

St. Joseph's Degree & PG College
Autonomous - Affiliated to Osmania University
Re-accredited by NAAC with 'A' Grade with a CGPA of 3.49
King Koti Road, Hyderabad, Telangana

ENTREPRENEURSHIP DEVELOPMENT CELL ACTIVITIES: 2016-17

 ***Orientation Program on Entrepreneurship Development***

Entrepreneurship Development Cell organized Orientation Program on Entrepreneurship Development for the registered B.Com first year students of General, Computers, Honors, Professionals, IT and IF&A in main campus and for BBA first year registered students in extended campus on 29th July 2016. "The true entrepreneur is a doer, not a dreamer." To help the future entrepreneurs to be a doer and not just a dreamer, Dr. Ashok Kumar, Convenor, Entrepreneurship Development Cell, Osmania University and Dr.N.Manoharan, Former banker and Certified Faculty for Soft Skills & entrepreneurship development and Motivator were invited to share their practical experience and valuable insights on Entrepreneurship Development

The program commenced at 10.00 am in Seminar Hall in main campus. Mrs.J.N.P.P. Anantha Lakshmi, Convenor, ED Cell and host of the program welcomed and invited the guests Dr. Ashok Kumar, Dr.N.Manoharan and Rev.Fr.Vincent Arokia Das, Principal on to the dais. The guests were presented with flower bouquets followed by lighting of the lamp by the dignitaries along with ED Cell Convenor and Student Coordinators. Rev. Fr.Vincent Arokiadas, Principal in his address emphasized the importance of entrepreneurship and said that entrepreneurs in addition to creating wealth from their entrepreneurial ventures also create jobs and the conditions for a prosperous society. Mr.Salmeen from B.Com final year Professionals gave a presentation on the vision, objectives and various activities of Entrepreneurship Development Cell of the College.

At the extended campus the program began at 2.00 pm in Seminar Hall. Mrs. Tina Sequeira, ED Cell coordinator and the host of the program welcomed the guests Dr. Ashok Kumar,

Dr.N.Manoharan and Mrs. Mary Francina, Head, Department of Business Management on to the dais. Ms. Smriti Nagaria presented the guests with flower bouquets. Ms. Andrea Celestine Joseph from BBA final year sang a prayer song seeking divine blessings in this endeavor towards knowledge, learning and wisdom. This was followed by lighting of the lamp by the dignitaries along with few students from BBA first year. Mrs. Mary Francina, addressed the student gathering, showing her faith and confidence in their abilities, addressing them as young budding entrepreneurs. She spoke about the need for building the entrepreneurial spirit within students and the importance of this initiative. She firmly believed that the activities of the ED cell will not only hone their skills but also inspire them to think, dream and do big. Mr. Sanjay Upadhyay from BBA II year gave a presentation on the vision, objectives and various activities of Entrepreneurship Development Cell of the College.

Dr. Ashok Kumar shared his valuable experiences on Entrepreneurship. He spoke passionately and enthusiastically about his professional journey and his tryst with entrepreneurship in particular. He shared his fascinating experiences as an entrepreneur in managing his own granite business as well as touching upon the concept of work-life balance in the case of Entrepreneurs. He chronicled his inspirational story, of that from a job seeker to that of a job giver. He enlightened about the various stages of Entrepreneurship, right from the stage of Project Ideation to Project Appraisal. He quoted the example of his upcoming renewable energy project and the various steps involved in its execution in the near future. He then went on to speak about the Entrepreneurial Development cell at Osmania University and the various activities conducted by him as the Convenor of the cell. Few notable initiatives, under his vision, included the Techno-Entrepreneurship Development Programme, Women Entrepreneurship Development and Faculty Entrepreneurship Development Programme. He also mentioned the admirable feat of 10,000 people being trained under him, all who went on to be successful entrepreneurs in their own right. He concluded his speech with a motivational video on the spirit of Entrepreneurship. The video was shared to inspire others and show how some of the most successful people in world today, such as Steve Jobs, Oprah Winfrey, Mark Zuckerberg, Jeff Bezos literally went from "rags to riches". They became wealthy in all areas of life by never giving up, persisting against all odds and finally achieving all what they had aspired and worked hard for.

Dr. N. Manoharan shared his views on Entrepreneurship focusing more on its softer aspects. He enlightened the students with the fact that entrepreneurial activity has the credit of being the second largest employment generator. He stressed on the need for students to become dynamic entrepreneurs in today's rapidly changing world. He mentioned about the qualities and traits that an Entrepreneur must possess. He also spoke about the importance of multidisciplinary subjects and approaches that an entrepreneur should undertake in all his endeavors

At the end of the sessions the speakers answered to the queries of the students. The guests were felicitated with mementos as a gesture of appreciation and gratitude. The orientation Program concluded with vote of thanks followed by singing of National Anthem. It was a privilege to have such highly respected resource persons as Guest Speakers for the Orientation programme. The students thanked Principal and Entrepreneurship Development Cell Members for giving them an opportunity to be part of the orientation Program.



