

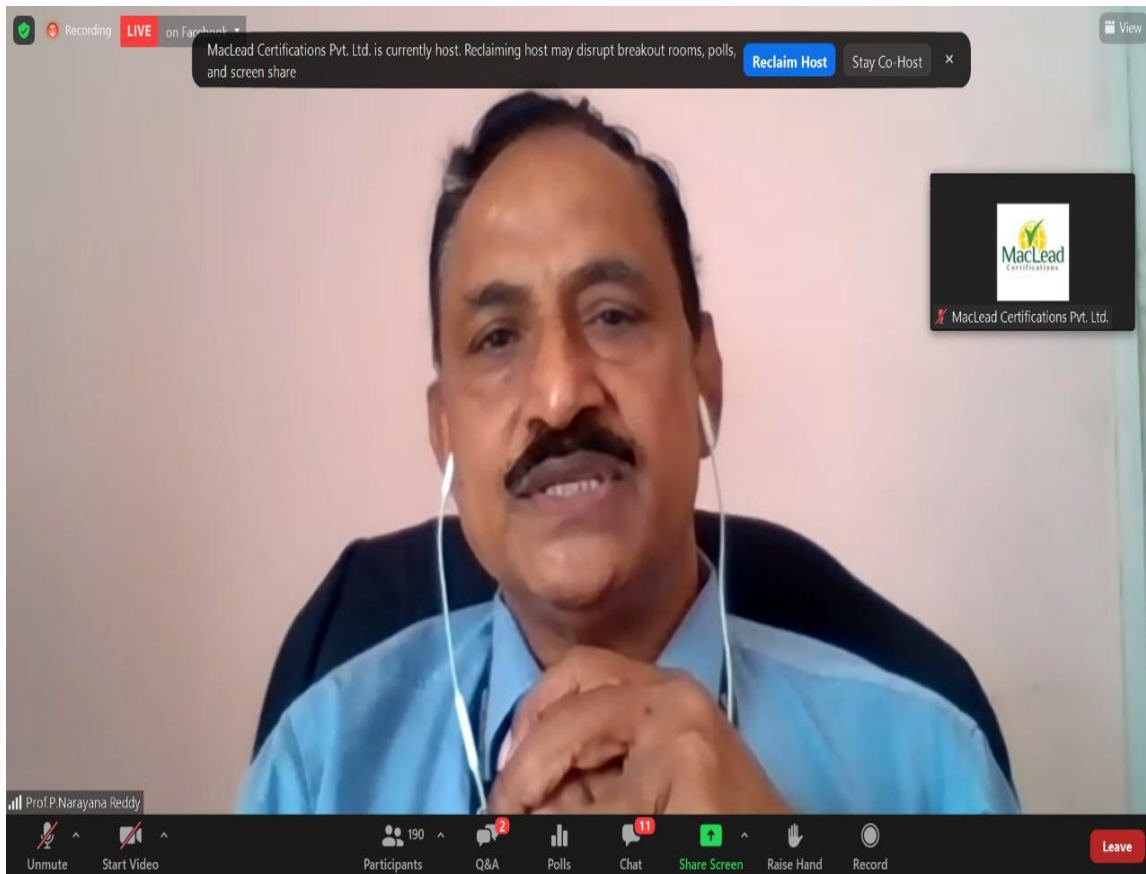
A Three Day Entrepreneurial Awareness Program on “How to Start a Business” (4th to 6th February 2022)

A three day Entrepreneurial Awareness Program on “How to Start a Business” was organized on 4th to 6th February 2022 by Department of MBA, Sree Vidyanikethan Institute of Management, A.Rangampet, Tirupati. There were 203 registrations received from Students of Sree Vidyanikethan Institute of Management. The participants were from MBA / MCA students. The platforms used for conducting of workshop were Zoom and Face book live streaming.

Day 1, 4th February 2022:

