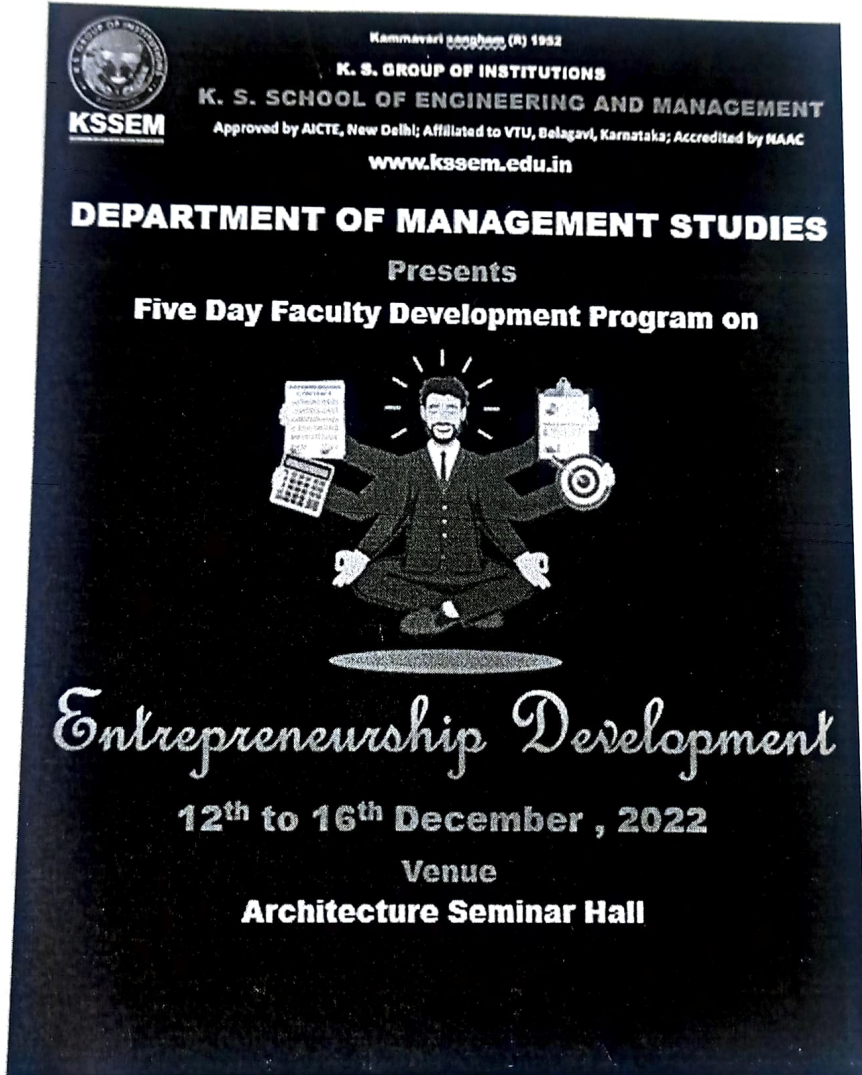Kammavari Sangham (R) 1952
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K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

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DEPARTMENT OF MANAGEMENT STUDIES

Report on 5 Days FDP on Entrepreneurship Development

Five Day Faculty Development Program on "Entrepreneurship Development" was held from 12th - 16th December ,2022, Organized by the Department of Management Studies, K S School of Engineering and Management at Architecture Seminar Hall

1

Objectives of the FDP:

To introduce participants to the fundamentals of Entrepreneurship

To train and develop professionals in the area of entrepreneurship, innovation and incubation

Outcomes of the FDP:

The FDP facilitated the participants to understand the concepts of entrepreneurship and its varied dimensions

FDP enabled the promotion of the scope of entrepreneurship among faculty and the students about entrepreneurial careers

Program Schedule

Session	Resource Person	Timings
DAY 1		
Registration	-	9 - 9.30 AM
Inauguration	Mr.Rakesh Godhwani Founder & CEO- SoME(School of Meaningful Experiences)	9.30-10.30 AM
Entrepreneurship in the Present Scenario	Mr. Venugopal Gupta General Manager - Joint Ventures and Outsourcing , HAL	11 - 12.30 PM
Understanding Business Environment (Market Survey , Ideation and Opportunity Guidance)	Mr.Raghunandan CEO , M5 Info Solutions Pvt Ltd	1.30- 3 PM
DAY 2		
Identifying Potential Entrepreneurs	Mrs.Lalitha Ravi Entrepreneur ,Writer , Mentor OutsmartServices Pvt Ltd	11- 12.30 PM

