

# **Report on One-Day Workshop on Entrepreneurship and Innovation**

**Organized by:** JNTU-GV, Vizianagaram

**Guest Speaker:** Mr. Raj Kumar, Assistant Director, MSME, Visakhapatnam

**Date:** 11/11/2024

**Location:** JNTU-GV, Vizianagaram

## **Introduction**

On 11/11/2024, Jawaharlal Nehru Technological University–Gurajada (JNTU-GV), Vizianagaram, organized a one-day workshop on "Entrepreneurship and Innovation." The workshop aimed to foster entrepreneurial skills and promote innovative thinking among students, faculty, and aspiring entrepreneurs in



the region. The event was graced by the presence of Mr. Raj Kumar, the Assistant Director of the Micro, Small, and Medium Enterprises (MSME) Development Institute in Visakhapatnam, as the chief guest.

## **Objective**

The primary objective of the workshop was to:

- To provide insights into the importance of entrepreneurship and innovation in today's economy.
- To inspire students to explore entrepreneurial opportunities.
- To introduce the support mechanisms and schemes available through MSME for budding entrepreneurs.
- Promote entrepreneurial mindset: Encourage individuals to consider entrepreneurship as a viable career option.
- Foster innovation in business practices: Demonstrate how innovation can drive business growth, especially for MSMEs.

- Provide practical knowledge: Equip participants with the necessary tools, strategies, and resources for starting and scaling their businesses.
- To highlight the role of innovation in business success and sustainability.

## Session Highlights

### 1. Inaugural Address by Mr. Raj Kumar



Mr. Raj Kumar opened the workshop with a brief introduction to the MSME sector's role in India's economic development. He emphasized the importance of entrepreneurship as a catalyst for job creation, economic growth, and technological

advancement. He also highlighted MSME's support initiatives like funding, skill development, and market linkages available to new businesses.



## 2. Understanding Entrepreneurship

The first session focused on the fundamentals of entrepreneurship, with Mr. Kumar explaining the key characteristics of successful entrepreneurs. He discussed the mindset needed for entrepreneurship, such as resilience, adaptability, and risk-taking. He also elaborated on the challenges faced by entrepreneurs and strategies to overcome them.

## 3. Innovation in Business

In the second session, the discussion shifted to the concept of innovation in business. Mr. Kumar explained how businesses can leverage innovation to differentiate themselves in a competitive market. He covered aspects such as product innovation, process innovation, and the adoption of new technologies. Real-world examples of MSMEs that successfully implemented innovative solutions were shared to inspire participants.

## 4. How to Start Your Own Business

This session provided a step-by-step guide on starting a business, including legal aspects, registration processes, and creating a business plan. The speaker also shared resources for business networking and mentorship.



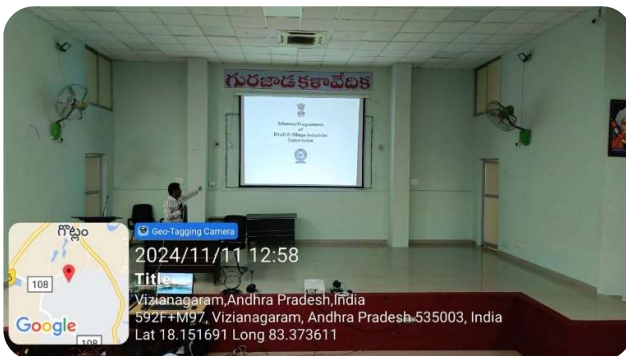
## 5. Government Schemes and Support for MSMEs

Mr. Kumar provided a comprehensive overview of various government schemes and financial support available for MSMEs, including funding options, subsidies, and incubation programs. He emphasized the role of institutions like the National Bank for Agriculture and Rural Development (NABARD), SIDBI, and others in promoting MSME growth through financial aid and skill development.



