



# **SURANA COLLEGE-Autonomous**

Affiliated to Bangalore University  
Recognised under 2(f) and 12 B of UGC, Certified by ISO, Re-accredited by NAAC  
with A+

No. 16, South End Road, Bengaluru-560 004

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## **REPORT ON GUEST TALK**

Title of the Event	GUEST TALK
Date	13-03-2024
Venue	Surana College Autonomous
Organized by	Department of Commerce
Resource Person	Name: Dr. Yashashwini Designation: Associate Professor, Pearl Academy. Email: yashashwini.a@pearlacademy.com Mobile: 917829346974
Target Audience	BCOM VI Sem
Report Prepared by	THEJASWINI M

### **Introduction**

The Department of Commerce successfully organized a session titled "Entrepreneurship: Turn Your Idea Into Business" on 13th March 2025. The session aimed to inspire and equip B.Com students with entrepreneurial insights, creative thinking skills, and business strategies.

### **Guest Speakers:**

Dr. Yashashwini

- An enthusiastic and charismatic educator, Dr. Yashashwini has over a decade of teaching experience and industry exposure.
- Her professional journey began at Oracle India Pvt Ltd as an Accounts Receivable Analyst, where she earned the prestigious YAR Award for exceptional performance within just 18 months.
- Transitioning into academia, she served as an Assistant Professor at Presidency College, actively contributing to the Management Club, Cultural Club, NAAC criteria, and Exam Committee.
- Her commitment to education is evident through her consistent 100% results in subjects like Marketing Management, Brand Management, and Business Research Methods from 2014 to 2017.



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- As an Associate Professor at CMS Jain Deemed University, she played a key role in the Research Committee and even chaired a session at an International Conference organized by CMS Jain Deemed University.
- Known for her adaptability and innovative teaching style, Dr. Yashashwini strongly believes in the transformative power of education and continuous learning.
- Presently working as an Associate professor at Pearl Academy.

## Session Highlights

The session began with a warm and professional introduction by **Ms. Ramya**, a third-year **B.Com student**, who extended a heartfelt welcome to the esteemed guest speakers. She set the tone for the session by emphasizing the importance of **Entrepreneurial Vision and Innovation** in today's dynamic business environment.

- **Inspiring Entrepreneurial Journeys**

The guest speakers captivated the audience by sharing **real-life success stories** of prominent entrepreneurs who started with **small yet powerful ideas** and transformed them into globally recognized businesses. They highlighted the significance of **creativity, perseverance, and strategic planning** in the entrepreneurial journey, encouraging students to think beyond conventional career paths.

The discussion emphasized that **every great business starts with a simple idea**, but its success depends on **vision, execution, and adaptability**. By showcasing examples from various industries, the speakers illustrated how **disruptive innovations** and **problem-solving approaches** can lead to sustainable business ventures. The session also delved into **overcoming challenges**, where students learned about the **hardships and failures** faced by successful entrepreneurs before achieving their goals.

- **Hands-on Learning Through Team Activities**

To reinforce the importance of **brand identity and market positioning**, an engaging **team-based activity** was conducted. Students were divided into **small groups** and given a **real-world entrepreneurial challenge**—to **design a business logo and create a tagline** that reflected their brand's vision and values.

This exercise fostered **critical thinking, teamwork, and strategic decision-making**. Each team brainstormed creative ideas, taking into account **branding principles, color psychology, and target audience preferences**. By the end of the activity, teams presented their designs, explaining the rationale behind their choices, thus **simulating a real-world business pitch scenario**. The speakers provided constructive feedback, helping students understand the importance of **branding in business success**.



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- **Interactive Logo Identification Quiz**

Following the team activity, the session transitioned into a **highly engaging logo identification quiz**. This interactive segment involved displaying **company logos and taglines** on the screen, challenging students to recognize and recall well-known brands.

The quiz served as an **informative and enjoyable way** to enhance **brand awareness, corporate knowledge, and marketing strategies**. It provided students with valuable insights into **brand recall, consumer perception, and market positioning strategies** used by leading companies. Additionally, the quiz highlighted the role of **effective branding** in business growth and consumer loyalty.

This activity sparked enthusiasm among students, promoting **active participation and healthy competition**. The guest speakers emphasized that **successful brands are not built overnight** but through **consistent efforts in quality, innovation, and market engagement**.

## **Key Takeaways from the Session**

1. **The Power of Small Ideas**

- Even the simplest ideas can transform into successful businesses with **creativity, determination, and strategic execution**.
- **Entrepreneurs must embrace challenges** and remain adaptable in a competitive market.

2. **Lessons from Successful Entrepreneurs**

- The journey of great entrepreneurs often involves **failures, perseverance, and continuous learning**.
- Identifying **market gaps** and solving real-world problems can lead to long-term success.

3. **Importance of Branding and Market Positioning**

- A strong **brand identity** is crucial for business success.
- A well-designed **logo and tagline** help in establishing **brand recognition and consumer trust**.

4. **Creativity and Teamwork in Business Strategy**

- Hands-on learning activities, such as **logo and tagline creation**, enhance **team collaboration and strategic thinking**.
- **Effective brainstorming and idea validation** are essential steps in the branding process.

5. **Takeaways for Future Entrepreneurs**

- Students were encouraged to **develop an entrepreneurial vision**, whether for launching a startup or excelling in their careers.



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- **Innovation, branding, and market understanding** are crucial for long-term success.

