

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

**Venue:** Seminar Hall-2, GAT

**Date:** 13<sup>th</sup> to 15<sup>th</sup> February, 2019

**Year:** 2019

Entrepreneurship Development Cell of Global Academy of Technology, successfully organized **Entrepreneurship Awareness Camp** from 13<sup>th</sup> to 15<sup>th</sup> February, 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, on 13<sup>th</sup> February, 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 behind 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 77 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: 13<sup>th</sup> February, 2019**

### Session 1:

Mr. Mahendar addressed the participants. He shared his journey of entrepreneurship and the values underlying his business. He explained difference between Businessman and Entrepreneur with examples. He spoke why it is important to be innovative for an entrepreneur. He also mentioned the importance of the concern for society and planet for an entrepreneur.

### Session 2:

His team comprising Mr. Mahalingegowda and others also shared the pattern of ownership, the unique features of Hatti Kaapi and also the employees as their huge strength in running all the outlets. They emphasised the importance of values of the company to be ingrained in all employees and the congruence it must confirm to the strategic needs of the organization.

### Session 3:

The speaker of session Mr. Yunus 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.

### Session 4:

## **Day 2: 14<sup>th</sup> February, 2019**

### Session 5 and 6:

Mr. Yashaswi Nag 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 7:

Mr. Yashaswi Nag 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 conducted some activities to demonstrate the same.

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.

## **Day 3: 15<sup>th</sup> February, 2019**

### Session 8:

Prof. Shekar H.S spoke to the audience the various agro based opportunities for an entrepreneur by interlinking the different industries and how each industry has a potential for agro based products after adding value to it. Examples with reference to Bangalore rural and the various types of crops grown there and the potential behind that were explored.

Prof. Poornima. K addressed the participants about the qualities that are required to be an entrepreneur through various personality traits based activities. She also gave a lot of examples to support how and where good qualities are very important in sustaining in entrepreneurship.

#### Session 9:

Mr. Anand Achyuth, who is an entrepreneur by himself, addressed the participants about his entrepreneurial journey and the tough competition that is existing and the diversity aspects which influence businesses. He gave a lot of examples to justify the same. He later added that there is a lot of untapped potential in India and specified the areas. He further added that, there will be huge transformation in the field of education in the days to come and this area can also be thought of for entrepreneurial opportunities.

#### Session 10:

Mr. Lokesh from Innomantra spoke to students about the importance of being aware of the Intellectual Property Rights and the scope of it by following proper guidelines. He addressed it with suitable examples in the different spheres of business. He also mentioned about the procedure for registration and the royalty which the original author or the person responsible for such creations.

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:**

