



## SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.  
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

### 3.2.2 file no: 3- Entrepreneurship Workshops/Seminars

#### Entrepreneurship Workshops/Seminars

**Date:-** 10<sup>th</sup> Feb, 2022

**Location:-** Puttaparthi

**Coordinators:-** E.Prashanthi, Associate Professor, SSB  
Dr.D.Hemanath, Assistant Professor, SSB

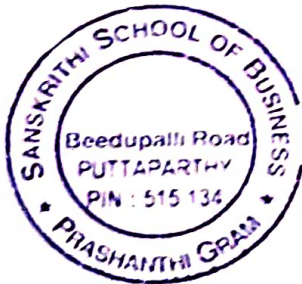
**Objective:** Providing opportunity to Students with experiential learning beyond the classrooms.

**Students:-** Iyear MBA Students participated Textbooks, classroom discussions and presentations only go so far when it comes to capturing the intricacies of the corporate world. We, at SSB we take every opportunity to provide the experiential learning beyond the classrooms. Students visited the Timbaktu Organic Exhibition in Puttaparthi.

[https://timbaktuorganic.com/isafarmerproducer-ownedandmanagedorganicfarmers'](https://timbaktuorganic.com/isafarmerproducer-ownedandmanagedorganicfarmers) enterprise with a product line including pulses, groundnut, mullets, RTEM, RTC and wild honey.

Interacting with the organizers, students learnt about the business model, marketing strategies, how it benefits both farmers who are major stakeholders and consumers with its organic products etc Thus a class on Entrepreneurship, Green Business Management, Marketing, Social Responsibility and Economics rolled in to one

*Dr. Balakrishna Dori*



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## Timbaktu Organic Products Exhibition



**10.02.2022 & 11.02.2022**  
**Thursday & Friday**

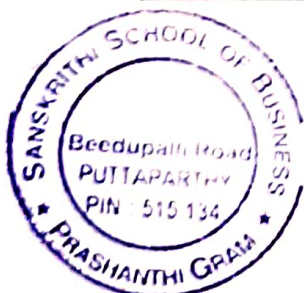
**Time : 8am to 8pm**

**Sri Anjaneya Swamy Temple,  
Satyam Circle, Puttaparthi.**

**Ph : 8985005750, 9347588935**



*Dr. Balakrishna*



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### AARAMBH- 2022

#### Entrepreneurship carnival-2022

Organized by SSB ED Cell, Date:26-02-2022

Venue: SSB

Coordinators: E.Prashanthi, Associate Professor,SSB

D.Pranavasree, Assistant Professor,SSB

Student Coordinator: Sreekanya-IIMBA,SSB Hema Kumar  
- II MBA, SSBSaiSandya-IMBA,SSB  
Shahid-IMBA  
Jashma-I MBA,SSB AnilKumar-IMBA, SSB

Sanskriti School of Business is providing a platform for students of Pan India on bringing to stage their their ideas of their own venture. In higher education students needs to experience various facets of business ownership.

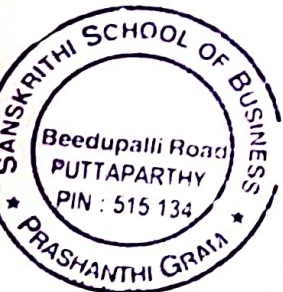
#### OBJECTIVES

1. To encourages students to create a unique business and carry the decision-making process through a complete business plan
2. To make the students learn-to speak the language of business, and see the problems from the small business owner's point of view. This is particularly needed to develop the students holistically when they are being catered for career development and technical education.
3. To enable students to actually experience the operation of a business.
4. To motivate students to learn, innovate and nurture the skills of new ventures. Motivation to learn and a sense of individual opportunity are the special outcomes of this competition for a life long learning.
5. To help serious students access real help.

*Dr. Balakrishna*

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**SSB SANSKRITHI SCHOOL OF BUSINESS**  
Beedupalli, Knowledge Park, Puttaparthi


# AARAMBHAM 2022

A BUDDING ENTREPRENEURSHIP CARNAVAL

Sponsored by AICTE SPICES

**FEB 2022**  
26

**Guest of Honour**



**Pavan Kumar**  
Founder-Director at  
Diabetic Food International Pvt. Ltd.  
Andhra Pradesh, India

## EVENTS

**BOOK RELEASE** **BUSINESS SAGAS**  
*Unfolding Rural & Women Entrepreneurs stories*

**ENSPiRiT** ENTREPRENEURSHIP CHALLENGE

**PRAYAS** INNOVATION MODELS | SUCCESS STORIES | WOMEN ENTREPRENEURSHIP

SOCIAL ENTREPRENEURSHIP

**WEALTH OUT WASTE** CREATING PRODUCTS

ATTRACTIVE PRIZES FOR  
WINNERS &  
PARTICIPATION CERTIFICATES

EVENT CO-ORDINATORS:  
Mrs. E. Prashanthi Associate Professor  
Ms.D.Prasanna, Assistant Professor



*Dr. Balakoteswari*

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### Event Schedule

S.No	Event Name	Venue	Timings	Student Coordinator	Faculty Coordinators	Judges
1	ENSPIRT	SSB Ground	10.00Amto 2.30Pm	AnilKumar-IMBA SaiSandya-IMBA Sai Lakshmi - IIMBA	Dr.D.Hemanth	Dr.Bala KoteswariDr.A.Senthil Kumar
2	PRAYAS	SSE Seminar Hall	10.00Amto 12.00Pm	P.Shahid- IMBA Vinitha-IIMBA	Dr.D.RajeshBabu	Dr.T.VenkateshanM s.VijaySree
3	SCRAP EX	SSB Library	10.00Amto 12.00Pm	Hema Kumar - IIMBA Jashma-I MBA	Ms.Pranavasree	Dr.Bala KoteswariDr.A.Senthil Kumar

**ENSPIRIT**:- The goal of the promotional campaign is to drive awareness and build demand for products by implementing sound marketing practices.

- Tools available for promotion include the following:
  - Product demonstrations
  - Online promotion

They can do it by setting up stalls. They can get support for their ideas by either selling their products or getting signatories.

*Dr. Bala Koteswari*

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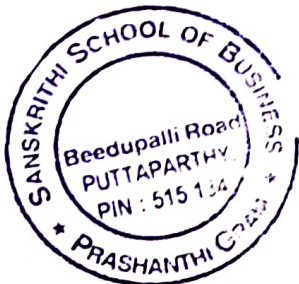
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No. Of Participants in a Team:3

ENSPiRiT	
S.NO	NAMES
1	K.SREENATH,SREE HARSHA,VINOD
2	HANEEF,VENKATASAI,MOHANKRISHNA
3	S.LOKESH,SANDEEP,SAMBASHIVA
4	RAGHUVEERAREDDY,BHARATHKUMAR,GANESH YADAV
5	VINAY,NARESH
6	Y.VAMSHIKRISHNA, KS, PAVANKUMAR, M.NAVEEN KUMAR
7	NARENDRA,K.NARMADHA,VASUDHA
8	M.CHARAN,MAHEERBASHA,JOSHNA
9	JASHMA,FAREENA,SATISH
11	KAVERI,SANGAVI,PRASHANTHI
12	MANEESHA,ARCHANA,PAVITHRA
13	ASHWINI,SRILAKSHMI,

*Dr. Balakoteswari*



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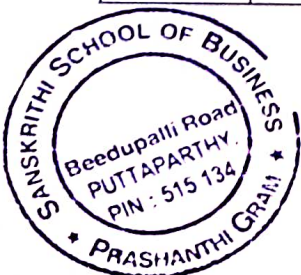




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14	TANUJA,K.C.MEGHANA,M.VARALAKSHMI
15	M.MEGHANA,SIREESHA,SAISWETHA
16	FIROZ,SASHIKALA,SRIVIDYA
17	Krishna, Hari, Prasanna
17	MOUNIKA,SREEPRABHA, SAITEJA
18	YASMIN,A.MEGHANA
19	MANJULA,GOWTHAMI,BHAGYALAKSHMI
20	G.SREENATH,GOWTHAM,NARAYANAREDDY
21	SREEVANI,GAYATHRI,SAISIREESHA
22	SAISWETHA,SIREESHA,N.MEGHANA
23	VARALAKSHMI,SAICHARAN
24	HARSHAVARDAN,ROHITH,VINAYKUMAR
<b>2NDYEARS</b>	
1	KALYAN,YERRISWAMY,HARISH,SUBASH
2	SHASHIKALA,BHAVANA,USHA,NETHRA
3	LOKESH,GIRISH,PAVAN,TEJA
4	RAMANJI,KANTHARAJU,SAICHARAN
5	NAGAVEENA,SRAVANI,RAMYA,ASHWINI
6	SREEVANI,SALMA,JYOTHI
7	SAINATH,SHARATHKUMAR,HARINATH,GOUSPEERA
8	LEELAVATHI,SHABANA,ASWINI
9	ASWINI,SREELAKSHMI



*Dr. Balakrishna Rao*  
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### Winners:

LOKESH,

GIRISH,

PAVAN,

TEJA

Team Runner: LEELAVATHI,

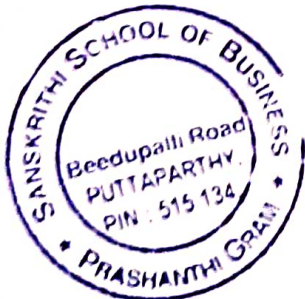
SHABANA,

ASWINI



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### PRAYAS:

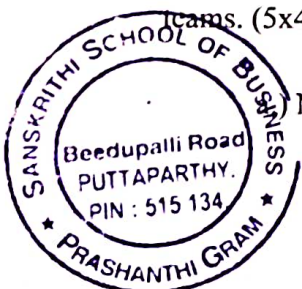
#### Entrepreneurship Innovation

Individual teams will present their Business Plans to the Panel of Judges comprising of academicians and corporate representative. Here the candidates are supposed to prepare a brief synopsis of Business Proposal up to 500 words in a word document in Times New Roman, font 12 size. It must express:

1. The Idea
2. Intended customers and Markets
3. Why do you think this idea is unique?
4. Team

The teams will present their Business Plan in closed room presentation format. Shortlisted candidates will then have to compete within their cluster. Top five business plans will be selected from each cluster amounting to 20 teams. (5x4=20).

