

**KG Reddy College of Engineering & Technology**  
**(Approved by AICTE, New Delhi, Affiliated to JNTUH, Hyderabad)**  
**Chilkur (Village), Moinabad (Mandal), R. R Dist, TS-501504**

**Report**

**On**

**Worlds Entrepreneurs Day**

**Discover the Key to Business Success**

**August 21<sup>th</sup>, 2021**

**Organized by**

**MoE Institution's Innovation Council (IIC), KGRCET**

**Submitted by**

**Dr. B. Vandana**

**KGRCET IIC Convener**

**At**

**KG Reddy College of Engineering and Technology**

  
**Convener**

  
**President**

  
**Principal**

*Principal*  
KG Reddy College of Engineering & Technology  
Chilkur (V) Moinabad (M).  
R. R. Dist

## **Overview**

The talk was on key success towards business, the speaker discussed on basic entrepreneurship its importance, opting and motivation towards success, and why most of the entrepreneurs fail in their business. He also discussed 7 key factors to be successful in business. He elaborated with the real-time examples and their stories in the initial stage and financial management. The eligibilities to start a business.

## **Objectives:**

The main objectives of the program are:

- How to grow business.
- To understand the management skills and experience
- To know more about the success and 7 key points.
- To know the process of Business model.

## **Outcomes:**

The outcomes of the program are to provide awareness on importance of Entrepreneurs Day and motivating students towards entrepreneurship. Participants understood the 7 points that leads to have a successful business and growing business from the failures. Plan to have a financial management and the investors to whom we can consider.

**Speaker: N B Harshavardhan Reddy, International Officer, IIT Tirupathi.**

## Summary Report on

### Discover the Key to Business Success

The talk was organized on the occasion of Entrepreneurs Day, the discussion was on the key points on business success. The speaker first provides the details of entrepreneurship, who can be an entrepreneur, usually why entrepreneurs fail, how can sustain to overcome the failure. In accordance with this the details like taking risk, market observation, financial management, discovering new things, customer expectations were also been discussed. He focused mainly about how to be a success in lifetime business, therefore he emphasized on 7 key points like Spirit, Understanding, Commitment, Creative, Environment Scanner, Suitability, Speculator etc. He has given the real-life example with these 7 points like how they started commitments, suitability passion, improvisation, market with stand, creating things etc.

The 7 motivational stories like

Spirit: Nick Vujicic founder without Limbs organization

Understanding: KunwerSuchdeva, Founder Su-Kam Power System limited,

Commitment: CK Ranganathan, Chairman, Cavinkare,

Creative: Natarajan, KovaiPazhamudhir Nilayam,

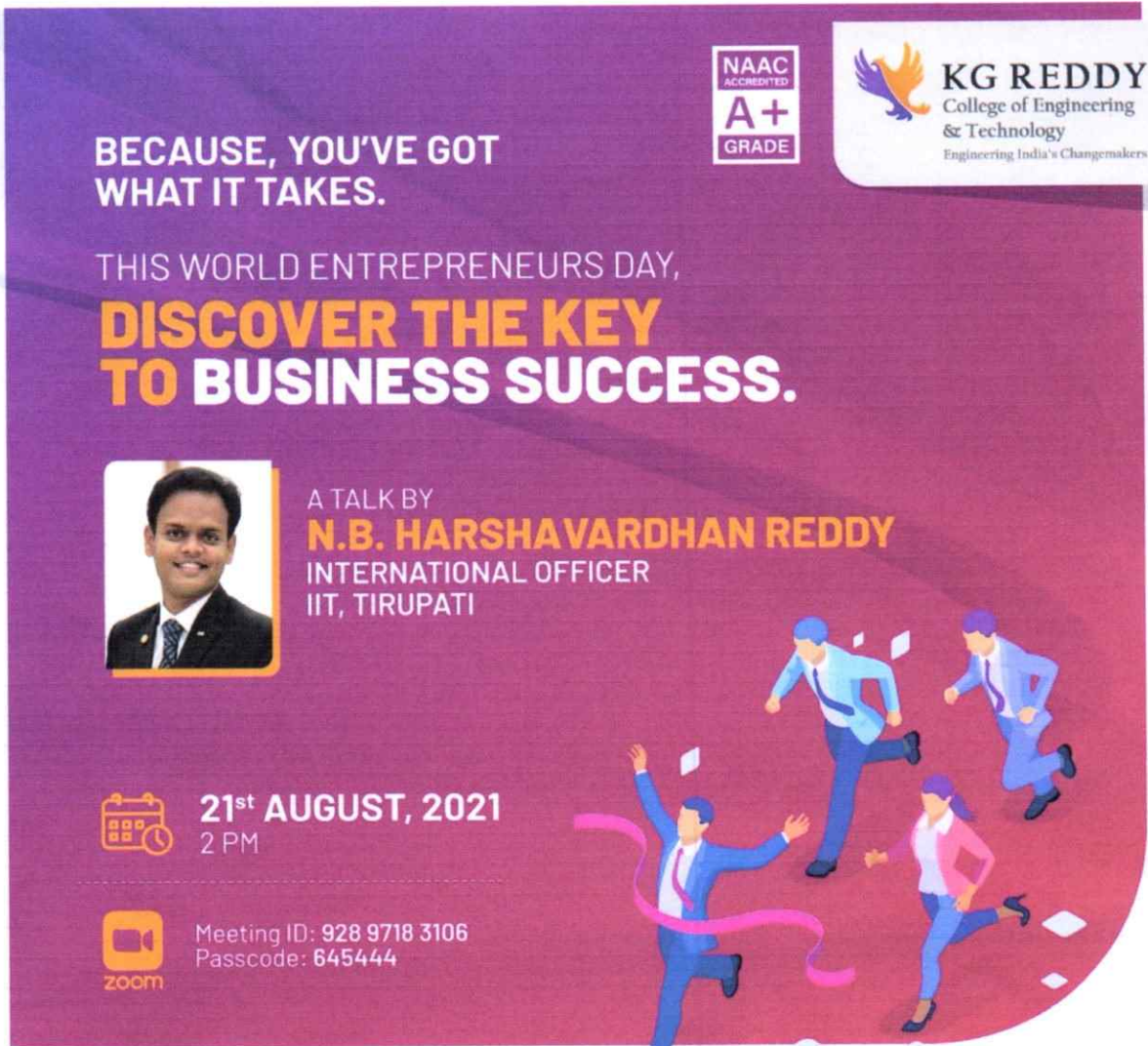
Environment Scanner: Karsan Bhai Patel, Founder Nirma,

Suitability: Patricia Narayani, Founder Sandapa Food Restaurent,

Speculator: Sarath Babu, Founder Food King Catering Services Private Limited


These are the various key points that will help an entrepreneur to be a successful in business and will understand the various procedures and practices to be life-long sustainable. Finally, he motivated students and faculty with his life experience in various field that he came across. Therefore, business is a passion to be risk but put you in limelight once you achieve it.


**Photo Gallery**





**BECAUSE, YOU'VE GOT WHAT IT TAKES.**



THIS WORLD ENTREPRENEURS DAY,  
**DISCOVER THE KEY TO BUSINESS SUCCESS.**

 A TALK BY  
**N.B. HARSHAVARDHAN REDDY**  
INTERNATIONAL OFFICER  
IIT, TIRUPATI

 **21<sup>st</sup> AUGUST, 2021**  
2 PM

 Meeting ID: 928 9718 3106  
Passcode: 645444



  **KG REDDY**  
College of Engineering  
& Technology  
Engineering India's Changemakers

Organized by **KGR TBI**  
TECHNOLOGY BUSINESS INCUBATOR

 **INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of HRD Initiative)

 @kgrcet

**Creative of the Event**



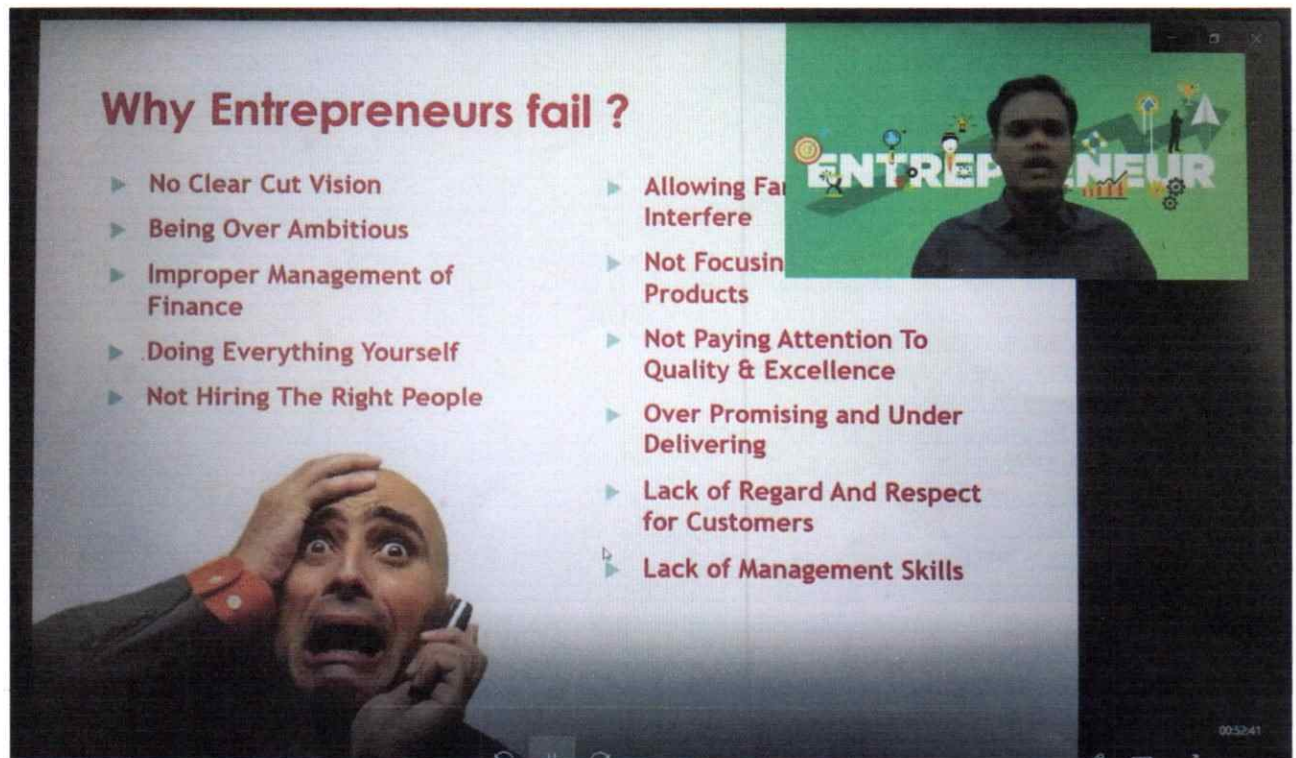
**Spirit**

**Nick Vujicic**  
*Founder*  
Life Without Limbs  
Organization

**ENTREPRENEUR**

The slide features a dark background with a glowing orange and yellow light streak at the top. The word "Spirit" is written in large white letters. To the right, there is a video thumbnail showing a man speaking in front of a green background with the word "ENTREPRENEUR" and various business icons. Below the main text, there is a circular portrait of Nick Vujicic, a man with a beard and short hair, smiling.

