

Report on “Entrepreneurship Awareness Camp” conducted by Global Academy of Technology

Venue: Seminar Hall-2, GAT

Date: 28th to 30th August, 2019

Year: 2019

Entrepreneurship Development Cell of Global Academy of Technology successfully organized **Entrepreneurship Awareness Camp** from 28th to 30th August, 2019. The programme was funded by National Science and Technology Entrepreneurship Development Board (NSTEDB), under DST-NIMAT project of Department of Science and Technology, Government of India supported by Entrepreneurship Development Institute of India (EDII).

The camp was formally inaugurated by Dr. N. Rana Pratap Reddy, Principal Global Academy of Technology and Mr. Anirudh, Founder-Lets be the Change on 28th August, 2019. Resource persons of the day were welcomed by Prof. Poornima. K on behalf of GAT family. Other heads of various departments of the institute were present for the inaugural function. Dr. Shekar H.S spoke about the rationale being the three day EAC program and read the profiles of speakers and introduced the speakers to the participants.

The main objective of this Entrepreneurship Awareness Camp (EAC) is to create awareness among students of Engineering and Science courses about various facets of entrepreneurship as an alternative career option. The idea of organizing this workshop is to inculcate the fundamentals, key concepts of Entrepreneurship in the Science and Technology among students. The Three day camp concluded with a valedictory session and a humble vote of thanks.

The main attractions of the camp were as follows:

- Successful Entrepreneurs were invited for expert lecture.
- Practicing entrepreneur's success stories - common problems faced by entrepreneurs was discussed.
- Grant, funding and loaning from banks, agencies was discussed.
- Improving communication skills (interacting with people) for better results was discussed.

Approximately about 85 students from different branches of engineering successfully participated in the camp and each participant was awarded a certificate. The camp was successfully coordinated by the members of ED cell, under the leadership and direction of Dr. N. Rana Pratap Reddy towards conducting the event successfully.

Day 1: 28th August, 2019

Session 1:

Mr. Praveen gave insights on basics of entrepreneurship. He explained the difference between Trader and Entrepreneur with examples. He spoke on availing opportunities to start venture. Also, relevance of being innovative to become entrepreneur was explained. He had stressed on the importance of the concern for society and planet for an entrepreneur.

Session 2:

Mr. Praveen addressed the participants on ideation process and selecting best idea to build products or services. He talked about how design thinking process can help entrepreneurs to get clear picture of the problem they identified and how to convert that into viable business idea. He shared examples of startup founders who used this method to address their challenges in business.

Session 3:

Mr. Praveen explained how entrepreneurs see a problem as an opportunity for business and how consistently one must strive hard to tap that potential. The speaker narrated various examples and justified why some qualities are of profound importance to be a successful entrepreneur.

Day 2: 29th August, 2019

Session 5, 6 and 7:

Mr. Praveen addressed the participants on how to identify the ideas and he conveyed to the audience how the solutions to pertinent problems can be a great idea to start a venture. He justified it by quoting examples. He addressed to the participants the various stages involved in setting up an enterprise and the statutory compliances to be adhered for setting up a business. He displayed some templates of those documents.

He conducted some activities to demonstrate the same.

Day 3: 30th August, 2019

Session 9:

Mr. Adithya addressed the participants on the importance and scope of Digital marketing in today's business context. He highlighted the various tools in digital marketing and how they can be applied for resolving various marketing issues of the businesses today. He justified it by quoting various examples and also by displaying some statistics of few businesses. He

further added that, there will be huge transformation in the field of digital marketing in the days to come and this area can also be thought of for entrepreneurial opportunities.

Session 9:

Prof. Poornima. K addressed the participants on the funding avenues for entrepreneurs. She also gave a lot of examples of various schemes available at various stages of businesses and also how one can work to create a sustainable financial model for a business.

Session 10:

Dr. Shekar H.S spoke to students about the importance of having general management skills for an entrepreneur. Also he stressed on awareness of HRM functions and the merits of it being in place in any business. He addressed it with suitable examples in the different spheres of business.

Session 11:

Dr. Meenakshi Bharath addressed the participants on how to identify the ideas and she conveyed to the audience how these solutions to pertinent problems can be a great opportunity to start a venture. She justified it by quoting various examples from our routine life. She also stressed the importance of being socially and environmentally concerned focussing for a holistic development which is possible through entrepreneurship.

The camp ended with QA session and followed by Feedback session.

Dr.Shekar H.S
Convener ED-Cell

Dr.N.Rana Pratap Reddy
Principal

Photographs of the event:

