



# NEW HORIZON COLLEGE OF ENGINEERING

DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

Event: "World Entrepreneur's Day"

Venue: Tejas Seminar Hall, NHCE

Time-10 AM to 1 PM



Department of Artificial Intelligence & Machine Learning  
and  
Department of Computer Engineering  
Jointly organize  
An Event on

## World Entrepreneurs Day

IIC Q4 celebration

 22 August 2024 | 10:00 AM  
 Tejas seminar hall, SVP Block.

**Speaker**  
**Mr Dhiraj A Rao**  
Managing Director,  
AANS Technologies Pvt Ltd, Bangalore



**Dr. Sonia D'Souza**  
IIC Coordinator - AIML

**Dr. Uma Reddy N V**  
HoD - AIML

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**Prof. Chandan Raj B R**  
IIC Coordinator - CE

**Dr. Narayana Swamy Ramaiah**  
HoD - CE

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**Dr. A Sujin Jose**  
IIC Convener

**Dr. Agalya V**  
IIC President

**Dr. Manjunatha**  
Principal

**On August 22nd, a session was held to celebrate "World Entrepreneurs Day." The talk was open to all the faculties of New Horizon College of Engineering.**



In the realm of entrepreneurship, the journey from passion to profit is often defined by determination, innovation, and strategic insight. Mr. Dhiraj A. Rao, Managing Director of AANS Technologies Pvt. Ltd., embodies this journey, evolving from a participant in innovation competitions to a successful entrepreneur. His story not only highlights the transformative power of entrepreneurship but also illuminates essential business concepts that form the foundation of sustainable ventures.

The entrepreneurship session, tailored specifically for faculty members, focused on advancing their careers and achieving success through entrepreneurial thinking. The speaker emphasized the importance of working smart, adopting critical thinking, and utilizing innovative strategies to foster personal and professional growth. The session offered faculty valuable insights into approaching career development with an entrepreneurial mindset, emphasizing real-world applications and opportunities for success in their respective fields. Mr. Rao's early successes, marked by exceptional performances that earned both recognition and substantial financial rewards, served as the catalyst for his entrepreneurial aspirations, inspiring him to channel his passion into a viable business venture.



He began by conducting market research to identify demand, analyze competitors, and choose an optimal location, demonstrating the significance of market analysis and strategic planning in launching a successful business. He then developed a comprehensive business plan outlining his goals, target market, offerings, pricing strategy, and operational logistics. This plan acted as a roadmap, guiding his decisions and actions as he navigated the challenges of entrepreneurship.

Furthermore, he registered his business with the necessary authorities, obtained permits and licenses, and established his stall in a strategic location. His focus on sourcing high-quality ingredients, delivering exceptional customer service, and continually refining his offerings to meet customer needs exemplifies the importance of execution and adaptability in the entrepreneurial journey.

In addition to the practical aspects of starting a business, understanding key business concepts is crucial. These include shares, the Memorandum of Association (MOA), Articles of Association (AOA), fundraising, company naming, patents, investor relations, and legal structures.

Shares represent ownership in a company and are a tool for attracting investors and raising capital for business expansion. The MOA and AOA are legal documents that define a company's operational framework and governance, outlining its objectives, rules, and regulations to ensure clarity and transparency.

Fundraising is a vital aspect of entrepreneurship, enabling entrepreneurs to secure capital for growth and innovation. Selecting a suitable company name is crucial as it reflects the company's identity and values; securing a trademark, preferably in black, allows for flexibility in future branding.

Investor relations are key in entrepreneurship, with investors providing financial support and strategic guidance to startups. Public limited companies offer shares to the general public and are subject to strict regulatory requirements, while private limited companies, owned by a smaller group of shareholders, enjoy greater operational flexibility.



Mr. Rao's story underscores the transformative power of passion, perseverance, and strategic vision in achieving entrepreneurial success. By understanding fundamental business concepts and learning from practical examples, aspiring entrepreneurs can navigate the complexities of entrepreneurship with confidence and resilience, paving the way for innovation and growth in the business world.

**Faculty Coordinator**

**Dr. Sonia Maria D'Souza**

**Prof. Chandan Raj B R**

**HOD**

**Dr. N. V Uma Reddy**

**Dr. Narayana Swamy Ramaiah**