**Discussing about the success stories that can be a part of business success**



**Why Entrepreneurs fail ?**

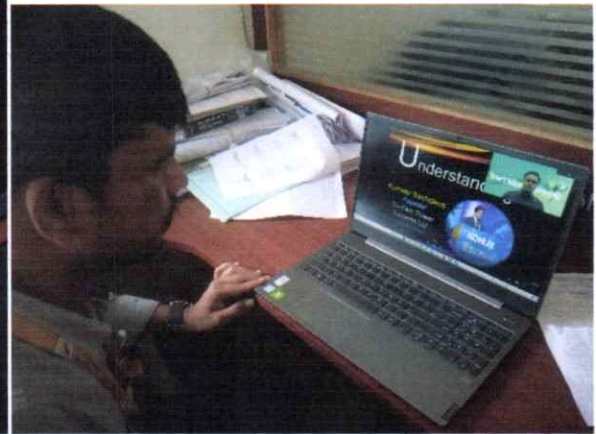
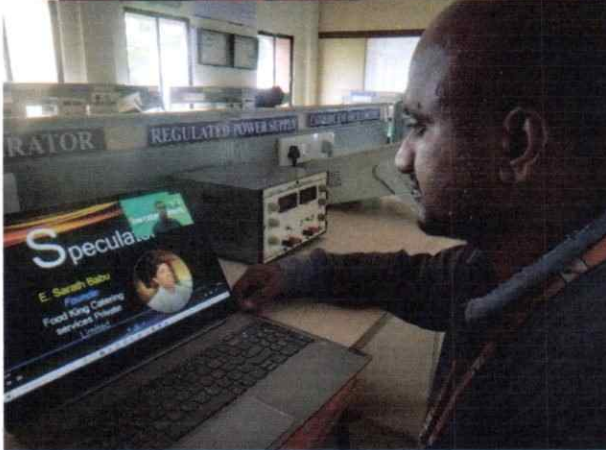
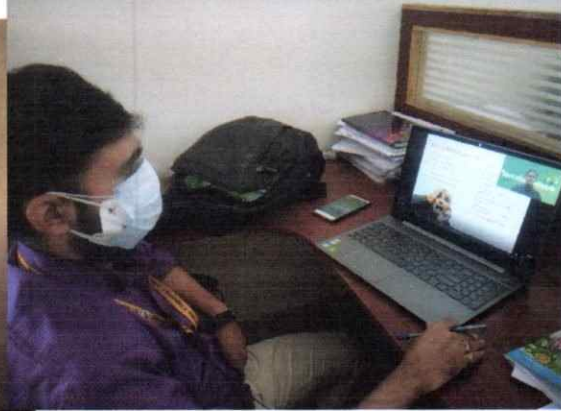
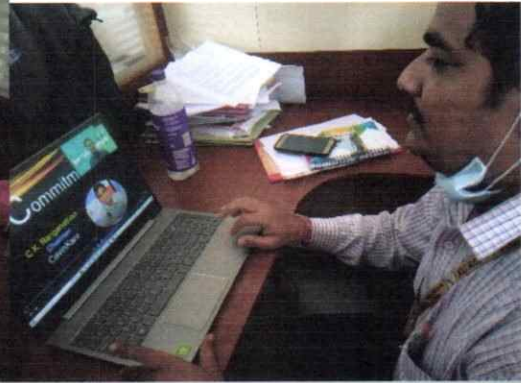
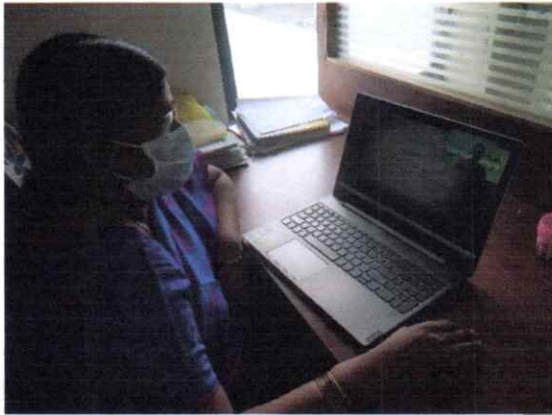
- ▶ No Clear Cut Vision
- ▶ Being Over Ambitious
- ▶ Improper Management of Finance
- ▶ Doing Everything Yourself
- ▶ Not Hiring The Right People
- ▶ Allowing Family to Interfere
- ▶ Not Focusing on Products
- ▶ Not Paying Attention To Quality & Excellence
- ▶ Over Promising and Under Delivering
- ▶ Lack of Regard And Respect for Customers
- ▶ Lack of Management Skills

The slide also features a video inset in the top right corner showing a man speaking, and a background image of a man in a suit looking distressed while talking on a mobile phone.

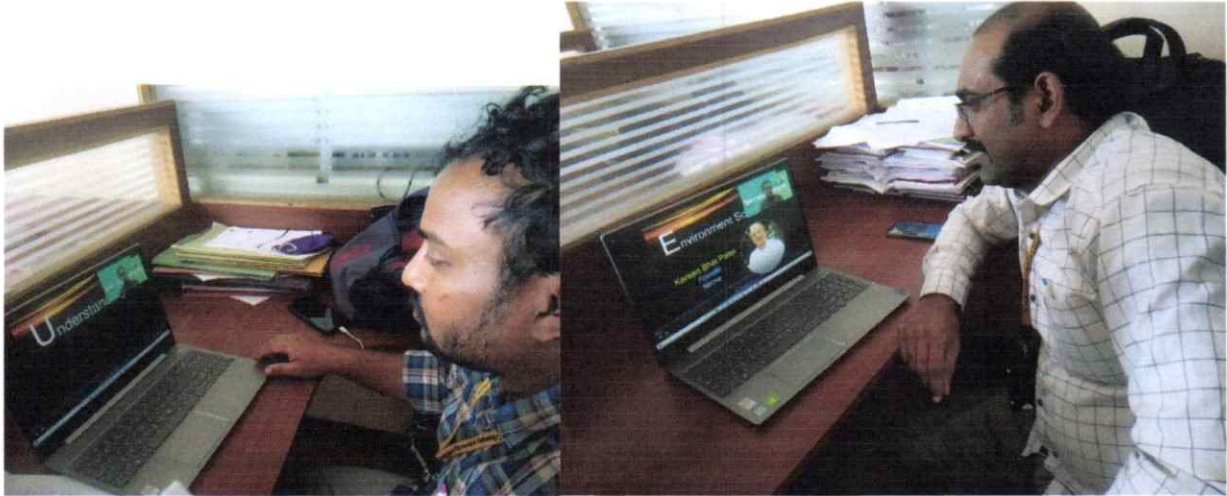
**Briefing about the Entrepreneur failure**



**Playing video on building up career as an Entrepreneur**







**Participants Attending the Session**

**Expenditure:**

<b>Registration Fee</b>	<b>: NIL</b>
<b>Accommodation Charges</b>	<b>: NIL</b>
<b>Transportation Charges</b>	<b>: NIL</b>
<b>Other Charges</b>	<b>: NIL</b>
<b>Total</b>	<b>: NIL</b>

**Department of student Affairs**

**Report**

**on**

**Monthly Seminar Series**

**ENTREPRENEURSHIP**

**Date: 26-06-2021**

**Organized by**

**Department of student Affairs**

**In association with**

**Institutes innovation council**

**Submitted by**

**Mr.B.Lingam**

Assistants professor-EEE



**DSA coordinator**

Mr.B.Lingam

Assistant Professor



**Head -DSA**

Mrs .Udayasri kakarla,

Associate Dean



**PRINCIPAL**

Dr.R. S. Jahagirdar

KG Reddy College of Engineering & Technology  
Chilkur(V), Moinabad (M),  
R.R. Dist. Telangana.

**Objectives:**

- Sketching an apt business plan
- Hiring and retaining a skilled workforce
- Financial stability
- Generating greater ROI

**Outcomes:**

- Entrepreneurship and Innovation minors will be able to sell themselves and their ideas.
- Entrepreneurship and Innovation minors will be able to find problems worth solving
- Entrepreneurship and Innovation minors will be able to mobilize people and resources.
- Entrepreneurship and Innovation minors will be able to create value.

**Resource Person:**

Mr. Prasanna Kumar, Founder/Director, Founder/Director .

**Summary Report of Monthly Seminar Series**

Entrepreneurship is the creation or extraction of value. With this definition, entrepreneurship is viewed as change, generally entailing risk beyond what is normally encountered in starting a business, which may include other values than simply economic ones.

More narrow definitions have described entrepreneurship as the process of designing, launching and running a new business, which is often similar to a small business, or as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit." The people who create these businesses are often referred to as entrepreneurs. While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of start-up businesses have to close due to "lack of funding, bad business decisions, government policies, an economic crisis, lack of market demand, or a combination of all of these."

In the field of economics, the term entrepreneur is used for an entity which has the ability to translate inventions or technologies into products and services. In this sense, entrepreneurship describes activities on the part of both established firms and new businesses.

As an academic field, entrepreneurship accommodates different schools of thought. It has been studied within disciplines such as economics, sociology and economic history. Some view entrepreneurship as allocated to the entrepreneur. These scholars tend to focus on what the entrepreneur does and what traits that an entrepreneur has. This is sometimes referred to as the functionalistic approach to entrepreneurship. Others deviate from the individualistic perspective to turn the spotlight on the entrepreneurial process and immerse in the interplay between agency and

context. This approach is sometimes referred to as the processual approach, or the contextual turn/approach to entrepreneurship.

Entrepreneurship is an act of being an entrepreneur, or "the owner or manager of a business enterprise who, by risk and initiative, attempts to make profits". Entrepreneurs act as managers and oversee the launch and growth of an enterprise. Entrepreneurship is the process by which either an individual or a team identifies a business opportunity and acquires and deploys the necessary resources required for its exploitation. Early-19th-century French economist Jean-Baptiste Say provided a broad definition of entrepreneurship, saying that it "shifts economic resources out of an area of lower and into an area of higher productivity and greater yield". Entrepreneurs create something new, something different they change or transmute values. Regardless of the firm size, big or small, they can partake in entrepreneurship opportunities. The opportunity to become an entrepreneur requires four criteria. First, there must be opportunities or situations to recombine resources to generate profit. Second, entrepreneurship requires differences between people, such as preferential access to certain individuals or the ability to recognize information about opportunities. Third, taking on risk is a necessity. Fourth, the entrepreneurial process requires the organization of people and resources.

