Annamacharya Institute of Technology and Sciences: Rajampet
(Autonomous)
Entrepreneurship development Cell
Annual Report-2024-2025

Preamble:

During a recession, an economy typically experiences high unemployment rates, eventually leading to job scarcity. There are numerous theories about the causes, consequences and solutions to unemployment.

Start-ups gradually help to increase a nation's economic activity levels, which is required for the economy to expand to accommodate new job seekers. It contributes to a nation's technological advantage for future economic development and growth. Entrepreneurs play a critical role in igniting economic development by establishing new businesses, creating jobs and contributing to improvements in a variety of key goals such as living standards, skill development and community development.

The entrepreneurship cell of AITS, Rajampet is primarily concerned with energizing students and faculty by raising awareness about the development of start-ups. By providing the right entrepreneurial ecosystem, the entrepreneurship development cell aims to ignite student's creative thinking toward innovation and thus mentor them to become successful entrepreneurs.

About ED Cell- AITS Rajampet:

Entrepreneurship development cell has set up in Annamacharya Institute of Technology and Sciences, Rajampet, to promote and educate young students to take the benefit of the policies of the government by establishing their own ventures.

- Vision
    - Producing successful entrepreneurs imbibed with leadership qualities using innovative and ethical business practices to make global impact.
- Mission
    - Install the passion and spirit among students to pursue entrepreneurship
- Long terms goals

    - Motivate students to develop their own start-ups
    - Develop business incubators
    - Create corpus fund to seed ventures
- Short Term goals
    - To provide a platform for interaction with entrepreneurs
    - Impart entrepreneurial education/skills among students through various training and exercises.
    - Arrange vibrant interaction with organizations promoting the cause of entrepreneurship.

Aims & Objectives

- To create entrepreneurship awareness to students.
- To create self-employment awareness.
- To motivate students to make their own career path and create awareness of self-financial schemes of various agencies.
- To organize entrepreneurship awareness camps, Entrepreneurship development programme, Faculty development and skill development programme.
- Prospective entrepreneurs can get guidance and assistance on various aspects such as preparing project approvals, loans and facilities from agencies/support system, information on technologies, etc.
- To arrange expert lectures and interaction with entrepreneurs and create a mentor- ship scheme for student entrepreneurs.
- To arrange visits to small scale industries. To act as an institutional mechanism for providing various services including information on all aspects of enterprise building to budding S&T Entrepreneurs.

Policies and guidelines of ED cell:

To fulfil the objectives of EDC of AITS, Rajampet, and the framework includes 4 major standards:

1. Formal education
2. Facility
3. Technology transfer

4. Social Entrepreneurship and Inclusivity

1. Formal Education
    - Most of the students are not moving toward the entrepreneurship due to lack of knowledge, how to convert their idea or innovation in to product. However through the EDC. We provide the training to the students as per the requirement of the industry and market. These formal training and guidance will provide the appropriate way to lead to the success.
    - Encourage the students to become self-employed through various hands on, workshops.
    - Invite the well-known trainers and entrepreneurs from various institutes to train the students as well as teachers.
    - Support to entrepreneurs, including coordinated delivery of national and state government entrepreneurship programs and access to enabling resources, a national network of Entrepreneurship.
2. Facility
    - We provide maximum infrastructural facilities to the students, including various laboratories, hardware and software.\
    - Special focus will be on early stage ideas and innovations which can be definitely converted to the products.
    - Government schemes for funding are introduced to the students by the trainers and necessary advocacy is been provided.
    - To arrange interaction with entrepreneurs and create a mentor-ship scheme for student entrepreneurs.
3. Technology Transfer
    - The entrepreneurs should get familiar with the industrial scenario that is the new techniques, business requirement and market demand. Special efforts will be provided to streamline the innovations into products.
    - Key-note speakers from the industry are involved into the training sessions for the students, so as the market conditions will be discussed with the students.

- Make student approach to the industry very easy through incubation cell in the institute.

4. Social Entrepreneurship and Inclusivity
    - Introducing students with the social entrepreneurship, this deals with issues of poverty, unemployment and inequity in society.
    - ED cell is including good number of students from all the branches.
    - As per interest of students various training sessions are organized by the college and students as well. Students get the appropriate guidance as per requirement.
    - Girl entrepreneurs are also promoted and motivated to form an enterprise.