Dignitaries on the dais



Student Participants



Lighting of the Lamp



Guest lecture by Prof. Ashok Kumar



Guest lecture by Dr.N.Manoharan



Students asking Queries



Felicitation of the Guest Speakers

✚ Entrepreneurship Awareness Camp

Day 1 – 30th August 2016

Entrepreneurship Development Cell of St.Josephs Degree & PG College organized Entrepreneurship Awareness Camp for two days on 30th August 2016 and 17th September 2016 in collaboration with Osmania University, Hyderabad. The schedule of the program was well

planned and fine tuned in advance keeping in mind the expectations of the participants and the objectives of the cell. The students were encouraged to actively participate and interact with the guest speakers.

The inaugural session of the Entrepreneurship Awareness Camp commenced at 10.00 am in Josephs Hall. It was hosted by Mr.Harsh from B.Com final year professionals. The Dignitaries were Prof.Arakanti Krishnaiah, Head, Department of Mechanical Engineering, Osmania University; Prof.Ashok Kumar, Convenor, Entrepreneurship Development Cell, Osmania University; Mr.S.V.Ramakrishna, High Court Advocate, Hyderabad; Rev. Fr.Vincent Arokiadas, Principal; and Mrs. J.N.P.P.Anantha Lakshmi, Convenor, Entrepreneurship Development Cell of the College. The dignitaries were welcomed and invited on to the dais for lighting of the lamp along with Ms.Smrithi Nagaria, Coordinator, Entrepreneurship Development Cell; and Mr.Pavan Peddasetty, Student Coordinator from BBA second year. The inaugural session began with address by Rev. Fr.Vincent Arokiadas, Principal; who emphasized the need for Entrepreneurship and highlighted how the entrepreneurial eco-system has changed in recent times. Mrs. J.N.P.P.Anantha Lakshmi, Convenor, briefed the gathering about the overview of the programme and also spelt out the expectations of the organizers from the participants. Prof.Arakanti Krishnaiah in his address mentioned the need for building the entrepreneurial spirit and developing the entrepreneurship skills among the students.

The first session was addressed by Mr.S.V.Ramakrishna, High Court Advocate, Hyderabad on the topic 'Business Law and Entrepreneurs'. He explained the concept and meaning of law and its role in the business of an entrepreneur. He stated that 'What law says is important but what law does not say is more important. He said to be aware of laws to become an Entrepreneur. The second lecture was delivered by Mr. V.C Mouli, Vice Principal, MRM College of management on the topic 'Achievement motivation technique'. He conducted an interesting activity by dividing the students into various groups consisting of three participants in each group. The activity was to create a tower with the brick cubes by being completely blindfold. Through this fun learning exercise, he explained to the students the concept of entrepreneurial motivation. He also mentioned about the values and attributes an entrepreneur need to possess.

Post lunch sessions were hosted by Mr. Vaibhav Agarwal and Mr. Zohair Rizvi of BBA first year. The third session of the day was on the topic 'Licences and Clearances for New Entrepreneurs' by Mr. E.S, Ganesh Ram, IPO, District Industries Centre, Hyderabad. He spoke about the list of clearances, approvals and licenses needed before starting an industry. He also mentioned about the acts applicable and the various incentives which help the business to work smoothly without any legal disruptions.

The last session was on the topic '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 explained about different types of projects such as Need based, Initiative, Innovative, Export based and Imitative. He also mentioned that every Entrepreneur before undertaking any business venture must take decision regarding three matters (i) can I make it (ii) Can I sell it? (iii) Can I make Profit? He also explained about the characteristics of an entrepreneur which are 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. He concluded the session by mentioning about various innovative new project ideas such as Adventure tourism, Animal assisted therapy, Alcohol free sanitizers, Bed & Breakfast motels, Camps for school children, online food orders .Hazardous waste collection. Solar lamp installations and much more

The program came to an end with vote of thanks followed by singing of National Anthem. The feedback was quite encouraging. It was highly informative, interactive and well-organized event.



Dignitaries on the Dais



Address by Principal



Welcoming of Guests



Welcoming of Guests



Lighting of Lamp



Students engaged in practical activity



Guest lecture by Mr.S.V.Ramakrishna



Guest Lecture by Mr.V.C.Mouli



Guest lecture by Mr.E.S.Ganesh Ram



Guest Lecture by Mr.K.V.Thirumala Rao



Event Hosts: - Mr. Harsh (B.Com) Mr.Vaibhav Agarwal (BBA) Mr. Zohair Rizvi (BBA)



Felicitation of the Dignitaries



Student Participants



EDC Team of Faculty & Student Coordinators

Day 2 – 17th September 2016

“Tell me and I will forget; Show me and I will remember; Involve me and I will understand”.

These lines summarise the proceedings of 2nd day of Entrepreneurship Awareness Camp. The day commenced with address by Mrs. J.N.P.P. Anantha Lakshmi, Convenor, Entrepreneurship Development Cell of the College. She said that the objective of Entrepreneurship Awareness Camp was to encourage entrepreneurship skills among the students. She urged them to become real entrepreneurs and work for the betterment of society and country.

