



Learn Beyond

KPR Institute of Engineering and Technology

(Autonomous, NAAC "A")

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CS001

NBA Accredited

(CSE, ECE, EEE, MECH, CIVIL)

SEMINAR ON START-UP AND ENTREPRENEURSHIP DEVELOPMENT

Event No	CS001
Organizing Department	Computer Science and Engineering
Associate Dept. NSC	Centre for Innovation, Incubation and Entrepreneurship Development
Date	30/01/2024
Time	11:00 AM to 12:15 PM
Event Type	Seminar
Event Level	Dept. Level
Venue	II CSE D
Total Participants	36
Students - Internal	36

Related SDG



Resource Persons

Sl	Type	Name	Designation	Company	Email	Phone
1	Resource Person	Amritha Sundar	CEO	Kiddos	amrithasundar90@gmail.com	xxxxxxxxxx

Involved Staffs

Sl	Name	Role
1	Nisha Soms	Coordinator

Outcome

Students were happy to interact with the resource person and shared their business ideas for the discussion. The students understood the various stages of establishing a business and developing it.

Event Summary

The Coordinator of the seminar, Dr.Nisha Soms, welcomed the gathering and introduced the chief guest. Ms. Amritha Sundar, the speaker, started to address the students by sharing her past while she was at the age of the audience (students). She also mentioned how unsure she was to focus on building a business idea to gain support from her family. Ms. Amritha Sundar added that after completing her B.Tech and MTech in Information Technology, she gained the maturity to stay firm in her decisions and stepped forward towards creating a start-up. She had no teammates and she alone ran it. She shared the various ways to establish a start-up and how staying updated with emerging technologies is important to developing the business. She added that since Kiddos is an online business, she had to gain customers through social networks like Facebook and Instagram. For 8 years, she was selling garments from other manufacturers, until then later, Amritha decided to manufacture her clothing products. She acted as the model for her products and had her son, as a model for the kid wear collections. Soon she started to receive many customers via Instagram and thereafter, her business has been consistently successful. She explained the risks involved in any business and shared her experiences as well. After the session, the students came forward to provide feedback and thanked the resource person for her informative seminar.

DEPARTMENT OF CSE & CENTER FOR INNOVATION, INCUBATION AND ENTREPRENEURSHIP DEVELOPMENT (CIIED) Organizes A Seminar on **START-UP AND ENTREPRENEURSHIP DEVELOPMENT**

11:00 AM
30, January, 2024

Venue - II CSE D

Resource Person
Mrs. Amritha S
KIDDOOS, TIRUPUR

COVENOR: Dr. Devipriya K. MOHIDE
COORDINATOR: Dr. Nisha Soms, KPRIT

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