

SRI A.S.N.M.GOVERNMENT COLLEGE (A)

Palakol , West Godavari District, Andhra Pradesh- 534260

Affiliated to Adikavi Nannaya University , Rajamahendravaram

(NAAC Re-accredited with 'B+Grade at 2.67 CGPA

Department of Commerce, IQAC & IIC

National Webinar on Entrepreneurship Development

28-11-2024

ACTIVITIES FOR THE YEAR 2024-25

S.No	1
Name of the activity	Entrepreneurship Development
Date of conducting the activity	28-11-2024
Organised by Dept./Committee	Department of Commerce, IQAC and IIC
Objective or nature of the activity curricular/Extension to community	The webinar aimed to foster entrepreneurial spirit and provide insights into effective business planning, sustainable entrepreneurship, and their significance in the modern economic landscape.
Level of the activity College/Mandal/district/university	National Level
Name of the Resource Person	1. Professor N. Udhaya Bhaskar, Department of Commerce & management Studies, AKNU Topic: Entrepreneurship and Business Planning 2. Professor P. Uma Maheshwari Devi, Department of Commerce & Management Studies, AKNU Topic: Ecopreneurship and Sustainable Development
No. Of Participants	310
Skills achieved	The sessions equipped participants with essential skills for starting and running successful businesses.
Values achieved	Entrepreneurship development is not just about starting a business; it is about creating value, fostering innovation, and contributing to economic and social growth. As entrepreneurs develop their skills and businesses, they achieve a range of important values that have far-reaching benefits for both themselves and society.

Brief Report

National Webinar on Entrepreneurship Development Organized by The Department of Commerce and IQAC as part of the Institutional Innovation Council (IIC) activity of Sri A.S.N.M. Government Degree College (Autonomous), Palakol. In Collaboration With the Department of Commerce and Management Studies, Adikavi Nannaya University, Rajamahendravaram.

Venue: Online Platform

Resource Persons:

1. Professor N. Udhaya Bhaskar, Department of Commerce & management Studies,AKNU

Topic: Entrepreneurship and Business Planning

2. Professor P. Uma Maheshwari Devi, Department of Commerce & management Studies,AKNU

Topic: Ecopreneurship and Sustainable Development

Program Overview:

The Department of Commerce and IQAC at Sri A.S.N.M Government Degree College (Autonomous), Palakol, in collaboration with the Department of Commerce and Management Studies, Adhi kavi Nannaya University, Rajamahendravaram, successfully organized a national webinar on Entrepreneurship Development on 28-11-2024. The webinar aimed to inspire and educate participants on the intricacies of entrepreneurship and sustainable business practices.

Inauguration : The webinar was inaugurated by Dr. T. Raja Rajeswari, Principal of the college, who delivered the presidential remarks.

Expert Sessions:

Professor N. Udhaya Bhaskar It's a pleasure to be here with all of you today, discussing a subject that is not only exciting but also incredibly important in today's fast-paced world - **Entrepreneurship and Business Planning**. As we gather here, it's important to understand that entrepreneurship is not just about starting a business. It is about recognizing opportunities, solving problems, and creating value for others. Entrepreneurs are the driving force behind innovation, job creation, and economic growth. They are visionaries who see what others may not and have the courage to pursue their ideas despite the risks involved.

Professor P. Uma Maheshwari Devi shed light on ecopreneurship and sustainable development, emphasizing the importance of environmentally friendly business practices and social responsibility. Now, let's explore the connection between **Entrepreneurship and Business Planning**. Sustainable development is a concept that seeks to meet the needs of the present without compromising the ability of future generations to meet their own needs. It is centered around three core pillars: **economic growth**, **social inclusion**, and **environmental protection**.

Interactive Session: The webinar included an interactive session where participants had the opportunity to ask questions and engage with the resource persons.

Vote of Thanks: The webinar concluded with remarks by Mr. K. Badrachalam, IQAC Coordinator and IIC Vice President. He summarized the key takeaways from both sessions and encouraged participants to apply the insights gained in real-world scenarios.

Outcomes:

The webinar was a resounding success, achieving the following objectives:

- * **Knowledge Enhancement:** Participants gained valuable insights into the theoretical and practical aspects of entrepreneurship and sustainable business practices.
- * **Skill Development:** The sessions equipped participants with essential skills for starting and running successful businesses.
- * **Inspiration:** The expert talks inspired participants to pursue entrepreneurial ventures and contribute to societal and environmental well-being.

