

MEASI INSTITUTE OF MANAGEMENT
CHENNAI – 600 014.

Startup India, Standup India is a new mantra for encouraging Entrepreneurship initiatives in India. To support this initiative and to increase productivity of our nation and to make India a developed nation. Measi Institute of Management, entrepreneurship development cell organized a one day workshop on “Business Startup” on 12th March 2016, Saturday for first year MBA students. Dr. D. Nisar Ahmed, Director, MIM welcomed the gathering and highlighted the importance of entrepreneurship and motivated the students to become job provider instead of job seeker. Mr. Barathsurendran, Corporate trainer, Techemate Leadership academy is the resource person for the workshop. The business startup workshop covered the topics like seven key components of a business in session one and introduction to product leadership in session two and introduction to market leadership in session three and finally in session four described about financial and operational leadership. This workshop helps students to learn how to start business and create a logo and website and to understand and study markets and competitive intelligence, running a business successfully. Finally this business startup workshop gives our youth the opportunities to grow and to become industrialists and entrepreneurs. Dr. S.G. Balaji, the coordinator of the workshop proposes vote of thanks.