Functions:

- To organize Entrepreneurship Awareness Camps, Entrepreneurship Development Programs and Faculty Development Programs in the region for the benefit of S&T persons.
- To develop and introduce curriculum on Entrepreneurship Development at various levels including degree/diploma courses of the parent institution and other institutes in the region.
- To conduct research work and survey for identifying entrepreneurial opportunities (particularly in S&T areas and Service sector).
- To guide and assist prospective entrepreneurs on various aspects such as preparing project reports, obtaining project approvals, loans and facilities from agencies of support systems and information on various technologies.
- To organise guest lectures, TV & Radio talks, Seminars, etc. for promotion and growth of S&T based entrepreneurship.
- To arrange visits to industries for prospective entrepreneurs.
- To extend necessary guidance and escort services to the trainees in obtaining approval and execution of their projects.
- To act as a Regional Information Centre on business opportunities, processes, technologies, market, etc. by creating and maintaining relevant databases.
- To provide testing, calibration, quality assurance, design, tool room, pilot plant and other facilities for Entrepreneurs besides expertise in Intellectual Property rights, Patents search, etc.

- To render advice to sick enterprises and assist the entrepreneurs in rehabilitating them.
- To conduct skill development training programs leading to self/wage employment.

EDC- Committee:

S. No	Name	Designation	Department	Position
1	Dr.SMV Narayana	Principal	CIVIL	Chairman
2	Dr.G.Kanuka Raju	Assistant professor	MBA	Member
3	Ms.P.Mabjan	Assistant Professor	MCA	Member
4	Ms. N.Kusuma	Assistant Professor	CIVIL	Member
5	Mr.M.Mani	Assistant Professor	ME	Member
6	Mr.S.Muqthiar Ali	Assistant Professor	EEE	Member
7	K.Chandrahasa Reddy	Assistant Professor	ECE	Member
8	Dr. K.Bala	Associate professor	CSE	Member
9	Mrs.N.Swathi	Assistant Professor	AIDS	Member
10	Mr.K.Lokeswar Reddy	Assistant Professor	AIML	Member
11	Dr.P.B.Chennaiah	Associate professor	EEE	Member Secretary

Events organized:

S. No	Programme title	Resource person	Number of participants	Branch	Month & year
1	Guest lecture on "Decision making process of successful Entrepreneur"	Er. Edala Rakesh Reddy, MD, EE Engineering Construction Services, Hyderabad	250	III Civil, EEE, Mech	17/4/2025
2	Guest lecture on "Pathways to Entrepreneurship building a successful career as entrepreneur"	Dr. Y. Subbarayudu, Professor & Dean, Department of Business Management, Yogi Vemana University, Kadapa	120	MBA, MCA	06-12-2024
3	Guest lecture on "Ethical Enterpreneurship-Challenges And Solutions"	Dr. T. Sreenivas, Professor & Dean, Department of Business Management, Yogi Vemana University, Kadapa	150	III. BTech CSE Students.	22/10/2024

Details about the events organized:

1. One day Guest lecture on Decision making process of successful Entrepreneur was conducted by Innovation and Incubation Centre in Association with Entrepreneurship development cell on 17/4/2025. A total of 250 participants have participated in the guest lecture. Resource person Er. Edala Rakesh Reddy, MD, EE Engineering Construction Services, Hyderabad, delivered a topic on “Decision making process of successful Entrepreneur”. Respected Vice-Chancellor Dr. E. Saibaba Reddy gave motivational speech for students. Dr. M.subbarao, Dean Non statutory & professional bodies, Dr.P.Balachennaiah In-charge EDC, Dr. D. Krishna Mohan Raju, In-charge IIC, Dr.K.Bala, Associate professor, ECE department, Mr..K.Chandrahasa Reddy, Assistant professor, ECE department Organized the guest lecture. Resource person has given vast information related to Benefits of taking decisions for successful entrepreneurship in industry etc. and quoted various live examples that enlightened the student’s entrepreneurship skill.



