



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT

(AFFILIATED TO OSMANIA UNIVERSITY)

APPROVED BY AICTE

A UNIT OF KESHAV MEMORIAL EDUCATIONAL SOCIETY



CONTINUOUS IMPROVEMENT

KAIZEN- CLUB

"Breaking Barriers - The Entrepreneurs pathway to Excellence"

The weekly session "Breaking Barriers - The Entrepreneurs pathway to Excellence" is ongoing program by Kaizen- club, faculty coordinators Mrs.T.Swetha and Mr.D.Ambaprasad. This program is being conducted primarily to encourage students to share and improve their knowledge of entrepreneurship in addition to provide them with a platform to improve their presentation, communication, and entrepreneurial abilities and to understand the latest developments in entrepreneurship and the endeavours to launch, run, and grow a business. The Director of the Keshav Memorial Educational Society Dr.J.Nageshwar Rao Garu provided motivation to the students.

Session 1: April 6th, 2024 from 12:30 pm to 2:00 p.m. The week's participants provided entrepreneurial strategies of Neha Jain -Zero Circle Company, Hirsch Strauss - Levis, Bipin Preet Singh and Upasana Taku - Mobikwik

Session 2: On 22nd April ,2024 from 12:30pm to 2:00pm. The participants of the week provided entrepreneurial strategies of Carl Pei-Nothing, Muhammad Manal-Himalaya

Updates on the entrepreneurs' journey, company history and introduction, problem identification, idea generation, initial investment, type of entrepreneur, SWOT analysis, revenue, awards and rewards, competitors, conclusion, and other topics were presented by the participants. Both the audience and the participants found learning about the entrepreneurs to be a worthwhile experience.

Glimpses of the Event:



1. Dr.J.Nageshwara Rao: Director KMES Addressing the audience



2. Participants and the student co-ordinators with the Faculty



3. Session 1 Participants



4. Session 2 Participants