

■ The NR Group managing partner was at 'Start up Charcha' organised by SDMIMD

Ethics, transparency key to successful start ups, says Arjun Ranga

■ SIDDARTHANAGAR

'Work experience is very crucial before becoming an entrepreneur and starting one's own venture,' said NR Group Managing Partner Arjun M Ranga on Wednesday.

At the entrepreneurship event, 'Start up Charcha' organised by SDMIMD, Arjun Ranga spoke about the issues faced by start ups and various facets of entrepreneurship and emphasised on the mistakes that start up companies make.

He said 'the fundamental principles to define the value system of a start up is to have ethical practices and maintain transparency in opera-



➤ Arjun M Ranga delivering a talk at Start up Charcha organised by SDMIMD on Wednesday.

tions and have a committed relationship with all the stakeholders. Along with these two major factors, financial discipline is vital for the growth of a start up.'

'For an entrepreneur who

is coming up with a start up, he or she needs to understand what is constant deconstruction and construction. When coming up with a brand the person needs to add some philosophical values to the

Arjun M Ranga highlighted that one of the biggest mistakes that start ups today were committing was building something that nobody wanted.

name of his start up that can attract the customers and identify new growth opportunity which is critical for entrepreneurs. The first biggest mistake that start ups do today is building something that nobody wants,' he added.

'Inadequate hiring, lack of focus, failing to execute sales and marketing strategy, not having right co-founders and partners, chasing

investors and not customers are some of the main mistakes start up entrepreneurs do. If she or she can address these issues, a start up can attain a standard position in the market,' he said.

The event was followed by a panel discussion with distinguished panelists - Dr H S Raghavendra, CEO of Opel Consulting, Prof Rajendra Todalbagi, Operations, SDMIMD and Sudhir Sosale, former India Head - Engineering Consulting, Intel.

Director of SDMIMD Dr N R Parasuraman, Deputy Director Dr H Gayathri, Prof Marketing, Dr M R Suresh were present.