



SAROJINI NAIDU VANITA MAHA VIDYALAYA

(Sponsored & Managed Jointly by
Osmania Graduates' Association & Exhibition Society)
Exhibition Grounds, Hyderabad. Tel: (040) 29555676

THREE DAY INTERNATIONAL ENTREPRENEURIAL DEVELOPMENT VIRTUAL PROGRAMME

On

A STEP TOWARDS ENTREPRENEURIAL JOURNEY

02-09-2021 TO 04-09-2021

ORGANIZED BY

DEPARTMENT OF BUSINESS MANAGEMENT – ED Club



<http://www.snvanita.org/>

About the College

Sarojini Naidu Vanita Maha Vidyalaya (Sponsored by Osmania Graduates' Association and Exhibition Society) is a premiere educational institution in the State of Telangana. It was established in 1962 and is affiliated to Osmania University. It is one of the largest women's college in Telangana named after great freedom fighter Sarojini Naidu. Its foundation stone was laid by a stalwart freedom fighter Khan Abdul Ghaffar Khan. The institution offers courses at Intermediate, Under Graduation and Post-Graduation level in faculties of Arts, Science, Commerce and Management. It works for the holistic development of 3500 girl students.

About the Department

The Department of Business Management started in 1995 and has completed 25 glorious years. The program has seen young, dynamic, ambitious and hardworking students graduating with flying colours. The Department takes pride in its highly qualified and experienced staff. To suit the current needs, our management upgrades the infrastructure by adopting the latest technologies. Our students have excelled in academics and extracurricular activities. Our alumnae are currently working in reputed organizations and constantly contributing to the growth of the Department.

For Queries Contact

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Theme of the Program

“A Step Towards Entrepreneurial Journey” aims to promote self-employment and entrepreneurship among the budding and existing entrepreneurs to set up and scale up their enterprises in an effective manner.

The course content will exclusively focus on Entrepreneurship Development that will expose the aspirants to Entrepreneurship support system-characteristics, culture and challenges of an entrepreneur, Entrepreneurial motivation, Business opportunities identification, Product marketing, Business plan preparation, Project report formulation and MSME's funding, Government schemes for MSME's in India, etc. The course will nurture young prospective entrepreneurs to acquire necessary managerial skills required for their successful entrepreneurial journey.

OBJECTIVES

- To impart knowledge on Entrepreneurship and strengthen entrepreneurial competencies
- To motivate the participants having potential for setting up MSMEs
- To provide insight into the various aspects of enterprise creation, credit sources, marketing of products and changing trends of markets in global scenario

PROGRAM SCHEDULE

02-09-2021, Day – I

Theme: NURTURING THE ENTREPRENEURIAL SPIRIT

INAUGURAL SESSION (10:00 AM to 10:30 AM)

Topic	Resource Person
Welcome Address	 Dr. D. Shobhana, Principal
Introduction of Department & Seminar	 Dr. Veenapani, MBA Director
Address by Chief Guest	 Praveena Thota, State Chairperson (Telangana) CIMSME, CEO of Nvision Innovations, Founder of WomENvision


TECHNICAL SESSION I, II (10:30 AM to 01:00 PM)

1. Entrepreneurship-Idea Realisation to Idea Validation & Prospects	 Mr. Sarath Muthyala Associate Faculty, NI-MSME & Start-up Consultant, Hyd.
2. Venture Creation	

03-09-2021, Day – II

Theme: ENTREPRENEURSHIP SUPPORT SYSTEM

TECHNICAL SESSION III (10:00 AM to 11:30 AM)

Topic	Resource Person
Entrepreneurial Marketing	 Mr. Rajeev, CIMSME & Group Chief Operating Officer, Avaan India


TECHNICAL SESSION IV (11:30 AM to 01:00 PM)

Role of Ecosystem Enablers – MSME Funding & Project Reports	 Dr. Pranjal Kumar Phukan, Co- Chairman, ICC
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04-09-2021, Day – III

Theme: ROADMAP TO SUCCESS

TECHNICAL SESSION V (10:00 AM to 11:30 AM)