Also, the different schemes are explained:

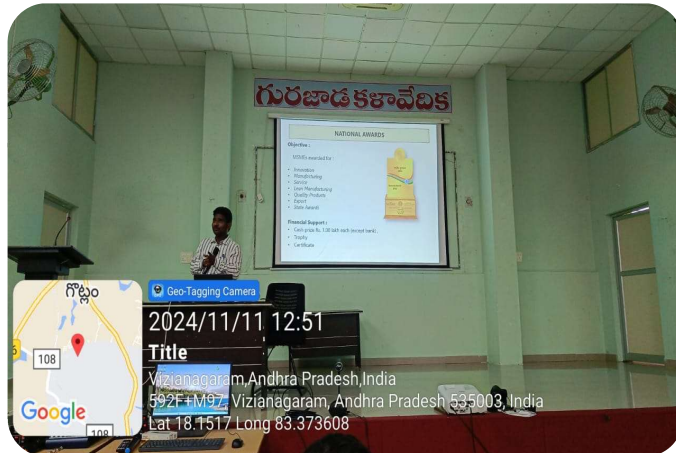
1. Udyog aadhar memorandum
2. Public Procurement Policy
3. MSME Sambandh Portal
4. Cluster development-MSME
5. NSSH (National ST/ST Hub) Scheme
6. Credit Linked Capital Subsidy Scheme
7. Marketing Assistance & Technology Scheme
8. Enterprise & Skill Development
9. Udyam Sakhi for Women Empowerment





## 6. Awards

The Micro, Small, and Medium Enterprises (MSME) sector plays a crucial role in the economic development of countries by promoting innovation, employment, and economic growth. In recognition of the contributions and achievements of MSMEs, various awards are presented to honor



excellence in different areas of entrepreneurship and business operations. These awards aim to motivate MSME owners to strive for greater success and contribute to the economy.

Here are some of the key MSME awards offered in India:

**National MSME Awards:** Recognize outstanding performance in different categories like manufacturing, service sectors, exports, etc.

**Udyog Aadhaar Recognition:** Aimed at promoting self-registration of MSMEs.

**MSME Exporter Awards:** For MSMEs excelling in the export sector.

**Technology Excellence Awards:** For MSMEs demonstrating significant technological innovation and adoption.

The awards not only provide recognition but also offer MSMEs increased visibility and credibility in the market, making it easier for them to attract investors and customers.

## 7. Interactive Q&A Session

An interactive session followed, where participants had the opportunity to ask questions and share their business ideas. Mr. Kumar provided personalized advice and suggestions, addressing concerns related to market entry, funding, and scaling operations.



## **8. Networking and Collaboration Opportunities**

The workshop concluded with a networking session, where participants could interact with industry experts, mentors, and potential collaborators. This session was a key opportunity for participants to connect with peers and professionals, exchange ideas, and seek advice on their entrepreneurial journeys.

## **Conclusion**

The one-day workshop proved to be a valuable platform for aspiring entrepreneurs and small business owners to gain practical knowledge on starting and growing businesses. Mr. Raj Kumar's expertise and the MSME's focus on fostering innovation and entrepreneurship were evident throughout the session. Participants left the workshop equipped with the tools, resources, and motivation to pursue their entrepreneurial goals with confidence.

## **Recommendations for Future Workshops**


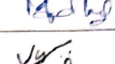

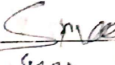
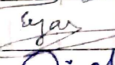
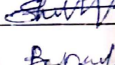
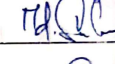
It is recommended that future workshops focus on hands-on training, including business idea validation, product development, and pitching to investors. Additionally, more collaboration with industry experts and MSME representatives would further enhance the learning experience for aspiring entrepreneurs. Incorporating case studies of successful MSMEs for a deeper understanding. Providing more in-depth guidance on digital tools and online marketing strategies for MSMEs. Including hands-on activities or group discussions to enhance participant engagement and learning.