**Photographs with Description:**



**MONTHLY SEMINAR  
SERIES ON  
ENTREPRENEURSHIP**



**Mr. PRASANNA KUMAR**  
Founder/Director  
Automated Tooling Systems  
India Pvt Ltd (ATS)

**Organized by**  
Department of Student Affairs

**In Association with**  
Institute of Innovation Council



**KG REDDY**  
College of Engineering  
& Technology  
New Age Engineering

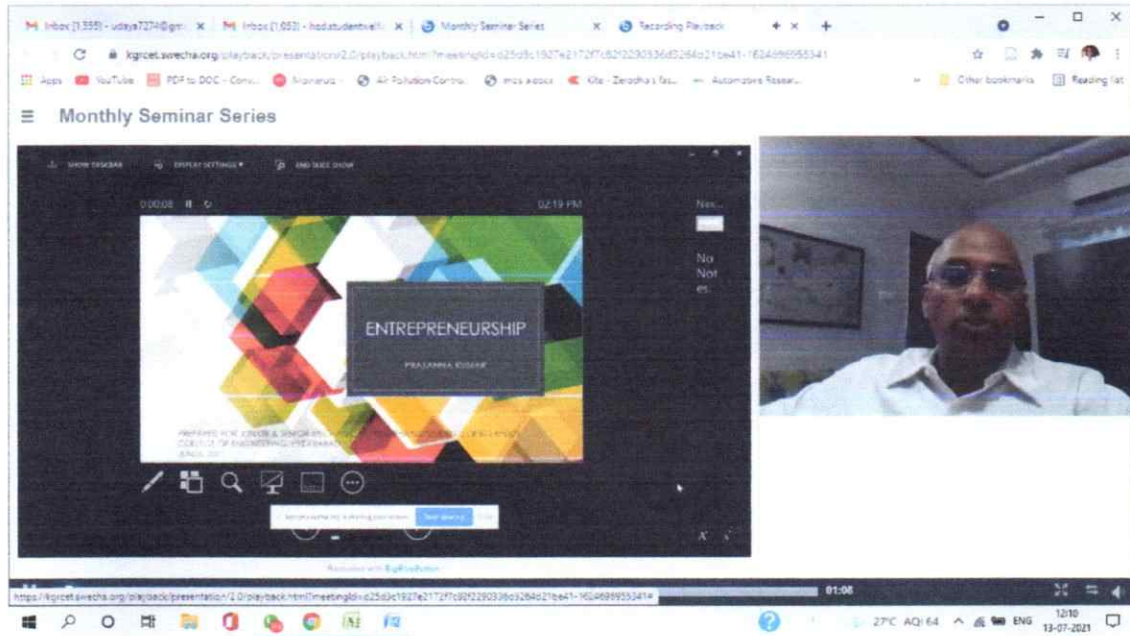
**26<sup>th</sup> JUNE 2021**

**2:00 PM to 3:00 PM**

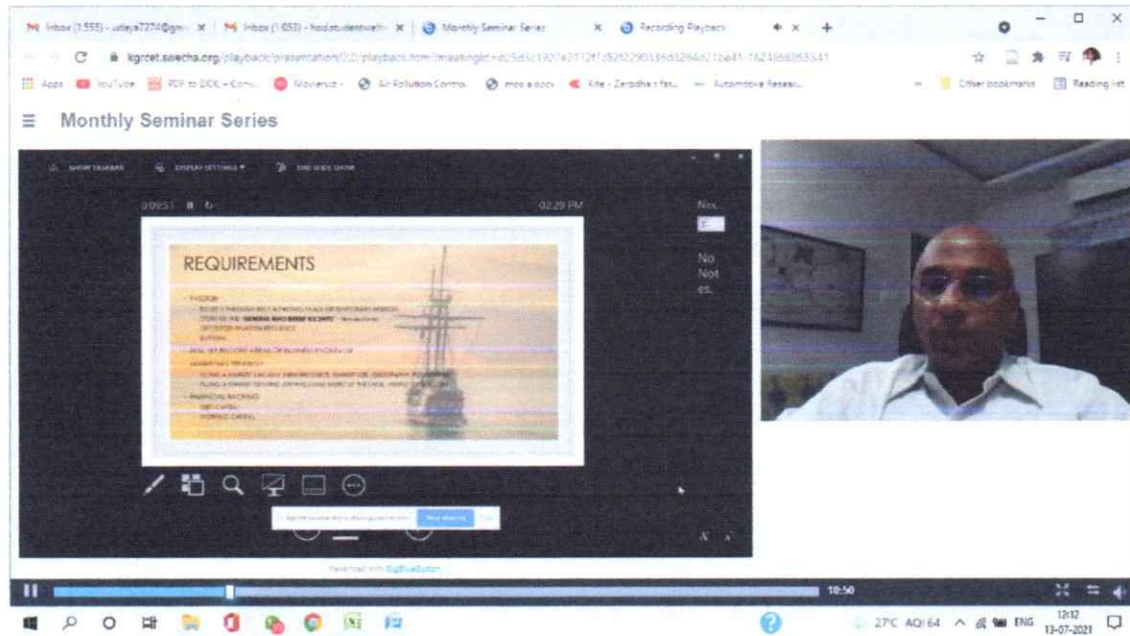
**Webinar Link :**

**<https://kgrcet.swecha.org/b/uda-ucj-gms-2mn>**

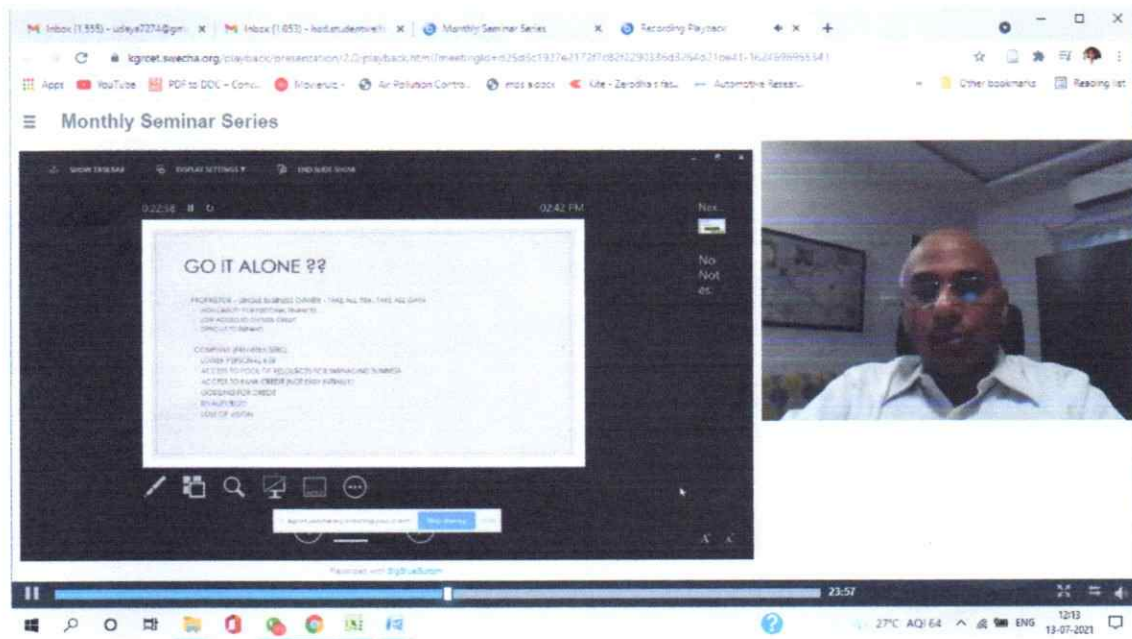
Creative of Monthly Seminar Series



The Resource Mr.Prasanna Kumar person introducing about Entrepreneurship



The speaker explaining the requirements of Entrepreneurship



The resource person explaining Preparedness for Entrepreneurship

**Expenditure:**

<b>Registration Fee</b>	<b>: NIL</b>
<b>Accommodation Charges</b>	<b>: NIL</b>
<b>Transportation Charges</b>	<b>: NIL</b>
<b>Other Charges</b>	<b>: NIL</b>
<b>Total</b>	<b>: NIL</b>

## Resource person Profile

Founder/Director

### Automated Tooling Systems India Pvt Ltd (ATS)

A mechanical engineering post-graduate, **Mr. Kumar** has vast experience in engineering, manufacturing, and management. He has worked in India and abroad in key positions in various organizations. He has worked in the US for fifteen years in the Automotive Industry, specializing in Special Machines, Power Train and Chassis Engineering.

**Mr. Kumar** provides leadership in technical operations, organizational knowledge and facilitates mentoring at all levels of the organization.



## Department of Student Affairs

KGRCET/CIRCULAR/2020-21/

Date: 24-06-2020

### CIRCULAR

All the Heads of the Departments, Teaching staff and Students are here by informed that, the Department of student affairs is conducting monthly seminar series on June 26<sup>th</sup> conducting to various tracks Such as Entrepreneurship. Hence all are requested to attend and make the best benefit of it.



Head-DSA



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**Department of student Affairs**

**Report**

on

**Monthly Seminar Series**

**Date: 29-05-2021**

**Organized by**

**Department of student Affairs**

**In association with**

**Institute of innovation council**

**Submitted by**

**Mr.Mahantesh**

Assistants professor-CIVIL



**DSA coordinator**

Mr.Mahantesh

Assistant professor



**Head-DSA**

Mrs .Udayasri kakarla,

Associate Dean



**PRINCIPAL**

Dr.R.S Jahagirdar

**PRINCIPAL**

KG Reddy College of Engineering & Technology  
Chilkur(V), Moinabad (M),  
R.R. Dist. Telangana.

### Summary Report of Monthly Seminar Series

In these challenging economic times, we are frequently reminded of the importance of small businesses to our nation's economy. The media pays close attention to the role small U.S. businesses or small firms with fewer than 500 employees (Burrus and Stearns 1997:2) play in the economy because of the overall net job growth these firms have generated over the past 15 years. Net job growth is the difference between gross job creation and gross job destruction. The most recent data available from the Small Business Administration Office of Advocacy reveals that small U.S. small businesses —accounted for... 14.5 million of the 22.5 million net new jobs between 1993 and the third quarter of 2008 (2009:1). Women and minority entrepreneurs have made great strides in small business ownership. The 2002 U. S. Census Bureau from the Survey of Business Owners (SBO) shows that women owned 6.5 million U.S. non-farm firms. In 2007, the number of women-owned businesses increased to 7.8 million (National Association of Women Business Owners). They are increasingly represented in nontraditional industries such as public transportation, business consulting, construction, and other types of services (Langowitz 2003; Center for Women's Business Research 2004). Minorities such as Hispanics, African Americans, Asians, American Indians or Alaskans are also creating small businesses and generating employment. The Small Business Administration Office of Advocacy (2009) reported that in 2002 —minorities owned 4.1 million firms that generated \$694 billion in revenues and employed 4.8 million people. In 2007, this number of minority-owned businesses in the U.S. increased to 5.8 million

This section covers the definitions of social capital and weak ties. These theoretical approaches were applied to this project in order to understand how business entrepreneurs and community organizations are linked through relationships that are created to obtain information and resources. Social Capital Some of us have heard from or said to others, —It is not what you know, it is who you know. This popular and common aphorism can simplistically describe how we understand the concept of social capital. Through our personal and professional experiences we learn that when we fall upon hard times we rely on our —safety net, meaning friends and family. We also learn that through our memberships we can find support and assistance when these are needed. For example, parents who are involved in their children's school activities find out through teachers and other parents where their children can be tutored for free to help them improve their math, reading, and English writing skills. High school students interested in volunteering learn through their social networks (e.g., school advisors, church staff, and friends) about community organizations seeking volunteers. Entrepreneurs interested in learning about how to start or expand a business seek community organizations or a city's redevelopment department for assistance. Unconsciously, we recognize that the basic idea of —social capital is that family, friends, and associates are an important asset, one that can be used in a crisis and leveraged knowledge gain. These examples lead me to pose a more formal definition of social capital. My focus here is on Pierre Bourdieu's (1986:248) definition of the concept, as follows: the aggregate of the actual or potential resources which are linked to possession of a durable network of more or less institutionalized relationships of mutual acquaintance and recognition – or in other words, to membership in a group. Bourdieu suggests that social capital can be developed through the creation of networks that are —the product

of investment strategies, individual or collective, consciously or unconsciously aimed at establishing or reproducing social relationships that are directly useable in the short or long term (1986:249). In the entrepreneurial process, for example, networks provide access to information, support, problem solving (Hoang and Antoncic 2003:169), and economic resources such as subsidized loans (Portes 1998:4). Entrepreneurs —are linked to people and organizations that interact among themselves (Greve and Salaff 2003:4), and these contacts could make available resources to sustain or to create microenterprises. Weak Ties as Network Bridges Social networks can take the form of weak tie or strong tie networks, as Mark Granovetter reminds us in —The Strength of Weak Ties (1973). Strong tie networks are close-knit but small, while weak tie networks are loose but can be large because they

start-up capital (Jurik 2005:37). In 1983, Great Britain introduced the Enterprise Allowance Scheme (EAS) to offer financial and technical services to its unemployed citizens. In the United States, microfinance programs were also introduced in an effort to fight unemployment, poverty, and banking exclusion. From their beginning in the 1980s, these programs have grown dramatically (Jurik 2005). For example, ACCION New York, the largest microfinance program in the U.S., increased its loan portfolio from \$5.2 million to \$13 million between 2001 and 2005 (Bowles 2007:37). U.S. programs are —always as much about training and technical assistance as [they are] about access to credit (Edgcomb et al. 2005:20). They help individuals —lacking access to commercial credit, living on low incomes, or facing other challenges in the labor market because of their gender, racial or citizenship status (Edgcomb and Klein 2005: 14) to write business plans and understand everything from a commercial leasing agreement to government regulations. ACCION USA, for example, makes use of its wide network of partners to continue mentoring and advising its clients. Research/Ethnographic Studies on Microfinance The emergence and popularity of microfinance programs, particularly in southern nations, has led to case studies of their strengths and weaknesses (Blumberg 2001; Wahid 1993; Wood and Sharif 1997). There are also other studies that have documented the origin and development of pioneering programs such as the Grameen Bank in Bangladesh (Bhatt 1995; Counts 1996). From these studies, researchers have identified techniques to evaluate program outreach (Daley-Harris 2002) and operational methods such as group lending, and saving and credit services (Balkenhol 2007). Other studies have shown

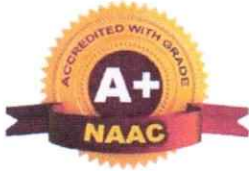
As part of its mission to introduce clients to financial markets and to help them join the mainstream bankable population, Opportunity Fund has created a suite of three loan products to address distinct needs. Small loans called credit builder loans (\$1,000 or \$2,000) are for individuals seeking to build or re-establish credit. Microloans (\$2,000- \$10,000) are granted to entrepreneurs wishing to start their own businesses and to small business owners in need of capital to buy equipment or remodel their microenterprises. Small business loans (\$10,001-\$100,000) are available to near-bankable clients who are looking for smaller loans than those offered at traditional banks

men in fields associated with our industry (U.S. EEAC2011). This figure shows that in 2010, the number of women earning degrees exceeded that for men for all biology degrees and was Industry funding is supposed to help disease prevention and treatment, improve clinical practice and result in useful products for patients. In this the profit motive acts as a spur: at San Francisco, “companies translate biologic advances into useable products for patients. They do it for a profit motive, but they do it, and it needs to be done.” ... many collaborations with pharmaceutical companies were conducted on a high professional level... The infusion of Without industry funding, important advances in disease prevention and treatment would not have occurred. In the words of Lee Goldman, chairman of the Department of Medicine, University of California industry dollars into an industry–investigator partnership has clearly improved

While industry may innocently ask, ‘So what's wrong with that’, we all know precisely what's wrong with it, though may find it inconvenient to verbalize: namely, that so much that can be of patient welfare may not become research worthy in institutions. In other words, the research agenda will not be decided by academia, but by industry. More so in the future, if the present is any indication of portents. The wider and long-term implications of this process should be clearly understood, and agreed to only if found justified, not acquiesced in out of sheer ignorance, for inducement of profits, or other inappropriate gain. Great. Will you be able to speak publicly about your negative findings of the sponsored research you are presently working on? Will you be able necessarily suit commercial interests of industry, and vice versa. And only that which can serve the latter will to say the drug is hopeless? Would you speak about the ill effects, or no effects, of the drugs your sponsor company is busy promoting all around? Or in the slides that you prepare? Those are the questions that need honest answers. It is not just a matter of not giving canned talks. It is a matter of loyalty to sponsors for future prospects.

d to Indianapolis employees to keep the pilot program manageable. Explicit in the design were three levels of interaction: between the coach and her learner, between coaches, and between learners. This networking aspect was considered when events were planned to support what we called our Coaching Community.

