



27-02-2026

Report on
A TWO DAY WORKSHOP on
“*ENTREPRENEURSHIP AWARENESS CAMP*”

Title: A Two-Day Workshop on Entrepreneurship Awareness Camp

Date: 18th & 19th February 2026

Resource persons:

- 1 **Mr. K.V.S. Kalyan Kumar**
Program Coordinator, Ministry of MSME, Hyderabad
- 2 **Mr. Arun Singh**
Incubation Manager, Cambrian Incubator Private Limited, Bangalore
- 3 **Dr G N Kodandaramaiah**, Professor & HoD, Dept of ECE, KEC, Kuppam.

Introduction

A Two Day Workshop on *Entrepreneurship Awareness Camp* was organized by the Department of CSE (AI) in association with the ED Cell at Aditya College of Engineering, Madanapalle. The main objective of the workshop was to create awareness among students about entrepreneurship, innovation, startup culture, and opportunities available through government initiatives.

Entrepreneurship plays a vital role in economic development by generating employment opportunities, encouraging innovation, and promoting self-reliance. This workshop aimed to motivate students to think beyond traditional job roles and consider entrepreneurship as a career option.

Inaugural Session

The program commenced with a formal introduction of the esteemed resource persons and dignitaries, with the permission of the Management, Director, and Principal of Aditya College of Engineering, Madanapalle. The inaugural session marked the official beginning of the Two-Day Entrepreneurship Awareness Camp.

The following dignitaries graced the occasion:

- **Dr. S. Ramalinga Reddy**, Director
- **Dr. P. Rayudu**, Principal





**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING
(ARTIFICIAL INTELLIGENCE)**

ADITYA COLLEGE OF ENGINEERING

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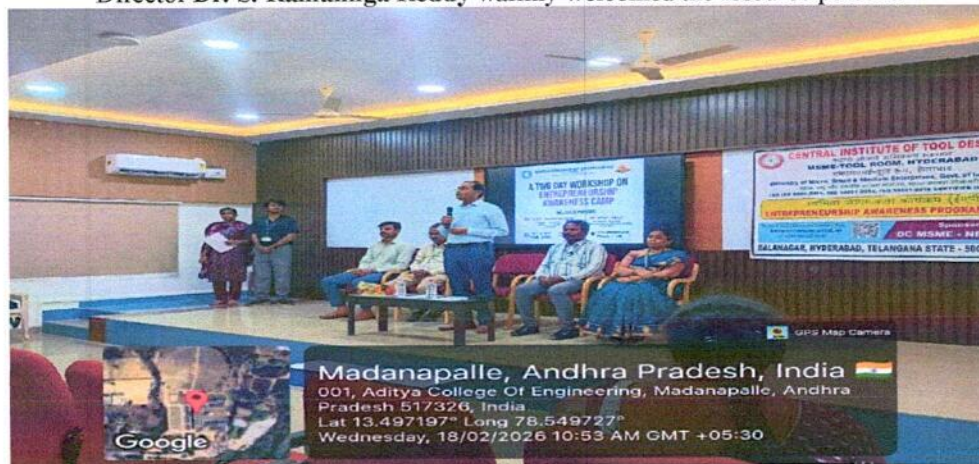


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- **Dr G N Kodandaramaiah**, Professor & HoD, Dept of ECE, KEC, Kuppam
- **Dr. M. Roshini**, Professor & HoD, CSE (AI).

The dignitaries addressed the students and emphasized the importance of entrepreneurship, innovation, and skill development in today's competitive world. They encouraged students to utilize such programs to enhance their knowledge, develop leadership qualities, and explore self-employment opportunities. The session concluded with best wishes for the success of the workshop.



