

**Programme Schedule**  
**For**  
**A Three day workshop on**  
**Entrepreneur development skills**  
**21<sup>st</sup>-23, December, 2023.**

**Venue: Vaagdevi College of Engineering**  
**Bollikunta, Warangal - 506005**



**Viswambhara Educational Society**

**VAAGDEVI**  
**COLLEGE OF ENGINEERING**

**UGC AUTONOMOUS**

Accredited by National Board of Accreditation,  
Approved by AICTE & Permanent Affiliation to JNTU, Hyderabad.  
Certified by ISO 9001 : 2008

**Workshop Coordinator**

**Dr. Venu Kesireddy**  
**Coordinator**  
**ED-Cell**  
**Vaagdevi college of Engineering**

**Workshop convenor**

**Dr. K. Prakash**  
**Principal**  
**Vaagdevi college of Engineering**

## **About Vaagdevi college of Engineering:**

### **VISION:**

Striving Continuously for Global Recognition through Academic Excellence in Higher Education, Research and Entrepreneurship for the betterment of society.

### **MISSION**

Create a Healthy Educational Ambience for Students and Staff to the Development of the Region in Particular and Nation in General. Adapt an Innovative Approach and Environment to the Learning Process for Spreading Technological Awareness, Development by nurturing Talent.

### **QUALITY POLICY**

To ensure high standards to educate, enrich and excel, in imparting professional education, by top quality-faculty, who endeavor to mould the students into Socially Responsible Professionals through creative team-work, innovation and research.

**About workshop:** A Three day workshop on Entrepreneurship Development Skills took place on 21<sup>st</sup>-23<sup>rd</sup>, December, 2023 at Vaagdevi College of Engineering. The workshop arrived to empower participants with the necessary skills and knowledge to foster entrepreneurship and innovation. The institutional EDC cell lead by Coordinator Dr. Venu Kesireddy, Asst. Professor, MBA Department who had a 13 years of experience in conducting various Entrepreneurship Awareness camps for students in campus and around the region he being very curious was a participant in many such programs while graduating hence taken the complete task from the date of assignment to the execution and report making with constant enthusiasm.



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# A Three Day Workshop on **"Entrepreneurship Development Skills"**

## Programme Highlights

- ▣ What does it take to be a successful entrepreneur?
- ▣ How to set your goals & convert them into the passion?
- ▣ How to be positive being an Innovative?

Organized by:

**ENTREPRENEURSHIP DEVELOPMENT CELL**

**EDC Coordinator**

**Dr. VENU KESIREDDY**



Date:  
21<sup>st</sup> to 23<sup>rd</sup> December, 2023

**For  
Registration  
Scan QR  
Code**



**Venue:  
Auditorium, Ground Floor  
East Block**



**+91 9550895415**



**www.vaagdeviedu.in**



**VAAGDEVI**  
COLLEGE OF ENGINEERING  
UGC AUTONOMOUS  
Permanent affiliation to JNTU, Hyderabad



**A THREE DAY WORKSHOP  
ON**

## **"ENTREPRENEURSHIP DEVELOPMENT SKILLS"**

**21<sup>st</sup> to 23<sup>rd</sup> December, 2023**

Organized by

**ENTREPRENEURSHIP DEVELOPMENT CELL**

(Venue: Auditorium, Ground Floor, East Block)

Coordinator ED Cell  
**Dr. VENU KESIREDDY**  
Asst. Prof., Dept. of MBA

Convenor  
**Dr. K. Prakash**  
Principal



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Certified by ISO 9001:2015



### *Invitation*

*For  
Inauguration of A Three Day Workshop  
on*

## *"Entrepreneurship Development Skills"*

*Chief Patron*

**Dr. CH. DEVENDER REDDY**  
*Secretary, Viswambhara Educational Society*

**Dr. C. SATYAPAL REDDY**  
*Joint Secretary, Viswambhara Educational Society*

**Dr. CH. VANI**  
*Director, Vaagdevi College of Engineering (MCA)*

**Dr. CH. VAHINI DEVI**  
*Director, Vaagdevi College of Physiotherapy*

*Patron*

**Dr. K. Prakash**  
*Principal, VCE*

**Dr. T. Thirpathi Rao**  
*Vice Principal, VCE*

**Dr. M. Shashidhar**  
*Dean, Administrations*

*On*  
**21st December, 2023**  
*At 9:30 a.m.*

*Coordinator, ED Cell*  
**Dr. Venu Kesireddy**

*Venue:*  
**Auditorium, Ground  
Floor, East Block**

*Organized by*

**ENTREPRENEURSHIP DEVELOPMENT CELL**

# VAAGDEVI COLLEGE OF ENGINEERING

## BOLLIKUNTA, WARANGAL

### SCHEDULE OF

### “A Three Day Workshop on Entrepreneurship Development Skills” (21<sup>st</sup> – 23<sup>rd</sup> December, 2023)

<b>Day 1 (21<sup>st</sup> -12-2023)</b>			
<b>Time</b>	<b>Session</b>	<b>Theme</b>	<b>Resource Person</b>
10.00 am - 11:00 am	1	Opening Remarks	Dr. Venu Kesireddy
11:01 am -11:15 am	2	Introduction to the workshop objectives	Dr. G. Satheesh Raj
11:16 am -11:30 am	<b>Coffee Break</b>		
11:31 am -01:15: Pm	3	Designing Business canvas Model	Dr. G. Satheesh Raj
01:16 Pm -02:00 Pm	<b>Lunch</b>		
02:01 Pm - 04:00 Pm	4	Live project on Business canvas Model with students	Dr. G. Satheesh Raj

