

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

School of Management Sciences

REPORT OF THE SESSION ON "IMPORTANCE OF NATIONAL STARTUP DAY"

RESOURCE PERSON: A. Sridivya, Assistant Professor, NNRES Group of Institutions

DATE: 16-01-2025

TIME: 10:00 AM

VENUE: MBA Seminar Hall, Second Floor

NO OF PARTICIPANTS: 48



The School of Management Sciences, NallaNarasimha Reddy Education Society's Group of Institutions, in collaboration with the IIC &IIC, hosted a one-day workshop titled "**Importance of National Startup Day**" was conducted for MBA students to emphasize the role of startups in economic development and to inspire young minds towards entrepreneurship. The session aimed to create awareness about the significance of startups, government initiatives supporting new businesses, and the challenges faced by entrepreneurs.

Objectives of the Session:

- To educate students on the impact of startups on the economy.
- To encourage innovation and entrepreneurial thinking.
- To introduce government policies and schemes supporting startups.
- To discuss real-life success stories and lessons from startup founders.

Key Highlights of the Session:

1. Understanding Startups& Their Importance:

The session began with an introduction to startups, explaining their role in economic growth, job creation, and innovation. The speaker emphasized how startups contribute to solving real-world problems with innovative solutions.

2. Government Initiatives & Support:

Students were informed about various **Indian government initiatives** such as **Startup India, Make in India, Atmanirbhar Bharat**, and financial support schemes like **SIDBI Fund of Funds** and **MUDRA Loans**. These initiatives aim to provide funding, mentorship, and ease of business for aspiring entrepreneurs.

3. Challenges Faced by Startups:

The session also addressed key challenges such as funding issues, market competition, regulatory hurdles, and sustainability concerns. Strategies to overcome these obstacles, including effective financial planning, networking, and innovation, were discussed.

4. Success Stories & Case Studies:

Inspirational success stories of Indian startups like **Ola, Zomato, BYJU'S, Paytm, and Nykaa** were shared, demonstrating how innovative ideas can lead to successful businesses. These case studies provided students with practical insights into the journey of an entrepreneur.

5. Interactive Discussion & Q&A Session:

The session concluded with an interactive Q&A segment where students engaged with speakers, seeking guidance on business ideas, funding sources, and startup challenges. The session was highly insightful and motivated students to think beyond traditional career paths and explore entrepreneurship. It provided a deep understanding of the startup ecosystem, encouraging students to develop innovative business ideas and contribute to the growing entrepreneurial culture in India. Overall, the session on **National Startup Day** successfully inspired MBA students to embrace the startup culture and take the first step towards becoming future business leaders.



The session ended by vote of thanks by MBA Senior student Lava Kumar at 3.30 PM

Dr T RAVINDRA REDDY
Dean-SoMs

Dr G JANARDHANA RAJU
IIC-Convenor & Dean SoE