



Department of Mechanical Engineering

Report on Entrepreneurship Talk

NAME OF THE DEPARTMENT: Department of Mechanical Engineering

1. Type of Event : Entrepreneurship Talk
2. Resource Person : Mr.Murulidhar K S,
Founder, and Director
Jatayu Staffing Force Pvt Ltd and Quantum Technic Pvt Ltd
Bengaluru
4. Date of the programme : Thursday, 15th December 2022
5. Faculty Co Ordinator : Dr.M.Karthikeyan,
Professor and Head
Department of Robotics and Automation
RajaRajeswari College of Engineering
Bengaluru 560074

Dr. Vishwanath K.C.,
Associate Professor
Department of Mechanical Engineering
RajaRajeswari College of Engineering
Bengaluru 560074
6. Students attended: 3rd and 5th Semester of Mechanical Engineering
7. Outcome of the programme:

Students gained information about the following:

1. Gain the knowledge about entrepreneurship.
2. Gain knowledge about various norms
3. Case study about various entrepreneur
4. Skills set to be required to become an entrepreneur
5. Types of innovations




RajaRajeswari College of Engineering



(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)
#14, Ramohalli Cross, Kumbalagodu, Mysore Road, Bengaluru - 560074




Department of Mechanical Engineering

Invitation of the Webinar




RajaRajeswari College of Engineering

(Approved by AICTE, New Delhi. Affiliated to the Visvesvaraya Technological University, Belagavi)



Department of Robotics and Automation
&
Department of Mechanical Engineering
organizing
ENTREPRENEURSHIP TALK
in association with
RRCE Entrepreneurship Development Cell



Speaker
Mr. Murulidhar K.S
Nava Parva Foundation-Founder Chairman

All are invited!!!

Date: Thrusday, 15th Decemer 2022 Time: 1.30 pm to 3.30 pm

Venue: EEE Seminar Hall (1st Floor)

#14, Ramohalli Cross,
Kumbalagodu, Mysuru Road,
Bengaluru - 560 074. Karnataka



www.rrce.org
admission@rrce.org
Contact: 9008845678

CET Code: E145 COMED-K: E099 PGCET:T858



RajaRajeswari College of Engineering



(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)
#14, Ramohalli Cross, Kumbalagodu, Mysore Road, Bengaluru - 560074

Department of Mechanical Engineering

About the Speaker



RajaRajeswari College of Engineering
(Approved by AICTE, New Delhi. Affiliated to the Visvesvaraya Technological University, Belagavi)
Department of Robotics and Automation



ENTREPRENEURSHIP TALK



About the speaker

Mr. Murulidhar K.S, B.E., M.Tech (Ph.D), MASDF(London),
LMISTE, MISHRAE, MIAENG, MVibha(Delhi)

- National Crime Control Board-Founder, National Director General
- Nava Parva Foundation-Founder Chairman
- Inpire World Academy-Managing Director
- Quantum Technic Pvt Ltd -Founder Director
- Jatayu Staffing Force Pvt Ltd-Founder Director
- Pub-G Cafe and Food Palace Hotel- Managing Director

He has also received many awards for his service and research, among them the important ones

- ASDF London's prestigious "Young Scientist"
- Indian Achievers Forum New Delhi "Shiksha Bharati" National Award
- The "Best Faculty" of Top Engineers was received from the Chief Minister of Pondicherry
- "Green Thinkerz" Award
- "Young Researcher" Award
- "Outstanding Educator" Award
- "Corona Warrior" Award

