

**A Report on Entrepreneurship Development Cell & MSME Vignana Jyothi Technology
Business Incubator (MSME VJTBI) Activities for the
Month of February, 2020**

I) ED Cell Activities:

- i) An Expert Talk by Sri.Ganesh Rayala, Senior Manager Marketing Communications at T-Hub was arranged by ED Cell on 10-02-2020 at K.S.Auditorium between 11 AM to 1 PM for 3rd Year B.Tech II Semester students who have opted Entrepreneurship subject as open elective. The talk was attended by 158 students. Dr.C.Kiran ,Dr.S.V.S.S.Srinivasa Raju and Sri.K.Kodanda Ram have arranged the Talk.



An interaction with students by Sri.Ganesh Rayala on 10-02-2020 at K.S.Auditorium

- ii) Sri Charan Lakka Raju, CEO, stuMagz delivered a guest lecture on Business Model Canvas & Business Modelling at K.S.Auditorium on 12-02-2020 between 01.40 PM to 03.40 PM for 3rd Year B.Tech II Semester students who have opted Entrepreneurship subject as open elective. The guest lecture was attended by 126 students. Dr.S.V.S.S.Srinivasa Raju, Sri.K.Kodanda Ram, Dr.C.Kiran and Sri S.R.Somayajulu have attended the Lecture.



A guest Lecture by Sri Charan Lakka Raju, CEO, stuMagz on 12-02-2020

- iii) An Expert Talk on “**Digital Marketing**” by Sri Shreyas Devershetty, Manager, Digital Marketing of “**Thick Shake Factory**” was arranged by ED Cell on 17-02-2020 at B-Block Seminar hall between 11.00 AM to 01.00PM for 135 Students of 3rd Year B.Tech II Semester, who have opted Entrepreneurship subject as open elective.



An Expert Talk on “Digital Marketing” by Sri Shreyas Devershetty

- iv) An Entrepreneurship Fest Called “**ECFICIO 3.0**” was organized by ED Cell & VJ Hub during 26th & 27th of February, 2020 at VNRVJIET. As a part of which several Entrepreneurship related events like, Panel Discussions, Entrepreneur Talks, Workshops, My Big Idea Competition (MBIC), Patent Idea, Startup Idea, Play & Learn Competitions were organized and the winners of these competitions were distributed with cash prizes and Certificates. “ECFICIO 3.0” was initiated by Dr C.Kiran and supported by Sri.K.Kodanda Ram and Dr.S.V.S.S.Srinivasa Raju.



Inaugural Function of ‘ECFICIO-3.0’ at K.S.Auditorium on 26-02-2020

II) MSME VJTBI:

i) MSME Webinar on “Ideas for New India Challenge 2020” was arranged by NMIU Secretariat, O/o DC MSME, Ministry of MSME for the coordinators of approved Business Incubators. Ms Mandeep Kaur, IAS, Joint Development Commissioner acted as a speaker of the Webinar and interacted with the coordinators of Host Institutions(HI) / Business Incubators(BI) across the country on 13-02-2020 between 12 Noon to 1.30 PM.

Dr.S.V.S.S.Srinivasa Raju, Manager, MSME Business incubator has attended this Webinar through online at English Communications Skills Lab, VNRVJIET and obtained valuable inputs pertaining to the guidelines for submitting the Ideas to “Ideas for New India Challenge 2020”.

ii) Uploading of “Ideas for New India Challenge 2020” by the students, others, startups and entrepreneurs were completed between 16-02-2020 to 20-02-2020 through My Government Portal under the guidance of Dr.S.V.S.S.Srinivasa Raju, Manager, VNRVJIET MSME Business incubator. A total of 12 Ideas were uploaded, out of which 5 Ideas from students and 7 Ideas from others, startups and entrepreneurs.

iii) As per the guidelines of MSME 5 Ideas from students and 5 Ideas from others, startups and entrepreneurs (Total 10 Ideas) were shortlisted by duly constituting an internal panel experts Committee consisting of Principal, Directors and Manager, VNRVJIET MSME Business Incubator and forwarded the same for final screening to the MSME-DC, New Delhi through My Government online Portal on 22-02-2020.

III) TEP / ISB

i) At the end of 3rd Phase of online and practicum component, 14 students of (2019 -2020) Batch VNRVJIET TEP / ISB have got short listed and obtained eligibility for getting Course Completion Certificates.

(ED Cell & MSME VJTBI Coordinators)

**Dr.S.V.S.S.Srinivasa Raju, Coordinator, ED Cell & Manager, MSME Business Incubator
Sri. K.Kodanda Ram, Chief Coordinator, ED Cell**