



ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)

ENTREPRENEURSHIP DEVELOPMENT CELL

Entrepreneurship is increasingly recognized as an important driver of economic growth of a country. Government of India has recognized the importance of entrepreneurship and has introduced programs ***like "Make in India" & "Start-up India"***. Prime Minister of India is taking personal interest in these programs and putting in a lot of thrust on "Make in India" and "Start-up India", as part of his vision towards driving India as the industrially developed country.

In keeping with the ideology of the Prime Minister of India, every professional as well as technical and other educational institution have to guide and encourage the students towards developing initiative and urge in them towards promoting themselves as the future entrepreneurs. For achieving this objective every institution has to make it a point to start "**ENTREPRENEURSHIP DEVELOPMENT CELL**" in their institutions. The aim of Entrepreneurship Development Cell (EDC) is to develop and strengthen entrepreneurial qualities in the budding professionals who have the zeal, enthusiasm and desire to develop the idea of self employment can be motivated to start their own ventures. Our College provides infrastructure and technical support to the students having innovative ideas that may transform in to new products and services for their betterment and that of the society and for generating employment/Wealth in the society. EDC also assists all the aspirants with mentoring, planning and execution of their start up idea to turn into a reality. The EDC has maintained a pool of Sponsors like banks, national entrepreneurship, District Industries centers, training agencies and suppliers, who are willing to help the budding entrepreneurs. Hence an

Entrepreneurship Development Cell was constituted in the college with a dedicated team of actively working members of faculty having exposure to industry, along with some student representatives. Aspiring engineer entrepreneurs are groomed with the necessary inputs on how to be a successful entrepreneur through workshops and seminars involving eminent personalities from the industry. Through the EDC, we encourage the students to consider self-employment as a career option, providing necessary training in Entrepreneurship skills through standardized courses. The cell also organizes different activities and events from time to time to train and motivate the students on choosing entrepreneurship as a career.

Vision:-

Our vision is to see that our Society in general and the Country in particular grow and develop into Industrially advanced, in generating wealth and in providing employment opportunities for the youth of the country. It is our idea to see our students turn in to responsible citizens with integrity and sustainability coupled with individual ability and creativity. We are sure our efforts would prove successful and are confident of motivating our students in aiming high and in believing in their ability and capability and in proving themselves as successful entrepreneurs' contributing to the prosperity of the society/country in their progress from an industrially developing country to a industrially developed country.

Mission:-

To be the leader in enabling and facilitating entrepreneurs, support the sparks of budding entrepreneurs and manifesting the spirit and energy of young students from the stage of ideology to the stage of start-up to establishing and scaling up with integrity and sustainability through constant guidance and mentoring by a team of experts with their various programs and schemes.

Objectives:-

1. To act as an institutional mechanism for providing various services including making available the required information to the budding student entrepreneurs.
2. To create foster Entrepreneurial culture in the our Institution/other institutions in the region to promote the objectives of NSTEDB, including programs related to women and weaker sections of the society
3. To work towards fostering better linkages between the our Institution, Industries and R&D institutions in the region and other related organizations engaged in promoting Small & Medium scale Enterprises (SMEs) including NGOs and other Voluntary Organizations.
4. To promote development of S&T based Enterprises and for generating employment opportunities
5. To help respond effectively to the emerging challenges and opportunities both at national and international level relating to SMEs and Micro Enterprises.

Functions:-

- ❖ To organize Entrepreneurship Awareness Camps, Entrepreneurship Development Programs and Faculty Development Programs in the region for the benefit of S&T enthusiasts.
- ❖ To develop and introduce curriculum on Entrepreneurship Development at various levels including degree/PG courses of the parent institution and our other institutions.
- ❖ To conduct research work and survey for identifying entrepreneurial opportunities (particularly in S&T areas and Service sector).

- ❖ To guide and assist prospective entrepreneurs on various aspects such as preparing project reports, obtaining project approvals, loans and facilities from agencies of support systems and in providing information on various technologies
- ❖ To organize guest lectures, TV & Radio talks, Seminars etc. for promotion and growth of entrepreneurship.
- ❖ To arrange visits to industries for prospective entrepreneurs.
- ❖ To extend necessary guidance and escort services to the trainees in obtaining approval and execution of their projects.
- ❖ To act as a Regional Information Centre on business opportunities, processes, technologies, markets etc. by creating and maintaining relevant databases.
- ❖ To provide testing, calibration, quality assurance, design, tool room, pilot plant and other necessary facilities for budding Entrepreneurs besides developing expertise in Intellectual Property rights, Patents' search etc.
- ❖ To render advice to sick enterprises and in assisting the entrepreneurs in rehabilitating the sick units.

The Entrepreneurship Development Cell consists of the Following Members:-

1	Professor In-Charge	EDC
2	Member Secretary	Senior faculty from MBA
3	Members	Four Faculty Members from different Departments

Tenure / Duration of the committee: Two year

Frequency of the Meetings: Coordinator and Members (Faculty & Students) will meet once in two months (Every third Saturday of the month) to review the progress / schedule the activities and to organize extraordinary meeting depending

on exigencies, as when necessary, as per the recommendation of the cell in consultation with the Principal.

