



# PITHAPUR RAJAH'S GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA-533 001, AP-533001

REACCREDITED BY NAAC WITH 'A' GRADE

AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM, AP

## ONE DAY WORKSHOP ON SMALL AND MEDIUM ENTREPRENEURSHIP DEVELOPMENT

DATE: 5/1/2019

No of students benefitted: 300



Estd. 1884

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**DETAILED REPORT OF THE ACTIVITY:** A. Title of the activity: One Day Workshop on “Small & Medium Entrepreneurship Development” B. Background including details of past events organized on the proposed topic: This P.R Government College was established during 1884 with an intention to promote education in coastal areas particularly for women education under the great vision of our college founders Ramarao Bahadur and Suryarao Bahadur. From its advent this college catering educational needs of various sections of the society and promoting education in the area of Science, Arts, & Commerce both at Under Graduation and Post Graduation level. The Department of Commerce conducted previously from UGC funds two national level seminars and one State Level festival and one workshop under capacity building program. During this year the department came forward along with IQAC to conduct a programme to promote ENTREPRENEURSHIP skills among the attendants. C. Aims/Objectives (in at least 500 words): Entrepreneurship development is the only way to eradicate poverty in any country. Any nation can inculcate this for promoting employment and to develop the standard of living. In this process of promoting this entrepreneurship education in India there are many number of institutions both at state and national level. MSME is one of those kinds of that department under MHRD to promote these entrepreneurial skills. The organizing secretary approached through a proper mail and got confirmation to conduct in this college. The organizing secretary also conducted one departmental meeting and approached IQAC co-ordinator and finally obtained the permission of this college principal to conduct the program with the following objectives. One trainer from MSME, Hyderabad Mr. N. Manoharan attended and trained students and attendants. In this process A.B Prabhu Raj, General Manager & Centre Head, NSIC-TSC, Hyderabad helped a lot. Mission & Objectives of MSME: To promote e-Governance for empowering citizens, promoting the inclusive and sustainable growth of the Electronics, IT & ITeS industries, enhancing India’s role in Internet Governance, adopting a multipronged approach that includes development of human resources, promoting R&D and innovation, enhancing efficiency through digital services and ensuring a secure cyber space. Objectives of the Workshop: After ice breaking session the program was initiated with expectations of the attendants. Then objectives and details of various sessions were explained to participants and in the

morning session various traits of entrepreneurial skills have been mentioned and then various government initiatives was given list wise. i, · e-Government: Providing e-infrastructure for delivery of e-services i, · e-Industry: Promotion of electronics hardware manufacturing and IT-ITeS industry i, · e-Innovation / R&D: Implementation of R&D Framework - Enabling creation of Innovation/ R&D Infrastructure in emerging i, · areas of ICT&E/Establishment of mechanism for R&D translation i, · e-Learning: Providing support for development of e-Skills and Knowledge network i, · e-Security: Securing India's cyber space i, · e-Inclusion: Promoting the use of ICT for more inclusive growth i, · Internet Governance: Enhancing India's role in Global Platforms of Internet Governance.

D. Target audience/participants with expected number: Start up aspirants, tender merchants, small and medium entrepreneurs, academicians, and students at both under graduation level (B.Com & B.B.A.) and post graduation level (M. Com & M.B.A) E. Details of Sessions: Morning session: Entrepreneurial Skills & Government Initiatives Post Lunch session: Project work preparation & Financial Assistance Please mention themes/topics to be covered under each Business/Technical Session and names of Resource Persons: Morning session : Dr. N. Manoharan & Dr. J. Pandu Rangarao. Post Lunch session : Dr. N. Manoharan & Dr. V. Anantha Lakshmi F. Expected outcome: The expected outcome of the program is to encourage the participants to become small or startup entrepreneurs, and also encourage them not to wait for job, and to create their own venture as self - employment. 12. If International, whether clearance from Government of India has been obtained: Yes/No. [If Yes, attach supporting documents]. NOT APPLICABLE 13. In case of International Conference kindly give resources for International travel: N/A 14. A letter from academic association/academic body or academic/professional institution association of business/industry, voluntary organization, NGO, registered society/trust, as applicable, must be furnished with the application, in case of collaboration. Signature of Convener/Organizing Signature of Principal of college Secretary (with seal) Place: Date: Annexure - II FEEDBACK FORM SCHEME FOR ORGANISING CONFERENCES/WORKSHOPS/SEMINARS IN COLLEGES 1) UGC File No & Date of Sanction Letter: a) Amount sanctioned : Rs. 11,964/ - b) Amount released : Rs. 11,964/- 2) Name of the Convener/Organizing Secretary: Dr. J. Pandu Rangarao 3) Name and Address of the College: Pithapur Rajah's Government College (Autonomous), Raja

Rammohan Roy Road, Near Government General Hospital, East Godavari District, Kakinada, AP 4) Name of the Collaborating Organization: NSIC-TSC,Hyderabad.(Through Mail) 5) Title of the Activity: Small & Medium Entrepreneurship Development 6) Date(s): from05-01-2019 to 05-01-2019

7) Venue: LCD Hall – II, Administrative Block, 8) Total numbers of participants proposed and actually attended: Proposed:100 ; Attended:195; 9) Total no. of papers presented (with title): N/A 10) Total amount sanctioned: Rs.11,964/- 11) Total expenditure incurred in conducting the Activity: 19,964/- 12) Grant received from various agencies other than the UGC for this Activity S.No Name of the agency Grant received 13) Details of internal revenue, if any, generated by the Institution/ Department on account of this Activity: Through registrations the amount generated by the institution is Rs. 8,000/- 14) Briefly mention about the technological/ academic or any other benefit generated by conducting this Activity with respect to a) the institution b) the faculty, c) students, d) industry/ society: Yes, many of our students and other college students learned and clarified their doubts to become social entrepreneurs. Signature of convener / Signature of Principal of college Organizing Secretary (with seal)

