



## JERUSALEM COLLEGE OF ENGINEERING AN AUTONOMOUS INSTITUTION

Approved by AICTE, New Delhi, Affiliated to Anna University Chennai,  
Accredited by NBA, New Delhi and Accredited by NAAC with "A" Grade.  
Velachery Main Road, Narayanapuram, Pallikaranai, Chennai, Tamil Nadu - 600100.



### DEPARTMENT OF MANAGEMENT STUDIES

## GUEST LECTURE ON FUTURE OF ENTREPRENEURS

05-08-2022



Department of Management Studies, JCE, organised a Guest Lecture on "Future of Entrepreneurs", on 12<sup>th</sup> August, 2022 for students of II year MBA.

Mr. Vinod Saraogi, Managing Director, M/s. Meridian Global Ventures Pvt., Ltd., Chennai presided over the session and discussed with the students on the various avenues available to budding entrepreneurs.

The session began with students, Ms. Brindha C, II year MBA, addressing the gathering while Mr. Kesavaperumal, II year MBA, introduced the guest to the gathering. Dr. S. Muthumani, HOD, MBA, welcomed the guest with a momentum.

The session began with the real time story Michael Jordan the Star player of the American Basket ball team, who happened to learn the importance of having an goal and how to achieve it through an experimental approach of his father.

The speaker insisted that an entrepreneur must be passionate about his goal and find ways to reach the same through smart work, with the impressive success story of Dr. APJ Abdul Kalam. The students were able to understand that there plenty of ways to reach our destination provided we workout our own ways to reach it, constantly and consistently.

He says that we could find opportunities from the flaws of our predecessors. Its must to observe and analyse where and how the gap is being created. He explained the need of digitisation and data analysis as the digital transformation in each and every sector is massive and has become inevitable. Hence, an entrepreneur should ever be ready to evolve and evolve from within otherwise his business could be in danger.



An entrepreneur must always provide to the public of what is needed by them and also keep updating on the same. With the utmost innovation possible, entrepreneurs can control the management remotely and achieve the desired outcome. Famous business quotes of the successful entrepreneurs who started from zero level were told to the students which made them relate to the trends as on date.

The session concluded with the author stating “Biggest risk is not taking risk” as its always risky to take an unknown step but still must be explored to reach the goal.

Vote of thanks was delivered by Ms. Indira Kumari, II year MBA followed by photo session with the guest.