

## Entrepreneurship Development Cell

The Entrepreneurship Development Cell of Narayana Engineering College(Autonomous), Nellore was established with the aim of instilling the entrepreneurial skills among students to make them to become successful entrepreneurs in the competitive world. The economic progression of the nation depends on the individual economic prosperity. The entrepreneurship development cell organizes guest lectures, workshops by welcoming various industrial experts to make individuals to become successful entrepreneurs.

### Vision

Producing successful entrepreneurs imbued with leadership qualities using innovative and ethical business practices to make global impact

### Mission

Instill the passion and spirit among students to pursue entrepreneurship

### Long Term Goals ( 5 Years)

Motivate students to develop their own startups develop business incubators

### Short Term Goals

To provide a platform for interaction with entrepreneurs. Arrange vibrant interaction with organizations promoting the cause of entrepreneurship

### Objectives

1. To act as an institutional mechanism for providing various services including making available the required information to the budding student entrepreneurs,



**ENTREPRENEURSHIP DEVELOPMENT CELL**

2. To create foster entrepreneurial culture in our institution /other institutions in the region, to promote the objectives of NSTEDB, including programs related to woman and weaker sections of the society
3. To work towards fostering better linkages between our institution, industries and R&D institutions in the region and other related organizations engaged in promoting small and medium scale enterprises including NGOs and other voluntary organizations.
4. To promote development of S&T based enterprises and for generating employment opportunities.
5. 5. To help and respond effectively to the emerging challenges and opportunities both at national and international level relating to SMEs and micro enterprises.

**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.



**AUTONOMOUS**



## ENTREPRENEURSHIP DEVELOPMENT CELL

Entrepreneurship Development Cell Committee Members (2022-2023)



DATE: 08-02-2023

Proceedings of Principal Dt. 08.02.2023

sub: Formation of the Entrepreneurship Development Cell (EDC) for Academic year 2022-2023.

Entrepreneurship Development Cell is constituted by principal for its overall growth in the best interest of the users and its smooth functioning. The current composition of the Entrepreneurship Development Cell shall be in operation for the period of three years.

### Entrepreneurship Development Cell Committee Members (2022-2023)

S.NO	NAME OF THE FACULTY	DESIGNATION	DEPARTMENT	POSITION
1	Dr.Gangineni Dhananjhay	Professor	MBA	Convener
2	Mr.M.Vidya Sagar	Assistant Professor	MBA	Member Secretary
3	A. Prasad	Assistant professor	EEE	Member
4	Dr.U.Pavan Kumar	Associate Professor	ECE	Member
5	Dr.B. Suneel Kumar	Professor	CSE	Member
6	S. Padmaja	Assistant professor	CE	Member
7	Mr.V.Ravindra	Assistant professor	MECH	Member
8	Ms.V.M.Bhargavi	Assistant professor	MCA	Member

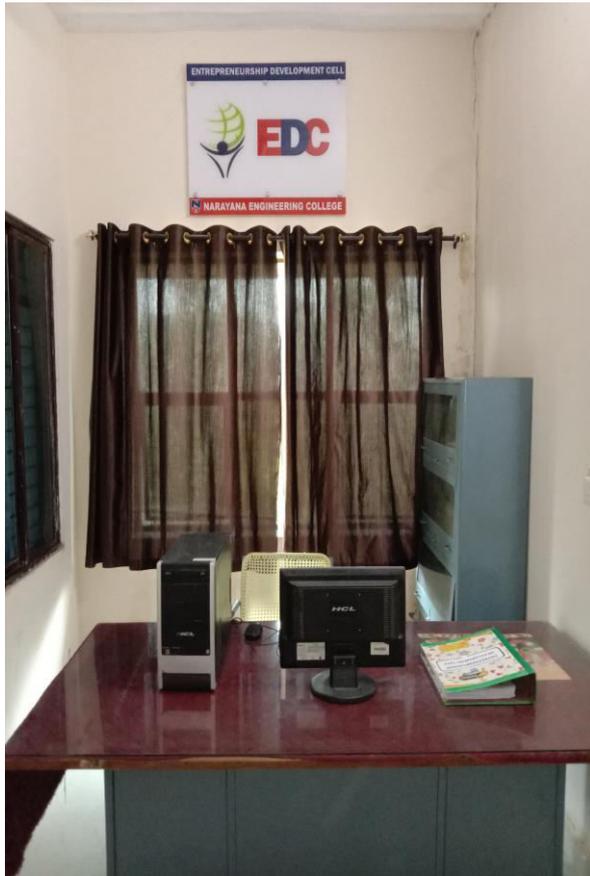
#### **COPY TO:**

- All Committee Members
- Administrative office
- Principal office (file)
- All Hod's of Departments
- Library

PRINCIPAL

**AUTONOMOUS**

## **ENTREPRENEURSHIP DEVELOPMENT CELL**





**Entrepreneurship Development Cell**

**A.Y : 2022 - 2023**

**AUTONOMOUS**



**ENTREPRENEURSHIP DEVELOPMENT CELL**



**NARAYANA**  
ENGINEERING COLLEGE  
NELLORE (AP)



ICET CODE  
**NARN**

## DEPARTMENT OF MBA



# LIVE ENTREPRENEUR INTERACTION (LEI)

Story of  
Subhamasthu Shopping Mall

**DATE**  
12.12.2022  
Time : 11:00 AM

**VENUE**  
MBA Seminar Hall



**Bayya Srinivasulu**

Owner, Subhamasthu Shopping Mall



## ENTREPRENEURSHIP DEVELOPMENT CELL

The Resource person explained various business opportunities and detailed draft on



importance of creativity in business for better results in Entrepreneurship. He encouraged the students by clarifying their queries with simple examples. About 105 students actively participated. As a mark of gratitude the resource persons are felicitated with a bouquet and a shawl by our HODs of department of

management studies, Narayana Engineering College, Nellore. The students are more benefited by attending this program because the resource person really shared his actual experiences and their secret of success. This program is very useful to the people who are interested to have their own Enterprises. Therefore, the program will facilitates to become successful entrepreneurs in the contemporary context. The managing director explained clearly the problems, and associated challenges and, how to overcome the problems also explained various tips to do business in a successful manner. The program also created knowledge on various financial assistances for entrepreneurs which will facilitates to sustain in the competitive world.





## **ENTREPRENEURSHIP DEVELOPMENT CELL**



The resource person explores the issues related to succeed in the competitive world. The resource person, also explained their family obligations, success rate, support to succeed in the business and the various other aspects related to marketing and understanding the

customer requirements and the way how to treat the employees in the organization and the customer services to succeed in the business. The resource person, cleared the doubts of the students related to problems and financial assistance to become successful entrepreneur and also the managing director of SUBHAMASTU offered the job opportunities for the students those whoever having good academic track record and the convincing skills with communication skills.



The chief guest felicitation by the Dr.Gangineni Dhananjhay and the HoD of the department of management studies and the faculty members and also students of MBA department. The program ended with the vote of thanks by Mr.M.Vidya sagar, Assistant professor.