	ENTREPRENEURSHIP DEVELOPMENT CELL		
COMMITTEE MEMBERS			
Name	Designation	Department	Position
Dr.A.M.Mahaboob Basha	Professor	MBA	Convener
Mr.V.Hari Kumar	Assistant Professor	MBA	Member Secretary
Mrs.V.Swarna	Associate Professor	EEE	Member
Mrs.Ch.Manjusha	Associate Professor	ECE	Member
Mr.P.K.V.Lal	Associate Professor	CSE	Member
Dr.K.Yugandhar Reddy	Professor	CE	Member
Mr.T.Babu	Associate Professor	MECH	Member
Mr.V.kasthuraiah	Assistant Professor	MCA	Member

ENTREPRENEURSHIP DEVELOPMENT CELL



ENTREPRENEURSHIP DEVELOPMENT CELL		
SUCCESSFUL ENTREPRENEURS IN ANDHRA PRADESH		
No.	ORGANIZATION	FOUNDER
1	DR. REDDY'S LABORATORIES	Mr. K. ANGI REDDY
2	AMARA RAJA BATTERIES LTD.	MR. C. RAMA MOHAN REDDY
3	CELCION MOBILE MANUFACTURING	MR. MURALI RETHNEK
4	K C P CEMENTS LTD	MR. V. RAMAKRISHNA
5	AMBICA AGARWAL	M. LAKSHMINARAYANA REDDY
6	ANDHRA SUGARS LIMITED	M. MOHAMMED OMAR
7	APOLLO HOSPITALS	PRATHAP C. REDDY
8	BERNARD HONG PAPER & TV	MR. C. RANGI RAO
9	GMR GROUP	MR. GRANDE MALLINAH RAO
10	HIPPO BATTERIES COMPANY LIMITED	MR. FOSSUS REDDY
11	LALITHAA JEWELLERY	DR. MARIAN KUMAR
12	GVK GROUP	GUHARATI VENKATESA KRISHNA REDDY



ENTREPRENEURSHIP DEVELOPMENT CELL		
LIST OF EDC ACTIVITIES (2019-20)		
S.No.	Name of the program	Date
1	Guest Lecture on Digital Marketing	10.01.2020
2	Program on Women Entrepreneurship Development	10.08.2019
3	Guest Lecture on Problems and Prospects of Entrepreneurship	27.09.2019
4	Techniques for Identification & Selection of Entrepreneurs	26.10.2019
5	Role of Entrepreneurship Development in India	06.01.2020

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ENTREPRENEURSHIP DEVELOPMENT CELL		
LIST OF EDC ACTIVITIES (2020-21)		
S.No.	Name of the program	Date
1	Awareness Program on Government Schemes to support Entrepreneurship	10.03.2021
2	Extempore Event on Role of MSME's	02.07.2021
3	Entrepreneurship Awareness Program (EAP) on Government Schemes for Entrepreneurs	26.02.2022
4	Awareness Program on SWOT Analysis for Entrepreneurship Development	20.04.2022
5	Financial Assistance for Entrepreneurship Development	05.05.2022

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ENTREPRENEURSHIP DEVELOPMENT CELL	
LIST OF E	
S.No.	Name
1	World Enrep
2	Entrepreneur and Behavior
3	Start-up Pitch
4	Entrepreneur Program (EAP) Schemes for I

NARAYANA E





ENTREPRENEURSHIP DEVELOPMENT CELL

A.Y:2022-23



NARAYANA
ENGINEERING COLLEGE
GUDUR, AP (AUTONOMOUS)



MASTER BUSINESS ADMINISTRATION

Institutional Support for Entrepreneurship Development



ZOOM SESSION

20th December 2022

@ 6:00pm

In Association with

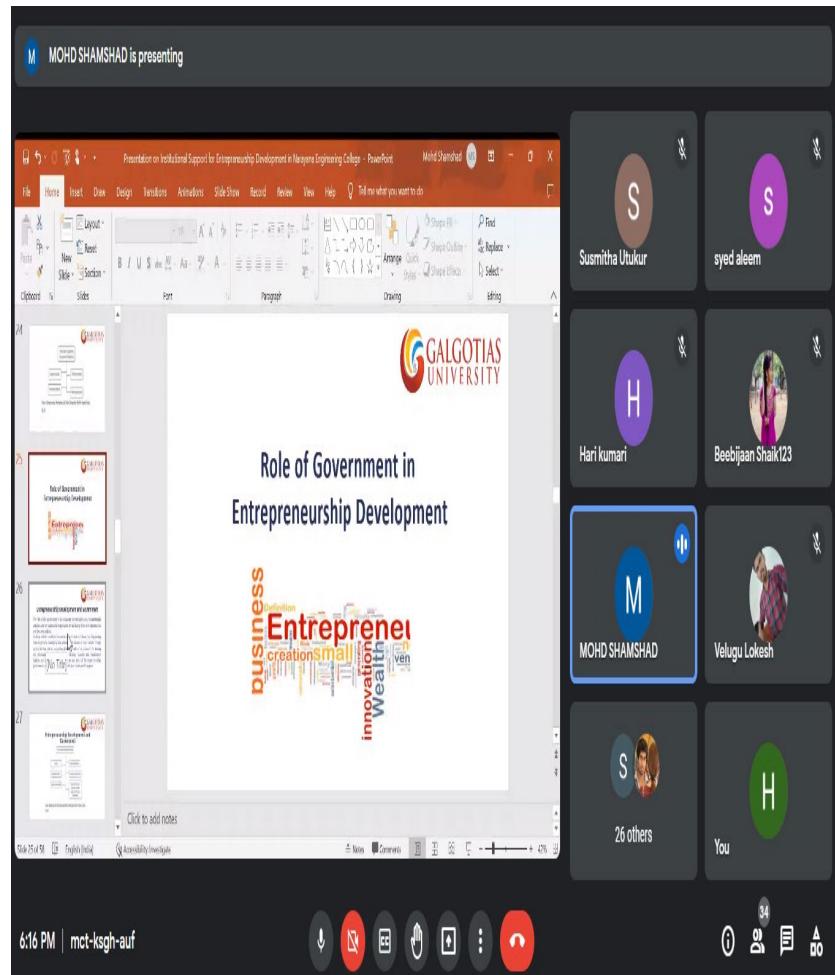
Entreprenuer
Development
Cell



Dr. Mohd Shamshad

Assistant Professor, Finance & Commerce Dept.,
Galgotias University, Greater Noida

