



Velagapudi Ramakrishna
Siddhartha Engineering College
(Autonomous)
Kanuru, Vijayawada-7, A.P
INSTITUTION INNOVATION COUNCIL
(IIC)/EDC



Report

1. **Program driven by:** Self driven/MIC driven/**IIC calendar**/celebration
2. **Program /Activity Name:** " **ENTERPRENUERSHIP SKILL & INNOVATION –CAREER OPPUTUNITIES** "
3. **Program Type:**
 - Level 1: Expert Talks/ Mentoring Sessions/Exposure Visits**
Duration of the activity: 3 hrs / Less than half a day
 - Level 2: Workshop/ Seminar/Conference/ Exposure Visits**
Duration of the activity: 5 to 8 contact hours/Less than a day
 - Level 3: Workshop/ Boot camps/Exhibitions/Demo Day / Competitions**
Duration of the activity: 9 to18 contact hours: 1 -2 days
 - Level 4: Tech Fest/Challenges/Hackathons**
Duration of the activity: Greater than 18 contact hours: More than 2 days
4. **Program Theme:** IPR and Technology Transfer/Innovation & Design Thinking/
Entrepreneurship & Startup/ Pre-Incubation & Incubation Management
5. **Name of the Dept. Organized:** CE
6. **Start date:** 25-10-24
7. **End date:** 25-10-24
8. **Duration of the event in Hrs:** 3HRS
9. **No of External participants :** NIL

10. Student participants (Internal): 103

11. Faculty participants (internal):2

12. Expenditure amount :Rs 15090/-

Objectives: Entrepreneurship Skills Objectives:

1. **New Business Creation:** Establish sustainable businesses.
2. **Job Creation:** Generate employment opportunities.
3. **Economic Growth:** Contribute to GDP, economic development.
4. **Innovation:** Develop novel products, services.
5. **Risk Management:** Mitigate risks, ensure business stability.
6. **Leadership Development:** Foster effective leadership.
7. **Strategic Thinking:** Enhance decision-making, planning.
8. **Financial Stability:** Ensure profitability, sustainability.
9. **Networking:** Build strategic partnerships.
10. **Personal Growth:** Develop entrepreneurial mindset.

Innovation Objectives:

1. **Improve Products/Services:** Enhance quality, features.
2. **Increase Efficiency:** Streamline processes, reduce costs.
3. **Competitive Advantage:** Stay ahead of competition.
4. **Identify New Markets:** Expand customer base.
5. **Enhance Customer Experience:** Improve satisfaction.
6. **Drive Growth:** Achieve scalability.
7. **Stay Relevant:** Adapt to changing market trends.
8. **Improve Operational Processes:** Optimize workflows.
9. **Develop Sustainable Solutions:** Address environmental, social issues.
10. **Foster Continuous Learning:** Encourage experimentation

13. Benefit in terms of:

Learning/Skill/Knowledge

Benefits of Entrepreneurship Skills and Innovation:Increased Competitiveness

1. **Improved Productivity**
2. **Enhanced Creativity**
3. **Better Decision-Making**
4. **Increased Revenue**
5. **Job Satisfaction**
6. **Personal Fulfillment**
7. **Economic Empowerment**
8. **Social Impact**
9. **Environmental Sustainability**

Outcome: Career Opportunities:

1. **Startup Founder:** Create your own business.
2. **Intrapreneur:** Lead innovation within an existing company.
3. **Management Consultant:** Help businesses improve performance.
4. **Product Manager:** Oversee product development.
5. **Business Development Manager:** Identify new business opportunities.
6. **Innovation Manager:** Foster creativity within organizations.
7. **Entrepreneurship Consultant:** Guide startups and small businesses.
8. **Venture Capitalist:** Invest in promising startups.
9. **Business Analyst:** Analyze business needs, recommend solutions.

10. **Digital Nomad:** Work remotely, leveraging entrepreneurial skills

14. **Star performer(Faculty coordinator) Dr.N.Malathi**

15. **Star performer(Student coordinator) nil**

16. **Promoted in IIC social media through social media coordinator: Yes/No**

A. **Twitter:** https://www.twitter.com/r_vijayawada

B. **Face book:** <https://www.facebook.com/VRSEC-IIC-2201265583422166>

C. **Instagram:** https://www.instagram.com/vrsec_1977

17. **Video (URL of the youtube/Facebook/Twitter) (Min 2 min): no**

18. **Photograph 1: (Covering banner, keynote speaker and students in one shot)**



19. Photograph 2: (Covering banner, keynote speaker and students in one shot)





GPS Map Camera



Vijayawada, Andhra Pradesh, India

Siddardha Engineering College, Vijayawada,
520007, Andhra Pradesh, India
Lat 16.485087, Long 80.691201
10/25/2024 10:52 GMT+05:30
Note : Captured by GPS Map Camera