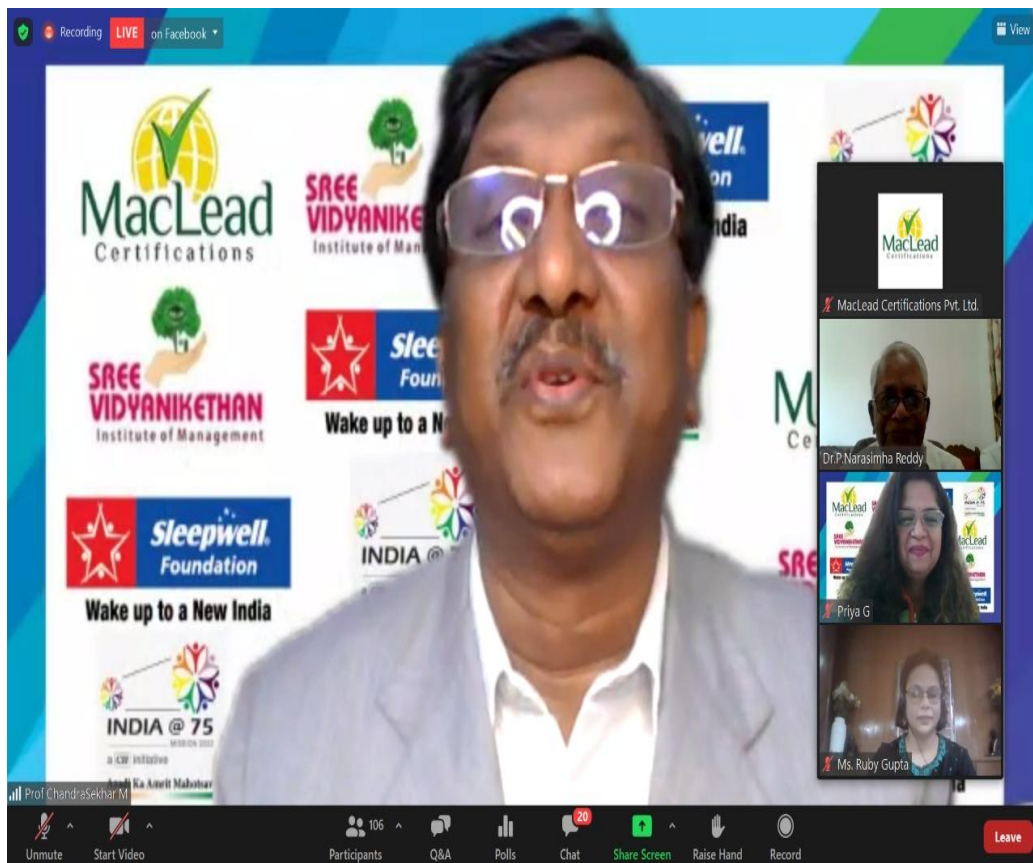
The session started at 10.20 AM with welcome address by **Ms. Namita Goutham**, Managing trustee, sleep well foundation & Director shella foam ltd. The opening remarks were given by **Prof. P. Narayana Reddy**, Director, SVIM Convener of the Program. The profile of the resource person was presented by **Ms. Priya. G** Trainer and Facilitator, MacLead Certifications Pvt Ltd. **Dr. C.Rani**, Assistant Professor SVIM was the Co-ordinator for the workshop.

Mr.S.K.Manocha, Senior Trainer, MacLead Certifications Pvt Ltd, Mr. Digital Mathur, Digital Marketing Consultant, New Delhi, Mr. Mudit Choudhary, Career Launcher, Faridabad, Ms. Priya. G Trainer and Facilitator, MacLead Certifications Pvt Ltd, were the resource persons. On the first day the resource persons concentrated on giving awareness about the Introduction to Business, Functions of Business, Digital Marketing, Franchising, Know Your Self and Steps to choose Right Business were covered on the first day. At the end of the each session the queries from the participants of Zoom and Face book live chat box were answered by the resource persons. The session was closed at 4.30 PM.



