

SANSKRITHI SCHOOL OF BUSINESS

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

2022-2023

Entrepreneurship Development Cell- IIC Activities



Ministry of
Education
(GOVERNMENT OF INDIA)



MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



INSTITUTION'S
INNOVATION
COUNCIL



CERTIFICATE OF ESTABLISHMENT

This is to certify that

Sanskriti School of Business,, Anantapur

has established an Institution's Innovation Council (IC202321945) in the campus as per
the norms of Innovation Cell, Ministry of Education, Govt. of India during
the academic calendar year 2022-23

Abhay Jere

Dr. Abhay Jere
Chief Innovation Officer
Ministry of Education's Innovation Cell

Dipankar Sahu

Shri. Dipan Kumar Sahu
Assistant Innovation Director
Ministry of Education's Innovation Cell

Certificate No: 11490

Aisbe Code: C-26944

Date: 03-02-2023



Dr. Balakrishna
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

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2021-2022

Coordinators: E.Prashanthi, Associate Professor, SSB.

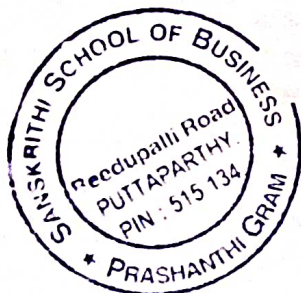
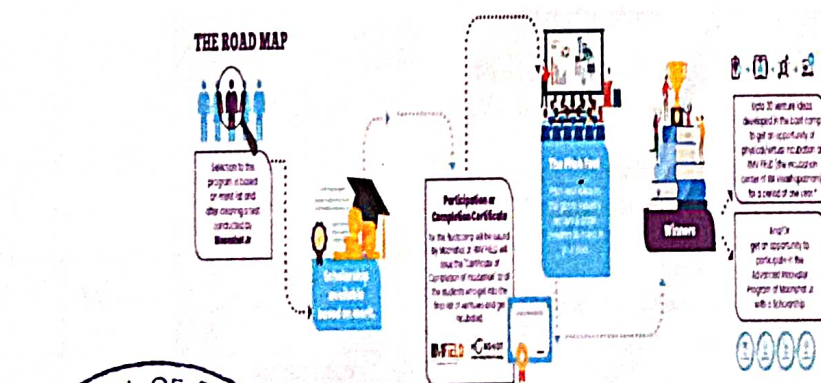
Students Participated:-

Jambapuram Anusha – Sanskrithi School of Business
Pappuru Jaishnavi: - Sanskrithi School of Business

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

Team Members –

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



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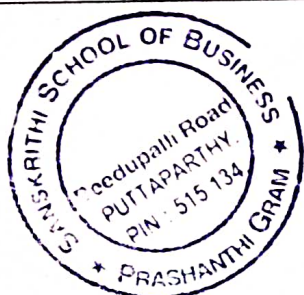
Mentors –

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

Entrepreneurship and Leadership Development Program

Weekly Schedule and Learning progress:-

Days	Session	Session Type	Topics	Batch 1 Dates (7:00 PM IST Mon / Wed / Fri)
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



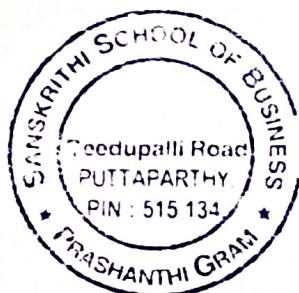
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Week 2	Session 3	Critical Skills Session	Presentation & Comm Skills / Pitch Preparation	14 February 2022
Week 3	Session 1	SME Session	Total Addressable Market (TAM) - Market Research (MR) & Market Analysis	16 February 2022
Week 3	Session 2	Industry 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



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Week 6	Session 2	Industry Leader Session	Sales Pitch	11 March 2022
Week 6	Session 3	Critical Skills Session	Social Media & Digital Marketing/ Pitch Preparation	21 March 2022
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 Preparation	4 April 2022
Week 8	Session 1	SME Session	Revenue Model & Financial Accounting	6 April 2022
Week 8	Session 2	Industry Leader	Finance & Funding	8 April 2022

OUR STUDENTS IDEATION & PARTICIPATION –on 18th May 2022

GOOD LUCK TO OUR STUDENTS
PRESENTING THEIR IDEA

SUNYA TECHNOLOGIES
SAVE NOW, INVEST FOR THE FUTURE

AT **IIM** **MONSHOT**
ON **MAY 13TH 2022**

MS J. ANUSHA
MS P. JAISHANVI

SANSKRITHI SCHOOL OF BUSINESS
Beedupalli Road
PUTTAPARTHI
PIN - 515 134
PRASANTHIGRAM

Business Model Canvas

Partners
Key Activities
Value Propositions
Customer Relationships
Customer Segments
Channels
Revenue Streams
Cost Structure

SUNYA TECHNOLOGIES
Save now, Invest for the future

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Certificate.



Mahatma Gandhi National Council of Rural Education

Department of Higher Education
Ministry of Education, Government of India

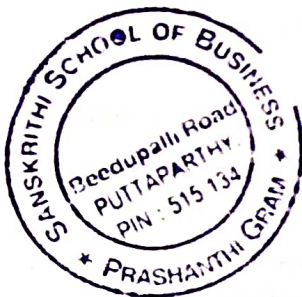
Certificate of Appreciation

This is to appreciate that **Ms. Prashanthi Ediga**, Associate professor, Sanskrithi school of business has facilitated for conducting One-Day Online Workshop on "Rural Entrepreneurship and Orientation of Business Plan Preparation", organised by Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India in collaboration with Sanskrithi school of business, Andhra Pradesh on 22/01/2021.