On the last day of January in 2011, WIN held our kick-off event, which involved a highly orchestrated session of "speed networking," as well as small-group interactions, to allow coaches and learners to become acquainted. Preparation for the event included each participant completing a survey on leadership attributes, which led to a suggested "match" between coaches and learners. The WIN steering team provided each learner with 2-3 coaches to meet and rank in order of preference following the event. Coaches also provided brief biographies to help the learners discern who might be the best coach for their specific goals. Fortunately and coincidentally, a nearly equal number of learners and coaches were identified, and ultimately around 35 coach-learner pairs were created. Over the course of this year, coaches and learners have been meeting regularly, and leadership-themed training sessions were offered in April, June, July and August.



**MONTHLY SEMINAR  
SERIES ON  
ENTREPRENEURSHIP**



**Mr. SRIHARI CHERUKURI**

CEO –  
Yalavarti Group of Organisations

Organized by  
Department of Student Affairs

In Association with  
Institute of Innovation Council

**29<sup>th</sup> MAY 2021**

**2:00 PM to 3:00 PM**

**Webinar Link :**

**[https://kgrcet.swecha.org  
/b/uda-ucj-gms-2mn](https://kgrcet.swecha.org/b/uda-ucj-gms-2mn)**

Date: 27-05-2020

KGRCET/DSA/CIRCULAR/2020-21/

## Department of Student Affairs

### CIRCULAR

All the Heads of the Departments, Teaching staff and Students are here by informed that, the Department of student affairs is conducting monthly seminar series 29<sup>th</sup> may conducting to various tracks Such as Entrepreneurship . Hence all are requested to attend and make the best benefit of it.



Head- DSA



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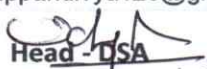
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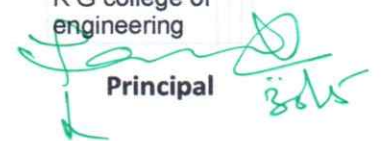
## Department of Student Affairs

### Monthly Seminar Series- Students Attendance Date: 29-5-2021

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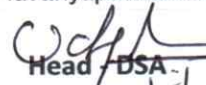
  
Head - DSA  
30/5/21

  
Principal



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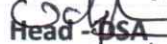
  
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30/5/2024

  
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DSA-Coordinator

  
Head-DSA  
30/5/2021

  
Principal  
30/5

**KG Reddy College of Engineering & Technology**  
**(Approved by AICTE, New Delhi, Affiliated to JNTUH, Hyderabad)**  
**Chilkur (Village), Moinabad (Mandal), R. R Dist, TS-501504**

**Report/Workshop**

**On**

**Business Model Canvas (BMC)**

**By**

**Dr. B. Vandana**

**Associate Prof, Dept ECE, Convener IIC KGR CET**

**April 24<sup>th</sup>, 2021**

**Organized by**

**MoE Institution's Innovation Council (IIC), KGR CET**

**At**

**KG Reddy College of Engineering and Technology**

**Submitted by**

**Dr. B. Vandana**

**Associate Prof, Dept ECE, Convener IIC KGR CET**



**Convener**



**President**



**Principal**

*Principal*  
KG Reddy College of Engineering & Technology  
Chilkur (V) Moinabad (M).  
R R Dist

## **Overview**

The session was on making Students to understand about the entrepreneurship and strategic model that can built and develop business as well to be a successful Entrepreneur. This session provided the details about the principles of effectuation the customer and consumer used products etc. The session also discussed about the conventional model how it is different to that of the business model canvas (BMC). This model helps young entrepreneurs to understand about various blocks and to develop a model that can maintain the standards of business without down fall. Therefore, each block provide detail information on how a potential customer can be satisfy.

## **Objectives:**

The main objectives of the program are:

- To encourage for towards entrepreneurship and startups.
- To build an entrepreneurship and to understand different principles.
- To gain basic knowledge and information on conventional model for developing business
- To gain knowledge on business model canvas.

## **Outcomes:**

The outcomes of the program are to create motivation among the students on entrepreneurship, who can be the entrepreneur, value proposition, customer segment key resources, channels etc..

## **Resource Persons:**

**Dr. B. Vandana, Associate professor, Dept. ECE and IIC KGR CET Convener**

## **Summary Report on Business Model Canvas (BMC)**

The Business Model Canvas (BMC) is a strategic management tool to quickly and easily define and communicate a business idea or concept. The right side of the BMC focuses on the customer (external), while, the left side of the canvas focuses on the business (internal). Both external and internal factors meet around the value proposition, which is the exchange of value between your business and your customer/clients.

Why we use it

To quickly draw a picture of what the idea entails. It allows us to get an understanding of your business and to go through the process of making connections between what your idea is and how to make it into a business. It looks at what kinds of customer decisions influence the use of your systems. It allows everyone to get a clear idea of what the business will likely be.

How to use it

**Value Proposition:** The Value Proposition is foundational to any business/product. It is the fundamental concept of the exchange of value between your business and your customer/clients. Generally, value is exchanged from a customer for money when a problem is solved or a pain is relieved for them by your business. Good questions to ask when defining your business/product: A good way to approach this for users/customers is by looking at your customer segments and figuring out where your product/service solves the problem for your customer, based on Maslow's Hierarchy of Needs. If you are selling your product or service to another business, you are a key partner in them achieving their Value Proposition for their customers. It is important to have context around the goals the company is trying to achieve for their Customer Segments and where your business/product/service fits in the value chain.

### **Customer Segments**

Customer Segmenting is the practice of dividing a customer base into groups of individuals that are similar in specific ways, such as age, gender, interests and spending habits. Things to consider when determining your Customer Segments:

Does my value proposition appeal to men/women or both?

Does it appeal to young adults aged 20 to 30 or teenagers?

What are the characteristics of the people who are looking for my value proposition? Another thing to gauge and understand is your market size, and how many people there are in the Customer Segment. This will help you understand your market from a micro and macro perspective. A great place to start understanding your customer is to create customer personas for each of your Customer Segments.

### **Customer Relationships**

Customer Relationships is defined as how a business interacts with its customers. So, do you meet with them in person? Or over the phone? Or is your business predominantly run online so the relationship will be online too?

Some examples are:

- In person (one-to-one)
- Third party contractors
- Online
- Events (one-to-many)
- Phone
- A really helpful step is to create a User Journey Map of your customers as they interact with your business.

This helps clarify the points of engagement between you and your customer and the modes used to relate to your customers. This will also help you start to define your operations as a business and also help you identify opportunities for automation.

### **Channels**

Channels are defined as the avenues through which your customer comes into contact with your business and becomes part of your sales cycle.

This is generally covered under the marketing plan for your business.

Good questions to ask when identifying the channels to reach your customers are:

How are we going to tell our customer segment about our value proposition?

Where are our customers?

Are they on social media?

Are they driving their car and listening to the radio?

Are they at an event or conference?

Do they watch TV at 7pm on a Friday night?

Examples of channels:

- Social media
- Public speaking
- Electronic mail (email marketing)
- Networking
- SEM (Search Engine Marketing)
- SEO (Search Engine Optimisation)
- Engineering as marketing
- Viral marketing
- Targeting blogs
- Sales and promotions for commissions
- Affiliates
- Existing platforms
- PR
- Unconventional PR
- Social advertising
- Trade shows
- Content marketing
- Community building
- Offline advertising (billboards, TV, radio)

### **Key Partners**

Key Partners are a list of other external companies/suppliers/parties you may need to achieve your key activities and deliver value to the customer. This moves into the realm of ‘if my business cannot achieve the value proposition alone, who else do I need to rely on to do it?’. An example of this is ‘if I sell groceries to customers, I may need a local baker to supply fresh bread to my store’. They are a key partner to achieve the value my business promises to the customer.

### **Cost Structures**

Your business cost structure is defined as the monetary cost of operating as a business. How much does it cost to achieve my businesses key activities? What are the cost of my key resources and key partnerships? How much does it cost to achieve the value proposition for my customers/users? Are there additional costs to running a business? Legal? Insurance? What is the cost of my business? It is important also to place a monetary value on your time as a cost. How much would it cost you to hire you? What is the opportunity cost of running your business?

## **Revenue Streams**

Revenue Streams are defined as the way by which your business converts your Value Proposition or solution to the customer's problem into financial gain.

It is also important to understand pricing your business accordingly to pain of purchase in exchange for the pain of solving the problem for your customer.

But how do you gain revenue?

There are many different revenue models here:

- Pay per product (pay per view)
- Fee for service
- Fixed rate
- Subscription
- Dividends
- Referral feeds
- Freemium
- Equity gain



## Photo Gallery



### **Workshop on Business Model Canvas (BMC)**

Organized by  
KGR Technology Business Incubator

In Association with  
Institution's Innovation Council (IIC)  
Ministry of Education (MoE)

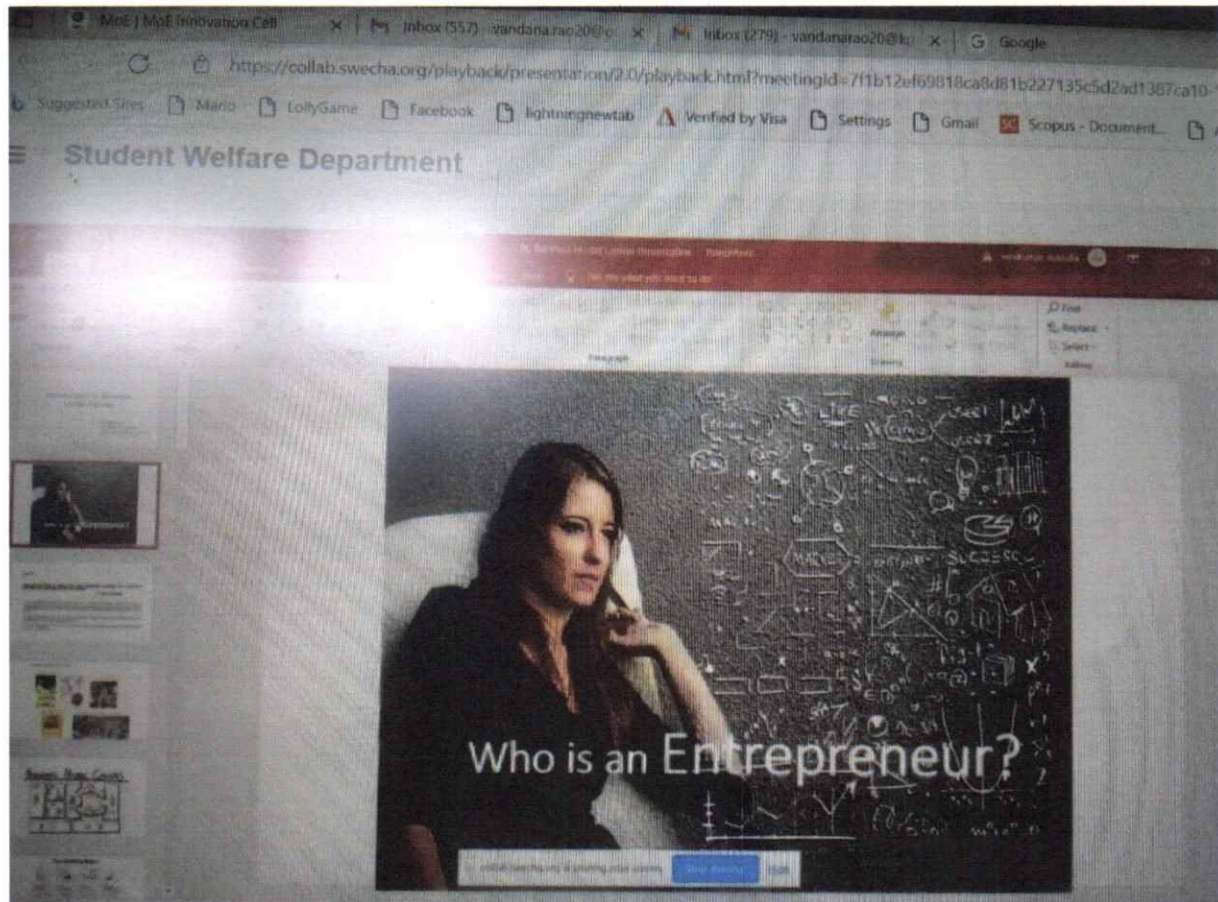


**Dr. B. Vandana,**  
Associate professor,  
Dept. ECE, KGR CET,  
IIC KGR CET Convener

**24<sup>th</sup> April 2021  
01:30 PM to 02:30 PM**

**Webinar Link :  
[https://kgrcet2.swecha.org  
/b/uma-eeu-f8v-rml](https://kgrcet2.swecha.org/b/uma-eeu-f8v-rml)**


**Creative of the Event**



**Briefing details about the entrepreneurship**

collab-overhoking is sharing your screen.  Help

# Channels



- Channels have 5 distinct phases. Each channel can cover some or all of these phases.

