

VALLURUPALLI NAGESWARA RAO
VIGNANA JYOTHI INSTITUTE OF
ENGINEERING & TECHNOLOGY

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**Entrepreneurship
Development Cell Activities**

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Entrepreneurship Development Cell (ED Cell)

1. Introduction

In India a large number of technical institutions and institutions of higher learning have emerged since Independence as a result of systematic and conscious intervention of the Government. Many of these are comparable to the best institutions in the world. These institutions are churning out large number of trained manpower, thus fulfilling the need of the industry, R&D institutions and other sectors of economy. In the wake of economic liberalization during the 1990s, significant number of institutions of higher learning has also been promoted by the private sector. In order to make optimal use of facilities, expertise and know-how available in these institutions for the benefit of the society, it is necessary that appropriate links are established between them and the industry. In addition, young technocrats are also looking out for opportunities to exploit their full potential by setting up their own ventures thus becoming "job generators" rather than "job seekers". This necessitates systemic interventions and new instruments, which could facilitate the development and growth of new ventures by technologies. In this context, some of the mechanisms which have become popular the world over include Science Parks, Technology Parks, Technology Business Incubators, Techno polis, School of Small Business Development, Innovation Centres, etc.

VNRVJIET ED Cell has come into existence from August, 2006. It is nurtured with additional inputs like regular class work by internal faculty, Guest Lectures, e- Talks by entrepreneurs, Idea generation workshops, Entrepreneurship Awareness Camps, Faculty Development Programmes and seminars etc. VNRVJIET has received grant-in aid from AICTE, New Delhi to the tune of Rs 8 lakhs for establishing Entrepreneurship Development Cell (ED Cell) in the year 2011. The grant-in-aid includes recurring and non-recurring expenditure of Rs 4 Lakhs each.

The ED Cell Constituted with:

Chairman	Dr. C. D. Naidu, Principal, VNR VJIET
Co - Chairman	Dr. B. Chennakesava Rao, Director – Advancement, VNRVJIET
Chief Mentor	Dr. A. S. RAO, Dean (Innovation, Incubation, Entrepreneurship & Globalization), VNRVJIET & President, Indian Innovators Association, Hyderabad
Mentor	Dr. Y. Padmasai, Dean – Student Progression, VNRVJIET
Co-Ordinator	Dr. M. Venkata Ramana, Professor, Department of AE

2. Vision, Mission and Objectives of ED Cell**Vision**

To emerge as a Centre of Excellence in the field of Entrepreneurship Promotion and to act as a catalyst in transforming employable to entrepreneurial communities by translating latent ideas into viable enterprises.

Mission

- To develop an institutional mechanism to create entrepreneurial culture among the stakeholders of the institution.
- To become an acknowledged unit by prospective entrepreneurs, committed to entrepreneurship education, training and research through competitive, self-motivated and self-driven practices.

Objectives

1. To act as an institutional mechanism for providing various services including information on all aspect of enterprise building to budding Science & Technology (S&T) entrepreneurs.
2. To create Entrepreneurial culture in the Parent Institution and other institutions in the region and to promote the objectives of DST / NSTEDB, including programmes related to women and weaker sections of the society.

3. To foster better linkages between the Parent Institution, Industries and R&D institutions in the region and other related organizations engaged in promoting Small & Medium Enterprises (SMEs) and Non-Government Organizations (NGOs).
4. To catalyse and promote development of S &T knowledge-based enterprises and promote employment opportunities in the innovative areas.
5. To equip the students with the ability to function dynamically and acquire the requisite knowledge and skills to plan and successfully launch their own dream ventures to accelerate economic growth and social change.
6. To create an awareness of need and importance of Entrepreneurship as career option among students.
7. To inculcate the business vision and insight.
8. To inculcate the entrepreneurial culture into the minds of the students.
9. To encourage students to seize unique opportunity and make a profitable career through self-employment.
10. To inspire students to start small and medium size enterprises, this offers better potential for employment generation and self-employment.
11. To make the students aware about the procedure, sources of information and financial assistance to start the enterprise.
12. To establish Incubation centres.
13. To conduct idea generation contests to invite ideas from students.
14. To convert the innovative ideas into commercially viable products.
15. To identify real life solutions to real problems of society by providing all the required support and resources.
16. To forge tie ups with various Corporates engaged into Entrepreneurship development for mentoring.
17. To provide seed funding to start business ventures.
18. To provide services including information guidance to budding entrepreneurs.