Photo 1: Vice- Chancellor **Dr. E. Saibaba Reddy**, Principal **Dr.SM.V. Narayana**, AITS, felicitating resource person **Er. Edala Rakesh Reddy**, MD, EE Engineering Construction Services, Hyderabad



Photo 2: Resource person **Er. Edala Rakesh Reddy** invited by AITS Student

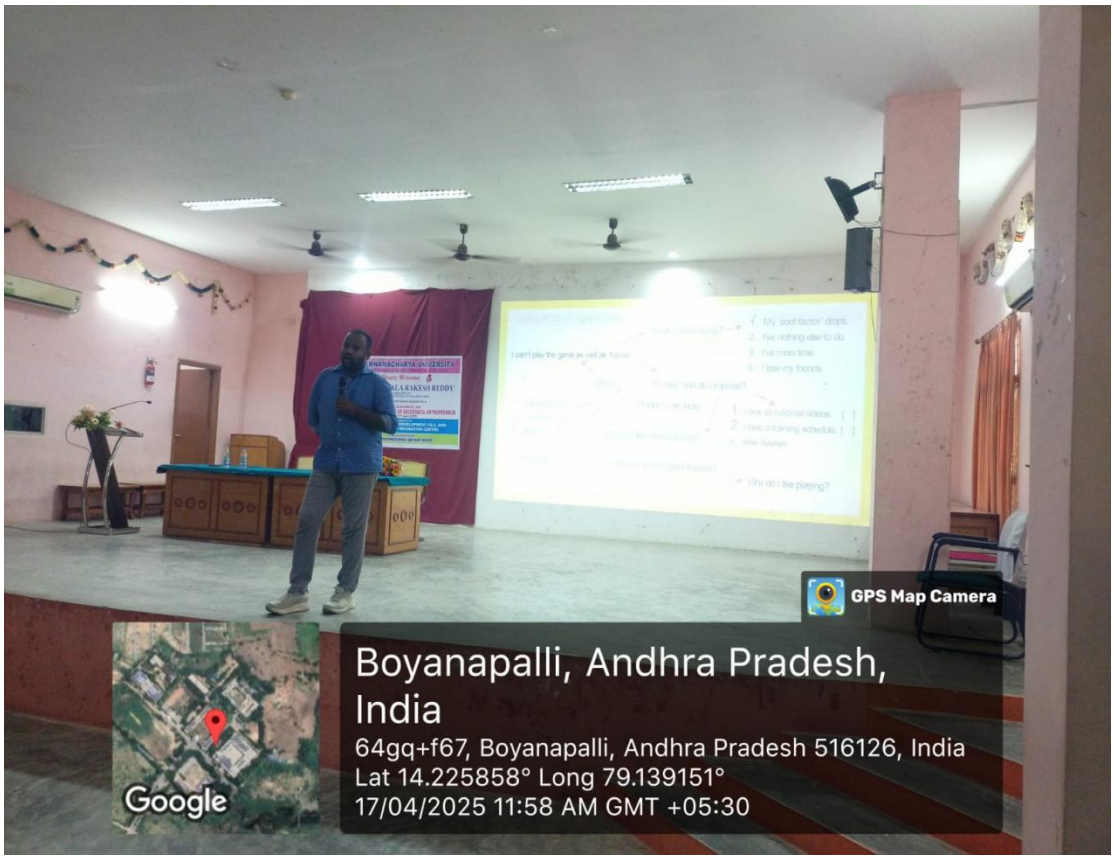


Photo 3: Resource person **Er. Edala Rakesh Reddy** delivering lecture



Photo 4: Students of Civil, EEE and Mechanical departments attended the guest lecture



Photo 5: Motivational speech by respected **Dr. E. Saibaba Reddy**, Vice- Chancellor, Annamacharya University



Photo 6: Guest lecture banner

2. One day Guest lecture on Pathways to Entrepreneurship was conducted by School of Management and School of Science (MCA) in Association with Entrepreneurship development cell on 06/12/2024. A total of 120 participants from MBA and MCA have participated in the guest lecture. Resource person Dr. Y. Subbarayudu, Professor and Dean, Department of Business Management, Yogi Vemana University, Kadapa, delivered a topic on "Pathways to Entrepreneurship building a successful career as entrepreneur". Dr. M.subbarao, Dean Non statutory & professional bodies, Dr.P.Balachennaiah In-charge EDC, Dr. D. Krishna Mohan Raju, In-charge IIC, Dr.K. Bala, Associate professor, ECE department, Mr..K.Chandrahasa Reddy, Assistant professor, ECE department Organized the guest lecture. Resource person has given vast information related to resources for developing successful entrepreneurship career in industry etc. and quoted various live examples that enlightened the student's entrepreneurship skill.



