

## Swastika National Business School

"Our college embraces a distinctive concept-'Earn While You Learn.' We offer students undergraduate programs in the field of commerce, Management and Social Work. Here, students have the unique opportunity to gain practical experience alongside their studies. This dynamic work environment serves as a bridge, connecting theoretical knowledge with hands-on practice.

### About Swastika UdyamShala

Building trained and talented human power is the key to India's economic growth. There is an urgent need to develop human capital in India. Educational institutions are the backbone of any country as they produce healthy citizens and leaders for the nation.

Our endeavour is to ensure the right chemistry between the campus and the corporate and to invite industry experts to conduct guest lectures to understand the pulse of the students and report back to the industry with their feedback. It enables the industry to prepare its induction programs and corporate training programs accordingly.

#### Vision

Our vision is to strive for sustainability, get mentored for mobility, carve a niche for identity in the eco-system of viability.

#### Mission

Our mission is a fresh approach of shared concept, decentralized responsibility, active partnerships while leading the way with clarity, creativity and consistency for innovators.

### The following activities would ensure that the budding entrepreneurs make judicious use of their Time, Treasure and Talent:

1. Weekly Meetings of 60 Minutes
2. Attending Certification Courses
3. Providing the Basic Skill Set Required for Entrepreneurship
4. Business Visits
5. EDP Workshops
6. 08:00 pm to 08:00 am Entrepreneurial Workshops

### What do we do?

**Networking Opportunities:** An entrepreneur club provides a valuable platform for students to connect with peers, mentors, and experienced entrepreneurs, facilitating the development of a strong network.

**Skill Development:** Students can benefit from workshops and training sessions organized by the club, focusing on crucial entrepreneurial skills such as business planning, marketing, finance and leadership. **Idea Generation and Validation:** The club fosters an environment for students to brainstorm business ideas, gather feedback, and refine their concepts, ensuring the viability of their entrepreneurial ventures.

**Mentorship:** Seasoned entrepreneurs within the club can serve as mentors, offering guidance and real-world insights to students starting their entrepreneurial journey.

## Startup Mind Set



The Mangalore Productivity Council, in collaboration with Vertex One and various educational and business organizations, organized a 4-day entrepreneurship training program titled "Start-Up Mind-set" aiming at aspiring entrepreneurial students. The event took place on December 19, 2022, at Vertex One, Ballalbhag, Mangalore. Shri Vinay Bhat P.J., General Manager of Karnataka Bank, inaugurated the event. Mr Mridul M Mahesh, Managing Director and Consultant Quizzician, served as the Chief Guest. Rtn Suraj Hebbar Neria,

Assistant Governor of Zone 3 RID-3181, was the Guest of Honour. Other notable attendees included CA S S Nayak, past Chairman of ICAI Mangalore, Dr Raghavendra Holla, Chairman of Swastika National Business School, and Dr A P Achar, CEO of AIC Incubation Centre, Nitte. The event, which began at 9:30 a.m., also saw the presence of prominent figures such as Sri U Rama Rao, President of the Mangalore Productivity Council, Rtn Nagaraj Kamath, President of Rotary Mangalore Downtown and Dr Malini N Hebbar, Principal of Swastika National Business School.

The program featured eminent resource persons including CA S S Nayak, Dr A P Achar, Mr Naresh Bhat, Mr Subhash Bangera, Sri Ramakrishna Achar, CA Suman Shetty, Mr Cavy Mendonsa, Mrs. Komal Prabhu, CA Yashashwini K Amin, Mr Robin Jose, Mr Prakash Rao Kalbavi, and CA Akashdeep Pai. These experts shared their extensive knowledge and experience in various fields, providing valuable insights and guidance to the participating students, enhancing their entrepreneurial skills and mindset.

## Inauguration of UdyamShala



Swastika National Business School in Urwa Store, Mangalore, affiliated with Mangalore University, hosted the inaugural ceremony of the Swastika UdyamShala Entrepreneurship Club on October 18, 2023, at Hotel Ocean Pearl, Mangalore. The event marked a significant milestone as Swastika UdyamShala became the first pre-incubation center affiliated with Mangalore University, reflecting the institution's commitment to fostering entrepreneurship among its students. The ceremony was presided over by Dr. Raghavendra Holla N., Chairman of

Swastika National Business School, who emphasized the importance of entrepreneurial education in today's dynamic business environment. Mr. Rohan Monteiro, Proprietor of Rohan Corporation, graced the event as the Chief Guest, sharing his insights on building a successful business. Dr. Ananthapadmanabha Achar, CEO of AIC Nitte Incubation Center, NITTE, inaugurated the club, highlighting the critical role of incubation centers in nurturing early-stage startups. In addition to the inauguration, the event featured the honoring of notable

entrepreneurs and educators, including Ganesha N. Sharma, Executive Director of BNI Mangalore, Dr. Arun M. Isloor, Professor in charge of NITK STEP and Professor in the Department of Chemistry at NITK, and Ms. Sameeksha Shetty, Chairperson of Young Indians Mangalore, for their contributions to the entrepreneurial ecosystem.

The Swastika UdyamShala Entrepreneurship Club began with an initial membership of 20 students, all eager to explore and develop their entrepreneurial skills. The event was attended by Dr. Malini N Hebbar, Principal of Swastika National Business School, Mr. Sanjay, Secretary of Swastika UdyamShala, along with the faculty team and students, marking the beginning of a new chapter in the school's journey towards becoming a hub for innovation and entrepreneurship in Mangalore.