

Successful implementation of one activity as part of strategic plan

PB Siddhartha –Entrepreneurship Development Cell

Entrepreneurship is a key driver of socio-economic development of any nation. Wealth, jobs and economies are created by entrepreneurially competent young minds. Keeping in mind the changing technologies and global trends, PB Siddhartha College of Arts & Science incorporated EDC in 2016. It aims at manifesting latent entrepreneurial spirit of the young minds. We at EDC host various workshops, speakers' sessions, innovative and creative business plan competitions for aspiring entrepreneurs and supporting them by providing necessary infrastructure and resources. Keeping in mind the importance stressed by the NAAC and NEP-2020, in accordance with the directions given by Andhra Pradesh State Council of Higher Education (APSCHE) PB Siddhartha College of Arts & Science, Vijayawada, incorporated **Entrepreneurship Innovation and Start-up Centre (PBSCAS-EISC) on 26th July 2021**. It aims at manifesting latent entrepreneurial spirit of the young minds. We at **PBSCAS-EISC encouraging start-ups** for aspiring entrepreneurs and supporting them by providing necessary infrastructure and resources. We shall tie-up with various constituent segments of the society for grooming the young entrepreneurs and to cultivate the startup culture in the campus with 360 degree support facilitation. We will plan to offer consultancy services, mentoring support and developing entrepreneurial competency among the potential student students.

We at **PBSCAS-EISC** constituted **Functional Committee** headed by the Director of the Centre, one coordinator and other experienced faculty. We will also proposed to constitute Advisory Committee under the chairmanship of **principal of the institute** and other expertise professionals-**Bankers, Govt. Authorities, DIC-GM, MSME-Authorities, Entrepreneurs, social Entrepreneurs, Start-up promoters** to take initiative to achieve the following objectives

Objectives of PBSCAS EDC

- ✓ To create an awareness among the students and the educated youth regarding the entrepreneurial opportunities that are emerging in the new business landscape;
- ✓ To nurture, counsel, mentor students and leading them to think and do entrepreneurial activities
- ✓ To provide information about various institutions supporting entrepreneurial activities through their schemes such as MSME, NSIC, EDII, DST, DICs, and KVIC etc.
- ✓ To facilitate regular interaction among students, startup promoters, officials, executives, and other stakeholders.
- ✓ To inculcate the entrepreneurial spirit by organizing workshops, seminars, business plan competitions and entrepreneurship orientation programs to the prospective youngsters

- ✓ To inculcate practical exposure among students regarding the preparation of project reports, feasibility studies, finance, marketing, HR and R&D aspects for establishing small scale firms
- ✓ To provide the students with the necessary training so that they become entrepreneurs and provide employment opportunities to others.
- ✓ To develop creative and innovative business ideas for the benefit of the society.

Functional Committee of the PBSCAS-EDC

Director of the Centre: Professor Rajesh C Jampala

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Dean (Academics & Administration)

PB Siddhartha College of Arts & Science, Vijayawada.

Coordinator : Dr Md S Rahaman 9866965767



Events Organised by EDC

Webinar Talk on “Start-up’s and Incubation”

This event was organised on 9th of October 2021 at 11am, the guest for this talk is Ms. Lakshmi Potluri (Co-Founder of JABONG). Lakshmi Potluri narrated that what is UNICORN? She advised the students that don’t bothered about the failures-they are the stepping stones of the success. Take every change as a challenge and convert it in to opportunity she said. She demonstrated how Incubators will help the startups with examples.

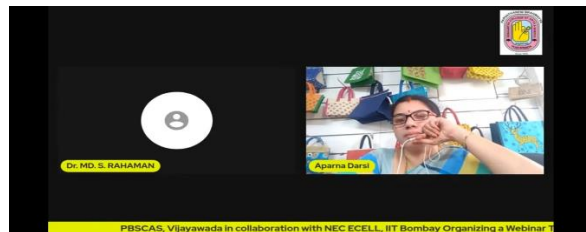
LINK: - <https://youtu.be/xDDpQXqK7Zo>



Invited Talk on “Enabling Entrepreneurial Quotient”

This event was organised on 11th October 2021 at 11am, the Guest for this talk is Mrs D. Aparna (MD of Aparna Jute creations. In this talk, madam has explained about what are the problems encountering by the start-ups’, newly developed small business organisations how to overcome the problems, what problems that were, Mrs Aparna faced during the pandemic situation.