NEWBUSINESSMODELS



*Dr. Balakrishna D.*

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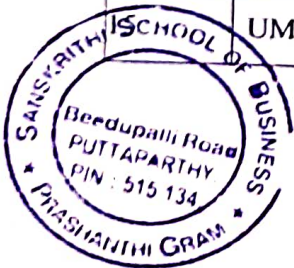
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- b.) WOMEN ENTREPRENEURSHIP
- c.) SOCIAL ENTERPRENEURSHIP
- d.) SUCCESSTORIES

No. of Participants in a Team:- 3

S.NO	NAME	TOPIC
1	MEGHANA,PALLAVI	SUCCESSTORY
2	TAHASEEM,HUSSAINBEE	WOMENENTERPRENURSHIP
3	BABAFAKRODDIN	NEWBUSINESSMODEL
4	JASHMA,SAIKUMAR	NEWBUSINESSMODEL
5	SAISANDHYA,SAILIKITHA	NEWBUSINESSMODEL
6	B.SREEKANYA,DIVYASREE	SOCIALENTERPRENUERSHIP
7	KISHORE,CHARAN	WOMENENTERPRENURSHIP
8	SATEESH,FAREENA	WOMENENTERPRENURSHIP
9	SAILAKSHMI,SUDHA	INNOVATIONMODEL
10	S.SHAHID	NEWBUSINESSMODEL
11	ASWINIBAI,G.MANASA	WOMENENTERPRENURSHIP
12	HEMAKUMAR,VINITHA	NEWBUSINESSMODEL
13	PRUDHVISAINARAYANA REDDY	BUSINESSIDEA
14	J.ANUSHA	WOMENENTERPRENURSHIP
	UMERABANU	WOMENENTERPRENURSHIP



*Dr. Paleker...*  
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16	CHAITANYA,SAICHARAN	RURALENTRENUURSHIP
17	SREELAKSHMI,JAISHNAVI	NEWBUSINESSMODEL

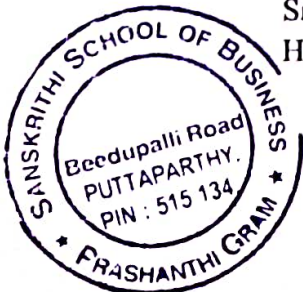


*Dr. Balakrishna*

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Winners: J.Anusha-Women Entrepreneurship  
P. Shahid -New Business Model  
Sreelakshmi-Success Stories  
HemaKumar & VinitaTeam :Social Entrepreneurship





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### SCRAPEX: Wealth out of waste

Wealth out of Waste is a recycling initiative that works towards spreading awareness about recycling, and encouraging people to segregate and dispose waste responsibly. The best out of waste craft ideas are most suitable to reuse waste materials and decorate your house. Waste products can be of different kinds: Organic waste such as kitchen waste, vegetables, flowers, leaves, fruits

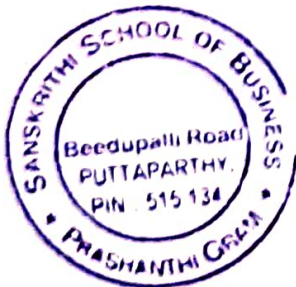
#### No. Of Participants in a Team:-1

S.NO	PARTICIPANTS
1	E.BHAVYASREE
2	PUSHPASHABARI
3	KARUNAKUMAR

*D. Balakrishna*

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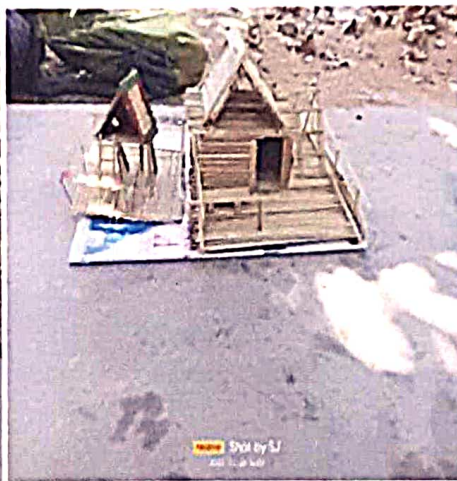
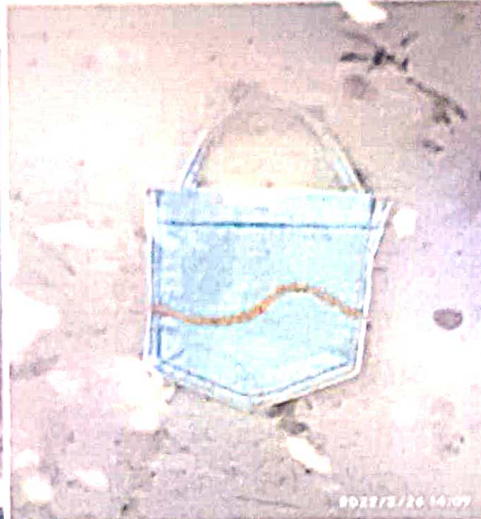






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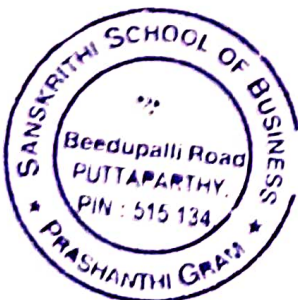
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### Itinerary



For  
**AARAMBH - BUDDING ENTREPRENEURS CARNIVAL**

on  
Feb 25, 2022.

10:00 AM to 01:15 AM : Events

03.00 Pm to 03.05 Pm : Address by Dean Academics & Principal, SSB.

03.05 Pm To 03.10 Pm : Address by Principal, SSE.

03.10 Pm To 03.20 Pm : Opening remarks ED-Cell Coordinator.

03.20 Am To 03.25 Am : Book release by all the Dignitaries.

03.25 Pm to 03.35 Pm : Address by Chairman, Sanskrithi group.

03.35 Pm to 04.00 Pm : Guest Speak.  
( Mr. T.L. Pavan Kumar, Founder - Director at  
Diabetic food International Pvt.Ltd )

04.00 Pm to 04.05 Pm : Address by HOD, SSB.

04.05 Pm to 04.20 Pm : Prize distributions.

04.20 Pm to 04.40 Pm : Feedback from the students.

04.40 Pm to 04.50 Pm : Group Photo Session.

04.50 Pm to 05.00 Pm : Vote of thanks by the coordinator.

National Anthem

### CHIEF GUEST OF THE DAY

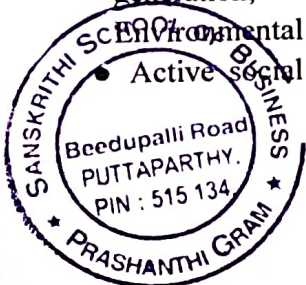
**T.L.PAVAN KUMAR, FOUNDER – DIRECTOR AT  
DIABETIC FOODCENTRE**

- 21years of work experience pertaining to different IT technologies, domains and industries.
- Resource person for Atal Incubation Center, SK University since 2016 for mentoring young entrepreneurs.
- Social Business Entrepreneur, Mentor an Agribusiness, Rural Employment generation, Women Empowerment, Sustainability Livelihoods, Environmental Regeneration and Co- operatives.
- Active social worker in rural girl children empowerment and rural youth

*Dr. Balakoteswari*

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education.

- Good exposure to the Implementation procedures and Change Management.
- Domain knowledge exposure to Analytics, Retail, FMCG, SCM, Banking & Finance, Tech Support, BPO operations and Customer Services.
- Excellent Technology management .Planning, Scheduling and Task execution skills.
- Excellence in mentoring aspiring candidates in new technologies, processes and inspiring them to work towards the common cause of the organizational empowerment.
- T.L.PAVAN KUMAR sir have explained about the organic farming and explained the challenges faced by the budding entrepreneurs. Gave lot of

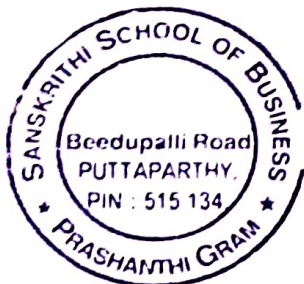


inputs about the proper cultivation and explained about the present cultivation process. His personal story inspired all the students.

*Dr. Balakrishna*

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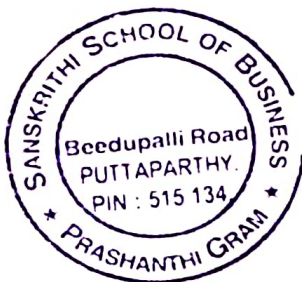




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### PRIZE & CERTIFICATE DISTRIBUTION AND MEMENTOES FOR THE JUDGES



*Dr. Balakrishna*

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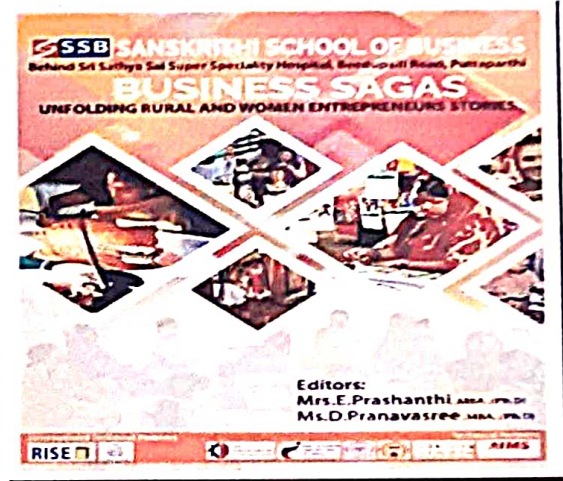
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### Book Release:

SANSKRITHI PROUDLY PRESENTS BUSINESS A GAS-  
UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES  
BOOK

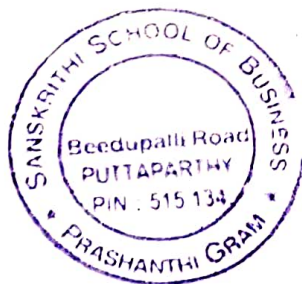
ALL THE DIGNITARIES HAVE COME AND UNVEILED THE  
BUSINESS SAGAS BOOK

24 stories are written by authors and it was publishes successfully.



Feb 26, 2022 was a celebration of these achievements alongside encouraging the MBA budding entrepreneurs.

**Coordinators:** E.Prashanthi, Associate Professor, SSB



*Dr. Balakrishna*  
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## 9-WEEK ED Cell BOOTCAMP PROGRAM

**Students Participaed:-** Jambapuram Anusha – Sanskrithi School of Business  
Pappuru Jaishnavi - Sanskrithi School of Business

Sanskriti School of Business provided a platform of the students to participate in **9-WEEK BOOTCAMP PROGRAM**. Here Entrepreneurship and Leadership Development Program is imparted through globally industry leaders, entrepreneurs, TEDX Speakers, and more.