# Workshop on Entrepreneurship and Innovation - 2024

Date:  
Time: 11.00am

Venue: Gurajada Kala Vedika  
JNTU-GV

## Attendance Sheet

S.No.	Name of the Student	Registered No.	Year	Branch	Signature
1	B. Adarsh kumar	21VVIA0103	IV <sup>th</sup> year	civil engineer	
2	D. Bose babu	21VVIA0113	IV <sup>th</sup> year	Civil Engineering	D. Bose
3	S. Sai	21VVIA0130	IV <sup>th</sup> year	Civil Engineer	S. Sai
4	G.J.V. Madhu	21VVIA0108	IV <sup>th</sup> year	Civil Engineering	
5	B. Vamsi	21VVIA0102	IV <sup>th</sup> year	Civil engineering	
6	P. Prasanth	21VVIA0124	IV <sup>th</sup> year	Civil engineering	P. Prasanth
7	K. Rohith	21VVIA0114	IV <sup>th</sup> year	Civil engineering	K. Rohith
8	Lathish kumar	21VVIA0120	4 <sup>th</sup> year	Civil engineering	Lathish
9	M. Lokesh	21VVIA0116	4 <sup>th</sup> year	Civil engineering	Lokesh
10	M. Siva Koteswara Reddy	23VVIF0018	2 <sup>nd</sup> year	MCA	
11	P. Syam Gopal	23VVIF0023	2 <sup>nd</sup> year	MCA	
12	B. Dineesh Umkat	24VVIF0010	1 <sup>st</sup> year	MCA	B. Dineesh
13	J. Siva Narayana Reddy	24VVIF0019	1 <sup>st</sup> year	MCA	
14	B. Manoj	24VVIF0005	1 <sup>st</sup> year	MCA	B. Manoj
15	Md. Qasim Basha	23VVIF0019	2 <sup>nd</sup> year	MCA	
16	N. Pavan	24VVIF0036	1 <sup>st</sup> year	MCA	N. Pavan
17	A. Janardhan Reddy	23VVIF0002	2 <sup>nd</sup> year	MCA	A. Janardhan
18	K. Anil KUMAR	24VVIF0023	1 <sup>st</sup> year	MCA	K. Anil
19	B. Tarun	24VVIF0008	1 <sup>st</sup> year	MCA	B. Tarun
20	SK. Mohammad Hafeez	24VVIF0047	1 <sup>st</sup> year	MCA	SK. Mohammad
21	D. Jeetendra	24VVIF0013	1 <sup>st</sup> year	MCA	D. Jeetendra
22	P. Nagasubrahmanyam	24VVIF0039	1 <sup>st</sup> year	MCA	P. Nagasubrahmanyam
23	M. Murali	24VVIF0032	1 <sup>st</sup> year	MCA	M. Murali
24	Y. Narasimha	24VVIF0054	1 <sup>st</sup> year	MCA	Y. Narasimha
25	B. Pradeep	24VVIF0004	1 <sup>st</sup> year	MCA	B. Pradeep
26	E. Sai kumar	24VVIF0015	1 <sup>st</sup> year	MCA	E. Sai kumar




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3	S. Sai	21VVIA0130	IV <sup>th</sup> year	Civil Engineer	S. Sai
4	G.J.V. Madhu	21VVIA0108	IV <sup>th</sup> year	Civil Engineering	G.J.V. Madhu
5	B. Vamsi	21VVIA0102	IV <sup>th</sup> year	Civil engineering	B. Vamsi
6	P. Prasanth	21VVIA0124	IV <sup>th</sup> year	Civil engineering	P. Prasanth
7	K. Rohith	21VVIA0114	IV <sup>th</sup> year	Civil engineering	K. Rohith
8	Lathish kumar	21VVIA0120	4 <sup>th</sup> year	Civil engineering	Lathish kumar
9	M. Lokesh	21VVIA0116	4 <sup>th</sup> year	Civil Engineering	M. Lokesh
10	M. Siva Koteswara Reddy	23VVI0018	2 <sup>nd</sup> year	MCA	M. Siva
11	P. Syam Gopal	23VVI0023	2 <sup>nd</sup> year	MCA	P. Syam
12	B. Dineesh Unkat	24VVI0010	1 <sup>st</sup> year	MCA	B. Dineesh
13	J. Siva Narayana Reddy	24VVI0019	1 <sup>st</sup> year	MCA	J. Siva
14	B. Manoj	24VVI0005	1 <sup>st</sup> year	MCA	B. Manoj
15	Md. Qasim Basha	23VVI0019	2 <sup>nd</sup> year	MCA	Md. Qasim
16	N. Pavan	24VVI0036	1 <sup>st</sup> year	MCA	N. Pavan
17	A. Janardhan Reddy	23VVI0002	2 <sup>nd</sup> year	MCA	A. Janardhan
18	K. Anil KUMAR	24VVI0023	1 <sup>st</sup> year	MCA	K. Anil
19	B. Tarun	24VVI0008	1 <sup>st</sup> year	MCA	B. Tarun
20	S.K. Mohammad Hafeez	24VVI0047	1 <sup>st</sup> year	MCA	S.K. Mohammad
21	D. Jeetendra	24VVI0013	1 <sup>st</sup> year	MCA	D. Jeetendra
22	P. Nagasubrahmanyam	24VVI0039	1 <sup>st</sup> year	MCA	P. Nagasubrahmanyam
23	M. Murali	24VVI0032	1 <sup>st</sup> year	MCA	M. Murali
24	Y. Narasimha	24VVI0054	1 <sup>st</sup> year	MCA	Y. Narasimha
25	B. Pradeep	24VVI0004	1 <sup>st</sup> year	MCA	B. Pradeep
26	E. Sai kumar	24VVI0015	1 <sup>st</sup> year	MCA	E. Sai kumar