Department of MBA



**NARAYANA**  
ENGINEERING COLLEGE  
NELLORE (AP)



**WORKSHOP ON**

# “ HOW TO BECOME A STUDENT ENTREPRENEURS ”

Resource Person



**Dr. R. Hafeez Basha,**

CEO, OSMANIA, TBT, HYDERABAD

**Date : 25-07-2022**

**Venue : MBA - Seminar Hall, C-block, NECN**



The Entrepreneurship Development Cell (EDC) has conducted an awareness programme for the B.Tech and MBA students on 25.07.2022. Entrepreneurs are not born, they are trained by the experiences, cultures, ethics and surrounding environment. If you want to develop entrepreneurship skills in the student in the school or college, you need to provide a

right and competitive environment that nurture their skills and leadership virtues. Various exercises and management games played in these workshops help students to develop an entrepreneurship mindset to make decisions, allocate resources wisely



and take needed calculated risks. This entrepreneurship workshop for students covers various business and leadership subjects such as marketing, sales, prototyping, fundraising, legal entities, project management and mentorship. In

an **entrepreneurship workshop**, the organizers can ask the students to conceptualize new innovative ideas for startups that are unique, feasible and beneficial to address some particular real-life problems. In the **entrepreneurs seminar**, you can include some management games that emphasizes on being a good team player. You can find such games on the internet and choose any of them.



The participants will play the game in which everyone is required to engage and work for the team goals, rather than individual achievements. When these **entrepreneurship workshops for students** are organized, they, through various exercises and games, gradually, discover whether they are fit to be entrepreneurs or not. All of the leadership and entrepreneurship skills are tested in these workshops



and such activities will help students to know their true potential and also their strength and weaknesses. They can identify their weaknesses and work on them to turn a true leader and entrepreneur who can lead the people to contribute something meaningful to society and the nation. He interacted the students by explaining his real life examples. The program ended with the vote of thanks by the faculty

member.

**AUTONOMOUS**



**ENTREPRENEURSHIP DEVELOPMENT CELL**



**Entrepreneurship Development Cell**

**A.Y : 2021 - 2022**



Department of MBA



**NARAYANA**  
ENGINEERING COLLEGE  
NELLORE (AP)



**“ INTERACTION  
REGARDING  
INNOVATION IDEA,  
*START-UPS* ”**

**Date: 11-02-2022**

Guest:

**RAYALA VAMSI KRISHNA**

CEO-RUSA PROJECTS,  
SRI VENKATESWARA UNIVERSITY



Entrepreneurship  
Development Cell

**Venue : MBA Seminar Hall, C- Block**



## **ENTREPRENEURSHIP DEVELOPMENT CELL**



The Entrepreneurship Development Cell (EDC) has conducted an awareness programme on innovation and start-up for the B.Tech and MBA students on 11.02.2022. Student Startup and Innovation, has also been organized by Entrepreneurship Development Cell of NARN on 11/02/2022. There were 90 students who have actively participated in this session. Mr. R. VAMSI KRISHNA, CEO-RUSA Projects, SVU, Tirupati, was addressing the students on Outreach Activities of Student Startup and Innovation Policy (SSIP). She has started

the session talk by explaining the details of support systems for startups at Entrepreneurship Development Cell of NARN. he has also explained the importance of ideas based innovation and start ups. During explanation of the ideas based startup, she has demonstrated various start-ups across the world. Students were highly encouraged to convert any innovative ideas into startups with the support of NARN. At the end of session, positive interaction among the students and Mr. R. VAMSI KRISHNA has





## **ENTREPRENEURSHIP DEVELOPMENT CELL**

been occurred and, few groups of students met him personally to take further guidance for startups. Students participated in both the programs with enthusiastically and curiosity. NEC, Nellore is thankful to for these outreach activities and anticipates more such activities. He interacted the students by explaining his real life examples. He encouraged the students by clarifying their queries with simple examples. Further it also created knowledge over

The above program facilitates to strengthen the knowledge over



various start-up programs in India followed- by various central and state government schemes for entrepreneurship development programs. He also explained various start-up programs for entrepreneurship development programs. There are various innovative business ideas for entrepreneurs example: online reselling, pet setting, t-shirt printing, cleaning service, online teaching, online book keeping, consulting, medical career service, App development, transcription services, professional organizing, freelance copy writing or content writing, home care service, translation

service, digital marketing, owning a food truck, lawn care services, rideshare driving, graphic design, drop shopping are the various kind of business start-up programs are trending in the contemporary scenario. At last cleared all the doubts of the students of B.Tech and MBA. For this program, approximately 102 students were benefitted.



**DEPARTMENT OF  
MBA**

National Level Workshop  
on

**ENTREPRENEURSHIP  
SKILL DEVELOPMENT**

Date : 3<sup>rd</sup> September 2021

Time : 02:00 PM

In Association with **IQAC**



**Resource Person**

**Dr. NEELA MANIKANTA**, Asst. Professor

MBA, Ph.D, NET -Dept. of MBA

V.S. University, Nellore. Ph: 9848071295

Dr. G. Srinivasulu Reddy

Principal



## ENTREPRENEURSHIP DEVELOPMENT CELL

Dr. Gangineni Dhananjhay, the Dean, Department of MBA, Narayana Engineering College inaugurated the program. The main theme of this workshop is to provide the knowledge on fostering innovation and entrepreneurship & factors influence creativity and innovation at work place. The Department of MBA of Narayana Engineering College, Nellore organized a workshop on **“ENTREPRENEURSHIP SKILL DEVELOPMENT”** on 3<sup>rd</sup> September 2021. The resource person of the workshop **Dr. K. Neela Mani Kanta**, Assistant professor, Dept. of Tourism Management, V.S.University, explained



about the Innovation, Creativity and Entrepreneurship. Innovation, Creativity towards Entrepreneurs in the society, types of innovations like organization innovation, product innovation, marketing innovation, process innovation and personality of creative mind of the entrepreneurs. At Valedictory of the workshop the resource persons was felicitated by the Dean and HOD. A total of 80 faculty members & students were benefitted by this workshop. All the students are satisfied with respect to speech given by the resource person.

