



# NARAYANA

Professional Colleges – Medical, Dental, Nursing, Pharmacy & Physiotherapy



INSTITUTION'S  
INNOVATION  
COUNCIL

(Ministry of Education Initiative)

## Institute Innovation Council – IIC & Narayana Dental College and Hospital

Organized

### Panel Discussion with Staff Entrepreneurs

as a part of World Entrepreneurs Day Celebration

*Ministry of Education's Innovation Council (MIC) Driven Activity*

*on August 21, 2021; 12 pm; at Gray's Lecture Hall, Narayana Medical College, Nellore, AP.*

Full program posted on YouTube - <https://youtu.be/gNXTB7k4it8>

### Panelists



*Dr. Nagarakanti Sreenivas,  
Prof. Dept. of Periodontics, NDCH*



*Dr. Chinni Suneel,  
Prof. Dept. of Conservative –  
Dentistry & Endodontics, NDCH*



*Dr. Rakesh Manne  
Prof. Dept. of Oral Medicine  
& Radiology, NDCH*

**August 20, 2021**

**Institute Innovation Council – IIC**  
**World Entrepreneurs Day Celebration –**  
**Panel Discussion with Staff Entrepreneurs**  
**Ministry of Education's Innovation Council (MIC) Driven Activity**

**Circular**

As a part of the world entrepreneur's day celebration and MIC driven activity, our IIC organized a **panel discussion with staff entrepreneurs** in the field of Dentistry at lecture gallery 1, Narayana Dental College and Hospital on August 21, 2021 from 12 pm – 1 pm. Hence all the IIC staff- and student- members are requested to attend.



**IIC President**

**Copy to**

IIC staff and student members  
The Dean, Medical College  
The Dean, Dental College  
The Dean, Nursing College  
The Principal, Physiotherapy  
The Principal, Pharmacy College



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## IIC & Narayana Dental College and Hospital (NDCH)

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#### Panelists – Staff Entrepreneurs, NDCH

Dr. Rakesh  
Manne

*Dr. Chinni Suneel*

*Dr. N. Sreenivas*



#### IIC – President – Dr. SP Rao





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IIC – Convener – Dr. Sivakumar



## Certificates given to Panelist and Participant sample certificate



Participant Certificate

As a part of the World Entrepreneur Day Celebration – panel discussion by staff entrepreneurs with dental students was organized by IIC, Narayana Professional Colleges and Narayana Dental College and Hospital. It was conducted at Gray's lecture hall, Narayana Medical College, Nellore, Andhra Pradesh. As well on zoom online portal.

The IIC – Convener, Dr. Sivakumar Vijayaraghavalu welcomed the participants and the panelist as follows -

Good afternoon and greetings to all the future health care entrepreneurs in this auditorium and to all our IIC –members staff and students and the distinguished faculties here in this dais; and in Zoom online portal.

I, welcome you all to this panel discussion with staff entrepreneurs, on behalf of our honorable IIC – president Dr. SP Rao. He is our backbone of support and keen in promoting innovation, invention and entrepreneurship activities in our campus.

I am happy to share that we are the only medical institution to have IIC which is approved by MoE's IIC. This IIC is a joint venture of all the five professional colleges – Medical, Dental, Nursing, Pharmacy and Physiotherapy; my sincere thanks to the Head of the each mentioned institutions.

With-in a month we conducted four activities which includes 3 IIC calendar activities and 1 MIC driven activity and today is our fifth activity in a row. I am extremely thankful to Dr. Ajay for approving and organizing this event despite their tight academic schedule.

My special thanks to dean medical college - Dr. SP Rao, for permitting us to conduct this event in medical college.

Our panelists are Dr. N. Sreenivasan; Dr. Chinni Suneel and Dr. Rakesh Manne is moderating this session. I kindly invite Dr. Rakesh to start the session.

Dr. Rakesh Manne, started the discussion by sharing his experience of becoming an entrepreneur and how he is able to successfully run his dental business even in this pandemic situation. He explained in detail about the financial aspects of setting up and operating the dental clinic. He also explained about the split-up of the operating costs that includes his salary, rent, employees salary, dental instrument maintenance cost and told altogether it should be 75% of the total income; thereby the 25% can be the profit. Further he told that poor financial management may lead to bankruptcy.



He told that he witnessed lot of his peers closed their dental clinics/private practice in this Covid-19 situation due to improper money management. He further elaborated more on the financial aspects and also the ways and means to get loans/funds from the Government to setup a dental clinic.

In line with Dr. Rakesh; Dr. Chinni Suneel explained how to setup the business. His major focus was about selection of an appropriate location. He also asked students about which is the correct strategy? To own or rent a place? Many answered as rent. He told if affordable; starting the business at one's own premises is best. He informed the audience that Dr. Rakesh's runs his clinic in his own place; hence he could save the rental money. As well he can run his practice as long as he wants, whereas if it is in the rental place, then the landlord may raise the rent periodically or at times can ask to vacate. Both are not good for an entrepreneur. Because this business is based on

number of reliable clients. He also advised the students to start the business in a remote area; where there is a need for a dentist rather in a city clouded with lot of dental clinics. He also quoted an example of dentists in Anakapalle; a suburb of Visakhapatnam (Vizag) in the Indian state of Andhra Pradesh. Couple of decades ago, there was no dentists in the Anakapalle; his peers went there and started the dental clinic and charged lower cost for the dental procedures on comparison to the dentist in the city – Vizag. Now, they are leading dentist in that area and they are the seniors in that locality with more patients than any other clinics started later. He further stated that number of dental clinics in Gudur, Nellore district is less in number on comparison to Nellore city. Hence the demand for good clinicians are high and can think of starting the business in Gudur. His emphasize was more on selecting the location to setup the clinic. Then, Dr. N. Sreenivas continued the talk on the patient care. He explained about the importance of the patient care for successful business.

Further he told that listening to the patients is of utmost importance; thereby they will be psychologically more comfortable and feel connected with the physician and they will become the permanent client(s) and refer their families and friends. Some of my patients children also studied dentistry and practicing; but still they would like to come to me for the dental procedure. This is the same scenario observed with all the successful dental entrepreneurs. His emphasize was more on patient care aspect of the business. Altogether three successful entrepreneurs shared their experience and explained the strategies that need to be adopted to become a successful healthcare entrepreneur. The session was lively and highly interactive. Then the IIC –president Dr. SP Rao, thanked all the speakers and explained the difference between Innovation and invention and highlighted the importance of innovation in the medical field and in the campus. Then, group photo was taken with the students and staff. **The event was uploaded in YouTube – can be watched in full by clicking the given link -** <https://youtu.be/gNXTB7k4it8> - **Thanks**