

Prof Udaya Shankar Prodduturi is a very Competence in Financial and cost accounting systems, Management practices in enterprises, Techniques of project formulation and appraisal, Enterprise sickness and turnaround strategies, Profit planning and experience of 40 years in the fields of training, research and consultancy. He is an eminent member of the Jury for SMEs awards.

The seminar started with differentiating business and intelligence where each plays a different role with experience of an entrepreneur. Entrepreneurship is an important engine of growth in the economy. Prof Udaya Shankar focuses on Entrepreneurship within an existing firm or large organization has been referred to as intrapreneurship and may include corporate ventures where large entities spin off subsidiary organizations. Entrepreneurs are leaders willing to take risk and exercise initiative, taking advantage of market opportunities by planning, organizing, and employing resources, often by innovating new or improving existing products. More recently, the term entrepreneurship has been extended to include a specific mindset also entrepreneurial mind resulting in entrepreneurial initiatives.

Finally he concluded that young budding MBA graduates should improve their creativity, ideology, initiation skills so as world is waiting for young entrepreneurs to start their business where Banks and government is ready to support them.



