

# START-UP CHARCHA 2021 HELD AT SDMIMD IN MYSURU

**CHAMUNDI HILL ROAD**

As part of the annual activities of the Entrepreneurship Cell - 'SWAYAM' of Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), 'Start-Up Charcha 2021' was held on Friday (March 12) with a virtual panel discussion on the topic "How start-ups succeed and why they Fail?"

Brand building expert Lt Col (retired) Saurabh Shah, vice president, Idea Lemon Institute for Entrepreneurship, Nagpur, and Start-Up Funding Flow director; Shreyas Chandra, CEO, Keiretsu-Forum, India; R T Nataraj, research scholar in the area of family business, SDMIMD and Meghana R, PGDM student, SDMIMD, were the panel members. The discussion was moderated by Dr Prasad S N, professor - Strategy at SDMIMD.

"Right product, focus on the idea, strong team, good marketing strategy and well defined sales plan are the core for success of start-up. Youth are aware about start-ups and government effort is tremendous to introduce



start-up culture but educating about the core success factors is the gap in this process" opined Shreyas Chandra.

He said the funding and opportunity for the start-ups the experts said that revenue is the best source of funding. "Further, the health sector and digital marketing are the core area which can be explored with new ideas and concepts."

Speaking about preparing the youth to transform themselves into result-oriented entrepreneurs, continuous mentoring and hand-holding is key to the protagonist in building confidence, said Lt Col Saurabh Shah.

"30% of family business is dying because of lack of mentorship and interest by

the next generation to carry out the legacy of the business as they have new ideas. Hence, there is growth in the investment in the start-ups of the next generation in family business," said Nataraj.

Meghana gave her views as a student of Mysuru and what is desirable to increase awareness among the youth about the available avenues for starting entrepreneurial ventures.

Dr N R Parasuraman, director, SDMIMD, initiated the proceedings by highlighting the importance of entrepreneurship related activities.

Dr Prasad S N welcomed the panel members and the audience. Dr Sunil M V, assistant professor, SDMIMD, delivered the vote of thanks. HGS