Director **Dr. S. Ramalinga Reddy** warmly welcomed the resource persons



Director **Dr. S Ramalinga reddy** addressing the participants during Inauguration session





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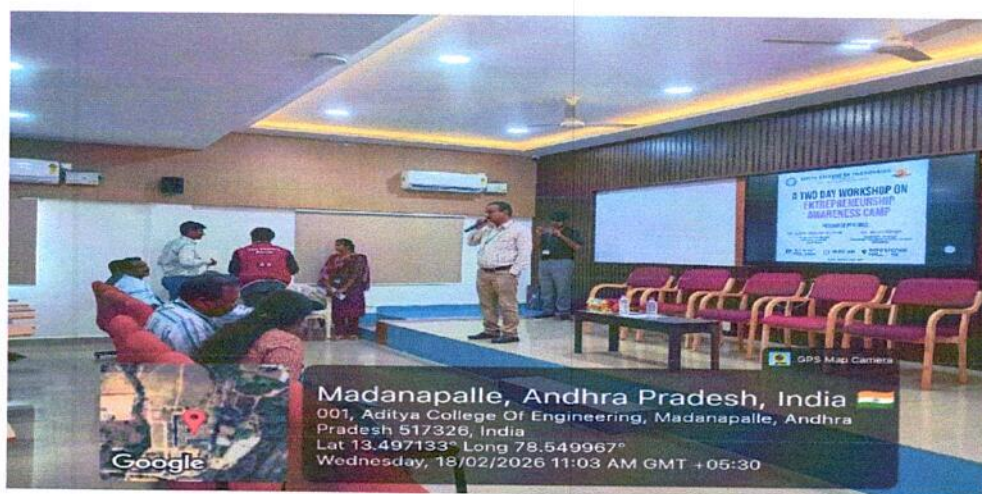
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Principal Dr. S Rayudu peyyala addressing the participants during Inauguration session



Resource person KVS Kalyan Kumar addressing the participants during Inauguration session

Objectives of the Workshop

The major objectives of the Entrepreneurship Awareness Camp were:

- To introduce students to the concept of entrepreneurship
- To develop entrepreneurial mindset and leadership skills
- To provide information about startup ecosystems and incubation centers
- To create awareness about MSME schemes and government support
- To encourage innovation and self-employment among youth

Event overview

The Two-Day Entrepreneurship Awareness Camp was organized by the Department of CSE (AI) in association with the ED Cell at Aditya College of Engineering, Madanapalle on 18th and 19th February 2026 at Conference Hall – 114. The event aimed to create awareness among





students about entrepreneurship, innovation, startup opportunities, and government support for new businesses.

The workshop featured expert resource persons from the Ministry of MSME and industry incubation centers, who shared their knowledge and real-world experiences. Various topics such as startup development, business planning, funding opportunities, government schemes, and innovation were discussed in detail. The sessions were interactive and encouraged students to actively participate, ask questions, and explore entrepreneurial ideas

Day 1 Activities (18th February 2026)

The workshop began with a welcome address by the organizing committee. The first session was handled by **Mr. K.V.S. Kalyan Kumar**, and **Mr. Arun Singh** who explained the role of MSME in India's economic growth. He discussed various government schemes that support startups, including funding assistance, subsidies, and training programs.

He also highlighted the importance of small and medium enterprises in creating employment opportunities. **Sixty students participated in the session** and were encouraged to identify local problems and develop innovative business solutions.

Key topics covered:

- Introduction to entrepreneurship
- Role of MSME in India
- Government schemes for startups
- Business idea generation
- Startup ecosystem in India
- Role of incubation centers
- Innovation and product development
- Business model creation
- Funding opportunities and investor pitching
- Challenges faced by entrepreneurs

An interactive session followed, where students asked questions related to startup funding, registration procedures, and risk management.

Day 2 Activities (19th February 2026)

The workshop began with a welcome address by the organizing committee. The first session was handled by **Mr. K.V.S. Kalyan Kumar** and **Mr. Arun Singh**, who explained the role of MSMEs in India's economic growth. He discussed various government schemes that support startups, including funding assistance, subsidies, and training programs.

He also highlighted the importance of small and medium enterprises in creating employment opportunities. **Sixty students participated in the session** and were encouraged to





identify local problems and develop innovative business solutions. **In addition, another 65 students participated in the same session**, actively engaging in discussions and learning entrepreneurial concepts.

