



**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
**An Autonomous Institution**  
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**First Recognized Research Centre under JNTUA, Recognized as SIRO by DSIR**

**Report on**  
**A Two day Workshop on “Entrepreneurship Development”**  
**organized by Entrepreneurship Development Cell, 16 - 17 March, 2015**

**Submitted by: Dr. P. SESHAGIRI RAO, Coordinator- Entrepreneurship Development Cell**

**The Objectives of the workshop**

1. To create awareness on Entrepreneurship among students at MITS.
2. To develop entrepreneurship student groups and to motivate them to start up their business in and around Madanapalle.
3. To organize internal events like NEN E-Week celebrations, Business plan contest, etc. that infuses the entrepreneurial spirit into the curriculum.
4. To conduct interactive sessions with the successful entrepreneurs and create a mentorship scheme for student entrepreneurs

A Two-Day Workshop on “Entrepreneurship Development” organized by Entrepreneurship Development Cell was held at Madanapalle Institute of Technology & Science during 16 - 17 March, 2015. The program commenced at 10.00 am with welcome address by Dr. P.Seshagiri Rao Coordinator-ED Cell. Dr. C. Yuvraj-Principal, Resource Person -**Dr. Samuel Johnson- VIT** University, Chennai Campus and Dr.Ch. Rama Prasada Rao- Dean-IIIC were present during the inaugural address. The dignitaries expressed their views towards the workshop and they highlighted the importance of Entrepreneurship and experiences of their students and how they developed as Entrepreneurs towards the requirements of the society and industry. **Totally 140 members participated in the first day** workshop from all specializations of I & II Year-M.Tech & Final MCA. On second day 80 members participated from MBA final year.

**Day 1** session started at 10.30 A.M by **Dr. Samuel Johnson** interacted with students about the basic elements of Entrepreneurship. He emphasized on how to initiate the ideas and grab the opportunities. He demonstrated how some people grab their opportunities and became successful

in their business. He motivated the students by continuous interaction for developing the focus with example of conducting events. He also gave deep insights of Entrepreneurship. He stressed the role and power of an entrepreneur; the students are motivated and inspired by knew the things. Lunch Break was given from 1.30 P.M to 2.15P.M.

Post lunch session was started at 2.20pm, he discussed about think business ideas- basics of entrepreneurial mindset, how to prepare the business idea and assess the feasibility studies. He asked the students to write in their charts about what are different jobs available in which companies and what are the areas of business opportunities are there to start their own business by grouping the students as some teams. He emphasized the students on how to implement ideas by starting venture, business plan, sales and revenue maximization, planning and expansion.

Day 2 session started at 10.00 A.M by Dr. D.Pradeep Kumar started the discussion about entrepreneurship and introduced the Resource person Dr.Samuel Johnson for all the final year students of MBA. Then Dr. Samuelson motivated the students towards focus and concentration by conducting the small events. He interacted with the students about idea generation, innovation, and how to prepare the business proposal, implementation of business. Tea Break was given and session started by Dr.Samuelson. He stressed the role and power of an entrepreneur to the students. He showed some entrepreneurs, how they are successful by started their own business. Lunch Break was given from 1.30 P.M to 2.15P.M.

Post lunch session was started at 2.20pm, he discussed about the entrepreneurship and asked them to form as teams and write in their charts about what is the business they are going to do by using natural waste and how to implement their ideas. Tea Break was given, and session started by interacting with students about their business ideas and implementation. Feedback is a final strategy of completing the workshop by oral interaction with target people. The workshop was ended with the valediction by Dr.Ch. Rama Prasada Rao- Dean IIIC, Dr.D.Pradeep Kumar-HOD, MBA and Dr. P.Seshagiri Rao, Coordinator-ED Cell. Finally at the end of workshop group photo session was conducted with Principal Dr.C.Yuvraj in front of the East block.



Dr. Samuel briefing the importance during introduction



Dr. Samuel interacting with the student by entering into their perspective



Group photo at the end of the event

## ఆంధ్రమామి

మార్కెటింగ్ రంగంలో రాణించాలంటే

# పట్టుదల, మనోధైర్యం ముఖ్యం

★ వేలూరు విత్ కళాశాల ప్రొఫెసర్ డాక్టర్ శ్యామూల్ జాన్సన్

దృష్టిలో ఉంచుకుని వారి అభివృద్ధి పనుల చేస్తుంటారు. పరిశ్రమలను ఏర్పాటుచేయడానికి సమయ సూక్ష్మితో ముఖ్యంగా మనోధైర్యం, ఆలోచనలు, పట్టుదల పెంపొందించుకోవాలన్నారు. వీటన్నింటినీ దృష్టిలో ఉంచుకుని స్వయం ఉపాధి కల్పించేందుకు పరిశ్రమలను ఏర్పాటుచేసి వాటితో మనుగడ సాగించేలా ఉండేవారికి ఉపాధి కల్పించాలన్నారు. మేనేజ్ మెంట్ రంగంలో ఉన్నవారు సమయసూక్ష్మితో ఎదగాలని, అత్యుత్సాహంతో ఏదోసాధించేయాలన్న తపనతో చేయరాదన్నారు. ఈ సందర్భంలో మిట్స్ కళాశాల ప్రిన్సిపల్ డాక్టర్ కె.యువరాజ్, ఎంఐఎ విభాగాధిపతి డాక్టర్ ప్రదీప్ కుమార్, విద్యార్థులు పాల్గొన్నారు.



మిట్స్ లో జరిగిన మార్కెటింగ్ పై అవగాహన సదస్సులో మాట్లాడుతున్న వేలూరు విత్ కళాశాల ప్రొఫెసర్ శ్యామూల్ జాన్సన్

TITLE: DEDICATION AND CONFIDENCE ARE THE KEY FOR SUCCESS IN MARKETING INDUSTRY

Content: A two day workshop on Entrepreneurship Development was organised by the ED-Cell of MITS. Resource person Prof. Samuel Johnson of VIT Chennai enlightened the participants about the importance for success in marketing industry. He emphasized on how to initiate the ideas and grab the opportunities. He demonstrated how some people grab their opportunities and became successful in their business. He motivated the students by continuous interaction for developing the focus with example of conducting events. He also gave deep insights of Entrepreneurship. He stressed the role and power of an entrepreneur; the students are motivated and inspired by knew the things. Day 2, Dr. Samuelson motivated the students towards focus and concentration by conducting the small events. He interacted with the students about idea generation, innovation, and how to prepare the business proposal, implementation of business. Tea Break was given and session started by Dr.Samuelson. He stressed the role and power of an entrepreneur to the students. He showed some entrepreneurs, how they are successful by started their own business.

The session was inaugurated by Prof. C.Yuvaraj, principal of MITS and Dean-IIIC Prof. Rao.