



# NEW HORIZON COLLEGE OF ENGINEERING

Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC  
Accredited by NAAC with 'A' Grade, Accredited by NBA

## DEPARTMENT OF MANAGEMENT STUDIES

### ED CLUB AND STARTUP CLUB

### CLUB LOGO AND PROFESSIONAL SOCIETY LOGO (if any)

ADRISTA

Venue: MBA Seminar Hall

Date: 19<sup>th</sup> May, 2023

Time: 10:30AM

**Faculty Co-ordinators:**

**Student Coordinators: Vignesh S N, Bindu Shree S, Uthpala Chowdary**

**Name of the Student - USN - SEMESTER/SECTION -**

**ROLE IN CLUB PRESIDENT/VICEPRESIDENT/SECRETARY/TREASURER/BOARD MEMBER**

Total Number of Internal Participants: 180

Total Number of External Participants :

Event Poster weblink in NHCE Website :

Targeted Audience: Students from MBA, PG students and Faculty members

Description of the Event:

Department of Management Studies had organized an Inaugural Seminar on “**ADRISTA: BUSINESS PLAN COMPETITION**” on 19<sup>th</sup> May, 2023 in the Seminar Hall, MBA block for 1<sup>st</sup> year MBA students. Speaker for the day was **Mr. BHOLANATH DUTTA – Founder, President MTC GLOBAL**. The inauguration event was structured to provide aspiring participants with an opportunity to network and gain exposure.

The speaker began the session by

- Elucidating about entrepreneurship as a skill set.
- Quoting the names of great personalities regarding the same.
- Stating the reason for ED & Start up cell in the department.

The Speaker explained

- Identification of real time problems

- Proposition of business plan .
- Business canvas model.
- Skills required to strengthen the start-ups.
- Sources of funds required for startup.
- Power of social media for social branding.
- The necessity of basic fundamentals like Market Research.
- The reason for the failure of start-ups.

The speaker advised the students to prepare business canvas model wisely, undergo a proper market research & use social media wisely. Students had the chance to interact with speaker regarding the formulating business plan and various factors to be considered while designing the business plan. The speaker gave a constructive explanation to the student’s questions and motivated them to become the entrepreneurs.

The speaker concluded by stating that “once you move forward don’t look back,” and “A life should not be by default, A life should be by design”.

Finally, Dr. SHEELAN MISHRA (Dean of management studies) & Mr. Dr. PIYUSH KUMAR (coordinator – NISP, NHCIE) addressed the students by sharing their views on the effective business plan.

Include Event Photos:









Presents

## ADRISTA : BUSINESS PLAN COMPETITION

Inaugural by



**Mr. Bholanath Dutta**

Founder, President  
MTC GLOBAL



Scan QR for Registration and Details



19 May 2023



10:30 am Onwards



Seminar Hall, III Floor, Netaji Subash Chandra Bose Block

### Organisers :

Department of Management Studies

New Horizon Centre for Innovation, Incubation and Entrepreneurship (NHCIIE)

E.D Club



&

Startup Club



Institution's  
Innovation Council

Ms. Saumi Roy  
Professor, Dept of MBA

Ms. Shalini Shetty  
Professor, Dept of MBA

Dr. Sheelan Misra  
Prof & Dean - MBA

Dr. Piyush Kumar Soni  
Coordinator - NISP, NHCIIE

Dr. Sanjeev Sharma  
Dean - QASDC

Dr. Anandhi R . J .  
Dean - Academics

Dr. Manjunatha  
Principal, NHCE

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