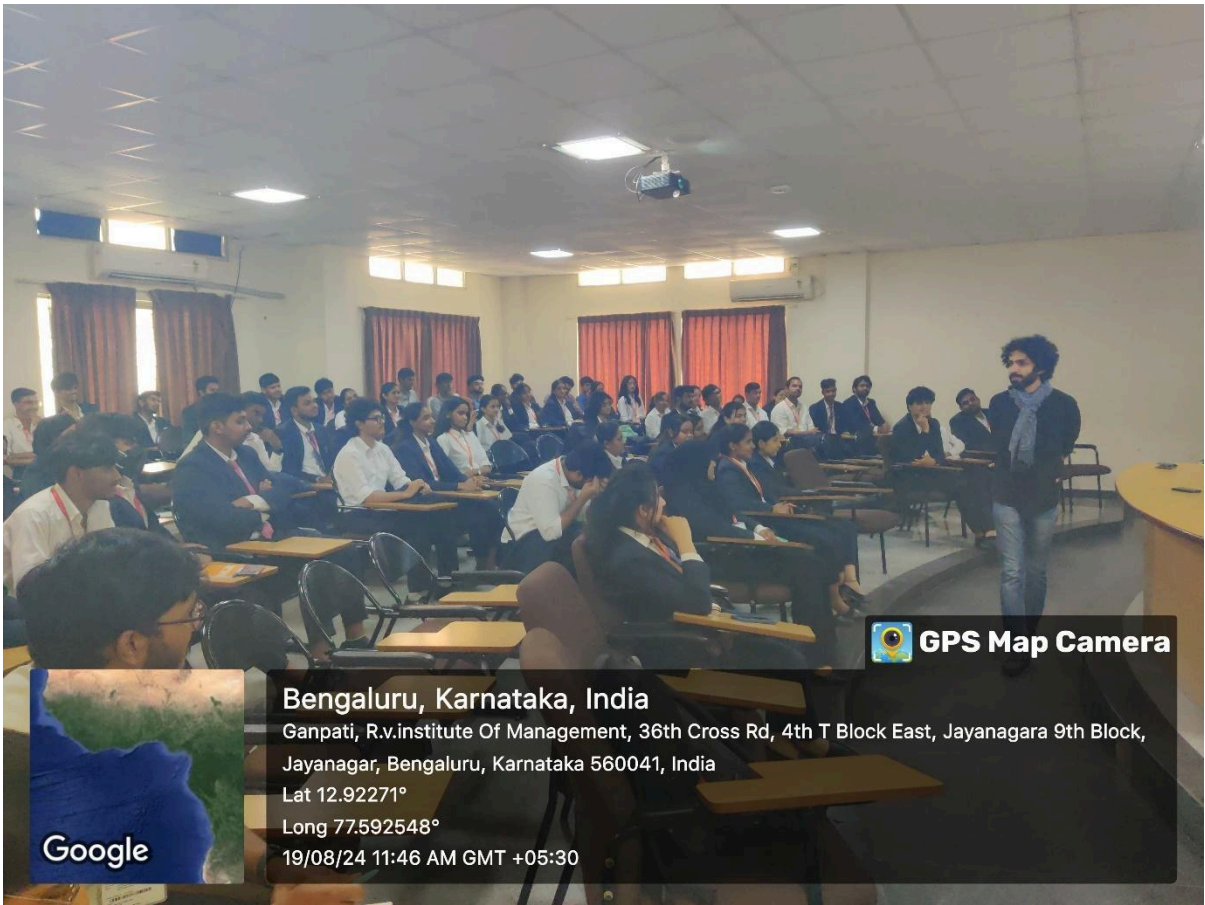
Dr. Geetha R
Principal
SSMRV College





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 Jayanagara 9th Block, Jayanagar, Bengaluru, Karnataka 560041, India
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 Long 77.592548°
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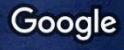
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