



ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್  
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಂಯೋಜನೆಯಲ್ಲಿ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ  
ಎನ್ ಹೆಚ್ - 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204



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Date: 07-03-2023

## A Report on Innovative Presentation of 'Prasiddhi' (Successful Women Entrepreneurs) in Shivamogga District

### Objectives

- To provide students with the tools they need to learn about and internalize the skills necessary to become entrepreneurs.
- To understand the procedure, aspects of business setup, and how to transform a firm into a profitable enterprise.

Prasiddhi is a presentation on successful women entrepreneur which is done by I M.com students. 34 students are divided by 4 groups. Each group consists of 8 Members and they have visited 4 different industries in different locations of Shimoga district to get knowledge and collected the information regarding that business model and the success strategies.

### Successful Women Entrepreneurs in Shivamogga District

A person who starts a new firm and takes on the majority of the risks and profits is known as an entrepreneur. Entrepreneurship refers to the act of starting a business. The entrepreneur is frequently regarded as an innovator, a source of fresh concepts, products, and businesses. Students were visited to successful women entrepreneurs' location and interacted with Mrs. Annapurna Sathish, Entrepreneur of Anu Garments Silks and Textiles, Mrs. Shilpa Gopinath, Entrepreneur of Shakthi Incorporation and Innovations, Mrs. H Saroja, Entrepreneur and CEO of Nandhi Vermicelli Industry, and Mrs. Dummali Shivamma, Entrepreneur of Vermi Compost Production Earthworms.



## Outcome

The country has experienced tremendous business and economic growth as a result of the rise in the number of women entrepreneurs. By creating jobs in the nation, influencing demographic changes, and motivating the subsequent generation of female founders, women-owned businesses are playing a significant role in society. Being an entrepreneur means that you will need to take risks. For this, you need to have confidence in yourself and be unafraid to speak up for what you believe in. Having an assertive attitude is critical. That said, entrepreneurs must be able to weigh the pros and cons carefully and take calculated risks.

The presentation was held on 07-03-2023 from 2 PM to 5 PM in the presence of Chief Guest Dr. Aruna A, Principal, PESIAMS, and Mrs. Aruna Nagaraj, Resource Person, PESIAMS, Dr. Dileep Kumar S D, Coordinator and Faculty Member. Students are presented on 4 successful Women entrepreneurs around Shivamogga District in detailed. They had great interaction session; this activity provides greater opportunity for the students especially for young girls.

*V. E*  
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Sankalpa Coordinator

