

Talk on 'Startup Charcha' at SDM-IMD

Call to young entrepreneurs to first acquire a set of skills

Mysuru, Feb. 4- Sri Dharmasthala Manjunatheshwara Institute for Management Development (SDM-IMD) had organised a talk on 'Startup Charcha' at its premises in Siddartanagar here yesterday.

Arjun M. Ranga, Managing Partner of N.R. Group, who delivered the keynote address, called upon the budding entrepreneurs to acquire a set of skills before taking a plunge.

Stating that one should be aware of the industry and derive experiences from others, Arjun Ranga said besides this one should be capable of reading into consumers mind. It is only then one can taste progress and achieve success in the realm.

Continuing, he said, "There should be a continuous approach for looking at inventions, as it is imperative with the fast changing technology that is also proving cumbersome."

In the case of inherited business, the entrepreneurs should display social responsibility by maintaining family ethics and managing employees. Most importantly, the en-



Arjun Ranga, Managing Partner, NR Group, Mysuru, addressing the gathering at SDM-IMD yesterday.



trepreneurs should love to face challenges, that may help him or her realise their dreams. At any given point of time, he or she should not lose courage and aim at the target. Financial discipline also counts at pressing times, he added.

SDM-IMD Director Dr. N.R. Parasuraman, Dy Director Dr. H. Gayathri and Programme Convenor Dr. M.R. Suresh were present.