Interface with Successful Entrepreneur	Mr.Prasad Panchangam Founder & CEO , Saigeware Technologies	1.30- 3 PM
DAY 3		
How to Start a Business & Sources of Funding for Business	Gopinath Rao, IEDS Dy.Director ,MSME Development Fecilitation Office Ministry of MSME , Govt.of India	10 AM - 12 PM
How to prepare a Business Plan	Mr.Raghunandan Consultant MSME, EDII and Trainer and Mentor for Startups	1.30- 3 PM
DAY 4		
How to prepare a Business Plan	Mr.Raghunandan Consultant MSME, EDII and Trainer and Mentor for Startups	9AM - 12.30 PM
An effective Entrepreneurial Campus	Mr.Raghunandan Rajamani,PhD Project Head, K-tech Innovation Hub powered by IKP, A project of Govt.of Karnataka and IKP Hyderabad	1.30- 3 PM
DAY 5		
Marketing/Digital Media for Business	Mrs. Raksha Karpoor Founder - PaperPlay	11 AM - 12.30 PM
Valedictory	Dr.Subramanya Swamy Former Principal BIET, Davanagere, Consultant and an Entrepreneur	1.30 - 3 PM

K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

DEPARTMENT OF MANAGEMENT STUDIES

Cordially invite you for the inaugural function of

Five Day Faculty Development Program on
"Entrepreneurship Development"
on 12th December 2022

CHIEF GUEST
Mr.Rakesh Godhwani
Founder & CEO- SoME(School of Meaningful Experiences)

Presided by
Sri. R. Rajagopal Naidu
Hon. President, Kammavari Sangham

Will Grace the occasion
Sri. R. Leela Shankar Rao
Hon. Secretary, Kammavari Sangham

Sri. T. Neerajakshulu Naidu
Hon. Treasurer, Kammavari Sangham

Dr. K.V.A. Balaji
CEO, KSGI

Dr. Shekar H S
HOD-MBA

Dr. K. Rama Narasimha
Principal, KSSEM

Venue : Architecture Seminar Hall   Time: 9.30 AM

The FDP program was inaugurated by the Chief Guest Mr.Rakesh Godhwani , Founder & CEO- SoME(School of Meaningful Experiences).
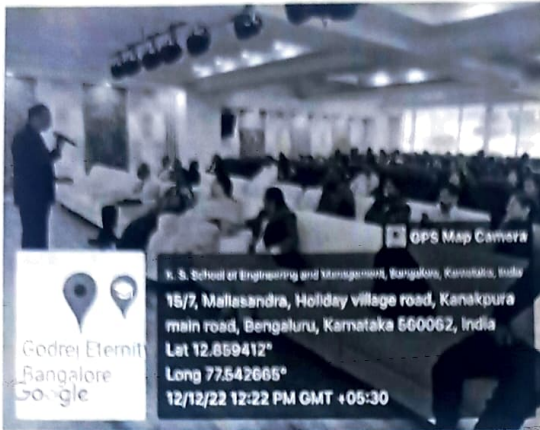
Mr. Venugopal Gupta has worked at Hindustan Aeronautics Ltd as General Manager – Joint Ventures and Out Sourcing at Corporate office. He joined HAL in 1982 at Nasik Division. He was involved in various departments including GHE/GSE and NC/CNC shops. Over all he has 35 years plus experience in different corporations.

In the 5 days FDP, on the very first day he had given his presentation on 'Entrepreneurship in the Present Scenario'. Based on his experience and knowledge sir had shared how fast the current scenario is growing and changing its pattern. Environment becoming more creative day by day and every creativity becomes a new entrepreneurship in the market.

At present he is engaged in sharing his experiences with young people who are on their way to corporate ladder and shaping businesses to new levels.