<b>Day 2 (22<sup>st</sup> -12-2023)</b>			
<b>Time</b>	<b>Session</b>	<b>Theme</b>	<b>Resource Person</b>
10.00 am - 11:00 am	5	What does it take to be a successful entrepreneur & how to put it into practice? How to be positive & Innovative?	Dr. Bharath Kumar Founder and CEO of KBK Solutions
11:01 am -12:30 am	6	How to set your goals & convert them into the passion?	Nikeelu Gunda Founder and CEO of Digital Connect
01:16 Pm -02:00 Pm	<b>Lunch</b>		
02:01 Pm - 04:00 Pm	7	Panel Discussion and Interaction with students about Entrepreneur failures and how to make them in to success	Dr. Bharath Kumar Founder and CEO of KBK Solutions  Nikeelu Gunda Founder and CEO of Digital Connect

<b>Day 3 (23<sup>st</sup> -12-2023)</b>			
<b>Time</b>	<b>Session</b>	<b>Theme</b>	<b>Resource Person</b>
10.30 am - 12:30 pm	8	<ul style="list-style-type: none"> <li>• Start Up Opportunities</li> <li>• Mudra Scheme for Entrepreneurship</li> <li>• Capacity Building and Environmental Scanning for Entrepreneurship</li> </ul>	Dr. CH. Suresh Chandra Associate Professor Marketing and Analytics Vaagdevi Degree and P.G College
12:30 Pm -01:30 Pm	<b>Lunch</b>		
01:31 Pm - 03:30 Pm	9	<ul style="list-style-type: none"> <li>• Feed Back</li> <li>• Closing Remarks</li> </ul>	Dr. Venu Kesireddy

**Day1:** Business canvas Model Session of Workshop Was Took Place on 21<sup>st</sup>/December/2023 with the goal of providing participants with a Comprehensive understanding of the BCM framework and its practical applications in developing and refining business models.

Session overview:

1. Introduction to Business canvas Model
2. Customer segments and value proposition
3. Channels and customer relationships
4. Revenue streams and cost structure
5. Key resources and Key activities
6. Partnerships and collaboration

**Feedback:** Participants expressed appreciation for the workshop hands on approach, the practical exercises applying the canvas to real life scenarios, were highlighted as particularly valuable. The Business canvas Model session successfully equipped participants with the knowledge and skills necessary for strategic business model development.



**Inaugural session by Dr. T. Tirupathi Rao, Vice- Principal, VCEW and Resource person Dr. Sateesh Raj sir at EDC WORKSHOP**



**Dr. Sateesh Raj sir addressed the students about Business canvas Model practical session at EDC workshop**



## **Day 2:**

The resource person of day 2 Mr. Neekhilu Gunda had focused on impact of technology advancement on jobs. AI and technology have replaced jobs through automation, where machines and algorithms perform tasks that were previously done by humans. However, it's important to be noted that technology also creates new job opportunities in emerging fields, requiring different skills. He mentioned that in this era, people requires combination of skills, vision and adaptability. He highlighted that we must start by identifying where technology can address existing challenges or inefficiencies. One have to develop innovative ideas, create a solid business plan and build a network of mentors and professionals. Utilize technology tools to streamline operations and start small by testing your ideas with a minimum viable product. In a nutshell successful entrepreneurship in the tech driven world involves a dynamic approach, resilience and a commitment to continuous learning.

Later Mr. Bharath had said that the landscape of entrepreneurship is marked by both failures and successes, reflecting the inherent and risk and rewards. He told that failures often arise from insufficient market research. Poor financial management or an inability to adapt to changing circumstances. Hence learning from these setbacks, however, is crucial for future success. He mentioned that entrepreneurs who conduct thorough market analysis, build robust business plans and stay adaptable tend to navigate challenges more effectively. He concluded saying that entrepreneurial journey is a dynamic interplay between learning from failures and building upon successes, requiring resilience, strategic vision and continuous improvement.

Session overview:

1. Introduction to Entrepreneurship
2. Business ideation and planning
3. Financial literacy for entrepreneurs
4. Marketing and Branding
5. Problem solving workshop
6. Panel discussion

**Feedback:** Participants expressed satisfaction with the workshop. Many highlighted the interactive nature of the sessions. The positive feedback reflects the workshops effectiveness in fostering a culture of innovation and business acumen among participants.



