



**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
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**Workshop on**  
**Entrepreneurship & Promotion of SMEs: Opportunities and Challenges**  
**Organized by ED Cell – MITS, 27 - 28 May 2015**

**Submitted by: Dr. R. Vara Prasad, Coordinator ED Cell**

A two-day workshop on "Entrepreneurship and promotion of small & medium enterprises opportunities & challenges" was organized during 27<sup>th</sup> & 28<sup>th</sup> May 2015 for MITS students & faculty. **Dr. Chukka Kondaiah, Former Director General of National Institute of MSME, Govt. of India was the speaker.** The speaker has more elaborately enunciated on difference between Entrepreneur and Entrepreneurship, role of physical, financial, human resources in attaining economic growth & development, various factors influencing entrepreneurial entry etc.

Some of his key discourses during the workshop were as follows:

**(1) The Entrepreneurship education in India:** Introduced entrepreneurship curriculum in Technical Institutions and Universities in 1980's

**(2) Primary objective:** To attract and develop new/first generation entrepreneurs among student community

- Over 100 departments of universities
  - IIIMs
  - IITs
  - Major B-Schools
  - EDCs of Engineering Colleges
  - Polytechnic
- He explained how, recently, the Indian Institute of Technology-Hyderabad (IITH) announced the '**Minor in Entrepreneurship**' in its B.Tech curriculum with an aim to in still entrepreneurial spirit in students. The course is designed to equip students with entrepreneurship competency, business acumen and entrepreneurial vision needed to become job creators.

- The inclusion of entrepreneurship in the IITH syllabus is a boon to students without business background but aspire to own or run a company. The course is taught by faculty members, serial entrepreneurs, leaders from successful start-up organizations, and senior industry stalwarts who provide practical knowledge and guidance that students needed to start and run a new business.
- Moreover, of all the student clubs, the E-cell (entrepreneurship cell), was very famous with the students. Given the interest among students, it was decided to formalize this entrepreneurship course as a minor, at IITH.

### **(3) The Outcomes of Youth Entrepreneurship Programs:**

- Improved academic performance, school attendance, and educational attainment
- Increased problem-solving and decision-making abilities
- Improved interpersonal relationships, teamwork, money management, and public speaking skills
- Enhanced social and psychological development (self-esteem, ego development, self-efficacy)
- Job readiness

### **(4) Status of (Micro, Small and Medium Enterprises) MSMEs:**

#### **(a) World-wide:**

**Current Status:** Majority of countries - 90% of SMEs accounts for 60 – 70% GDP

- Japan: 99.3% - Jobs: 80%
- Korea: 99% - jobs: 69%
- USA: 50% of workforce.

**(b) MSME scenario in India:** MSMEs play a vital role in the overall industrial economy of the country and engine of inclusive growth & development

- The sector accounts for more than 80% of the total number of industrial enterprises
- Produce over 8000 value-added products
- Share in manufacturing output - 45%
- Share in exports - 40%
- Present 8-9% GDP – expected to grow 25% by (2020)
- Growth rate 13% (Industry average: 6.5-7%)
- The inclusiveness of the sector – 50% owned by disadvantaged groups of the society
- Created a large number of non- agricultural jobs

**(5) Various investment levels in entrepreneurship, such as, Micro, Small and Medium.**

(6) Strengths of MSME's

(7) Manufacturing/ Service sectors available to start entrepreneurship in our Country such as Agro based & food products, textiles, handicrafts, tourism, bio technology, telecommunication, health care, education service, pharma & chemicals, rubber & plastic, engineering, construction, metal, leather and gems & jewellery, etc.

During interaction session, Dr. Chukka Kondaiah had suggested some of the available entrepreneurships (food processing and vegetable processing) to start in Madanapalle region.



Dr. Chukka Kondaiah interacting with participants



Prof. C. Yuvaraj explaining the need of the hour

### Resource persons

Eminent personnel from industry (entrepreneurs), financial institutions (Banks), and academics were invited to interact and to empower the knowledge in the concern fields that enrich the students how to start an entrepreneur at their own cost and procedures to be followed further. They also share their experiences about their success and failures of growth as an entrepreneur and motivate students at the plethora of opportunities they have in the World of industrial sector and encourage the students to launch new ventures.

- Interaction with students on “Ethics in Entrepreneurship” by Mr.C.Ashok Kumar, Asst. Director, District Industries Centre, Chittoor” for the final year students of MBA
- Interaction with students, on Awareness programme on the Advanced Mobile-Banking services by Sri S.Raghunatha Rao, Customer Relationship Manager, Sri Y.F.W. PrabhakarBabu, Nodal IT Officer of Syndicate Bank, Madanapalle for the MBA students

The workshop received an overwhelmed response with the participation of **92 students**. Entrepreneurship Development Cell extends sincere gratitude to the Management, Principal, and Head of the Departments for their support.



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