



MHRD'S  
INNOVATION CELL  
(GOVT. OF INDIA)



SDMSMK  
INNOVATION  
&  
INCUBATION  
CELL





## ***INSTITUTION'S INNOVATION COUNCIL(IIC)***

*'GIVE WINGS TO YOUR IDEAS'*

**SRI DURGA MALLESWARA  
SIDDHARTHA MAHILA KALASALA**

**VIJAYAWADA-10**

**SRI DURGA MALLESWARA  
SIDDHARTHA MAHILA KALASALA**  
An Autonomous College in the Jurisdiction of Krishna University  
A College with Potential for Excellence  
Sponsored: SIDDHARTHA ACADEMY OF GENERAL AND TECHNICAL EDUCATION

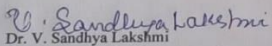
**An IOAC Initiative**

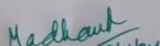
Department of Commerce & Management  
On the occasion of  
**National Entrepreneurship Day**  
Cordially invites you to  
A Seminar  
on  
**"Entrepreneurial India: A Fascinating Vision"**

**Chief Guest**  
**Koratala Preeti**  
Director, Casa Group

**Resource Person**  
**Shiva Swathi, Digital Trainer**  
JCI founder President- JCI Vijayawada Impact

**Date: 09-11-2024      Time: 10.00 AM      Venue: Webinar Hall**

  
Dr. V. Sandhya Lakshmi  
Head, Department of commerce &  
Management

  
Dr. R. Madhavi  
Special Officer, Principal IIC  
**Sri Durga Malleswara  
Siddhartha Mahila Kalasala  
Vijayawada-10**  
**"Entrepreneurship is about turning risks into opportunities"**  
Arianna Huffington

**Title:** National Entrepreneurship Day

**Objective:** To celebrate National Entrepreneurship Day to encourage students to develop entrepreneur skills and become future entrepreneurs.

**Speaker Details:** Ms. Koratala Preeti, Director, Casa Group and Ms. Shiva Swathi, Digital Trainer, JCI Founder President, JCI Vijayawada Impact.

**Key points:** A seminar was conducted on the occasion of National Entrepreneurship Day on 9<sup>th</sup> Nov 2024. Ms. Koratala Preeti, Director, Casa Group and Ms. Shiva Swathi, Digital Trainer, JCI Founder President, JCI Vijayawada Impact were invited to guide and interact with the students. Resource person Ms. Shiva Swathi spoke to the students about the importance of entrepreneurship in today's world. She inspired the students by citing examples of successful startup founders and entrepreneurs. She urged them to take a leaf from their journey and aim for being successful in life. She enlightened the students about the steps involved, the hurdles in the road and the ways in which the problems can be mitigated. Students were greatly motivated and impressed by the seminar. The main aim of the program is to motivate and guide students in the path of becoming self-reliant and self-sufficient.

**Participant details:** Nearly 100 degree students from SDMSM Kalasala participated in this Seminar.

**Photos:**





**Key outcome of the program:** Girl students were encouraged to become entrepreneurs and job creators. The benefit of the program was to motivate and guide the students in becoming financially self-sufficient.

**Feedback of students:** Students were highly inspired by the session and were ready to think progressively in the path of being successful entrepreneurs.