Key topics covered:

- Introduction to entrepreneurship
- Role of MSME in India
- Government schemes for startups
- Business idea generation
- Startup ecosystem in India
- Role of incubation centers
- Innovation and product development
- Business model creation
- Funding opportunities and investor pitching
- Challenges faced by entrepreneurs

An interactive session followed, where students asked questions related to startup funding, registration procedures, and risk management.

Workshop Activities

The Two-Day Entrepreneurship Awareness Camp included a variety of informative and interactive activities designed to develop entrepreneurial skills among students. The sessions included expert lectures, presentations, discussions, and practical guidance on startup development.

The resource person explained the fundamentals of entrepreneurship, the role of MSME in economic development, and various government schemes that support startups. Students learned about business idea generation, registration procedures, financial assistance, and challenges faced by entrepreneurs. An interactive question-and-answer session was conducted to clarify students' doubts.

startup incubation, and business model development. The resource person explained how incubation centers support startups through mentoring, infrastructure, networking, and funding opportunities. Real-life success stories of startups were shared to inspire students. Group discussions were also conducted, where students presented their business ideas and received feedback.

1. Key Partnerships

- Food suppliers
- College management

- Payment gateway providers
- Delivery staff

2. Key Activities





- Online food ordering
- Menu management
- Order processing
- Delivery coordination

3. Key Resources

- Mobile application
- Internet connectivity
- Staff members
- Kitchen equipment

4. Value Proposition

- Reduce waiting time
- Easy food ordering
- Cashless payments
- Faster service for students

5. Customer Relationships

- Mobile notifications
- Customer support
- Feedback system
- Loyalty rewards

6. Channels

- Mobile App
- Website
- QR code ordering
- College notice boards

7. Customer Segments

- College students
- Faculty members
- Staff members

8. Cost Structure

- App development cost
- Staff salaries
- Maintenance cost
- Marketing expenses

9. Revenue Streams

- Commission per order
- Subscription for canteen vendors
- Advertisement reven



Group Photo of Day 1





Group Photo of Day 2

Student Participation

The session witnessed enthusiastic participation from all II and III B.Tech students of CSE (AI), ECE, CSE, and AI & DS departments. The students actively engaged in the interactive sessions by asking questions about how to validate ideas, how to nurture ideas into products, and the process of developing a startup.

Their involvement reflected a strong interest in learning beyond textbooks and exploring the practical aspects of entrepreneurship and starting a business. The students showed curiosity, creativity, and eagerness to understand real-world applications of innovation and business development.



Student presenting their ideas





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Outcomes of the Workshop

The workshop was highly informative and beneficial for students. It helped participants:

- Gain knowledge about entrepreneurship and startup culture
- Understand government support systems for new businesses
- Develop confidence to pursue innovative ideas
- Learn about funding, incubation, and market strategies
- Enhance problem-solving and leadership skills

Feedback and Summary

The feedback from the participants was highly positive and encouraging. Students found the workshop very informative and useful for understanding entrepreneurship, startup development, and business opportunities. The sessions conducted by the resource persons provided valuable practical knowledge about government schemes, incubation support, funding options, and innovation.

Students appreciated the interactive nature of the program, real-life examples, and guidance on transforming ideas into successful business ventures. Many participants expressed that the workshop motivated them to think creatively and consider entrepreneurship as a career option.

Overall, the feedback indicated that the workshop successfully enhanced students' knowledge, confidence, and interest in entrepreneurship, making the program a meaningful and impactful learning experience.

Conclusion

The Two Day Entrepreneurship Awareness Camp successfully achieved its objective of motivating students toward entrepreneurship. The sessions provided practical knowledge, inspiration, and guidance for aspiring entrepreneurs.

Overall, the workshop was an enriching experience that encouraged students to think creatively, take initiative, and contribute to economic growth through innovation and enterprise.

Co-Ordinator

Mr. D. Ramakanth

Co-Convenor

Mr. B. Gopal Rao

Convenor

Dr. M. Roshini

Head of the Department
CSE(Artificial Intelligence)
Aditya College of Engineering,
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Principal

Dr. P. Rayudu

Principal