सत्यमेव जयते


M. Sai Kiran
Coordinator
MGNCRE



Dr. Bulekotevar

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2021-2022

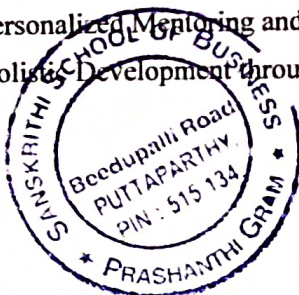
SAVYACHANI (MANAGEMENT TRAINEE) LAUNCH

Date	: 04-09-2021
Coordinator	: D.Pranavasree, Assistant Professor, Sanskrithi School of Business E. Prasanthi, Assistant Professor, Sanskrithi School of Business
Venue	: SSE Seminar Hall
Participants	: Sanskrithi School of Business II years
Guest	: Dr. Mahesh PavanSathavalli Program Manager at Mphasis, IIM Ahmedabad Alumnus, Speaker, Guest Faculty & Researcher

SGI initiated the SAVYASAACHIN Management Trainee concept to groom the students to be proactive and to train the students to be potential managers and empowered individuals. Selected students/ Sabyasachi's form the core team shouldering key responsibilities at the college who closely work with faculty in planning and organizing various events.

PROGRAM FEATURES:

- Hands-on exposure to the business environment.
- Access to Certified Training, Tools and Resources
- Development of Leadership skills
- Cross Function Exposure
- Personalized Mentoring and Career Mapping.
- Holistic Development through blended learning



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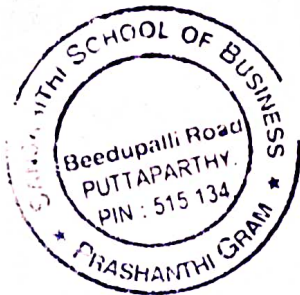
SELECTION PROCESS:

- ENROLLMENT
- FORMAL ASSESSMENT
- INTERVIEW
- PRESENTATION
- GROUPODISCUSSION
- IDENTITY
- BUDDY PROGRAM
- CERTIFICATION

Sessions Summary:-

As Sanskrithi group has finished a decade, took an initiation of launching SAVYASACHIN (The management trainee). Mr. Vijaya Bhaskarreddy (Chairman of Sanskrithi group), **Dr. Mahesh Pavan Sathavalli** (Chief Guest), Dr. Bala Koteswari (Dean of Sanskrithi group), Dr. Venkatesan (HOD of MBA) and all the department faculty have inaugurated SAVYASACHIN (The Management trainee). They have Unveiled broacher, distributed the certificates to already who are working as SAVYASACHIN and badges to the newly selected students for this program.

After Distributed Dean Bala Koteswari has explained about the program and what students will learn being an SAVYASACHIN and also about the entire program.

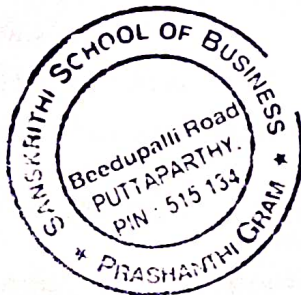
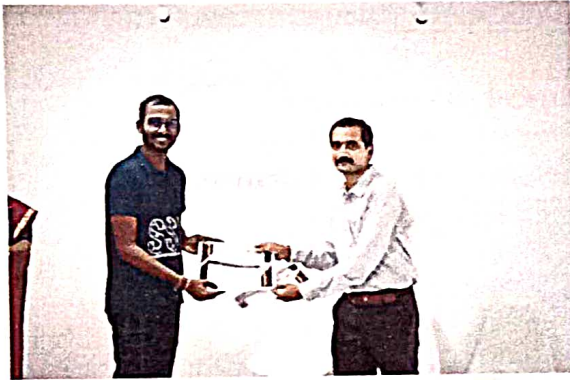


Dr. Bala Koteswari

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2021-2022

Report on Webinar:- "Courage and Resilience During Covid Challenge"



SANSKRITHI SCHOOL OF BUSINESS
IS ORGANIZING STUDENT DEVELOPMENT PROGRAM
ON
"COURAGE AND RESILIENCE DURING COVID CHALLENGE"
Resource Person



Ms. Sulekha Chandra,
Founder - Gyan Paradise, Emotional Intelligence Coach, Corporate Trainer, Research
Scholar, Co-Author, Editor, Speaker

Date: 26.05.21 Time: 11:00 AM to 12 Noon Webinar Platform: Zoom

Name of the Event: Guest Lecture (Webinar), Student Development Program

Title of the webinar: "Courage and Resilience During Covid Challenge"

Date of Event: 26.05.21 at 11:00 AM to 12:00 PM

Mode: Online

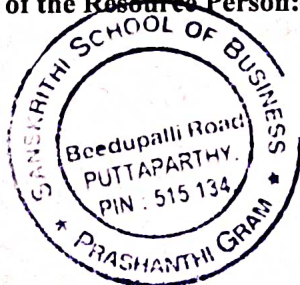
Platform: Zoom

Link: <https://us02web.zoom.us/j/83117452570?pwd=TllwR3JzY2ExSjRrRUJWaTB6Rzc5dz09>

Coordinator :- Dr. M. Balakoteswari.

Number of Participants :- 220 MBA students.

Name of the Resource Person:- Sulekha Chandra, Founder - Gyan Paradise



Dr. Balakoteswari
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Profile of the Resource Person:



trainingwithsulekha@gmail.com

<https://www.linkedin.com/in/sulekha-chandra-b419a615/>

<https://www.facebook.com/Sulekha-Chandra-1772115773081200>

<https://www.facebook.com/gyanparadise/>

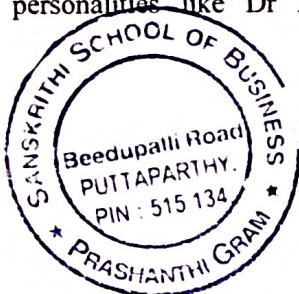
Brief profile detail:

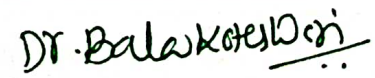
Sulekha Chandra Founder - Gyan Paradise

Mission: To create emotionally Intelligent organizations and individuals.