Topic	Resource Person
Government Schemes for MSME's in India	 Mr. V.B.Rajendra Prasad, Associate Faculty, NI-MSME

TECHNICAL SESSION VI (11:30 AM to 12:30 PM)

Virtual interaction with successful entrepreneurs • Entrepreneurial Journey	 Dr. Mahalakshmi Reddy, Founder, CEO - LYO FLORALS
	 Ms. Swathi Nelabhatla (United States) Founder, CEO - LIVEMINDS & SHEJOBS

VALEDICTORY

Instructions to the Participants

- 👉 **Please click on the link to register:**
👉 [HTTPS://FORMS.GLE/BK4TJC
TFWNE3B3RV6](https://forms.gle/Bk4TJcTFWNE3B3RV6)
- 👉 **No Registration fee**
- 👉 **Participants will be awarded e-Certificates**
- 👉 **Mode of Program: YouTube Live Web Session**
- 👉 **Participants are directed to the WhatsApp group upon registration**

Organizing Committee

CHIEF PATRON

Sri. Aditya Margam

Chairman

PATRON

Smt. G. Vijaya Lakshmi

Vice Chairperson

Sri. N. Vinay Kumar

Hon. Secretary

Sri. K. Dilip Reddy

Hon. Treasurer

Sri. M. Rajshekar

Joint Secretary

Dr. D. Shobhana

Principal

PROGRAM DIRECTOR

Dr. Veenapani, Director

Department of Business Management

CONVENER

Mrs. E. Sajitha, Asst. Professor

Department of Business Management

PROGRAM CO-ORDINATOR

Mrs. Shashikantha, Asst. Professor

Department of Business Management

**SAROJINI NAIDU VANITA MAHA VIDYALAYA
DEPARTMENT OF BUSINESS MANAGEMENT**

**A Three Day
International Entrepreneurial Development Virtual Programme
On
A STEP TOWARDS ENTREPRENEURIAL JOURNEY
(02-09-2021 to 04-09-2021)**

THEME OF THE PROGRAM:

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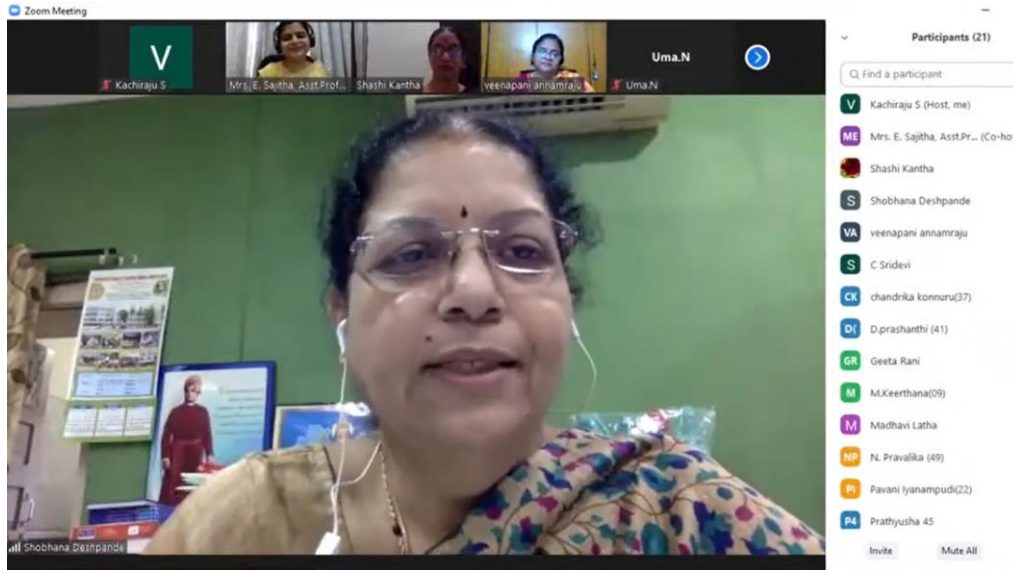
DAY I: 02-09-2021