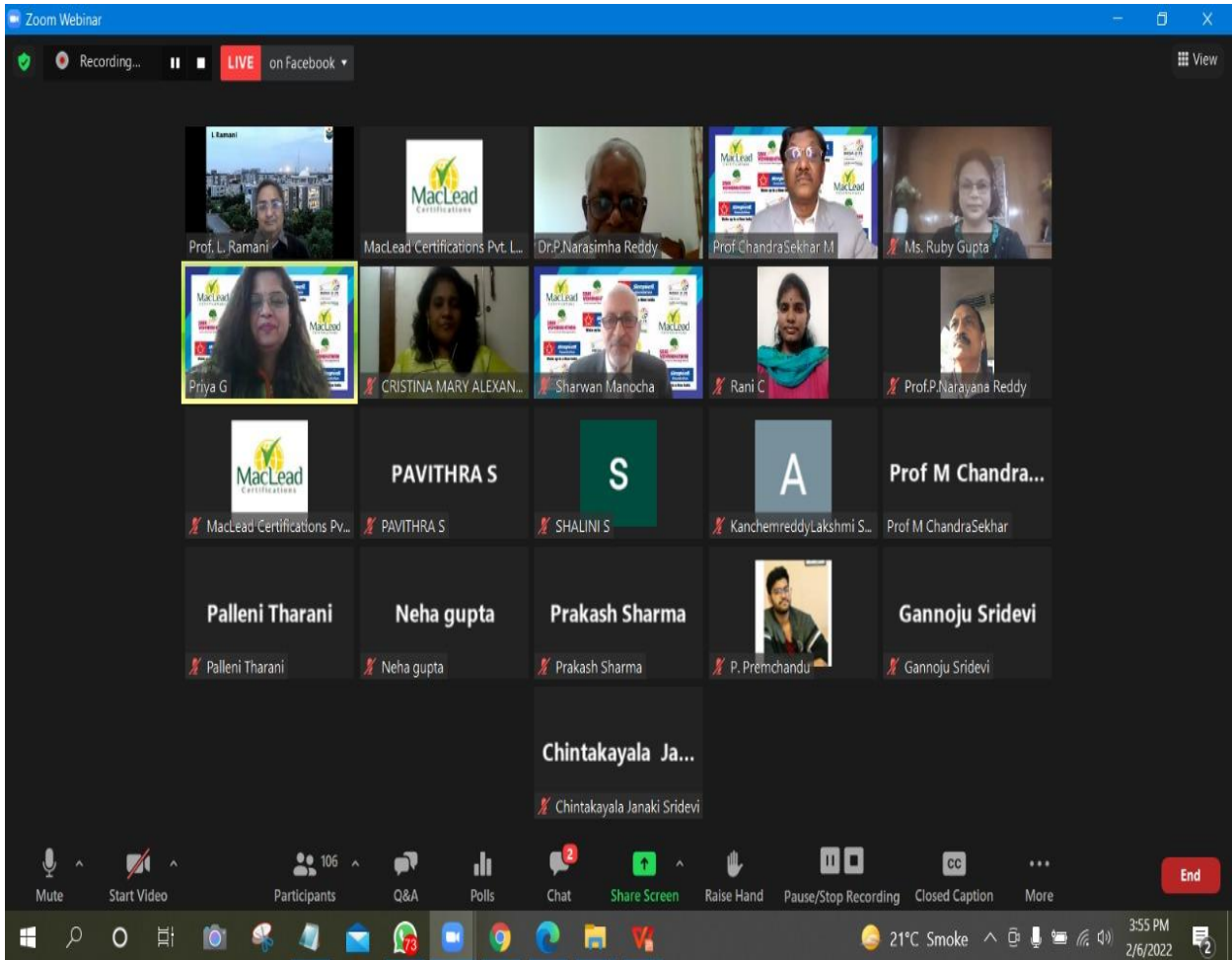
Day2, 5th February 2022:

The session started at 10.30 AM with brief recap of the 4th February 2022 session by Ms. Priya. G Trainer and Facilitator, MacLead Certifications Pvt Ltd. The resource persons Prof. M.ChandraSekhar, CEO, MacLead Certifications Pvt Ltd, Mr.S.K.Manocha, Senior Trainer, MacLead Certifications Pvt Ltd, Anil sareem , Retd Manager, State Bank of India, Noida, Mr. PVSN Murthy- Managing Director, Sri Tirumalesa System Pvt Ltd, Hyderabad, Mr. Anil Chaudhary – Retd Joint Director, DIC – Faridabad, Mr. Ravi Sehgal – Senior Chartered Accountant, SK Mittal & Co. Chartered Accounts covered concepts SWOT of Business, Entrepreneurial Orientation, Market Research, Business Plan, MSME Schemes and Registration of Business. Later the session went on with practical work outs on SWOT. The resource people make students to identify their Self SWOT and discussed with students. At the end of the each session the queries from the participants on Zoom and Face Book live streaming chat box were answered by the resource persons. The session was closed at 5.00 PM.



Day 3, 6th February 2022:

The session started at 10.30 PM with brief overview about the last 2 days sessions. The resource persons were Prof. M.ChandraSekhar, CEO, MacLead Certifications Pvt Ltd, Mr.S.K.Manocha, Senior Trainer, MacLead Certifications Pvt Ltd, Ms. Priya. G Trainer and Facilitator, MacLead Certifications Pvt Ltd, Mr. Chinmay, Apothecaries Clinical Research, New Delhi. In this session the resource persons enlightened about the Formation of Business Entity, Legal Requirement & Insurances, Funds for Business and Bank Schemes. Once again the Prof. M.ChandraSekhar, CEO, MacLead Certifications Pvt Ltd brushed the three days concepts. The queries from both Zoom participants and Face book live streaming chat box were cleared by the resource person. The Valedictory session started at 3.30 PM and ended at 4.00 PM with vote of thanks by **Ms. Cristina Mary Alexander**, Asst professor, SVIM.



The screenshot shows a Zoom Webinar interface with a grid of participants. The participants are arranged in a grid, with some showing video feeds and others showing names. The control bar at the bottom includes options for Mute, Start Video, Participants (106), Q&A, Polls, Chat (2), Share Screen, Raise Hand, Pause/Stop Recording, Closed Caption, More, and End. The system tray at the bottom right shows the date and time as 3:55 PM on 2/6/2022, along with weather and network icons.