Positively impacted 17000 people

Award Winning Entrepreneur, Emotional Intelligence Coach, Corporate Trainer, Research Scholar (Emotional Intelligence in Entrepreneurship), Editor, Co-author, Speaker, Advisory Board member, Committee Member Forum of Emotional Intelligence Learning India, Advisory Board Member Amity International Journal of Organizational Happiness, Member Navi Mumbai Chambers of Commerce and Industries NMCBISr, Visiting Faculty Mass Communications Seam EduTilak Maharashtra University. Co-authored 6 books with Spark Publications launched by eminent personalities like Dr Kiran Bedi, Sri Sri Ravishankar, Chairperson Brain Behaviour Research




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Foundation of India and others. Co- authored book on leadership excellence slated for release in July 2021.

Paper - Role of neuroscience in professional success published in FEIL Compendium 2020, honoured by HBR, FEIL and IIPA

Paper- Business Competencies during COVID - Select Case Studies, Published by JJTU 2020

Paper - Neuro-Entrepreneurship - Select Case Studies in progress by FEIL

Awards and Recognitions:

Among more than a dozen awards and honours, most recent ones are:

Atma nirbhar Bharat Award by Indian Achievers Forum 2021- Woman Achiever

DNA FPH Winner in Life Award 2019 - Nominee

51 Most Influential Women in Mumbai - Brijbhoomi Foundation

Guest of Honour 2020 - NES Start-Up Fest, Ratnam College, Mumbai

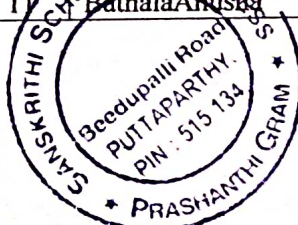
Theme of the Webinar:

COVID-19's rapid global spread has quickly surpassed the size and scope of other recent epidemics. The economic damage is already significant and far-reaching, in addition to the life-threatening human toll and the disruption of millions of people's lives. In the face of certain challenges and an unfamiliar set of risks, business leaders are worried about how their companies will be affected and what they must do next, whether it is to survive or to engage in overall organizational development activities without making changes.

List of students

Student Attendance: I Year MBA, Section A and B:

S.no	Name Of the Student	S.no	Name of the Student
1	A.E.Manjunath	1	A.Mahesh
2	A.Leelavathi	2	AvulaAruna
3	AlluriAkhileswari	3	B Manjunath
4	AvvaruVenkataSubhash	4	B Sairamanjineyulu
5	B.Aswini	5	B.Govardhan
6	B.Bhavana	6	B.Sreekanya
7	B.GnanaNetra	7	BadikappaGariKurubaLavanya
8	B.Lavanya	8	ChadiveRoja
9	B.Nandini	9	DasariYerriswamy
10	Babaf Boudien N	10	DerangulaKalyankumar
11	BathalaAnuska	11	DokkaGeetha



Dr. Balakrishnan

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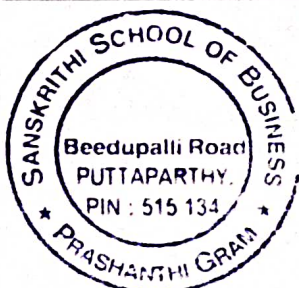
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12	BellamLokesh	12	G.SaiCharan
13	BogguJyothi	13	G.Sai Ganesh
14	C.Hema Kumar	14	GajulaSrilakshmi
15	ChillaraSireesha	15	GanneSravani

16	D.Sai Someswari	16	GoguMallikarjuna
17	D.Shabhana	17	JunjuSasikala
18	DasariSailakshmi	18	K DivyaSree
19	GaddalaAkhil	19	K.Kumaraswami
20	GanginepalliYugendra Reddy	20	K.S.SaiCharan
21	Gubbala Sri Harsha	21	K.Sireesha
22	GujjulaVinitha	22	KomalanuthalaNarasimhulu
23	Irfan	23	KumaraDevendra
24	J.Usha	24	L.Kishore
25	JambapuramAnusha	25	L.Saivikas
26	K.Naresh	26	M.MahherBasha
27	KatasaniThulasi	27	MallelaSreevani
28	Katika Poojabai	28	MankamuthakaTharakaram
29	KollaNarasannaGari Harish	29	MannalaKalyani
30	KorakalluLavanya	30	N.Pavan Kumar Achari
31	KummaraNareshBabu	31	PalagiriRamyasree
32	KummethaSudha Rani	32	PeddaiahgariManikanta
33	M.Poojitha	33	R Saiprasad
34	M.Saritha	34	R.K.Durga
35	MarineniChaithanya	35	RevuruSravya
36	MekalaMahaboobBasha	36	S Pruthvi Sai Narayana Reddy
37	NelluruSrinivasulu	37	Saritha Chari
38	P Nagaveena	38	SiddeHemavathi
39	P.G.Mounika	39	SreenivasulugariBhargav
40	P.Purushotham	40	SudhakarGariVandana
41	PappuruJaishnavi	41	SunnapurallaSreenivasulu
42	PulasaniSarathkumar Reddy	42	TellaAkhil
43	PulimeddalaGouspeera	43	ThadappagariKantharaju
44	S UmeraBanu	44	Thaseen
45	SeelamKasturi	45	Upendra
46	ShaikSamiulla	46	V Suresh
47	SomaguttaHarinath Reddy	47	VenkannagariGireesh Kumar
48	Syed Salma	48	Y.Arun Kumar
49	Tadimarriteja	49	Y.Dhanashekar Reddy
50	V Neelima	50	Y.Prashanth
51	VanarchuSainath	51	YalavarthyVani



Dr. Bala Koteswara

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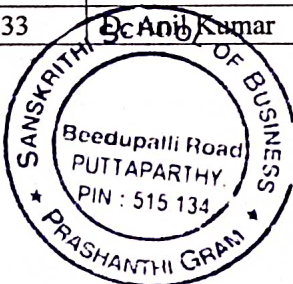
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Student Attendance II Year MBA:

S.NO.	STUDENT NAMES	S.NO.	STUDENT NAMES
1	B. Kavitha	60	B Praveen
2	A. Sai Pradeep	61	Charan Sai
3	C. Nanjappa	62	B Deepthi
4	Y.A. Chaithra	63	D SailaBhanu
5	C. Sireesha	64	K Pushpa
6	K. Priyanka	65	M Kalpana
7	D. Sowjanya	66	N SubashBabu
8	V. Naveen Kumar	67	T Venkata Raja Gopal Reddy
9	E. Mounika	68	Ramyasree
10	B. Rajeswari	69	A. Manikanta
11	G. Anitha	70	B Diwakar
12	G. Sai Bhargavi	71	D.KusumaKumari
13	K. Sreekanya	72	DevireddyGariRevathi
14	K. Swarnalatha	73	D. Imran
15	K. Usharani	74	Golla. Jagadeesh
16	K. Harish	75	J. Bharath Kumar
17	K. Mounika	76	PurrapagariNagendra
18	L. Lavanya	77	KanchireddyGariPavankumar
19	M. Pavithra	78	KasineniPravallika
20	M. Mallika	79	K.Nandini
21	Mamatha . K	80	KunchapuRamanjineyulu
22	Mandadi .Mounika	81	K. Gafoor
23	N. Poojitha	82	L.Neelima
24	P. Naresh	83	M.Yerriswamyreddy
25	P. Raviteja	84	Naveen Kumar N
26	R. Jyoshna	85	N.Keerthana
27	Shaik .Heena	86	OrvakantiPavan Kumar
28	T. Aswini	87	PjKiran
29	A. Sai Pradeep	88	P. Rajasekher Reddy
30	B. Praveena	89	P.Alikhan
31	BitanSaha	90	Punith Kumar R
32	D. Pavitra	91	T.Vinodh Kumar
33	S. Anil Kumar	92	V Ajay Kumar



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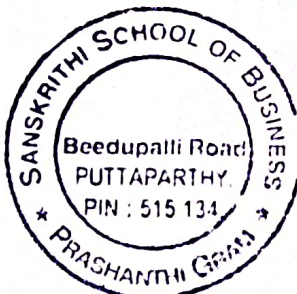
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34	E. Nagalakshmi	93	Hemanth Reddy
35	E. Jyothi	94	BabuChakala
36	G. Gireesh	95	B.Aravind
37	Garima Singh	96	C Naveen Kumar
38	G. Priyanka	97	C.Umesh Chandra
39	K. Sai Geetha	98	Jagadersh J.
40	M. Sai Spandana	99	Kashcharan
41	M. Sowjanya	100	K. Tarun Kumar
42	M. Sailaja	101	Kalle Naveen
43	M. Navyasree	102	K Gouthami
44	M. Sivanjineyulu	103	K.Bhargavi
45	P. Vennela	104	KommisettyBinduPriya
46	P. Gowthami	105	KondaboyanaManjunath
47	R. Padma	106	K. MahaboobBasha
48	R. Nagaramya	107	K. Balaji
49	S. Naga Sucharitha	108	Lingam Pavithra
50	Shaik .Gousia	109	Madas Krishna
51	Srinath Suresh	110	M.Kullayappa
52	T. Mamatha	111	N.Lavanya
53	Gharshitha	112	Sandeep P
54	Rajesh Yadav	113	P.Lahari
55	Sunithamma	114	R.Govardhan
56	K Ashok	115	ShaikIrshad
57	L Jyothsna	116	Syed Baba Fazal
58	Mohammad Yaseen	117	K.Sravani
59	Shireesha	118	S.Mythri

Takeaways by the students:

1. In a crisis, the most difficult things can be the most delicate. Resilient leaders are genuinely empathetic, trying to put themselves in the shoes of their employees, customers, and larger ecosystems.
2. Resilient leaders are capable at triage, able to stabilize their organizations in the face of a crisis while also identifying opportunities amongst all the difficult situations.



Dr. Balakrishna

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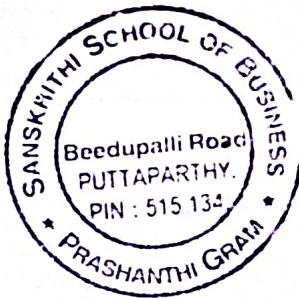
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3. Resilient leaders act decisively and bravely on incomplete information, knowing that expediency is critical.
4. Being open about current market realities and sourcing a diverse range of sources to meet organizational needs.
5. Resilient leaders keep their focus fixed on the horizon, anticipating the emergence of new business models and sparking the innovations that will define tomorrow.
6. Employee psychological stress was indeed a primary concern for more than half of government and public service organizations.
7. Assist talent and strategy in the development of various business models and the provision of solutions based on a set of strategies.
8. Maintain customer engagement during pandemics to improve customer relationship management.
9. Improve the organization's digital capabilities to gain a competitive advantage in the market.
10. Engaging business activities with a proper balanced Ecosystem.
11. Understanding the future of the scope of business models during pandemic times



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2021-2022

Report on Webinar "BOOTCAMP ON IBM SKILL BUILD"

Name of the Event: Guest Lecture (Webinar)

Title of the webinar: "BOOTCAMP ON IBM SKILL BUILD 2021"

Date of Event: 14.08.21

Mode: Online

Platform: Zoom

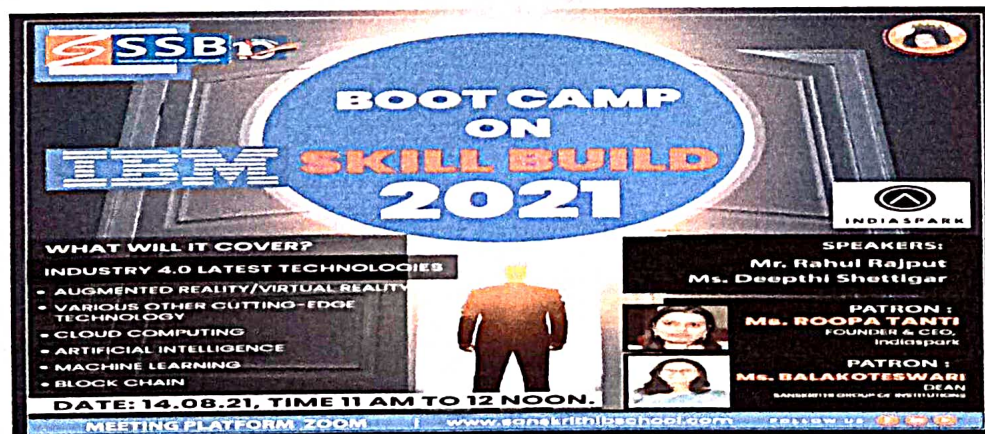
Link:

<https://us02web.zoom.us/j/87973916870?pwd=NWt1Qzg1OGdUQllyWFdzVF11MWtFUT09>

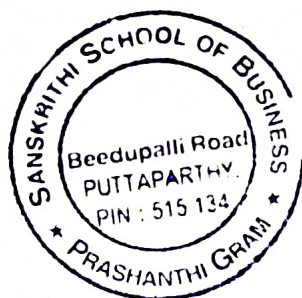
Coordinator: E. Prasanthi

Number of Participants: 86MBA students

Poster



Profile: Resource Person: ROOPA TANTI FOUNDER & CEO - INDIAS PARK



Dr. Balakoteswari

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GET IN CONTACT

Mobile: +91 9068248584

roopa@indiaspark.com

<https://www.linkedin.com/in/roopa-tanti-27795a63/>

INDIASPARK VENTURES, Quest Business Park, Techno polis, Golf Course
Road, Gurgaon -122002, Haryana.

PERSONAL PROFILE:

Seasoned Entrepreneur with close to 14 + years of experience of Incubating Start-ups like Campus Tantra, BollyMirchi and India Spark Accelerator which was in partnership with Silicon Valley of empowering budding early state Start-ups.

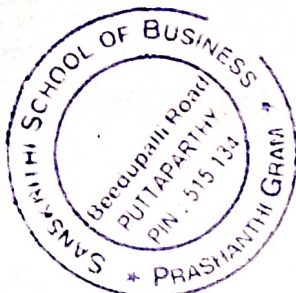
WORK EXPERIENCE:

FOUNDER & CEO

- INDIASPARK VENTURES | 2016 – Present.
- APPOYE: 2013-2016 (India's App Aggregators across Platforms.
- BollyMirchi: 2007- 2013 (India's leading Digital Movie Content Portal).

AREAS OF EXPERTIS

- Start-up Incubation
- Investments in Start-ups
- CXO Thought leadership forums.
- Diversity Chapters
- Technology Accelerators
- HR & Recruitment
- Career Coach
- Industry - Academic Interfaces



Dr. Bala Koteswari

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EDUCATION HISTORY

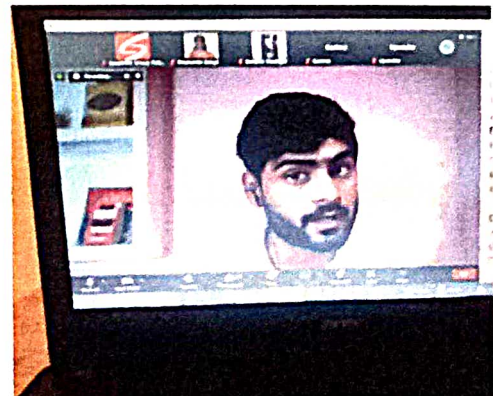
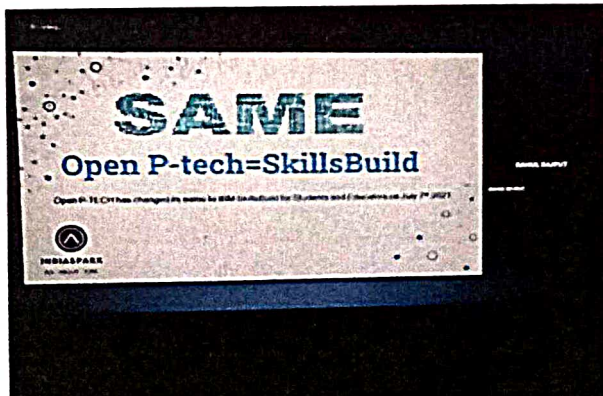
UNIVERSITY/ COLLEGES

- Bachelor of Science - Dayalbagh Educational Institute.
- Master of Philosophy (M.Phil) - Dayalbagh Educational Institute.
- Certificate Program in Quality Management- IIT Delhi.
- Executive Masters in Management- IIM Calcutta.

OTHER SKILLS

- Nurturing Start-ups.
- Skill Advisory.
- Entrepreneurship & Mentoring.
- Excellent problem solver.
- Policy Think Tank.
- Women Diversity Board Member.
- Advisory Education Councils.
- **OTHER POSISTION HELD**
- Member of Global Shaper - Women Diversity Forum
- Member of INDO- Japan TECH Accelerator
- Member of the App Society of Finland
- INDIA Chapter Head- WED (Women Entrepreneurship Development -USA)

