

Government of Karnataka  
**Maharani's Women's Commerce and Management College,**  
Paduvarahalli, Valmiki Road, Mysuru  
Post Graduate Department of Business Administration  
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**Report of One Day Workshop on  
'MODELS TURNED TO MILLIONAIRES'**

A one Day workshop on 'Models Turned to Millionaires' was organized to horn Entrepreneurial Skills in the Final year MBA students of this college. The aim of the workshop was to enlighten students about 'Entrepreneurship' and the various Entrepreneurship Development Programs in India that encourage entrepreneurial activities in general and the women in particular. The inauguration of the workshop was done by the Principal who also presided over the workshop. The aim of the workshop and the expected outcome of the workshop was highlighted by the Head of the Department of MBA , Dr G H Mahadevaswamy. He encouraged the students to aspire for job creation than job seeking considering the kind of assistance and incentives provided to women entrepreneurs in India. The resource persons on the occasion were Mrs. Anitha Venkatesh, CEO- Adithya Institute of Management & Technology, Mysore, Er. Arunadevi, Chartered Engineer & Proprietor of Surabhi Softwares Ltd, Mysore and Dr . Pushpalatha M P, Professor , Department of Computer Science and Engineering, SJCE, Mysore. All the resource persons were present at the inauguration ceremony. The MBA Course Coordinator and all the faculty members of the MBA department were present on the occasion. The welcome address, vote of thanks, and introduction of resource persons were done by the students out of their own interest. 52 students participated in the workshop. MC of the workshop was the student President Miss. Pooja Manoj who conducted the event with enthusiasm.

There were technical sessions in this workshop. The speaker of the first technical session was Mrs. Anitha Venkatesh who enlightened the students about 'entrepreneurial skills' and gave many examples from her own journey of entrepreneurship as well as from other entrepreneurs. The session was very inspiring and the students interacted with her by asking many queries which were answered convincingly by the speaker. The speaker of the second technical session was Dr. Pushpalatha who gave a detailed account of Start ups and the program of the Indian Government on entrepreneurship named 'Start up India in Stand up India'. She explained how a small idea can be converted in to a design with a prototype and finally into a feasible product/ service such that it gets converted into tradable and encouraged students to think about their ideas as a first step in building their entrepreneurship capabilities. The students interacted with the speaker. The third session was to facilitate students about the preparation of business plans and funding agencies. The speaker gave a detailed account of how to prepare a business proposal to be submitted to various authorities for getting licenses or for getting financial assistance from banks/ financial institutions. In this session also the students interacted with the speaker actively. Thus, the students found the workshop to be very useful for their future.

### **Feedback Analysis of the Workshop on ‘Models Turned Millionaires’**

The opinion about the workshop on ‘Models Turned Millionaires’ was obtained from the participants using a questionnaire. The feedback was obtained on the parameters namely the Knowledge content of Resource Persons, Presentation by Resource Persons, Topic Coverage, Interaction with students and about the overall workshop. The responses were obtained on a Four Point Scale ranging from “ Excellent to Fair”. A total of 52 students attended the workshop. The table for analysis is presented below:

<b>S. No.</b>	<b>PARAMETER</b>	<b>EXCELLENT</b>	<b>VERY GOOD</b>	<b>GOOD</b>	<b>FAIR</b>
1	Knowledge Content of Resource Person (RP)	45	07	-	-
2	Presentation by RPs	28	22	02	-
3	Topic Coverage by RPs	34	13	05	-
4	Interaction by RPs	27	21	04	-
5	Overall Workshop	36	13	03	

The mean score of the responses by students was 3.37 which implies that the workshop was very useful to the students. It may be inferred from the above table that the knowledge content of the resource person was appreciated by the students.

Thus, the workshop served its purpose of imparting knowledge about Entrepreneurship to the students.