

Andhra Mahila Sabha Arts & Science College for Women

(Autonomous, NAAC Re-Accredited)

O.U. Campus, Hyderabad – 500 007

## **Report on Awareness Program on Entrepreneurship**

Title of the Event : Awareness Program on Entrepreneurship

**Organizing Institution :**Placement Cell

### **In Collaboration With**

Central Institute of Tool Design (CITD)

MSME Tool Room, Hyderabad

Guest Speaker

Dr . Gaddam Sudharshan

Founder & CEO M/s Shasrith Infotech Pvt. Ltd.

State Head at German University of Digital Science

Andhra Pradesh and Telangana

### **Date**

5<sup>th</sup>, 6<sup>th</sup> & 7<sup>th</sup> January 2026

Time

10:30 AM

Venue

Seminar Hall

## **Objective of the Program**

The primary objective of the Awareness Program on Entrepreneurship was to:

- \* Create awareness among students about entrepreneurship as a career option
- \* Motivate young women to become job creators rather than job seekers
- \* Provide insights into starting, managing, and sustaining entrepreneurial ventures
- \* Familiarize students with MSME opportunities, innovation, and startup culture

## **Program Description**

The Placement Cell of Andhra Mahila Sabha Arts & Science College for Women, in collaboration with the Central Institute of Tool Design (CITD), MSME Tool Room, Hyderabad, successfully organized a three-day Awareness Program on Entrepreneurship from 5<sup>th</sup> to 7<sup>th</sup> January 2026 at MV Hall.

The program commenced with an inaugural session where the importance of entrepreneurship in today's dynamic economic environment was highlighted. The guest speaker, Dr. Gaddam Sudharshan, shared his vast experience as an entrepreneur and explained the journey from ideation to successful enterprise creation.

### **During the sessions, Dr. Sudharshan elaborated on:**

- \* Concept and scope of entrepreneurship
- \* Role of innovation and technology in business
- \* Startup ecosystem and government support for MSMEs
- \* Challenges faced by entrepreneurs and strategies to overcome them
- \* Importance of skills, leadership, and perseverance

The sessions were interactive, encouraging students to ask questions and clarify doubts regarding business ideas, funding, marketing, and risk management. Real-life examples and case studies shared by the speaker inspired the participants and enhanced practical understanding.

## Participating

270 number of students from all undergraduate programs actively participated in the program. The enthusiasm and engagement of students reflected their growing interest in entrepreneurship and self-employment opportunities.

## Outcome of the Program

- \* Students gained awareness about entrepreneurial opportunities and start up culture
- \* Increased motivation among women students to pursue entrepreneurship
- \* Enhanced understanding of MSME support systems and government initiatives
- \* Development of entrepreneurial mindset and confidence

## Conclusion

The Awareness Program on Entrepreneurship was highly informative and motivating. It successfully fulfilled its objectives by equipping students with knowledge and inspiration to explore entrepreneurship as a viable career option. The Placement Cell expressed gratitude to Dr. Gaddam Sudharshan, CITD MSME Tool Room Hyderabad, and the college management for their support in making the program a grand success.