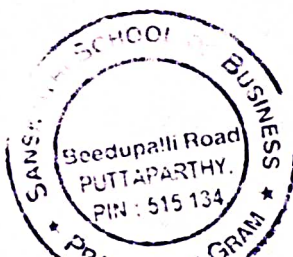
Photos:-



Dr. Bala Kotesu Rao

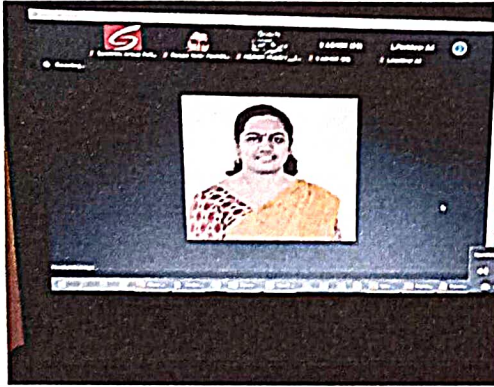
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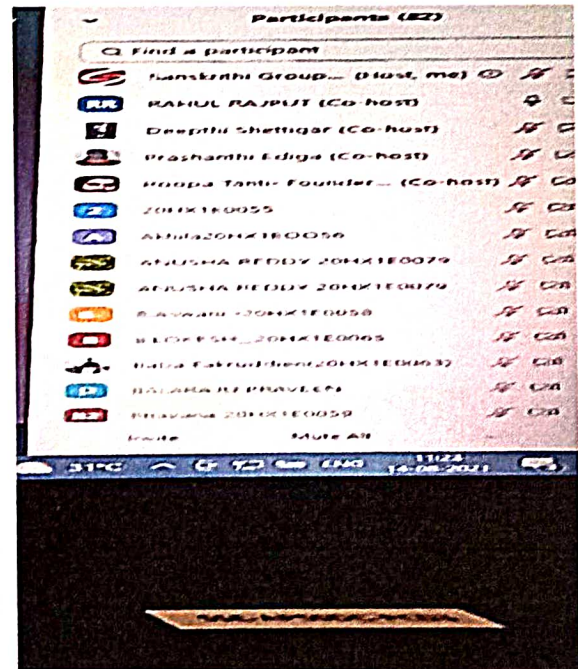
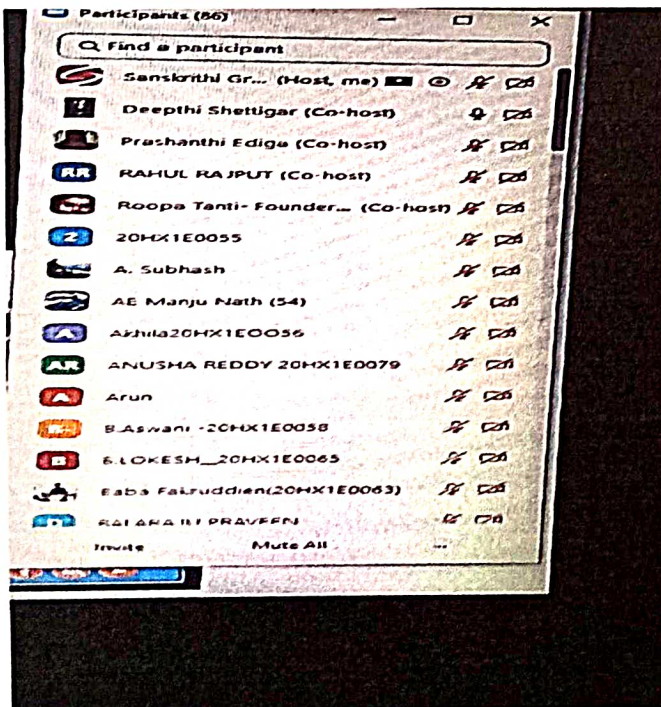


What makes it stand-out?

- Live Projects.
- Customized Activities.
- Customized Roadmaps.
- Channels like Career Spotlights, Career Planning, Career Vignettes etc.



Participant's details



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What is a Badge?



Digital badges are a validated indicator of accomplishment, skill, quality or interest that can be earned in various learning environments



You can share your badges with anyone you'd like, wherever you'd like.

- LinkedIn
- Facebook
- Twitter
- By email
- Embedded in a website



A viewer can click on your badge and will be taken back to Accredited to view all the details of your achievement.



Thanks

ANY QUESTIONS ?

Technical Lead
IBM Open P-TECH
You can find me at: LinkedIn
 Rahul Rajput

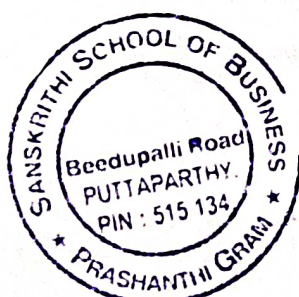


Claiming your hard-earned badge and showing off your accomplishments to the world is easy!



Takeaways for Students

- They have learned what IS IBM Open P-TECH platform.
- Learnt about what is Badge.
- They have learned How to enrol/register as students.
- They have learnt about How to complete their Digital Badge Course on Open P-TECH.
- Learnt where to share their badges with anyone.
- Learnt about what makes them to stand out.



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2019-2020

**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/1TTGI7L0OMk09Mlm4GnaR9cyoPRCmDn-D/view?usp=sharing>.

Coordinators: E.Prashanthi, Asst Prof, SSB

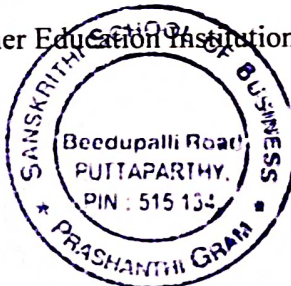
Participants: Upendra&Hema Kumar

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.



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Schedule of Rural Entrepreneurship Business Plan Implementation Competitions 13th to 15th March 2019:

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

STUDENTS PARTICIPATED IN BUSINESS PLAN:

K. UPENDRA: RAVALADDU AND NIPPATTU MASALA BUSINESS

C.HEMAKUMAR: NATURAL POT AC BUSINESS

Certificate



सत्यमेव जयते

MGNCRE/REDC/AIP/025

Certificate



Where there is Rural Wellbeing
there is Universal Prosperity

This is to recognise Sanskrithi School of Business, Anantapur, Andhra Pradesh as a Member of National Rural Entrepreneurship Mission. The Institution has constituted Rural Entrepreneurship Development Cell in their campus. This Institution has formed a Team consisting of Student Development Officers for handling 1.Placement and Internship 2.Personality 3.Technology 4.Entrepreneurship and 5.Rural Engagement with the Mission of inculcating entrepreneurship among students.


Dr. W G Prasanna Kumar
Chairman




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2019-2020

AARAMBH - THE ENTREPRENEURSHIP CELL

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

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

Date: 05/09/2019(Saturday)

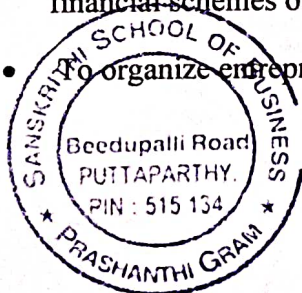
The Entrepreneurship Cell is dedicated to encouraging, promoting and facilitating entrepreneurial activities among MBA students.

