



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (Autonomous)  
Autonomous and Affiliated to JNTUK, Kakinada & Approved by AICTE New Delhi  
NAAC Accredited with "A" grade, Accredited by NBA, Certified by ISO 9001:2015  
L.B.Reddy Nagar, Mylavaram-521230, Krishna District, Andhra Pradesh  
CENTRE FOR INNOVATION, INCUBATION AND ENTREPRENEURSHIP



**Title: "The programme "Grassroots creativity and entrepreneurial opportunities"**

Date: 11-07-2019

Sponsored by : LBRCE

Resource Person: **BRIGADIER. M. GANESHAM**

Total No. Of participants; 340

Target Audience: B.Tech Students & MBA Students

Objective of the Event: Innovative agriculture tools.

**Outcome of the Event:** Students realised the innovation in the Agriculture.

**Description of the Event:** The programme "Grassroots creativity and entrepreneurial opportunities" is organized by the centre of innovation, incubation and entrepreneurship. The chief-guest and resource person of the programme is Brigadier M. Ganesham, Founder-President of Pallesrujana, Secuderabad. The programme was held on 11.07.19 at Dr. Sarvepalli Radhakrishnan Hall in our college.

The fundamental target of the program is innovativeness is base for any thoughts age which is grassroots for making assortment of enterprising open doors on the planet. It is a mindfulness program to our third year B.Tech and second year MBA understudies. It creates the source of understanding of the importance of the entrepreneurial climate in business market.

Resource person, Ganesham garu started the session and created awareness with living case studies in the seminar relating to agricultural technology and communication and software and hardware technology. In this perspective, the resource person highlighted the significance of creativity which is a source of providing the entrepreneurial opportunities in global. It starts with idea which is source of getting different ventures to develop business. Besides it creates a different world and providing employment opportunities in the market.

The resource described the agricultural technology and solutions by examples. A simple solution creates wonders in the market. IN the meantime, the DST, NAABARD, NIRD, DRDO and other agencies provide their support every dimension of the innovative

solutions.

The students interacted with resource person and clarified their doubts. The feedback of the students is highly satisfied with this awareness programme which creates and changes in the mind version towards innovation creativity and entrepreneurship.

The principal Dr.K. Appa Rao, Dean Of Academics Dr. EV Krishna Rao, and programme conveners Dr.T.Rajasekhar and Dr.A. Narendra Babu felicitated the resource person.

The HOD's of different Departments, Deans and students participated in the programme.