### Team Members –

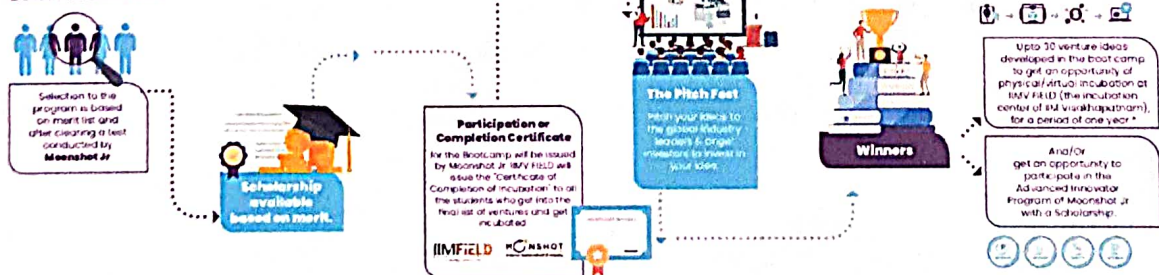
- Jambapuram Anusha – Sanskrithi School of Business
- Pappuru Jaishnavi - Sanskrithi School of Business
- Prem Krishna
- Tarun Sai
- Aditi

[https://docs.google.com/spreadsheets/u/0/d/14ZKYkjp5NpljWNaXtLLE9oi\\_o3X-hq0QIptcfQSZjUo/htmlview?usp=gmail#](https://docs.google.com/spreadsheets/u/0/d/14ZKYkjp5NpljWNaXtLLE9oi_o3X-hq0QIptcfQSZjUo/htmlview?usp=gmail#)

### Mentors –

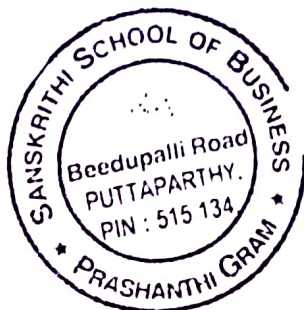
- E. Prashanthi – Internal faculty Mentor
- Siva – ELDP

### THE ROAD MAP



### Weekly Schedule and Learning progress:

The detailed schedule for the ELDP Program is as follows:



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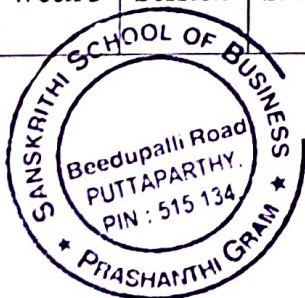




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	Session	Session Type	Topics	Batch 1 (7:00 PM Mon / Wed / Fri)	Dates IST
Week 1	Session 1	SME Session	Idea Sourcing - Where do Ideas Come From		24 January 2022
Week 1	Session 2	Industry Leader Session	Design Thinking		28 January 2022
Week 1	Session 3	Critical Skills Session	Start-Up Ideas / Pitch Preparation		31 January 2022
			Project Selection & Finalization		2 February 2022
			Project Selection & Finalization		4 February 2022
			Project Selection & Finalization		7 February 2022
Week 2	Session 1	SME Session	Vision & Value Prop - Building the Idea		9 February 2022
Week 2	Session 2	Industry Leader Session	Empathy - Design Thinking		11 February 2022
Week 2	Session 3	Critical Skills Session	Presentation & Comm Skills / Pitch Preparation		14 February 2022
Week 3	Session	SME	Total Addressable Market (TAM) - Market Research		16 February 2022



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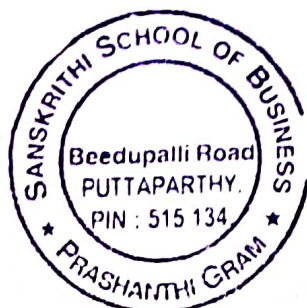
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	1	Session	(MR) & Market Analysis	
Week 3	Session 2	Industry Leader Session	Define Problem Statement	18 February 2022
Week 3	Session 3	Critical Skills Session	Ideation/ Pitch Preparation	21 February 2022
Week 4	Session 1	SME Session	Pricing & Packaging - Business Model	23 February 2022
Week 4	Session 2	Industry Leader Session	Idea validation	25 February 2022
Week 4	Session 3	Critical Skills Session	Critical Thinking/ Pitch Preparation	28 February 2022
Week 5	Session 1	SME Session	Competition Analysis	2 March 2022
Week 5	Session 2	Industry Leader Session	Prototyping & Testing	4 March 2022
Week 5	Session 3	Critical Skills Session	Video Creation / Pitch Preparation	7 March 2022
Week 6	Session 1	SME Session	Go To Market - S&M Strategy	9 March 2022
Week 6	Session 2	Industry Leader Session	Sales Pitch	11 March 2022
Week 6	Session	Critical	Social Media & Digital	21 March 2022

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	3	Skills Session	Marketing/ Pitch Preparation	
Week 7	Session 1	SME Session	Product Roadmap	23 March 2022
Week 7	Session 2	Industry Leader Session	Team Building - Orgn. & Resources	25 March 2022
Week 7	Session 3	Critical Skills Session	Dealing with Failures/ Pitch Prepration	4 April 2022
Week 8	Session 1	SME Session	Revenue Model & Financial Accounting	6 April 2022
Week 8	Session 2	Industry Leader Session	Finance & Funding	8 April 2022
Week 8	Session 3	Critical Skills Session	Video Pitch & Submission/ Pitch Preparation	9 April 2022
Week 8			Pitching idea	18 <sup>th</sup> April, 2022

OUR STUDENTS IDEATION & PARTICIPATION -on 18<sup>th</sup> May 2022



*Dr Balakoteswari*

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**GOOD LUCK TO OUR STUDENTS**

PRESENTING THEIR IDEA

**SUNYA TECHNOLOGIES**

SAVE NOW, INVEST FOR THE FUTURE

AT **IIM** **MUNSHOT**

ON **MAY 13TH 2022**

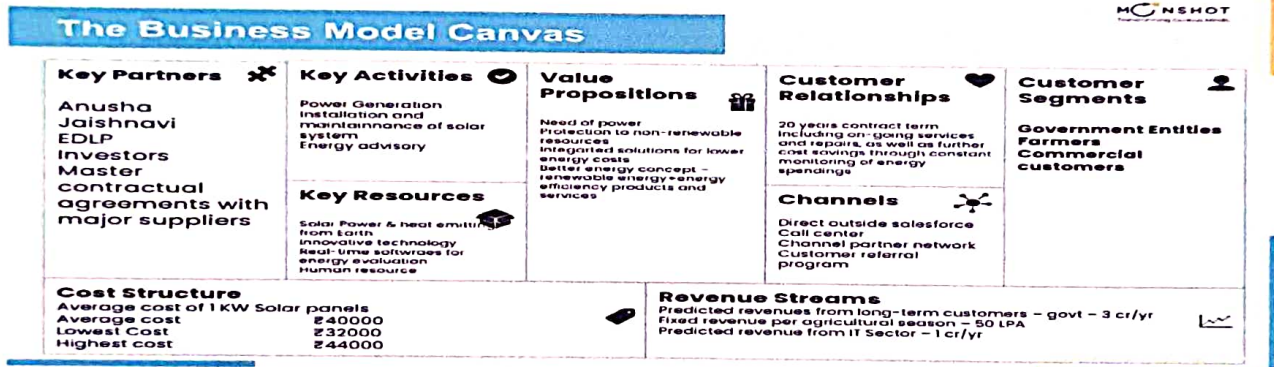
MS J ANUSHA IDEA

MS P JAISHANVI IDEA

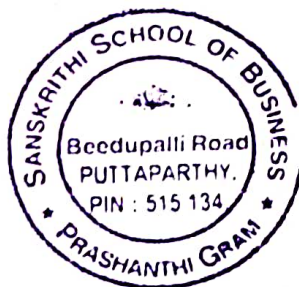
Beedupalli, Prasanthi Gram, Puttaparthi  
[www.sanskritischool.edu](http://www.sanskritischool.edu) | P: 9849143434

**SUNYA TECHNOLOGIES**

Save now. Invest for the future



*Dr. Balakoteswari*



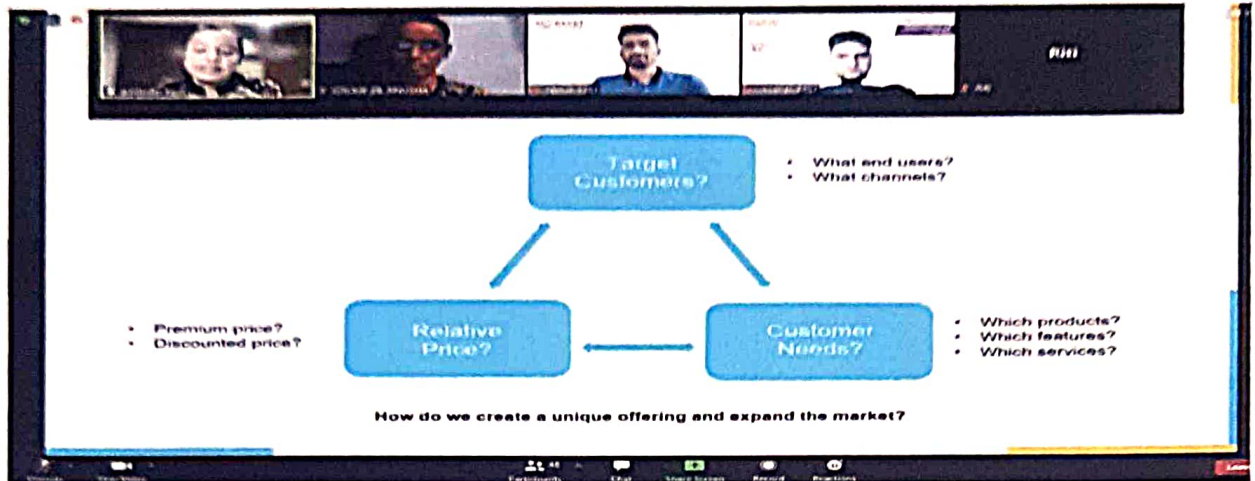
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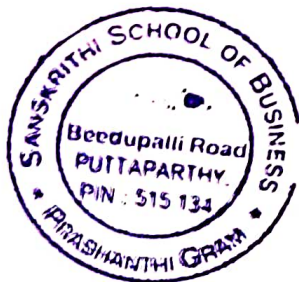
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**Mahatma Gandhi National Council of Rural Education Department of Higher Education,  
Ministry of Education Government of India  
Organised  
Rural Entrepreneurship Business Plan Implementation Competitions**

**Date:** 15-03-2019

**Online Platform:** - Google Meet

**Meeting link:** - <https://meet.google.com/zvr-mogy-buw>

**For Selected Higher Education Institutions, which are enrolled in REDC And for Complete details:** <https://drive.google.com/file/d/1TTG17L0OMk09M1m4GnaR9cyoPRCmDn-D/view?usp=sharing>.