Photo 1: Resource person **Dr.Y. Subbarayudu** delivering Guest lecture



Photo 2: Students from MBA, MCA attended guest lecture

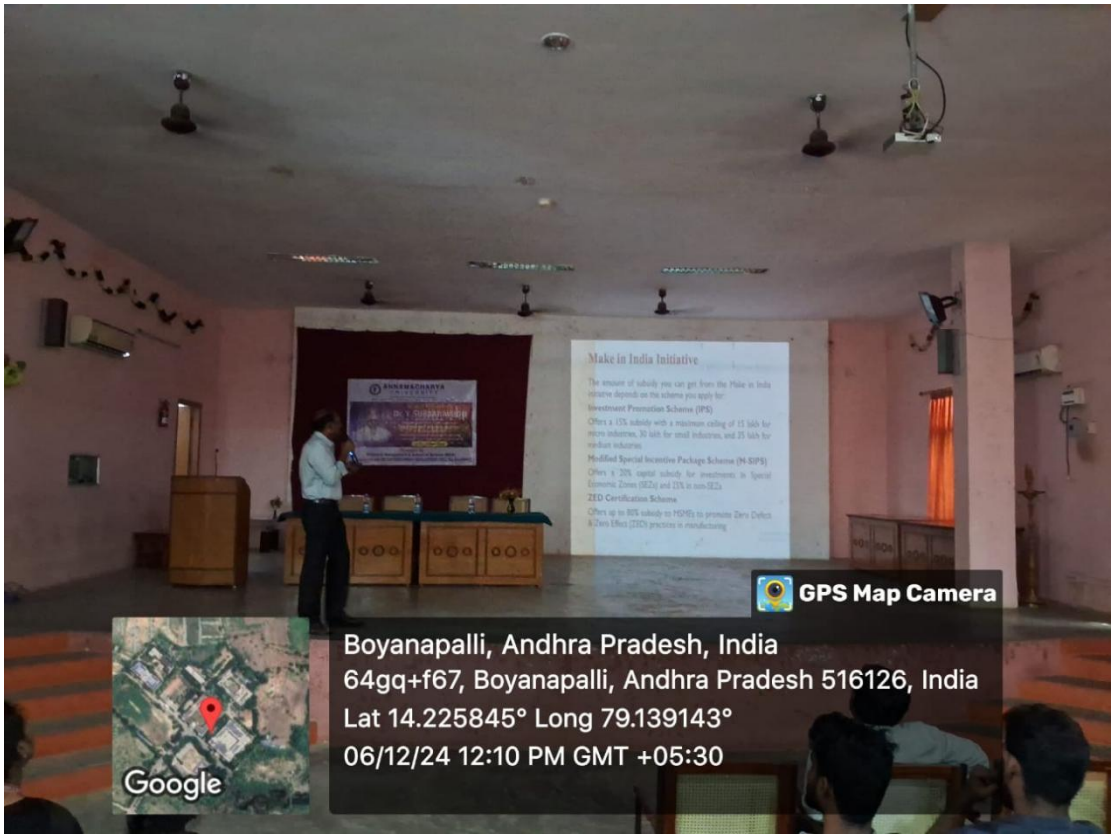


Photo 3: Resource person **Dr.Y. Subbarayudu** delivering Guest lecture



Photo 4: Students from MBA, MCA attended guest lecture

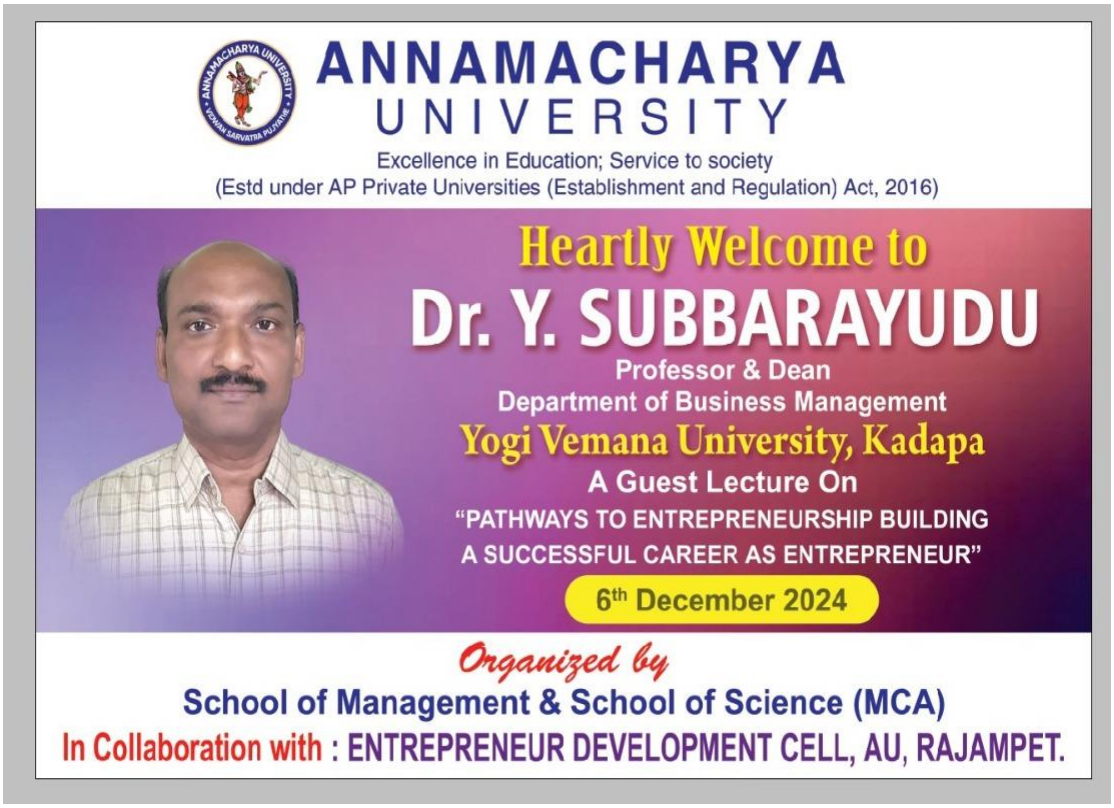


Photo 5: Guest lecture banner

అన్నమాచార్య యూనివర్సిటీలో గెస్ట్ లెక్చర్



రాజంపేట (అంతరాత్మ ప్రతినిధి) రాజంపేట అన్నమాచార్య యూనివర్సిటీలో శుక్రవారం స్కూల్ ఆఫ్ మేనేజ్మెంట్ అండ్ స్కూల్ ఆఫ్ సైన్స్ (ఎంసిఏ) విభాగం వారు ఎంటర్ప్రినర్షిప్ డెవలప్మెంట్ సెల్ ఆధ్వర్యంలో గెస్ట్ లెక్చర్ నిర్వహించారు. పాత్ వే టు ఎంటర్ప్రినర్షిప్ బిల్డింగ్ ఎ సక్సస్ ఫుల్ కెరియర్ యాజ్ ఎంటర్ ప్రినర్ అను పేరిట ప్రారంభమైన గెస్ట్ లెక్చర్ కు డాక్టర్ వై సుబ్బరాయుడు ప్రొఫెస డీన్ డిపార్ట్మెంట్ ఆఫ్ బిజినెస్ మేనేజ్మెంట్ యోగివేమన యూనవిర్సిటీ రీసోర్స్ పర్సన్ గా వ్యవహరించారు. ఈయన ఎంటర్ ప్రైనర్ షిఫ్ యొక్క ప్రాముఖ్యతను వివరించారు. ఎంటర్ ప్రినర్ షిప్ కేవలం ఒక ఉద్యోగం మాత్రమే కాకుండా సమాజానికి కొత్త ఆలోచనలు, ఉద్యోగ అవకాశాలను అందించే గొప్ప యాత్ర అన్నారు. తద్వారా యువత తమ కలలను సాకారం చేసుకోవచ్చని ఉద్బోధించారు. అనంతరం కళాశాల ప్రిన్సిపాల్ డాక్టర్ ఎస్ఎంవి నారాయణ మాట్లాడుతూ ఆధునిక యుగంలోవ్యాపార ప్రారంభాల యొక్క అవసరాన్ని, వ్యాపారంకోసం అవసరమైన లక్షణాలను వివరించారు. ఈ కార్యక్రమంలో యూనివర్సిటీ రిజిష్టర్ డాక్టర్ ఎన్ మల్లికార్జున రావుకళాశాల వైస్ చైర్మన్ చొప్పా ఎల్లారెడ్డి, అధ్యాపకులు, పాల్గొన్నారు.