The program started by welcoming the resource person Dr.Mohd Shamshad, Assistant Professor, Department of Finance & Commerce, Galgotias University, Greater Noida. The Resource Person started the program by explaining various types of entrepreneurs with respect to the type of work they are doing in the contemporary context. Further explained various types of skills required for the entrepreneurship Development in the contemporary context and explained skills required. Also explained about various types of entrepreneurs in India.



Further researcher explained various types of state and central government schemes which are available for the individual development in the contemporary context. Further explained various types of businesses and their respective incentives and schemes which are available for the development of individuals and also explained about the role of state and central government schemes and their interest rates. Explained in-depth regarding various benefits for individuals. The program has given good outcome to the students in the contemporary context. At last resource person cleared doubts to the students.



Master of Business Administration

Women Entrepreneurship Development

on 13.12.2022

06:00 PM through zoom



Resource Person

Dr.Meena Sunil Sharma

Professor & Head

Dept. of Business Management

Institute of Advanced Research

The University of Innovation, Gujarat



Resource Person: Dr.Meena Sunil Sharma, Department of Business Management, Institute of Advanced Research, The University of Innovation, Gujarat on "Women Entrepreneurship Development".

The Program started welcoming the chief guest. Program started by showing and introducing the successful entrepreneurs in the contemporary scenario. Explained the successful women entrepreneurs in various fields like: Manufacturing, Banking, Textile, and Pharmaceuticals and even in all allied other areas and the success of women entrepreneurs with respect to their investments and other aspects like: problems encountered while manufacturing and selling their goods and services. and also explained

REC

KIRAN MAZUMDAR- SHAW

I really believe that entrepreneurship is about being able to face failure, manage failure and succeed after failing.

Kiran Mazumdar- Shaw

various personal problems like: work-life balance of women entrepreneurs, the success mantra and the way how handled the problems in the contemporary situations are explained with good examples. The program might have given clear insight to the students to become successful entrepreneurs. In the present as this kind of programs are very much essential.

- Co founder and current CoE of [Shopclues.com](#) ... online shopping website
- **MBA** from Washington University, also has a post-graduation degree in advertising and public relations.
- She is the first woman from India to enter the Unicorn club. Along with Sanjay Sethi and Sandeep Aggarwal, she [founded the online marketplace, ShopClues.com in July 2011](#), valued at \$1 billion.
- Challenged the online giant Amazon
- She has previously worked in global giants such as Nordstrom and Goldman Sachs.
- She got the Woman Entrepreneur of the Year award at Entrepreneur India Awards and CEO of the Year Award at CEO India Awards
- Her story teaches us that **hard work is the key to success**.

Further, the program created clear insight to the students with respect to government schemes, incentives and subsidies available to the women entrepreneurs especially in the contemporary context. There are various government schemes which motivate the women entrepreneurs to become successful entrepreneurs and also explained at state wide like: state and central government the schemes which are available for the women entrepreneurs are clearly explained with suitable examples. Further students interacted with the resource person with respect to various aspects.

Further the program has given clear insight about various government schemes which are available for the women entrepreneurship development in the real time scenario. The final phase of the program ended with the clear explaining the various state and central government schemes and their program names with links and addresses have given.



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Master of Business Administration