Vijayawada, Andhra Pradesh, India
Siddardha Engineering College, Vijayawada,
520007, Andhra Pradesh, India
Lat 16.485050, Long 80.691186
10/25/2024 11:33 GMT+05:30
Note : Captured by GPS Map Camera



Vijayawada, Andhra Pradesh, India
Siddardha Engineering College, Vijayawada,
520007, Andhra Pradesh, India
Lat 16.485315, Long 80.692878
10/25/2024 15:02 GMT+05:30
Note : Captured by GPS Map Camera

20. Session plan, If any:nil

21. Brochure/Banner (Attach herewith):

22. Poster(Attach herewith):

Organized by
Department of **Civil Engineering**

Workshop on
“Entrepreneurship & Innovation”
as a Career opportunity

Date: 25th October 2024 | Venue: CSE Seminar Hall

Convenor:
Dr. Chava Srinivas
Dean - Alumni Affairs
HoD, Civil Dept.

Coordinator:
Dr. N. Malathi
Assistant Professor,
Civil Dept.

Invited Speaker:
Mrs. KAVITHA RAJESH
President-South Asia for ABWCI,
Former President-HMA,
Secretary-CED ALEAP
Joint Secretary-ALEAP

 **VELAGAPUDI RAMAKRISHNA SIDDHARTHA ENGINEERING COLLEGE**
DEEMED TO BE UNIVERSITY
(Under Section 3 of UGC Act, 1956)
(Sponsored by Siddhartha Academy of General & Technical Education), Vijayawada, A.P.



23.

24.About the event 15 to 20 lines summary:

Introduction

The landscape of work is rapidly evolving, driven by technological advancements, shifting consumer preferences, and a growing emphasis on sustainability. As a result, entrepreneurship and innovation are increasingly recognized as vital components of economic growth and societal progress. This report explores various career opportunities in the fields of entrepreneurship and innovation, highlighting key roles, required skills, and industry trends.

1. Entrepreneurship Opportunities

Entrepreneurship encompasses the process of starting and managing a new business, often with a focus on innovation. Key roles include:

- **Startup Founder:** Individuals can create their own ventures, from tech startups to artisanal products, addressing unmet needs in the market.
- **Social Entrepreneur:** Focuses on solutions to social and environmental issues, blending profit-making with social impact.
- **Freelancer/Consultant:** Professionals can offer specialized services or consultancy in various domains, leveraging their expertise to build a client base.

2. Innovation-Related Roles

Innovation involves creating new ideas or improving existing products and services. Key career opportunities include:

- **Product Manager:** Oversees the development lifecycle of new products, ensuring alignment with market demands.
- **UX/UI Designer:** Enhances user experience through intuitive design, playing a crucial role in product development.
- **Research and Development (R&D) Manager:** Leads teams in developing innovative solutions and technologies within organizations.
- **Innovation Consultant:** Advises companies on fostering innovation, improving processes, and developing new products.

3. Corporate Innovation

Many established companies are prioritizing innovation to stay competitive. Career paths include:

- **Corporate Innovation Manager:** Drives internal initiatives to foster a culture of innovation and new product development.
- **Business Development Manager:** Identifies growth opportunities through partnerships, acquisitions, and market expansions.

4. Venture Capital and Investment

Investment in startups is crucial for their growth. Key roles include:

- **Venture Capital Analyst:** Evaluates potential investments in startups, conducting market research and financial analysis.
- **Angel Investor:** Individuals invest their own capital in early-stage companies, often providing mentorship alongside funding.

5. Skills and Competencies

To succeed in entrepreneurship and innovation, certain skills are essential:

- **Critical Thinking:** Ability to analyze situations and devise effective solutions.
- **Creativity:** Generating novel ideas and approaches to problems.
- **Business Acumen:** Understanding of market dynamics, finance, and operations.
- **Networking:** Building relationships with industry stakeholders, mentors, and peers.
- **Adaptability:** Flexibility to pivot ideas based on market feedback and changing conditions.

6. Industry Trends

Several trends are shaping the future of entrepreneurship and innovation:

- **Sustainability:** Growing emphasis on eco-friendly business practices and products.
- **Digital Transformation:** Increased reliance on technology and digital tools to enhance efficiency and customer engagement.
- **Remote Work:** Shift towards remote and flexible work environments, fostering new business models.
- **Health and Wellness:** Rising demand for products and services that promote well-being.

Conclusion

Entrepreneurship and innovation offer diverse and dynamic career opportunities across various sectors. As businesses and societies continue to evolve, individuals with entrepreneurial mindsets and innovative skills will be in high demand. By understanding the key roles, necessary skills, and emerging trends, aspiring professionals can strategically position themselves for success in this exciting field.