The first session was on the topic ‘Sources of Finance’ by Dr. N. Manoharan, former banker and certified faculty for Soft Skills & entrepreneurship development and Motivator. He spoke about the various sources of finance available for entrepreneurs to start an enterprise. He explained about the history and meaning of Entrepreneurship. He said that an entrepreneur must possess qualities such as were leadership, confidence, passion, decision making, planning, risk taking and coordination. He spoke about the history of Indian Banking and also about Bharat Mahila Bank which is a recent addition to the existing 19 nationalized banks. The bank was formed on 19th November 2013 with an objective to inspire and support women with entrepreneurship skills. He mentioned about the various fund and non-fund based bank finances available to an Entrepreneur. He also spoke about CGTMSE scheme which is Credit Guarantee Fund Trust for Micro and Small Enterprises.

The second lecture was by Dr.Lakshmi Mantha, Assistant Professor, Department of English, Osmania University & Trainer, CELT, Hyderabad, on the topic ‘Communication Skills’. She began the session drawing stark contrast in the lifestyle of Indians before and after Liberalization Privatization and Globalization which is commonly known as LPG. She spoke about the impact of LPG on the job market and the increasing need to fill the gap in communication skills. She also narrated few instances on the lifestyle of Indians before and after LPG. She explained about the concept, meaning and various forms of communication. She also reiterated the fact that the most effective communication must be simple, interactive and positive in tone, style and delivery.

The third session was on the topic ‘Project Feasibility’ by Mr. STPLN Chary, Banker. He began the session by showing an inspiring video clip from Bruce Lee movie. He explained about how one needs to evaluate the feasibility of a project, i.e., whether an idea will work or not before venturing into it. He said that some of the factors that determine the feasibility of a project include existence of a sizable market, requirement of infrastructure, investment requirements, technical know-how and the actual possibility of translating an idea into a tangible product. He stated that project feasibility report must be prepared analyzing the various perspectives of feasibility such as technical, market, financial, managerial, cultural, social and political.

The final session was by Mr. Y.Ch. Purushotham, an entrepreneur on the topic ‘How I have started my own enterprise? – A Success Story’, He shared his personal experiences and circumstances that led him to become an entrepreneur at the age of 45 years. He said that now a days there is no age bar to become an entrepreneur. He mentioned about the benefits of being an entrepreneur vis-à-vis an employee such as development of personality and an increased sense of self accomplishment and self-worth. He conducted a live demonstration on making of phenyl and detergent. He said that this is one lucrative business that has minimum investment and maximum profits. The session was very inspiring and interactive.

The program came to an end with vote of thanks by Mrs. Tina Sequeira, Assistant Professor, Department of Business Management which was followed by feedback from students. They appreciated the overall planning, coordination and execution of the event. Certificates were also

awarded to B.Com and BBA students by the speakers and also Entrepreneurship Development Cell convenor Mrs. J.N.P.P.Anantha Lakshmi and faculty coordinators Ms. Smrithi Nagaria and Mrs. Sri Vatsala.



Guest lecture by STPLN.Chary



Guest lecture by Mr. Y.Ch. Purushotham



Guest lecture by Dr. N. Manoharan



Guest lecture by Dr.Lakshmi Mantha



Students participating in practical session



Student Participants



Mr. Y.Ch. Purushotham distributing certificates

ED Cell members with Dignitaries



Felicitation of the Guest Speakers

✚ Bhoj - e - Jashn (Food Festival)

“Eating is a necessity but cooking is an art”

Entrepreneurship Development Cell of St.Joseph’s Degree & PG College organized food fest “Bhoj-e-Jashn” on 9th December 2016 with a motive to explore Entrepreneurial skills among the students. The festival was inaugurated by Principal Rev.Fr.Vincent Arokiadas at 11.00 am along with ED Cell Convenor , Mrs.J.N.P.P. Anantha Lakshmi and Co-ordinators, Ms.Smriti Nagaria, Mrs.N.Lakshmi and Mrs.Sri Vatsala; followed by students taking pledge” Save food and not waste food”.

An awesome ambience was created in the campus as it was beautifully decorated with colourful balloons and music adding spice to it. There was an overwhelming response from students as

they put up 25 stalls with a variety of mouth watering delicacies ranging from break fast items such as dosa to main course items such as Manchuria, chat, pavbhaji, noodles and ending with sweets, deserts and pan. Students have displayed their talent in preparing, displaying, marketing and sale of food items. At the end participants were awarded prizes under different categories such as planning, good marketing, best service, delicious & yammi and over all performance. The efforts of the students and volunteers made the food fest a grand success. Principal, Rev.Fr.Vincent Arokiadas, congratulated the students for the success of the event.



Inauguration of “Bhoj-e-Jashn”



Students marketing food items



Winners awarded with prizes

Exhibition Cum Sale

Entrepreneurship Development Cell organized Exhibition cum Sale on the eve of Christmas Celebrations on 24th December 2016. Students put up stalls of greeting cards, artificial Jewellery, decorative items, home made food items etc. There was tremendous response from both students and faculty. The stalls performed exceedingly well and the participants made good sale of their products.



Exhibition cum Sale