

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

Report on

A Two Days “Entrepreneurship Orientation Program”

On 21st & 22nd December 2016

Organized by Entrepreneurship Development Cell & IIC



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

Entrepreneurship Development Cell & IIC in collaboration with National Small Industries Corporation (NSIC), Hyderabad organized “Two Days Entrepreneurship Orientation Program” on 21st & 22nd December 2016 for the final year Students of MBA/MCA/ECE & ME. Mr. G. Sudarshan, Certified EOP Trainer – NSIC, Hyderabad was the resource person.

The program commenced at 10:00AM with Dr.Ch. Rama Prasada Rao, Dean-IIC, Dr. D. Pradeep Kumar, Head, Department of Management Studies, Dr. Ganala Santhoshi, Head, Department of Computer Applications delivered opening remarks and provided insights on the importance of attending programs and insisted to pursue entrepreneurship as career option. Dr. CH. Rama Prasada Rao, Dean IIC also gave the details about the Entrepreneurship and explained the objectives of the program. He said about the MITS MoU with NSIC, Hyderabad.

Dr. D. Pradeep Kumar, Head, Department of Management Studies appreciate the team of NSIC, Hyderabad for taking the initiation to make awareness about entrepreneurship to students' community.

Mr. Sudharshan, Certified EOP Trainer – NSIC, Hyderabad discussed about what is entrepreneurship, characteristics of an entrepreneur, planning to be an entrepreneur, growth pressures, managing a family business, and corporate intrapreneurship, what are my motivations for owning a business, should I start or buy a business, what and where is the market for what I want to sell, how much will all this cost me, should my company be domestic or global and all other schemes which was available and implemented by NSIC.

Finally, he covered the topic regarding business plan briefly, and importance or objectives of business plan, business plan process (idea generation, environmental scanning, feasibility analysis, project report preparation, evaluation, control and review). The program was informative for students of all streams.

The program received an overwhelmed response with the participation of almost 202 students. Entrepreneurship Development Cell extends sincere gratitude to the Management, Principal, and Head of the Departments for their support.