

St. Joseph's Degree & PG College  
(Autonomous)

Entrepreneurship Development Cell

## 2 Days Workshop on Entrepreneurship Awareness Programme Sheet – 30th & 31st Aug 2016

DAY 1: 30<sup>th</sup> Aug 2016

Inviting the Guest:	: 9.30 A.M to 9.35 A.M
Prayer by Rev Fr.Vicent Arokiadas	: 9.35 A.M to 9.40 A.M
Lighting of the Lamp	: 9.40 A.M to 9.45 A.M
Introductory speech by Principal & Guest	: 9.45 A.M to 10.00 A.M
Registrations	: 10.00 A.M to 10.15 A.M

### Session I

#### **Business Laws for Entrepreneurs:**

Mr. S.V. Ramakrishna, A.P. High Court Advocate	: 10.15 A.M to 11.15 A.M
Student Interaction	: 11.15 A.M to 11.25 A.M

### Session II

#### **Achievement Motivation Technique**

Mr. V.C Mouli, Vice- Principal, MRM College of Management	: 11.25 A.M to 12.25 Noon
StudentsInteraction	: 12.25 Noon to 12.35 Noon

### **LUNCH BREAK**

: 12.35 Noon to 1.20 P.M

### Session III

#### **Project Identification**

Mr. Sri. K.V Thirumal Rao, Retd Chief Consultant, APITCO	: 1.20 P.M to 2.20 P.M
StudentsInteraction	: 2.20 P.M to 2.30 P.M

### Session IV

Licences & Clearances for New Entrepreneurs	: 2.30 P.M to 3.30 P.M
Mr. E.S. Ganesh Ram, IPO, District Industries Centre	
Student Interaction	: 3.30 P.M to 3.40 P.M

**Vote of Thanks**

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## 2 Days Workshop on Entrepreneurship Awareness Programme Sheet – 30th & 31st Aug 2016

DAY 2: 17<sup>th</sup> Sep 2016

Introduction with small video	: 9.00A.M to 9.20 A.M
<b>Session I</b>	
Project Feasibility	: 9.20 A.M to 10.20 A.M
Mr. STPLN Chary, Banker	
Student Interaction	: 10.20 A.M to 10.30 A.M
<b>Session II</b>	
<b>Sources of Finance</b>	: 10.30 A.M to 11.30 A.M
Dr. N. Manoharan, Banker	
Student Interaction	: 11.30 A.M to 11.40 A.M
<b>Session III</b>	
<b>Communication Skills</b>	: 11.40 A.M to 12.40 Noon
Mrs. Laxmi Mantha, Faculty CELT, O.U	
Student Interaction	: 12.40 Noon to 12.45 Noon
<b>LUNCH BREAK</b>	<b>: 12.45 Noon to 1.30 P.M</b>
<b>Session IV</b>	
<b>Practical Demonstration</b>	: 1.30 P.M to 3.30 P.M
A Success story on how I have started an enterprise	
Mr. Y.Ch. Purushotham	
<b>Session V</b>	
<b>Feed Back &amp; Award of Certificates</b>	: 3.30 P.M to 4.20 P.M

# Report On Workshop

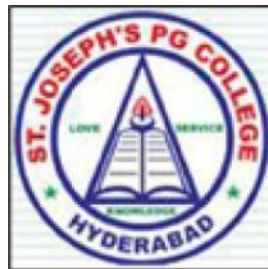
Entrepreneurship Awareness Camp

30<sup>th</sup> August, 2016

Held at

St. Josephs Degree and PG College, Hyderabad.

Organized and Sponsored by:



The 2 day Awareness Entrepreneurship Camp was organized and conducted by the Entrepreneurial Development Cell (EDC) of St. Joseph's Degree and PG College. The workshop was held at Joseph's Hall at the main campus, St. Joseph's PG & Degree College for 2 days on 30 August and 17<sup>th</sup> September 2016.

Considering the objectives of the Entrepreneurship Awareness Camp and the expectations of the participants, the programme contents, delivery and sequence set the pace and were fine-tuned on the very first day of the programme. The participants were encouraged to challenge the concepts, ask questions and participate actively in the interactions with the guest speakers.

Mr. Harsh, B.Com student and the host of the event warmly welcomed the Chief Guests Dr. Arakanti Krishnaiah, Professor and Head of Department of Mechanical Engineering, OU, Dr. Ashok Kumar, Director EDC OU and Mr. S.V. Ramakrishna, A.P. High Court Advocate, Rev. Fr. Vincent Arokiadas, Principal of St. Joseph's Degree and PG College and Mrs. Anantha Lakshmi, Director/Convenor of EDC SJC onto the dais. They were greeted and handed bouquets by Ms. Prerna, Ms. Akshnita of BBA I IT. The program started with the traditional lighting of the lamp by Rev. Fr. Vincent Arokiadas, Dr. Ashok Krishnaiah, Mrs. Anantha Lakshmi, Ms. Smrithi Nagaria, EDC Staff Coordinator and Mr. Pavan Peddasetty, EDC Student Coordinator from BBA 2A.