Conclusion:

The national webinar on Entrepreneurship Development was a significant step towards fostering entrepreneurial spirit and promoting sustainable business practices. The event provided a platform for knowledge sharing, skill development, and networking, empowering participants to become future entrepreneurs and leaders.

National Webinar Brochure

SRI A.S.N.M. GOVERNMENT COLLEGE (AUTONOMOUS)



(NAAC Re-accredited With 'B+' Grade at 2.67 C.G.P.A)

Palakol, West Godavari District - 534 260.

Website: sriasnmgcdpalakol.ac.in



NATIONAL WEBINAR

ON

ENTREPRENEURSHIP DEVELOPMENT

TOPICS :- 1. ENTREPRENEURSHIP AND BUSINESS PLANNING
2. ECOPRENEURSHIP AND SUSTAINABLE DEVELOPMENT

DATE:- 28-11-2024, Time:- 10.30 AM to 1.00 PM



CHEIF GUEST
Dr. Narayana Bharath Gupta
Director, APCCE,
Mangalagiri, Guntur



CHEIF PATRON
Ch. Krishna
Joint Director, APCCE,
Mangalagiri, Guntur



PATRON
Dr. S. Sobharani
RJDCE, Zone-I & II
Rajamahendravaram



PRESIDENT
Dr. T. Raja Rajeswari
Principal
Sri A.S.N.M. Govt. College (A), Palakol



RESOURCE PERSON
Dr. N. Udaya Bhasker,
Professor, Head & Chairman of BOS,
Department of Commerce and Management studies
Adikavi Nannaya University
Rajamahendravaram



RESOURCE PERSON
Dr. P. Uma Maheswari Devi
Professor,
Department of Commerce and Management studies
Adikavi Nannaya University
Rajamahendravaram

Organising Committee:

1. Sri T Krishna, Lecturer in Political Science, IIC President .
2. Sri K Bhadrachalam, Lecturer in Computer Science IIC Vice President
3. Dr M Ramakrishna, Lecturer in Zoology, IIC Convenor
4. Dr V D V V Lakshmi, Lecturer in Economics, Entrepreneurship Development cell Co-ordinator
5. Ch. Ravikumar, Lecturer in Computer Applications, IIC Member
6. M L D Sireesha, JKC FTM, IIC Member

Organised by :

Department of Commerce, IQAC & IIC

Sri A.S.N.M Govt.College(A),Palakol

E-Certificate will be given to all participants who attend the webinar

Registration Link: <https://forms.gle/RgLJM81RkpJGjduMA>

Whatsapp Link: <https://chat.whatsapp.com/IV8YmPYVujIH6qbnAaaOkV>

BRIEF RESUME



Pro.N.Udaya Bhaskar

Department of Commerce and Management Studies
Adikavi Nannaya University
Rajamahendravaram

Prof. N Udaya Bhaskar is a Senior Faculty Member and is currently the Head and Chairman Board of Studies for the Department of Management Studies, Adikavi Nannaya University, Rajamahendravaram, India.

His doctoral dissertation was in the area of retail service quality, he completed M.Phil., and M.B.A. in Marketing Management. He has 3 years of Industrial and 23 years of academic experience. He has published 48 papers/articles in national and international journals and international conference proceedings publications. He visited USA and Malaysia to present his research findings. His current areas of research interest include service quality, customer satisfaction, customer loyalty and retailing.

He organized 5 National Workshops and 6 National seminars and one International Seminar. He completed one Research project titled "Socio Economic Status of Handloom Weavers in East Godavari District. He also completed two research projects titled "Evolution of Service Quality in Secondary Education-A Study of Select Schools with reference to South India". And Assessment of Service Quality in Higher Education a Case of Select Universities in India".

Currently he is working on a ICSSR sponsored project titled " Effect of Ecopreneurship on Environment Protection and Sustainable Development- A Study of Small and Micro Enterprises with references to South India"

Besides to 23 years of teaching experience. He had 3 years of industrial experience in the area of logistics management, Marketing of financial services and business development. He was also a BRITISHCOUNCIL certified Master Trainer in Communication Skills. He served as an executive trainee for GATILTD at Hyderabad.