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S.No.	Name of the Student	Registered No.	Year	Branch	Signature
56	D. Jaya Sri	21VVIA1221	IV	IT	D. Jaya Sri
57	Madhavi Durga D	21VVIA1241	IV	IT	Madhavi Durga D
58	M. Surya Bhavana	21VVIA1244	IV	IT	Mis. Bhavana
59	B. Yamuna	21VVIA1213	IV	IT	B. Yamuna
60	B. Tanuja Devi	21VVIA1201	IV	IT	Tanuja
61	K. Nirmala	21VVIA1237	IV	IT	Nirmala
62	K. Himabindu	21VVIA1230	IV	IT	K. Himabindu
63	V. Kavya	21VVIA1264	IV	IT	V. Kavya
64	A. Aparna devi	22VUSA3134	IV	MET	A Aparna
65	Ch. Swapna	21VVIA3107	IV	MET	Ch. Swapna
66	M. Pravalika	21VVIA3119	IV	MET	M. Pravalika
67	D. Sindhuja	21VVIA3111	IV	MET	D. Sindhuja
68	P. Mani Supriya	22VUSA1272	IV	IT	P. Mani Supriya
69	L. Manika	22VUSA1270	IV	IT	L. Manika
70	G. Eswaramma	22VUSA1267	IV	IT	G. Eswaramma
71	Ch. Shalee parveen	21VVIA1258	IV	IT	Ch. Shalee parveen
72	D. Jaya Deepika	21VVIA1220	IV	IT	D. J. Deepika
73	S. Rupavathi	21VVIA1255	IV	IT	S. Rupavathi
74	B. Bhavani	21VVIA1205	IV	IT	B. Bhavani
75	M. Latha	21VVIA1240	IV	IT	M. Latha
76	J. Sakithi	21VVIA1229	IV	IT	J. Sakithi
77	P. Yashoda	21VVIA1250	IV	IT	P. Yashoda

77	Rapaka Jyothsna Sree	21VVIA1253	IV	IT	R. Jyothsna Sree
78	M.V.C.S. Pratika	23VVIF0020	II	MCA	M Pratika
79	P. Moumika	23VVIF0025	II	MCA	Moumika
80	J. Akshitha	23VVIF0010	II	MCA	Akshitha
81	Raavi Tejaswi.	23VVIF0026	II	MCA	R Tejaswi.
82	NAKALA RAJANI N. Rajani	24VVID5808	I	M.TECH	N Rajani
83	Kolupuri Sireesha	24VVID5806	I	M.Tech	K. Sireesha
84	Palasa Bhoomika	24VVID5809	I	M.Tech	Bhoomika
85	Gattu. Pravalika.	24VVID5801	I	M.Tech	G Pravalika
86	K. Mohana Priya	24VVIF0021	1 <sup>st</sup>	MCA	K. Mohana Priya
87	Ch. Rupa	24VVIF0011	1 <sup>st</sup>	MCA	Ch. Rupa
88	V. SaiSulma	24VVIF0053	1 <sup>st</sup>	MCA	V. Sulma
89	A. Harshitha	24VVIF0001	1 <sup>st</sup>	MCA	A Harshitha
90	K. Manasa	24VVIF0022	1 <sup>st</sup>	MCA	K. Manasa
91	M. Keerthana	24VVIF0031	1 <sup>st</sup>	MCA	M. Keerthana
92	M. Deepika	23VVIF0017	II	MCA	M. Deepika
93	B. Leelavani	23VVIF0003	II	MCA	B. Leelavani
94	K. Siddeswari	24VVIF0020	1 <sup>st</sup>	MCA	K. Siddeswari
95	M. Amulya	24VVIF0029	1 <sup>st</sup>	MCA	M. Amulya
96	K. Neelima	24VVIF0024	1 <sup>st</sup>	MCA	K. Neelima
97	S. Roopa	24VVIF0063	1 <sup>st</sup>	MCA	S. Roopa
98	B. Bhavana	24VVIF0003	1 <sup>st</sup>	MCA	Bhavana
99	P. Prasanna Rani	24VVIF0041	1 <sup>st</sup>	MCA	P. Prasanna
100	M. Yamini	24VVIF0034	1 <sup>st</sup>	MCA	M. Yamini
101	K. Venkata Ramya	24VVIF0028	1 <sup>st</sup>	MCA	K. V. Ramya
102	A. Sai Vasantha yadav	21VVA3101	IV	B. Tech	A. Sai