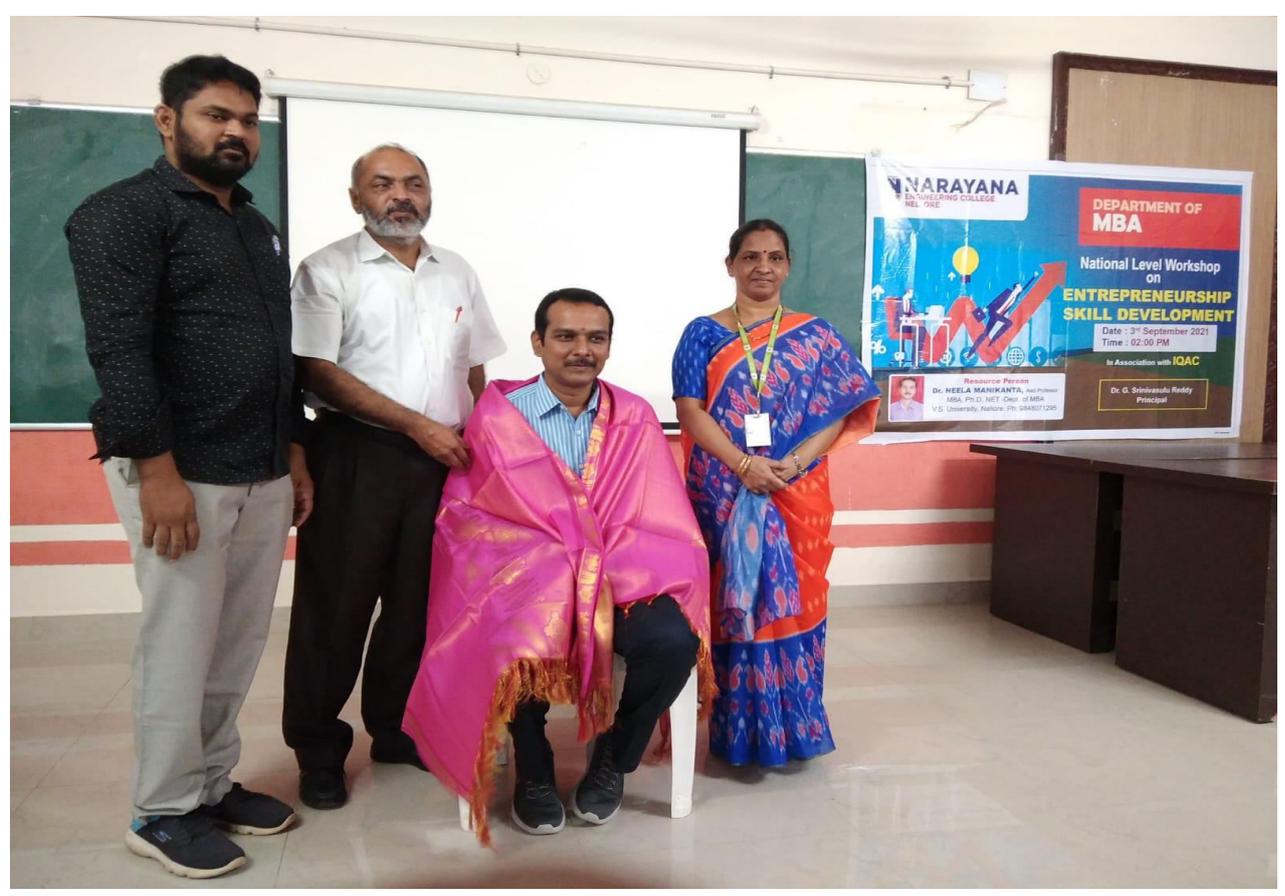
**NARAYANA ENGINEERING COLLEGE::NELLORE**   
**AUTONOMOUS**  
**ENTREPRENEURSHIP DEVELOPMENT CELL**



The Resource Person addressing the gathering on entrepreneurship Skill Development program



Faculty members & Students are participating in the workshop



Felicitating the Chief Guest Dr. K. Neela Mani Kanta

**AUTONOMOUS**



**ENTREPRENEURSHIP DEVELOPMENT CELL**



Department of MBA  
**NARAYANA**  
ENGINEERING COLLEGE  
NELLORE (AP)



# DEPARTMENT OF MBA

## LIVE ENTREPRENEUR INTERACTION (LEI)

Story of **Sikandar Tea Center**

**DATE**

**5<sup>th</sup> July 2022**

Time : 3:00 PM

**VENUE**

**MBA Seminar Hall**



**SRI HMD AKHIL GARU**

*Sikandar Tea center Owner*





## ENTREPRENEURSHIP DEVELOPMENT CELL



The Entrepreneurship Development Cell in Narayana Engineering college, Nellore is named for conducting different programs to encourage students and faculty in every aspect. In the history of this college, this also one of the best program organized by EDC is “LIVE ENTREPRENEUR INTERACTION ” to aware about various thoughts and views to become an entrepreneurs on 5<sup>th</sup> july 2022. Where this event is attended by 205 members who are the students of MBA, and CSE

students of NECN. Dr.G.Dhananjay, Dean and Advisor of MBA dept, Narayana Engineering College, Nellore, Dr. R.Vani, HOD of MBA dept, Narayana Engineering College, Nellore, the student coordinators acted as the backbone for this program.



One of the big reason behind the good response is the Resource persons who leded the program i.e., Mr. sikindhar garu who has shared his valuable knowledge to the students. The resource person started by sharing his experiences and hurdles and problems where entrepreneurs face problems in the initial stage of the business. There are many other aspects resource person shared opinion regarding the

entrepreneurship development.



## **ENTREPRENEURSHIP DEVELOPMENT CELL**



The program was started with the great welcome to the resource persons and dignitaries which was continued with lightening the lamp. Since the program is organized for one day, every aspect is covered by the resource person. As a mark of gratitude the resource persons are felicitated with a bouquet and a shawl by our HODs of department of management studies, Narayana Engineering College, Nellore. This program is very useful to the people

who are interested to their own Enterprises. Resource person delivering his views Students are listening to the words of resource person. He also expressed his live experience associated with the business and various other aspects like: the motivational aspects of entrepreneurship development and the problems of entrepreneurs in the contemporary scenario and the financial assistance for entrepreneurs which motivate them to become successful entrepreneurs in the contemporary scenario. Finally, cleared the doubts of the students related to



business establishment and market study and market understanding are the various aspects which are related to the factors of successful entrepreneurs in the world of entrepreneurship development. Finally, the program ended with the vote of thanks by the faculty member of department of management studies.

**AUTONOMOUS**



**ENTREPRENEURSHIP DEVELOPMENT CELL**



**Entrepreneurship Development Cell**

**A.Y : 2020 - 2021**



**NARAYANA**  
ENGINEERING COLLEGE  
NELLORE



**Entrepreneurship  
Development Cell**

NARAYANA ENGINEERING COLLEGE::NELLORE



A Webinar on

**“INTERNSHIP CHOICES  
AND CAREER”**

**Ms. Himaja Sarabu,**

COO, Galaxy Tech Solutions

**DATE**

12-03-2021

**Zoom Link**

**Online-Zoom ([https:// https://narayanagroup.zoom.us](https://narayanagroup.zoom.us))**



In line with our commitment, an online career webinar on internship choices and career was organized by The Entrepreneurship Development Cell (EDC) on 12 mar 2021 to help B.Tech and MBA students understand and prepare for the best possible internship opportunities for their respective career stream. An eminent

speaker from the industry panning across technology, law, service and wellness joined us in guiding the students and answering their questions on internship opportunities that may be available for their chosen career path. We will bring more such webinars in future to guide students to make the best possible choice for their careers. She interacted the students by explaining his real life examples. She encouraged the students



by clarifying their queries with simple examples. A total of 98 students attended the webinar. The session was very interactive and he cleared many queries posted by the students. It was ended with vote of thanks by, HOD-MBA. In this regard participants are requested to register your name on or before 12-03-2021.