Photo 6 : Newspaper article about guest lecture by **Dr.Y. Subbarayudu**

3. One day Guest lecture on Ethical Entrepreneurship was conducted by Department of Computer Science in Association with Entrepreneurship development cell on 22/10/2024. A total of 150 participants from III CSE have participated in the guest lecture. Resource person Dr. T. Sreenivas, Professor and Dean, Department of Business Management, Yogi Vemana University, Kadapa, delivered a topic on "Ethical Entrepreneurship- Challenge and Solutions". Dr. M.subbarao, Dean Non statutory & professional bodies, Dr.P.Balachennaiah In-charge EDC, Dr. D. Krishna Mohan Raju, In-charge IIC, Dr.K. Bala, Associate professor, ECE department, Mr..K.Chandrahasa Reddy, Assistant professor, ECE department Organized the guest lecture. Resource person has given vast information related to Benefits of taking decisions for successful entrepreneurship in industry etc. and quoted various live examples that enlightened the student's entrepreneurship skill.



Photo 1: Resource person **Dr. T. Sreenivas**, Yogi Vemana University, Kadapa delivering lecture



Photo 2: Resource person **Dr. T. Sreenivas**, Yogi Vemana University, Kadapa delivering lecture



Photo 3: Resource person **Dr. T. Sreenivas**, Yogi Vemana University, Kadapa empowering entrepreneurship skills to students



Photo 4: Students of III CSE attended the guest lecture

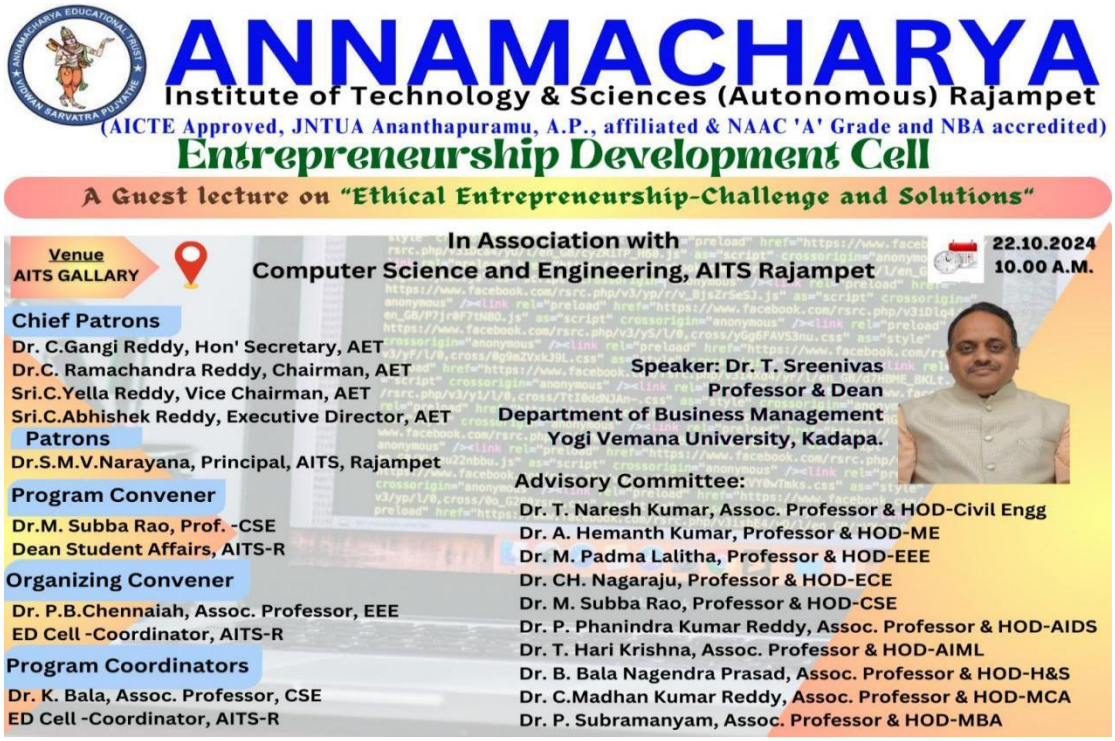


Photo 5: Guest lecture banner

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