

A seminar on "Entrepreneurship & Skills"



Speaker Profile

Brief about Mr .Subhash Chandra Achanta

Subhash is the Founder at Subhash Achanta Group which has a portfolio into Market Research, Education, E-commerce and Media. He has got more than 7 years of combined work experience with non-profit and for-profit organisations. He is an expert in Market Research, Advertising and Branding. He is a highly acclaimed speaker and conducts workshops at educational and corporate institutions. As a Startup Evangelist, he is a part of numerous non-profit platforms, where he mentors and nurtures first generation entrepreneurs. He is a recipient of the Rotary Youth Leadership Award. He holds a Postgraduate Diploma in Management in International Business and a Bachelor of Technology in Information Technology. Subhash is passionate about promoting gender equality and empowering women through all his initiatives. He is 2014 Fellow in the Startup Leadership program in Hyderabad, India.

Seminar Write up

Seminar topic: Entrepreneurship

Speaker: Mr.Subhash Achanta

Date: 11/11/2014 Time: 12.15pm To 1.30pm

The objective of the seminar is To understand the evolution of the term entrepreneur

To study the reasons of the current growth in entrepreneurship.

To list various reasons driving a person to starting a business

To explore the characteristics and skills of successful entrepreneur

To classify different types of entrepreneurs

To look at the reasons for entrepreneurial failure.

Reasons for Growth of Entrepreneurship.

Industry structure

New technology

Deregulation and privatization

Formation of new business communities

Increasing demand for variety

Government incentives and subsidies

Increasing flow of information

Self employment is highly valued

Entrepreneur as a hero.

Impact of Entrepreneurial firms

Job Creation

Economic growth

New technology

Serving small markets.

Entrepreneurial skills

Creativity and opportunity evaluation

Real time strategy and decision making

Comfort with change and chaos

Team work.

Oral and written communication

Basic start-up finance, accounting and law