Leadership Skills for Budding Entrepreneurs

on 1st Dec, 2022 @ 1:30 pm



Resource Person

Dr. Gajanethi Swathi Kumari

MBA, HRM-IIM, Kozhikode, NET, M.Phil, Ph.D
Dean - Ashok School of Business

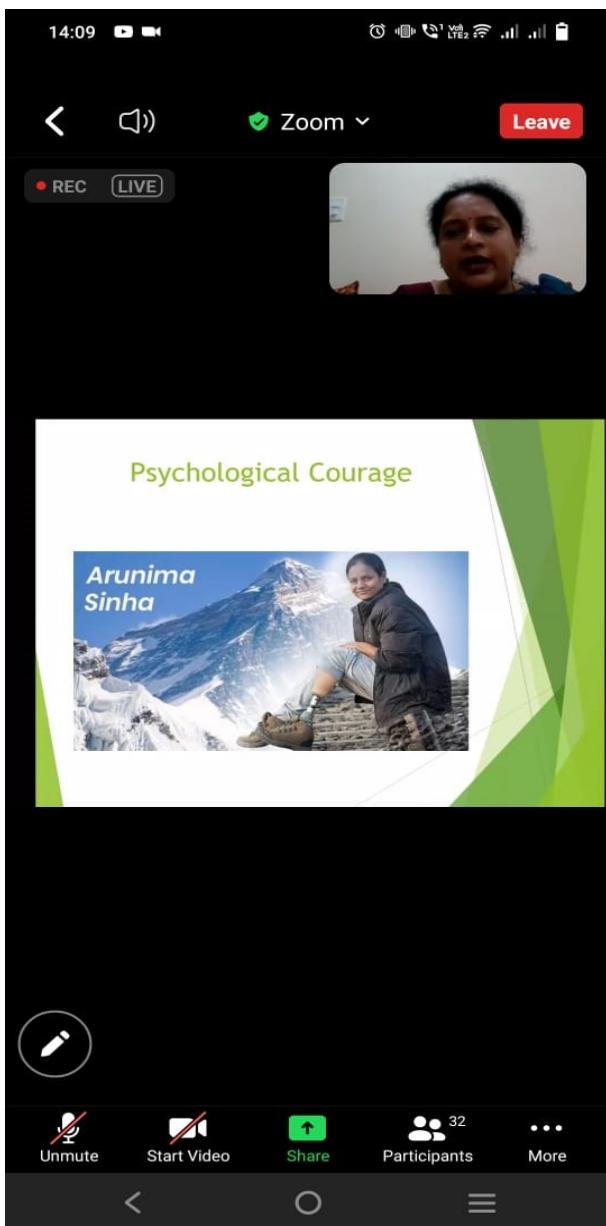
Banner of the Program on: Leadership Skills for Budding Entrepreneurs in Association with **Hyderabad Management Association** by the Resource Person Dean of Ashok School of Business Dr.Gajanethi Swathi Kumari.

The Entrepreneurship Development Cell (EDC) organized a program on “Leadership Skills for Entrepreneurship Development in the contemporary phenomenon on 01.12.2022 in association with Hyderabad Management Association by the Dean of Ashok School of Business Dr.Gajanethi Swathi Kumari. The session started by welcoming the resource person. In the initial hours, madam explained about essential leadership skills and qualities required for entrepreneurs in the contemporary scenario followed by the



The session started by welcoming the resource person Dr.Gajanethi Swathi Kumari Dean of Ashok School of Business Management. The session with explaining the various leadership skills which are essential for the entrepreneurship development in the contemporary phenomenon. Madam, has given clear information about the required skills for budding entrepreneurs which are essential in the contemporary phenomenon. Explained there are certain qualities like: having clear vision, Mission, objective in life, what they want to become future and the career route map in the initial stage of the students.

Which are essential for budding entrepreneurs which are essential for budding entrepreneurs clearly explained. Further madam has given various suitable examples which are essential for the entrepreneurship development in the initial stages. There are many questions which are being asked by the students in the program. Further explained how to face the competition.



Further madam explained about the psychological characteristics need to be developed for to develop successful entrepreneurs in the contemporary phenomena are the major aspects to become successful entrepreneurs in the contemporary phenomena. The major agenda of the program is to develop the youth to become successful entrepreneurs. The major intention behind to conduct this kind of programs to encourage individuals to compete in the competitive world. Further, resource person has given many examples with suitable examples in the contemporary scenario regarding entrepreneurship development.

Exemplified many concepts by taking real time scenarios which is very much essential in the present situation. Further, in the middle of the program conducted a sample assessment on topic which is already dealt. All the students cleared the exam. Finally the session ended by asking the various doubts of individuals regarding the entrepreneurship Development in the present scenario. Therefore, the program has contributed a lot for the development of individuals to sustain in the competitive world.



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(AUTONOMOUS)

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Dhoorjati Nagar, Gudur, SPSR Nellore Dist.- 524101



ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)

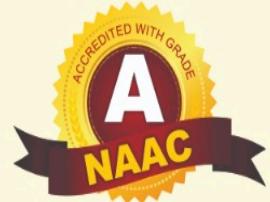


ENTREPRENEURSHIP DEVELOPMENT CELL

A.Y:2021-22



NARAYANA
ENGINEERING COLLEGE
GUDUR, AP (AUTONOMOUS)



World Entrepreneurs Day

22nd August 2022

Organising by EDC cell



Venue: MBA seminar hall



Entreprenuer
Development
Cell

Resource Person:

P. Bala Ravindra Reddy
Nittan India Tech

⌚ 10:30 am

The program main objective is to develop the entrepreneurial traits among the entrepreneurs and required skills to become successful entrepreneurs in the modern business era.



The Program Photo with Chief Guest Mr.P.Bala Ravindra Reddy, Manager HR & GA, Nittan India Tech and the Principal Prof. Ravi Prasad Naidu, Dr.A.M.Mahaboob basha and facility members of department and students.



The Department faculty members along with the Principal Facilitating the chief Guest.



The Chief Guest has addressed very clearly regarding Entrepreneurial Skills and their importance in the modern business world. Apart from this, the chief guest has explained the role of entrepreneur's in the economic and nation's development. The chief guest has list out different types of schemes and privileges for the development of entrepreneurship in the contemporary phenomena further chief guest extended to give more information about the list of different schemes and befits for the development of entrepreneurs in the contemporary phenomena.





NARAYANA
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GUDUR, AP (AUTONOMOUS)



Workshop on

Entrepreneurial Skills, Attitude and Behaviour



Organizing by
EDC CELL

Entreprenuer
Development
Cell

8th July 2022 @ 10:30 am

Venue
MBA Seminar Hall

Resource Person
S.Venkata Suresh
Deputy zonal manager
APIIC

The Banner of the Program on Entrepreneurial skills, Attitude and Behaviour which will be held on 08.07.2022

The program aims to develop the entrepreneurial qualities among the entrepreneurs and required skills to become successful entrepreneurs in the contemporary phenomena.