**Coordinators:** E.Prashanthi, Asst Prof, SSB

**Participants:** Upendra & Hema Kumar

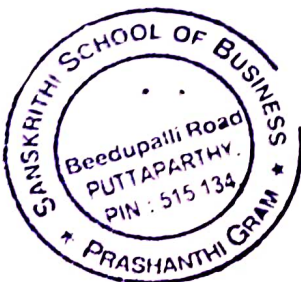
**Background:**

MGNCRE Team will oriented the REDC Institutions Faculty Members and Students to participate in MGNCRE Rural Entrepreneurship Business Plan Implementation Competitions.

**Objective of the Event:**

It is an Initiative of Capacity Building, Appreciation, Recognition of Contribution of Higher Education Institutions and Students for promoting Rural Entrepreneurship

**Schedule of Rural Entrepreneurship Business Plan Implementation Competitions 13th to 15th March 2019:** <https://drive.google.com/file/d/1Zp6fRQ0-94ytdYgQcU6gnAweW4xftWys/view?usp=sharing>



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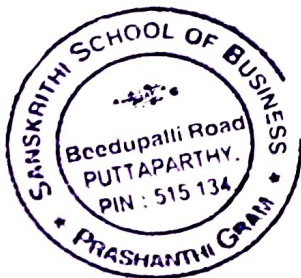
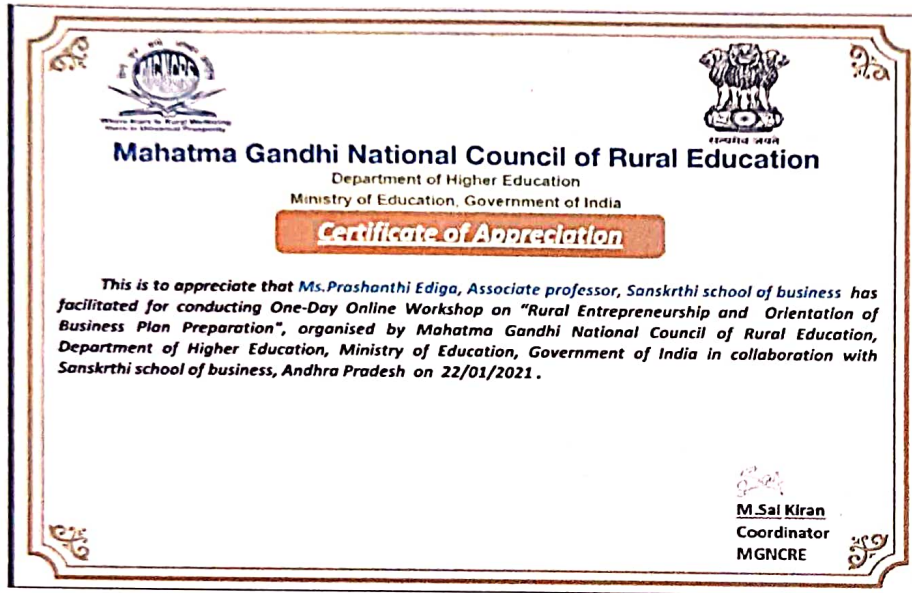
**Rural Entrepreneurship Business Plan Implementation Competitions 13th to 15th March 2019 List of Institutions who Presented the Business Plans**

<https://drive.google.com/file/d/12ej9BINAt-kcuF5DzPePwq-wzpuK8Epc/view?usp=sharing>

**STUDENTS PARTICIPATED IN BUSINESS PLAN:**

**K. UPENDRA: RAVALADDU AND NIPPATTU MASALA BUSINESS**

**C.HEMAKUMAR: NATURAL POT AC BUSINESS**

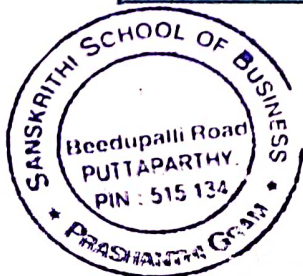
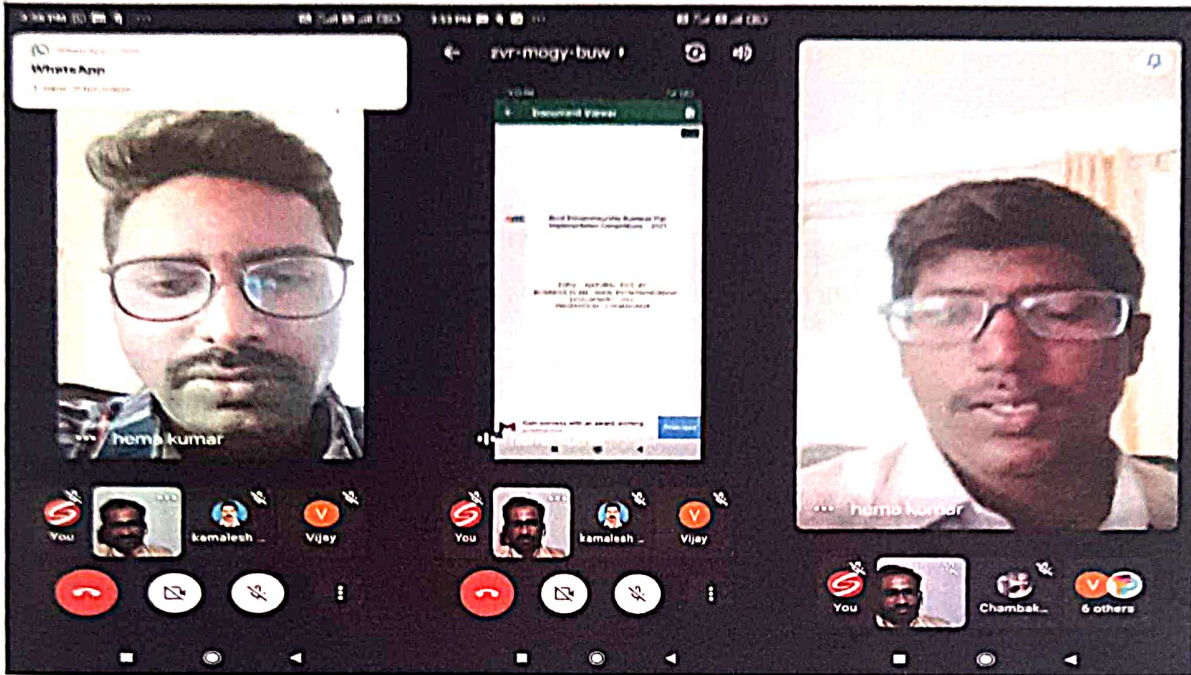


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### INVITATION FOR AARAMBH CLUB - 2018-19



## Sanskriti School of Business

### INVITATION

**AARAMBH-2018 → Steps Towards Big Dream ...**

on 26<sup>th</sup> & 27<sup>th</sup> October 2018

#### INAUGURAL SCHEDULE

10:00 AM Inaugural Event

Venue: SSE CONFERENCE HALL

Presided by

**Sri.B.VIJAYA BHASKAR REDDY**, Chairman of SGI

Welcome Address by

**Mr S. Md. Karimulla Basha**, HOD of SSB

Inaugural Address by

**Prof. A. Srinivasan**, Principal of SSB

**Prof. P Kameswara Rao**, Senior Professor

Chief Guest Address by

**Mr. M Satish Kumar**, CEO, Atal Incubation Center, SK University

**Ms Sai Priya Viswanathan**, Head, Amazon

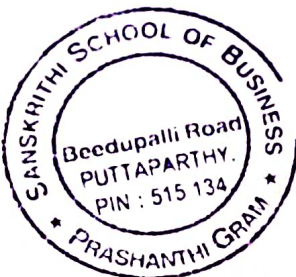
Vote of Thanks by

**Mr. Rakesh Burani**, Professor of SSB

#### Organized by

Sanskriti School of Business

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*Dr. Balakrishna*  
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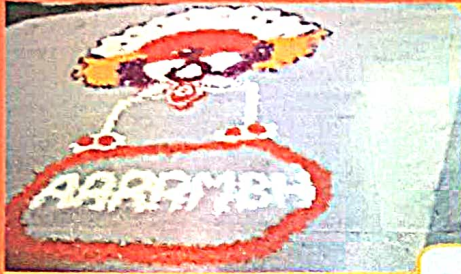
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### Aarambh

Steps towards big dreams



Aarambh - It was really a great experience.  
On 26th October, It started at 10:30 with a great atmosphere and enthusiasms.

It was really a Magic!

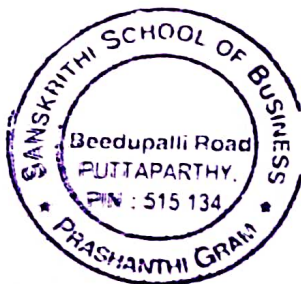
Inauguration function was started by our HOD Karimulla Sir by giving introduction about Aarambh program followed by Ganpati Shlok by Sainath, Pawan and uma maheshwari followed by Ganpati prayer by Yashoda, pushpanjali and Veena along with Ganpati video presentation.

