



ANURAG GROUP OF INSTITUTIONS
SCHOOL OF BUSINESS MANAGEMENT

Academic Year- 2019-20

Name of the Activity: Guest lecture on “Digital Entrepreneurship”

Resource Person /Guest: Mr. Vikas Rachamalla, Functional Head for Global IT client support-Virinchi Technologies Ltd

Date: 27.09.19

Summary:

The session is designed to acknowledge the students on the present trends in “Digital Entrepreneurship”





Digital influencers are considered by many to be the profession of the moment, because they have no age limit or niches. You can have a blog or YouTube channel about makeup for example, and create partnerships with brands that have an interest in reaching your audience.

In addition to brand partnerships, these professionals can make money by running ads by means of Google AdSense. In this form of monetization, more important than the number of followers, is the amount of views you received on your page or video.

Digital entrepreneurship can be a good alternative for those who want to have their own business, but don't have a lot of money to invest in the beginning.

Besides the reduced costs, the market has a great potential to generate income due to changes in buying habits, and is still relatively new; therefore, there are many segments that still haven't been completely explored.

It is worth noting that although accessible, digital entrepreneurship requires a lot of dedication and study, especially at the beginning of your business, until it gains traction with consumers and you become a reference in the subject. So be patient and don't get discouraged with the first results!

The main learning's from the session are:

- The opportunities for upcoming entrepreneurs
- How to build business ideas
- Future leader competency.
- Communication as a core competence.
- Creating trust with the people is important within the limits.