

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)
(Sponsored by S.K.P.V.V. Hindu High Schools' Committee)
Kothapeta, Vijayawada-1
A College with Potential for Excellence(CPE)

ISO:9001-2015

NAAC“**A**” Grade in Cycle3

**PG DEPARTMENT OF BUSINESS
ADMINISTRATION
(MBA Program)**



INNOVATIVE PRACTICE

“MEET THE EXECUTIVE”

19.04.2023



INVITATION



ISO 9001-2015

NAAC 'A' GRADE in Cycle 3

K. B. N. COLLEGE (Autonomous)

(Sponsored by: S.K.P.V.V. Hindu High Schools Committee)
Kothapet, VIJAYAWADA -1.

A College with Potential for Excellence (CPE-UGC)

The PG Department of Business Administration cordially invite your
gracious presence to programme

“MEET THE EXECUTIVE”

Date & Time :Wednesday, 19th April 2023 at 11:00 a.m

Resource Person

Mr.B.Gopi Naik

Founder & CEO of GNCS Pvt. Ltd

ORGANIZED BY:
PG DEPARTMENT OF
BUSINESS ADMINISTRATION
K.B.N COLLEGE – PG CENTRE



K.B.N. COLLEGE

(Sponsored by: S.K.P.V.V. Hindu High Schools' Committee)

Kothapeta, VIJAYAWADA – 520 001.

ISO 9001-2015 CERTIFIED INSTITUTION

NACC A in cycle 3

PG DEPARTMENT OF BUSINESS ADMINISTRATION (MBA Programmes)

MEET THE EXECUTIVE REPORT

"MEET THE EXECUTIVE" is a unique and innovative program designed by the MBA Department, creating a platform for MBA students to engage with corporate heads, entrepreneurs, founders, directors, CEOs, and managerial heads from various industries. The program, organized on April 19, 2023, was specifically tailored for the MBA first-year students of the 2022-2024 batch. The esteemed resource person for the event was Mr. B. Gopi Naik, the founder and CEO of GNCS Pvt. Ltd. Mr. Gopi Naik, a chartered accountant by profession, commenced his career as an accounting manager at Eye Catch. He later ventured into the world of entrepreneurship by establishing a start-up called STEPWAY SOLUTIONS, which provided practical and real-time training as well as placements in accounting and taxation. Furthermore, he founded GNCS Pvt. Ltd., a company that specializes in simplifying business finances for small and medium enterprises while assisting entrepreneurs in defining their goals and aspirations.

The objectives of the MEET THE EXECUTIVE program were as follows:

- To provide insights into the realm of entrepreneurship
- To raise awareness about the opportunities available to MBA graduates
- To impart valuable advice on initiating a business venture
- To emphasize the significance of education in relation to entrepreneurship
- To elucidate the advantages and disadvantages associated with start-ups

During the event, the resource person shed light on the meaning and importance of business, self-employment, entrepreneurial challenges, the role of education in entrepreneurship, key considerations in starting a business, and maintaining emotional equilibrium in the business world.

The outcomes of the MEET THE EXECUTIVE program were as follows:

- Students gained an understanding of the vital role played by businesses in our economy
- Students were enlightened about the challenges involved in starting a business, such as location selection, financial aspects, quotations, licensing, funding arrangements, and strategic planning
- The significance of knowledge in day-to-day life was highlighted
- The essential requirements for launching start-ups were conveyed
- The resource person emphasized the indispensable role of patience in achieving business success
- The keys to success, namely confidence, knowledge, and persuasion, were underscored

A total of 82 students from the MBA first-year (2022-2024 batch) attended the program. Rukmini Sri, an MBA first-year student, delivered a vote of thanks. The resource person was honored with a shawl and memento by Dr. V. Narayana Rao, the principal.



