

**A One-Day Workshop on  
ENTREPRENEURSHIP MOTIVATION PROGRAMME  
27<sup>th</sup> March, 2019  
Organized by  
Entrepreneurship Development Cell  
and  
Innovations & Incubation Centre  
MVSR Engineering College**

## **Contents**

1. About Entrepreneurship Development Cell and Innovations & Incubation Center
2. Objective of the Workshop
3. Schedule of the One-day Workshop
4. Resource Persons and Content delivered in the Workshop
5. List of Student Participants

## **Appendices:**

- A. Workshop Brochure
- B. Workshop Invitation

## **About Entrepreneurship Development Cell and Innovations & Incubation Center:**

Entrepreneurship Development Cell (EDC) at MVSR Engineering College is operational with a vision to develop a Centre of Excellence for development of Entrepreneurs. At the EDC, our mission is to identify, train and develop successful Entrepreneurs contributing to economic prosperity. We have the following objectives:

- To motivate and train engineering students to become entrepreneurs generating jobs for self and for others.
- To conduct:
  - Entrepreneurship Awareness Camps (EAC)
  - Entrepreneurship Development Programs (EDP)
  - Faculty Development Programs (FDP)
  - Skill Development Programs (SDP)
- To assist in starting Enterprises/Industries covering:
  - Product/Service Identification
  - Market Survey
  - Preparation of Project Reports
  - Financial Assistance
- To develop Technology Business Incubation (TBI) centers.

### **Objective of the Workshop:**

- To generate awareness and motivation towards innovations and allows the student to experiment and adapt their new ideas.
- It brings discipline to the students' creative vision and support student's Startup activity.

## Schedule of the Workshop:

### 27-03-2019: Entrepreneurship Motivation Programme

**Inaugural Function:** 10:00am to 10:45am



Inaugural Function: Left to Right Dr.K. Kanaka Durga, Principal, Mr.V.Ashwini Kumar, Right to Mr.Harsha Kankanala

#### **Morning:**

**Session 1:** 10:45am to 1.30pm

1. Speech by **Mr. Harsha Kankanala** (10.45am to 11.45am)  
Founder, EDWISELY
2. Key Note Speech by **Mr.SriCharan Lakkaraju** (11.45am to 12.45pm)  
CEO, STUMAGZ
3. Speech by **Mr. Amitesh Sharma** (MVSREC Alumni) (12.45pm to 1.30pm)  
CEO, NColdPressed

**Lunch Break:** 1.30pm to 2.15pm

#### **AfterNoon:**

**Session 2:** 2.15pm to 4.15pm

1. Presentations by MVSR Engineering College Students on their Start-Ups (2.15pm to 4.00pm)
2. FeedBack on the Students Idea presentation by **Mr. Harsha Kankanala** (4.00pm to 4.10pm)
3. Vote of Thanks (4.10pm to 4.15pm)

### **Profile of Key Note Speaker:**

Resource Person Name: **Mr.SriCharan Lakkaraju**



CEO of Stumagz, An Electronic Engineer Graduate from JNTUH, worked at Infosys, Part of Toastmasters Infosys, a Campus Recruitment Trainer for Colleges. His everlasting thirst for connecting students and helping them excel, drove him to start Stumagz.

### **Profile of the Speaker:**

Resource Person Name: **Mr. Harsha Kankanala**



He has done his Professional Doctorate in Engineering from TU Delft, Netherlands and worked for a Dutch based company with specialization towards efficient product/process development. Trained in Project management and Design thinking methodologies in Europe, he has deeper insights towards

market research and execution plan for a right product fit. Further, he has expertise in the financial modelling, Risk and Life cycle analysis of products. An alumni from YES DELFT incubator, Netherlands and currently the founder at Edwisely, he has been focusing on Pedagogy, learning frameworks, and implementation of Data analytics in higher education, with a strong theme.

### **Profile of the Speaker:**

Resource Person Name: **Mr. Amitesh Sharma** (MVSREC Alumni)

CEO, NColdPressed, *Serial entrepreneur, health enthusiast, creative go-to-marketeter, team leaders with a collaborative management style that delivers results .*



Amitesh Sharma, 27, is the Founder and CEO of NColdPressed, a 100% natural, sugar and preservatives free, cold pressed juice company which provides delicious nourishment and integrates well into lives of the health-conscious consumers.

Today, NColdPressed boasts of a consumer base of over 50,000 plus health enthusiasts subscribing to its juices; over 3500+ consumers who have detoxed using NColdPressed's detox package; 20+ dedicated and qualified employees; and, a B2B market presence in medium and large enterprises.

Amitesh began his entrepreneurial journey with the award-winning and very popular restaurant, Filmy Tadka, the first pure veg fine dining restaurant in the city of Hyderabad. Started in 2013, Filmy Tadka won many accolades for its carefully chosen menu and delectable dishes and had a loyal clientele and a palate which appealed to everyone.

