

### *One Day awareness programme on “Startup Ideas & Business Plans”*

On 18<sup>th</sup> February 2017, Entrepreneurship Development Cell organized an awareness programme on “Startup ideas and Business plans”. The resource person **Mr.P.VenkataKalyan**, Product Manager, Dr. Reddy’s Laboratories, Hyderabad addressed the students of III B.Tech.



*Mr.P.Venkata Kalyan, Product Manager, Dr.Reddy's Laboratories, Hyderabad,  
delivering a lecture on “Startup Ideas & Business Plans”*

Mr. Kalyan explained the students about how to nurture the startup ideas. He elaborated on the process of idea generation and new idea feasibility study. While explaining the importance of quality ideas, he elucidated about the need for number of ideas.



*Students attended for the workshop*

Later he discussed about quick and easy methods of preparing business plans. In this context, he conducted a hands-on activity to practice business plan preparation. As part of this he illustrated to students, the framework of business plans and tips to prepare an effective business plan.



**Hands-on activity for students on preparation of business plans.**

It was an enriching experience to students to learn from a person from the industry about business ideas and business plans.