



## **ENTREPRENEURIAL PREREQUISITES**

**DATE:** 20 SEPTEMBER 2016

**VENUE:** SIR MV HALL, GJB, NIE.

Generating ideas is not only sourced by hands on activities and group discussions but also by work shops presented by some of the eminent speakers.

On the evening of 20<sup>th</sup> September '16, ONYX staged its next event as work shop. The founder and director of One-Enterprise ,Mr Shivkumar kept the audience engaged by this power driven speech about startups and how business runs.

The work shop was attended by 90 people keenly listening to the experience shared by Mr. Shivkumar and each of the experiences were associated with different case studies. To every keynote point and case study , Mr Shiv kumar enlightened audience by saying that an entrepreneurial journey could be the most fluid and drought though. He stated “Focus on your idea but don’t get obsessed with it because that may become a possession and take over your life”. Keep your ideas intact in the initial stage because venturing away from it will only get you farther from your goals. “Consultation is advisable but not to the extent of completely relying on them ”. The most important criteria in the world of business is to analyze data not only in the big picture but also by considering some small elements which cab affect profits .

With the above references, Mr Shivkumar smoothly concluded the workshop by saying that “Products that can be physically felt by customers have better chances of surviving in the market ”.

