



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS)

Affiliated to JNTUA, Anantapuramu & Approved by AICTE, New Delhi
Recognised Research Center, Accredited by NBA for CE, CSE, ECE, EEE, ME, MBA
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Report on the Orientation Programme on Entrepreneurship and Career Development

Organised by

Department of Management Studies
in Association with
Entrepreneurship Development Cell-MITS

Date: 26.10.23
Time: 3pm to 4pm
Venue: Seminar Hall A

Participants: 80 Students & 5 faculty

The banner features the MITS logo at the top left and right. The main text reads: 'MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS INSTITUTION)'. Below this, it says 'Entrepreneurship Development Cell-MITS DEPARTMENT OF MANAGEMENT STUDIES'. The event title is 'Orientation Programme on "Entrepreneurship and Career Development"'. The date is 'Date : 26.10.23'. The resource person is 'Dr. Prem Knowles.S, Head-ED Cell, MITS'. The time and venue are 'Time : 3pm -4pm, Venue: Seminar Hall B'. The banner also lists the following roles and names: Chief Patron: Dr. N. Vijaya Bhaskar Choudary, Secretary & Correspondent; Patron: Mrs. Keerthi Nadella, Executive Director; Program Chair: Dr. C. Yuvaraj, Principal; Co-Chair: Dr. Geetha Devi, HOD-MBA; and Convenor: Dr. Prem Knowles, Asst. Professor, MBA.

The Department of Management Studies in association with Entrepreneurship Development Cell-MITS organized an orientation programme on the topic “Entrepreneurship and Career development” for the first year MBA students on 26.10.23 from 3pm to 4pm in seminar hall B. Dr. Prem Knowles, Head, ED-Cell was the resource person for the programme.

Mr. Venkata Rao, Asst. Professor, MBA department welcomed the gathering. The objective of the programme was to create awareness of the ED Cell-MITS activities and career perspective in management area. The programme also aimed to nurture the entrepreneurship qualities either to become an entrepreneur or intrapreneur.

Entrepreneurship development refers to the process of enhancing the skills, knowledge, and resources of individuals to enable them to identify and exploit entrepreneurial opportunities. It involves fostering an entrepreneurial mindset, providing education and training, and creating an environment conducive to the growth of new ventures.



Here are key aspects of entrepreneurship development:

1. Education and Training:

Formal Education: Encouraging entrepreneurship through formal education programs at schools and universities.

Training Programs: Offering specialized training programs and workshops to impart practical skills and knowledge to aspiring entrepreneurs.

2. Skill Development:

Technical Skills: Providing training in specific technical skills related to the industry or business sector.

Soft Skills: Enhancing communication, leadership, problem-solving, and negotiation skills.

3. Access to Resources:

Financial Support: Facilitating access to funds through loans, grants, or venture capital.

Infrastructure: Ensuring entrepreneurs have access to necessary infrastructure, such as co-working spaces and technology.

4. Networking:

Industry Connections: Creating opportunities for entrepreneurs to network with industry professionals, mentors, and potential partners.

Incubators and Accelerators: Supporting the development of startups through programs that offer mentoring, resources, and networking opportunities.

5. Government Policies:

Supportive Policies: Implementing policies that create a conducive environment for entrepreneurship, such as tax incentives, regulatory reforms, and subsidies.

Entrepreneurial Ecosystem: Developing a supportive ecosystem that includes legal, financial, and educational structures.

6. Innovation and Research:

Encouraging Innovation: Promoting a culture of innovation and creativity to foster the development of new and unique business ideas.

Research and Development: Supporting research initiatives that contribute to technological advancements and business innovation.

7. Risk Management:

Risk Awareness: Educating entrepreneurs about potential risks and helping them develop strategies for risk mitigation.



Learning from Failure: Encouraging a positive attitude towards failure as a learning experience.

8.Mentorship:

Experienced Guidance: Connecting aspiring entrepreneurs with experienced mentors who can provide guidance, share insights, and offer support.

9.Marketing and Branding:

Market Awareness: Educating entrepreneurs about market trends, customer needs, and effective marketing strategies.

Brand Development: Assisting in the creation and promotion of strong and distinctive brands.

10.Monitoring and Evaluation:

Feedback Mechanisms: Establishing systems to monitor the progress of entrepreneurs and providing feedback for continuous improvement.

Impact Assessment: Evaluating the overall impact of entrepreneurship development programs on the economy and society.

Entrepreneurship development is crucial for economic growth, job creation, and fostering innovation. By providing individuals with the necessary skills, resources, and support, communities can cultivate a thriving entrepreneurial ecosystem.

The programme concluded with the vote of thanks by Dr.V.G.Murugan, Asst.Professor,MBA dept., MITS.





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ED Cell Coordinator