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REPORT ON Entrepreneurship- The Way Ahead

Dr. Prasad Teegalapally, Head of Student Enterprises @ NITIE informed the students about the unique annual event initiated by him- Mandi held in NITIE when NITIEans take to the streets of Mumbai. The event was conceptualized to help every student understand and discover management wisdom for himself. Mandi stands as a hallmark in NITIE's curriculum as it integrates the theoretical principles of statistics, managerial economics, marketing and basic market research with their practical application. He explained the threefold central purpose of MANDI to the students. Firstly to make a difference in the lives of thousands of children who lose out on basic education. Secondly students practice the classroom concepts of Marketing, Principles of Management, Business Economics, and Accounting in the real field.



Thirdly this unique event intends to impart an additional dimension to the learning of the students who buy these toys. The entire amount collected is donated to the NGO Navnirmiti which provides the event with toys (for sale) in the first place. Last year's effort went towards the education of underprivileged

children. With "Mandi", NITIE is the first business school in India to adopt the experiential method of teaching. As a pedagogy, it integrates the theoretical principles of managerial economics, marketing and basic market research with practical application, for a socially responsible cause.



Dr. Prasad also spoke about students' earning and learning at the same time while undergoing the B School curriculum. He explained the concept of The Lean Startup as propounded by Eric Ries. He shared with the students how NITIE hosts student startups. Towards the end he encouraged the students to adopt the startup way rather than taking up

corporate employment.

The session was very interactive and provided the students with simple ideas to venture into the world of entrepreneurship taking small steps to begin with.