The Program Photo with Chief Guest Mr.S.Venkata Suresh, Deputy Zonal Manager, APIIC and the Principal Prof. Ravi Prasad Naidu, Dr.A.M.Mahaboob basha and facility members of department and students.



The Department faculty members along with the Principal Facilitating the chief Guest.



The Chief Guest has given clear idea about various different types of schemes and privileges for the development of entrepreneurship in the contemporary phenomena further chief guest extended to give more information about the list of different schemes and befits for the development of entrepreneurs in the contemporary phenomena.



START-UP PITCHING COMPETITION" PROGRAM ON 26.03.2022

The Entrepreneurship Development Cell (EDC) organized start-up pitching competition for MBA & B.Tech students on 26.03.2022. The main intension of the program is to motive the students to come-up with creative and innovative products in the competitive world. The resource person has shared his experience regarding the establishment process of business in the competitive scenario followed by what are the various hindrances need to be faced while running the business in the successful direction. The resource person also witnessed about sources of finance for small, micro, medium and large scale e industries. The session fulfilled the object of the program by giving sufficient knowledge with respect to creating knowledge on and to strengthen the entrepreneurial abilities among the youth.



Resource Person: Mr.V.Hari Kumar, C.M Industries, Chairman, Chillakauru Madalam, Gudur



Felicitating the chief guest: Mr.V.Hari Kumar, Managing Director, C.M Industries



**“FINANCIAL ASSISTANCE FOR ENTREPRENEURSHIP DEVELOPMENT
WHICH WAS HELD ON 05.05.2022**



*The Resource Person, Prof .Neela Manikanta, Department of Management Studies,
Vikrama Simhapuri University, Nellore.*

The Resource person has given ample of knowledge regarding the financial assistance provided by the various state and central government organizations. He also explained clearly the list of schemes and subsidies will be provided for the development of budding entrepreneurs in the contemporary scenario. The program will be benefited for upcoming entrepreneurs. The program has given clear knowledge about various types of entrepreneurs in India. Therefore, from the vote of thanks the program ended. The resource person cleared all the doubts which are having upcoming entrepreneur in the contemporary scenario.



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(AUTONOMOUS)



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)

Entrepreneurship Awareness Program (EAP)
on
Government Schemes for Entrepreneurs

26th February 2022

Under
Innovation and Incubation Cell (IIC)



Resource Person

N.S.R.C.M. PRASAD
JOINT DIRECTOR OF INDUSTRIES
& GENERAL MANAGER,
DISTRICT INDUSTRIES CENTRE,
Nellore District

ORGANISED BY

Department of Management Studies





Resource Person Mr.N.S.R.C.M Prasad, addressing Students on Government Schemes For Students Of MBA





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ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)



ENTREPRENEURSHIP DEVELOPMENT CELL

A.Y:2020-21

AWARENESS PROGRAM ON GOVERNMENT SCHEMES TO SUPPORT ENTREPRENEURSHIP HELD ON 10.03.2021

The resource person discussed various schemes, techniques and competencies of successful entrepreneurs with practical examples from the Corporate World. He also stressed the importance of Business plan, cost of the project and sources of finance. The Director, **Dr. A.V.S.Prasad** garu expressed an ideology about the impact of this kind of programs for the development of students. In the competitive world, What are the various challenges that students need to be faced while becoming



A successful entrepreneur in the competitive world. Principal Dr.V.RaviPrasad garu narrated that concentration, effective planning would definitely enable students to progress as successful entrepreneurs. Dr.Ravi Prasad garu also encouraged students to approach confidently for new startups, instead of thinking to settle in a job. A total of 86 UG and PG students have benefitted in the awareness program.

The Speaker Mr.S.Venkat Suresh explained various sate and central government schemes for the development of entrepreneurship in India and also explained about various incentives and subsidies available at national level. He also explained about the various schemes for women entrepreneurship



development in India. The total 86 students of MBA department students attended the program. The students actively involved in the program by asking various types of questions related to the entrepreneurship development in India. All the speakers have expressed and shared their knowledge regarding entrepreneurship development in India. In this regard the Principal also expressed the planning process for the establishment of business and its various phases and procuring funds from various

Sources Clearly explained in the contemporary world. He also explained about the entrepreneurial finance and its importance in the contemporary world for the proper investment and portfolio Management and Mr.SK.Khadar Basha has proposed vote of thanks after successful completion of the event.