After the prayer we invited our Guest of Honor Shri Kameshwar Rao Garo, Shri Senthil Kumar Garu Shri Srinivas garu Smt. Priya Vishwanathan French Teacher and Shri Srikanth sir



### SANSKRITHI SCHOOL OF BUSINESS

Behind Sri Sathya Sai Super Speciality Hospital, Beedupalli Knowledge Park, Prasanthigram, Puttaparthi, Ananthapur-515134,  
enquiry@sanskritibschool.com, www.sanskritibschool.com



*Dr. Balakrishna*

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**AARAMBH 2018**

**Budding Entrepreneurs Carnival on 26<sup>th</sup> & 27 October, 2018**

### Event Report

**Name of the Event :- ENSPIRIT – Entrepreneurship Challenge ( Stalls Exhibition)**

**Name of the External Coordinator : Dr. K. RAJENDRA PRASAD**

**Participants of the Event:- SSB Students & SSE Students**

**Dates of the Event:- 26.10.2018 & 27.10.2018**

**Venue:- Lawns, Opp. SSB Building**

Stall No.	Name of the Stall & Description	No. of Participants
1	Spicy Spot	6
2	Fruit Salad	4
3	Blind Games	3
4	Chat Bandar	3
5	Spice Touch	7
6	Kheer & Chicken Roast	4
7.	Mehandi & Hand Crafts	2
8	Chats & Snacks	3
9	Snacks & Fast food - Puzzle Games	SSE Students - 9
10.	Games Zone	4
Winners		<b>Games Zone (I Sem MBA)</b> 1. K.L.Balakrishna 2. Nandakumar Reddy 3. M.Shiva Kumar 4. M. Maheswara Reddy
Runners		<b>Spice Touch (I Sem MBA)</b> 1. E. Rafi 2. S. Noor Mahammad 3. G. Rakesh 4. S. Srinivasulu Reddy



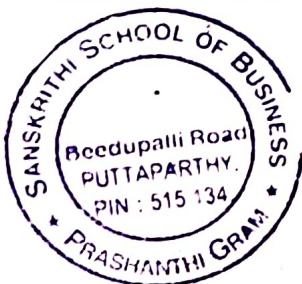
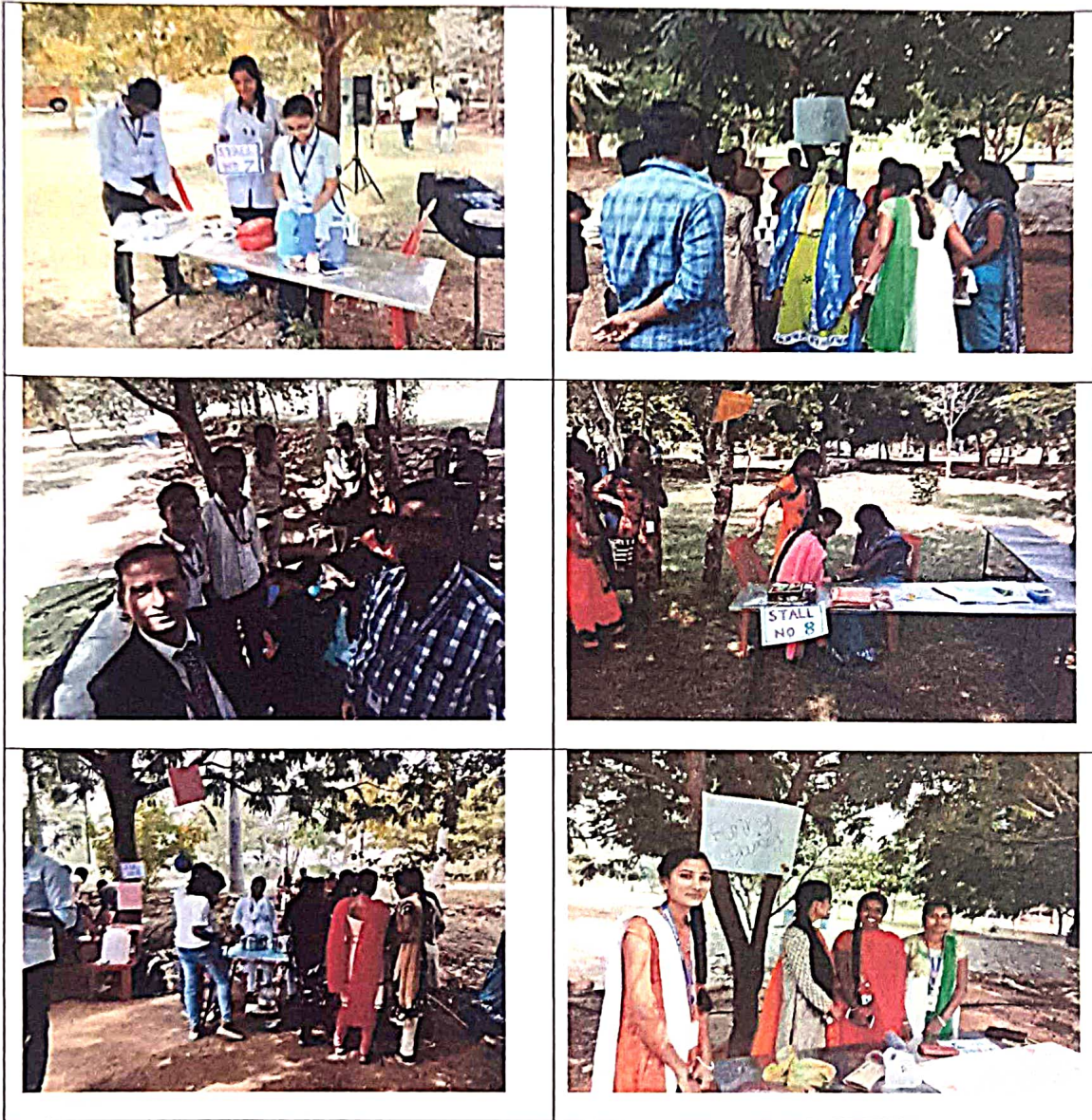
*Dr. Rajendra Prasad*  
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Encl: Pictures of the Event - ENSPIRIT.



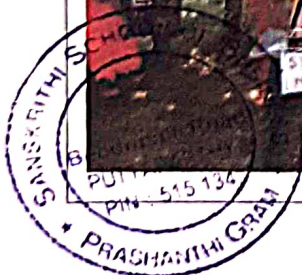
*Dr. Balakoteswari*  
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DY. *[Signature]*  
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### SANSKRITHI SCHOOL OF BUSINESS - PUTTAPARTHI

#### AARAMBH 2K18

#### EVENT: WEALTH OUT OF WASTE

#### Summary:-

Waste, currently viewed as a menace, can soon be a resource for micro-enterprise development on a large scale. Such an intervention has a two-fold objective of:

- Reduction of pressure induced by waste on the environment.
- Creation of opportunities for income and employment generation.

There is high potential to set up a waste-to-wealth enterprise in India. Thus, concentrating on new ideas from waste, we have introduced the event as Wealth out of Waste in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 9 teams have registered and contributed their innovative ideas and thoughts.

**Internal Coordinators:** Mr. Anil Kumar TN and Mr. Ramakrishna

**External Coordinator:** Dr.T. Venkatesan and Mr.Ramakrishna

#### List of Students Participated

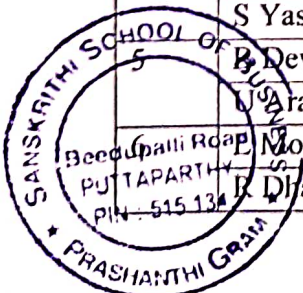
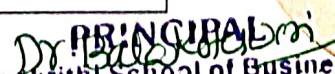
SLNo	Name of the Participants	Team Number
1	Sai Chandra Raju	Team 1
	Jagadeesh Reddy	
	Devaraju	
2	G Sreenivasulu	Team 2
	D Ree Kumar	
	Aravind	
3	P Nirmala	Team 3
4	M Sravani	Team 4
	V Uma Devi	
	S Yasmin	
5	Devaraju	Team 5
	Aravind	
6	Mounika	Team 6
	Dhanalakshmi	

Winner

Ms. P Nirmala  
(Tadipatri Municipal Corporation)

Runner

Ms. Meena Madhuri  
& Team  
(Waste Paper - Usage and Sales - SCI)

  
Dr.   
Sanskriti School of Business,  
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7	Bharath Kumar Meena Madhuri	Team 7
8	Nikitha	Team 8

### EVENT: -BUSINESS PROPOSALS PARTICIPANT DETAILS

#### Summary

A business plan is an ABSOLUTE MUST to access funding and to make sure your business will succeed.

- How will I generate a profit?
- How will I run the business if sales are low or if profits are down?
- Who is my competition, and how will we coexist?
- What is my target market?

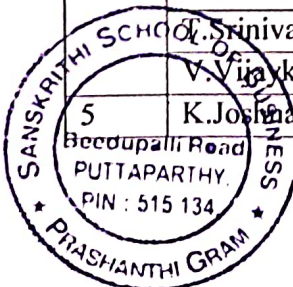
Thus, concentrating on new Business ideas from Business Proposal, we have introduced the event as Business Proposal in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 9 teams have registered and contributed their ground-breaking ideas and reflection.

**Internal Coordinators:** Dr.A.Srinivasan

**External Coordinator:** Dr.T. Venkatesan and Mr. Ramakrishna

#### List of Students Participated

Sl.No	Name of the Participants	Team Number
1	D. Kavya	Team 1
	M.Vahida Begum	
	L.Yashodha	
2	M. Sowmya Likhitha	Team 2
	Shashavali	
	Y.M.Revanth	
3	N. Thippesh	Team 3
4	K.Sainath	Team 4
	Q.Srinivasulu	
5	V.Vijaykumar	Team 5
	K.Joshna	



Winner -1

Mr.Ganga Vingy  
(Play Station)  
Balaji Degree  
College, Kadapa

Dr. Balakrishna  
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SOHAL & Team  
(FOOD 90 SITES)



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	S.M. ZEELAN BASHA	
6	P.BADRINNATH	Team 6
	T.ANAND	
7	MOHAMMED SOHAIL	Team 7
	FASULLA	



## EVENT: SUCCESSFUL STORIES PARTICPANT DETAILS

### Summary

Real life stories of inspirational people successful people, each month we reveal to you real life inspirational stories of success.

Thus, concentrating on real life from SUCCESSFUL STORIES, we have introduced the event as Stories in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 5 teams have registered and contributed their pioneering background and indication.

