

**ENTREPRENEURSHIP DEVELOPMENT AND START-UP**  
**BY**  
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The centre for innovation, incubation and entrepreneurship organised the orientation programme on 'entrepreneurship development and start-up' on 22.07.19 at Dr. Sarvepalli Radhakrishnan hall in our college. The chief-guest and resource person of the programme is Sri.M. Satish Kumar, Chief Executive Officer, Atal Incubation Centre, SK University, Anantapur. AP.

The objective of the programme is to inculcate and motivate the students towards the entrepreneurship and start-up and significance of the start-up in national development. In the programme, the resource person highlighted the present scenario of the global leaders for entrepreneurship development related to job market. The Indian government and state government also initiated variety of the programme with funds through academic institutions and make the students like entrepreneurs and change perceptions from seeking job to creating the job. It is also better source of creating job world and provides jobs to others and contributes to economical development.

In this perspective, the resource person engaged the session with live examples by involving in the discussions for better understanding of the entrepreneurship and start-up in Indian context.

In the meantime, the resource person discussed the role of Atal Incubation Centre in providing the orientation, training and development, mentoring, getting patent rights, and commercialization of the product etc., He explained source of work creativity - ajola, mushrooms, produce the gas from wastes, purification of the water, cleaning the sonar energy plates etc with affordable price levels.

The students are extremely satisfied with this orientation programme and they promised to be involved in such works with limited resources.

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 head of the departments, other deans and students participated in the programme.

## Afternoon session:

Toward the evening session is just for employees to arrange moderately enterprise advancement and start-up. The asset individual featured different models and contextual analyses and significance of the business enterprise and startup. Additionally, clarified the job of the Atal Incubation Center, SKU.Anantapur.

The objective of the orientation is the role of the faculty in order to enhance the echo system of entrepreneurship and start-up in college atmosphere. The reason is teachers are the source of planting such innovative ideas in the minds of the students by project works, lab work, and other experimental work. It is the source of changing the perception of the students from seeking job to creating job respectively.

He clarified the diverse variant with contextual analyses , to begin the business from easy to complex – like ajola grass, mushrooms, natural vegetable yields, software solutions, automobiles etc.,

The inter-disciplinary approach is to be preferred for better utilization of skills of the students from different disciplines. The faculty members also highly satisfied and few of them promised to involve in such big challenges along with the students with funds.

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

The HOD's of various departments, Deans, and faculty members participated in the programme.