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Organizing

Online EXTEMPORE Competition



02nd July 2021
03:00 PM

On The Eve of

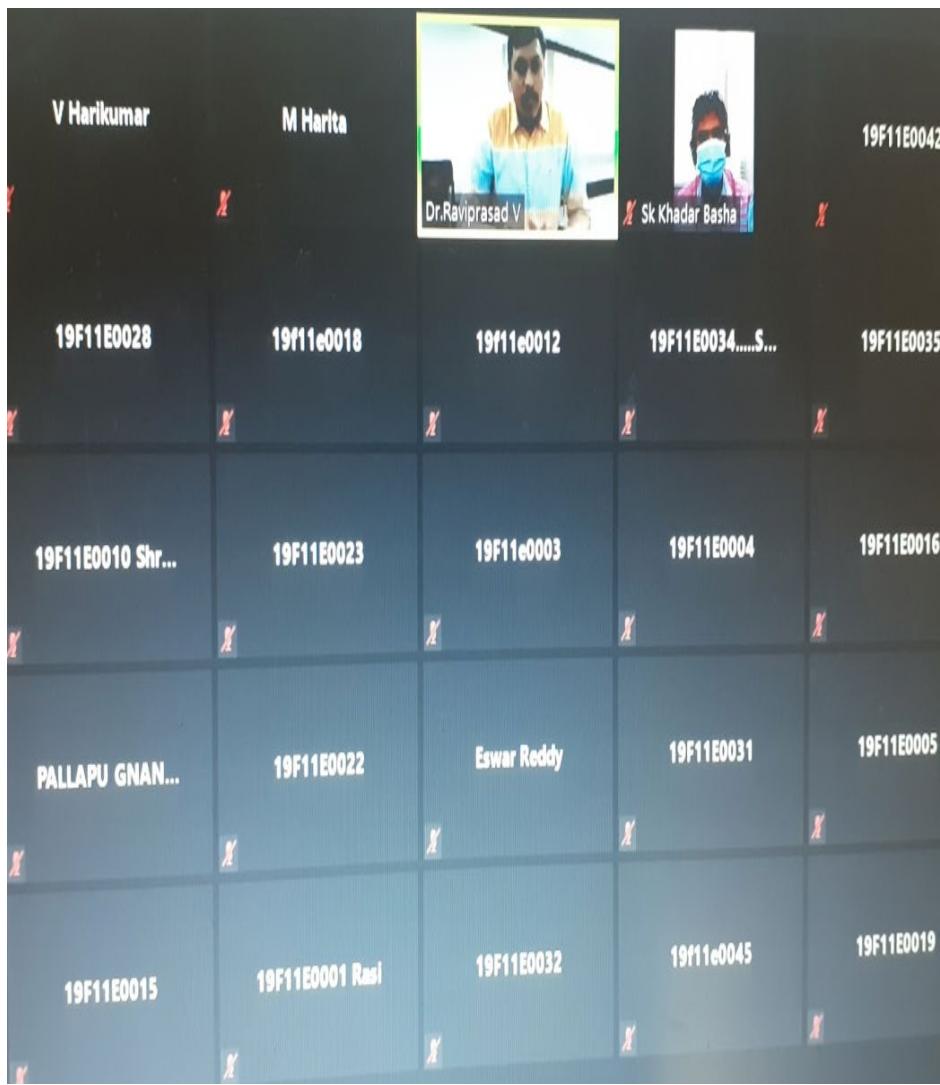
Micro, Small
and Medium-sized
Enterprises Day

#MSMEDAY

Join us @ Zoom

Zoom Id : 895 5460 1557

Password: 666266



The Entrepreneurship Development Cell (EDC) organized an extempore activity for II MBA students on 02-07-2021 through on line mode (zoom app) by 3.00 P.M on the topic “Role of MSME’s in Indian Economy” on the occasion of world MSME day. The main object of the program is to create an idea about the role of Micro, Small, Medium and Large scale enterprises and its role in the Indian economy.

In fact, the Majority of the GDP of the nation it is being generated by the Micro, Small, Medium and Large enterprises in India. That's reason why there is a huge importance for the development of MSME's in India. Students were effectively and actively participated in the event hence the program was successfully conducted. Total 30 students actively participated in the event. Prof. V.Ravi Prasad Naidu Garu expressed his view on the role of MSME in India and explained what are the various problems of MICRO, SMALL & MEDIUM enterprises in India and what are the measures need to be taken to overcome the problems entrepreneurs to establish a business unit. As part of the discussion witnessed 80% of the GDP from industrial sector coming from Micro entrepreneurs and along with many small scale industries are suffering a lot with the financial problems and also explained about government need to come forward to provide financial assistance to the new business entrants in the competitive world.

NARAYANA
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GUDUR (AUTONOMOUS)

Estd: 2001

Accredited with Grade A by NAAC

<http://necg.ac.in/>

Narayana Engineering College
Recognized as
Host Institute (HI) for Business Incubation (BI)

wishes all

Young Wannabe Entrepreneurs

on the occasion of
National Small
Industry Day 2021

30th August, 2021

IIC NECG
INNOVATION & INCUBATION CELL

*Submit your business IDEAS for support through handholding
Incubation, pitching, plant/machinery, seed capital . . . etc.,*

The purpose of the present event is to create knowledge over various concepts of becoming successful entrepreneur in the contemporary context. The program initiated by Prof. Ravi Prasad Naidu, Principal, Narayana Engineering College (Autonomous), Gudur as explained clearly, regarding various sources of finance available to establish a business followed by guidelines need to be followed for the development of Detailed Project Report in the contemporary scenario and also explained about what are the contemporary challenges need to be faced in the contemporary context. Therefore, the participants of the program very satisfied from the words of speakers regarding to inculcating knowledge over various DPR programs, and sources of finance for the establishing business.