SESSION 2

Time: 1:00pm

Resource Person: Mr. Raghunandan CEO

Topic: Understanding Business Environment (Market Survey, Ideation and Opportunity Guidance)

Mr.Raghunandan(Raghu), is an accomplished entrepreneur with an educational background in Computer Science and a postgraduate diploma from NIIT. Raghunandan is well equipped with a strong and sound technological background and well versed in making optimum use of Digital Technology and Internet in the Professional world

Started his career as a sales executive in an IT services company and ventured into the field of entrepreneurship at the age of 24. Raghunandan is now a successful entrepreneur and running a multi core organization which is into providing end-to-end IT infrastructure solutions with operations across South India.

In his session sir shared his experience of entrepreneurship journey. From his college life onwards only, he wanted to be an entrepreneur. He became very concerned and passionate about the farmers and started to think about doing something for them. In this way today M5 started its journey and today they are out of the lead business leaders in south India. In his topic sir gave a light about the Market Survey, Ideation and Opportunity Guidance. Because he believes without all these running any business and becoming a successful entrepreneur is not possible.

SESSION 3

Time: 11.30.am
Resource Person: Mrs. Lalitha Ravi
Topic: Identifying Potential Entrepreneurs

Through OutSmart, she is living the dream that she had as an 18-year-old girl. OutSmart is a one of its kind multi-service company for SMEs, helping them build and leverage the outsourcing model in their growth strategy. Entrepreneurs of B2B businesses can increase their present capabilities by availing our services in Strategic growth, Marketing, HR & Digital transformation. her team of partners and consultants share the vision of measuring their work with only one metric - client growth. 'The Smart Architect' is a recent initiative from OutSmart, a service offering for Architects.

She regularly speaks at entrepreneur and student forums, sharing experiences from her employment and entrepreneurship journey. More recently, she has developed an interest in rural women entrepreneurship and will be glad to receive guidance from people who are in this field.

In today's world of change and uncertainty we need the talents of entrepreneurs more than ever. We need them to start new businesses; we need them to champion the change agenda in established corporations and the public sector. The difficulty is that we only

know them when they appear. To date, we have no effective method for identifying potential entrepreneurs, those people we should ensure we support, although much work has been done over the years to link personality characteristics with the way people behave.

entrepreneurship education can contribute to the development of entrepreneurial skills and potential for business start-up here are limitations to the impact education alone can have, however. There is much acknowledgment that experience in the 'real world' of business is also essential This is consistent with established theories of learning, where it is understood that conceptual learning, as that which best facilitates application and reconceptualization, is achieved only through experience and participation. This is not normally within the scope of formal educational practices. Moreover, it is well established that other influences, such as personality and family role models, are correlated positively with increased entrepreneurship propensity. identify latent entrepreneurial activity within the student body at one university, and investigate the factors contributing to those identified as most likely to become, specifically entrepreneurial, firm owners. Speaker highlighted the selection of potential entrepreneurs has two essential components;

(A) identification of entrepreneurial traits in the potential entrepreneurs
(B) identification of suitable and viable projects for each identified entrepreneur.

A technologist and entrepreneur with over 24 years of experience in systems architecture, semiconductor devices, multimedia, security, cloud computing, incubating new technologies and product marketing/management.

Raised money, filed patents, built highly scalable production back-ends, architected chips and systems, wrote thousands of lines of code, managed product roadmaps, worked with OEMs, partners, standards bodies and closed sales with fortune 500 companies.

Specialization in solution engineering with cutting edge technologies across industry verticals. Great passion for technology and drive for success. Currently passionate about all things Cloud and AI.

Prasad is currently Founder CEO of CloudXIM Technologies – Providing technology consultancy, solutions and off-shore development for several companies in the US, EU and India. He works with a wide range of problem types across industry verticals.

Prior to CloudXIM Technologies, Prasad was Senior Director of technology at Applied Micro where he worked on a range of SoC and fiber optic communications chips. At Applied Micro, Prasad forged key relationships with large ecosystem partners across the globe. He designed a range of embedded systems and steered the company's forays into enterprise security and consumer digital media technologies.

Being a successful entrepreneur means more than starting new ventures every other day. It means the right attitude towards a business and the determination and grit to achieve success. A successful entrepreneur has a strong inner drive that helps him or her to succeed. Let us take a look at the qualities that go into making a successful entrepreneur.