**Nikeelu Gunda, CEO, Digital Connect addressed the students about how the technology is replacing jobs and how we should convert that technology in to business ideas at EDC Workshop.**





*Complementary gifts by K&K Business Solutions @EDC workshop*





**Nikeelu gunda , CEO,Digital connect and Dr Bharath kumar ,CEO,KBK Solutions panel discussion about entrepreneurship with students at EDC Workshop.**

### **Day 3:**

The day 3 session was started by Dr. Suresah Chandra, by imparting the students that capacity building and environmental scanning are pivotal components in fostering successful entrepreneurship. He explained the students that this report outlines the strategies and outcomes of a comprehensive initiative aimed at enhancing the entrepreneurial ecosystem through the development of skills and a thorough understanding of the business landscape.

He said that start opportunities are abundant in today's dynamic business environment, fueled by technological advancements and evolving consumer needs. Identifying the right start up opportunity involves considering various factors like market needs, technology trends, consumer behavior, industry disruptions, sustainability and collaboration.

Later he focused on MUDRA Scheme for entrepreneurship, which was initiated to provide financial assistance to micro-enterprises, fostering entrepreneurship and economic growth. He explained students about three categories of loans under this scheme, its reach and accessibility, its positive impact on generating employment and also told some success stories who have benefitted from MUDRA Scheme.

Session overview:

1. Capacity Building and Environmental Scanning for Entrepreneurship
2. Start Up Opportunities
3. Mudra Scheme for Entrepreneurship

The workshop participants felt insightful understanding the significance of the different schemes which providing financial assistance and its positive impact. Participants grasped the importance of scanning external factors, regulatory changes for effective business planning. Students expressed their enthusiasm about exploring startup opportunities.

**Feedback:** The workshop effectively conveyed information on identifying and evaluating potential startup ideas, encouraged creative thinking. They appreciated the practical insights shared about navigating the challenges and seizing opportunities in the startup landscape.



Dr. Suresh Chandra addressed the students about Start up Opportunities at EDC Workshop



**Felicitating the resource person's at EDC Workshop.**





**Dr K. Prakash, Principal, Vaagdevi college of Engineering felicitating our student alumni entrepreneur at EDC Workshop.**



**Certificate distribution by Heads, Vaagdevi College of engineering and EDC Team members to the Student participants at EDC Workshop.**



ED cell team and student participants group photo at valedictory session



**Dr. Venu Kesireddy, Coodinator, ED Cell, Vaagdevi College of Engineering addressed the students about Future activities of Entrepreneurship at EDC workshop**

## బొల్లికుంట వాగ్దేవిలో మూడు రోజుల వర్క్‌షాపు



**మన తెలంగాణ/సంగెం:** బొల్లికుంట వాగ్దేవి కాలేజ్ ఆఫ్ ఇంజనీరింగ్‌లో ఎంట్రప్రెనియర్షిప్ డెవలప్‌మెంటు సెల్ నిర్వహించిన ఎంట్రప్రెనియర్షిప్ డెవలప్‌మెంటు స్కీల్స్ అనే అంశంపై మూడు రోజుల వర్క్‌షాపు నిర్వహించారు. ఈ వర్క్‌షాపులో డాక్టర్ సతీష్ రాజు, డాక్టర్ భరత్‌కుమార్, ఫౌండర్ ఆఫ్ కేబీకే సొల్యూషన్స్, నిఖిల్ గుండా, ఫౌండర్ ఆఫ్ డిజిటల్ కనెక్ట్, డాక్టర్ సురేష్ చంద్ర, డాటా అనలిస్ట్, ఎంట్రప్రెనియర్షిప్ డెవలప్‌మెంటు స్కీల్స్ ఎలా పెంపొందించుకోవాలి అనే అంశం, కొత్త సంస్థని ఎలా నెలకొల్పాలి. నిర్ణయాత్మక నైపుణ్యాలు మొదలగు అంశాలపై ప్రసంగించారు. విద్యార్థులచే బిజినెస్ మేనేజ్‌మెంటు ఆప్టిమిటీస్‌ని చేయించారు. ఈ కార్యక్రమంలో కళాశాల ప్రిన్సిపాల్ డాక్టర్ ప్రకాష్, వైస్ ప్రిన్సిపాల్ డాక్టర్ తిరుపతిరావు, డీన్ డాక్టర్ శశిధర్, డాక్టర్ వై భాస్కర్‌రావు హెచ్‌ఓడీ ఎంబీఏ, సలీం జవాని విబా కోఆర్డినేటర్, ఈ కార్యక్రమానికి డాక్టర్ కేసీ రెడ్డి వేణు కోఆర్డినేటర్‌గా వ్యవహరించారు. ఈ కార్యక్రమంలో డాక్టర్ సరోజ, డాక్టర్ భార్గవి, డాక్టర్ మురళి, శైలజ, సంతోష్‌కుమార్, సుధాకర్, విద్యార్థులు పాల్గొన్నారు.