**Entrepreneurship  
Development Cell**

NARAYANA ENGINEERING COLLEGE::NELLORE



Awareness on  
**"Road map to Startup"**

**Mr. T. Vamsi Mohan,**

IPO, DIC, SPSR Nellore

**DATE**

04-02-2021

**Online-Zoom** ([https:// narayanagroup.zoom.us](https://narayanagroup.zoom.us))



**AUTONOMOUS**



**ENTREPRENEURSHIP DEVELOPMENT CELL**



To make the best use of the lockdown period due to COVID 19 pandemic, Entrepreneurship Development Cell (EDC) had successfully conducted an **Online Webinar on “How to Set Roadmap for a Startup?”** for students and faculty of NARN. Dr. R.Vani was invited as the resource person for the webinar. Total 87 students both B.Tech and MBA have participated

the session. The speaker has emphasized on following points. This lecture was planned to provide the students the opportunity to get knowledge about how to prepare to set roadmap for a startup? This webinar is a vital part of our knowledge management activities, a high priority at our organization. The attendees thought this webinar was educational, insightful, and provided a valuable and deep technical perspective. By giving real time example and stories the speaker has captured all participant’s attention throughout the session. The overall webinar was a huge success we became more acquainted with the insights from the speakers and cleared questions in regards to the evolving patterns. He encouraged the students by clarifying their queries with simple examples. In this regard participants are requested to register your name on or before 04-02-2021. The session ended with vote of thanks by head of the department of management studies.



**NARAYANA**  
ENGINEERING COLLEGE  
NELLORE



**Entrepreneurship  
Development Cell**

NARAYANA ENGINEERING COLLEGE::NELLORE

**“A Webinar on  
CREATIVITY and INNOVATIONS  
for ENTREPRENEUR”**

**Mr. M. SRINIVAS RAO**  
IPO, DIC, SPSR Nellore

**DATE**  
**28-07-2020**

**Zoom Link**

Online-Zoom ([https:// https://narayanagroup.zoom.us](https://narayanagroup.zoom.us))

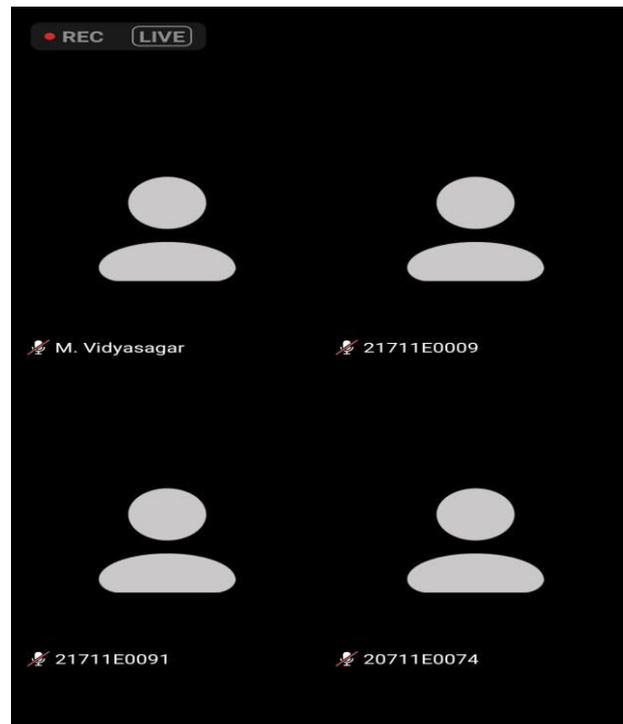


## ENTREPRENEURSHIP DEVELOPMENT CELL



A webinar on “Creativity and innovations for entrepreneurs” was organized by ‘Entrepreneurship Development Cell (EDC)’, NARN, on **28-07-2020** for the B.Tech and MBA Students by inviting Mr. M. Srinivas Rao, IPO, DIC, SPSR Nellore. The overall webinar was a huge success we became more acquainted with the insights from the speakers and cleared questions in regards to the evolving patterns. He encouraged the students by clarifying their queries with simple examples. About 95 students actively

participated. In this regard participants are requested to register your name on or before 22-07-2020. The program also created knowledge to the budding entrepreneurs regarding the innovation and creative skills required to get success in the competitive world. The program also created knowledge over various strategies need to be applied to create knowledge to inculcate the knowledge over various aspects. The program has given clear insight about various entrepreneurial development aspects for the students. The program ended with the vote of thanks by the faculty member of department of management studies .





**Entrepreneurship  
Development Cell**

NARAYANA ENGINEERING COLLEGE::NELLORE

A Webinar on

# "Modernism and Beyond"

By

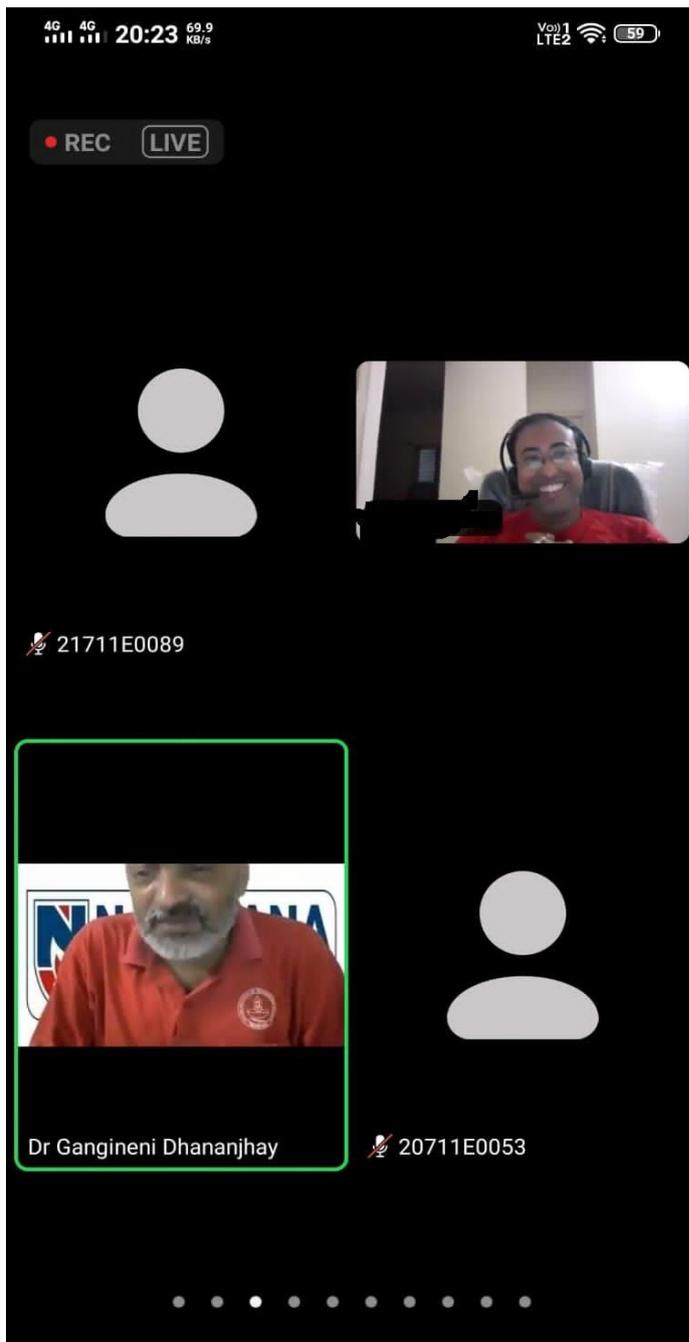
**Mr. SASIDHAR KARETI**

SENIOR EXECUTIVE, Wipro Limited,  
Bangalore

**DATE**

**22-07-2020**

ONLINE-ZOOM ([HTTPS://](https://narayanagroup.zoom.us) [HTTPS://NARAYANAGROUP.ZOOM.US](https://narayanagroup.zoom.us))



