

**A
REPORT OF
INTERNSHIP PROGRAM
ON
“B2B AND B2C - EXPERT TALK”**



HELD ON

26TH SEPTEMBER 2024

ORGANIZED

BY

DEPARTMENT OF MBA

K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

#15, Near Vajarahalli, Mallasandra,

Kanakapura Road, Bengaluru-560109

Report of Expert Talk Organized by
Department of MBA on 26-09-2024
Academic Year: 2023-24

TITLE OF THE PROGRAM: Expert Talk on “Internship Program on B2B and B2C - Expert Talk”

BRIEF SUMMARY OF PROGRAM: The Department of MBA, KS School of Engineering and Management organized an Expert Talk on “Internship Program on B2B and B2C” on 26th September 2024 for 2nd semester MBA students in offline mode. The Expert Talk was delivered by a Dr. Prasad Jayaram, Founder & CEO of MAGNETA EV, Bengaluru, and Mr. Naveen G.V Founder of nGV Natural Industry Pvt. Ltd. The lecture was attended by 44 students and 3 faculties.

OBJECTIVES OF THE PROGRAM:

1. To Introduce Fundamental Concepts & Explore Practical Applications of B2B and B2C in Vegetable and Fruits business .
2. To Discuss Key aspects of B2B and B2C business.
3. To Highlight Future Trends and Opportunities in F&V business.
4. To Facilitate Interactive Experience on operations, financial modelling.
5. To Inspire Future Business Entrepreneurs.

SPEAKERS DETAILS:

Dr. Prasad Jayaram has 25 years of experience: Export-Import, Strategy consulting, Innovation management, M&As, e-mobility, Building EV Ecosystem including EV charging ecosystem. He is Founder and CEO of Magneta EV and an Angel Investor. Dr. Prasad Jayaram has served as CEO between 2003 and 2008 for Sutherland, Altius Natural Stones and RowafI Techno Labs.

Mr. Naveen G.V is the Founder of nGV Natural Industry Pvt Ltd, nGV Natural Industry is a Ready to Cook Fruit and Vegetables processing Company,based out of Bangalore.

The busy lifestyle and work pressure experienced by himself, his peers and working men and women of the city prompted him to start this unique concept. He is partnered with all the quick commerce giants in Bangalore and soon all over India. Prior to starting own company, he has worked with Intel in India, USA and Singapore.

REPORT:

The Speakers have explained the business model along with pros and cons. The session was interactive with students posing questions. Two Problem statements were given by speakers to the students and were expecting solutions from young keen future entrepreneurs. Following students have shown interest to work as interns with nGV Natural Industry Pvt Ltd.

1. Kiran R
2. Blessy
3. Deepika
4. Lakshmi
5. Divya
6. Dilip
7. Pradeep
8. Prajwal
9. Sunil
10. Nanditha
11. Sowjanya
12. Angel
13. Shivmadev Gowda

PHOTOGRAPHS:
Audience (GPS enabled):



Mr. Naveen explaining the business Model





Students focussing on the talk

OUTCOMES OF THE PROGRAM:

1. Participants gained an insight into B2B and B2C in the Fruits and Vegetables Industry.
2. Participants were taught about various real-world applications of price variations and difficulty in financial modeling
3. Participants gained information about the latest trends and future directions of e-commerce platforms
4. Participants will be familiarized with hands-on business operations once they work as interns with nGV Industry.

Signature of Co-Ordinator

Signature of Department Head

Signature of Principal