#14, Ramohalli Cross,
Kumbalagodu, Mysuru Road,
Bengaluru - 560 074. Karnataka



www.rrce.org
admission@rrce.org
Contact: 9008845678

CET Code: E145 COMED-K: E099 PGCET:T858



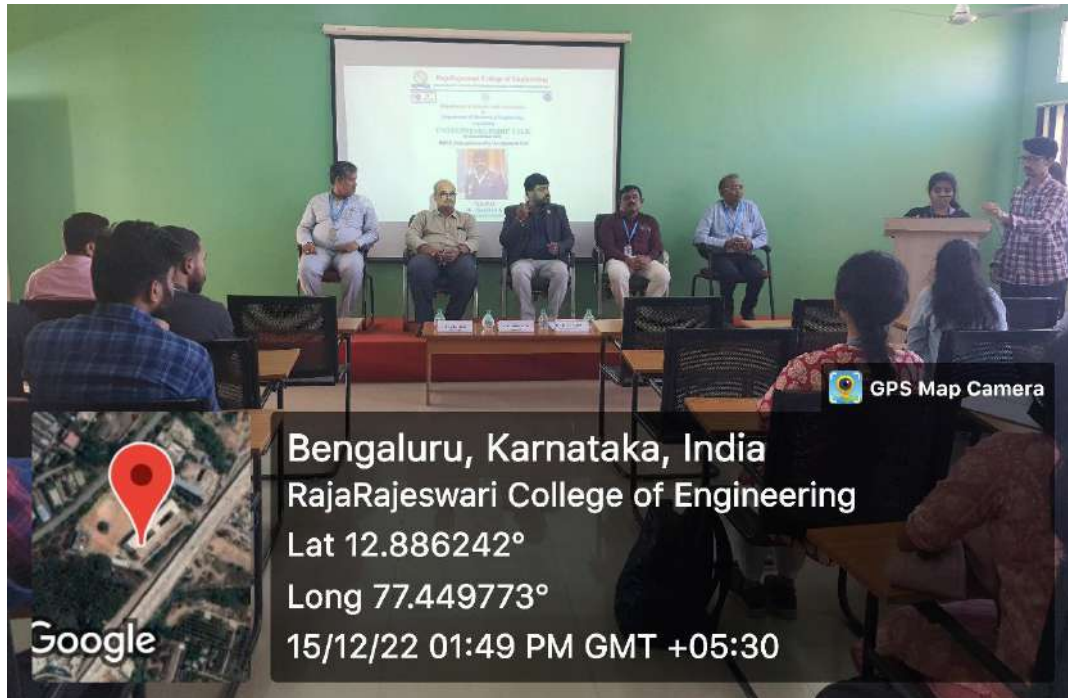
RajaRajeswari College of Engineering



(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)
#14, Ramohalli Cross, Kumbalgodu, Mysore Road, Bengaluru – 560074

Department of Mechanical Engineering

Geotagged Photos of the webinar



Guests are on the dais



Dr.R.Balakrishna, Principal addressing during the programme



RajaRajeswari College of Engineering



(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)
#14, Ramohalli Cross, Kumbalgodu, Mysore Road, Bengaluru – 560074

Department of Mechanical Engineering



Dr.J.Amutharaj, Vice-Principal addressing during the programme



Dr.C.Ramesh, HOD-ME addressing during the programme



RajaRajeswari College of Engineering



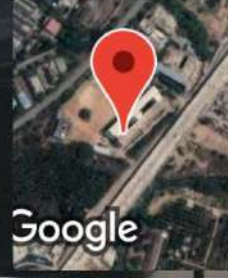
(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)
#14, Ramohalli Cross, Kumbalgodu, Mysore Road, Bengaluru – 560074

Department of Mechanical Engineering



Bengaluru, Karnataka, India
RajaRajeswari College of Engineering
Lat 12.886242°
Long 77.449773°
15/12/22 02:06 PM GMT +05:30

Chief Guest Mr.Murulidhar K S is honoured by the Principal Dr.R.Balakrishna



Bengaluru, Karnataka, India
RajaRajeswari College of Engineering
Lat 12.886242°
Long 77.449773°
15/12/22 02:16 PM GMT +05:30

Chief Guest Mr.Murulidhar K S is addressing the students



RajaRajeswari College of Engineering



(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)
#14, Ramohalli Cross, Kumbalgodu, Mysore Road, Bengaluru – 560074