The Entrepreneurship Development Cell (EDC) has conducted a webinar session for the B.Tech and MBA students on 22-07-2020, by inviting Mr. Sasidhar kerti, Senior Executive, Wipro limited, Bangalore. Mr. Sasidhar kerti, explained about an entrepreneur must go through significantly fewer steps to test out and adopt newer technologies. Because they are nimble and have less administrative to contend with, they can jump on the innovation bandwagon rapidly and develop new solutions from scratch. In fact, that's exactly why the likes of google and facebook tend to acquire smaller startups- to gain access to their tech and the brains behind it, before this new kid overthrows them. He interacted the students by explaining his real life examples.

He encouraged the students by

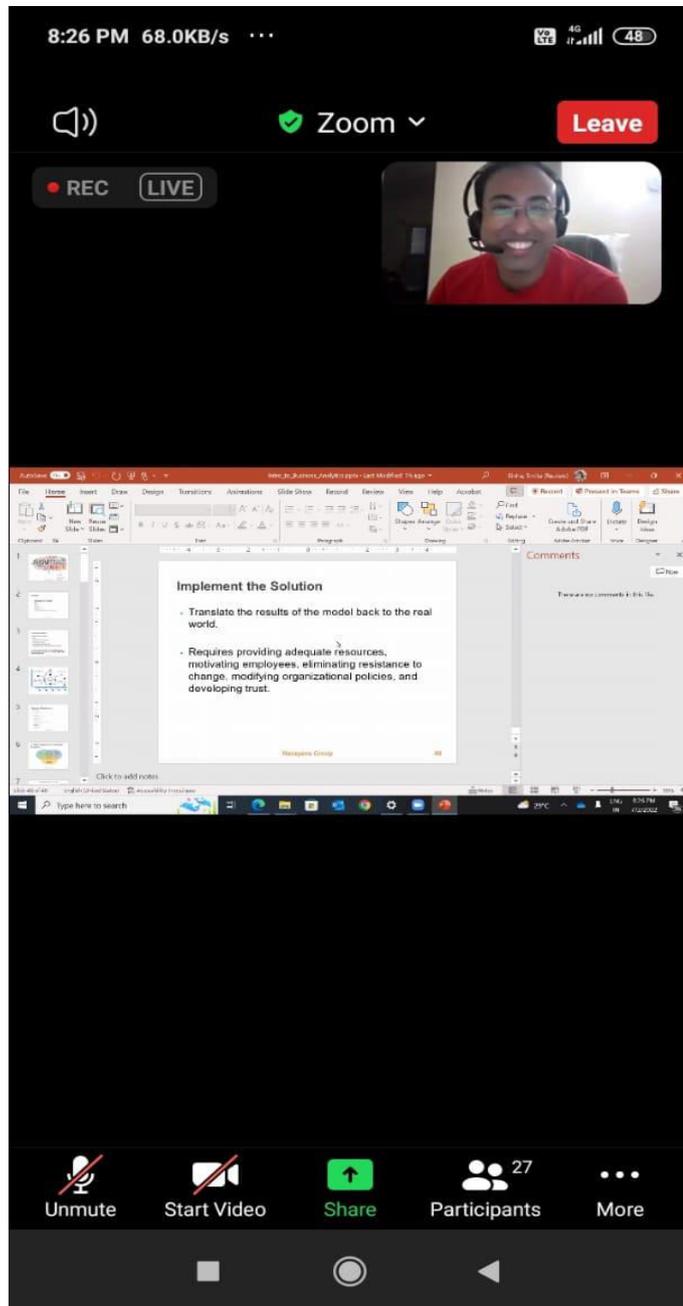
clarifying their queries with simple examples. A total of 101 students attended the webinar. The session was very interactive and he cleared many queries posted by the students. The speakers were pleased to answer the inquisitive personalities and clear doubts which were being asked. In this regard participants are requested to register your name on or before 22-07-2020. Finally, vote of thanks was given by



## ENTREPRENEURSHIP DEVELOPMENT CELL

the convener of the program. The resource person also explained about various sophisticated technologies which are available in the contemporary scenario which

plays a significant especially the data analytics, Artificial Intelligence and other sorts of analytics tools which plays a crucial role to analyze the data in all aspects. Therefore, the role of modern technologies plays a crucial role to analyze the data in all aspects in the contemporary scenario. The webinar has given a clear knowledge about the contemporary aspects of the research. Therefore, the session started with good interaction with each other and students have been posed various questions to the speaker and speaker cleared doubts of the students in the systematic manner. Therefore, the program has given new knowledge to the students with respect to new technologies and



new tools which facilitates a lot to the students to gain knowledge over various advanced trends and tools. To this program many students gathered from various parts of the country to gain knowledge over contemporary aspects. The program ended with the vote of thanks by the convener of the program.



**Entrepreneurship Development Cell**

**A.Y : 2019 - 2020**



**Entrepreneurship  
Development Cell**

NARAYANA ENGINEERING COLLEGE::NELLORE

# **SDP on MSME Schemes & Application Process**



DATE  
**27-03-2020**  
VENUE  
**MBA  
SEMINAR HALL**

By  
**Mr. T. Chandrasekhar, DSc**  
SPSR Nellore Dist.



The Entrepreneurship Development Cell (EDC) has conducted an awareness programme for the B.Tech and MBA students on 27.03.2020, by inviting **Mr. T. Chandra Sekhar**, DIC, SPSR Nellore. Mr. T. Chandra Sekhar, Speaks about Entrepreneurship promotion and development Programmes are being organized

regularly to nurture the talent of youth by enlightening them on various aspects of industrial/business activity required for setting up MSMEs. These Programmes are conducted for youth and other people interested to set up their own industrial/self-employment venture. Skill development programs provides insights on different stages of a business that include the manufacturing practices involved, product/process design, quality control and testing, marketing techniques, and several other aspects that help them drive their business forward. The list of activities under the scheme include: Credit linked capital



subsidy scheme for technology upgradation, Credit guarantee scheme, ISO 9000 certification and reimbursement scheme, Participation in international fairs, Purchase and price preference policy, Prime minister's rozgar yojana, Small industry cluster development program scheme, integrated infrastructural development schemes, Support for entrepreneurial and managerial development of SME's through business incubators, He interacted the students by explaining his real life examples. He encouraged the students by clarifying their queries with simple examples. About 102 students actively participated. The resource person also explained various government schemes which will fall under manufacturing, trading and services. Therefore, the program has given clear picture about the role of MSME's under present scenario.