An entrepreneur should be excited by the prospect of work. They should always have a strong drive to succeed and overcome obstacles. They should not only set big goals for themselves but also see that they are actually committed to achieving them regardless of the countless setbacks that occur.

A successful entrepreneur always has a strong sense of self-confidence and a healthy opinion of their skills and abilities. Their personality is assertive and strong. They are always focused and do not really dilly dally with the issues at hand. This is what makes them different from the rest. A successful entrepreneur is openness in adopting change. They should not be headstrong and stubborn when it comes to choosing other options. Change is the only thing that is constant in business no one can make any profits on age old methods. The path to success lies in evolution, whether it is the evolution of ideas, services and products or technology.

An entrepreneur should have an open mind and eagerness to learn new things. It is imperative to understand that the only way to keep at the top is to keep on changing and evolving with the time.

An entrepreneur should be aware of the latest service techniques and technology in order to serve the clients in a better way. Competition should never scare an entrepreneur. In fact, competition is what a successful entrepreneur thrives on. Monopoly is never a good thing. This is because in a monopoly there is no scope for improvisation or change. An entrepreneur should be highly energetic and motivated. He or she should always be on the go. At the same time, the commitment levels have to be pretty high. Only when a person is motivated can he do justice to his line of work.

Accepting rejection or constructive criticism can go a long way in making an entrepreneur successful. Criticism shows what he or she is not doing properly or where change is needed. However, it must be remembered that accepting criticism is a very important way of getting success. This is because a person will then be aware of the shortcomings of his business and accordingly make amends. Hence accepting criticism is actually a good way of improvising.

According to speaker Passion, resourcefulness, willingness to improvise and listen to others and strong determination to succeed is what makes an entrepreneur successful.
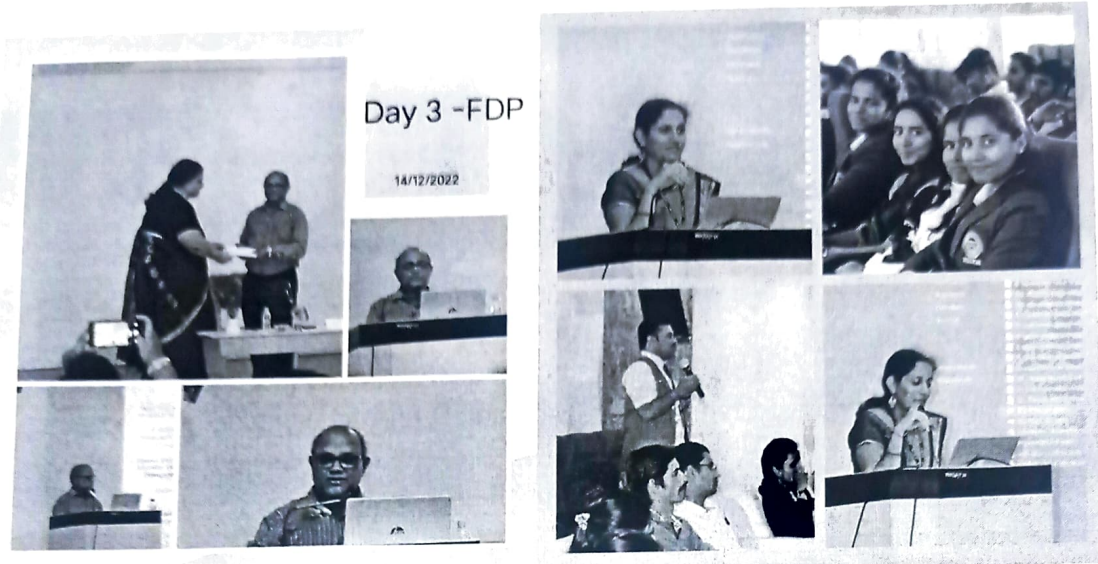
Day 3 Program Highlights
Session 5
Timings: 10.00AM - 12.00 PM
Topic: How to Start a Business & Sources of Funding for Business
Speaker: Mr. Gopinath Rao, IEDS Dy.Director ,MSME Development Fecilitation Office
Ministry of MSME , Govt.of India

Day 3 -FDP

14/12/2022

Mr. Gopinath Rao started the session with Need, Create, Connect, Collaborate in Entrepreneurship.   Gopinath Rao sir, given detailed information about the Sources of Fund for Business. Various governmental initiatives taken to support the Entrepreneurship like PMEGP, MUDRA, Startup India and Standup India.