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.
- 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.



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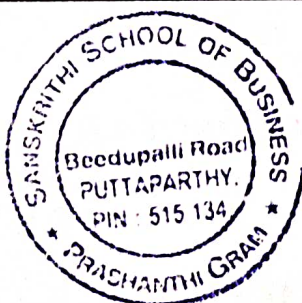
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- To create awareness among students on industrial business and on the availability of financial assistance enabling them to start their own industrial ventures.
- To arrange visits to Small Scale Industries

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
ACTION PLAN	Prepare students for the resource-intensive realities of their entrepreneurship journey
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



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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

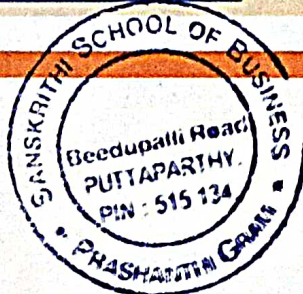
French Teacher

and Shri Srikanth sir



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



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AARAMBH 2018

Budding Entrepreneurs Carnival on 26th & 27 October, 2018

Event Report

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

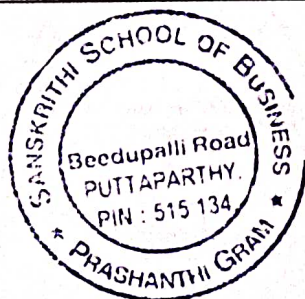
Name of the External Coordinator : Dr. K. RAJENDRA PRASAD

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		Games Zone (I Sem MBA) 1. K.L.Balakrishna 2. Nandakumar Reddy 3. M.Shiva Kumar 4. M. Maheswara Reddy
Runners		Spice Touch (I Sem MBA) 1. E. Rafi 2. S. Noor Mahammad 3. G. Rakesh 4. S. Srinivasulu Reddy



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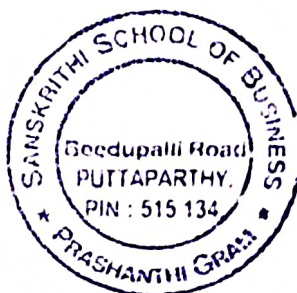
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Events Scheduled:-

Pictures of the Event - ENSPIRIT.



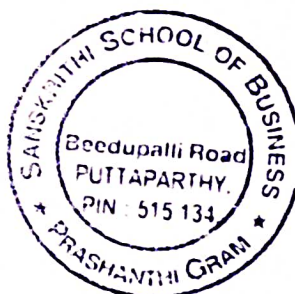
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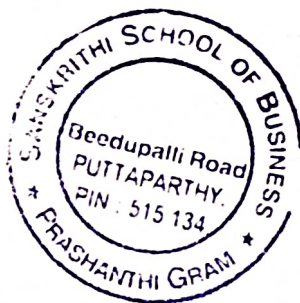
Dr. Balakrishna

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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

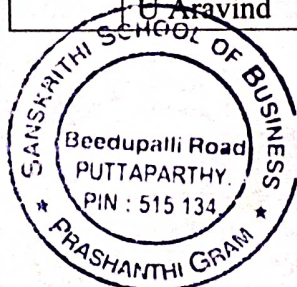
Sl.No	Name of the Participants	Team Number
1	Sai Chandra Raju	Team 1
	Jagadeesh Reddy	
	Devaraju	
2	G Sreenivasulu	Team 2
	D Ree Kumar	
	Aravind	
3	P Nirmala	Team 3
4	M Sravani	Team 4
	V Uma Devi	
	S Yasmin	
5	B Devaraju	Team 5
	U Aravind	

Winner

Ms. P Nirmala
(TadipatriMunicipal Corporation)

Runner

Ms.
MeenaMadhuri&
Team
(Waste Paper – Usage and Sales –



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6	L Mounika	Team 6
	R Dhanalakshmi	
7	Bharath Kumar	Team 7
	MeenaMadhuri	

EVENT: BUSINESS PROPOSALS PARTICIPANT DETAILS

Summary

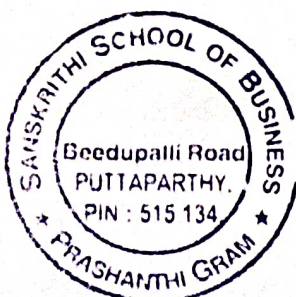
A business plan is an ABSOLUTE MUST to access funding and to make sure your business will succeed.

- 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.

List of Students Participated

Sl.No	Name of the Participants	Team Number
1	D. Kavya	Team 1
	M.Vahida Begum	
	L.Yashodha	
2	M. SowmyaLikhitha	Team 2
	Shashavali	
	Y.M.Revanth	
3	N. Thippesh	Team 3
4	K.Sainath	Team 4
	T.Srinivasulu	



Dr. Balakrishna

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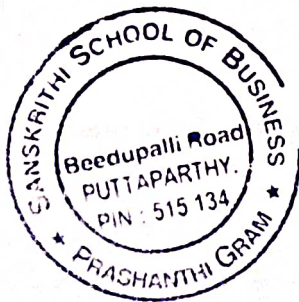
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	V. Vijaykumar	
5	K. Joshna	Team 5
	S.M. ZEELAN BASHA	
6	P. BADRINNATH	Team 6
	T. ANAND	
	MOHAMMED SOHAIL	Team 7

Internal Coordinators: Dr. A. Srinivasan

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



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AARAMBH 2K18

EVENT: SUCCESSFUL STORIES PARTICIPANT 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. Kameshwararao

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

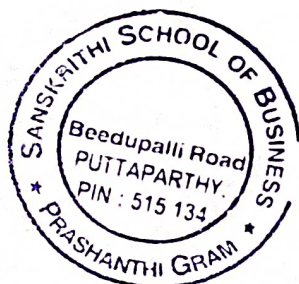
List of Students Participated

Sl.No	Name of the Participants	Team Number
	G. Noor Mohammad	Team 1
	N. Veda Sree	
	ManeeshaHeena	
2	Harinath Reddy	Team 2
	Chalapathi. K	
	RubiyaBanu	
3	N. Naveen Kumar	Team 3
4	Yavanaki	Team 4
	Sravani	
	Suresh	
5	L. Narasimha Reddy	Team 5
	Sainath	