**Entrepreneurship  
Development Cell**

NARAYANA ENGINEERING COLLEGE::NELLORE

# Workshop on e-cell Leaders



**ECELL**

DATE

**26-09-2019**

VENUE

**MBA  
SEMINAR HALL**

By

**MG Gopala Krishna**  
MD, MG Mall.



E-Cell Leader Workshop was organized by 'Entrepreneurship Development Cell (EDC)', NARN, on 26-09-2019 for the B.Tech and MBA Students by inviting Mr. MG.Gopal Krishna, MG.Mall, and Nellore. The workshop aims at understanding functions and objective of e-cell leaders. The workshop was developed a platform to

connect entrepreneurial eco-system at e-cell leaders 'level. E-Cells also called Entrepreneurship Cells helps to promote individuals to become successful entre entrepreneurs with insights and real-life business experience. The program helped the students to understand different activities which will be held under cell. The program contributed to the growth of aspiring entrepreneurs by providing



them with an entrepreneurial atmosphere. And when you have the right kind of influence around you, you can learn and improve a lot. Student's entrepreneurial knowledge can grow exponentially by joining an E- Cell. You can learn things like how to start a venture, the importance of Intellectual Property Rights (IPR), what to

look for in a co-founder, etc. E-Cell provides the right atmosphere for entrepreneurs to work on and grow their idea. The program benefited a lot to improve entrepreneurial skills among the students by knowing their success stories in the contemporary phenomena. The program ended by clearing doubts of individuals.

**AUTONOMOUS**



**ENTREPRENEURSHIP DEVELOPMENT CELL**



**NARAYANA**  
ENGINEERING COLLEGE  
NELLORE



**Entrepreneurship  
Development Cell**

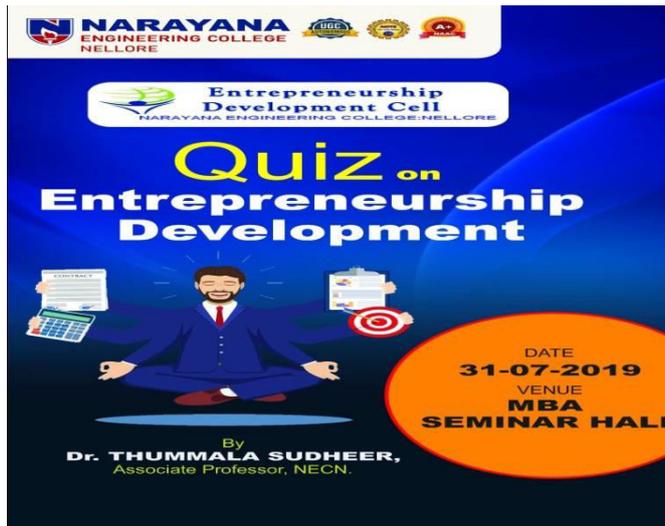
NARAYANA ENGINEERING COLLEGE::NELLORE

# Quiz on Entrepreneurship Development



DATE  
**31-07-2019**  
VENUE  
**MBA  
SEMINAR HALL**

By  
**Dr. THUMMALA SUDHEER,**  
Associate Professor, NECN.



The Entrepreneurship Development Cell (EDC) has organized an interactive session for the B.Tech and MBA students on 31-07-2019, by inviting Dr. Thummala Sudheer, Associate Professor, NEC- Nellore. Dr. Thummala Sudheer, in his discussion with the students explained about help you assess your knowledge of basic entrepreneurship

quiz. This quiz is designed in order to generate awareness about Basics of Entrepreneurship. After attempting the quiz, students will definitely get an overview about Basics of Startup. This is also a useful resource for employers to



examine the technical entrepreneurship knowledge of the candidates during an interview or for applicants. He interacted the students by explaining his real life examples. He encouraged the students by clarifying their queries with simple examples. About 96 students actively participated. One of our senior faculty Mr. srinivasulu reddy greets the guest, Principal, faculties and students with the vote of thanks. Program is completed at 01:30pm. At last the resource person

cleared the doubts regarding various aspects related to contemporary aspects of entrepreneurship development in India. The program benefited to students a lot to establish their companies to become successful entrepreneurs.

**AUTONOMOUS**



**ENTREPRENEURSHIP DEVELOPMENT CELL**



**Entrepreneurship Development Cell**

**A.Y : 2018 - 2019**



**ENTREPRENEURSHIP DEVELOPMENT CELL**

The Entrepreneurship Development Cell (EDC) has conducted an awareness programme for the B.Tech and MBA students on 20.02.2019, by inviting Mr. P V Suman, a prospective Entrepreneur and Managing Director, SMKV Packages, Nellore. The programme was started at 11:00am. The convener of the cell 'Dr. K. Sai Kumar introduced the speaker for the students by explaining the importance of self enterprises. Mr. P V Suman, in his speech stated the difficulties he faced while starting a new enterprise. In a simple way he explained the students how he overcome those difficulties. He interacted the students categorizing the types of entrepreneurs and the characteristics of these entrepreneurs. Answering the questions of the students, he said that marketing of the finished products is a risky one in a present competitive environment and as such he is taking extra efforts in delivering the goods to customers. He also gave a detailed explanation on getting loans and other kinds of support from the banks and other agencies. About 126 students actively participated in the programme. The resource person has given complete knowledge on various risks associated like: financial risk, human resource management, marketing and other sorts of risks associated to become a successful entrepreneur in the contemporary scenario. The resource person cleared doubts posed by the students regarding various questions related to become successful entrepreneurs in the contemporary entrepreneur.

**AUTONOMOUS**



**ENTREPRENEURSHIP DEVELOPMENT CELL**



**NARAYANA**  
ENGINEERING COLLEGE  
NELLORE



**Entrepreneurship  
Development Cell**

NARAYANA ENGINEERING COLLEGE::NELLORE

# Awareness Programme of **ENTREPRENEURSHIP**

DATE

**26-11-2018**

VENUE

**MBA SEMINAR HALL**



By

**Mr. Vijay B Reddy,**

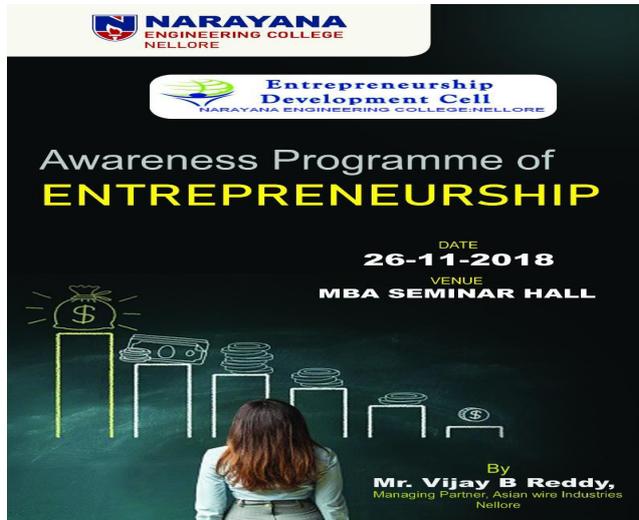
Managing Partner, Asian wire Industries

Nellore



## **ENTREPRENEURSHIP DEVELOPMENT CELL**

The Entrepreneurship Development cell of Narayana Engineering College, Nellore, organized 'Awareness program on Entrepreneurship' to the B.Tech and MBA



students by invited Mr. Vijay B Reddy, Managing partner, Asian Wire Industries Nellore. Further, the resource person, Mr. Vijay B Reddy, resource person of the workshop spoke about preparation of a project by generating new business ideas. He also discussed on preparation of detailed Project Report (DPR), According to SIDBI guidelines in order to raise the investments for projects from financial institutions and investors. He also explained about number of business opportunities and detailed draft on importance of creativity in business for better results in Entrepreneurship. The resource person, also explained about various problems and prospects of entrepreneurship development further the development aspects of entrepreneurs and the contemporary issues in the entrepreneurship development. The resource person,