Channel Types		Channel Phases				
Own Direct	Sales force					
	Web sales	<b>1. Awareness</b> How do we raise awareness about our company's products and services?	<b>2. Evaluation</b> How do we help customers evaluate our organization's Value Proposition?	<b>3. Purchase</b> How do we allow customers to purchase specific products and services?	<b>4. Delivery</b> How do we deliver a Value Proposition to customers?	<b>5. After sales</b> How do we provide post-purchase customer support?
	Own stores					
Partner Indirect	Partner stores					
	Wholesaler					

### Discussion about the needs of channels

**Expenditure:**

<b>Registration Fee</b>	<b>: NIL</b>
<b>Accommodation Charges</b>	<b>: NIL</b>
<b>Transportation Charges</b>	<b>: NIL</b>
<b>Other Charges</b>	<b>: NIL</b>
<b>Total</b>	<b>: NIL</b>

**Department of Student Affairs**

**Report**

**On**

**Monthly Seminar Series  
on  
Entrepreneurship**

**Date: 17-04-2021**

**Organized by**

**Department of Student Affairs**

**In association with**

**Entrepreneurship Development Cell**

**Submitted by**

**Mr.B.Lingam**

Assistant professor-EEE

**DSA coordinator**

Mr.B.Lingam,

Asst.Proff-EEE

  
**DSA-Head**

Mrs.Udayasri kakarla,

Associate Dean

  
**PRINCIPAL**

Dr.R.S Jahagirdar  
**PRINCIPAL**  
KG Reddy College of Engineering & Technology  
Chilkur(V), Moinabad (M),  
R.R. Dist. Telangana.

## Summary Report of Monthly Seminar

### ENTREPRENEURSHIP:

#### Table of Content

1. Meaning
2. Types of Entrepreneurship
3. Characteristics
4. Importance

### Concept of Entrepreneurship:

Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. The most prominent example of entrepreneurship is the starting of new business. In economics, entrepreneurship connected with land, labour, natural resources and capital can generate a profit. The entrepreneurial vision is defined by discovery and risk-taking and is an indispensable part of a nation's capacity to succeed in an ever-changing and more competitive global marketplace.

### Meaning of Entrepreneur:

The entrepreneur is defined as someone who has the ability and desire to establish, administer and succeed in a startup venture along with risk entitled to it, to make profits. The best example of entrepreneurship is the starting of a new business venture. The entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas in the market by replacing old with a new

Invention. It can be classified into small or home business to multinational companies. In economics, the profits that an entrepreneur makes is with a combination of land, natural resources, labour and capital.

In a nutshell, anyone who has the will and determination to start a new company and deals with all the risks that go with it can become an Entrepreneur.

### What are the 4 Types of Entrepreneurship?

It is classified into the following types:

#### Small Business Entrepreneurship-

These businesses are a hairdresser, grocery store, travel agent, consultant, carpenter, plumber, electrician, etc. These people run or own their own business and hire family members or local employee. For them, the profit would be able to feed their family and not making 100 million business or taking over an industry. They fund their business by taking small business loans or loans from

#### friends and family. Scalable Startup Entrepreneurship-

This start-up entrepreneur starts a business knowing that their vision can change the world. They attract investors who think and encourage people who think out of the box. The research focuses on a scalable business and experimental models, so, they hire the best and the brightest employees. They require more venture capital to fuel and back their

project or business.

### **Large Company Entrepreneurship:**

These huge companies have defined life-cycle. Most of these companies grow and sustain by offering new and innovative products that revolve around their main products. The change in technology,

customer preferences, new competition, etc., build pressure for large companies to create an innovative product and sell it to the new set of customers in the new market. To cope with the rapid technological changes, the existing organizations either buy innovation enterprises or attempt to construct the product internally

### **Social**

#### **Entrepreneurship**

This type of entrepreneurship focuses on producing product and services that resolve social needs and problems. Their only motto and goal is to work for society and not make any profits.

#### **Characteristics of Entrepreneurship:**

Not all entrepreneurs are successful; there are definite characteristics that make entrepreneurship successful. A few of them are mentioned below:

- Ability to take a risk- Starting any new venture involves a considerable amount of failure risk. Therefore, an entrepreneur needs to be courageous and able to evaluate and take risks, which is an essential part of being an entrepreneur.
- Innovation- It should be highly innovative to generate new ideas, start a company and earn profits out of it. Change can be the launching of a new product that is new to the market or a process that does the same thing but in a more efficient and economical way.
- Visionary and Leadership quality- To be successful, the entrepreneur should have a clear vision of his new venture. However, to turn the idea into reality, a lot of resources and employees are required. Here, leadership quality is paramount because leaders impart and guide their employees towards the right path of success.
- Open-Minded- In a business, every circumstance can be an opportunity and used for the benefit of a company. For example, Paytm recognised the gravity of demonetization and acknowledged the need for online transactions would be more, so it utilised the situation and expanded massively during this time.
- Flexible- An entrepreneur should be flexible and open to change according to the situation. To be on the top, a businessperson should be equipped to embrace change in a product and service, as and when needed.
- Know your Product- A company owner should know the product offerings and also be aware of the latest trend in the market. It is essential to know if the available product or service meets the demands of the current market, or whether it is time to tweak it a little. Being able to be accountable and then alter as needed



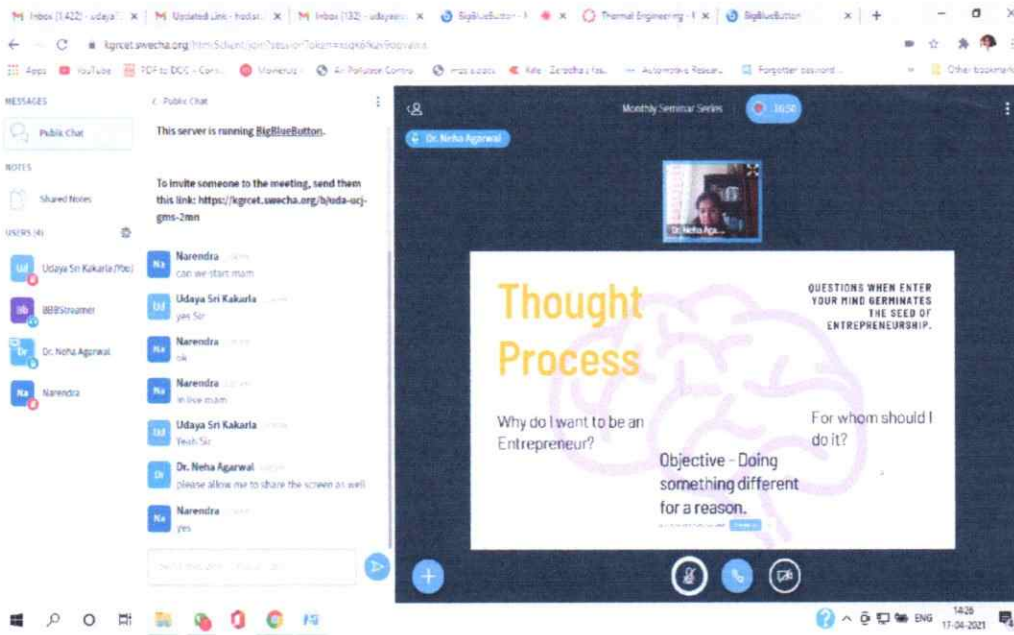
is a vital part of entrepreneurship.

**Importance of Entrepreneurship:**

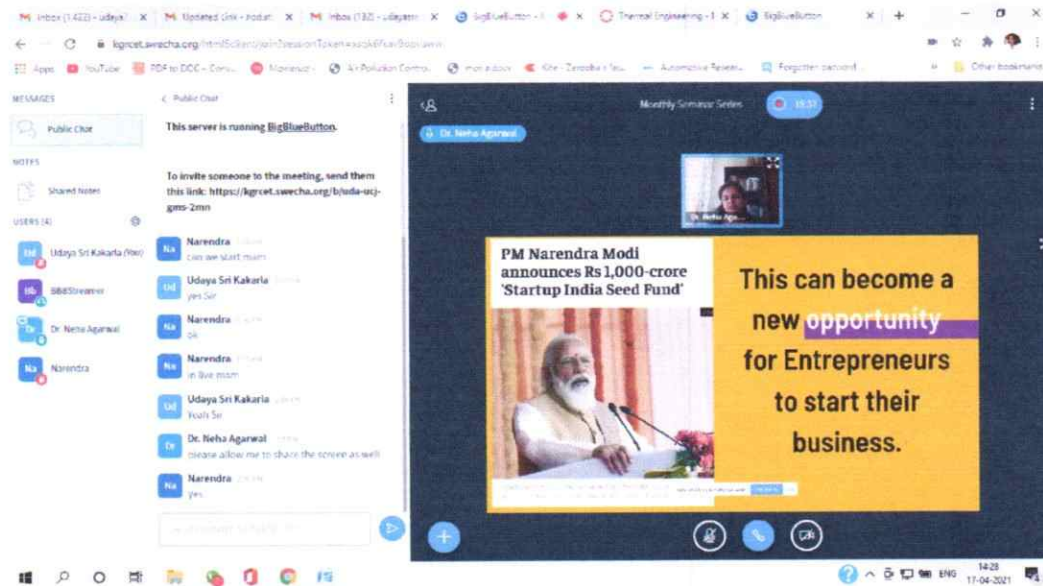
- Creation of Employment- Entrepreneurship generates employment. It provides an entry-level job, required for gaining experience and training for unskilled workers.
- Innovation- It is the hub of innovation that provides new product ventures, market, technology and quality of goods, etc., and increases the standard of living of people.
- Impact on Society and Community Development- A society becomes greater if the employment base is large and diversified. It brings about changes in society and promotes facilities like higher expenditure on education, better sanitation, fewer slums, a higher level of homeownership. Therefore, entrepreneurship assists the organization towards a more stable and high quality of community life.
- Increase Standard of Living- Entrepreneurship helps to improve the standard of living of a person by increasing the income. The standard of living means, increase in the consumption of various goods and services by a household for a particular period.
- Supports research and development- New products and services need to be researched and tested before launching in the market. Therefore, an entrepreneur also dispenses finance for research and development with research institutions and universities. This promotes research, general construction, and development in the economy.