1) PMEGP - 1st generation up to 95% support will be given
2) MUDRA - Monetary support given under various schemes - shishu 50k, kishore 5L, tarun 10L. It was sanctioned 4700 crores through the scheme mentioned above.
3) Standup India - to make easy bank loan application, processing and sanction for the Entrepreneurs. Link to receive the support psbloansin59minutes.in

Gopinath Rao sir also briefed about MSME classification, registration, process and challenges faced by them. There are Micro enterprises 85% are in India.
ZED certification: Zero Defect and Zero Effect (ZED) manufacturing amongst MSMEs and ZED Assessment for their certification having the objectives, To promote adaptation of Quality tools/systems and Energy Efficient manufacturing.

Sir also touched upon various other supports given to protect, promote and export. Such as

1. IPR (Intellectual property Rights) - patent, TM, copyrights, GI tags, Barcode.
2. Promote - Support given to conduct workshops for engineering, Exhibitions, Trade Shows.
3. Support for promoting exporting
4. GeM - Government e Marketplace (GeM) is a 100 percent Government owned & National Public Procurement Portal.GeM is dedicated e market for different goods.
5. Redressal portal - Grievance

Mr. Gopinath Rao sir also touched on Requirements for successful business plan. Finally, the session concluded with a Questions and Answer session.
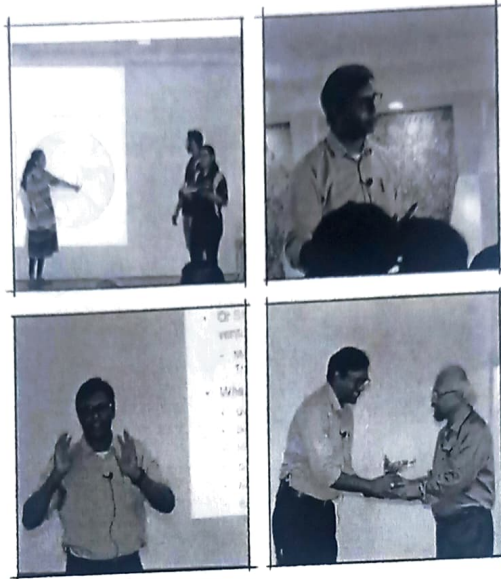
Session 6
Timings: - 01.30PM - 03.00PM
Topic: How to prepare a Business Plan
Speaker: Mr.Raghunandan Consultant MSME, EDII and Trainer and Mentor for Startups

Mr.Raghunandan had started the session with the Helti case. The interactive session has put the students into a thinking process and started finding the reasons to improve the sales.

To begin exercise on a Business Plan- explained "Value proposition canvas" framework which can help ensure that a product or service is positioned around what the customer values and needs.

Students and faculties made into different groups, asked to select any product or services, Apply the Value proposition canvas to the selected product /service. The concept of "Jobs to be done", Lean manufacturing taught practically, Mr.Raghunandan advised students to watch Alexander Osterwalder interviews Steve Blank, who are world famous entrepreneurs, and authors whose work in many ways launched the Lean Startup movement.

Day 4 Program Highlights
Session 7
Timings: 9AM - 12.30 PM

Topic: How to prepare a Business Plan

Speaker: Mr.Raghunandan Consultant MSME, EDII and Trainer and Mentor for Startups

Mr.Raghunandan continued the interactive exercise on Business Plan . The Business Model Canvas is a strategic management template used for developing new business models and documenting existing ones. It offers a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances, assisting businesses to align their activities by illustrating potential trade-offs. The nine "building blocks" of the business model design template that came to be called the Business Model Canvas were initially proposed in 2005 by Alexander Osterwalder. The students drew the canvas model on paper for a company of their choice, gave presentations and received constructive feedback.

