

## ENTREPRENEURSHIP DEVELOPMENT CELL

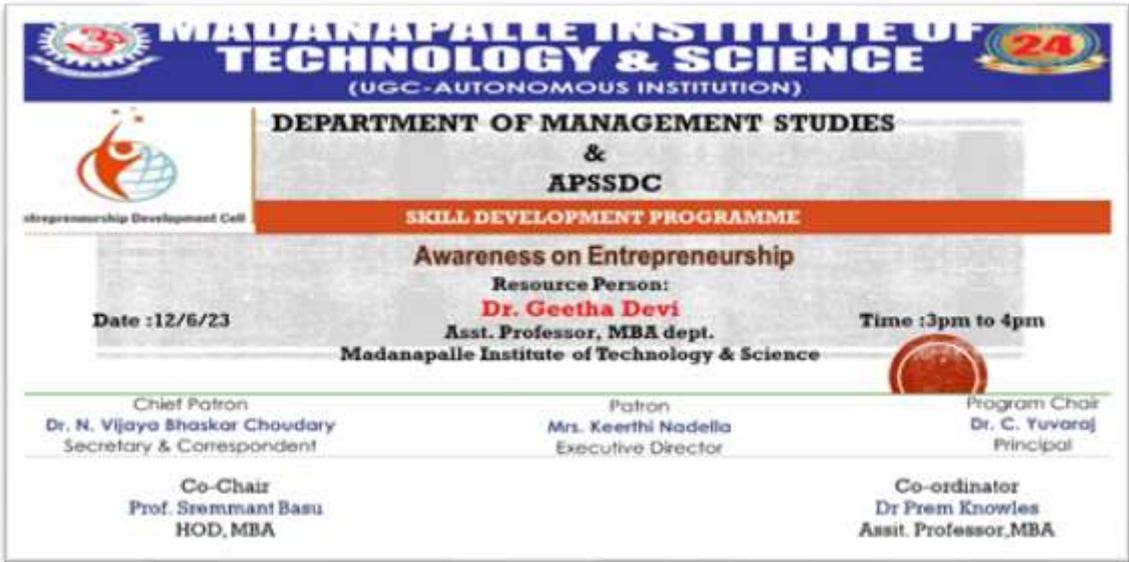
### Department of Management studies

#### Report on the Guest Lecture on

#### ‘AWARENESS GENERATION PROGRAM ON ENTREPRENEURSHIP’

The Department of Management studies organized a ‘AWARENESS GENERATION PROGRAM ON ENTREPRENEURSHIP’ recommended by **APSSDC** on **12.06.2023** (Monday), from 3pm to 4pm, Room No: WB316.

Objective: It generates the idea of entrepreneurship in the young minds



**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
(UGC-AUTONOMOUS INSTITUTION)

**DEPARTMENT OF MANAGEMENT STUDIES**  
&  
**APSSDC**

**SKILL DEVELOPMENT PROGRAMME**

**Awareness on Entrepreneurship**  
Resource Person:  
**Dr. Geetha Devi**  
Asst. Professor, MBA dept.  
Madanapalle Institute of Technology & Science

Date : 12/6/23 Time : 3pm to 4pm

Chief Patron  
Dr. N. Vijaya Bhaskar Choudary  
Secretary & Correspondent

Patron  
Mrs. Keerthi Nadella  
Executive Director

Program Chair  
Dr. C. Yuvaraj  
Principal

Co-Chair  
Prof. Sreemant Basu  
HOD, MBA

Co-ordinator  
Dr Prem Knowles  
Asst. Professor, MBA

The details as follows:

Department : MBA

Name of the event: AWARENESS GENERATION PROGRAM ON ENTREPRENEURSHIP

No of participants: 48

Resource Person :

**Dr.K.V.Geetha Devi**  
**Asst. Professor, MBA dept.**  
**Madanapalle Institute of Technology & Science**

### AWARENESS GENERATION PROGRAM ON ENTREPRENEURSHIP:

It is very much needed to educate and motivate the young generation students to take up their career as entrepreneurs. The students should be as job-providers but not as job-seekers, for this the students should be mentally strong to be as entrepreneurs.

As it requires self-determination, vision and strong will. Students should know the opportunities the Government provides and the types of organizations which supports the entrepreneurs.

This program helps them to understand how they can become as entrepreneurs and self-employed thereby they can be a motivator to many other students.

Thus the idea of entrepreneurship has put in their minds and look for an entrepreneurial career in future.



**Dr.Prem Knowles**  
**ED-Cell Co-ordinator**

**Principal**