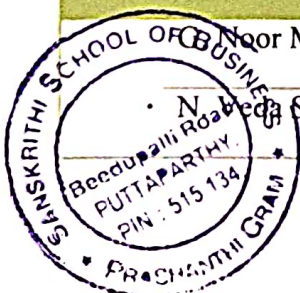
**Internal Coordinators:** Prof. Dr. Kameshwara rao

**External Coordinator:** Dr.T. Venkatesan and Mr. Ramakrishna

### List of Students Participated

Sl.No	Name of the Participants	Team Number
	Noor Mohammad	Team 1
	N. Veda Sree	

**Winner -1**  
**Ms.Shaguptha Parveen**  
**(5G consumer Story)**



*Dr. Venkatesan*  
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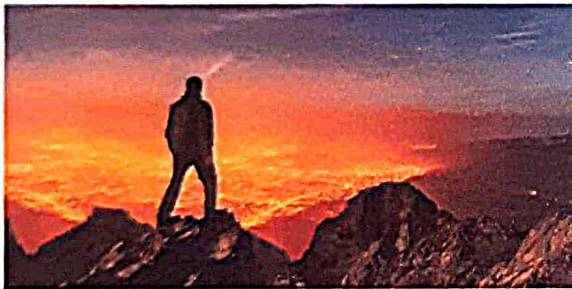


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	Mancesha Heena	
2	Harinath Reddy	Team 2
	Chalapathi. K	
	Rubiya Banu	
3	N. Naveen Kumar	Team 3
4	Yavanaki	Team 4
	Sravani	
	Suresh	
5	L. Narasimha Reddy	Team 5
	Sainath	

### Impacts of 5G and IoT on consumer driven and industrial use cases by 2020



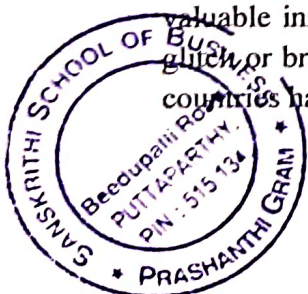
We heard that IoT will perform the key role in future technological revolution. There is lot buzz around IoT. Tech savvy consumers and Industrialists across the world are eager to know what's the next big change that world will witness. They are more eager to know how IoT Works and its various use cases. So

let me walk you through the nuances of IoT from scratch.

IoT means an ability of network gadgets to sense and gather data from the world around us and then share that data over the internet where it can be processed and utilized for various interesting purposes. Unlike the Internet the IoT devices will create information based on behavior and analyse it to take appropriate action. To give gist of the concept let me give an example what it can do? How about your Home appliances can talk to each other give valuable insights and optimizations tips. They can even contact customer service in case of glitch or breakdown. It will be at epitome when 5G will roll-out and guess what most of the countries has already started trial tests in 2018 and will be officially launched by 2020.

*Dr. Prashanthi*  
DR PRINCIPAL

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Beedupalli Road, Prasanthigram, 36  
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Ananthapuramu (Dt.) A.P.





# SANSKRITHI SCHOOL OF BUSINESS

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## 1. IoT in Agriculture Sector:

With the use of this Connected Technologies this sector get the notable increase in profit. The IoT Application for Agriculture use smart sensors to monitor and control Water Pump, Irrigation System and many other agriculture tools and equipment remotely with the smartphone or just based on weather conditions.

Not only that it can also measure the environmental changes in plant, soil and air quality. We are all set to see IoT enabled Tractors, Drones evaluating crop health and sprinkle necessary pesticides. Give tons of charts and dashboards to forecast and improve crop yield.

## 2. IoT in Healthcare Sector:

In healthcare sector IoT have the potentially lifesaving capabilities, making notable changes in patient health quality and provides the ability of self-monitoring and management of health

Just because of this real-time monitoring aggregates data that can be analysed to provide a holistic view of the patient's health, as well as help in understanding the trends that may require the medical intervention.

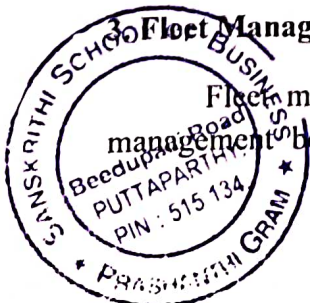
IoT devices and sensors will not only monitor health of patients and send necessary alerts in case emergency situation arises. We will see overall life span increase due to IoT.

## 3. Fleet Management:

Fleet management have a big benefit after using IoT in the case of IoT fleet, management becomes more sophisticated and powerful. Fleet Managers can

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loading and unloading timings in specific manner. It can also be helpful in Trip Analytic and Intelligent Routing.

### 4. Connected Vehicles:

Connected vehicles are the field in which IoT makes very huge revolution. Years ago when we see self driving cars then we comment that it possible in a movie but can't be possible in real world. But just because of IoT we will be able to make that imagination possible. And nowadays there are company like Tesla who successfully launched their driver less cars. And that runs well. Even you don't have to touch the steering; the car will handle all things automatically.

### 5. Smart Metering:

Smart metering is benefits utilities by enhancing client satisfaction with speedy interaction, while giving customers more control of their energy usage to save money and decrease carbon emissions. With power transparency all the way to meter, utilities can optimize energy distribution and even take action to shift requirement loads.

## EVENT:- SOCIAL ENTREPRENEURSHIP PARTICIPANT DETAILS

### Summary

**Social entrepreneurship** is the use of start-up companies and other **entrepreneurs** to develop, fund and implement solutions to **social**, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs.

Thus, concentrating on real life from **Social entrepreneurship** we have introduced the event as Stories in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 5 teams have registered and contributed their revolutionary conditions and suggestion.

**Internal Coordinators:** Dr.T.Venkatesan

**External Coordinator:** Dr.T. Venkatesan and Mr. Ramakrishna

### List of Students Participated

Sl.No	Name of the Participants	Team Number
1	P.SUDHRAN REDDY	Team 1
	K.UMAMAHESWARI	
	K.SAIPRIYA	
	J.V.PAVAN KUMAR	Team 2

*Dr. Balakrishna*

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Mr.M.HAREESH

[Social  
entrepreneursh





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2	K.C.VARSHALEKHA	
	K.POOJITHA	
3	B.BABU	Team 3
4	S.PAVANKUMAR	Team 4
	P.SREENATH	
	P.VIJAYBHASKAR	

**Social entrepreneurship** is the use of start-up companies and other entrepreneurs to develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices, but social entrepreneurs are either non-profits or blend for-profit

goals with generating a positive "return to society" and therefore must use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development.

At times, profit-making social enterprises may be established to support the social or cultural goals of the organization but not as an end in it. For example, an organization that aims to provide housing and employment to the homeless may operate a restaurant, both to raise money and to provide employment for the homeless.

In the 2010s, social entrepreneurship is facilitated by the use of the Internet, particularly social networking and social media websites. These websites enable social entrepreneurs to reach a large number of people who are not geographically close yet who share the same goals and encourage them to collaborate online, learn about the issues, disseminate information about the group's events and activities, and raise funds through crowd funding.

*Dr. Balakoteswari*



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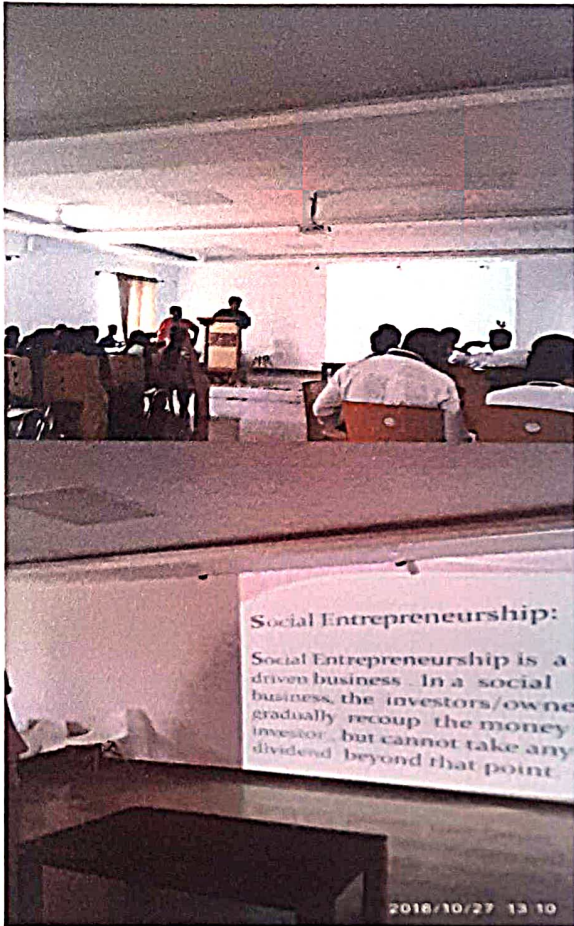




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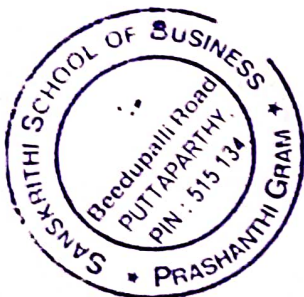
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*Dr. Balakrishna Dora*

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Starting a small business is complex, time consuming and life altering. There are many more things that go into running it than just providing the product(s) or service(s) that your business offers. You'll also be responsible for your business's finances, protecting your business and personal assets, keeping your business legal, paying taxes, keeping records, managing employees and more.

If you understand what you're doing and know how to minimize the risks and challenges, the independence, personal satisfaction and financial rewards you can achieve as an entrepreneur mean that starting a small business could be the best decision you'll ever make.

**2017-18**

### ENTREPRENEURSHIP CELL

**Faculty Coordinator:** E.Prashanthi, Asst Prof, Sanskrithi School of Business.

**Students Coordinators:** Sucharitha, D.Sai Geetha, Harish, Ajay Kumar

The **Entrepreneurship Cell** is dedicated to encouraging, promoting and facilitating entrepreneurial activities among MBA students.

The E-Cell's primary activities involve assisting in the establishment of post-graduation entrepreneurial careers and linking E-Cell activities to entrepreneurial networking opportunities on and off campus.

It provides our student with an informal venue for like-minded individuals to share and discuss their personal experience in starting or running a business. It helps in building support network to bridge individuals and available entrepreneurial resources. Our student gets an insight of the development of new businesses through peer discussion and feedback, speeches by guest entrepreneurs, and faculty support including the Business Plan Competition and on and off-campus entrepreneurial workshops.

#### Objectives:

To create entrepreneurship awareness to students.

*Dr. Balakoteswararao*

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- 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 development programs.
- To create awareness among students on industrial business and on the availability of financial assistance enabling them to start their own industrial ventures.
- To arrange visits to Small Scale Industries

Transforming an innovation into a venture is challenging. For starters, it's difficult to account for highly diverse and heavily regulated markets, causing early-stage innovators to make false assumptions about their innovation, customers, and business plan. Even if innovators are aware of the challenges in entrepreneurship, navigating the complex web of policies, regulations, funding sources, and paths to market can be overwhelming. That's why energy innovators need support that's tailored to the unique hurdles they face.