THEME: NURTURING THE ENTREPRENEURIAL SPIRIT

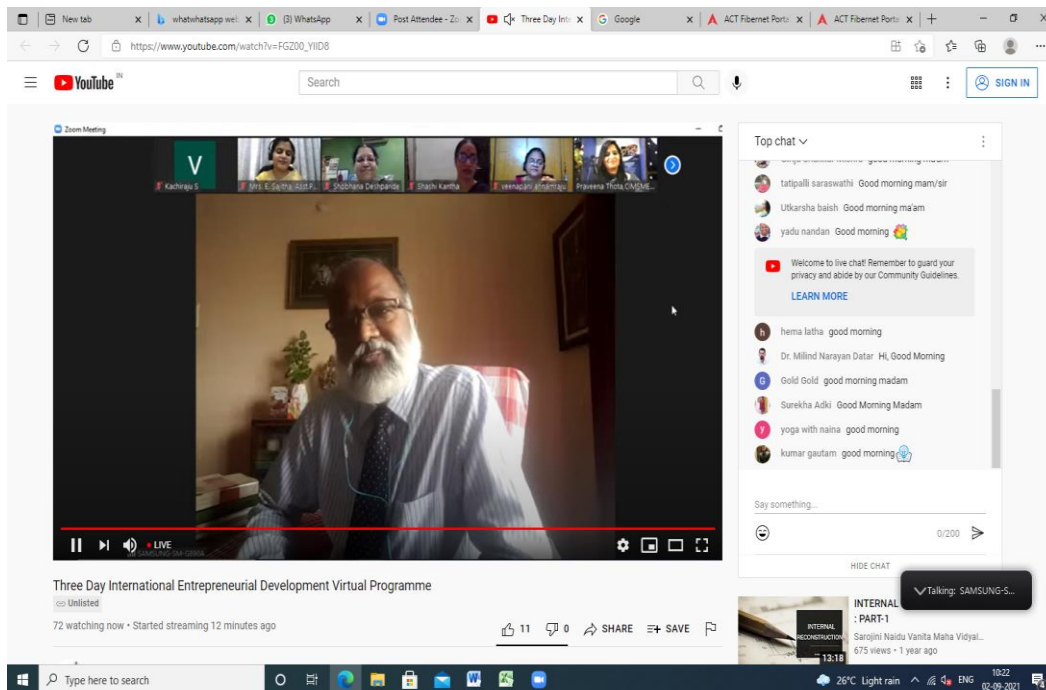
SN Vanita Maha Vidyalaya, Hyderabad: The participants joined the Three Day International Entrepreneurial Development Virtual Programme Day 1 using below YouTube link

https://youtu.be/FGZ00_YIIDS

Prayer song by Ms. Uma, MBA 2nd year, SNVMV



A warm welcome address was made to the participants by Principal Dr.D.Shobana, expressing her gratitude towards the Chief Guest, Speakers, and all the participants for being part of a Three Day International Entrepreneurial Development Virtual Programme



A thought provoking address to the participants by Chairman Sri. Aditya Margam did set a perfect platform for the speakers to deliver their presentations in various aspects of Entrepreneurship Support System.

Dr. Veenapani, Program Director introduced the Department of Business Management to the participants and gave valuable insights of the program.

The Chief Guest, Ms. Praveena Thota, State Chairperson, Telangana, Confederation of Indian Micro Small Medium Enterprises enlightened on contribution of ecofriendly products instrumental towards sustainable development

Mrs. E.Sajitha, Program Convener briefed the course structure of three day program.

THEME: NURTURING THE ENTREPRENEURIAL SPIRIT

Mrs. Shashikantha, Program Coordinator introducing the keynote Speaker Mr. Sarath Muthyala,

Associate Faculty, NiMSME

Technical Session I & II speaker Mr.Sarath Muthyala, Associate Faculty, NiMSME lifted the entrepreneurial spirits and motivated the participants to not only to think but also convert their ideas to reality with proper validation and future prediction giving valuable insights on venture creation

DAY II (03-09-2021)

THEME: ENTREPRENEURSHIP SUPPORT SYSTEM

SN Vanita Maha Vidyalaya, Hyderabad: The participants joined the Three Day International Entrepreneurial Development Virtual Programme Day 2 sessions using below YouTube link:

<https://youtu.be/DpbeP08IWZM>

Mrs. Shashikantha, Program Coordinator welcoming back the participants on DAY 2 with the theme Entrepreneurship Support System followed with the technical sessions III & IV

Technical Session III Speaker Mr. YSR Rajeev VP Business Strategy ETO Motors Pvt. Ltd introduced the audience to Entrepreneurial Marketing at global context with statistics. With precise and interesting lecture, discussing case studies, sir made the participants to introspect their entrepreneurial market position.