Amitesh, as part of his entrepreneurial bug, was also a founder member of 3DM, a digital marketing agency which he co-founded in 2015.

Amitesh is an alumnus of Osmania University from where he received his Bachelors in Engineering (B.E. in Mechanical Engineering). He is also an avid reader and loves reading on subjects such as psychology, spirituality and strategy; loves writing couplets (shayaris) and poems; and, enjoys delving into designing themes for restaurants and cafes.

## Entrepreneurship Motivation Programme Invitation

### MVSR ENGINEERING COLLEGE, Nadergul



#### Chief Patron

Dr. K. P. Srinivasa Rao  
Chairman, Matrusri Education Society

#### Patron

Dr. G. Kanaka Durga  
Principal, MVSR Engineering College

#### Co-ordinator(s)

Mr V.Ashwini Kumar, Assoc.Prof., IT  
Dr. M.Sree Rama Devi, Head, BM

#### Dept Coordinator(s)

Mr K.Raghavendra, Assoc.Prof., CE  
Mr. S. Praveen Asst.Prof.,CE

Mr.Vikram Narayandas, Asst.Prof., CSE  
Mr.K. Murali Krishna, Asst.Prof, CSE  
Mrs E.V.Naga Lakshmi, Asst.Prof., ECE  
Mrs. Smitha Sree Mohapatra, Asst.Prof,ECE

Mr.S.Shyam Mohan, Asst.Prof.,EEE  
Mr. N. Bharat Mohan, Asst.Prof, EEE

Mr Malikasab Bagawan, Asst.Prof,Automobile

Mr V.Nikhil Murthy, Asst.Prof., MED  
Mr. M. Naveen Babu, Asst. Prof, MED

Mr D.Muninder, Asst.Prof.,IT  
Mrs.K.Devaki, Asst.Prof, IT

Mrs S.E.Pravena, Asst.Prof.,DBM  
Mrs Menaka. B, Asst. Prof, DBM

Mr M.Sriranga Raju, Asst.Prof., S&H

#### Invitation

**MVSR ENTREPRENEURSHIP  
DEVELOPMENT CELL**

**AND**

**INNOVATION & INCUBATION  
CENTRE**

Cordially invite you

To

**ONE DAY WORKSHOP**

ON

**ENTREPRENEURSHIP  
MOTIVATION**

Date: 27-03-2019



**Venue & Time  
CSE Conference Hall  
(10.00 AM to 4.00 PM)**

*We wish to convert Job  
Seekers to Job Providers*

## Entrepreneurship Motivation Programme Sheet

### Program Sheet Entrepreneurship Motivation Dt. 27.3.2019.

10.00 – 10.45am	Inaugural Session Welcome Address Lighting of the Lamp Invocation Speeches by Dignitaries Vote of Thanks
10.45 – 11.00am	Entrepreneurial Motivation - Video Presentation (by MBA I Year Students)
11.00 – 12.00pm	Mr. Sri Charan Lakkaraju, CEO, STUMAGZ
12.00 – 1.00pm	Sharing of Experiences by 1) Mr Amitesh Sharma, MVSR Alumni, CEO, COLDPRESSED 2) Mr Harsha Kankanala, Founder, EDWISELY
1.00 – 1.45pm	Lunch Break
1.45 – 2.15pm	Psychometric Test on Entrepreneurial Traits Assessment
2.15 – 4.05pm	My Journey towards Entrepreneurship – <i>Rising Stars of MVSR</i> 1. M. Akhil- Civil 2. P. Rachana- Civil 3. Aneesh Kale- AED 4. Ambedka Saicharan- AED 5. K. Vamshi Krishna- ECE 6. Siddhartha Ragi- ECE 7. S. Ashwini Kumar- ECE 8. Vinay Kumar- IT 9. Y. Santoshi Deepa- MBA .....more to join
4.05 – 4.10 PM	Vote of Thanks



### List of Students Idea Presentation

<b>S.No</b>	<b>Name of the Student</b>	<b>Department</b>
<b>1</b>	<b>M. Akhil</b>	<b>Civil</b>
<b>2</b>	<b>P. Rachan</b>	<b>Civil</b>
<b>3</b>	<b>Aneesh Kale</b>	<b>AED</b>
<b>4</b>	<b>K Vamshi</b>	<b>ECE</b>
<b>5</b>	<b>S. Ashwin Kumar</b>	<b>ECE</b>
<b>6</b>	<b>T. Akanksha</b>	<b>Mech</b>
<b>7</b>	<b>CH. Shanmukha</b>	<b>Mech</b>
<b>8</b>	<b>Giridhar</b>	<b>EEE</b>