

**Madanapalle Institute of Technology and Science, Madanapalle
(UGC - AUTONOMOUS)**

A Report on
Three Day Entrepreneurship Awareness Camp for B.Tech Students
4-6 January 2018.
Organized by Entrepreneurship Development Cell



Resource Person, Prof. S. Sesaiah briefing the participants on the importance of Entrepreneurship

Resource Persons:

- Mr. Nageswara Rao, Sr. Asst. Director, Andhra Pradesh Productivity Council, Hyderabad.
- Prof. B. Niranjan Reddy, Former Dean, Faculty of Education & School of Humanities & Extn Studies, SV University, Tirupati
- Prof. S. Sesaiah, Retired Professor, Department of Commerce, SV University, Tirupati
- Mr. Mahesh Merupula, Personality Development Trainer, Let's Talk Training Institute, Puttur.
- Mr. Sekhar, Industrial Promotion Officer, District Industries Center, Chittoor.

Report submitted by Dr. R. Vara Prasad, Asst. Prof, Department of Management Studies & Coordinator, ED Cell.

Three Day Entrepreneurship Awareness Camp (EAC) sponsored by NSTEDB (National Science & Technology Entrepreneurship Development Board), Department of Science & Technology, Govt. of India, New Delhi and Andhra Pradesh Productivity Council, Hyderabad and Entrepreneurship Development Institute of India (EDII), Gujarat for B.Tech Students from 4-6 January 2018 was organized.

Inaugural session commenced with Dr. R. Vara Prasad, ED Cell Coordinator address, he said that MITS ED Cell is continuously pursuing to organize various entrepreneurial events to persuade students to choose entrepreneurship as a career option. Narrating the 3 Days program schedule he said that the sessions would help budding entrepreneurs to understand deeper insights on entrepreneurial journey and various schemes that the State and Central Governments are offering to establish enterprises. Dr. Prasad, invited the guests on to the dais.

SCHEDULE FOR ENTREPRENEURSHIP AWARENESS CAMP

	Morning Session		Afternoon Session
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Day & Date	11.00 A.M to 12.30 P.M	12.30 P.M to 1.30 P.M	2.30 P.M to 4.00 P.M	4.00 P.M to 5.30 P.M
1st day	Inauguration – Camp Objective, Why Entrepreneurship (general concepts)	Historical background-Indian scenario values vis-à-vis Entrepreneurship and the present	Identification of Business opportunities and Mechanisms of product selection – opportunity Guidance	Technology – assistance from R&D Labs and other institutions on choice of technology – Food Processing industries etc
Chief Guest : General Manager, District Industries Centre, Industrialist / successful entrepreneur and APPC officials			Resource person : State Financial Corporation, Lead Bank Managers etc	
	10.30 A.M to 12.00 Noon	12.00 Noon to 1.30 P.M	2.30 P.M to 4.00 P.M	4.00 P.M to 5.30 P.M
2nd day	How to start a SSI Unit (General concept) about the Govt. formalities, rules & regulation, location and different aspect of an industrial venture)	Technical / Financial & Commercial aspects of SSI Unit – Market survey and project report preparation	Schemes of assistance and support available from Govt. agencies, banks, financial institutions, SFCs etc	Creativity and business – the man behind the venture – the behavioural Scientist’s approach & Communication skills
General Manager or officials from – District Industries Centre			Official from District Industries Centre and Resource Person on soft skills	
3rd day	Factory visit and experience sharing by existing entrepreneur		Feedback and discussion on the camp and factory visit	Presentations, Valedictory and Certificate distribution
APPC & COLLEGE			APPC & COLLEGE	

Mr. Nageswara Rao, Sr. Asst. Director, APPC briefing about their organization said that Andhra Pradesh Productivity Council (APPC), Hyderabad is an autonomous tripartite non-profit making body established by the Government of Andhra Pradesh in the year 1958 with a vision to promote productivity awareness & Quality of work life towards improving resource utilization and standard of living for national growth.

As part of imparting Skill Development and employment generation of the Council for improving productivity and quality of work life, the Council is organizing three days Entrepreneurship Awareness Camps (EACs) to the final year students of academic institutions in association with Entrepreneurship Development Institute of India (EDII), Gujarat under the sponsorship of National Science & Technology Entrepreneurship Development Board (NSTEDB), Govt. of India, New Delhi.

APPC has associated with MITS for conducting the EAC program on free of cost for about 100 students with Science & Technology background. An industrial visit located nearby to our institution for direct exposure with practicing entrepreneurs will be arranged.

Prof. B. Niranjan Reddy in his opening remarks said that the students should think of pursuing entrepreneurial career to overcome unemployment problems and contribute to the nation by generating employment opportunities.

Prof. Seshaiyah, addressing the students said that a nation cannot aspire to become a developed one without having an entrepreneurial environment. It requires a continuous supply of innovative, creative, and enterprising people. In fact, everyone has potentiality to excel but only some are able to do while many not and this leads to many socio-economic problems such as poverty, illiteracy, and unemployment. Therefore, there is an urgent need to create an environment of entrepreneurship (a process of transforming passion/ideas into business reality), self-employment, and enterprise creation providing solution to unemployment and blocking sustainable economic growth.