Winner -1

Ms.ShagupthaParveen
(5G consumer
Story]

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



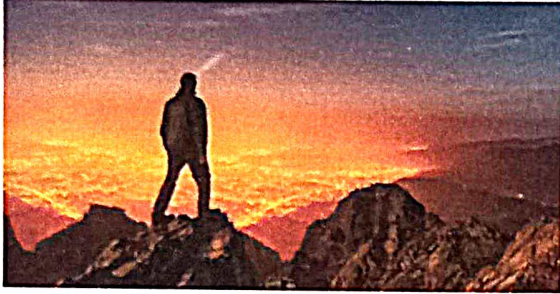
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We heard that IoT will perform the key role in future technological revolution. There is lot buzz around IoT. Tech savvy consumers and Industrialists across the world are eager to know what's the next big change that world will witness. They are more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

Works and its various use cases. So let me walk you through the nuances of IoT from scratch.

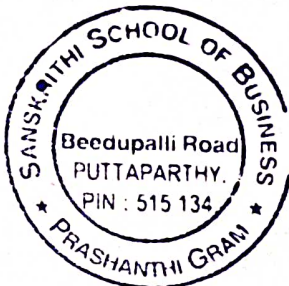
IoT means an ability of network gadgets to sense and gather data from the world around us and then share that data over the internet where it can be processed and utilized for various interesting purposes. Unlike the Internet the IoT devices will create information based on behavior and analyse it to 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.

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.



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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.

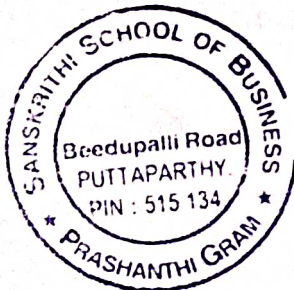
3. Fleet Management: Fleet management have a big benefit after using IoT. Just because of IoT fleet management becomes more sophisticated and powerful. Fleet Managers can plan their loading and unloading timings in specific manner. It can also be helpful in Trip Analytic and Intelligent Routing.

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



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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

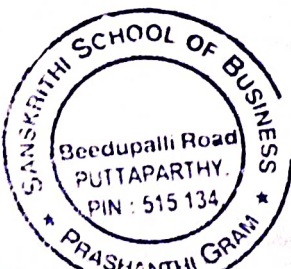
External Coordinator: Dr.T. Venkatesan and Mr. Ramakrishna

List of Students Participated

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

Winner

Mr.M.HAREESH[Socia
l entrepreneurship]




PRINCIPAL

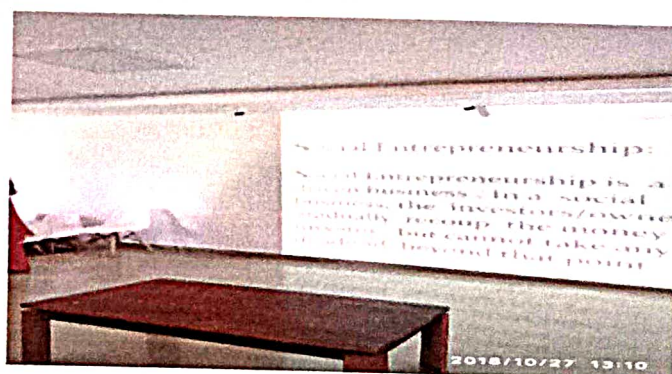
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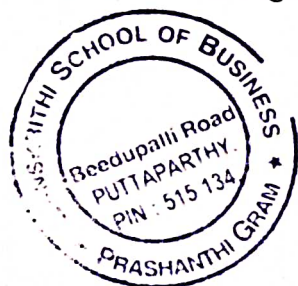
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	K.C.VARSHALEKHA	
	K.POOJITHA	
3	B.BABU	Team 3
4	S.PAVANKUMAR	Team 4
	P.SREENATH	
	P.VIJAYBHASKAR	
5	M.HAREESH	Team 5
	V.MANJUNATH	

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. Entrepreneurs to reach a large number of people who are not geographically close yet who



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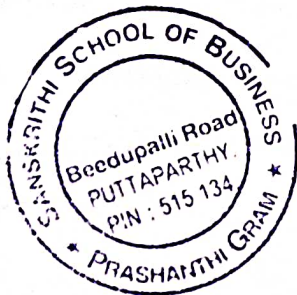
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share the same goals and encourage them to collaborate online, learn about the issues, disseminate information about the group's events and activities, and raise funds through crowd funding.

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.



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2017-18

ENTREPRENEURSHIP CELL

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

Students Coordinators: Sucharitha, D.SaiGeetha, Harish, Ajay Kumar

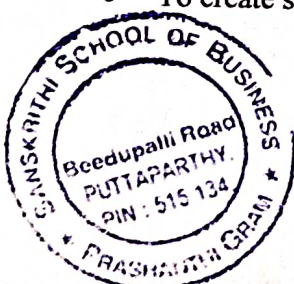


The Entrepreneurship Cell is dedicated to encouraging, promoting and facilitating entrepreneurial activities among MBA students. The E-Cell's primary activities involve assisting in the establishment of post-graduation entrepreneurial careers and linking E-Cell activities to entrepreneurial networking 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 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.
- To create self - employment awareness.



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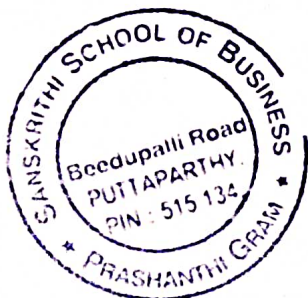
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- To motivate students to make their own career path and create awareness of self - financial schemes of various agencies.
- To organize entrepreneurship development programs.
- To create awareness among students on industrial business and on the availability 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-e 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.



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