The programme started with the inaugural address in the presence of chief guest's His address emphasized the need for entrepreneurship and highlighted how the entrepreneurial eco-system has changed in recent times.

The EDC Convenor SJC, Mrs J.N.P.P. Anantha Lakshmi briefed the student gathering about the structure, design of the programme and spelt out the expectations of the organizers from the participants.

The first lecture talk was devoted to an interactive session on “**Business law for entrepreneurs**” ‘by **Mr. S.V Ramakrishna**, A.P. high court advocate and legal consultant advisor. According to him, an entrepreneur is a person who makes money by starting a business with risk. He talked about the concept and meaning of Law and its role in the business functioning of an entrepreneur. Some of his wise lines are

*‘What law says is important but what law does not say is more important’*

*‘Be aware of laws to be an Entrepreneur’*

The second lecture was delivered by **Mr. V.C Mouli**, Vice Principal of MRM College of management on '**Achievement motivation technique**'. He conducted an interesting activity, dividing the students into groups consisting of three people each. The activity for the students was to create a tower with the brick cubes. The catch was to create the tower being completely blind folded. He explained values and necessary qualities for attainment of the goal with motivation through live demonstration and practical way. He introduced the students to entrepreneurial motivations, values and attributes with help of exercise.

Post lunch break, the afternoon session of the program was hosted jointly by Mr. Vaibhav Agarwal and Mr. Zohair Rizvi of BBA 1A. The third informative session of the day was on '**Licences and Clearances for New Entrepreneurs**' which was taken by **Mr. E.S Ganesh Ram**, IPO, District Industries Centre. He talked about Industries' clearances- classifications, licences, approvals required, Acts applied and the various incentives which help the business to work smoothly without any legal disruptions.

The last and final talk of the day was devoted to '**Project Identification**' by **Mr. K.V Thirumal Rao**, Retired Chief Consultant, APITCO. He spoke in depth about various idea generating techniques such as brainstorming, problem identification, product idea selection, need of product, sales volume and customer goodwill. He listed and explained the different types of projects – Need based, Initiative, Innovative, Export based and Imitative. He also raised the topic of the important decision making questions that every Entrepreneur must raise before undertaking any business venture.

- Can I sell it?
- Can I make it?
- Can I make profit?

He spoke about the characteristics of an Entrepreneur which are as follows:

E – Enter first

N – Need search

T – Try again

R – Risk taking

E – Eat well

P – Please all

R – Reply well

E – Experience yourself

N – Negate not personal feeling

E – Explore opportunity

U – Utilize other’s experiences

R – Rebel if required to do so for a greater cause

Finally, he concluded with several possible innovative new project ideas ranging exhaustively from Adventure tourism to Animal assisted therapy to Alcohol free sanitizers to Bed & Breakfast motels to Camps for school children to online food orders to Hazardous waste collection to solar lamp installations and much more.

## Memories



Rev.Fr.Principal Vincent Arokiadas with the distinguished Chief Guests Dr.Arakanti Krishnaiah, HOD Dept of Mechanical Engineering OU, Mr. Ashok Kumar, Director EDC OU and Mr.S.V.Ramakrishna, A.P.High Court Advocate



EDC Student Coordinators Ms. , Ms. , Ms. Simran, Ms.Nikitha, Ms.Akshinta greeting warmly the Principal, Chief Guests and EDC Convenor with flowers



The traditional lighting of the lamp by Rev.Fr.Principal Vincent Arokiadas, EDC Convenor  
Mrs.J.N.P.P. Anantha Lakshmi, Chief Guests Mr.Ashok Kumar, Director EDC-OU,  
Dr.Arakanti Krishnaiah, HOD Dept of Mechanical Engineering OU, Ms.Smriti Nagaria,  
EDC Staff Coordinator and Mr.Pavan Peddasetty, EDC Student Coordinator





Rev. Fr. Principal Fr. Vincent Arokiadas, addressing the gathering



A token of appreciation from the Principal to ED Cell Director, OU



Mr S.V Ramakrishna on business laws



Mr V.C Mouli on motivation technique and students engaged in the concept related activity



Mr E.S Ganesh Ram on licences clearances



Mr K.V Thirumal Rao on Project Identification



Students keenly listening to the lectures while EDC Staff Coordinators Ms. Nampally Srilaxmi, Ms. Vatsala and Ms. Smriti Nagaria on supervision.



EDC Staff Coordinators Mrs.Smriti and Mrs.Tina handing mementos to the Guest Speakers



Finally, the team that made it all happen – From Top (L-R: Akshinta, ..., Sana, Zohair, Simran, Nikitha, Ms. Smrithi Nagaria, Mrs. Anantha Lakshmi, Mrs. Tina Sequeira, ....., ..) From Bottom (L-R: Sagar, ... Harsh, Vaibhav, Pavan, Afzal, Kanhaiya and ..)

