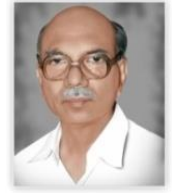




**P.B.R. VISVODAYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)**

(Affiliated to J.N.T.U.A, Approved by AICTE and Accredited by NAAC)
KAVALI – 524201, S.P.S.R Nellore Dist., A.P. India. Ph: 08626-243930



DEPARTMENT OF BUSINESS ADMINISTRATION

EVENT REPORT

Name of the Event : Guest Lecture on 'Issues and Challenges of Entrepreneurs'
Date : 24-09-2024
Time : 10:00 A.M. to 05:00 P.M.
Venue : Campus- I, E-Class Room
Participants : M.B.A. I & II year students
Event coordinator : P.V.A. Sunil Kumar

Name, Designation & Address of Resource person

: Dr. N. Janardana Rao,
Professor & HOD,
Department of Business Administration,
QIS College of Engineering and Technology, Ongole

REPORT :

On 24th September 2024, a guest lecture on the topic "Issues and Challenges of Entrepreneurs" was conducted at Campus I, e-classroom. This lecture, organized by the MBA department, aimed to provide valuable insights into the entrepreneurial landscape, particularly focusing on the hurdles and challenges that entrepreneurs face in today's competitive market. The resource person for the event was **Dr. N. Janardana Rao**, a distinguished figure in entrepreneurship studies. The event was coordinated by **P.V.A. Sunil Kumar**, ensuring smooth execution and facilitating interaction between the resource person and the participants, who were primarily MBA students. In this program 72 students and 4 faculty members were present.

Dr. Janardhana Rao delivered a comprehensive lecture that covered various crucial topics, including:

- Current challenges for startups in a globalized economy and managing financial risks and securing funding for new ventures.
- Overcoming legal and regulatory barriers and importance of innovation and strategic management. Developing leadership qualities to navigate uncertain market conditions.

His presentation included real-life case studies of successful entrepreneurs, providing practical insights into problem-solving and decision-making processes in the entrepreneurial journey. A significant part of the event involved an interactive activity using charts. Dr. Rao introduced visual representations of data related to entrepreneurial challenges. The charts included:

- Startup failure rates over the past decade. Funding sources and their availability for entrepreneurs.
- A SWOT analysis of new business ventures. Market trends and their impact on startups.

Interaction and Feedback: The guest lecture was interactive, involving students in discussions and group activities. Dr. Janardhan Rao provided insightful answers on entrepreneurial challenges. The event was well-received, offering practical insights into the entrepreneurial world and enhancing the learning experience with real-world data.

Signature of the Faculty In-charge

Signature of the HOD



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DEPARTMENT OF BUSINESS ADMINISTRATION

A Guest Lecture on “Issues and Challenges of Entrepreneurs” by Dr. N. Janardhana Rao, Professor & HOD, Department of Business Administration, QIS College of Engineering and Technology, Ongole on 24-9-2024.





GPS Map Camera

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