Department of Mechanical Engineering



Staff and Students were attending the programme

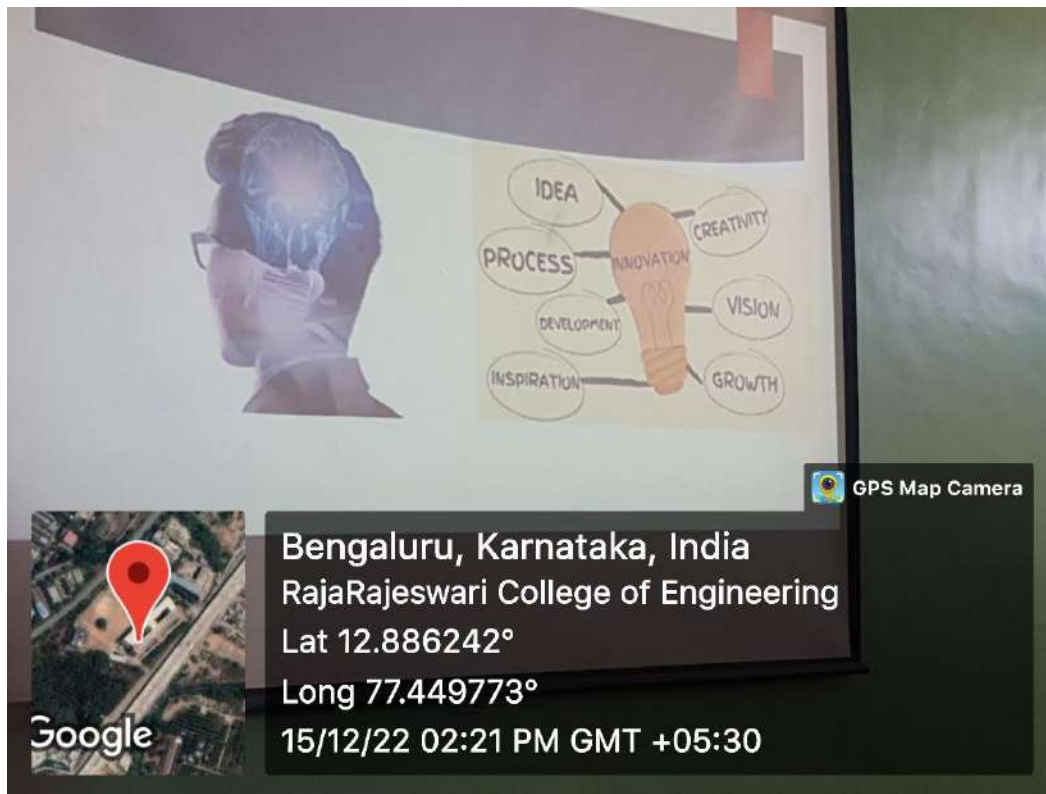


RajaRajeswari College of Engineering



(Approved by AICTE, New Delhi, Govt. of Karnataka, Affiliated to Visvesvaraya Technological University, Belagavi)
#14, Ramohalli Cross, Kumbalgodu, Mysore Road, Bengaluru – 560074

Department of Mechanical Engineering



Speaker brief about the entrepreneurship skill set required for students



Participated students are with the Chief Guest and the coordinators Dr.M.Karthikeyan, HOD R&A and Dr. Vishwanath K.C., ASP, ME



Department of Mechanical Engineering

Observation report of the students

“We should be job creators, not job seekers”

- Entrepreneurship is a money-making
- Entrepreneurship is about creating new jobs and opportunities
- It's about start-ups and ideas to explore
- INVENTION: discovered for the first time
- INNOVATION: recognize the existing model and modify it for a better purpose.

Example-computer is an invention, Laptop is an innovation.

- Take a patent so that no one else will copy your idea or insights.
- Take copyrights and patent rights from central Government, the owner of concepts or ideas for implementation.
- To become an entrepreneur we need 3 main things to achieve
- T-THINK
- C-CHECK
- S-SUBMIT
- For innovation there are 8 components
 - 1)Idea
 - 2)Creativity
 - 3)Process
 - 4)Vision
 - 5)Inspiration
 - 6) Implementation
 - 7)create
 - 8)repeat
- Example- In the market which has more marketing power,either Apple/Vivo=Apple (Because of Brand)
- TYPES OF INNOVATION:-
 - Open innovation
 - Closed innovation
 - Social innovation
 - Product innovation
 - Business innovation
 - Technical innovation
 - Corporate innovation
 - Service innovation
 - Process innovation
 - Radical innovation
 - Increment innovation
 - Marketing innovation
 - Value innovation
 - If one invents a new service to the public, it's also an innovation to be considered



Department of Mechanical Engineering

- Open innovation, for example is the mobile phone as everyone knows about it to all in society
- Entrepreneurship: get and earn money
- For one's product or innovation or invention to exist for ever, it should be helpful for society
- From the computer the to laptop is the transformation from invention to innovation

ENTERPRENSHIP MODELS:-

- 1) Common channel
- 2) Networking
- 3) Marketing
- 4) Structure
- 5) Profit model
- 6) Mouth-to-mouth communication or information exchange

- Example: Acer /Dell=Dell(BRAND)
- Adidas/liva=Adidas (BRAND)
- Geetha/Mahalakshmi sweets=Mahalakshmi sweets (BRAND)

POINTS TO ACHIEVE ENTERPRENSHIP SUCCESS:

- 1) Setting goal
- 2) Select field
- 3) Market survey
- 4) feasibility check
- 5) Knowledge
- 6) Financial stability
- 7) Opportunist
- 8) Innovators
- 9) Strategies
- 10) technical usage
- 11) service
- 12) quality
- 13) ambience
- 14) Brand
- 15) B2B- Business to Business model

“ Success or failures, both also we should take it equally and balance, which is one of the best qualities needed for an upcoming or budding Entrepreneurs”



Department of Mechanical Engineering

- To become a successful entrepreneur, one should
 - * Think
 - * Check
 - * Test
- To become an entrepreneur first step is to analyze the problem of society and work with it.
- Types of entrepreneurships
 - * Social entrepreneurship
 - * Public entrepreneurship
 - * Trading
 - * small and mass service and other
- Qualities that sustain entrepreneurs like one should have self-confidence, be task or result-oriented, risk factors, leadership, originality and teamwork
- About zero investment entrepreneurship like blogging, online Servicing, affiliate marketing, event management, publishing some books, YouTube, social media executive, and online study platforms where we can earn money without investment.
- How to become an entrepreneur?
documents needed to get entrepreneurship are-
 - * NOC form
 - * Secure property paper
 - * two passport size photo
 - * Aadhaar card
 - * PAN card
 - * Digital signature
 - * Company name and it's Gmail ID
 - * Company logo
 - * GST registration
 - * DPIIT registration
 - * Shareholder's agreement (if any)
 - * Details about patent and trademark
- Risk faced by an entrepreneurs
 - *Bankruptcy
 - * Financial risk
 - * Competitive risk
 - * Reputation risks
 - * Information security and others
- Entrepreneurs should create employment