## Conclusion

The session concluded with a Q&A segment, where students engaged in insightful discussions with the guest speakers, seeking guidance on entrepreneurial challenges, business strategies, and market trends. The event provided a holistic learning experience, equipping students with both theoretical insights and practical applications of branding and entrepreneurship. Through a combination of inspiring stories, interactive activities, and knowledge-sharing, this session successfully instilled an entrepreneurial mindset in students, motivating them to explore the world of business innovation and strategic growth.





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### DEPARTMENT OF COMMERCE

is organizing

Guest talk on

## ENTREPRENEURSHIP- Turn Your Idea into Business



### Dr. Yashashwini

Associate Professor,  
CMS JAIN (Deemed-to-be University)

Audience: III<sup>rd</sup> BCom Students

### PERSONAL BRANDING - THE VISUAL WORLD OF FASHION COMMUNICATION



### Mohammed Mohit Khan

Manager - Sales South India  
GUS Global Services (India) Private Limited



### Sruti Kulothungan

Department Lead-Pearl Academy

Audience: II<sup>nd</sup> BCom Students



March 13th, 2025



1:30 PM to 2:30 PM



Surana College, Autonomous



[www.suranacollege.edu.in](http://www.suranacollege.edu.in)

surana college Autonomous

Department of Commerce

# ENTERPRENUERSHIP- TURN YOUR IDEA INTO BUSINESS

Date: 13-03-2025

Sl No	Name	Signature
1	Bhoonska. R	Bhoonska. R
2	Anusha. C. M	Anusha
3	H. Bhurika	H. Bhurika
4	Annapurna. R	Annapurna. R
5	Pratham. P	Pratham. P
6	Chitham Kumar. G	Chitham
7	Bhuvan sai T. V	Bhuvan
8	Guru prasad	Guru prasad
9	Pratham. S	Pratham
10	Deekshith. K	Deekshith
11	Bhivraj. V	Bhivraj
12	Gagan. T. K	Gagan
13	Shashank. M	Shashank
14	Hareprishna. S	Hareprishna
15	Chirag. H	Chirag
16	Pranith. P	Pranith. P
17	Swasthi. N	Swasthi
18	Rakshith. R	Rakshith
19	Pavan Kumar. S	Pavan. S.
20	Manoj Kumar. R	Manoj
21	Gagan. K	Gagan
22	Nirangan. B	Nirangan
23	K. Bhargava	K. Bhargava
24	Prith. R	Prith. R
25	Deekshith. G. L	Deekshith. G. L
26	Deekshith. M	Deekshith. M
27	Hareprishna. G. N	Hareprishna
28	Akash. Vijay. Kumar	Akash
29	Chirag Venkatesh	Chirag Venkatesh
30	Deekshith	Deekshith
31	Pratham. V	Pratham
32	Prathesham	Prathesham
33	Bhargava Gauda	Bhargava Gauda
34	Bhuvan Kumar	Bhuvan
35	Bhuvanesh	Bhuvan
36	Pratham. G.	Pratham
37	Jeeranth. V	Jeeranth. V
38	Manoj. K	Manoj
39	Jagadeesh	Jagadeesh
40	Devesh Gupta	Devesh
41	Nagesh. B. L	Nagesh. B. L
42	Ganesh	Ganesh
43	Pranith. N	Pranith

B.com  
6th Sem (A)

44	Sindhu	Sindhu
45	Archana R	Archana
46	Polly Jain	Polly
47	Ekta Jain	Ekta
48	Rajeshwari P	Rajeshwari
49	Chandana B.B	Chandana
50	Smitha	Smitha
51	Shirajini	Shirajini
52	Poonam	Poonam
53	Swathi Singh	Swathi
54	Pooja Patel	Pooja
55	Harshitha B.R. 4 <sup>th</sup> Sem B.com	Harshitha B.R.
56	Yogesh	Yogesh
57	Ayush Jain	Ayush
58	Dhanush	Dhanush
59	Vishal	Vishal
60	Yash	Yash
61	Mohith	Mohith
62	Pavithra S (2 <sup>nd</sup> Sem B.Com)	Pavithra
63	Dallavi K (2 <sup>nd</sup> Sem 'C')	Dallavi
64	Harshitha N	Harshitha N
65	Ramya N	Ramya
66	Bhawana Sree	Bhawana
67	Theerthesh S	Theerthesh
68	Venkaresh	Venkaresh
69	HARISH A	HARISH
70	KANISH M	KANISH
71	Diksha K	Diksha
72	Gnanalakshmi	Gnanalakshmi
73	B. Sanja Bai	B. Sanja Bai
74	Jeevitha S	Jeevitha
75	Shreyas N	Shreyas
76	Shreejith B	Shreejith
77	Shakthi Naksh J	Shakthi Naksh
78	Gowthami L	Gowthami
79	Deepshitha R	Deepshitha
80	Shreyashree L	Shreyashree L
81	Pooja S	Pooja
82	Chandana S	Chandana
83	Vaishnavi T	Vaishnavi
84	Vidyaashree D	Vidyaashree D
85	Shreyas Shree C	Shreyas Shree C
86	Chandana G	Chandana
87	Jayashree J	Jayashree J
88	Shubhitha B	Shubhitha
89	Pavithra S	Pavithra
90	BALAKRISHNA K	Balakrishna
91	ANSHAYA N	Anshaya
92	Abhishek V	Abhishek
93	Harsha S	Harsha S

99

Jagan. v

