

# MRCE EAC - 2019

## Three Day Entrepreneurship Awareness Camp (EAC)

### Target Participants

The Proposed Three days Camp is intended for the students of Science and Technology UG/PG (All Disciplines).

### REGISTRATION FORM

1. Name:
2. Department:
3. Date of Birth:
4. Address for Correspondence:  
.....  
.....  
.....
5. Phone (Mobile):
6. E-Mail:

Signature of the Participant

Date:

Place:

#### Chief Patron:

Sri Ch. Malla Reddy  
Founder Chairman, MRGI  
Member of Legislative Assembly (MLA)  
Medchal Constituency

#### Patrons:

Mr. Ch. Mahender Reddy, Secretary - MRGI  
Dr. Ch. Bhadra Reddy, Treasurer - MRGI

#### Co- Patrons:

Col. G. Ram Reddy, Director - MRGI

#### Advisory Committee:

Dr. P. John Paul, Principal - MRCE  
Mr. N. Sudhir Reddy, Director - MRCE  
Dr. T. V. Reddy, Vice Principal - MRCE

#### Chief Program Co-ordinator:

Dr. N. Muthu Kumar, Dean, EDC

#### Program Co-ordinators:

Mr. Chandan Kumar Roy, ECE Dept.  
Mr. Veerander, CSE Dept.  
Mr. J.Chandra Shekar, MECH Dept.  
Mr. M. Rama Krishna, H & S Dept.

#### Resource Persons:

Mr. Phani Varanasi, Managing Director, Handbit Automation Technologies Pvt. Ltd.  
Mr. Bhujang Rao, Lead District Manager  
Mr. G.S. Bist, Asst. Director (Ele) MSME  
Mr. Koteswar Rao, Associate Faculty Member, SED, NIMSME  
Mr. A.V. Sridhar, MSME Mentor.



January 7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup> - 2019

**MALLA REDDY  
COLLEGE OF ENGINEERING**

Approved by AICTE, Permanently Affiliated to JNTUH, Accredited by NBA & NAAC, Recognised under section 2 (f) & 12(B) of the UGC Act 1956.

**Entrepreneurship Development Cell**

*Sponsored By :*



**Entrepreneurship  
Development  
Institute of India**

*(DST-NIMAT Project 2018-19)*



## MRGI AT GLANCE

Situated away from raucous sounds of Hyderabad city, MRGI epitomizes technocracy at its best. Being one of the largest campuses in Telangana, MRGI promises eventful student oriented learning. The founder chairman Sri.Ch. Malla Reddy garu began the journey as an educationalist to form the bridge between society, industry and academics. He is an un assuming dynamic leader with a keen interest in changing trends of higher education and student's employability in India. The diverse and enormous growth of the group unravels his realistic vision to cater to the needs of students in all areas of education. Education at MRGI brings all round

## ABOUT MRCE

Malla Reddy College of Engineering formerly CM Engineering College has been established under the aegis of the Malla Reddy Group of Institutions, a majestic empire, founded by Sri. CH. Malla Reddy garu . He has been in the field of education for the last 23 years with the intention of spearheading quality education among children from the school level itself. It is Accredited by NBA & NAAC. It is the largest cluster of technical institutions in the state of Telangana, with the student strength of 20,000 and staff strength of 2000. It is one of the largest campuses in Telangana. MRCE was established in the year 2005, and affiliated to JNTUH offering B.Tech Programs in the area of ECE, CSE, and MECH and Post graduate courses M.TECH & MBA. The College is also having Jawaharlal knowledge center (JKC), which helps the students to get placements. The faculty has the synergy of excellence in application oriented teaching, research and consultancy experience in India and overseas. The experienced faculty continuously endeavors to impart the knowledge to groom the students into industry ready engineers.

## ABOUT EDC

Entrepreneurship Development Cell (EDC) at Malla Reddy College of Engineering(MRCE) , Maisammaguda was established in October, 2007. The Government of

India has identified 'Entrepreneurship' as one of the principal mechanisms for the mitigation of Unemployment and Under-employment amongst Science & Technology Graduates in the country today. National Science and Technology Entrepreneurship Development Board (NSTEDB), set up in 1982 under the DST, created in the Educational Institutions would not only help in strengthening Industry-Institute Interaction, but also promote Entrepreneurial Culture in Technical Institutions and Institutes of Higher Learning.It has been necessary that appropriate links are established between Institutions and the Industry. Special emphasis has been laid on Entrepreneurship and Self-Employment, keeping in view the present mandate of Trained Manpower that graduate out of Technical Institutions.

## About the Programme

*Entrepreneurship Awareness Camp aims at creating awareness among students about various facets of Entrepreneurship while highlighting the merits of pursuing such a career option. In this camp, students are exposed to different aspects of Entrepreneurship. Including opportunity guidance, services offered by agencies of support system etc.*

## Objective of the Camp

*The objective of the camp is to bring together the experts from industries, government agencies working in the field of Entrepreneurship and students of Science & Technology in order to provide a forum for the free and fruitful exchange of ideas and information for becoming an Entrepreneur. It will also explore the possible business opportunities and create all necessary awareness to start an SSI Unit as per government procedures.*

## ABOUT EDII, DST NIMAT

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDI campus. To pursue its mission, EDI has helped set up twelve state-level exclusive entrepreneurship development centres and institutes.

These programmes under the project namely "DST-NIMAT" are mainly conducted by various institutions /organizations namely; IEDCs, NewGen IEDCs, STEPs, TBIs, State ED organizations, NPOs, educational institutions and other specialized organizations involved in the field of S&T entrepreneurship. On behalf of NSTEDB, DST the project is implemented by Entrepreneurship Development Institute of India (EDII), Ahmedabad on pan India basis.

## PROGRAMME SCHEDULE

DAY	TOPIC
1	Inauguration-camp objective. why entrepreneurship important
	Historical background: Indian values vis-sa-vis entrepreneurship and present scenario
	Identification of business opportunities and mechanism of product selection
	Technology assistance from R&D Labs
2	How to start a SSI units
	Technical and commercial aspects of SSI units
	Financial aspect of SSI unit
	Scheme of assistance and support available from government agencies, banks, financial institution SFCs ect...,
3	Creativity and business- the man behind the venture-the behavioral scientific approach.
	Communication skill for the better results in business
	Factory visit and experience sharing by the existing entrepreneur
	Feed back and discussion on the camp and factory visit