3. Functions of ED Cell

1. To train, guide, motivate and encourage the engineering students towards another avenue called entrepreneurship
2. To disseminate knowledge of entrepreneurship development
3. To give requisite inputs for starting a successful venture like technical know-how, acquiring financial assistance, licensing, pollution control
4. Tips to maintain the business after successful launching
5. Assistance in identifying product and services
6. Assisting in preparing project report for feasibility
7. To liaison with officials of NEN, EDI, SISI, APITCO, SIDBI, IDBI, MSME, APSFC, APSIDC, etc.
8. To encourage young talented entrepreneurs to set up units in this region.
9. To keep the management information for dissemination for prospective entrepreneurs for setting up a venture.
10. To act as knowledge hub for entrepreneurship development.
11. Consultancy services for entrepreneurship development.
12. To build data base for industrial statistics.
13. To develop research activities in entrepreneurship development.

4. Activities of Entrepreneurship (ED Cell) and VJTBI

Entrepreneurship related activities organized by Entrepreneurship Development Cell (ED Cell) and Vignana Jyothi Technology Business Incubator (VJTBI) from **July 2017 to June 2022**

S. No.	Name of the Event organized	No. of Event organized
1.	Career Vision Approach (CVA)	40
2.	Students Induction Programme	4
3.	Ecficio (E-Week)	3
4.	World Intellectual Property Day	4
5.	Expert Talk / Guest Lecture	27
6.	My Big Idea Competition (MBIC)	4
7.	TEP/ISB Programmes	8
8.	Workshops/Conferences	7
9.	CII, Hyderabad (Workshop and Conference)	21
10.	TiE Grad	7
11.	Open house	1
12.	Startup Idea and Patent Idea Competitions	3
13.	Josh Talks/T-Tribe Talks	3
14.	MSME Business Incubator Programme	2

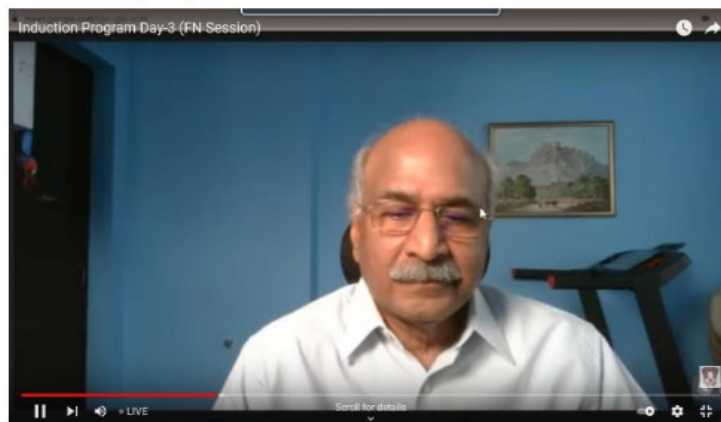
4.1 Career Vision Approach (CVA): Career Vision Approach (CVA) is a one of the VNR differentiator. It sets the goals for student. ED cell arranges expert talks on entrepreneurship to motivate the students towards the entrepreneurship.



A talk on “Entrepreneurship Culture” by Dr S.V.S.S.Srinivasa Raju to
I - B.Tech CSE-1 students on 06-09-2018.

4.2 Students Induction Programme:

After receiving over whelming response from fresher’s of earlier years, It has been decided to include expert lectures by successful Entrepreneurs as a part of career vision programme.