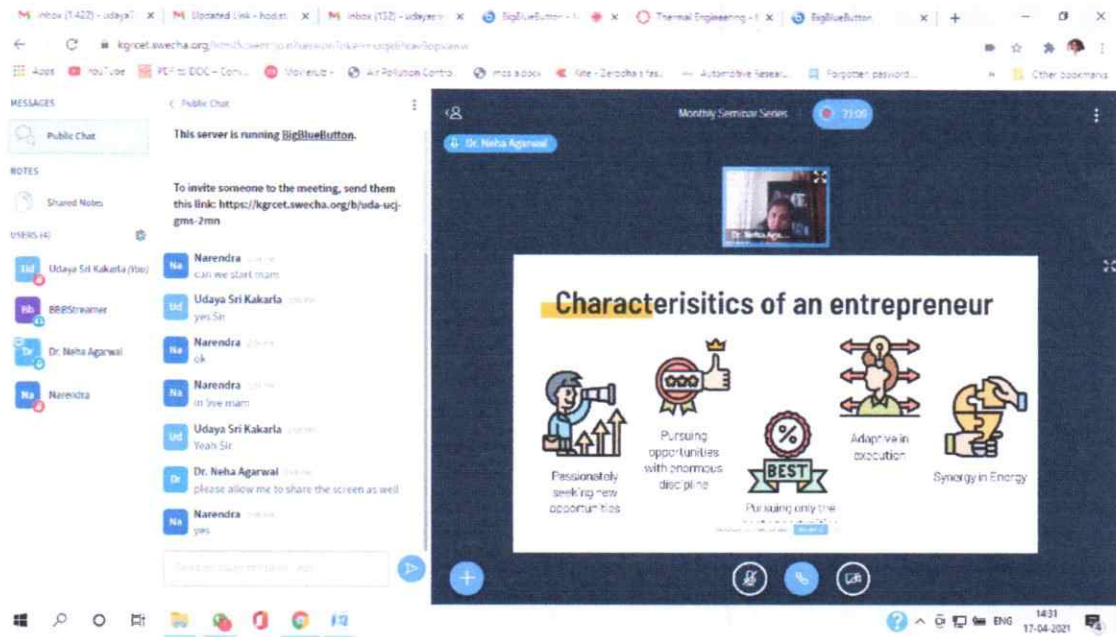
**Photographs with Description:**



Speaker of the session explaining the Thought process to the students



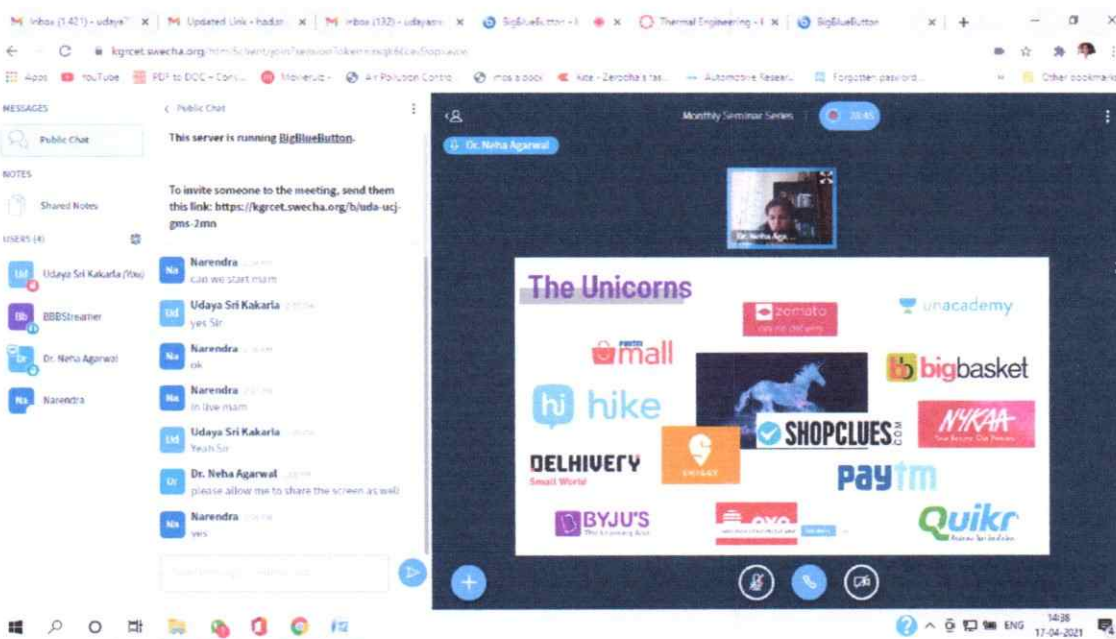
Speaker of the session explaining about opportunities for Entrepreneurs



The screenshot shows a Zoom meeting interface. On the left, there is a chat window with messages from participants like Udaya Sri Kakarla and Narendra. The main window displays a slide titled "Characteristics of an entrepreneur" with the following points:

- Passionately seeking new opportunities (illustrated with a person looking through a telescope).
- Pursuing opportunities with enormous discipline (illustrated with a person holding a trophy).
- Pursuing only the BEST (illustrated with a person holding a "BEST" award).
- Adaptive in execution (illustrated with a person holding a puzzle piece).
- Synergy in Energy (illustrated with a person holding a puzzle piece).

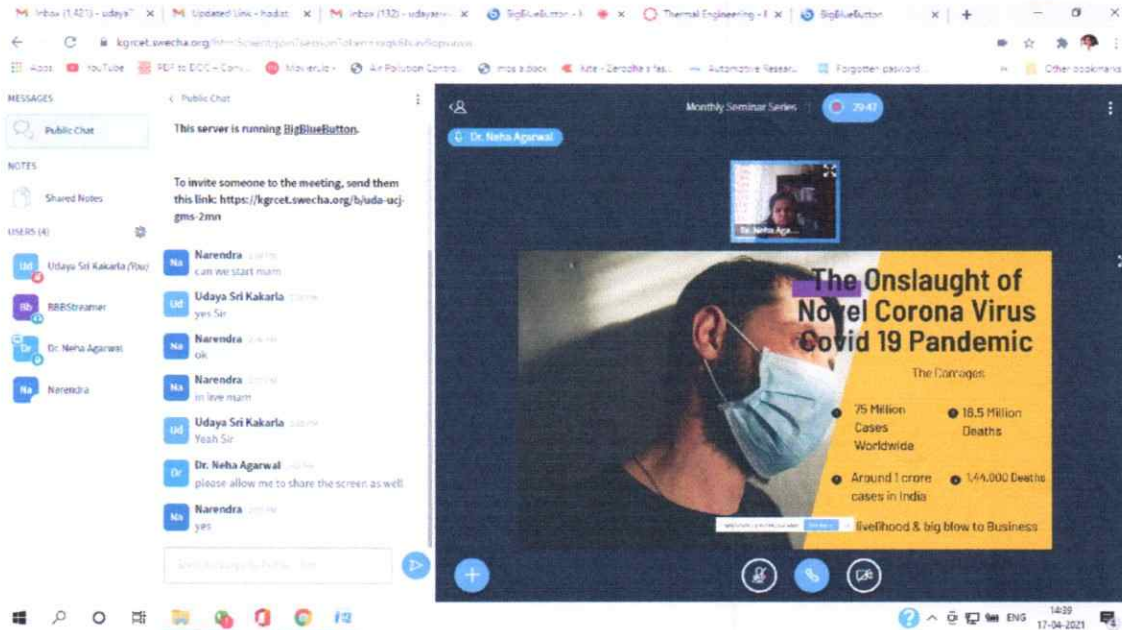
Explaining Characteristics of an Entrepreneur



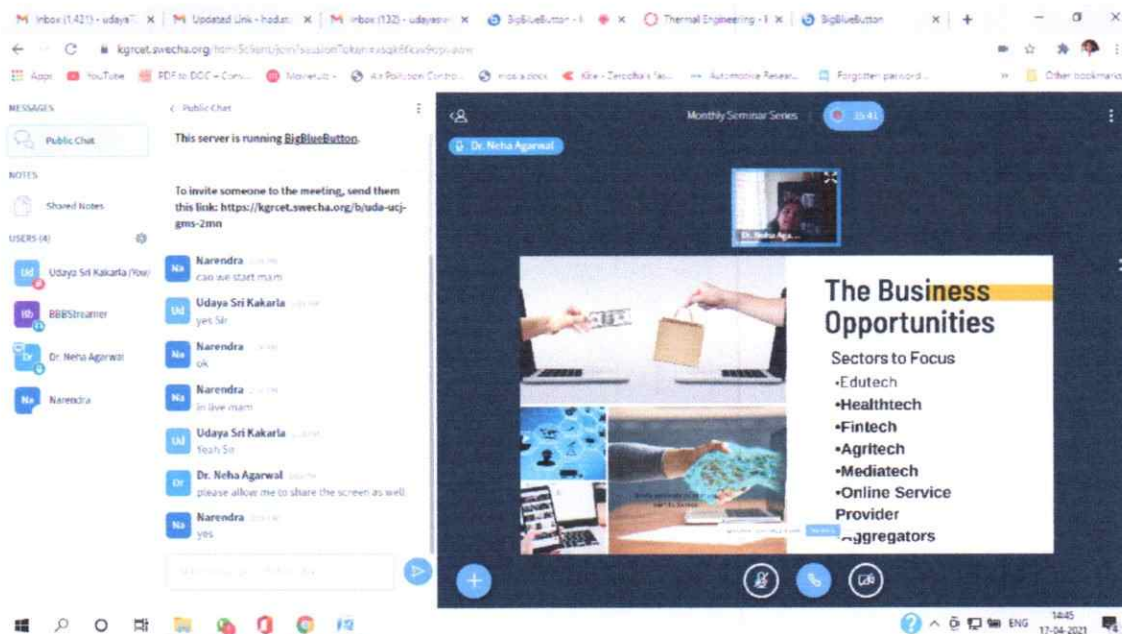
The screenshot shows a Zoom meeting interface. On the left, there is a chat window with messages from participants like Udaya Sri Kakarla and Narendra. The main window displays a slide titled "The Unicorns" featuring logos of various startups and e-commerce companies:

- Amazon mall
- hike
- DELHIIVERY
- BYJU'S
- zomato
- unacademy
- bigbasket
- SHOPCLUES
- paytm
- AVG
- Quikr
- NYKAA

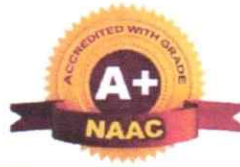
The speaker interacting with students.



The speaker explaining about the current pandemic situation of corona



Speaker introducing the business opportunities to students



# MONTHLY SEMINAR SERIES



## ENTREPRENEURSHIP

**Dr. NEHA AGARWAL**

Founder Partner at Gargi  
knowledge solutions

**Organized by**  
Department of Student Affairs

**In association with**  
Entrepreneurship  
Development Cell

**17<sup>th</sup> April 2021**  
**2:00 PM-3:00 PM**

[https://live.swecha.org/  
kgrcet170421/](https://live.swecha.org/kgrcet170421/)

**Students Attended the session:**

18QM1A0203  
18QM1A0208  
18QM1A0211  
18H11A0112  
19QM1A0101  
19QM1A0103  
19QM1A0106  
19-204  
19-210  
19qm5a0201  
19QM5A0207 19QM1A0102  
19QM1A0103  
19QM1A0105  
19QM1A0112  
20AM5A0128  
20QM5A0101  
20QM5A0102


**KGRCET/DSA/Sem-II/20-21/**

**Date : 15/04/2021**

## **Circular**

It is to bring to your notice that Department of Student Affairs is conducting Monthly Seminar Series "Entrepreneurship" on 17/04/2021, Saturday i.e., from 2 pm to 3 pm. All the students and faculty are requested to attend this session and make it successful.

  
Udaya Sri Kakarla  
**Head – DSA**

  
Dr. Jahagirdhar  
**Principal**

### **Copy to**

1. HOD Mechanical
2. Accreditation Department
3. IQAC
4. DSA

**KG Reddy College of Engineering & Technology**  
**(Approved by AICTE, New Delhi, Affiliated to JNTUH, Hyderabad)**  
**Chilkur (Village), Moinabad (Mandal), R. R Dist, TS-501504**

**Report/Workshop**

**On**

**Entrepreneurship Development Phases**

**By**

**Dr. B. Vandana**

**Associate Prof, Dept ECE, Convener IIC KGR CET**

**January 29<sup>th</sup>, 2021**

**Organized by**

**MoE Institution's Innovation Council (IIC), KGR CET**

**At**

**KG Reddy College of Engineering and Technology**

**Submitted by**

**Dr. B. Vandana**

**Associate Prof, Dept ECE, Convener IIC KGR CET**



**Convener**



**President**



**Principal**

*Principal*  
KG Reddy College of Engineering & Technology  
Chilkur (V) Moinabad (M).  
R. R Dist

## **Overview**

The session was on making Students to understand about the entrepreneurship and strategic model that can built and develop business as well to be a successful Entrepreneur. This session provided the details about the principles of effectuation the customer and consumer used products etc. The session also discussed about the conventional model how it is different to that of the business model canvas (BMC). This model helps young entrepreneurs to understand about various blocks and to develop a model that can maintain the standards of business without down fall. Therefore, each block provide detail information on how a potential customer can be satisfy.

## **Objectives:**

The main objectives of the program are:

- To encourage for towards entrepreneurship and startups.
- To build an entrepreneurship and to understand different principles.
- To gain basic knowledge and information on conventional model for developing business
- To gain knowledge on business model canvas.

## **Outcomes:**

The outcomes of the program are to create motivation among the students on entrepreneurship, who can be the entrepreneur, value proposition, customer segment key resources, channels etc.

## **Resource Persons:**

**Dr. B. Vandana, Associate professor, Dept. ECE and IIC KGR CET Convener**



## **Summary Report on Entrepreneurship Development Phases**

Entrepreneurship development aims at individuals who want to start or possibly expand a business. Entrepreneurship development also focuses a lot on enhancing the ideas and potential of an entrepreneur.

The aims of a program have to be clearly explained otherwise the program will never reach its full potential. The development of a venture also has to be outlined in the program. Without these two, there will be no clear goal.

