



## **KKR&KSR Institute of Technology and Sciences Vinjanampadu, Guntur, Andhra Pradesh-522017**

Approved by AICTE, New Delhi and Permanent Affiliation from JNTUK, Kakinada  
Accredited with "A" Grade by NAAC & NBA Accreditation Status for 4 UG (CSE, ECE, EEE, ME) Programs

### **Work shop on Entrepreneurship skills and Attitude development (29<sup>th</sup> January 2024)**

**Organized by KKR & KSR Institute of Technology and Sciences in association  
with MHRD-IIC**

#### **About the Institution:**

KKR & KSR Institute of Technology & Sciences, popularly known as KITS was established in the year 2008, by GSR & KKR Educational Society in Vinjanampadu village, Vatticherukuru Mandal of Guntur district. KITS has set for itself the mission to churn out professional deft, academically-bright and socially responsible individuals to contribute its wee bit to the knowledge society. The college is situated in a spacious 11 acres of land in- an idyllic rural setting. Despite being a college with 12 years of academic standing, the college is making rapid strides in establishing good practices in teaching-learning processes. It's a pleasure to disclose the achievements made by the students of KITS in all spheres, of participation at the university level. It's proud moment for our institution and students who have topped the university in various faculties of Engineering. The college has good infrastructure and is making concrete efforts in building an industry-institute beneficial corridor through addressing both the potential resources of the region and also meeting the transnational technical requirements. Though main impetus of our college is technology it also supports and encourages students to involve in various social service activities like Blood Donation, Donations to orphanages, old age homes, and poor feeding. As on the date, college enjoys NAAC accreditation of "A" Grade for 5 years, NBA accreditation for 3 years since 2018 and permanent affiliation of JNTUK Kakinada. The institution has received funding amount worth of Rs1.65cr from various funding organizations; there is 170 qualified teaching staff which is more than the stipulated number by AICTE/affiliating University.

## **About the Speakers:**

### **1. Dr. M.Purna Kishore**

#### **1. Objectives of the Event:**

Entrepreneurship is a dynamic process of vision, change, and creation that requires energy and passion toward the creation and implementation of new ideas and creative solutions. Entrepreneurs are those who identify opportunities, allocate resources, and create value through the identification of unmet needs or the creation of new products and services.

The skills and attitudes necessary for successful entrepreneurship go beyond mere business knowledge; they involve the ability to innovate, take risks, and remain resilient in the face of challenges. Developing these competencies requires a combination of theoretical understanding and practical experience. Workshops on entrepreneurship skills and attitude development aim to equip participants with the knowledge and mindset needed to start and sustain a successful business venture.

#### **1. Develop Entrepreneurial Mindset:**

- Cultivate a mindset that embraces creativity, innovation, and a willingness to take calculated risks.
- Encourage the development of resilience and adaptability, essential traits for navigating the uncertainties of entrepreneurship.

#### **2. Enhance Business Knowledge:**

- Provide foundational knowledge in business management, finance, marketing, and operations.
- Introduce participants to the principles of lean startups, business modeling, and strategic planning.

#### **3. Build Critical Skills:**

- Foster the development of critical thinking, problem-solving, and decision-making skills essential for identifying and exploiting business opportunities.
- Develop leadership, communication, and negotiation skills necessary for effective business management and team building.

#### 4. Encourage Innovation and Creativity:

- Stimulate creative thinking and innovation, enabling participants to generate and evaluate new ideas for potential business ventures.
- Provide tools and techniques for brainstorming, prototyping, and testing business ideas.

#### 5. Facilitate Networking and Collaboration:

- Create opportunities for participants to network with like-minded individuals, mentors, and industry experts.
- Encourage collaboration and partnership-building to leverage collective knowledge and resources

#### 2. Venue of the Event:

The event is organized in

3. **Date & Time of the Event:** This is organized on 29<sup>th</sup> January 2024

4. **No. of students participated:** 59

5. **No. of faculties participated:** 1

#### 6. Event photographs:



#### 7. Benefits in terms of learning/Skill/Knowledge obtained.

Work shop on Entrepreneurship skills and Attitude development (29th January 2024) is organized by KKR & KSR INSTITUTE OF TECHNOLOGY AND SCIENCES In Association with MHRD-IIC.

From these Workshop Participants will develop a mindset geared towards innovation, resilience, and risk-taking, essential traits for successful entrepreneurship. The workshop will provide foundational knowledge in key business areas such as finance, marketing, operations, and planning, empowering participants with the tools needed to start and grow a business. Through interactive sessions, participants will sharpen their ability to identify opportunities, analyze challenges, and make informed decisions, crucial for navigating the complexities of the entrepreneurial journey

#### 8. One Participant Feed Back:

I am Y.kishore as student in ECE department in KKR & KSR Institute of Technology and Sciences. I have attended the Work shop on “**Entrepreneurship skills and Attitude development**” (29th January 2024) Organized by KKR & KSR Institute of Technology and Sciences in association with MHRD-IIC. First of all I want to thank my college management who provided such facility for all of us to learn and experience these Workshops. In this regard my sincere thanks to AICTE-MHRD-IIC, who have been conducting such type of events for the Student nourishment. I attended the 29<sup>th</sup> January 2024. I learn the many concepts from the workshop conducted on **Entrepreneurship skills and Attitude development**.

9. Expenditure Amount ( If any): **RS.15,000**

10. Remarks: The FDP is organized smoothly with practical orientation.

#### 11. Experiences and Output of the Session :

Many Students in the college are attended the “**Entrepreneurship skills and Attitude development** ” (29th January 2024), conducted by KKR & KSR Institute of Technology and Sciences in association with MHRD-IIC.

**Professors of many eminent institutions** as resource persons FDP on “**Recent Trends in Communication and Wireless Networks**” is organized. The session is Very useful and informative. **Eminent Professors** explained very clear about basics and involved in practical examples. This FDP is very useful to understand current research trends and we want to learn more about this research. So it is better to extend this session. They explained the importance of research in present scenario and government funding on innovative projects. Thank you very much to the management and MHRD-IIC for giving the opportunity.