## **ENTREPRENEURSHIP DEVELOPMENT CELL**



cleared the doubts of individual students regarding various aspects of entrepreneurship development. He also emphasized and appealed to the students and general public of southern states to take advantage of this golden opportunity where not only mentoring and space will be provided but initial funds for the establishment of start-ups will be provided. The goal of the institute for current year is to establish itself as a hub of start-ups in southern India. He also mentioned that it is not necessary that one should have

sound financial background to begin with a start-up and convert into a successful entrepreneur. Mr. Vijay B Reddy gave real-life examples with certain traits that are necessary for any young student to have their start-up or become an entrepreneur. He mentioned to adopt the ROAD mantra- Responsibility, Ownership, Accountability and Discipline. Besides that, he uttered upon that passion with perseverance, credibility and creatibility are integral parts of becoming a successful entrepreneur. He encouraged the students by clarifying their queries with simple examples. About 105 students actively participated and benefited.





**DEPARTMENT OF  
MBA**

**organizing**

**AWARENESS PROGRAM ON**

**“PREPARATION OF A PROJECT REPORT  
AND ITS SILENT FEATURES”**

**GUEST SPEAKER:**



**Mr K. VIJAY KUMAR,**  
Chief Manager,  
Syndicate Bank, Nellore.

**VENUE**  
MBA SEMINAR HALL

**DATE**  
30.09.2018



## **ENTREPRENEURSHIP DEVELOPMENT CELL**



The Entrepreneurship Development Cell (EDC) has organized a motivational programme by inviting Mr.K.Vijay Kumar, working as Chief Manager, Syndicate Bank, Nellore for the B.Tech and MBA students on 30-09-2018. The programme was started with motivation speech by the coordinator of the EDC. Mr. Vijay Kumar in his speech covered the difficulties involved in starting a small scale industrial unit, factors to be considered in selection of suitable location, formalities, rules and regulations to be followed for the establishment of the

same. He gave a detailed explanation on preparation of a project report and its silent features, support of various financial institutions in starting the own ventures and the role of



banks and government agencies. The students gained huge amount of knowledge in this regard. He also explained about Chief Minister Rojgar Yojana and the Prime Minister Revenue Generation Scheme. About 110 students participated in the programme. The Resource person also explained about the various steps which are included in the detailed project report and its related key aspects. He also explained the financial aspect and its related key development

aspects of the project in the contemporary phenomenon. At the very outset, the program has created advantage to the students to develop projects by their own. Therefore, the project has shown greater advantage to the students in the contemporary context. At the end the resource person clearly explained various advantages related to develop a project report in the contemporary context.



All the B.Tech and MBA students are interacting with guest by asking various questions regarding preparation of project report and its financial aspects need to be incorporated while preparing complete project report.



There were totally 110 students attended for the program. The program has given complete knowledge about various the procedure included to develop a detailed project report and its related difficulties and way to overcome it.



**NARAYANA**  
ENGINEERING COLLEGE  
NELLORE



**Entrepreneurship  
Development Cell**

NARAYANA ENGINEERING COLLEGE::NELLORE

# Present Scenario of **Entrepreneurship**

DATE

**30-07-2018**

VENUE

**MBA SEMINAR HALL**



By

**Dr. PC Reddy,**

Asstant Professor, VS University.



## **ENTREPRENEURSHIP DEVELOPMENT CELL**

As a part of providing awareness to the B.Tech and MBA students about various facts of Entrepreneurship, the Entrepreneurship Development Cell of the college invited a senior academician Dr. P C Reddy of V S University, Nellore and organized a program for the B.Tech and MBA on 30-07-2018. Dr. P C Reddy in his lecture covered various concepts of Entrepreneurship along with the Historical background and present scenario



. He spoke on identification and selection of best opportunities, mechanism of selecting the product and assistance available from different sources for starting the own ventures. He conducted Brainstorming sessions with the students on innovative products. He gave a detailed explanation to the about 127 students actively participated. The selection of an idea and its conversion in to reality. The resource person explained clearly regarding contemporary scenario of entrepreneurship development in India. Further cleared quarries which are posed by the students. All the B.Tech and MBA students are presented and involved with speaker about present situation issues and opportunities on regarding to start-up's of a business. Explained clearly regarding MSME's development in India in the contemporary scenario. All the B.Tech



and MBA students took photos with guest (Dr. P C Reddy) and faculty of B.Tech and MBA. Finally, HOD of Department of MBA closes the program with vote of thanks.



## **ENTREPRENEURSHIP DEVELOPMENT CELL**

Due this program 127 students benefited. In the outset, the program inculcated knowledge to the students regarding entrepreneurship development concepts.



**A Seminar on Entrepreneurship dated 15<sup>th</sup> February, 2018.**

The Entrepreneurship Development Cell (EDC), NECN organized a seminar on Entrepreneurship Development on 15<sup>th</sup> February, 2018 for the final year MBA students. The Resource Person was Sri. M G Gopala Krishna, owner and Joint Managing Director of M G B Felicity Mall in Nellore. The Coordinator invited the Director Dr. A V S Prasad, the Principal-Dr.G.Srinivasulu Reddy, and the Resource Person - Sri M G Gopala Krishna on to the dais. The program was commenced at 11:00 AM with a welcome address and an introduction of resource person. The coordinator of Entrepreneurship Development Cell Dr.K.Sai Kumar explained the aim of the program and how it helps students to develop as Entrepreneurs to satisfy the requirements of the society and industry. Above 120 members participated in the programme Sri M G Gopala Krishna, provided information to the students on the characteristics required for the successful entrepreneurs. He explained each of the characteristic in detail and elaborated his discussion by taking examples of prominent entrepreneurs.. He also explained his family tree of entrepreneurs and how they started business and how they become successful in their different ventures. Students actively participated in the programme and interacted with the speaker actively.



# Entrepreneurship Development Cell

NARAYANA ENGINEERING COLLEGE:NELLORE





# Entrepreneurship Development Cell

NARAYANA ENGINEERING COLLEGE:NELLORE





# Entrepreneurship Development Cell

NARAYANA ENGINEERING COLLEGE, NELLORE



**Awareness programme on Entrepreneurship Development  
on 17th October, 2017**

The Entrepreneurship Development Cell (EDC), NECN organized an awareness programme on Entrepreneurship Development on 17th October, 2017 for the final year MBA students. The Resource Person was Mr. B.Srinivasa Rao , General Manager, District Industries Center, Nellore.