DAY - 2

17<sup>th</sup> September, 2016

**“Tell me and I will forget**

**Show me and I will remember**

**Involve me and I will understand”**

Entrepreneurship Awareness Camp. The second day of the Camp was a highly interactive and educative program right from the very first session.

The day began with a motivating address by **Mrs.Anantha Lakshmi, EDC-Convenor SJC**, who reminded the students again on the purpose behind these workshops. She hoped that many participants would benefit from the program and go on to become real entrepreneurs, who would benefit the society and country, at large.



**The opening address by Mrs.J.N.P.P. Anantha Lakshmi,  
EDC-Convenor SJC**

The first lecture talk, **‘Sources of Finance’** was delivered by **Dr. N. Manoharan**, a professional banker himself, who spoke in depth about the various sources of finance for an entrepreneur to start his business. He opened the discussion by getting into the history and meaning of Entrepreneurship and the qualities that an Entrepreneur should possess. Those desirable qualities are were leadership, confidence, passion, decision making, planning, risk taking and coordination. He also spoke about the history of Indian Banking and the recent addition of Bharat Mahila Bank to the existing 19 nationalized banks on 19 Nov 2014. This new inclusion is to support and benefit women entrepreneurs in particular. He listed and explained all the various fund and non-fund based bank finance options that are available to an Entrepreneur. He also spoke about the CGTMSE scheme which guarantees funds for the credit guarantee trust fund for medium and small enterprises.



**The first session talk ‘Sources of Finance’ delivered by Dr. N. Manoharan**

The next session was a very lively, entertaining and highly practical session, **‘Communication Skills’** taken by **Mrs.Lakshmi Mantha**, HOD – English Dept, OU. She started the session drawing the stark contrasts in the lifestyle of Indians before and after the Liberalization Privatization and Globalization, more commonly known as the LPG in the early 1990’s. She narrated stories of the lifestyle in her generation and the current modern lifestyle in a globalized India. She spoke about the impact of LPG in the job market and the increasing need to fill the gap seen in communication skills. She spoke about the meaning,

concept and various forms of communication, such as oral, written and non-verbal. She also reiterated the fact that the most effective communication was simple, interactive and positive in tone, style and delivery.



**The second session ‘Communication Skills’ by Mrs.Lakshmi Mantha, HOD – English Dept, OU**

The afternoon session began with a talk by **Mr.STPLN.Chary** on ‘**Project Feasibility**’. To drive home the message on how one needs laser sharp focus before venturing into Entrepreneurship, Mr. Chary began the session with an inspiring video clip from a Bruce Lee movie. He then, explained how one needs to evaluate the feasibility of a project, i.e, whether an idea will work or not before venturing into it. Some of the factors that determine the feasibility of a project include the existence of a sizable market, requirement of infrastructure, investment requirements, technical know-how and the actual possibility of translating the idea into a tangible product. This had to be followed by the preparation of a project feasibility report which analyzed in depth the various perspectives of feasibility such as technical, market, financial, managerial, cultural, social and political.



**The third session ‘Project Feasibility’ by Mr.STPLN.Chary**

The final session ‘**How I have started my own enterprise? – A Success Story**’ by **Mr. Y.Ch. Purushotham** was a very inspiring, enthusiastic and interactive session. Mr. Purushotham narrated his personal story and circumstances that led him to Entrepreneurship at the age of 45 years. He said how there is no age bar in entrepreneurship and also spoke about the benefits of being an Entrepreneur. Some of the benefits of being an entrepreneur vis-à-vis an employee are the development of personality and an increased sense of self accomplishment and self-worth. He conducted a live demonstration to the students on how to make your own phenyl and detergent. This is one very lucrative business that has minimum investment and maximum profits.

The lecture session concluded with a vote of thanks by Mrs. Tina Sequeira. This was followed by a Feedback session with the students. The students appreciated the sessions, speakers and the overall planning, coordination and execution of the event. Then, the Award Certificates were handed over to the respective B.Com and BBA classes by the guest speakers and the EDC-Convenor, Mrs. Anantha Lakshmi and staff coordinators, Mrs. Smrithi Nagaria and Mrs. Vatsala.





The last session 'How I have started my own enterprise? – A Success Story' by Mr. Y.Ch. Purushotham with Practical Demostration of a manufacturing of a product



Mrs.J.N.P.P. Anantha Lakshmi, EDC-Convenor SJC giving the college mementos to the guest speakers



Participants keenly listening to the lectures



Award Certificates given to respective classes



The EDC SJC Team Coordinators

## **Feedback**

The overall feedback of the program was very good and encouraging. The general consensus of the programme was that it was a highly informative, interactive and well-organized event. Most of the sessions and the respective speakers were rated in good to excellent range. Some of the suggestions included the addition of more management games in between the sessions as ice-breakers, knowledgeable speakers who can engage the audience for long hours. The students really got motivated with the help of practical session.