An Expert Talk by Dr.A.S.Rao during Students Induction Programme on
03-12-2021

However, Successful alumni entrepreneurs of VNRVJIET are also included as resource persons to share their success stories and experience with the students.

4.3. Ecficio:

Ecficio, the annual entrepreneurship fest of VNRVJIET is conducted Evert year by ED Cell and VJ Hub of VNRVJIET. It is being celebrated regularly to bring out the spirit of Entrepreneurship among students in the campus. As a part of Ecficio several events are conducted for the benefit of the students such as play and learn events, competitions, expert talks, workshops and panel discussions etc. The winners of the event are given with prize money along with participation certificates.



4.4 World IP Day:

ED Cell of the institute is organizing World IP Day on April 26th with a motto of imparting knowledge on patenting to the students and faculty by conducting the expert talks.



An expert talk on World IP Day-2022 with the theme of “IP and Youth: Innovating for a Better Future” by SAILAJA SARVEPALLI, Patent Attorney at Dr.A.P.J.Abdul Kalam Auditorium, VNRVJIET by ED Cell & RCC on 26.04.2022.

4.5 Expert Talk / Guest Lecture

ED Cell arranges expert talks (Guest lecturers) from industries on entrepreneurship to motivate and guide the students towards start-ups and entrepreneurs.



**A lecture by Sri Charan Lakk Raju,CEO of Stumagz “Graduate Premier League”
on 11-12-2019 at K.S.Auditorium, VNRVJIET**

4.6 My Big Idea Competition (MBIC):

- VNRVJIET ED Cell organizing My Big Idea Competition (MBIC) on a regular basis with a theme from 2013 on words.
- However, VJIM students are also participating in the competition which will be extended to other nearby colleges also in future.
- A certificate indicating participation and prizes won for the idea will be given to the participants.
- Its objective is to promote innovative thinking among the students & leading to scouting of Business Ideas through MSME Business Incubation support.



My Big Idea (MBIC) Presentations at PG Block Seminar Hall on 16-08-2022

4.7. Technology Entrepreneurship Programme (TEP):

- An initiative of Indian School of Business (ISB) called Technology Entrepreneurship Programme (TEP) has come into existence in the year 2014 with an objective of generating Technology Entrepreneurs by duly incubating with VJTBI & ISB, Hyderabad.
- This programme (TEP) is designed, organized and sponsored by Telangana Academy for Skill and Knowledge (TASK) which is promoted by Government of Telangana to encourage the culture of Entrepreneurship among students community having technical qualification.
- ✓ 39 students have selected during the year (2014-2016) and have undergone training with ISB through Offline & Online modes and obtained their certificates on completion of 2 years' time.
- ✓ 50 students have been selected for TEP / ISB during the year (2015-2017) and have undergone training with ISB, Hyderabad.

- ✓ 19 students have been selected for TEP / ISB during the year (2016-2018) and are undergone training with ISB, Hyderabad.
- ✓ 46 students have been selected for TEP / ISB during the year (2017-2019) and are undergone training with ISB, Hyderabad.
- ✓ 14 students have been selected for TEP / ISB during the year (2019-2020) and are undergone training with ISB, Hyderabad.



Principals, Directors and other representatives of different colleges in Telangana and AP States during Curtain raiser event of TEP/ ISB Version-2 on 14/05/2018 at ISB, Hyderabad.



First Batch students of TEP at ISB, Hyderabad.

4.8 Workshops/Conferences

ED Cell organizes workshops/conferences on Entrepreneurship to motivate and guide the students. Students interact with experts from industries during workshops



Dr A.S.Rao and Sri V.Raman Teja addressing the Participants at P.G.Block Seminar hall on 22-03-2019.