LINK: - https://youtu.be/2i1_OrnIrp8



The Advent of “Crypto Currencies”

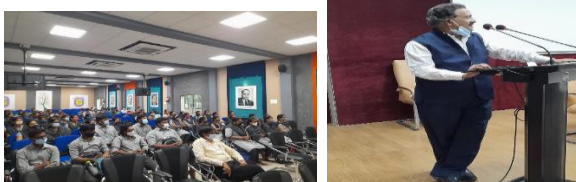
This event was organised on 9th November 2021, at 11am, the Guest of this event is Dharnesh Krishna Koganti. Mr. Krishna has explained about the Crypto Currency, how to use Crypto Currency, Types of Crypto Currency, Governments across the **globe** weather accepting the Crypto Currency and its results and consequences etc.

Link: - <https://youtu.be/mJFIMOII37A>



Entrepreneurship Awareness Program

This Event was organised on 9th November 2021 at 2.30pm. The Guest for this talk was P.V.S. Nageswara Rao, Founder & CEO at DuChange Advisors and Business Consultancy Pvt.Ltd, Senior Vice President – Head of Procurement & Material Management at ThyssenKrupp (Pune, Maharashtra, India). He has explained about the importance of hard work and smart work.



Guest Lecture with “MSME, Punjab National Bank, and Grant Thornton ”Executive

This Event was organised on 15th November 2021 at 2.30pm. The guest for this event is Devraj Dasari (MSME), Vijay Sharma (PUNJAB NATIONAL BANK), SRI RAM (GRANT THORNTON). Devraj motivated our students to develop Entrepreneurial skills, and summarised how MSME’s helps in starting of a business, Sri Ram while said that how to become successful entrepreneurs, Vijaya Sharma explained how banks we help in getting loans to start a MSME business.



Expectations of the “Corporate from Budding Managers”

This event was held on 6th December 2021 at 11am, sir has told that “corporates are the wealth creators of the society”, sir has explained about the 4p’s of what corporates expects from the employees, and how to develop a passion towards our work, sir also explained about how to be a proactive person in any situation, sir also explained about how to be a performer.

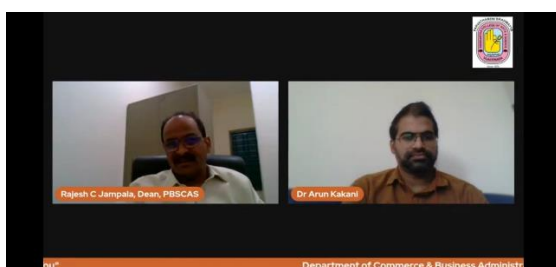
LINK: - <https://youtu.be/IsQfWf6JHwk>



Emotional Intelligence & You

This event was held on 7th December 2021, at 11 am, the Guest for this Event is DR.K.S. Arun Kumar (Villa College, Maldives) sir has explained about the “Emotional Intelligence”, the overview of the EI, why and what is EI? How can we develop EI? Drivers of EI? What is Emotional Memory, how it is useful and in business success.

LINK: - <https://youtu.be/ZnwTCbgn7Ps>



Start-up Idea and New Product Launching

(CAMPER TRAILER) New and Innovative product named it as BIKE CAMPER TRAILER designed by P. MANEESHA an alumna of Our College. She said that Being First of its Kind, this 3 in 1 Accessory which is easy to Camp, Store and Setup The Mini Adventure Vanity Camper leave imprints of captivating memories wherever we go. The Combination of Tent, Bed Platform and Storage Space makes a one-go for Sustainable Living from Individuals to Riders, acts as an Accessory with Affordable Price and is easy to Set Up for Riders and Individuals. Supporting to explore the world in all dimensions possible, she added. This product was formally launched in PBSC campus on 12th February 2022 by Prof. K Ramamohana Rao, Vice-Chairman Andhra Pradesh State Higher Education. The Entrepreneurship Development Cell in association with the Department of Business Administration had organized a New Product Launch.



Young Entrepreneurial Awareness Program

The **Young Entrepreneurial Awareness** programme organised for the benefit of PGstudents on 12th April 2022 at Webinar hall. Mr Chandra Sekhar branch manager of 'Bharat Yuva Sakthi Trust' was the chief resource person. He addressed the students and encouraged them to start a small business and advised to become entrepreneurs. He also explained various govt. and NGO's schemes and assistance in the areas like finance, manufacturing, technology, infrastructure, marketing and how to get permissions from various authorities etc.

