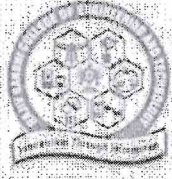


Website : www.rgceetpdy.ac.in



## RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE and Affiliated to Pondicherry University)

(Accredited with 'A' Grade by NAAC)

(Sponsored by Sri Balaji Educational and Charitable Public Trust)

Pondy - Cuddalore Main Road, Kirumampakkam, Puducherry - 607 403.

02 August 2019  
Puducherry

From

Mrs.Nirmala.G,  
Event Coordinator,  
Department of MBA,  
Rajiv Gandhi College of Engineering and Technology,  
Kirumampakkam, Puducherry - 607 403.

To

The Principal,  
Rajiv Gandhi College of Engineering and Technology,  
Kirumampakkam, Puducherry - 607 403.

**THROUGH THE HEAD OF THE DEPARTMENT, DEPARTMENT OF MBA**

Respected Sir,

**Sub: - Request for permission to conduct a one-day Workshop on Mastering Entrepreneurial Skills for II MBA Students-reg.**

We have planned to conduct a one day workshop on the topic "Mastering Entrepreneurial Skills " on 13-08-2019. I will be the Coordinator of the workshop. The aforementioned workshop will be offered to the II Year / III Semester students of the MBA Department.

I kindly request you to grant permission to conduct this program. Enclosed are the details of the workshop for your perusal and approval.

Thanking you,

Yours sincerely,

*hals*  
Mrs.Nirmala.G  
Event Coordinator

*forwarded to the*

*Principal*

*[Signature]*

*[Signature]*

*[Signature]*  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I M.C.I.I.,  
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## DEPARTMENT OF MANAGEMENT STUDIES

ACADEMIC YEAR 2019 – 20


No: RGCET/MBA/Circular/2019-20/ W01

Date: 05.08.2019

### CIRCULAR

I am excited to inform you that a Workshop on the topic "Mastering Entrepreneurial Skills" is going to be conducted on 13/08/2019. The aforementioned Workshop will be offered to the II Year students of the MBA Department.

All are invited!

  
HOD / MBA

Copy to:

1. The Principal
2. Circulate to all Faculty Members and MBA students
3. Notice board / file

  
**Dr. E. VIJAYKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
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Rajiv Gandhi College of Engineering & Technology  
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RAJIV GANDHI COLLEGE OF  
ENGINEERING AND TECHNOLOGY  
PUDUCHERRY 607 403  
**DEPARTMENT OF MANAGEMENT STUDIES**

**Workshop**  
on  
**MASTERING ENTREPRENEURIAL SKILLS**

13-08-2019

**Dr.E.Vijayakrishna Rapaka**

Principal

**Dr.K. Ayyappan**

Vice Principal

Resource Person

**Mr. Antony Hilarie**

Managing Director

Tushar Studios

**Dr. Sinouvassane N**

Head of the Department

MBA

  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I M.C.I.I.,  
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### DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Course Name	Mastering Entrepreneurial Skills
Course Code	MBA19W02
Resource Person (s)	Mr. Antony Hilaire.M, Proprietor Tushar Studio
Date	13/08/2019
Course Offered to	Dept.: MBA Sem: II / III

#### Course Module:

Developing a clear and compelling vision for your startup. Crafting effective business strategies and setting achievable goals. Strategic planning techniques to navigate the entrepreneurial landscape.

#### Financial Management and Funding

Basics of financial management for startups, including budgeting and forecasting. Understanding different sources of funding: bootstrapping, angel investors, venture capital, and crowdfunding. Preparing and presenting financial statements to attract investors.

#### Marketing and Sales Strategies

Developing a comprehensive marketing plan to reach target audiences. Effective sales strategies and techniques for converting leads into customers. Leveraging digital marketing tools and social media for business growth.

#### Leadership and Team Building

Essential leadership skills for managing and motivating a team. Building a strong and cohesive team to support business objectives. Conflict resolution and effective communication within the team.

#### Innovation and Adaptability

Encouraging a culture of innovation within the startup. Techniques for staying adaptable and responsive to market changes.

#### Networking and Relationship Building

Importance of networking for business growth and opportunities. Strategies for building and maintaining professional relationships. Engaging with mentors, industry experts, and potential partners.