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*Aruna A*  
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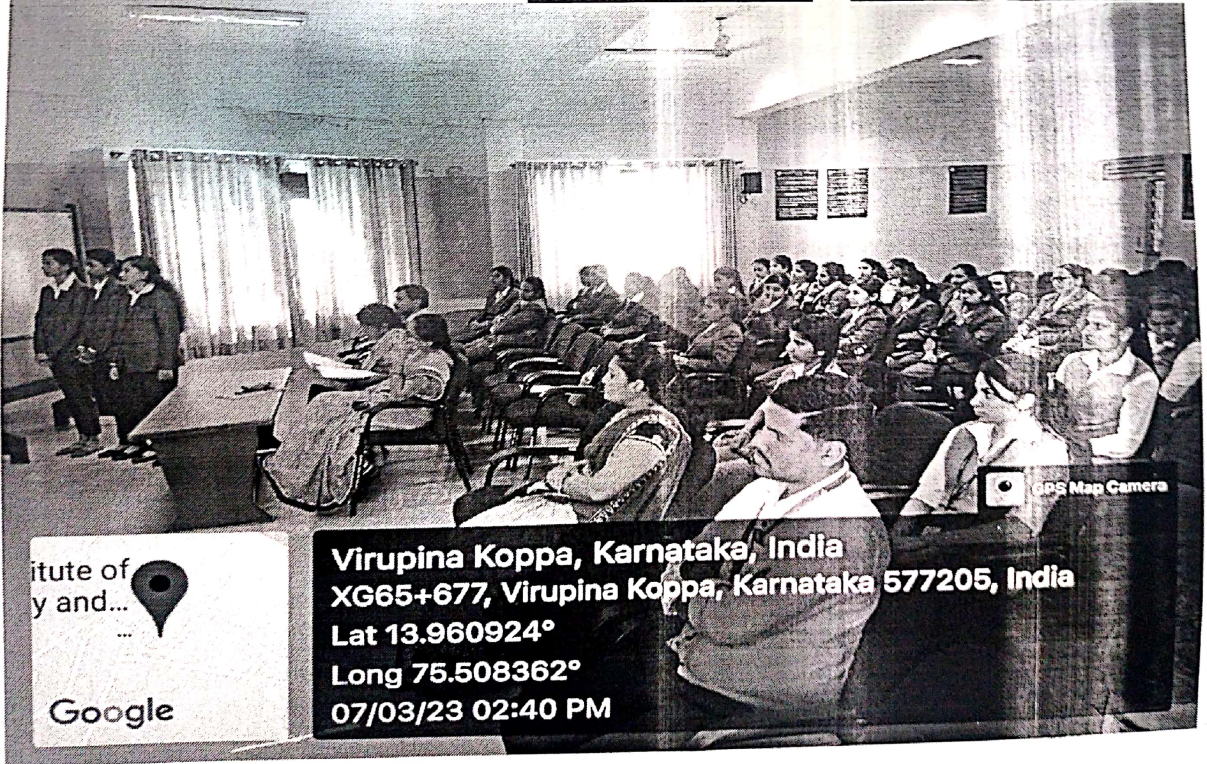
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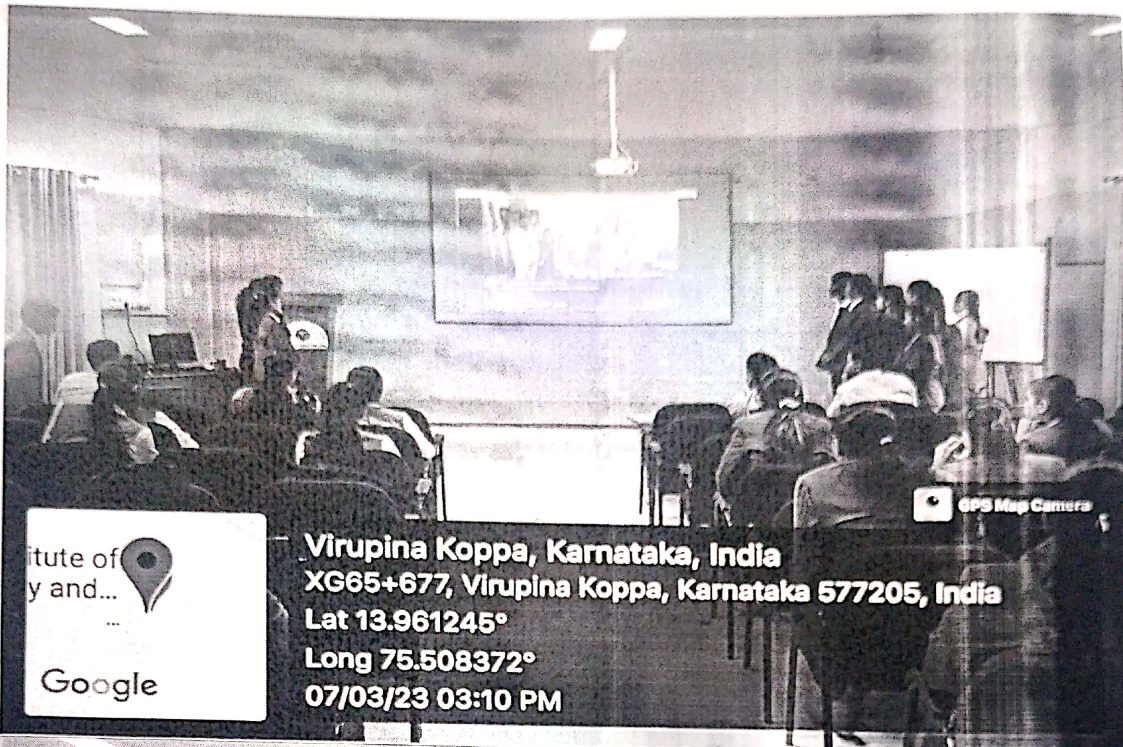
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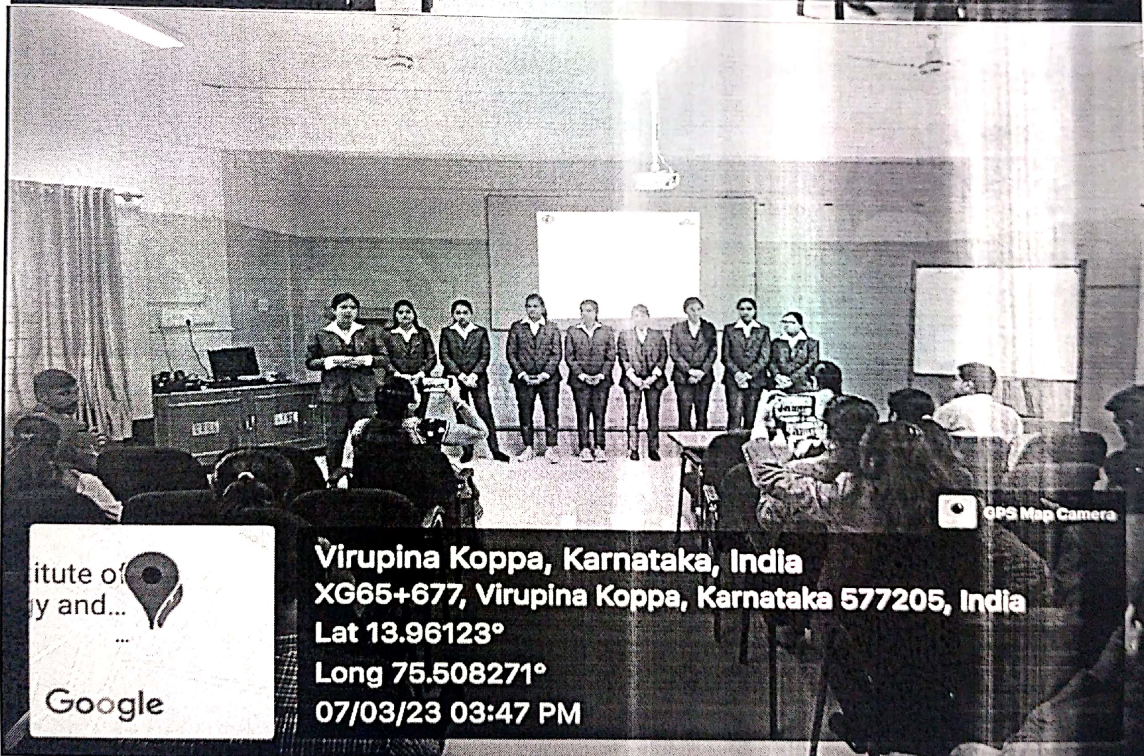
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*Sankalpa*  
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