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**Entreprenuer
Development
Cell**

**Startup / Entrepreneurship
Enrolment Form**

06/09/2021



Name: _____

Branch: _____ Reg No: _____

Father/Mother Name: _____

Address: _____

Email: _____

Mobile No: _____ Alternative No: _____

Area of Interest: _____

Domain: _____ Sector: _____

	Interest (✓ / X)
EDC/IIC events/activities	
Get guidance from EDC/IIC Mentors	
Get Hand Handholding support for startup/enterprise support during ideation	
support during innovation	
Get support for documentation, patents,	
Assistance for pitching	
Facilitate plant and machinery	
Seed money support	
Help to find venture capitalists, angel investors	
Guidance to build prototype	
Need assistance in marketing/distribution of product	
Guidance to scale up the model /ramp up production	
Assistance to carryout customer & market surveys/ polls related to products etc.,	
Help to conduct feasibility study	

Date: _____

Signature: _____



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Entrepreneur
Development
Cell

Startup / Entrepreneurship Enrolment Form



06/09/2021

Name: P. Alekhyaa

Branch: MBA Reg No: QOF11C0034

Father/Mother Name: VASU PUJARI /prameela pujari

Address: 14-184, Thalimitta, Venkatagiri, SPSR Nellore district

Email: alekhyapujari.1999@gmail.com

Mobile No: 8247361519 Alternative No 83677113649

Area of Interest: start - up

Domain: Cosmetic Sector: fashion.

	Interest (✓ / X)
EDC/IIC events/activities	✓
Get guidance from EDC/IIC Mentors	
Get Hand Handholding support for startup/enterprise	
support during ideation	
support during innovation	
Get support for documentation, patents,	
Assistance for pitching	
Facilitate plant and machinery	
Seed money support	
Help to find venture capitalists, angel investors	
Guidance to build prototype	
Need assistance in marketing/distribution of product	
Guidance to scale up the model /ramp up production	
Assistance to carryout customer & market surveys/ polls related to products etc.,	
Help to conduct feasibility study	✓

Date: 16/07/2022

Signature: P. Alekhyaa



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Dhoorjati Nagar, Gudur, SPSR Nellore Dist.- 524101

ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)



ENTREPRENEURSHIP DEVELOPMENT CELL

A.Y:2019-20

GUEST LECTURE ON DIGITAL MARKETING ON 10.01.2020



The guest lecture Dr. Sudheer Sandra proceeded in a very interesting manner wherein participants were taught to write blogs on different websites and share it with the mass. They were allowed to choose any topic of their own choice to write the blogs making it a first story they are going to share with the people on different media. Another guest speaker Mr. Sai Ramesh portrayed interesting examples related to digital marketing. They were also taught about mass mailing where they can send bulk mail to the majority of the candidates at once. The workshop proved to be very beneficial to all the participants in terms of learning and gaining new knowledge. The participants were also confident about content marketing and digital marketing. The attendees

provided very positive feedback on the workshop conducted and also asked to conduct many more such workshops for their knowledge up-gradation and skill enhancement.

TECHNIQUES FOR IDENTIFICATION & SELECTION OF ENTREPRENEURS ON 26.10.2019

The Department of Computer Science and Engineering of Narayana College of Engineering, Gudur conducted a Seminar on “Techniques for Identification & Selection of Entrepreneurs” under EDC Cell on 26th October 2019 by Mr. .S.V.N Badrinath, Senior Software Engineer, HP Solutions, Hyderabad. The resource person has been introduced by the Dr.P. Venkateswara Rao, Head of Department-CSE. Followed by which principal Dr. Ch.V.S.Parameswara Rao addressed the students. He had explained what are the entrepreneurs, how to searching for ideas and explained basic understanding, applications of business strategies, marketing strategies. Totally 105 students have benefited this seminar. An entrepreneur is a person who engages the activities of organizing, managing and assuming the risks of a business. Identification and selection are like corner stones of business enterprise. In a sense, identification and selection of a suitable business opportunity serves as the trite saying ‘well begun is half done.



PROBLEMS AND PROSPECTS OF ENTREPRENEURSHIP” ON 27.09.2019

Entrepreneurship Development Cell in collaboration with the Department of Management studies organized a guest lecture on “Problems and Prospects of Entrepreneurship” on 27.09.2019. Dr. O. Vijay Kumar, Head of Department-MBA, introduced the resource person Mr. Y. Vidya Sagar, Managing Director, Cifal Herbal Private Limited. The introduction accentuated his contributions towards solving problems in Start-up and Entrepreneurship domains.



Mr. Y. Vidya Sagar while addressing students and members of the faculty of NECG triggered essential questions in the young minds. And also he addressed the gray areas in imitation and innovation that influence the success rate of startups and many business industries. He covered topics like Age of disruption, and Leadership skills. He explained the need of analyzing skills to face risks and consistency in developing skills. “You are

the multiplier for the development of future India" was his message for aspiring young students. He also asserted "never create a solution to the problem that never existed".



Further, the students interacted with Mr. Y. Vidya Sagar clarifying their doubts in startups and ventures. He strongly suggested to them, "Build something for people they want to buy, but not what you want to sell something to them." Dr. O. Vijay Kumar, HOD-MBA concluded the program by summarizing the essential points and take home formulae shared by the speaker.

PROGRAM ON WOMEN'S ENTREPRENEURSHIP ON 10-08-2019 TO 11-08-2019

Entrepreneurship Development Cell (EDC) in collaboration with the Innovation and Incubation Cell (IIC) and Women's Forum encouraged and facilitated the students of our college to participate in an Inter-collegiate Women's Entrepreneurship workshop organized by Government of Andhra Pradesh, Department of youth services- APSTEP in coordination with Girls in Tech Foundation, Hyderabad organized a 2-day workshop on Women's Entrepreneurship at KL University, Vijayawada.