2. Speaker Profile

- I. Name of the speaker: Kavitha Rajesh B, Joint Secretary, ALEAP
- II. Qualification: Bachelor of LAW, ISB
- III. Designation: Joint Secretary
- IV. Experience:
 - a) **Industrial**
 - b) Academic
 - c) Research
- V. Address for communication Kavitha Rajesh B , Joint Secretary, ALEAP,Industrial Park ,Hyd
- VI. Phone: E-Mail: bkavitharajesh@gmail.com

PROFILE

A commerce graduate, who went on to graduate in law from Ousmania University, worked in several organizations holding different responsibilities in finance, marketing and administration.

In the year 2002, got an opportunity to start a paint industry.

In manufacturing of decorative industrial and specialised paints, her paint company is called the "Om Sai Andhra Paints" (OSAP), and her paints go by the brand name "Gold Seal" paints. We supply our paints L&T and infrastructure people and OEM also etc.

Since 1995, Kavitha Rajesh has been a member of "Association of Women entrepreneurs of India", (ALEAP)

Present joint secretary for ALEAP , secretary iaia Industrial estate and secretary CED centre for entrepreneurial Development of ALEAP which is skill development

CED is the Nodal Training Institute for AC & ABC training programmes sponsored by

MANAGE, Ministry of Agriculture in both Telugu speaking states - Andhra Pradesh and Telangana.

We aim at transforming persons qualified in the field of agriculture and allied sectors into agri-entrepreneurs. The aim of the program is to empower graduates based out of an agricultural background to setup their own units and foster innovation to maximize agricultural production & improve the socio economic conditions and generate employment from the grassroots levels.

Former president of “Hyderabad Management Association”, (HMA). This is a body evolved to represent the interests of management professionals in the state of Telangana Andhra Pradesh for the year 2021-2022.

President South Asia for association of business women in commerce and industry (abwci) a global chamber of commerce Empowering women in business through a supportive ecosystem, fostering equity, and inclusive prosperity for a thriving society which enables women to be wealth creators and not job seekers.

One of the Managing committee member for international startup foundation to help the startup ecosystem in growing to the msme which would provide employment to the youth of our country

Indian school of business(ISB) in Hyderabad, ran an entrepreneur development program which was to train 10000 women globally by GOLDMANSACH, it was a 4-month certificate course by ISB

was invited to attend the “South Asian Women Entrepreneur Symposium”, hosted by the

“US department of State”, held in Dhaka in 2012

This symposium is designed to explore the challenges and opportunities faced by women who owned small and medium sized enterprises. The symposium was also to create cross border economic linkages between women entrepreneurs and established business leaders across the south Asian region.

was invited by the US Federal Government for a voluntary leadership program for women entrepreneurs, VOLVIS in the year 2013.

Was invited by TANA TELGU ASSOCIATION OF NORTH AMERICA as special guest for their 21 st Tana conference held on 26th may to 28 th MAY 2017 in ST LOUIS to speak on empowering women and how small scale industries are flourishing in INDIA.

Was one of the 400 entrepreneurs selected from India for the recently held global entrepreneur summit in Hyderabad in the year 2017 (GES). addressed by our honourable prime minister and Mrs. Ivanka Trump from U.S.A.

I was one of them invited from the GOLDMANSACHS Global 10000 women from INDIA for the RECENT WORLD ECONOMIC FORUM in DAVOS SWITZERLAND on 22 nd January 2019 , it was a flagship platform in the space of 10000 women by providing business education and access to capital reaching women from 56 countries globally , when women lead 10K Women launch with GS.

One of the US consulate Alumni steering committee member this is supported by public affair section of US consulate Hyderabad the alumni steering was officially launched by

counsel general Mr. Joel Reifman on 7 th September, for the year 2019 to 2020.

The United nations economic and social commission for Asia and the Pacific south and south -west Asia office of (UN ESCAP-SSWA) has organised the Seventh South and South-West Asia Forum on the Sustainable Development Goals - 'Reinforcing the 2030 Agenda for Sustainable development and eradicating poverty in times of multiple crises: The effective delivery of sustainable, resilient and innovative solutions on 10-12 October 2023 in Kathmandu ,Nepal i was one of the invited speaker.

Note: All the details are mandatory with HoD signature

Documents to be attached : 1. Word document of report

2. pdf document of report

3. Separate two photographs in JPEG format with file size of Max 2MB

4. Consolidate report in the following format in excel or in word

Dept	Program driven by Calendar/MIC/Self/celebration	Quarter	Date from	Date to	Program Theme	Objective	Outcome	No of students participants	No of faculty participants	No of external participants	Amount spent
<u>CE</u>	Calendar	<u>Q1</u>	<u>25-10-24</u>	<u>25-10-24</u>	<u>Enterpr enuers hip skill&In novatio n</u>	<u>kno wle dge</u>	<u>skill</u>	<u>103</u>	<u>2</u>	<u>0</u>	<u>Rs1509 0/-</u>