Timings: 1.30- 3 PM
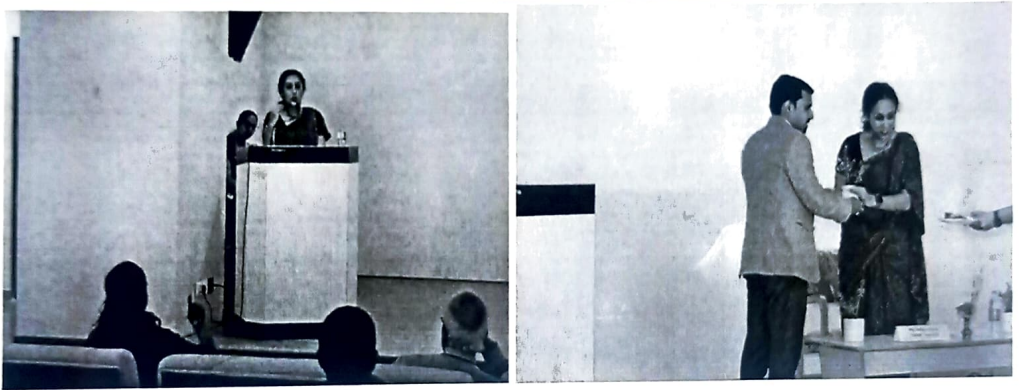
An effective Entrepreneurial Campus

Speaker: Mr.Raghunandan Rajamani, PhD Project Head, K-tech Innovation Hub powered by IKP, A project of Govt.of Karnataka and IKP Hyderabad

The second session addressed the gathering regarding the Importance of Students learning that entrepreneurship is not only for an individual but also for a nation. The speaker provided some statistics regarding the state of the country and the minimum wages. In a country like India, there are challenges of culture, religion, literacy and thought. To combat the same the students must seek help first from the Academia, Industry and the Government.

The True entrepreneur is Self-starting, Disciplined, Confident, Creative, Risk-taking, Relationship-building, Open-minded and Planners.

Day 5 Program Highlights:
Session 9: Digital Marketing
Speaker: Mrs. Raksha Karpoor, Founder - Paper Play
Timings: 11AM - 12.30 PM

Mrs. Raksha Karpoor, started off by speaking about her early life, education and short span career and later her entrepreneurial journey.

spoke about her own startup which is based on the digital marketing company Paper Play, Digital marketing is the new trend, through which approach is very wide and highlighted the definition of Digital Marketing. Majorly gave a glimpse on the activities in Digital Marketing like Devising Content Strategy, Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Mobile & Email Marketing and finally on Analytics. In countries like India, the path of Digital Marketing reaches within a click of a button not only targeting region, country, duration on social media but also with the few good inputs from wordstream.com for Digital marketing statistics. The audience were amazed with a few facts like 55% of the Marketing is digital. Total Digital advertising spends in 2021 was $436 billion versus offline advertising spends of $196 million. For an entrepreneur, the impact and effectiveness of Digital Marketing as the Digital ads can increase brand awareness by 80%.

Entrepreneurs have diligence, sincerity, and a thirst to succeed in their business endeavors. Digital Marketing gives just that opportunity for entrepreneurs to nurture and succeed in their business in the vastly flexible and dynamic world of digital marketing.Indeed, digital marketing offers innumerable opportunities to succeed but the key factor here is your drive and eagerness to learn how the various Complex elements of digital marketing come together to create a successful business. Once you grasp the secrets to a successful profitable business in the digital domain there is no looking back for entrepreneurs. You have plenty of examples like Amazon, Flipkart, Swiggy, Make My Trip, Trivago, Snapdeal as examples of great entrepreneurial efforts. Thus, coupled with a great digital marketing strategy entrepreneurs can become leaders in digital business.

