



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)



Affiliated to JNTUA, Ananthapuramu & Approved by AICTE, New Delhi

NAAC Accredited with A+ Grade, NIRF India Rankings 2024 - Band: 201 - 300 (Engg.)

NBA Accredited - B.Tech. (CIVIL, CSE, CST, ECE, EEE, MECH), MBA & MCA

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A Report on

Entrepreneurship Development- Pathway to Innovation & Success

Organized by

MBA department in association with ED Cell

On 4th October 2024

Submitted by: Mr. B Roja Kiran, Department of MBA

Report Generated on 09.10.2024.

Participants: Total Number of participants are 285

Department of MCA	150
Department of MBA	135
Total	285

The Department of MBA has organized “Entrepreneurship Development- Pathway to innovation & Succession” October 4th, 2024 (Friday) between 10:00am to 1:00 PM, in seminar hall C. The Resource Person Dr.Suman Yadav, Asst professor , EEE . With this ED Program the students will get the knowledge on start-ups and fundamentals of making Business. And the requirements of Documentations.

it aims to equip individuals with the skills, knowledge, and motivation required to start and manage their businesses. It seeks to foster entrepreneurial talent by providing training, mentoring, and other necessary resources to enhance participants' business acumen and improve their chances of success.

OBJECTIVES OF THE PROGRAM :

Skill Development:

Enhance essential entrepreneurial skills (business planning, financial management, marketing)

Encourage Practical Experience:

Incorporate hands-on learning through workshops and real-world projects.

Knowledge Acquisition:

Provide a solid foundation in entrepreneurship concepts and operations.Educate about emerging trends and best practices.

SESSION HIGHLIGHTS:

1. **Foundational Skills and Knowledge:** she explained foundational skills such as business planning, financial literacy, and market understanding. By mastering these skills, aspiring entrepreneurs can effectively identify opportunities, assess risks, and create viable business models.
2. **Practical Applications and Strategies:** Next, highlight the significance of translating theoretical knowledge into actionable steps. This includes developing marketing strategies, understanding legal considerations, and mastering effective networking techniques.
3. **Mindset and Sustainability:** Also, shared inspiring stories of entrepreneurs who faced significant challenges but persevered through innovation and adaptability. Additionally, the concept of sustainability would be introduced, stressing the need for ethical practices and social responsibility in business.

OUTCOMES OF THE PROGRAMME:

1. Enhanced Entrepreneurial Skills

- **Improved Problem-Solving Abilities:** Participants will learn to identify challenges and develop innovative solutions.
- **Stronger Decision-Making Skills:** Enhanced ability to make informed business decisions based on data and market analysis.

2. Business Planning and Strategy

- **Structured Business Frameworks:** Participants will create actionable business plans that outline clear goals and strategies.
- **Risk Assessment and Management:** Ability to identify potential risks and develop mitigation strategies.

3. Effective Marketing and Branding

- **Brand Development Skills:** Participants will learn how to create and position a strong brand in the marketplace.
- **Customer Engagement Techniques:** Enhanced understanding of how to engage and retain customers through various channels.

4. Financial Management Proficiency

- **Budgeting and Financial Planning:** Participants will be able to develop realistic budgets and financial forecasts.
- **Investment Readiness:** Increased ability to prepare for and engage with potential investors confidently.

5. Networking and Relationship Building

- **Expanded Professional Network:** Participants will develop a broader network of contacts that can support their entrepreneurial journey.
- **Collaborative Opportunities:** Enhanced capacity to identify and pursue partnerships that drive business growth.

6. Resilience and Growth Mindset

- **Adaptation to Change:** Participants will cultivate a mindset that embraces change and uncertainty as opportunities for growth.
- **Stress Management Techniques:** Tools and strategies to manage stress effectively in the entrepreneurial environment.

7. Ethical and Sustainable Practices

- **Social Responsibility Awareness:** Understanding the impact of business decisions on society and the environment.
- **Sustainable Business Models:** Skills to integrate sustainability into business strategies for long-term viability.

8. Measurable Outcomes and Feedback

- **Establishment of Success Metrics:** Ability to define and track key performance indicators for their ventures.
- **Continuous Improvement Framework:** Participants will learn to gather and analyze feedback for ongoing business development.

Gallery:





GPS Map
Camera Lite

JFHH+WFR, Angallu, Andhra Pradesh 517325, India

Latitude
13.6296399°

Longitude
78.4788022°

Local 11:07:32 AM
GMT 05:37:32 AM

Altitude 692 meters
Friday, 04.10.2024



GPS Map
Camera Lite

JFHH+WFR, Angallu, Andhra Pradesh 517325, India

Latitude
13.6296279°

Longitude
78.4787745°

Local 11:06:25 AM
GMT 05:36:25 AM

Altitude 692 meters
Friday, 04.10.2024

