



**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
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**Report on workshop on "Entrepreneurship Development"**  
**Organized by MITS - ED Cell, 7 November 2014**

**Submitted by: Dr. P. Seshagiri Rao, Coordinator, ED Cell**

MITS-Entrepreneurship Development Cell organized a one day workshop on Entrepreneurship Development on 7<sup>th</sup> November, 2014 for all the branches of all final year B.Tech students and management students. The Resource Person was Mr. V. Chaturvedi, Vice-president, Business Development and Collaborations, Indo-American Cancer Hospital and former Registrar of NIMSME, Hyderabad. The Coordinator invited the Principal-Dr.C.Yuvaraj, Dean-IIIC- Dr.Ch. Rama Prasada Rao, TEQIP Coordinator-Dr.V.Rama Chandra Prasad and Resource Person -Sri V.Chaturvedi on to the dais. The program started with invocation by students.

The coordinator of Entrepreneurship Development Cell Dr. R.Vara Prasad gave the details about the Entrepreneurship Development Cell and explained the objectives of the workshop. Characteristics of an entrepreneur, planning to be an entrepreneur, growth pressures, managing a family business, and corporate entrepreneurship, what are the motivators for owning a business, Regarding starting a business or buying a business is advisable, what and where is the market for what an entrepreneur want to sell, how much will all this cost for an entrepreneur, should the company be domestic or global? He then briefed about GDP Growth, US-India Trade, Population divide, Urbanization, Per Capita Income, Working Population, College Graduated Workforce, Stock Market, and Advertising and in detail about business planning process.

The lecture received an overwhelmed response with the participation of 98 students. Entrepreneurship Development Cell extends sincere gratitude to the Management, Principal, and Head of the Departments for their support.



Prof. V. Chaturvedi, briefing the need during introduction, followed by Prof. Rao, highlight the same for students of MITS and resource person interacting with the participants.



**మిట్స్ వర్క్ షాపులో మాట్లాడుతున్న చతుర్వేది**

కుర్రులకోట: ఉద్యోగం లభిస్తే చాలనే ఆలోచన కాకుండా ఉన్నత లక్ష్యంతో ఎదగాలని ఇండో ఆమెరికన్ కేన్సర్ ఇన్స్టిట్యూట్, హైదరాబాద్ లోని నిమ్స్ విశ్రాంత రిజిస్ట్రార్ చతుర్వేది వీ.చిత్ విద్యార్థులకు కర్తవ్య బోధ చేశారు. మిట్స్ ఇంజనీరింగ్ కళాశాలలో శుక్రవారం సాయంత్రం జరిగిన వర్క్ షాపులో ఆయన మాట్లాడారు. చిన్నపాటి లక్ష్యాలు కాకుండా పదుగురికి ఉపాధి కల్పించే స్థాయిలో ఎదగడానికి ఆలోచనలు సాగించాలని సూచించారు. తద్వారా నాయకత్వ లక్షణాలు పెరుగుతాయన్నారు. సాంకేతిక పరిజ్ఞానం వినియోగించుకునేందుకు వినూత్న ఆలోచనలతో ముందుకు సాగాలన్నారు. తక్కువ పెట్టుబడితో ఎక్కువ ఆదాయం వచ్చే ఉత్పత్తులు సాగించే పరిశ్రమల ఏర్పాటుకు యత్నించాలన్నారు.



TITLE: Workshop on Entrepreneurship Development  
 Published in Vaartha, Eenadu & Sakshi on 08.11.2014.  
 MITS Madanapalle, Entrepreneurship development Cell has organised Entrepreneurship Development program for final year B.Tech and management students. Mr. V. Chaturvedi, Vice-president, Business Development and Collaborations, Indo-American Cancer Hospital and former Registrar of NIMSME, Hyderabad said that after completion of graduation, students searching for a job has become a customary one which is not warranted. He pointed that every student should try to become an entrepreneur rather than a job seeker in order to generate more employment opportunities. Further he emphasized that student should lead the life with innovate thoughts rather than running for jobs in the software companies. He also added that student who aspire to become an entrepreneur should make use of the technology to meet the needs of the people. Further he said that through entrepreneurship students can derive great returns with small investments, gain leadership skills as well as provide employment opportunities. Finally he concluded that students should avail the financial support from the government to establish small scale industries. Dr.C.Yuvaraj, Principal; Dr.Ch. Rama Prasada Rao, Dean-IIIC; -Dr.V.Rama Chandra Prasad, TEQIP Coordinator; Dr. P. Seshagiri Rao, ED Cell coordinator; Heads of the Departments and faculty members participated in this programme.

  
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