



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 of the Rehabilitation of Sishu's 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 Start Up Day

Cordially invites you to

A Seminar

On

"Women in Start-Ups: Breaking Barriers and Building Empires"

Chief Guest

Puvvada Mohan Rao, MD, Mohan Impressions, Chapter Chairman-BYST

Guest of Honor

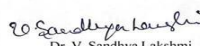
M.Sri Ramarao, Sr. Manager, Central Bank of India, Mentor-BYST

Resource Persons


Potluri Venkateswara Rao, Retired Lead Bank District Manager,
Union Bank of India, Mentor - BYST

R.Lalitha, Akritthe Fashion Designer


Date: 06-1-2025 Time: 11.00 AM Venue: Webinar Hall



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



Dr. R. Madhavi
Special Officer



Dr. S. Karpasana
Principal

Title: Women in Startups – Breaking Barriers & Building Empires

Objective: To encourage young girls to take up challenging yet rewarding careers like startups and entrepreneurship.

Speakers Details:

- Puvvada Mohana Rao, MD, Mohan Impressions, Chapter chairman –BYST (Bharatiya Yuva Shakti Trust)
- M. Sri Ramarao, Sr.Manager, Central Bank of India, Mentor-BYST
- Potluri.Venkateswara rao, Retired Lead Bank District Manager, Union Bank of India, Mentor BYST.
- R. Lalitha, Akritthe Fashion Designer

Key points: The Chief Guest, Puvvada Mohana Rao, highlighted the importance of skill development programs, stating that they enhance students' ability to face challenges in the global job market. By acquiring innovative skills, students can achieve success not only academically but also as entrepreneurs. D.V. Krishna Rao, as the Finance officer of the BYST, emphasized that the success of Start-ups depends heavily on the efforts of women entrepreneurs. Start-ups have paved the way for employment & Investment across different sectors, creating a significant impact nationwide. He also told the importance of BYST's role in supporting and mentoring start-ups.

Mr. M. Sri Rama Rao spoke about how innovative models have reduced the risk for women entrepreneurs. He discussed the government's schemes like the Mudra Yojana Loans, which have empowered many women by easing financial Burdens. He also acknowledged the awards distributed for excellence on National Startup Day.

Mr.P.Venkateswara Rao detailed how funds are essential for the sustained growth of start-ups and how they drive innovative solutions. He shared insight into entrepreneurship strategies and BYST's continuous contributions.

Ms.R.Lalitha, a successful entrepreneur, shared her journey of turning her ideas into reality with BYST mentorship, showcasing how start-ups can revolutionize the market.

Participant details: Nearly 100 students from SDMSM Kalasala participated in this program.

Photos:



Key outcome of the program: Girl students were enlightened about the scope of starting and running a successful startup or business venture. The program's benefit was that students had the opportunity to interact with the resource person and clarify their doubts.

Feedback of students: Students believed that the session was fruitful and insightful.