

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)
(Sponsored by S.K.P.V.V. Hindu High Schools' Committee)
Kothapeta, Vijayawada-1
A College with Potential for Excellence(CPE)

ISO:9001-2015

NAAC“**A**” Grade in Cycle3

**PG DEPARTMENT OF BUSINESS
ADMINISTRATION
(MBA Program)**



**“ENTREPRENEURSHIP AWARENESS
PROGRAM”**

14.03.2024



INVITATION

ISO 9001-2015

NAAC 'A' GRADE in Cycle 3

K. B. N. COLLEGE (Autonomous)

(Sponsored by: S.K.P.V.V. Hindu High Schools Committee)
Kothapet, VIJAYAWADA -1.

A College with Potential for Excellence (CPE-UGC)

In Collaboration with EDC cell, The PG Department of Business
Administration organize a program on

“ENTREPRENEURSHIP AWARENESS PROGRAM”

Date & Time : Thursday, 14th March 2024 at 10:00 am

Resource Person

Sri.A.SUDHKAR

General Manager

District industries center

Sri. S.L.N KUMAR

Assistant Director

Ministry of MSME

ORGANIZED BY:
PG DEPARTMENT OF
BUSINESS ADMINISTRATION
K.B.N COLLEGE – PG CENTRE



K.B.N COLLEGE : PG COLLEGE

(Sponsored by: S.K.P.V.V. Hindu High Schools' Committee)

Kothapeta, VIJAYAWADA – 520 001.

ISO 9001-2015 CERTIFIED INSTITUTION

NACC A in cycle 3

PG DEPARTMENT OF BUSINESS ADMINISTRATION (MBA Program)

ENTREPRENEURSHIP AWARENESS PROGRAM REPORT

The Department of Business administration has organized “ENTREPRENEURSHIP AWARENESS PROGRAM “ in association with MSME and Development Facilitation office, Visakhapatnam on 14-03-2024 by Sri.A.Sudhakar, General Manager, District Industries center and Sri.S.L.N.Kumar, Assistant Manager, Ministry of MSME.

Objectives of the Programme

To provide conceptual knowledge and entrepreneurial attitude through interactive sessions by eminent speakers from both the corporate and academic world.

- To provide a platform for students to interact with experts.
- To make the students aware about the latest business Start – Up’s

- To make the students understand the Entrepreneurship opportunities in the outside world and its procedure for setting up of new Business units.

Gist of the Program

Sri.A.Sudhakar began his presentation discussing the skills necessary for a successful entrepreneur, including the capacity to raise money, reduce stress, reproduce, develop entrepreneur friends, recognise new trends, and deal with failure. He also talked about how a person might become an entrepreneur by doing a variety of things. He also encouraged pupils to pursue their interests based on their abilities. In his presentation, he also discussed "How to Write a Business Plan," and he advised students to have a question in mind when writing a business plan.

- What is the purpose of the business?
 - Who are my customers?
- What problem do my product / service solve?
 - Who is my competition and why is my product / service's advantage?
- How will I price, position, market and support my product?
- What are my financial projections for the business for the next 3-5 years?

The other resource person Sri.S.L.N.KUMAR stressed more on Government initiatives on Start-Ups and the schemes related to these Start – Ups like Start-Up India Mission, ATAL Mission, Venture Capital Scheme, Single point Registration Scheme etc. He said – “Speak even if you make mistakes”

because without experiencing, one could never learn one's potentials. Early Start is good because pressure is Least. He answered students' queries and provided examples to help pupils understand the material better. The session was engaging, educational, and beneficial to students' understanding of entrepreneurship.

Outcome of the Program

- Knowledge about how to generate a new business Idea with Innovation.
- Entrepreneurial Opportunity Recognition.
- Project Identification and Formulation.
- Motivational stories of successful entrepreneurs.
- Students got a chance to get interact with Industrial experts.
- Awareness on Government initiatives and financial assistances to entrepreneurs.
- Procedure of Registration of new start – Ups.
- Improve communication and problem-solving skills, manage strong impulses and feelings; and identify personal purpose.

A total of 70 students from MBA final year (2022 – 24 batch) had attended the programme. Ms. Bharathi from MBA final year had proposed vote of thanks.

PHOTOS