The Coordinator invited the Principal- Dr.G.Srinivasulu Reddy, and Resource Person - Sri B.Srinivasa Rao on to the dais. The program was commenced at 11:00 AM with a welcome address and an introduction of resource person. The coordinator of Entrepreneurship Development Cell Dr.K.Sai Kumar gave the details and the objectives of organizing the programme. Above 100 members participated in the programme

Sri B.Srinivasa Rao, provided information to the students on how to start the small scale industries, government assistance in getting the loans, banking procedures, risks associated with the partners of the business and the ways to overcome them along with the management of family owned business.





# Entrepreneurship Development Cell

NARAYANA ENGINEERING COLLEGE:NELLORE





# Entrepreneurship Development Cell

NARAYANA ENGINEERING COLLEGE:NELLORE





## A guest session on Entrepreneurship dated 03<sup>rd</sup> November, 2017.

The Entrepreneurship Development Cell (EDC), NECN organized an interaction programme on Entrepreneurship Development on 03<sup>rd</sup> November, 2017 for the final year MBA students. The Resource Person was Sri. K. Dananjaya Reddy, owner and chairman of D R Uttama, a finest hotel company in Nellore.

The Coordinator invited the Director Dr. A V S Prasad, the Principal- Dr.G.Srinivasulu Reddy, and the Resource Person - Sri K. Dananjaya Reddy on to the dais. The program was commenced at 11:00 AM with a welcome address and an introduction of resource person. The coordinator of Entrepreneurship Development Cell Dr.K.Sai Kumar explained the aim of the program is to help students develop as Entrepreneurs towards the requirements of the society and industry. Above 120 members participated in the programme

Sri K. Dananjaya Reddy, provided information to the students on how he became the entrepreneur, the difficulties he faced in the early days of starting his own enterprises, his family background, the support and encouragement he received from the family members, the sources of finance he tapped etc.,

He started his lecture interacting with the students on basic elements of entrepreneurship. He explained the students about how to sell refrigerators to Eskimos by giving different examples. He also gave deep insights of Entrepreneurship. He stressed the role and power of an entrepreneur in simple words.



# Entrepreneurship Development Cell

NARAYANA ENGINEERING COLLEGE:NELLORE





# Entrepreneurship Development Cell

NARAYANA ENGINEERING COLLEGE: NELLORE



**Women Entrepreneurship on 15<sup>th</sup> September, 2016**

The Entrepreneurship Development Cell (EDC), NECN organized an awareness programme on Women Entrepreneurship on 15<sup>th</sup> September, 2016 for the MBA students. The Resource Person was Dr. C N Krishna Naik, of S K University, Ananthapur.

The Coordinator invited the Principal- Dr.G.Jagadeswar Reddy, and Resource Person – Dr. C N Krishna Naik on to the dais. The program was commenced at 11:00 AM with a welcome address and an introduction of resource person. The coordinator of Entrepreneurship Development Cell Dr.K.Sai Kumar gave the details and the objectives of organizing the programme. Above 100 members participated in the programme

Dr.C N Krishna Naik, provided information to the students on qualities required for the entrepreneurs and the daresness in facing the risk and uncertainty. He gave examples relate to women entrepreneurs like Chandda Kocher. He also gave some of the live examples to students in the form of stories. The programme went on well with answering the queries of the students.



**Awareness programme on Entrepreneurship Development  
on 04<sup>th</sup> January, 2015**

The Entrepreneurship Development Cell (EDC), NECN organized an awareness programme on Entrepreneurship Development on 04<sup>th</sup> January, 2015 for the final year Mechanical Engineering students. The Resource Persons was Leo Zukov, a prospective entrepreneur from Germany.

The Coordinator invited the Principal- Dr.G.Jagadeeswar Reddy Reddy, and Resource Person – Mr. Leo Zukov on to the dais. The program was commenced at 11:00 AM with a welcome address and an introduction of resource person. The coordinator of Entrepreneurship Development Cell Dr.K.Sai Kumar gave the details and the objectives of organizing the programme. Above 50 members participated in the programme.

Mr. Leo Zukov, gave an elaborated view of the present scenario of entrepreneurship development and the role it has been playing in the development of the country's economy. He stressed the need of entrepreneurship for self development and to provide job opportunities to others. He gave some of the examples related to successful entrepreneurs in India. He highlighted the success stories of few entrepreneurs. He interacted with students freely and clarified their doubts.



# Entrepreneurship Development Cell

NARAYANA ENGINEERING COLLEGE: NELLORE



**Awareness programme on Entrepreneurship Development on 09<sup>th</sup>  
February, 2015**

The Entrepreneurship Development Cell (EDC), NECN organized an awareness programme on Entrepreneurship Development on 09<sup>th</sup> February, 2015 for the final year Mechanical Engineering students. The Resource Persons were Aundi Auechen, Language of Liberty Institute, Australia.

The Coordinator invited the Principal- Dr.G.Jagadeeswar Reddy Reddy, and Resource Person – Mr. Aundi Auechen on to the dais. The program was commenced at 11:00 AM with a welcome address and an introduction of resource persons. The coordinator of Entrepreneurship Development Cell Dr.K.Sai Kumar gave the details and the objectives of organizing the programme. Above 50 members participated in the programme.

Mr. Aundi Auechen, interacted with students very closely and encouraged them to involve in the programme. He explained the meaning of entrepreneur and the risk and uncertainty he has to bear in dealing with business ventures. He gave information on the facilities that are available to the entrepreneurs and the effective utilization of various resources. He also explained about the product selection and market research of new products in addition to role of entrepreneurs, the importance of entrepreneurship and its relation in the economic development of the country. He gave valuable information on micro, small and medium enterprises.



# Entrepreneurship Development Cell

NARAYANA ENGINEERING COLLEGE: NELLORE



**Awareness programme on Entrepreneurship Development on  
29<sup>th</sup> April, 2014**

The Entrepreneurship Development Cell (EDC), NECN organized an awareness programme on Entrepreneurship Development on 29<sup>th</sup> April, 2014 for the final year MBA students. The Resource Person was Mr. B.Sudhakar , General Manager, SETNEL, Nellore.

The Coordinator invited the Principal- Dr.G.Jagadeeswar Reddy, and Resource Person - Sri B.Sudhakar on to the dais. The program was commenced at 10:00 AM with a welcome address and an introduction of resource person. The coordinator of Entrepreneurship Development Cell Dr.K.Sai Kumar gave the details and the objectives of organizing the programme. Above 50 members participated in the programme

Sri B.Sudhakar, provided information to the students about the establishment of own enterprises. He stressed the importance and role of Mechanical engineering students in starting the own ventures. It was conducted as an interactive session. He answered the doubts raised by the students.





# Entrepreneurship Development Cell

NARAYANA ENGINEERING COLLEGE:NELLORE





# **Entrepreneurship Development Cell**

**NARAYANA ENGINEERING COLLEGE:NELLORE**