**Select educated people who have high entrepreneurial potential**

An entrepreneurship development program requires that various people be selected. However, most programs tend to look for a specific group of educated people rather than target everyone. Ideally, you have to look at the education and traits that you are looking for, in an entrepreneur, and match them with the people who have applied for the program.

Most people say that public funds should be spent on people who need the most help. The resources of an entrepreneurship development program are usually (and unfortunately) limited. It is hence better to choose people who will prove to be really useful and benefit the entire community.

**Select uneducated people who have high entrepreneurial potential**

A development project on women's entrepreneurship in Nepal was recently conducted. It was found that women who couldn't meet the essential needs of their family or themselves were usually more eager to learn about different ways to earn money as compared to women who were better off. However, such women usually face many problems.

Even though such women are not educated, they have great entrepreneurship potential because they have the right motivation. Such people need to be aided by assistance packages where training can be given on entrepreneurship. This will instill confidence and teach them the skills they need in order to provide for their family.

**Identify the local market and search for people who have potential in it**

Entrepreneurship development programs should first identify the local market and aid potential entrepreneurs who know a lot about it. These people need to be able analyze and then design unique ideas based off the needs of their surroundings.

By concentrating on select local entrepreneurs, the effects of the program can be easily and quickly seen within the community. Later on, programs can help improve their knowledge

in their sector. In fact, it is creativity and the thirst for innovation that truly matters rather than the market's size. In later programs, the introduction of new products and product features can be added. This will add value and increase the size of the market

Provide support through private sector-based organizations

Support should be obtained from private organizations that are both financial and knowledge-based. This helps reduce the cost of the entrepreneurship development program and increases its effectiveness.

Private organizations that could support entrepreneurship development programs include universities, consulting companies and various NGOs. Large enterprises are also encouraged to support entrepreneurship development programs as this their sponsorship that will help reduce unemployment.

Provide an easy yet detailed methodology that will help entrepreneurs improve in the short and long-run

Entrepreneurial development programs aim at being simple to understand and teach skills that entrepreneurs can use after the program. It also contains courses that aim at developing their skills and ideas. These are required if entrepreneurs wish to successfully exploit the local market.

They also need to be taught how to gather the required resources in order to meet the goals of their venture. The program also needs to have outlined methods through which entrepreneurs can improve the performance of their business in the long run.

Entrepreneur development training proves to be highly effective when finance, quality assurance, marketing and productivity are linked to the training program. As an example, when development banks are involved earlier in the process of training, an entrepreneur will easily understand credit processes and the also praises the bank's business plan.

Implement special measures to improve the usefulness of trainers and facilitators

The Success of an entrepreneurship development program also relies on the commitment and quality of the many facilitators and trainers. Any trainer or facilitator in the program needs to understand the culture and lifestyle of the group in order to better integrate themselves and serve the group.

The selection of proper trainers is based on the amount of business experience they have and the how much knowledge they have about their local business environment. Training facilitators can significantly improve their usefulness in tackling the needs of entrepreneurs.

The selection of areas for pilot programs must be right

Entrepreneurship development programs are usually too restricted in terms of where it is done and what people are involved in the program. Selecting pilot target areas will usually depend on the ease at which support institutions are available.

It will also depend on the interest people take in entrepreneurial development programs. These facts can never be the same for any two geographical locations and hence must be considered carefully.

Launch pilot ED programs and develop as needed

Analyzing pilot feasibility is an effective way of launching a major entrepreneurship development program. If the program shows signs of high promise, it can be launched on a national level. By relying on the sponsors for support rather than donor support, the program will be able to expand past local development while maintaining high quality. This is especially important when the support of donors starts to fade.

A successful entrepreneurship development program requires government policies. Entrepreneurship helps the economy of a country grow and creates new jobs. Government policies usually have a substantial impact on the number of entrepreneurs in a country.

While there are many governments that say they do support entrepreneurial businesses, they usually do not have many specific policies and programs that effectively support entrepreneurial development.

Creating an effective entrepreneurship development program may not be easy but then again, it is not impossible either. By carefully following the ten points above, you are well on your way to creating an entrepreneurship development program that not only benefits your company in the short run but in the long run as well.

## Photo Gallery



## Workshop on Entrepreneurship Development Phases

**Dr. VANDANA RAO**  
ASSOCIATE PROFESSOR, ECE


Organized by  
KGR CET - IIC  
in association with  
Ministry of Education & AICTE



**29<sup>th</sup> January  
2021**

**2:30 - 3:30 PM**

<http://collab.swecha.org/b/u-ma-onr-qba>



## Effectuation

Between 1997-2001 a cognitive scientist Dr. Saras Sarasvathy studied how successful entrepreneurs constantly makes decisions and actions. That form universal methods and principles use to make decisions which make them different from everyone.

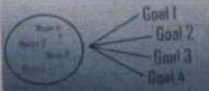
She spoke to 27 experts with there organizations values, she based her famous principles of effectuation while she interviews of these expert entrepreneurs

## Effectuation

Effectuation is the logic of thinking that uniquely serves entrepreneur in starting businesses and one that provide a way to control a future i.e. inherently unpredictable.


Effectual Reasoning

Future is uncertain

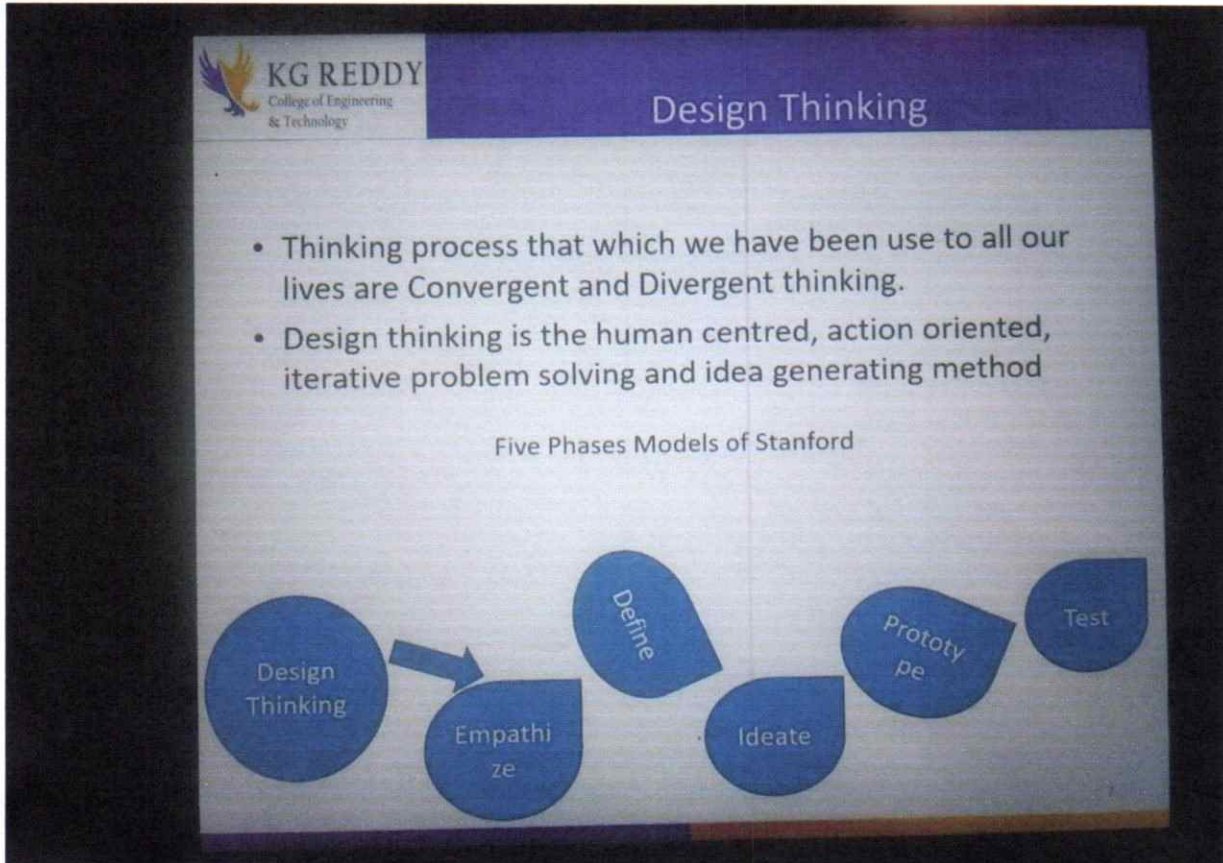


Causal Reasoning

Future is predictable



**Briefing details about the Principles of Effectuation**



**KG REDDY**  
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## Design Thinking

- Thinking process that which we have been use to all our lives are Convergent and Divergent thinking.
- Design thinking is the human centred, action oriented, iterative problem solving and idea generating method

Five Phases Models of Stanford

Design Thinking → Empathize → Define → Ideate → Prototype → Test

**Process of Design Thinking**

**KG REDDY** College of Engineering & Technology

## Value Proposition Canvas

The diagram illustrates the Value Proposition Canvas, a tool for designing, testing, and visualizing the value of a product for customers. It consists of two main parts: the left side (Products and Services) and the right side (Customer Jobs). The left side is divided into three segments: Gain Creators (green), Pain Relievers (blue), and Products and Services (orange). The right side is divided into three segments: Gains (green), Pains (red), and Customer Jobs (purple). A central double-headed arrow indicates the relationship between the two sides. Below the diagram, a text box states: "Value proposition canvas is a tool that allows you to design, test and visualize the value of your product for customers in a structured way."

Value proposition canvas is a tool that allows you to design, test and visualize the value of your product for customers in a structured way.

10

### Discussion about the Value Proposition Canvas

**Expenditure:**

<b>Registration Fee</b>	<b>: NIL</b>
<b>Accommodation Charges</b>	<b>: NIL</b>
<b>Transportation Charges</b>	<b>: NIL</b>
<b>Other Charges</b>	<b>: NIL</b>
<b>Total</b>	<b>: NIL</b>



# **KG Reddy College of Engineering & Technology**

(Approved by AICTE, New Delhi, Affiliated to JNTUH, Hyderabad)

Chilkur (Village), Moinabad (Mandal), R. R Dist, TS-501504

**Report**

**On**

**My Story – “Motivational Session by Successful  
Entrepreneur/Startup founder”**

**By**

**Anisha Shastri**

**CEO Reasy Pvt. Limited**

**15<sup>th</sup> January 2021**

**Organized by**

**MoE Institution’s Innovation Council (IIC)**

**Submitted by**

**Dr. B. Vandana**

**Associate Professor,**

**Dept. of Electronics and Communication Engineering,**

**KG Reddy College of Engineering and Technology, Moinabad**



**CONVENER**



**PRESIDENT**



**PRINCIPAL**

*Principal*  
KG Reddy College of Engineering & Technology  
Chilkur (V) Moinabad (M).  
R. R Dist

## Overview

The session was on Motivational talk by a successful Startup Founder, by Ms. Anisha Shastri the institute introduced a dynamic Application Development like Mobile Application Development, Custom Software Development, Web Development, Cloud Application Development. The speaker was so confident about his innovation in development a system that will give awareness and reduces death rate in the country. From his motivational talk many of the students gained knowledge about the technology usage, solution to the problem and validating the problem made it so interesting and made her to stand as a successful innovator.

## Objectives:

The main objectives of the program are:

- To encourage for towards entrepreneurship and startups.
- To build an ecosystem in academia collaboration with industry.
- To gain basic knowledge and information towards innovation and to be a successful innovator.
- To know the process for innovation.

## Outcomes:

The outcomes of the program are to create motivation among the students regarding the idea, innovation, implementing innovation and how to be a successful innovator in the field of technical education.

## Resource Persons:

**Anisha Shastri , CEO Reasy Pvt. Limited.**

## Summary Report on

### My Story - Motivational Session by Successful Entrepreneur/Startup founder

Tech strategist, motivated business leader, passionate product manager, intuitive problem-solver - Anisha comes with a diverse experience of working with large enterprises, SMEs, and start-ups. She has consulting experience across Telecommunications, BFSI, and Health Care domains.

At her latest venture, Reasy Inc., Anisha is trying to revolutionize the way extreme-scale enterprise solutions are built and managed. Reasy makes it really easy to give life to business ideas.

Anisha is on the board of Intense Technologies, a publicly listed enterprise software products company with a presence across 40 countries. She holds an MBA in Entrepreneurship from Babson College, USA, and IE Business School, Spain, and a Bachelor of Engineering, Information Technology from Osmania University.

AIESEC is an international youth-run, non-governmental and not-for-profit that provides young people with leadership development, cross-cultural internships, and volunteer exchange globalist experiences. The organization focuses on empowering young people to make a progressive social impact.

