

'Clear vision must to become entrepreneur'

TIMES NEWS NETWORK

Mysuru: Young entrepreneurs should have passion to achieve success in their business, said NR Group managing partner Arjun M Ranga here on Wednesday.

Delivering the keynote address at "Startup Char-cha", organized by Swayam, the entrepreneurship cell of SDMIMD, Arjun said, "Students, who want to be entrepreneurs should have clear vision, risk-taking ability, determination to succeed and financial discipline," he said.

Explaining the concept of entrepreneurship, he said that when his grandfather started the business, it was based on 99% entrepreneurship and 1% theory. But now it is 30% entrepreneurship and 70% theory in the work, he said. "Transparency, ethical practices and financial disciplines, pursuing strategies that are long term and secure the future and constant deconstruction and construc-



CLARITY: Students of SDM IMD interact with experts during a meet on startup

tion, ability to conceptualize execution of ideas are the drive for the growth of the business," he said.

He advised students to first gain work experience before jumping into entrepreneurship. "There should be passion, a strong feeling which will drive to do the business. Students should also read books like 'The Art of Start' by Guy Kawawsaki to avoid mistakes in launching startups," he said.

Opel Consulting CEO H S Raghavendra, Intel Engineering Computing former India head Sudhir Sosale, SDMIMD professor Rajendra Todalbagi and others were present.