

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)**



**“GUEST LECTURE”**

**22.09.2023**



## 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

### **“GUEST LECTURE ON INNOVATION- PROTOTYPE VALIDATION”**

Date & Time :Tuesday, 22<sup>nd</sup> September 2023 at 11:00 am

Resource Person

**K.VENKAT RAO**

Managing Director,

VHS CAREER TRAININGS Pvt Limited, Vijayawada

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



# **K.B.N COLLEGE : PG 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)**

### **GUEST LECTURE REPORT**

On June 22, 2023, the MBA Department organized a Guest Lecture for second-year MBA students (Batch 2022 – 2024). The session was led by Mr. K. Venkat Rao, Managing Director of VHS Career Trainings Pvt Limited, based in Vijayawada. Mr. Rao shared his entrepreneurial journey, recounting his transition from envisioning his own business to establishing Venkat HR Services in December 2018. Through his dedication and expertise, Venkat HR Services quickly gained prominence, benefiting over 500 students within just one year.

#### Objectives of Programme:

- Promote Self-employment among the youth
- To develop small business activities in economy
- Increase employment opportunities
- The Encourage Innovative business ideas to students and staff
- Support MSME sector in country
- To Diversify the student perception from becoming an employee to entrepreneur

#### **Key points discussed in the lecture**

- The resource person has extended his valuable inputs to the young entrepreneurs.
- He explained that a business idea is a concept that can be used for financial gain that is usually centered on a product or service that can be offered for money.
- He added an idea is the first milestone in the process of building a successful business. A business idea is often linked to its creator who needs to identify the

business value proposition in order to launch to market and establish competitive advantage.

- He explained, A prototype is a functional, not final version of a product or service that businesses can use for testing, to solicit feedback, and to introduce to investors before officially launching to a wider market.

### **Conclusion and Outcomes:**

He concluded his presentation with a motivational approach that students make the best use of the hidden creativity and entrepreneurship skills they are gifted with to become qualified skilled entrepreneurs. The session was attended by 85 students .

The students were able to understand how to commercialize innovative business ideas. The characteristics of a promising business idea include Innovative; Unique; Problem solving etc.

### **PHOTOGRAPHS OF THE SESSION**