Time has come to realize by all the need of creating and developing an entrepreneurial organization, where business starts with ideas of people incubated to define products/services matching market realities through effective implementation. Developing professional entrepreneurial management is possible through an enterprising attitude, where family, society, social institutions, governance, and leadership could play a responsive role enabling individuals as well as the small/medium enterprises, which are a very vital segment of economy, to gear up their business operations professionally for rebuilding nations.

Dr. C. Yuvaraj, Principal in his message congratulated ED Cell for continuously organizing entrepreneurial activities in the college. He said that students should make use of this awareness camp and raise to become a successful entrepreneurs. Dr. Yuvaraj also insisted the student participants to understand the latest technological developments and pursue to develop value added technologies to bring change in the society.

An Industrial Visit to Vinayaka Granites near Madanapalle Industrial area was arranged to participants as part the awareness camp. An interactive session with the founder entrepreneur of the firm was arranged where students received clarifications for their queries. IV has delivered a great learning experience for the students in understanding the process of approval mechanism in establishing and functioning of the firm.

Three days EAC Program was concluded with Dr. Hampamma, Vice Principal giving away participation certificates and delivering key note at the valedictory function. In her speech Dr. Hampamma insisted students to take up entrepreneurship to counter unemployment and attend these kind of program to gain nuances of establishing and flourishing in business.

మిట్స్ లో అవేర్నెస్ క్యాంప్



విద్యార్థులకు సర్టిఫికేట్లు ప్రదానం చేస్తున్న వైస్ ప్రెసిడెంట్

ఎంటర్ ప్రెనయర్షిప్ అవేర్నెస్ క్యాంప్ ప్రోగ్రాంకు చివరి రోజున ముఖ్య అతిథిగా జిల్లా పరిశ్రమల కేంద్రం ఇండ్రస్ట్రీ పమోషన్ ఆఫీసర్ శంకర్ పాల్గొన్నారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ భవిష్యత్తును పారిశ్రామిక వేత్తలుగాను మరియు వ్యాపార వేత్తలుగాను రాజీంచాలంటే ప్రస్తుత పరిస్థితులకు అనుగుణంగా ఉన్న వివిధ పరిశ్రమలను స్థాపించాలని కోరారు. దీనిలో భాగంగా పరిశ్రమలను స్థాపించడం కొరకు కావలసిన నిధులను కేంద్ర మరియు రాష్ట్ర ప్రభుత్వాలు అందజేస్తున్న వివిధ రాయితీలను గురించి విద్యార్థులకు క్లుప్తంగా వివరించారు. ఈ కార్యక్రమంలో ఆంధ్రప్రదేశ్ ప్రాడెక్టివిటీ కౌన్సిల్ జాయింట్ డైరెక్టర్ నాగేశ్వరరావు పాల్గొని పరిశ్రమల స్థాపకనకు విపి ప్రభుత్వం అందిస్తున్న రాయితీలు, ఋణాలు గురించి వివరించారు. ఈ కార్యక్రమంలో కళాశాల వైస్ ప్రెసిడెంట్ డాక్టర్ హంపమ్మ విద్యార్థులకు సర్టిఫికేట్లను అందించారు. ప్రోగ్రాం కో ఆర్డినేటర్ డాక్టర్ ఆర్. వరప్రసాద్ తదితరులు పాల్గొన్నారు.

కురబలకోట జనవరి 6 (ప్రభ న్యూస్) అంగ శృంగ నమీపంలోని మిట్స్ ఇంజనీరింగ్ కళాశాలలో ఎంట్రప్రెనియర్ డెవలప్ మెంట్ సెల్ విభాగం వారు మూడు రోజుల పాటు నిర్వహిస్తున్న

పరిశ్రమల స్థాపనతో నిరుద్యోగ నిర్మూలన



మాట్లాడుతున్న ఆచార్య శేషయ్య

కురబలకోట, జనవరి 4: పరిశ్రమల స్థాపనతోనే నిరుద్యోగ సమస్యను నిర్మూలించవచ్చని ఎన్టీయూఎన్వర్సిటీ రిజైర్డ్ ప్రొఫెసర్ కె.శేషయ్య పేర్కొన్నారు. మిట్స్ ఇంజనీరింగ్ కళాశాలలో ఇంజనీరింగ్ విద్యార్థులకు మూడు రోజుల పాటు ఎంటర్ప్రెనియర్ షిప్ అవేర్నెస్ క్యాంప్ అనే అంశంపై వర్క్ షాప్ నిర్వహించారు. ఈ కార్యక్రమానికి ఆయన ముఖ్య అతిథిగా పాల్గొన్నారు. కార్యక్రమంలో ప్రెసిడెంట్ యువరాజ్, కో ఆర్డినేటర్ వరప్రసాద్ తదితరులు పాల్గొన్నారు.



01) TITLE: AWARENESS CAMP IN MITS

Content: A three day Entrepreneurship awareness camp was organized by the ED-Cell of MITS to benefit the students. In this camp the students participated in various hands-on sessions and got excelled in performance and were recognised by distribution of certificated. One such is show case where in prof. Hampamma, Vice-principal is distributing the certificates for successful students.

02) TITLE: ERADICATION OF UNEMPLOYMENT BY ENTREPRENERSHIP.

Content: During the inaugural session of a three day Entrepreneurship awareness camp, resource person Prof Seshaiyah spoke about the importance of eradicating unemployment and elaborated the path of entrepreneurship as the key for eradication. The inauguration session was chaired by prof. C.Yuvaraj and other administrative dignitaries.


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