

## Maharaja Surajmal Institute of Technology

### Alumni Talk

### REPORT

The Alumni Cell of Maharaja Surajmal Institute of Technology (MSIT) organized an insightful session on "Entrepreneurship and Marketing Budget" for the Electronics and Communication Engineering (ECE) students on 29th August 2024. This session, specifically aimed at 3rd-year students, was conducted by our distinguished alumnus, Mr. Karan Kumar Singh, from the 2014-18 B.Tech. batch, ECE-1 (Morning Shift).

Mr. Karan who is currently leading Kashti Adventures, an innovative startup registered under the name UDYAM - UP-58-0005988, shared his valuable experiences in the field of entrepreneurship. His company, which specializes in adventure tourism, has established a significant online presence through its website [www.kashtiadventures.co.in](http://www.kashtiadventures.co.in).



The session provided students with a deep understanding of how to efficiently manage a marketing budget and navigate the entrepreneurial landscape. Mr. Karan's insights, drawn from his own entrepreneurial journey, were highly appreciated by the attendees. The interactive session also allowed students to ask questions and gain practical knowledge about starting and sustaining a business in the competitive market.



In addition to the main discussion, Mr. Singh emphasized the importance of adaptability and resilience in the business world. He shared various strategies that entrepreneurs can use to overcome challenges, especially in the early stages of their ventures. His advice on leveraging digital platforms for marketing and customer engagement was particularly relevant for students aspiring to launch their startups in the tech-driven market. The session concluded with a group photo, capturing the enthusiasm and excitement of the students.



Dr. Richa Gupta  
(Convenor )

Dr. Sakshi Rajput  
(Member)

Dr. Archana Balyan  
Director (MSIT)

