

Online

Women Entrepreneurship Development Programme

15th February 2021 to 16th March 2021 (4 Weeks)

Sponsored by



सत्यमेव जयते

National Science & Technology Entrepreneurship Development Board (NSTEDB)

Department of Science & Technology (DST), Government of India, New Delhi

Organized by



SASI INSTITUTE OF
TECHNOLOGY &
ENGINEERING
TADEPALLIGUDEM
West Godavari District

Ranked as "A" Grade by Govt. of A.P

Accredited by NAAC with 'A' Grade

Recognized by UGC Under Section 2(f) & 12(B)

Approved by AICTE, New Delhi, Permanently Affiliated to JNTUK, Kakinada and SBTET Amaravati

TADEPALLIGUDEM - 534101, West Godavari District, Andhra Pradesh

Ph: 08818-27550

visit us at www.sasi.ac.in

Email: office@sasi.ac.in

ABOUT SASI

Sasi Institute of Technology and Engineering (Autonomous) was established in 2002 with a vision to provide world class engineering education to the rural youth of Andhra Pradesh. The Institute has carved out niche for excellence in technical education from diploma to post graduation. The Institution offers Diploma Courses in the following branches: ECE, EEE, ME, undergraduate Engineering Courses in: ECE, ECT, EEE, CSE, CST, IT, ME & Civil, and in post graduate courses like MBA and M. Tech in different streams.

SITE is not only producing engineers and technologists but also entrepreneurs with a passion for nation building. With a commitment to excel in their chosen field our students have secured the best position in the reputed companies and organizations in the country.

ENTREPRENEURSHIP DEVELOPMENT CELL

The Entrepreneurship Cell at the college has collaboration with the most reputed government and non-government Entrepreneurship Development Institutes like Indian School of Business (ISB), National Entrepreneurship Network of Wadwani Foundation (NEN). PM Yuvayojana Programme, MSME-BI etc.

The cell undertakes several activities for student development wherein the student gets corporate exposure while studying and develops a spirit of entrepreneurship. It also supports Students as they develop, launch, and commercialize their ideas and motivate the students to bring out their latent spirit of Entrepreneurship

ABOUT THE PROGRAM SPONSOR

This Faculty Development Programme is being organized with the funding of National Science & Technology Entrepreneurship Development Board (NSTEDB) in association with DST-NIMAT (Department of Science and Technology - National Implementing and Monitoring Agency for Training) Government of India, New Delhi.

RATIONALE BEHIND THE PROGRAM

Majority of the women face problems while dealing with the management of business and its other aspects like managing clients, communications, funding opportunities, credit applications, marketing of the business (products/services) etc. The Women Entrepreneurship Development Programme (WEDP) aims to empower women entrepreneurs and supporting them in starting and growing their businesses to contribute to greater gender equality, as well as to more job creation and economic development.

OBJECTIVES

- To make the participants conversant with desired values, expected attitude and requisite behavioral dynamics of an ideal entrepreneur
- To facilitate the participants in achieving conceptual clarity regarding the intricacies of the different line-functions of Entrepreneurship viz. Production Management, Marketing Management, Financial Management
- To develop entrepreneurial abilities by providing background information about support systems, skill sets, financial and risk covering institutions and others for building an enterprise

ELIGIBILITY

- B. Sc Degree/ B. Tech/ Diploma (Women Only)

METHODOLOGY

- Lecture, Interaction, Case Studies, Group Exercises, Experience sharing and Interaction

TIME FRAME

- 15th February 2021 to 16th March 2021 (4 Weeks)

VENUE

- Online (through Google Meet Platform)

EXPECTED OUTCOME

With the Inputs provided in the form of Knowledge, Information and Experience sharing, the participants will be able to conceive ideas, develop the idea into a product/service, evaluate the project and implement the entrepreneurial venture.

RESOURCE PERSONS

Resource persons from NIESBUD, ni-MSME, MSME, NSIC, SIDBI, APSFC, DIC, APITCO & A.P Productivity Council, Experienced Professors in the space of Entrepreneurship & Successful Entrepreneurs

REGISTRATION LINK

- <https://forms.gle/UWiFbuXagDyjdBb9>
- Last date for Registration – 31.01.2021

Program Organizing Committee

Program Co-Ordinator

Dr. P. RAMA KRISHNA

HoD & Associate Professor- Department of Management Science
Sasi Institute of Technology & Engineering, Tadepalligudem,
Mail: ced@sasi.ac.in Mobile: 8096900007

Convenor

Mr. R. RANGA BABU

Assistant Professor- Department of Management Science
Sasi Institute of Technology & Engineering, Tadepalligudem,
Mail: rangababu@sasi.ac.in Mobile: 7207307342