Title	Theme
Success start-up stories	Teaching about start-ups and small business inside a classroom not only meets any set of standards, it prepares them for life. Students learn about brainstorming ideas, setting goals, budgeting, and indulging their individuality while still learning to cooperate with others.
Brainstorming bubbles	Giving some ideas to the students to generate some ideas
Business plan	Generating business plans based upon their ideas
Risks & benefits	Based on the idea, identifying the risks and benefits associated
Jobs vs. Entrepreneurship	Analysing the benefit of jobs vs business
Budgeting, banking, making profits	Tracing the financial aspects in details; budgeting
Factors to be considered for Start-up business	Analysing the factors
Encourage students to investigate regulatory variables	Encouraging the students to prepare a plan based on all the above
<b>ACTION PLAN</b>	Prepare students for the resource-intensive realities of their entrepreneurship journey



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Start up business plan competition	Presentation of complete start up plans generated by the students
BEST PLAN	Deciding the best start up idea and implementation

# SSB INCUBATION CENTER (ESTABLISHMENT OF AY 2017-18)<sup>-18</sup>

### SSB Incubation Center (SSBIC)

#### Overview

SSB Incubation Centre is one of the fast forward thinking and innovative educational institutions, is highly enthusiastic to start an incubation center to enable its students get firsthand experience in entrepreneurship, promote innovation driven activities at the institute and provide integrated and comprehensive range of support to the incubates in terms of space, mentoring, training programs, networking with industry experts within the reach coupled with many associated benefits.

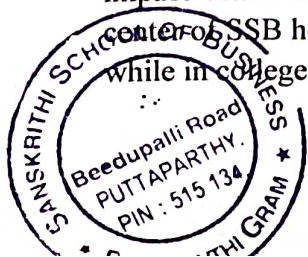
We at SSB Incubation Centre support the students gain hands-on experience in innovation and entrepreneurship while being nurtured and encouraged by faculty, management and industry experts.

We realize the changing dynamics of new-age technology businesses & the need of a nurturing eco-system that allows wannabe entrepreneurs to focus on their core business.

Business incubators have been around since ages. Typically attached to universities, these entities offered a proving ground, with back-office resources, for fledgling entrepreneurs. Now a new breed of incubator is springing up all over. These start-up hubs offer expert mentorship, resources like office space, administration and legal counsel, and even seed money. More importantly, early-stage investors are paying attention to them.

The SSB Incubation centre is planning to have tie-up with AIC (Atal Incubation Centre) of the Central Government initiative, aims to be the hub of innovative and high impact ventures in social, educational, commercial and other domains. This phenomenal

Center of SSB hopes to bring forth a revolution in how and what students learn and achieve while in college.



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### Our Vision:

At SSBIC, our vision is to work with talented and hard working entrepreneurs to germinate ideas and realize their dreams there by create greater employment opportunities in the society.

### Our Mission:

Our mission is to realize the above vision through sustainable activities through our incubation center and cater to the need of our SGI students and alumni at present and expand our vision to entire Ananthapuram District.

### Objectives

1. To encourage innovative thought process among the potential Students
2. To help students reach their highest aspirations.
3. To support the students go in to right business with utmost commercial viability of the projects they undertake.
4. To support the students to conduct feasibility studies about the projects forsure fire success in their ventures.
5. To provide assistance to secure funding from various banks and other financial institutions or from angel investors those who are having high connectivity with the college management.
6. To provide chances to students for industry visits to gain hands-on experiences.

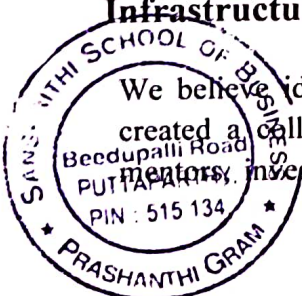
### Operating Model :-

The SSB Incubation Centre at an operational level is helping or guiding the founders by nurturing innovative ideas the business proposal stage, identifying the target market, creating a minimum viable product/ service, technological guidance, industry exposure, pre-launch activities, consumer feedback and exposure to the investor community.

### Infrastructure Support & Co-working Space:-

We believe ideas multiply when they come in contact with other ideas. And so we've created a collaborative environment where entrepreneurs can connect with each other, mentors, investors, and tap into the collective knowledge of the community.

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the following support for our incubatees:

1. World-class workspace infrastructure.
2. Round the Clock 24\*7 Operations.
3. High Dedicated Bandwidth.
4. Security Systems.
5. Rack Space
6. Meeting Rooms
7. Conference Rooms
8. Cafeteria.

### Eligibility:-

The SSB Incubation Centre seeks to support all members of the SSB & SSE of SGI group of institutions to transform innovative ideas into products, processes and services that are commercially viable in the market.

### Admission to the Incubation center is open to:

1. Faculty and Staff (Current) including Adjunct faculty
2. Students (Current and Alumni <2 years)

The scope of support is envisaged to be broad-based and covers technologies/ IP developed wholly at the institute or partly through collaborations elsewhere. The SSB Incubation Centre will also be open to considering proposals with strong social and strategic impact.

### Incubation Process and Support Available:-

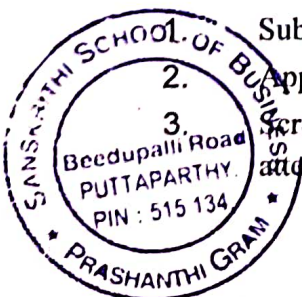
Selection Process:

Submit an e-application form to [ssbincubation@sanskritibschool.com](mailto:ssbincubation@sanskritibschool.com)

Applications will be accepted semi-annually in March and October.

Screening by SSB Incubation Centre Committee (Proposals are examined with attention to financial, technical and social impact parameters)

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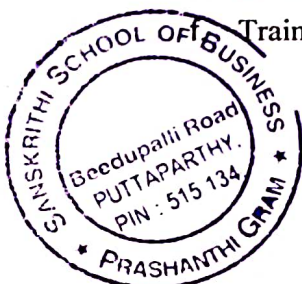
4. The entrepreneur is sent an intimation letter outlining the documents that have to be submitted prior to the commencement of incubation. The team needs to have formed a Private Limited Company (Screening does not incubate proprietorships or partnerships). The company has to submit its incorporation documents (its Articles and Memorandum of Association) and PAN card before the necessary incubation agreements can be prepared.
5. Once the documents are received, they will be reviewed and the necessary agreements (shareholders agreement and infrastructure licensing agreement) are prepared. Generally, an incubatee is expected to enter incubation before the next Screening Committee meeting (that is, within one quarter); in exceptional cases, some extension on this timeline can be provided.
6. Final approval by Incubation Screening committee
7. Agreement executed to formally commence incubation at SSB Incubation Centre support is normally offered for 1 year
8. Focused Industry Verticals: Technology, Internet, Mobile, Greentech, Cleantech, Biotech, Healthcare, Gaming, Edutech, Data Analytics, Saas, PLM, Agriculture, Food & Food Processing.

### Post Incubation:

Incubates may be offered shared space at SSB Incubation Centre on a case-by-case basis. SSB Incubation Centre will also actively support incubates with a combination of inputs including

1. **BRANDING:** Incubatees may apply for permission to brand themselves as "SSB Incubation Centre incubated company".
2. **MENTORING**
  - a. Academic Mentors
  - b. Industry Mentors
3. **NETWORKING:**
  - c. Engage with incubates as well as Alumni network to leverage collective knowledge
  - d. Planned events at CMRITIC
  - e. Introduction to Investors

Training



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### ADVISORY BOARD:-

1. Mr.Kameswar Ranki, Founder & CEO  
VajraSoft Inc.  
7567 Amodor Vally Blvd. Suit 207, Dublin, CA 94568 USA  
510-825-6367 (Mobile)  
925-248-2523 (Work)  
925-956-7574 (Fax)  
Email: kameswar.Eranki@vajrasoftinc.com  
<http://www.vajrasoftinc.com>

2. Mr.B.V.L.R  
ao Founder & CEO  
Innovaccel Pvt.Ltd  
Plot No: 130 f3, Aakruthi Kuteer, K.P.Colony  
Near Road No:2, Banjarahills, Hyderabad-500073  
Phone (India): +91-8919117  
Email: blv.rao@inno-accel.com  
[www.innov-accel.com](http://www.innov-accel.com)

### Contact:-

SSB Incubation Centre, Sanskrithi School of Business, Behind Sri Sathya Sai Super  
Speciality Hospital, Beedupalli Road, Prasanthigram, Puttaparthi - 515 134

### Phones:

+91-9100974520/ 37/ 38/ 39 or +91 08555 288838

Email: [ssbincubation@sanskritibschool.com](mailto:ssbincubation@sanskritibschool.com)

### Forms:

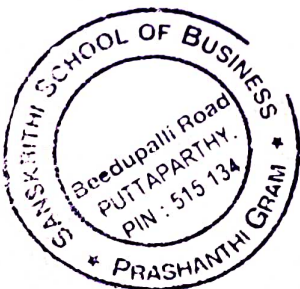
SSBIC Application Form

SSBIC Policy and Procedure

List of Activities Conducted :(To be included)

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### SSBIC INCUBATION CENTRE

#### Application for Incubation

This form is designed to capture the initial details of your idea/innovation/IPR developed at SSBIC. Information provided will be treated as strictly confidential and only be used by SSBIC to assess the stage you are at in order to be considered for incubation. In order to assist SSBIC with this assessment please complete the form as fully as possible.

#### IDEA/INNOVATION

1. Title of the proposed idea/innovation/invention:
2. Name of Applicant Company and registration no. (if applicable):

#### DESCRIPTION OF IDEA

3. Brief write-up (max. 1000 words) with broad details of the original idea/ invention/ IPR/ know-how available with the individual(s), highlighting its originality/novelty and the scientific principle involved, addressing:
  - a) Background (why the technology is required)  
(Separate Sheets can be attached for the above)
  - b) Description (how the technology works)
  - c) Advantages (what the technology does, over and above existing methods)
4. Status of the work already carried out (tick, multiple as appropriate):  
Literature survey/patent search

Development work done so far, if any, including involvement of agencies, experts/mentors, please give details including IPR generated or ownership thereof.

- b) Patenting of the innovation
- c) Sponsored subcontracted work with any external agencies
- d) Market feasibility studies /reports, if any
- e) Consumers / users feedback, if any

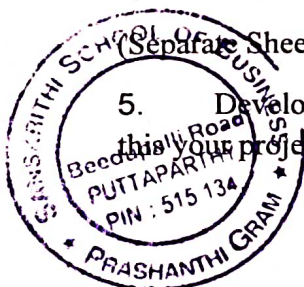
(Separate Sheets can be attached for the above)

5. Development status (how much further development is required and why) at this project area at SSBIC?

*Dr. Balakrishna*

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- b) Is work in this area going to be performed in next 12 months? c) How far do you estimate the work will progress in this time?  
d) What is end product/process/output resulting from this sea/invention/innovation?  
e) What are the potential applications and users of the end product?