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S.No.	Name of the Student	Registered No.	Year	Branch	Signature
103	A. Sree Lakshmi Chaitanya	21VVIA3102	4 <sup>th</sup> year	MET	A.S.
104	B. Deepak	21VVA3106	4 <sup>th</sup> year	MET	B. Deepak
105	M. Jyothi	24VVIF0033	MCA 1st	MCA	M. Jyothi
106	N. Jeevan Rao	21VVIA3122	4 <sup>th</sup> year	MET	N. Jeevan Rao
107	D. Mahesh	21VVA3110	4 <sup>th</sup> year	MET	D. Mahesh
108	K. Sai Kumar	21VVIA3117	4 <sup>th</sup> year	MET	K. Sai Kumar
109	T. Sanjay	21VVA3129	4 <sup>th</sup> year	MET	T. Sanjay
110	S. Gyaneshwar Rao	21VVIA3126	4 <sup>th</sup> year	MET	S. Gyaneshwar Rao
111	D. B. V. Vivek	21VVIA3109	4 <sup>th</sup> year	MET	D. B. V. Vivek
112	Mukesh Kumar K	21VVA3121	4 <sup>th</sup> year	MET	Mukesh Kumar K
113	I. Satya Kumar	21VVIA3113	4 <sup>th</sup> year	MCA	I. Satya Kumar
114	G. Premchand	21VVIA1227	4 <sup>th</sup> year	IT	G. Premchand
115	B. Siva	21VVIA1212	4 <sup>th</sup> year	IT	B. Siva
116	K. Chandra Sai Shankar	21VVIA1231	4 <sup>th</sup> year	IT	K. Chandra Sai Shankar
117	D. Meethavali	21VVIA1222	4 <sup>th</sup> year	IT	D. Meethavali
118	T. Sandeep	21VVA1201	4 <sup>th</sup> year	IT	T. Sandeep
119	A. Esuvar	21VVA1201	4 <sup>th</sup> year	IT	A. Esuvar
120	V. Dundi	21VVIA62	4 <sup>th</sup> year	IT	V. Dundi
121	P. Sandeep	21VVIA1252	4 <sup>th</sup> year	IT	P. Sandeep
122	B. Amar	21VVA1202	4 <sup>th</sup> year	IT	B. Amar
123	G. Sai Akhil	21VVA1229	4 <sup>th</sup> year	IT	G. Sai Akhil
124	M. Siva Sai	21VVA1243	4 <sup>th</sup> year	IT	M. Siva Sai



125	P. Ravani Sandhya	24VVIF0043	1 <sup>st</sup> year MCA	MCA	P. Ravani Sandhya
126	M. Anusadha	24VVIF0061	1 <sup>st</sup> year MCA	MCA	M. Anusadha
127	D. Jahnavi	24VVIF0058	1 <sup>st</sup> MCA	MCA	D. Jahnavi
128	N. Deepthi	24VVIF0037	1 <sup>st</sup> MCA	MCA	N. Deepthi
129	S. Nandhini	24VVIF0046	1 <sup>st</sup> MCA	MCA	S. Nandhini
130	A. Joythi	24VVIF0057	1 <sup>st</sup> MCA	MCA	Joythi
131	G. Bhavana	24VVIE0015	1 <sup>st</sup> MBA	MBA	G. Bhavana
132	P. Rishi	24VVIE0035	1 <sup>st</sup> B.Tech	Mechanical	P. Rishi
133	B. Kusuma Priya	24VVIE0006	1 <sup>st</sup> MBA	MBA	B. Kusuma Priya
134	N. Devi	24VVIE0026	1 <sup>st</sup> "	"	N. Devi
135	Ch. Pallavi	24VVIE0008	1 <sup>st</sup> year MBA	MBA	Ch. Pallavi
136	Eda Sheba Rani	24VVIE0013	1 <sup>st</sup> yr	MBA	Eda Sheba Rani
137	Nikhilika	24VVIE0014	1 <sup>st</sup> yr	MBA	Nikhilika
138	P. Madhuri	24VVIE0050	"	MBA	P. Madhuri
139	S. Tejaswini	24VVIE0051	"	MBA	S. Tejaswini
140	K. Vyshali	24VVIF0059	"	MCA	K. Vyshali
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