NO REGISTRATION FEES

PROGRAM SCHEDULE

Day	10 am to 12 pm			2 pm to 4 pm	
	Morning - Session I	Session - Session II		Afternoon - Session III	Session - Session IV
15.02.2021	Inauguration	Programme Objectives: Expectations from trainees, Final Goal, Programme's Strategy	L	Who is an Entrepreneur & Charms of Being an Entrepreneur	
16.02.2021	Schemes of Assistance for MSMEs: Financial Agencies / Institutions			Schemes of Assistance for MSMEs: NSIC, SIDBI, DIC and Other Support Agencies	
17.02.2021	How to Identify Business Opportunities	Opportunities identification: Criteria of selection & Sources of Information	U	Business Opportunity Guidance Interactions with Rep. From SFC, KVIC, Consultant etc.	
18.02.2021	Business Opportunity Guidance Interactions with DIC, SISI, Bank, KVIC etc			How to conduct Market Survey: Tools, Techniques and Guidelines	
19.02.2021	How to find out pre-feasibility of a Project	Preparing Pre-feasibility Report: Preliminary Project Report (PPR)	N	Preparing Pre-feasibility Report: Preliminary Project Report (PPR)	
20.02.2021	Online exposure to a Factory	Online Experience Sharing with Entrepreneurs		Online Experience Sharing with Entrepreneurs	
22.02.2021	Soft Skill Development: Communication	Soft Skill Development: Information Seeking	C	Briefing and Planning for the Market Survey: Questionnaire Preparation	
23.02.2021	Field Work: Conducting Market Survey and Online Data Collection for the identified business opportunities			Field Work: Conducting Market Survey and Online Data Collection for the identified business opportunities	
24.02.2021	Field Work: Conducting Market Survey and Online Data Collection for the identified business opportunities		H	Field Work: Conducting Market Survey and Online Data Collection for the identified business opportunities	
25.02.2021	Field Work: Conducting Market Survey and Online Data Collection for the identified business opportunities			Field Work: Conducting Market Survey and Online Data Collection for the identified business opportunities	
26.02.2021	Feedback and Discussion on Market Survey		B	Evaluating the PPRs prepared by the Trainees	
27.02.2021	Linking Business Opportunities with trainees			Online Interactions with Technical Experts for finalizing projects	
01.03.2021	Developing Entrepreneurial Competencies (Achievement Motivation Training)		R	Developing Entrepreneurial Competencies (Achievement Motivation Training)	
02.03.2021	Developing Entrepreneurial Competencies (Achievement Motivation Training)			Developing Entrepreneurial Competencies (Achievement Motivation Training)	
03.03.2021	Developing Entrepreneurial Competencies (Achievement Motivation Training)		E	Developing Entrepreneurial Competencies (Achievement Motivation Training)	
04.03.2021	Business Plan: Need, Importance content and format	Production Planning in MSME		Production Planning in MSME	Purchase Technique
05.03.2021	How to assess Working Capital Requirement for MSME		A	How to Manage Working Capital for MSME	
06.03.2021	Product Costing and Cost Consciousness			Break Even Point	
08.03.2021	Cash flow	Profitability & Balance Sheet	K	Profitability & Balance Sheet	Product Planning & Product Mixing Strategy
09.03.2021	Preparation of Detail Business Plan			Preparation of Detail Business Plan	
10.03.2021	Marketing Management: Product Promotion, Sales and Advertisement		Financial Management		
12.03.2021	Personal Management: IPR and Its Management	Pattern, Copy Rights, Trade Mark and Industrial Management	Legal Formalities in an Enterprise: (Factory Act, PF, Labor Laws etc.)		
13.03.2021	Negotiation and Networking	Delegation of Authority and Work Effort	Leadership Modes	Efficiency Orientation and Systematic Planning	
15.03.2021	Legal formalities for Loan Disbursement		Taxation: Various Taxes Applicable to MSME2		
16.03.2021	Interfacing with Leading Institutions for Business Plan Appraisal		Feedback from Participants	Valedictory	

REGISTRATION FORM

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- **Name (in Capital Letters):** _____
- **Date of Birth:** _____
- **Marital Status :** _____
- **Category: OC/BC/SC/ST/ MINORITY**
- **Address:** _____

- **Qualification: B.Sc/ B. Tech/ Diploma**
- **Phone:** _____ **E-mail:** _____
- **Date:** _____
- **Signature:**

For further details, please contact:

- **Dr. P. RAMA KRISHNA**- Ph: 8096900007
- **Mr. R. RANGA BABU** - Ph: 7207307342

- **Note:** Please send your Registration form on or before 31st January 2021 to the email id: ced@sasi.ac.in