



DEPARTMENT OF MBA

Report Submission: 24/08/2026

Semester: II	Academic Year: 2025–26	Venue: Seminar Hall, AIGS
Event Date: 14/07/2026	Time: 10:0 AM to 5:00 PM	Duration: 08:00 Hour
TYPE OF EVENT: Guest Talk		
EVENT NAME: Entrepreneurship Unlocked: Turning Ideas into Successful ventures		
Target Audience: II Sem MBA Students	Number of Participants: 36	Event Coordinator: Mr. Akash krishna B

Objectives:

1. To enhance financial literacy by improving participants' understanding of personal finance and investment concepts.
2. To create awareness about the Indian securities market, investor rights, and the role of SEBI and NSE.
3. To encourage informed and responsible investment decisions by promoting financial planning and risk awareness.

Program Introduction:

The event aims to foster an entrepreneurial mindset among students by encouraging creativity, innovation, risk-taking, and opportunity identification. It seeks to provide practical insights into entrepreneurship by exposing students to real-world experiences, challenges, and strategies involved in starting and scaling successful ventures. The event also focuses on developing business and leadership skills, including strategic thinking, problem-solving, decision-making, networking, and effective execution.

Theme of the Event:

The Theme “Innovate. Create. Transform: The Journey from Ideas to Ventures” focuses on inspiring students to transform innovative ideas into viable and sustainable business ventures. It encourages creativity, opportunity identification, risk-taking, innovation, and an entrepreneurial mindset while providing practical insights into business planning, execution, leadership, market understanding, and



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growth. The theme aims to motivate students to explore entrepreneurship as a career pathway and develop the confidence and skills required to create successful ventures and meaningful social and economic impact.

Resource Person:

Mr. Jonna Karthik, Entrepreneur , Paperboy

Detailed Report:

The entrepreneurship event, topic “Entrepreneurship Unlocked: Turning Ideas into Successful Ventures,” was organised by the Department of MBA with the objective of inspiring students to develop an entrepreneurial mindset and gain practical insights into building and scaling successful ventures. The event commenced at 10:00 AM with a formal introduction of the distinguished guest, Mr. Jonna Karthik, an accomplished entrepreneur and startup leader. Jeevitha, an MBA student, welcomed and introduced the guest to the gathering, highlighting his entrepreneurial journey and professional achievements.

The event was graced by the presence of Dr. Kiran L. Maney, Head of the Department of MBA, who shared his support and encouragement towards initiatives that provide students with practical exposure beyond the classroom. Dr. Bhargava N., Programme Coordinator, also participated in the programme and presented a memento to Mr. Jonna Karthik as a token of appreciation. The event was coordinated by Mr. Akash Krishna, who managed the overall arrangements and execution of the programme.

During the main session, Mr. Jonna Karthik shared valuable insights from his entrepreneurial journey, discussing his experiences in identifying opportunities, developing innovative ideas, building teams, overcoming challenges, and scaling ventures. He explained the importance of perseverance, adaptability, customer understanding, strategic thinking, and continuous learning in the entrepreneurial journey. His practical experiences provided students with a realistic understanding of the opportunities and challenges associated with entrepreneurship.

An interactive question-and-answer session was organised, allowing students to engage directly with the guest and seek guidance on entrepreneurship, startup development, business opportunities, leadership, and career growth. The session encouraged students to think beyond conventional career paths and consider entrepreneurship as a potential avenue for professional development.

Following the interaction, the formal event was brought to a close. A podcast session was subsequently organised with Mr. Jonna Karthik, providing an extended platform to explore his entrepreneurial experiences and perspectives. The podcast was hosted by Dr. Bhargava N. and Rinu, an MBA student, and featured an engaging discussion on entrepreneurship, innovation, leadership, and the journey of



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building successful ventures. Overall, the programme provided students with valuable entrepreneurial exposure and motivation.

Geotagged Photographs:



Ms. Jeevitha gave introduction to the guest Mr jonna Karthik



Hod and Program coordinator gave memento to Mr jonna karthik



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Mr. Jonna Karthik giving talk on entrepreneurship



Q&A Session with Students



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Mr. Jonna concluded the session

Outcomes:

The entrepreneurship event enhanced students' entrepreneurial mindset, creativity, and innovation skills by providing practical insights into the journey of building and scaling a business. Students gained a better understanding of opportunity identification, business planning, leadership, risk-taking, problem-solving, and strategic decision-making through the entrepreneur's real-world experiences. The interactive discussion and podcast session also encouraged students to explore entrepreneurship as a career option and develop the confidence to transform their ideas into successful ventures.

Conclusion and Audience Feedback Summary:

The entrepreneurship event was successfully organised with active participation from 61 students. The session provided valuable exposure to entrepreneurship, innovation, leadership, and real-world business experiences. The interaction with Mr. Jonna Karthik encouraged students to think creatively, explore entrepreneurial opportunities, and understand the practical challenges involved in building successful ventures. Overall, the event achieved its objective of enhancing students' entrepreneurial awareness and motivation. A total of 61 students participated in the feedback process. The feedback was highly positive, with 43 students rating the event as Excellent, 17 students rating it as Good, and



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1 student rating it as Average. The overall response indicates that the event was well received and provided students with meaningful learning and practical entrepreneurial insights.

