



**Entrepreneurship Development Cell**  
**St Joseph's Degree College**  
**Sunkesula Road, Kurnool**



**Cell Activities 2021**

Sno	Date	Program	Institution	Resource Person	Faculty /Students attended
1.	09-11-2020	Online Workshop on Rural Entrepreneurship Development (RED) Action Plan	Mahatma Gandhi National Council of Rural Education.	Mr. Sai Sudheer, Project Director & Mr Sai Kiran, Coordinator MGNCRE	Faculty - 03
2.	10-01-2021	Orientation Program	Entrepreneurship Development Cell, St Joseph's Degree College	Cell members	50 50
3.	11-01-2021	Inaugural of Entrepreneurship Development Cell	St Joseph's Degree College		150
4.	12-01-2021	Rural Entrepreneurship & Business Plan Orientation Workshop	National Rural Entrepreneurship Mission, Mahatma Gandhi National Council of Rural Education.	Mr. Sai Sudheer, Project Director, MGNCRE	100
5.	22-01-2021	Expert Talk	Zeta Technologies Inc Houston, USA	Mrs Ch. Satya Tejovathi Project Manager,	95
6.	02-02-2021	Industry visit	Andhra Pradesh Industrial Infrastructure Corporation Ltd Kallur Industrial estate Kurnool	Kallur Industrial estate Kurnool	90
7.	08-03-2021	Student Selections for Business Plan Competitions	Entrepreneurship Development Cell, St Joseph's Degree College	Cell members	10
8.	15-03-2021	Business Plan Competitions	MGNCRE	Mr. Sai Sudheer, Project Director, MGNCRE	04
9.	30-03-2021 To 05-04-2021	Faculty Orientation Program To English Department on Entrepreneurship	Entrepreneurship Development Cell, St Joseph's Degree College	Cell members	Faculty- 07

## Online Workshop on Rural Entrepreneurship Development (RED) Action Plan

Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India has conducted an Online Workshop on Rural Entrepreneurship Development (RED) Action Plan on 9th November 2020. The workshop was hosted by Mr Sai Sudheer, Program Director and Mr Sai Kiran, Coordinator MGNCRE and was focused on activities related to Training & Placement, Personality Development, Technology, Entrepreneurship and Rural Engagement to be implemented through the RED Cell in the Institution. The college got its enrollment certificate as Rural Entrepreneurship Development Cell. All the committee members received certificates after participating in a series of 4 online workshops.



## Awareness Program Towards Entrepreneurship

The Awareness program was planned for the students to nurture entrepreneurial climate and to promote entrepreneurial culture among the students of the college. The ED Cell decided to have a consecutive 2 day awareness program for the two batches of students, after a prior information, interested students were gathered in 4<sup>th</sup> floor room no 1 at 12 in the noon. The program lasted for 1 hour, the committee was introduced, the initiation of the cell was emphasized, previous year activities were highlighted and the students were motivated to register themselves as members in the cell. The program was hosted by the committee and Mrs Lakshmi Devi explained to them the importance of Entrepreneurship Development.

### Program Outcomes:

1. Student's attention towards entrepreneurial culture and activity was drawn, they were encouraged to become the members of the club.
2. Students were informed about the 50/- registration fee and the digital certificate they would earn.
3. They were encouraged to participate in the various activities and competitions conducted by ED Cell in and outside the institution.



## Online Interaction on Rural Entrepreneurship & Business Plan Orientation Workshop

Online Interaction on Rural Entrepreneurship & Business Plan Orientation Workshop was conducted by Mr. Sai Sudheer, Project Director, MGNCRE, MoE, Government of India to stimulate the students in coming up with their own business plans to participate in the Regional and National level competitions conducted by National Rural Entrepreneurship Mission, Mahatma Gandhi National Council of Rural Education. The Resource person offered his assistance & support to students for participating in Business Plan Competition to be held by Ministry of HRD. The program was organized by Entrepreneurship Development Cell on 12-01-2021, in Seminar Hall, Building II. It was attended in online mode using Google Meet 90 registered students of ED Cell and 20 students from the classes III B Com A & III BBA A.

### Program Highlights:

1. Rural entrepreneurship was emphasized for its contribution to rural economy, employee generation, assistance to farming community and the prosperity of the country, Idea generation, SWOT analysis and presenting a project report were discussed.
2. Marketing of agro based products and products which are available in rural India.
3. Entrepreneurial initiation using organic and less used products like areca nut

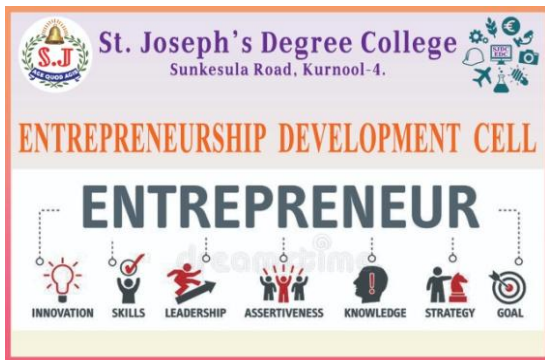
### Program Outcomes:

1. The program motivated the students towards entrepreneurship in rural segments.
2. Case studies of self made entrepreneurs inspired and encouraged the students



## Inaugural program of Entrepreneurship Development Cell

The Inaugural program of Entrepreneurship Development Cell was organized on 11-01-2021 it was presided by Principal Dr. K.Shantha madam and Vice Principal Dr C.V.Satyanarayana Sir, it was attended by 87 registered student members of Entrepreneurship Cell. The program started with the Inaugural address and report of activities of the cell by the Convener Mrs V.H.S.Pallavi. Principal- Dr K.Shantha madam rendered her valuable insights, wishing for the success of the ED Cell, Vice Principal Dr C.V.Satyanarayana Sir gave practical examples of successful entrepreneurs and the change makers. Students of Final year gave a ppt on Innovative and Social entrepreneurs. The program ended with vote of thanks by Mrs I. Kalyani and announcements by Mrs M.Saritha. The program officially inaugurated the Entrepreneurship Development Cell activities for the academic year 2020-21 in the college and got an overwhelming response with 92 registrations from second & final year students of Physical sciences, Life sciences & Commerce.



## Expert Talk

Expert Talk program was organized by Entrepreneurship Development Cell, St Joseph's Degree College, Mrs Ch. Satya Tejavathi Project Manager, Zeta Technologies Inc Houston, USA was the speaker she gave guidance, deep insights and practical examples that help our students in understanding career journeys. The program was held on 22-01-2021 at seminar hall and 95 student members of ED Cell gathered for it.



## Industry Visit to Kallur Industrial estate, Kurnool

A visit to Kallur Industrial Estate was planned to create understanding to students on the practical happenings and the operating environment of an enterprise. This visit was organized on 02-02-2021 with 90 student members of ED Cell. Students visited 5 industries in Kallur and gained practical knowledge on the manufacturing process and running of a workshop. Plastic bottle making, paper plates manufacturing, edible oil processing and packaging, water tank fabrication, stone cutting and recycling of cotton waste. The students gained knowledge on the working conditions, manufacturing, machinery layout, packaging and storage methods.



## Business Plan Competitions by MGNCRE

Student Selections for Business Plan Competitions 08-03-2021

To develop understanding of Entrepreneurship among students in Rural Context, to develop a framework for Integrating the Business Concepts and Markets and to develop skills of converting the Idea into a Viable Business concept, Rural Entrepreneurship Development Cell (REDC) has asked for an institution level business plan competition in which 10 students participated and 4 were finalized. The Business Plan Competition final list was sent to Mr. Sai Sudheer, Project Director, MGNCRE, finalists joined several workshops and got many inputs and certificates on 15-03-2021

### Selection of Best 4 Rural Entrepreneurship Business Plan Implementations at Institution Level

S.No	Name of the Student	Mobile Number	Email Id	Topic	Targets
1.	K. Vignani Reddy	6305327280	vignanimadhu7@gmail.com	Dehydrated Vegetables	Working women in towns and cities.
2.	I.Krishnasree	9063742637	ikrishnasree1581@gmail.com	Conversion of plastic into petrol	Eco-friendly
3.	G. Yamini Charitha Reddy	9121632100	yaminicharithareddy@gmail.com	Organic Vegetables	Health conscious urbanites
4.	D. Khaja Hussain	9182772731	khajahussain.kh01234@gmail.com	Production & Marketing of Mushrooms	Cardiac, diabetic and blood pressure

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## 5 day Orientation Program on Entrepreneurship Development

As a part of APSICHE's new curriculum, Entrepreneurship Education is introduced as a life skill paper for first years and English lecturers were been drafted to deal with the paper. So, as instructed by IQAC of the college ED Cell has conducted a 5 day Orientation Program on Entrepreneurship Development to the Faculty of English Department from March 30th – April 5th 2021. The ED Cell team also shared the study materials, e-content, question bank and previous question papers with the English faculty.

### Program Schedule

**Venue: Placement cell, E-Classroom, Ground Floor, Block III, Time: 2:15 pm – 3:15 pm**

Date	Topic	Resource person
30-03-2021	Entrepreneurship concepts, classification of entrepreneurs, Incorporation of business, forms of Business Organization, Role of Entrepreneurship in economic development, Start-ups	Mrs Lakshmi Devi MCA, MA
31-03-2021	Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Opportunity recognition-Steps in tapping opportunities	Mrs Lakshmi Devi MCA, MA
01-04-2021	Preparation of Project Report – Content & Guidelines for Report preparation, Project Appraisal Techniques	Mrs V.H.S Pallavi MBA
03-04-2021	Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI, NIC, KVIC, SIDIO, NSIC Ltd etc– State Level Institutions –DICs – SFC –SSIDC-other financial assistance	Mr R.Prasad M Com MBA
05-03-2021	Government Policy for SSI's - Tax Incentives and Concessions – Non tax concessions – Rehabilitation & Investment allowances	Mrs V.H.S Pallavi MBA