Technical Session IV Speaker Mr.Pranjal Kumar Phukan, Co- Chairman of ICC delivered a lecture on **Role of Ecosystem Enablers – MSME Funding & Project Reports**. Sir shared valuable insights on Government initiatives in Startup Ecosystem Transformation & Start up Life Cycle. He highlighted various Funding Options available along with Project report formulation.

DAY III: 04-09-2021

THEME: ROADMAP TO SUCCESS

SN Vanita Maha Vidyalaya, Hyderabad: The participants joined the Three Day International Entrepreneurial Development Virtual Programme day 3 session using below YouTube link:

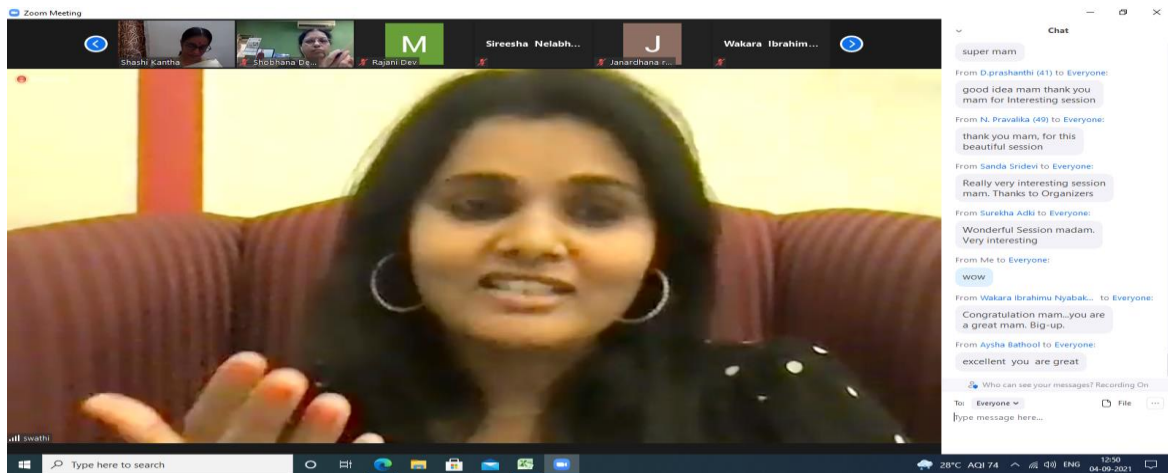
https://youtu.be/4j1up87L2_4

Mrs. E.Sajitha, Program Convener welcoming back the participants on DAY 3 with the theme **Roadmap to Success** followed with technical session V & VI

Mr. V.B Rajendra Prasad, Associate Faculty –NiMSME delivered a lecture on **Government Schemes for MSME's in India**. He created awareness on Government schemes, subsidies and incentives that promote MSMEs through the MSMED Act.

VIRTUAL INTERACTION WITH SUCCESSFUL ENTREPRENEURS

An interactive & motivating session by Dr.Mahalakshmi Reddy, Founder & CEO – LYO FLORALS, a passionpreneur **shared her inspiring entrepreneurial journey.**



Entrepreneur Swathi Nelabatla (US) CEO & FOUNDER – LIVEMINDZ & SHEJOBS, a TEDx Speaker **shared the success formulae** inspiring the young entrepreneurs.

VALEDICTORY

Principal Dr. Shobhana, SNVMV and the Program Director Dr. Veenapani, Director, Department of Business Management addressed the virtual gathering appreciating the enthusiasm of participants.

The program concluded officially with Vote of thanks by Mrs. E.Sajitha, the Program Convener.