(Separate Sheets can be attached for the above)

### DETAILS OF SUPPORT SOUGHT FROM SSBIC

6. Details of proposed project (attach Business plan, if available) a) Objectives

- a) Core team members and their respective roles  
b) Mentors/advisor.

Duration/time schedule

Major activities to be undertaken for the next two years (e.g., design, prototyping,

c) Proposed costs and time frame (indicate investment requirements for first two years

d) How will you promote/advertise your products/services?

(Separate Sheets can be attached for the above)

7. Facilities required from SSBIC (please list)

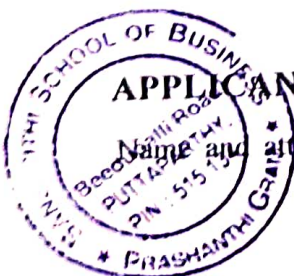
Try to address points on infrastructure requirement for space, any special requirements for usage of SSBIC lab facilities, requirement of professional

8. Expected market potential - indicate the basis

9. Have you received /sought support from any other body/any other financial support (a) for your present work and (b) for any other work? (if so, please furnish details)

10. Have you got any award for your innovation/for proposed work? If so, give details

11. Any other information relevant to the project that you wish to communicate with us (Separate Sheets can be attached for the above)



### APPLICANTS' DETAILS

Name and address of applicant

attach a brief CV (maximum 1 page) of (all) person(s) associated with the

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project.

(Provide complete contact address with phone and email)

In the case of a company, provide details of the promoters/directors.

### Policy and Procedures

### SSB Incubation Centre

#### (SSBIC)

SSB Campus

**Sanskriti School of Business,  
Behind Sri Sathya Sai Super Speciality Hospital, Beedupalli Road, Prasanthigram,  
Puttaparthi - 515 34**

SSBIC, one of the most forwarding thinking and innovative educational institutions, is proud to start an incubation center to enable its students get firsthand experience in entrepreneurship, promote innovation driven activities at the institute and provide comprehensive and integrated range of support including space, mentoring, training programs, networking and an array of other benefits.

Just as one cannot imagine a college today without a library or a place for physical activity, we believe that an incubation center is equally essential in today's competitive and fast changing world. Through the incubation center students gain real life, hands-on experience in innovation and entrepreneurship while being nurtured and encouraged by faculty, management and industry experts.

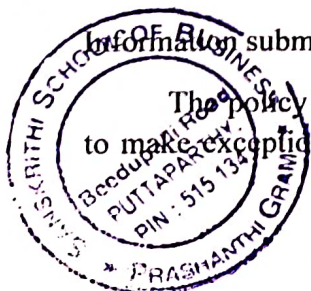
The SSBIC, along with the SSBIC Maker-Space, aims to be the hub of innovative and high impact ventures in social, educational, commercial and other domains. It hopes to bring forth a revolution in how and what students learn and achieve while in college.

This document contains policy and procedures for operational matters related to SSBIC, also referred to hereafter as the IC. The following processes are covered:

### “Incubated by SSBIC”

Information submission

This policy is subject to periodical review and amendment. SSBIC reserves the right to make exceptions to the terms of the policy where justified for a particular company or



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promoter on Admission to incubation under the IC is open to all who seek to leverage the advantages offered by SSBIC, including:

- Faculty and staff members (current) including adjunct faculty
- Students, research scholars and current project staff

### Approaching SSBIC

Proposals for incubation must meet at least one of the following conditions:

i. Involve applications of Intellectual Property (IP) generated within SSBIC , or

Have potential for involvement or interaction with SSBIC faculty and/or use

Have potential social or strategic impacts

Have potential for resource generation, impact value or visibility to belonging to faculty, staff, students or alumni SSBIC and incubation-related activities here

Applicants satisfying the above criteria can be admitted to the IC. Based on a preliminary screening, the applicant will be referred to either the incubation or the pre-incubation process. In either case, the nature of support and interaction between the IC and incubatee will be bound by an agreement, which will be signed by both parties.

Applications for incubation must be made in the name of registered unlisted

companies within the ambit of the Companies Act, 1956. If a company has not been registered, an application may be made in the names of all promoters/ founders, under the condition that they will get the company registered within a stipulated period.

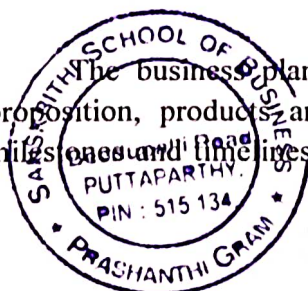
The admission process for potential incubatees begins with the submission of an electronic application in the format specified at the SSBIC website. Once reviewed for eligibility criteria, applicants are invited for an initial meeting with the SSBIC management. Upon affirmative preliminary assessment, applicants must submit a detailed proposal consisting of:

A formal Business Plan

Details of IP/ technology based on which the company is proposed,

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The business plan must cover all aspects including company description, purpose, proposition, products and services, market and competition analysis, revenue model, milestones and timelines, development and marketing plan, organizational structure, core



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team, risk analysis, funding requirements and projected financials. Guidance on creating a business plan can be obtained from the IC website. Applicants can give any additional information that they think would help in the assessment of their proposal.

The proposal will be screened by the SSBIC management on suitability for further evaluation of potential for incubation. The SSBIC Incubation Committee will then examine the proposal thoroughly, with attention to financial and technical due diligence. Those selected may be invited with their teams to make a presentation on their proposal to the SSBIC Incubation Committee. Expert members may also be invited depending on the nature of the proposal. In order to enable the members to take an appropriate decision, applicants may be asked for any additional information and/or revision in the proposal.

### Some representative criteria for evaluation include (but not limited to):

- Strength of the idea in terms of technology content, innovation, timeliness and market.
- IP already generated and/or the potential of the idea for IP creation
- Extent of involvement of SSBIC faculty, staff, students and/or alumni
- Strength of the core business and technical team.

SSBIC has sole discretion on acceptance or rejection of proposals for incubation and the decision of IC in this regard is final. SSBIC is not bound to provide justification for Selection/ Rejection of a proposal. Once selected, the incubatee company is required to sign an agreement commencing formal incubation under the IC.

Intellectual Property (IP) can be a patent, copyright, design registration, developed product, algorithm, software or computer program, technique, process, formulation or other such invention. Submissions to SSBIC are treated with utmost confidentiality. Care is also taken in case of partial information used for validation and reviewing purposes. SSBIC and the incubatee may agree on sharing rights for any IP created during incubation.

Applicants need to provide IP details as per format given below:

IP Description Owner Sharing of IP – Agreement details

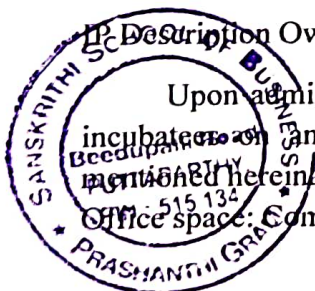
Upon admission to the IC, the following infrastructural facilities will be offered to incubatee on an individual basis, apart from a set of shared/common infrastructural facilities mentioned hereinafter.

Office space: Company specific, and subject to limits

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SSBIC will also facilitate access to departmental laboratories and other resources of SSBIC for the incubatees' product development purposes. Access to departmental resources is possible through the Dean-Academics

And HoD of various departments at SSBIC and usage of such resources will require permission of the concerned department to avoid conflict with departmental activities and objectives. Apart from the company-specific infrastructure listed earlier, SSBIC will provide facilities to be shared by all incubatees including:  
Meeting/Conference room with projection equipment

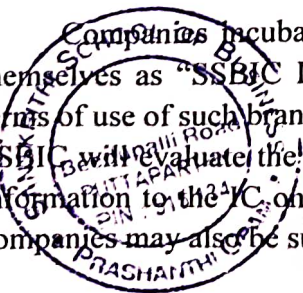
In addition to physical infrastructure, SSBIC intends to provide other support and services

- Company registration and filings
- Intellectual Property (Copyrights, Trade Marks, Patent) filings
- Training and Workshops
- Seed Funding support
- Networking and linkages for mentorship, funding, technical expertise and market access
- Networking and linkages with bodies such as TiE
- Venture capitalists / Angels / Investors Introductions
- Meetings with visitors of SSBIC (such as alumni, VCs, industry professionals)
- Showcasing SSBIC incubated companies through networking and events
- Monthly entrepreneurship meets

"Incubated by SSBIC"

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Companies incubated at SSBIC through the IC may apply for permission to brand themselves as "SSBIC Incubated Companies" or "Incubated by SSBIC". Conditions and terms of use of such branding will be defined in the signed incubation agreement. SSBIC will evaluate the performance of incubatee companies, who are required to submit information to the IC on a quarterly basis in a prescribed format. Additionally, incubatee companies may also be subject to annual assessments.



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Incubate companies will submit information to SSBIC developments taking place in their companies from time to time. Such information could be (but not limited to) change in name of the company, change in business or product profile, change in directors, promoters or shareholders, acquisition of a new office, additional equity or debt investments. SSBIC may require incubatee companies to submit other information as it deems fit. Prior concurrence of the IC should be obtained for effecting such changes.

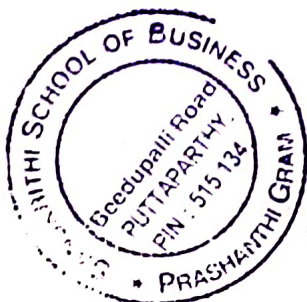
In lieu of support and services provided by SSBIC, the incubatee companies will be subject to consideration on following accounts to the extent applicable:

- Monthly updates to the governing team of the SSBIC
- SSBIC policy for usage of SSBIC departmental laboratory facilities
- The incubation period at SSBIC is expected to be between 6-12 months. Extensions will be subject to approval as applicable.

Incubate companies may graduate from the IC under the following circumstances:

- Raising substantial investment (Rs 1 Crore or more) from sources such as angel investor/Venture Capital Fund /any other investor
- Completion of tenure, unless stay is extended by SSBIC
- Underperformance or unavailability of the business proposition: criteria for this will be decided and applied by the IC on a case-by-case basis.
- Irresolvable disputes between promoters/ founders, or any other circumstances where SSBIC finds it necessary for the incubatee to leave
- Number of employees of the company exceeds 10
- Annual revenues of the company exceed Rs.50 Lakhs

Company enters in an acquisition, merger or amalgamation, or reorganisation deal resulting in a substantial change in company's profile, promoters, directors, shareholders, products or business plans, or company plans for a public issue. Decisions regarding graduation or further extension to tenure will be made on a case-by -case basis by the IC management based on the above considerations.



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