Valedictory Function

Chief Guest : Dr. S Subramanya Swamy, Former Principal of BIET, Davangere, Entrepreneur and Consultant.
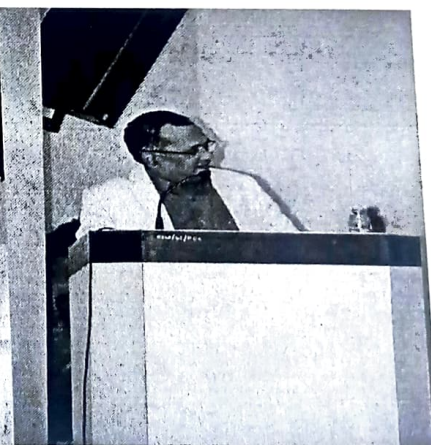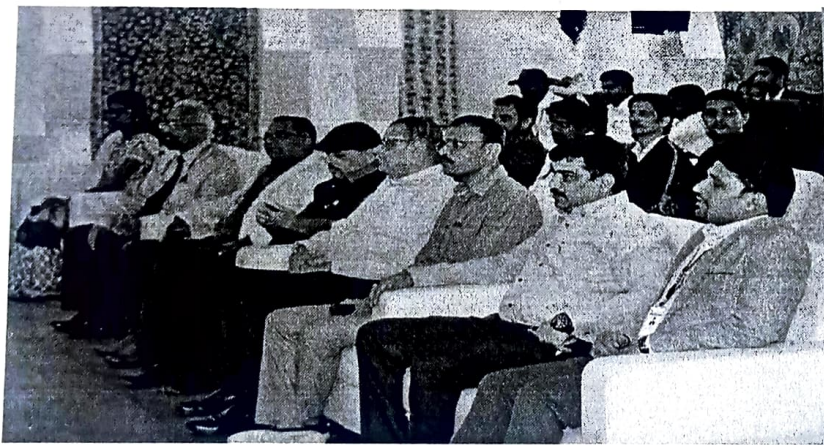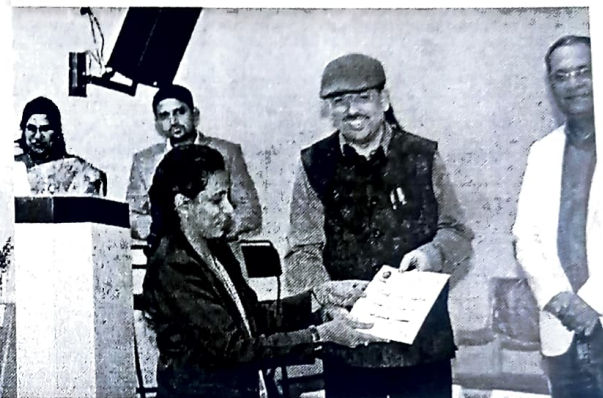
Timings: 1:30 PM - 3.30 PM

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DEPARTMENT OF MANAGEMENT STUDIES

KSSEM

Invocation	Prof.Rupa Chatterjee Das
FDP Summary	Prof. V.Vidyashree
Welcome Speech	Dr.Shekar H S
Introduction of Chief Guest	Prof. V.Vidyashree
Address by Chief Guest	Dr.S Subrahmanya Swamy
Felicitations to Chief Guest	Management and other dignitaries
Presidential Remarks	Sri. R. Rajagopal Naidu
Address by Secretary	Sri. R. Leela Shankar Rao
Address by Treasurer	Sri. T. Neerajakshulu Naidu
Address by CEO	Dr.K V A Balaji
Address by Principal	Dr. K Ramanarasimha
Vote of Thanks	Prof. Sreedhar N

Venue : Architecture Seminar Hall   Time: 1.30 PM

This Five days Faculty Development on Entrepreneurship Development for creating Entrepreneurs for new generation students was hosted by Prof. Roopa Balavenu. Initiated the Program through Invocation song by Prof.Rupa Das Chatterjee, FDP Summary by Prof. Vidyashree V, Welcome speech by Dr. Shekar H. S, HOD-MBA, Introduction of Chief Guest Dr. S Subramanya Swamy. The Chief Guest addressed the students on the importance of Entrepreneurs to our country. Later, the felicitation to chief guest by Principal & CEO. CEO and Principal addressed the participants in the Program and concluded through Vote of thanks by Prof.Sreedhar. Refreshments like Samosa, Jangeer and tea were arranged for all.

CO-CONVENERS

HOD-MBA
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K.S School of Engineering & management.
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Bengaluru - 560 109.

PRINCIPAL

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							CS&D	
							~~CSE~~	KSIT
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③	Amitha S	—	—	—	—	—	CSE	KSSEM
④	Sandhya A Kulkarni	—	—	—	—	—	CSE	KSSEM
⑤	Deepak MD	—	—	—	—	—	CSE	KSIT
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K. Rao 15/12/22