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nub.cms@aknu.edu.in

PhNO: 9490450510

: 9182301625

PROFORMA FOR TEACHING STAFF PROFILE



1. Name : P. Uma Maheswari Devi
2. Designation : Assistant Professor
3. Department : Department of Management Studies
4. Date of Birth : 04-01-0979
5. Date of Joining ANUR Service : 21-05-2007
6. Residential Address: 59-7-4/1, P&T Colony, Rajahmundry
7. Phone/Mobile No's : RES:9908727913
8. Mail ID : umdevi_4@yahoo.com
9. Blood Group : B Negative
10. Qualifications : M.B.A, M.Phil., Ph.D.
11. Experience:
a) Teaching : 8 years 11 months (as on 21-04-16)
b) R & D : --
c) Industrial : --
12. Field of Specialization : Marketing
13. Subjects of Interest (teaching) : Marketing Management ,Strategic Management, Organisational Behaviour, Principles of Management, Managerial Communication, Services Marketing, Advertising Management
14. No of Scholars : --
a) Awarded with PhD : --
b) Working for PhD : --
15. No of PG Projects : 50 (approx.)
16. Awards Received :
17. Titles of Books authored :
18. Membership of Professional Bodies : nil
19. Member Curriculum Development : BoS member for some affiliated Autonomous U.G. Colleges
20. Any Other Distinctions : Qualified in NET

21. No of Events Organized

(Conferences/Seminars/Workshops etc) : 6

22. Publications

I. Journals

a) National : 2

b) International : 7

II. Conferences

a) National : 6

b) International : 7

23. Course/Conferences attended

a) Refresher Courses : 1

b) Orientation Courses : 1

c) Conferences/Seminars /Workshops : 12

24. R&D Projects : 1

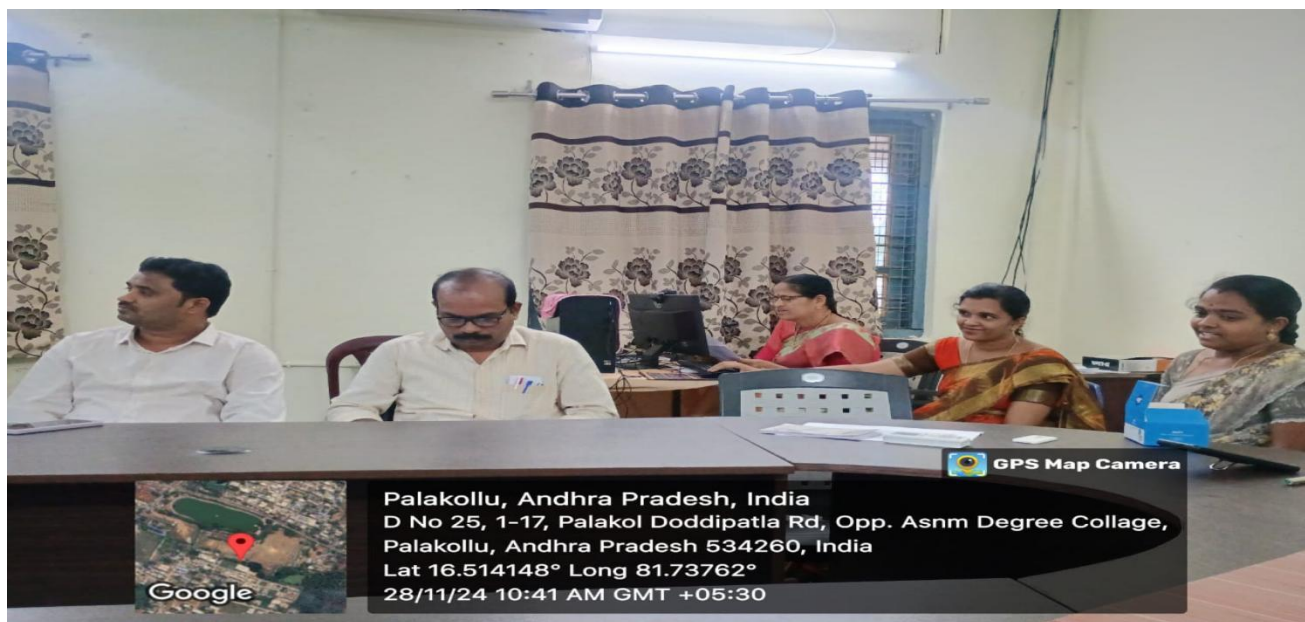
25. Countries Visited on Academic Activity : U.S.A and Singapore.



