



KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-Accredited by NAAC with A⁺ Grade – 4th Cycle

College of Excellence – UGC

52nd Rank among Colleges in NIRF 2024

Coimbatore – 29, Tamil Nadu, India



Department of Commerce with Information Technology

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KASC – Institutions Innovation Council

Celebrated World Entrepreneurs Day – 21.08.2025

On the occasion of **World Entrepreneurs Day**, the Department of Commerce with Information Technology and **KASC – Institutions Innovation Council** organized a special guest lecture on the theme “**Minimum Viable Business**” on **21st August 2025**.

Objectives of the Programme

- To celebrate World Entrepreneurs Day and create awareness about entrepreneurial opportunities.
- To expose students to real-time entrepreneurial experiences and challenges.
- To motivate students to start with minimal resources and gradually scale up.
- To encourage innovative thinking, risk-taking ability, and problem-solving skills.

Guest Details:

The invited guest was **Mr. Pranesh Kumar, Proprietor of The Vaanavil Shop, Coimbatore**.

Highlights of the Session

Mr. Pranesh Kumar shared his entrepreneurial journey, which started with minimal products and investments from his own savings. He elaborated on his **plan for expansion**, and spoke about the **struggles faced** during the early stages of his venture. He emphasized how he transformed challenges into opportunities through perseverance, adaptability, and customer-centric strategies.

The session was attended by **112 students** and **03 faculty members**.

Detailed Report:

Mr. Pranesh Kumar shared his entrepreneurial journey, beginning with minimal products and investments made out of his own savings. He highlighted the importance of starting small, understanding the market, and gradually expanding with a clear vision. He also spoke about the various struggles he faced in the initial stages of business and how he successfully converted challenges into opportunities.

The session motivated the participants to think innovatively, take calculated risks, and embrace entrepreneurship as a viable career path. The interactive discussion inspired students to nurture their ideas with determination and resilience.

Benefits to Participants

- Gained insights into the concept of **Minimum Viable Business** and the importance of starting small.
- Understood how personal savings and prudent financial planning can support entrepreneurship.
- Learned strategies for turning struggles into opportunities and sustaining growth.
- Inspired to develop entrepreneurial skills, innovative ideas, and self-confidence.
- Motivated to consider entrepreneurship as a viable career path.

SESSION SHOT