HIGHLIGHTS

200 PARTICIPANTS 30 MENTORS
25 DEDICATED TEAM
**COME TOGETHER FOR A UNIQUE
MENTORSHIP PROGRAM**

Date: 10th & 11th Aug 2019 Venue: KL University, Vijayawada

Mentored by Nexus, Startup Hub @American Center, Public Affairs Section,
U.S. Embassy, New Delhi - Promoting Women Entrepreneurship

The Project Presentation Competition on 10th and 11th August 2019 in the KL university auditorium. The event saw the participation of 24 teams from 16 colleges across the 13 districts of Andhra Pradesh.



The participants presented their ideas on various entrepreneurship challenges and each team proved to be better than the other making the competition tough. The event was judged by the very experienced faculty, businessmen, and other Government officials. The judges were impressed by most of the teams and found it very difficult to decide the 3 winners. Our college sent 25 members who presented their papers. Aruru Guru Gayatri (908506391741/17F11A05B6) from the department of computer science and Engineering made the college proud by bagging the 2nd Prize and received certificates and a trophy for the same. The idea presented was "Automatic Attendance Mapping System". More members were sent by our college as

part of the Entrepreneurship development policy to encourage intercollegiate participation.

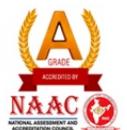




All in all the conference was an extreme success. We would like to thank the Management, Faculty, and Students for their participation and successful presentation of their ideas. Overall it was a very good experience and a good exposure for all the students who participated. The College Management, Director, and Principal have congratulated the students, Innovation and Incubation Cell (IIC), Entrepreneurship Development Cell (EDC) for their achievement in scoring II Prize in the state level prestigious competition Overall it was a great opportunity for the students to present their ideas. We wish our students all the best for your bright future.



NARAYANA ENGINEERING COLLEGE :: GUDUR
(AUTONOMOUS)



Approved by AICTE and Permanently Affiliated to JNTUA, Ananthapuramu, An ISO 9001:2015 Certified Institution, Recognized by UGC U/S 2(f) & 12(B)

Dhoorjati Nagar, Gudur, SPSR Nellore Dist.- 524101

ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)



**ENTREPRENEURSHIP DEVELOPMENT
CELL**

A.Y:2018-2019

**START-UP INDIA: AN ENTREPRENEURSHIP AWARENESS PROGRAM HELD ON
12.08.2018**



II MBA Students Paid Attention towards the program on Start-up India Awareness



Dr.Ch.Raja Kamal, Professor, Department of Commerce & Management Studies, Kristu Jayanti College, Bangalore.

AWARENESS PROGRAM ON INTELLECTUAL PROPERTY RIGHTS

HELD ON 23.10.2018



Students and Faculty members attended for the program and explaining about IPR guidelines



An interactive session on IPR with students and faculty members at the end of the session

ONE DAY PROGRAM ON DETAILED PROJECT REPORT on
06.01.2019

1	Name of the Activity/Event	DPR (Detailed Project Report)						
2	Date of Activity/Event	06.01.2019						
3	Organized by/Name of the committee	Entrepreneurship Development Cell						
4	Place of Activity/event	MBA Seminar Hall						
5	Resource person/guest/organization	Mr.N.Ravi Kumar, Assistant Manager HR, Achutapuram effluent treatment Ltd, Vizag						
6	Type of activity/Event	Awareness Program on Entrepreneurship Development to the MBA students						
7	Activity/Event objectives	<ul style="list-style-type: none"> 1. The Detailed project report preparation which is essential for MBA students, as the project selection or acceptance by the officials purely depends up on the way how effectively that you will develop a project. 2. The Detailed project report will give clear picture about the entire project in the contemporary phenomenon 3. The Present event aims to study the process and procedure to develop a detailed project report. 4. It gives hands on experience regarding the process involved in the creation and development of a project report. 						
8	Participation	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Students</th> <th style="text-align: center;">Faculty</th> <th style="text-align: center;">Total Participation</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">122</td> <td style="text-align: center;">3</td> <td style="text-align: center;">125</td> </tr> </tbody> </table>	Students	Faculty	Total Participation	122	3	125
Students	Faculty	Total Participation						
122	3	125						
9	Enclosures	<ul style="list-style-type: none"> 1. Event report 2. photos 3. Attendance sheets of the students 						
10	Signature of In-charge/convener							

ENTREPRENEURIAL OPPRTUNITIES IN THE CONTEMPORARY SCENARIO on 11.02.2019

1	Name of the Activity/Event	Entrepreneurial opportunities in the contemporary scenario		
2	Date of Activity/Event	11.02.2019		
3	Organized by/Name of the committee	Entrepreneurship Development Cell		
4	Place of Activity/event	MBA Seminar Hall		
5	Resource person/guest/organization	Mr.Y.Vidya Sagar, MD, Cifal Herbal Private Ltd		
6	Type of activity/Event	Awareness Program on Entrepreneurial Opportunities in the contemporary scenario		
7	Activity/Event objectives	<p>1. The aim of the program is to provide knowledge over various entrepreneurial opportunities which are feasible in the contemporary days. In fact, the program aims to investigate the various platforms like: Manufacturing, Trading and services and other related business sectors and its performance with respect to developing the entrepreneurship among the individuals in the present days.</p> <p>Therefore, the present program will be benefitted a lot to the budding entrepreneurs.</p>		
8	Participation	Students	Faculty	Total Participation
		130	3	133
9	Enclosures	<ol style="list-style-type: none"> 1. Event report 2. photos 3.Attendance sheets of the students 		
10	Signature of In-charge/convenor			