National Webinar on Entrepreneurship Development Organised by the Department of Commerce, IQAC & IIC Sri A.S.N.M. Government College (A), Palakol held on 28th November 2024



Message By Sri T.Krishna, IIC President, Sri A.S.N.M. Govt. College (A) Palakol

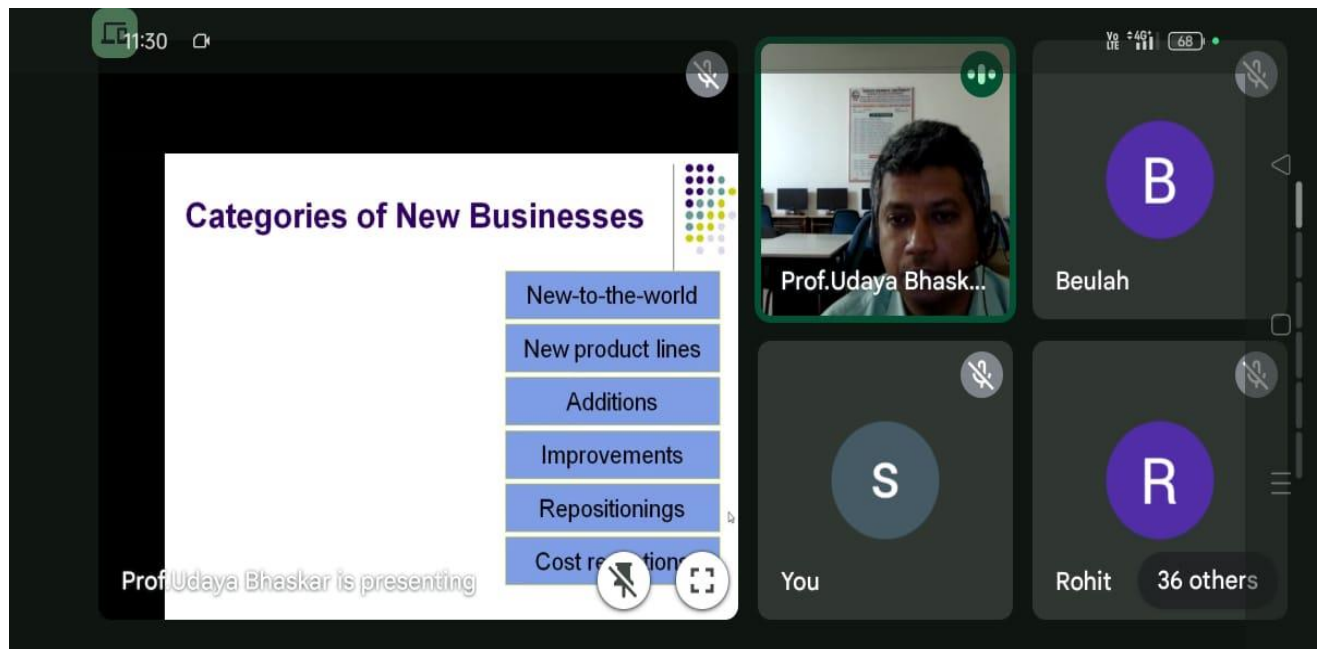


Message By Dr.T.Raja Rajeswari, Principal, Sri A.S.N.M. Govt. College (A) Palakol.