Anisha is a bundle of positive energy and creative thinking! She has a natural flair for leadership and brings a fresh approach to her work. We have worked closely on various projects involving the positioning of our company, enhancing our brand through digital mediums, evolving investor communications, handling analyst relations and representing our company in global events. What amazes me is her attitude of simplifying the complexity without trivializing the technology value proposition of our solutions. She invests a lot of time in strategizing and also gets it executed.

A people person and loves taking on new challenges. We believe she has the right skills and experience for making Reasy a world-class enterprise.

Anisha was an exceptional student and she worked hard and did a fantastic learning process in both courses. Anisha demonstrated a smart taking decision process and very well developed team work ability. Anisha did also two outstanding individual final reports on "Customer's Shopper Experience" and "Lean Thinking Implementation failures" and really

took advantages of the knowledge and main take-aways of those two subjects. Anisha final Presentation was outstanding and disruptive, and I felt proud of her communication skills and use of technology to create it. Anisha always participated actively adding value and with a very global point of view

## Photo Gallery



# My Story

Motivational Session  
by a Startup Founder



Ms. ANISHA SHASTRI  
CEO - Reasy Inc

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in association with  
Ministry of Education & AICTE

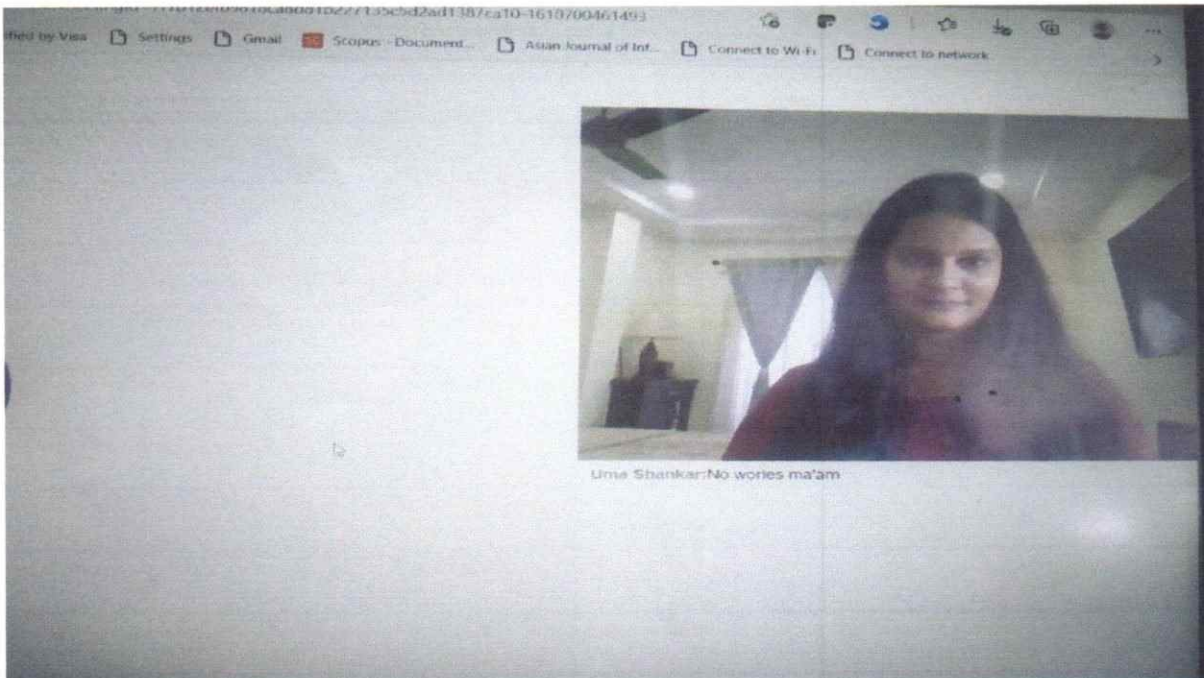


**15<sup>th</sup> January  
2021**

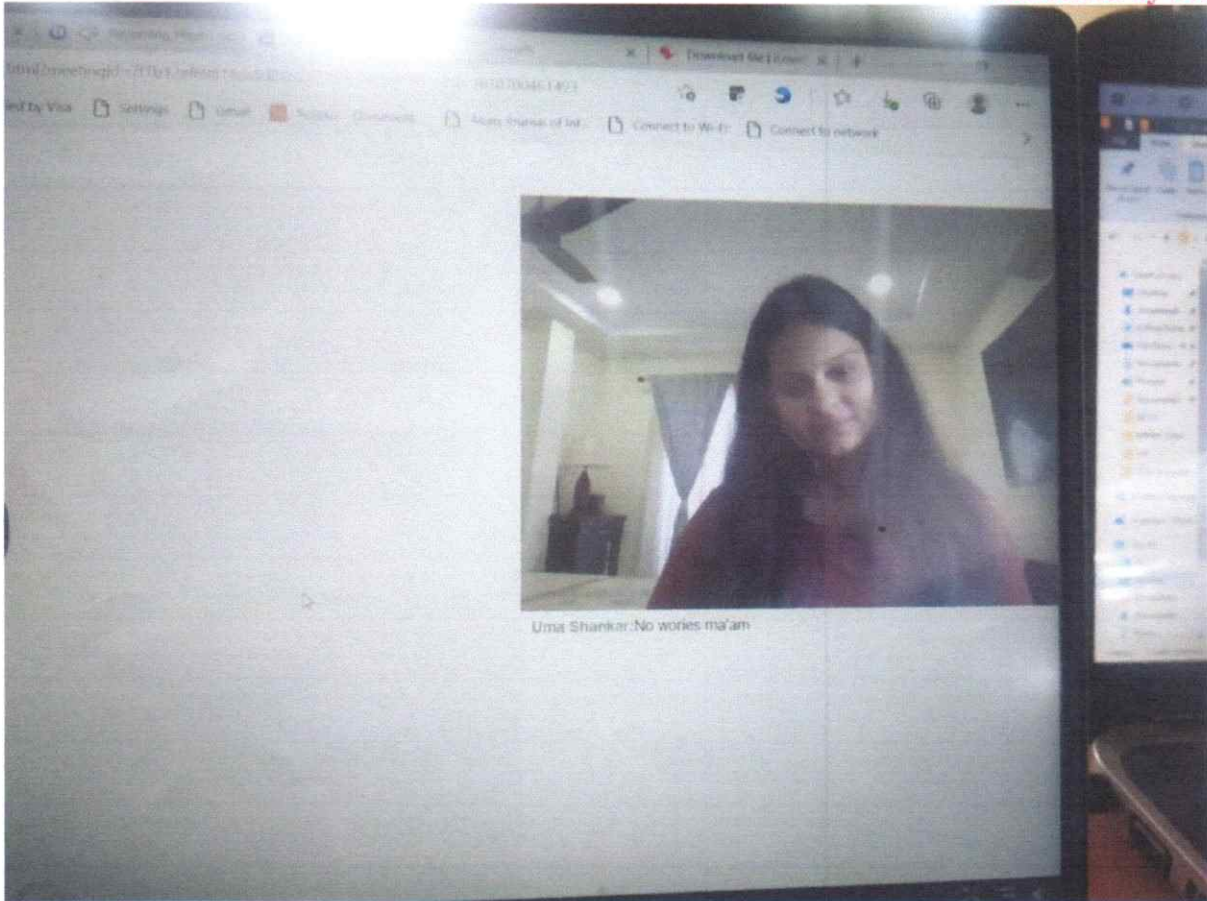
**2:30 - 3:30 PM**

<http://collab.swecha.org/b/u-ma-onr-qba>

## Creative of the Event



## Briefing on Initial stage of her Company



**Students asking about the difficulties faced in the process**



**Expenditure:**

<b>Registration Fee</b>	<b>: NIL</b>
<b>Accommodation Charges</b>	<b>: NIL</b>
<b>Transportation Charges</b>	<b>: NIL</b>
<b>Other Charges</b>	<b>: NIL</b>
<b>Total</b>	<b>: NIL</b>

**Department of Student Affairs**

**Report**

**On**

**Monthly Seminar Series**

**Date: 11-09-2020**

**Organized by**

**Student Welfare Department**

**In association with**

**Entrepreneurship Development Cell**

**Submitted by**

**Mr.B.Lingam,**

Assistant professor-EEE

  
**SWD coordinator**

Mr.B.Lingam,

Asst.Proff-EEE

  
**SWD-Head**

Mrs.Udayasri kakarla,

Associate Dean

  
**PRINCIPAL**

Dr.R.S Jahagirdar

*Principal*  
KG Reddy College of Engineering & Technology  
Chilkur (V) Moinabad (M).  
R. R. Dist.



## Summary Report of Monthly Seminar Series

**Entrepreneurship** is the creation or extraction of value. With this definition, entrepreneurship is viewed as change, which may include other values than simply economic ones.

More narrow definitions have described entrepreneurship as the process of designing, launching and running a new business, which is often initially a small business, or as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit."<sup>[4]</sup> The people who create these businesses are often referred to as **entrepreneurs**. While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of start-up businesses have to close due to "lack of funding, bad business decisions, government policies, an economic crisis, lack of market demand, or a combination of all of these."

A somewhat broader definition of the term is sometimes used, especially in the field of economics. In this usage, an entrepreneur is an entity which has the ability to find and act upon opportunities to translate inventions or technologies into products and services: "The entrepreneur is able to recognize the commercial potential of the invention and organize the capital, talent, and other resources that turn an invention into a commercially viable innovation."<sup>[8]</sup> In this sense, the term "entrepreneurship" also captures innovative activities on the part of established firms, in addition to similar activities on the part of new businesses. Yet, the definition is still narrow in the sense that it still focuses on the creation of economic (commercial) value.

As an academic field, entrepreneurship accommodates different schools of thought. It has been studied within disciplines such as economics, sociology and economic history. Some view entrepreneurship as allocated to the entrepreneur. These scholars tend to focus on what the entrepreneur does and what traits that an entrepreneur has (see for example the text under the headings Elements below). This is sometimes been referred to as the functionalistic approach to entrepreneurship. Others deviate from the individualistic perspective to turn the spotlight on the entrepreneurial process and immerse in the interplay between agency and context. This approach is sometimes referred to as the processual approach, or the contextual turn/approach to entrepreneurship.

Photographs with Description

# MONTHLY SEMINAR SERIES



## ENTREPRENEURSHIP

**MR. JIGNESH TALASALIA**  
CO- FOUNDER & CEO  
PERSPECT AI

Organised by  
Student Welfare Department

in association with  
Entrepreneurship  
Development Cell

 **KG REDDY**  
College of Engineering  
& Technology  
New Age Engineering

**11<sup>th</sup> September**  
**1:00 - 2:00 PM**

<http://collab.swecha.org/b/uma-onr-qba>

Poster of Monthly Seminar Series

### Resource person profile:

Mr Jignesh Talasila, Co- founder & CEO, PerspectAI-Full time

Mastered the art of creating immersive assessments through contextual simulations & non-contextual games in VR. With a passionate team of Hackers & Psychologists, innovating the ways to effectively assess personality, behavior & cognitive abilities of a candidate to find his/her true potential & culture fit, at a modern workplace.

Being one of the pioneers in Indian VR scene, Jignesh has been advising innovation teams of MNCs and Govt. organizations,

During his tenure with Conduira Online, India's leading e-training portal for competitive exams, he did spend time launching, leading & growing sales.

His prior career included the startup he established with a group of enablers in developing parallel practical curriculum for K-12. Through Dirt9 Education his team could create a strong positive impact in learning methodologies for more than 2,000 students.

During his tenure at Accenture, he worked with a leading premium fashion retailer in risk mitigation & market trend analysis.

His passion to foster innovation & entrepreneurship made him bring up a science & activity center at his alma mater GITAM University, which has brought more than 15,000 students to collaborate & develop through diverse projects driving social impact in 10+ verticals. He has been one of the top contributors for the projects like Solar Car & Hydel Powered Water Pump for agriculture along with the robot that was presented at National Lunabotics competition at NASA.

His background in core mechanical engineering got him hands-on experience in R&D through his work on coatings using nanomaterials for a project from VRDE (Vehicle Research & Development Establishment), a unit of DRDO.

**KGRCET/DSA/Sem-I/20-21/**

**Date : 09/09/2020**

## **Circular**

It is to bring to your notice that Department of Student Affairs is conducting Monthly Seminar Series "Entrepreneurship" on 11/09/2020, Friday i.e., from 1 pm to 2 pm, All the students and faculty are requested to attend this session and make it successful.

  
Udaya Sri Kakarla  
**Head – DSA**

  
Dr Jahagirdhar  
**Principal**

### **Copy to**

1. HOD Mechanical
2. Accreditation Department
3. IQAC
4. DSA