4.9 CII, Hyderabad (Workshop and Conference):

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes. CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

4.10 TiE Grad

TiE Grad programs includes the TiE Young Entrepreneurship (TYE), which fosters entrepreneurship and education in high school level students, the TiE International Start up Competition (TISC) which aims to nurture college level students and young start-ups, TiE Women's Forum which empowers women entrepreneurs throughout our network and numerous large scale conferences such as TiECon and TiE Global Summit. TiE also partners with several other industry and entrepreneurship organizations to promote innovation and entrepreneurship in the local ecosystem. TiE Hyderabad has brought you a top-class global entrepreneurship program, TiE Grad, to enable you to develop entrepreneurial mindset and encourage to build on your own business ideas

4.11 Open House:

Open House is being organized consecutively for the last 3 years, in which on an average 150 Innovative proto types were showcased. These prototypes are further scrutinized for nominating for incubation support.



A Proto Type is being displayed during Open House

4.12 Start-up Idea and Patent Idea Competitions

Start-up Idea and Patent Idea Competitions were conducted during 16th, 17th and 26th of September ,2019 by the institute as a part of Convergence-2K19.



Dr.A.S.Rao honouring the startup Idea Competition Winners with a cash prize of Rs. 10,000 at G.Narayanamma Institute of Technology and Science (GNITS)

Dr.A.S.Rao, Director,IIE&M, Dr.C.Kiran, Md.Aziz Athani, Sri K.Kodanda Ram ,Chief Coordinator, ED Cell and Dr.S.V.S.Srinivasa Raju, Coordinator, ED Cell have acted as panel members in choosing the winners of the competition. Dr.A.S.Rao, President Indian Innovators Association has sponsored Rs 20,000/- cash award to the winners of Startup Idea and Patent Idea competitions Rs 10,000/- each held during Convergece-

2K19. Dr.A.S.Rao has taken keen initiative in announcing these cash awards to encourage the student's community towards Entrepreneurship.

4.13 Josh Talks

Josh Talks runs the largest network of non-entertainment channels on YouTube. Through 18 active channels, it showcases inspiring stories from the grassroots of India and offer critical financial and career-related information to our audience. VNRVJIET has entered a venue partnership agreement with Josh Talks and recorded 19 video lectures on You Tube in K.S. Auditorium on 15-09-2019 during 8 AM to 9 PM.



Josh Talks Team and Student Volunteers of VNRVJIET at
K.S.Auditorium on 15-09-2019

4.14 Vignana Jyothi Technology Business Incubator (VJTBI) / VNR Vignana Jyothi Institute of Engineering and Technology Business Incubator (VNRVJIETBI):

The Vignana Jyothi Technology Business Incubator /VNR Vignana Jyothi Institute of Engineering and Technology Business Incubator is planned as an important resource in the state of Telangana a value added service provider to local innovators & entrepreneurs working for the common good of empowering entrepreneurs to create jobs. The work of TBI will be complementary to the other activities of Vignana Jyothi group namely; entrepreneurship promotion, idea competition and research at VNRVJIET.



Inauguration of VJTBI at VNRVJIET

4.15 Vignana Jyothi Entrepreneurship Model:

Vignana Jyothi Entrepreneurship training model has been developed beginning with ideation as first exercise. Students having ideas will be given training in a specific order till prototype building and commercialization of Idea.

VJET will primarily focus on experiential learning in 4 stages:

- Ideation
- Exploration
- Experimentation
- Incubation

4.16 MSME Business Incubator Programme

The main objective of this programme is to promote and support untapped creativity of individual and to promote adoption of latest technologies in manufacturing as well as knowledge based innovative MSMEs. The components under the scheme will include mentoring support in business and technology, networking with other businesses, seed capital assistance, professional assistance to make the enterprise successful and achieve higher growth. Technology based new enterprises are typically

characterized as high risk and high growth ventures, and as such, they require an enabling environment like BI to enhance the prospects of success. Four projects through Business Incubator Programme successfully completed and presently three ideas under incubation at VNRVJIET as BI.

4.17 National Entrepreneurship Day

National Entrepreneur's Day is an annual event occurring on the 9th November that honors people who have built an empire from absolutely nothing. Radical inventions by brilliant minds have shaped the way we live today.

