

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

**Report on
Entrepreneurship Development on E-TALK on I3 - Innovate, Ideate & Ignite
Organized by ED Cell - MITS
29th July 2017**



Mr. Mubarak, the resource person interacting and addressing the session on I3

Report Submitted by: Dr R Vara Prasad, Asst Professor, Dept of Management Studies & Coordinator, ED Cell, MITS

"Entrepreneurship Development on E-TALK on I3 – Innovate, Ideate & Ignite" was organized on 29-07-2017 for the students who earlier participated in DIYA –An Idea Generation Contest.

Resource Person: Mr Mubarak, Founder & CEO, Enroco Technologies, Madanapalle (MITS – Alumni). Enroco Technologies is a successful startup company with 20+ employees.

Inaugural session commenced with the address of the Principal Dr C Yuvaraj. He appreciated the initiatives taken by ED cell towards building entrepreneurial eco system by organizing various activities. In his speech he stressed on the importance of participating in this kind of activities by students and make use of every opportunity that institute offers towards achieving their objectives. Dr R Vara Prasad, Asst Profesor and Coordinator ED Cell introduced Mr Mubarak, resource person to the audience.

Mr Mubarak in his opening remarks said that the students should look for innovation in contemporary areas by generating new ideas and ignite society by bringing difference in the way of life.

Mr Mubarak in his sessions with students said that innovation is the next most significant element in global arena. He shared his personal experiences in starting his company Enroco technologies. Mr. Mubarak in his first session shared that innovation and ideation are the two key elements that

will drive entrepreneurship. Students should think out of the box and keep searching for innovative ideas by considering the main points that emerge in day to day human life. Innovation has to be connected with societal problems which builds the viability of innovativeness and scope to leverage in building business enterprise.

He shared the issue of business project writing and appraisals, and it involved the participants being taken through the concept of business planning and profiling, and its contribution towards harnessing success.

Mr Mubarak spoke on understanding Entrepreneurship and the Concept behind start-ups. His presentation sought to answer the question of who a successful entrepreneur is and outlined the various qualities of a good business minded entrepreneur. The session was conducted in a very interactive manner with participants getting the opportunity to answer questions, demonstrations and illustrations on business names vs brand names. Participants were also taken through the processes involved in registering a company, a business name and partnership including the process of obtaining certification and submitting tax returns.

The program received an overwhelmed response with the participation of 50 students. Entrepreneurship Development Cell extends sincere gratitude to the Management, Principal, and Head of the Departments for their support.

మిట్స్ లో ఎంటర్ప్రెనీయర్షిప్ డెవలప్ మెంట్ ఆన్ ఈ-టాక్ ఆన్ ఐ3 అంశంపై అవగాహన సదస్సు

విశాలాంధ్ర- కురబలకోట : మిట్స్ ఇంజనీరింగ్ కళాశాల నందు శనివారం టీటెక్ చదువుతున్న విద్యార్థులకు ఎంటర్ప్రెనీయర్షిప్ డెవలప్ మెంట్ ఆన్ ఈ-టాక్ ఆన్ ఐ3 అంశంపై అవగాహన కార్యక్రమాన్ని నిర్వహించారు. ఈ కార్యక్రమంలో ఇన్ ఫోర్మేషన్, వెడియోబ్, మరియు ఇగ్నిటి అను అంశాల గురించి వివరించారు. ఈ కార్యక్రమానికి ముబారక్, సిఈఓ, ఎన్ రోక్ టెక్నాలజీస్ మద నపల్లె మాట్లాడుతూ కంపెనీలను స్థాపించాలంటే విద్యార్థులకు ముఖ్యంగా కొత్త ఆలోచనలను, సాంకేతిక పద్ధతిలో ఎలా కార్య రూపం దాల్చవచ్చునే విషయాన్ని ఆలోచించాలని ఆ వద్దతిని ఉద్దేశించి పరిశ్రమలను ఏర్పాటు చేయవచ్చని తెలిపారు. ప్రతి ఒక్క విద్యార్థి ప్రస్తుతం సమాజానికి ఉపయోగపడే సమస్యలను తీసు కొని వాటి నుంచి కొత్త అధ్యయనాలతో వాటిని పరిష్కరించగలిగేలా ఆలోచించాలని తెలిపారు. పరిశ్రమల ఏర్పాటుకు తగిన సహాయ సహకారాలు తమవంతు చేస్తానని ఆయన అన్నారు. కేంద్ర, రాష్ట్ర ప్రభుత్వాలే కాక బ్యాంకులు కూడా రుణాలను అందజేస్తారని తెలిపారు. తద్వారా నిరుద్యోగ సమస్యలను అదిగమించవచ్చని తెలిపారు. ప్రతి విద్యార్థి ఒక ఎంప్లాయిర్ గా స్థిరపడాలని, పరిశ్రమలను స్థాపించిన వెంటనే లాభాలను ఆశించకూడదని, దానికి కావాల్సిన అన్ని పరిమాణాలను చూసుకోవాలని తెలిపారు. ఈ కార్యక్రమంలో కళాశాల ప్రిన్సిపాల్ డాక్టర్ సి.యువరాజ్, ఈడిసిసెల్ ఆధినేత డాక్టర్ వరప్రసాద్, ఎంఓపి విభాగాధిపతి డాక్టర్ డి. ప్రవీన్ కుమార్ తదితరులు పాల్గొన్నారు.



TITLE: MITS ENTREPRENUERSHIP DEVELOPMENT E-TALK ON I3

Content: Dr. Varapasad, ED-Coordinator of MITS, organized a one day seminar on Entrepreneurship development E-Talk on I3 - Innovate, Ideate and Ignite for the participants of DIYA program. The resource person Mr. Mubarak, Founder & CEO of ROCO technologies addressed the gather for MITS students on the importance of Innovation for becoming successful Entrepreneur.

Mr Mubarak in his opening remarks said that the students should look for innovation in contemporary areas by generating new ideas and ignite society by bringing difference in the way of life.

Mr Mubarak in his sessions with students said that innovation is the next most significant element in global arena. He shared his personal experiences in starting his company Enroco technologies. Mr. Mubarak in his first session shared that innovation and ideation are the two key elements that will drive entrepreneurship. Students should think out of the box and keep searching for innovative ideas by considering the main points that emerge in day to day human life. Innovation has to be connected with societal problems which builds the viability of innovativeness and scope to leverage in building business enterprise.

He shared the issue of business project writing and appraisals, and it involved the participants being taken through the concept of business planning and profiling, and its contribution towards harnessing success.

Mr Mubarak spoke on understanding Entrepreneurship and the Concept behind start-ups. His presentation sought to answer the question of who a successful entrepreneur is and outlined the various qualities of a good business minded entrepreneur.

The session was inaugurated and chaired by Prof. C. Yuvaraj, principal of MITS and young entrepreneurs of MITS.