




**Mysore Diocesan Educational Society (Regd.)**  
**St. Philomena's College (Autonomous)**  
*Affiliated to University of Mysore*  
Reaccredited by NAAC with B<sup>++</sup> in 3<sup>rd</sup> cycle



## Thrust area – Inspiration Motivation and Ideation

### Quarter 1

Theme	Entrepreneurship
Activity Name	From idea to impact – Motivational session by successful Entrepreneur
Mode of Conduct	Offline
Level of Activity	Level 1
Time	5 <sup>th</sup> November 2024 from 10.00 am to 12.30 pm
Participants (Online/Offline)	Offline 140 Students from MBA, MCA and BBA 9 Faculty from MBA, MCA and BBA
Description	<p>Department of MBA in association with IQAC &amp; IIC Organized a half day workshop on “From idea to impact – Motivational session by successful Entrepreneur – Mr. Ravi Shankar”.</p> <p>The session focused on :</p> <ul style="list-style-type: none"><li>• The story of the entrepreneur’s journey.</li><li>• How to overcome the obstacles faced during the entrepreneurship.</li><li>• Importance of grit and resilience to face the adversities of Entrepreneurship.</li><li>• How to build a team, raise capital, learn from failures</li></ul>
Photographs	



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<p>Speaker Details</p>	<p>N. Ravi Shankar is the CEO of Aim High Consulting. In a career spanning more than 23 years, Ravi has steered several leading Indian brands to success. Some of the clients that Aim High Consulting has had long and successful stints with include Flipkart, Ola, Swiggy, Byju's, 3M, Helion Ventures, Lok Capital, EduSports, LivSpace, BlackBuck, Mswipe, Azure Power, Open amongst many other new-age and technology-enabled businesses. As specialists in managing PR for start-ups, over the last fifteen years, Aim High Consulting has built a reputation of being the go-to PR agency for early-stage, as well as funded start-ups in India – including 18 Unicorns, 200 Categories and 500 Clients. Apart from PR, Aim High Consulting also has a flourishing Brand Consulting practice, Under Ravi's leadership, Aim High Consulting has won several awards across PR, Advertising and Internal Communication practices. Over the years, many industry bodies have recognised Aim High Consulting as the best in the</p>



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	business. Most notably, seven different industry associations have recognised Aim High Consulting as the 'Best Communication Consulting Company / PR Agency of the Year', in the past decade.
Key Outcome of the Activity	<p>Students were able to understand the challenges of entrepreneurship through the session by Mr. Ravishankar.</p> <p>The speaker enlightened the students about his transition from a full-time job to an entrepreneur and how he overcame the hardships and set up a successful enterprise.</p> <p>They also got the opportunity to understand the startup ecosystem in India, especially South India and how start ups like Flipkart started their entrepreneurship journey.</p> <p>Mr. Ravishankar interacted with the questions and answered all the questions</p>