



योग: कर्मसु कौशलम्
IN PURSUIT OF PERFECTION

Vivekananda Institute of Professional Studies - Technical Campus

Affiliated to Guru Gobind Singh Indraprastha University, Delhi, Recognised by Bar Council of India and AICTE
NAAC Accredited Grade 'A' Institute, NBA Accredited for MCA Programme
Recognised under Section 2(f) by UGC, ISO 9001:2015 Certified Institution

Vivekananda School of Information Technology

Webinar on STARTUPS-PROCESS AND CHALLENGES

Vivekananda Institute of Information Technology organized a Webinar on “STARTUPS: PROCESS AND CHALLENGES” on 05th March 2022.

The guest speaker was **Mr. PREM KUMAR MISHRA**, who is the Director of MHV Media OPC Private Limited. The event was attended by 51 students and faculty members. The objective was to explain to students how STARTUP works, the process of starting a startup and the challenges faced by the startups.

The speaker explained how regular companies duplicate what's been done before. A prospective restaurant owner may franchise an existing restaurant. So, they work from an existing template of how a business should work. While a Startup aims to create an entirely new template. Another key factor that distinguishes startups from other companies, is speed and growth. Startups aim to build on ideas very quickly. They often do this through a process called iteration, in which they continuously improve products through feedback and usage data. While enhancing their products, startups are also generally looking to rapidly expand their customer base. This helps them establish increasingly larger market shares, which in turn lets them raise more money and let them grow their products and audience even more.

The Speaker also talked about the challenges that a STARTUP face. He mentioned the Challenges such as Lack of Risk-Taking, Financing, Insufficiency of talent etc.

There was a Q&A section too in which students asked some interesting questions namely: How to look for good investors for our startup? What is the greatest risk in starting a startup? Business innovation is important or customer need? What happened if a startup failed?... How to recover that? What action can be performed next?

Towards the end of the event, faculty coordinator **Ms. Kanta Malik** showed gratitude to the guest speaker. Altogether, the event received positive feedback from the students.



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VIVEKANANDA SCHOOL OF INFORMATION TECHNOLOGY

WEBINAR ON

STARTUPS

PROCESS AND CHALLENGES

WHEN?

05 MARCH
2022

3 PM - 4:30 PM

MS TEAMS

FACULTY COORDINATOR

Ms. KANTA MALIK



PREM KUMAR MISHRA

DIRECTOR
MHV MEDIA OPC PRIVATE LIMITED

STUDENT COORDINATORS

- NEERAJ MATHUR
- ARUN KUMAR SINGH
- NIRUKTT SHARMA



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STARTUPS PROCESS AND CHALLENGES

- Today, India is the third largest start-up ecosystem globally (by number of start-ups) with more than 15,000 start-ups established in 2020, up from 5000 in 2010.
- The underlying enablers of this startup ecosystem include smartphone and internet penetration, cloud computing , API.
- However, still there are many challenges that act as a hindrance in realizing the true potential of startups in India.

ABOUT THE SPEAKER



PREM KUMAR MISHRA
DIRECTOR
MHV Media OPC Private Limited

Mr. Prem Kumar Mishra has been running his own startup from last 5 years.

He is director /owner of :

- MHV Media OPC private limited.
- Technidhi Solutions OPC Private Limited.
- RK Industries.

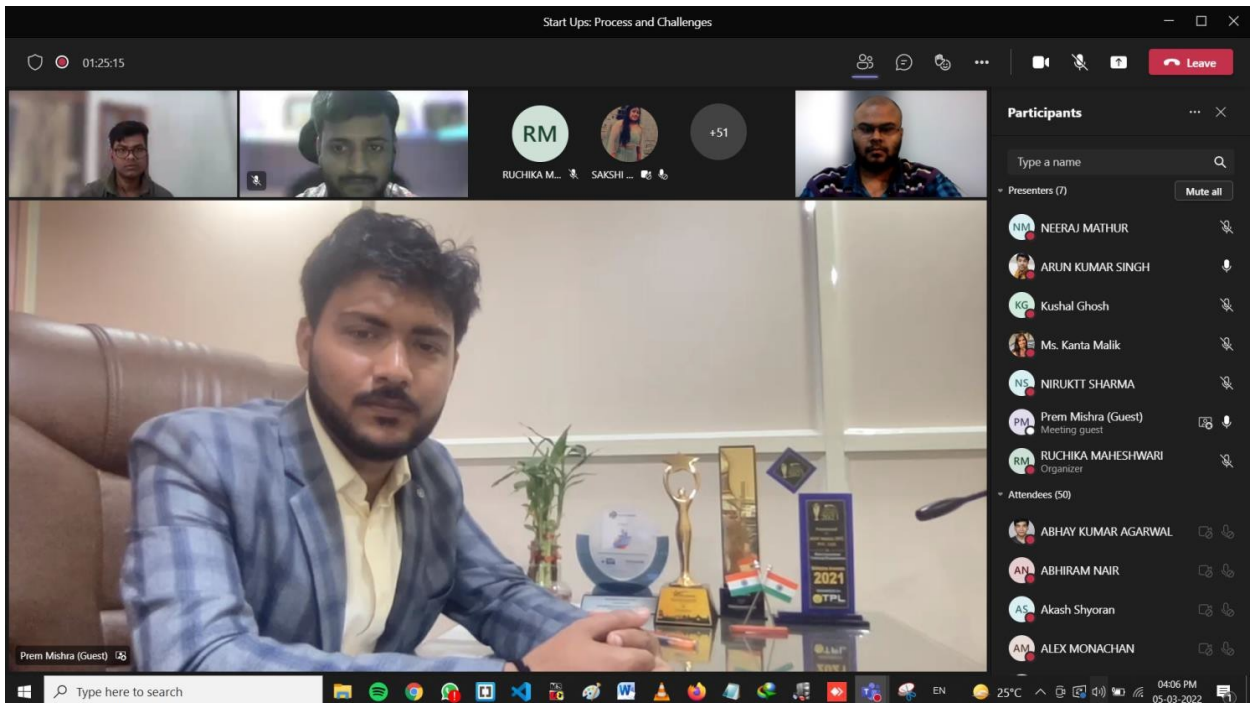


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