

**NATIONAL LEVEL ONE WEEK ONLINE ISTE-STTP on “ENTREPRENEURSHIP,  
INNOVATION AND INCUBATION” HELD ON 05<sup>th</sup> – 10<sup>th</sup> OCTOBER 2020**

**REPORT**

The Nalla Narasimha Reddy Education Society's Group of Institutions has conducted 6 days online Short term training program on “Entrepreneurship, Innovation and Incubation” in the institution from 5<sup>th</sup> October to 10<sup>th</sup> October 2020. The program was conducted with ISTE approved and in association with Atal Incubation Centre, Sri Krishna Devaraya University, Anantapur, Andhra Pradesh. Dr. C.V. Krishna Reddy Director of NNRG, Programme Co-ordinators Dr. G. Janardhana Raju, Dean, School of Engineering, and Dr. T. Ravindra Reddy, Dean, School of Management Sciences were participated in the sessions.

Dr. S. Venkataramanaiah, Professor, Indian Institute of Management (IIM), Lucknow was the Chief Guest and Prof. K. Nagabhushan Raju, Founder Director, Atal Incubation center, S.K. University Anantapur was the Guest of Honor for the program. The Chief Guest Dr. Venkataramanaiah has inaugurated the session at 9.45 A.M. on 5<sup>th</sup> October and conveyed a message that for making an entrepreneur the role of the academic institutions and teachers in entrepreneurship development. He also said that education beyond the campus for the students is very important and mere class room teaching would not sufficient to direct a student towards entrepreneurship. He emphatically said that the role of a perfect teacher is not just class room teaching but education beyond the campus is very important which would mould the student to chose better startups. He said that the Institutions should also focus on creating an atmosphere for the students to focus on entrepreneurships. He cited an example of an innovative idea of a teacher in Jharkhand who has introduced paper boards which would be attached to the walls to facilitate the students to maintain social distance during the present pandemic situation of COVID-19. He said that there are lot of innovations and creativities but these to be protected, importance of IPR as to protect our innovations, consumer empowerment, data driven analytics, e-business, health and safety importance of cost, quality, delivery; need based business innovation, supply chain innovation etc. Prof. K. Nagabhushan Raju, Guest of Honor has conveyed his message about the importance of parents and teachers to equip and train the students towards entrepreneurships. He said that teachers should think in a different way to create an innovative idea among the students. For this, Information Technology, Research, social innovations, entrepreneurships in rural areas etc. are very important and we should go to the rural areas and study the basic problems which are being faced by the rural people for establishing a start up and address the students as to how to overcome the situations prevailing in the rural areas.

Dr. M. Shiva Kiran, Manager, Atal Incubation Centre, SK University, Anantapur discussed about the role of Incubation in Entrepreneurship and Innovation. Dr. Vasudeva Reddy, Director, Green Power Technologies, Hyderabad has discussed about the Performance Management in SMEs – Implications to Indian Manufacturing Entrepreneurs. Prof. Suresh Kumar Dhameja, Entrepreneurship development & Industrial Co-ordination Department, NITTTR, Chandigarh has started the session on 7<sup>th</sup> October and shared his views about the Blue Ocean Strategy for Entrepreneurship, Innovation and Incubation. Sri. M. Narasimha Reddy, Vice President, SR Group of Companies, Hyderabad shared his views on Managing Funds and Regulatory compliances. Prof. A.R. Aryasri, Former Director, School of Management , JNTUH, Hyderabad, has delivered his speech on New Education Policy and its Impact on Entrepreneurship and Innovation. There was a panel discussion session on “Role of Entrepreneurship, innovation and incubation for Aatmanirbhar Bharat’ in the afternoon participated by 4 members. Dr.G.Janardana Raju is acted as mediator in the panel. They discussed about what are the schemes in MSME and how they are encouraging MSMEs with their efforts and their problems and success in their journey in developing entrepreneurships. In this regard, Mrs. Jaya Goal, Chairperson, women Entrepreneur cell, IamSME of India, Ex member BOG, IIM, Jammu has informed that some of the schemes introduced by the Government are lapsing as the concepts are not reaching the entrepreneurs perfectly. So while designing the schemes the government should also consult the prospective entrepreneurs. Mrs. Meera Shenoy, founder CEO, Youth4jobs, Mr. Suman Naredla, Director NEST for Entrepreneurship in Science and Technology, SR University, Warangal Mr. M.V. Sudhir Kumar Asst. Director of MSME shared their views. Mrs. Kavitha Rajesh, Vice President, HMA, discussed about the Decoding women entrepreneurship. Mr. Narra Ravi Kumar, Padma Sri Awardees, national working president DICCI narrated on Strategies for Growth of MSMEs. He said Indian social system is important to understand entrepreneurships in India. In the valedictory session on 6<sup>th</sup> October Dr. A.V.S.S. Kumara Swamy Gupta, Professor & Head, Department of Mechanical Engineering, JNTUH, Hyderabad, ISTE Secretary, Telangana Chapter spoke about the requirements for entrepreneurs in post covid-19. Prof. M.L. Sai Kumar, former Dean-Academic, Institute of Public Enterprises (IPE) Hyderabad addressed all the participants and the inputs given by all the resource persons must be focused on the real development and encouragement towards the improvement of skills in the areas of entrepreneurships. The session concluded with a vote of thanks by the Coordinator Dr. T. Ravindra Reddy and ended by 1:20PM. There are around 51 ISTE member participants with background of teaching; industry and business from different states in India were participated with a daily attendance of 75 percent. In each session the feedback is collected about resource person’s presentation the effect of their presentation. The test was conducted with objective multiple choice model through online and the final reports are concluded on the basis of feedback and test results. All the participants expressed their higher level of satisfaction on the overall programme.

**Dr.G.Janardhana Raju**  
**Course Coordinator**

**2. Dr. T.Ravindra Reddy**  
**Course Coordinator**