Miss .P.Durgeswari, Lecturer In Commerce,

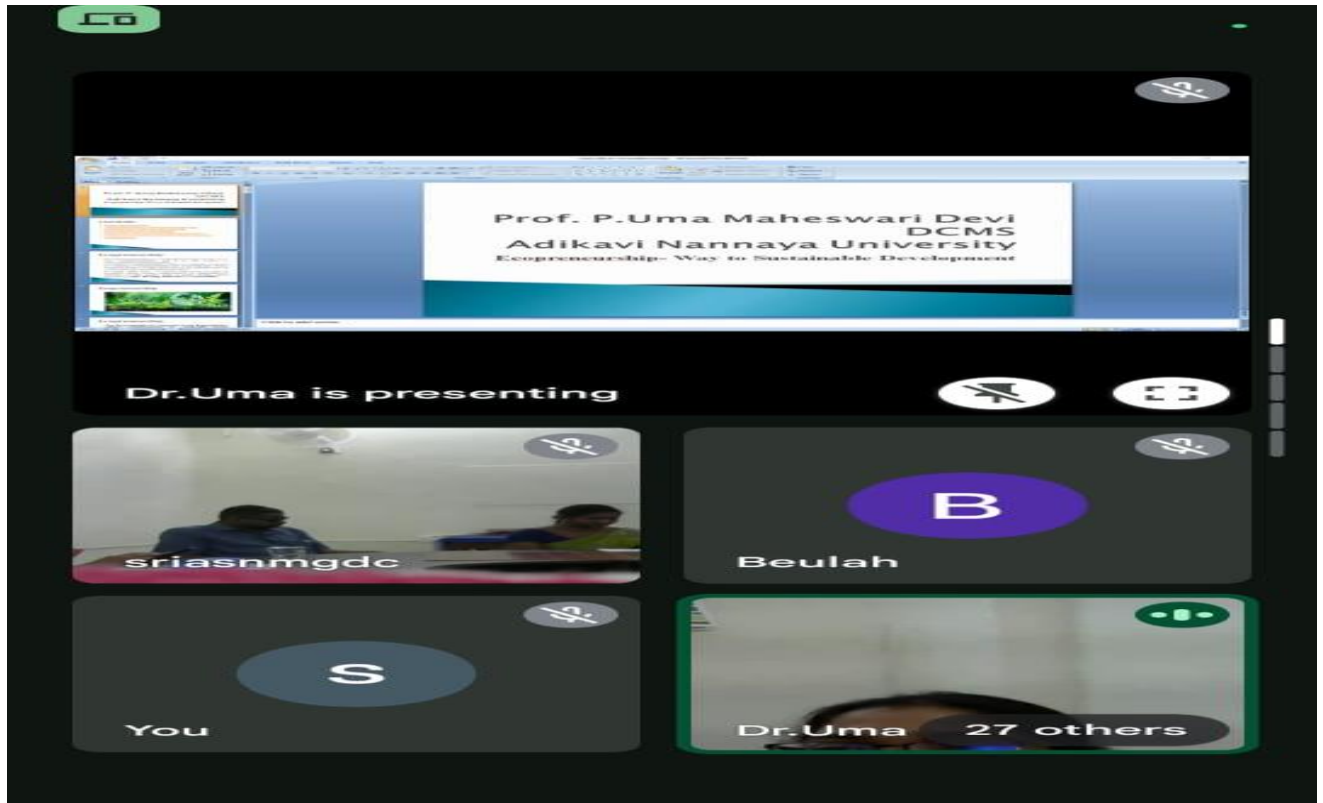
Introducing Resource Person Prof.N.Udaya Bhaskar sir



Session – I: Entrepreneurship and Business Planning by Prof.N.Udaya Bhaskar, Department of Commerce and Management Studies , Adikavi Nannaya University, Rajamahendravaram



Mr D.Manamadha Rao, Lecturer In Commerce, Introducing Resource Person Prof.P.Uma Maheswari Devi



**Session – II : Ecopreneurship and Sustainable Development by Prof.P.Uma Maheswari Devi,
Department of Commerce and Management Studies , Adikavi Nannaya University,
Rajamahendravaram**



Participated Staff and Students



Vote of Thanks By Sri K.Bhadrachalam, IIC Vice President , Sri A.S.N.M. Govt. College (A) Palakol.



Certificates

సాక్షి

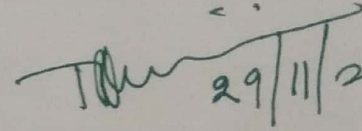
ఏఎస్ఎన్ఎం కళాశాలలో అభివృద్ధిపై జాతీయ సదస్సు

పాలకొల్లు సెంట్రల్: ఎంటర్ ప్రెన్యూర్షిప్, బిజినెస్ డెవలప్ మెంట్ అనేది ఒక విజయవంతమైన వ్యాపారాన్ని ప్రారంభించడానికి, అభివృద్ధిచేయడానికి, వ్యాపార వెంచర్ ను స్థాపించడానికి, వనరులు నిర్వహించడానికి ఉపయోగపడుతుందని రిసోర్స్ పర్సన్ ప్రొఫెసర్ ఎన్ ఉదయభాస్కర్ అన్నారు. స్థానిక అద్దేపల్లి సత్యనారాయణమూర్తి కళాశాలలో వాణిజ్య విభాగం, ఐక్యాఎస్సీ ఆధ్వర్యంలో ఇన్సి

ట్యూషన్ ఇన్స్టిట్యూట్ కాన్ఫరెన్స్ భాగంగా వ్యవస్థాపకత అభివృద్ధిపై జాతీయ సదస్సు నిర్వహించారు. కార్యక్రమంలో కళాశాల ప్రిన్సిపాల్ డాక్టర్ టి.రాజరాజేశ్వరి, నన్నయ్య యూనివర్సిటీ ప్రొఫెసర్ పి.ఉమామహేశ్వరి దేవి, వైస్ ప్రిన్సిపాల్ టి.కృష్ణ, ఐఐసీ ప్రెసిడెంట్ కె.భద్రాచలం, వైస్ ప్రెసిడెంట్, వాణిజ్య అధ్యాపకురాలు పి.దుర్గేశ్వరి తదితరులు పాల్గొన్నారు.

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Source : <https://epaper.sakshi.com/>

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