**Dr. E. VIJAYAKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech. (Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I, M.C.I.I.,  
**PRINCIPAL**  
Rajiv Gandhi College of Engineering & Technology  
Pondy - Cuddalore Main Road,  
Kirumampakkam, Puducherry - 607 403



Website : www.rgcepdya.ac.in



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### Program Schedule

Time	Session	Details
9:30am -9:45am	Opening Remarks	Introduction by Dr. N. Sinouvassane, Head of Department. Overview of workshop schedule.
9:45am-10:30 am	Keynote Address	Delivered by Mr. Antony Hilaire. M, focusing on his entrepreneurial journey and key skills.
10:30 am- 10:45 am	Tea Break	Networking opportunity and refreshments.
10:45 am- 11:45 am	Session 1: Vision and Strategic Planning	Developing vision, business strategies, and planning techniques.
11:45 am- 12:45 pm	Session 2: Financial Management and Funding	Financial basics, funding sources, and preparing financial statements.
12:45 pm- 1:30 pm	Lunch Break	Informal networking and lunch.
1:30 pm - 2:30 pm	Session 3: Marketing and Sales Strategies	Crafting marketing plans, sales strategies, and leveraging digital tools.
2:30 pm - 3:15 pm	Session 4: Leadership and Team Building	Leadership skills, team building, and conflict resolution.
3:15 pm - 3:45 pm	Session 5: Innovation and Adaptability	Fostering innovation, staying adaptable, and using feedback for improvement.
3:45 pm - 4:00 pm	Session 6: Networking and Relationship	Importance of networking, building relationships, and Open forum for questions and discussions.

*hbl*  
Event Coordinator

*[Signature]*  
Head of the Department

*[Signature]*  
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M.I.S.T.E., F.I.I.P.E., M.C.S.I M.C.I.I.,  
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19/08/2019

### Report on One Day Workshop on "Mastering Entrepreneurial Skills"

**Title:** Mastering Entrepreneurial Skills

**Date:** 13/08/2019

**Timing:** 9:30 am to 4:00 pm

**Location:** APJ Abdul Kalam Block, 2nd Floor.

The Entrepreneurship Development Cell (EDC) of Rajiv Gandhi College of Engineering and Technology (RG CET) organized a comprehensive workshop titled "Mastering Entrepreneurial Skills" aimed at MBA students and aspiring entrepreneurs. The workshop focused on equipping participants with essential entrepreneurial skills necessary for launching and managing successful ventures. The sessions covered practical strategies, skill development, and real-world insights to foster effective entrepreneurship.

#### Objectives

Enhance participants' understanding of crucial entrepreneurial skills required for business success. Provide actionable insights and practical tools for mastering entrepreneurship. Share experiences and best practices from successful entrepreneurs. Facilitate interactive discussions to address individual challenges and aspirations.

The workshop began with an opening address by Dr.N. Sinouvassane, Head of the Department. Dr.N. Sinouvassane, highlighted the importance of developing a robust set of entrepreneurial skills and emphasized how these skills can significantly impact the success of new ventures. She introduced the goals of the workshop and the expertise of the guest speakers.

#### Keynote Address:

The keynote address was delivered by Mr. Antony Hilaire.M, Entrepreneur. Mr. Antony Hilaire.M, shared his entrepreneurial journey, focusing on the key skills he developed and how they contributed to his success. His talk emphasized practical strategies for overcoming common entrepreneurial challenges and the importance of continuous learning and adaptation.

  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
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Mastering entrepreneurial skills is essential for success in the dynamic world of business. Entrepreneurs need to develop a range of competencies, including critical thinking, risk management, innovation, and leadership, to effectively navigate challenges and seize opportunities.

### **Critical Thinking and Decision-Making:**

Entrepreneurs must be adept at analyzing situations, identifying opportunities, and making informed decisions. This requires a solid understanding of market dynamics, customer needs, and the ability to anticipate potential risks and rewards.

### **Risk Management:**

Entrepreneurship inherently involves risk, and managing this risk is crucial. Successful entrepreneurs learn to balance bold moves with calculated risks, ensuring that they can protect their ventures while still pursuing growth.

### **Innovation and Creativity:**

Innovation is the lifeblood of entrepreneurship. Entrepreneurs must continually seek new ways to solve problems, create value, and differentiate their offerings in the market. This requires a mindset that embraces creativity and is open to experimenting with new ideas.

Mastering entrepreneurial skills is a multifaceted journey that demands continuous learning, adaptability, and resilience. By honing these skills, entrepreneurs can better position themselves to overcome challenges, drive business growth, and achieve long-term success in the competitive business landscape.

*hala*  
Event Coordinator

*Alfred*  
Head of the Department

*Dr. E. Vijayakrishna Rapaka*  
Dr. E. VIJAYAKRISHNA RAPA  
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.,  
PRINCIPAL  
Rajiv Gandhi College of Engineering & Technology  
Pondy - Cuddalore Main Road,  
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## DEPARTMENT OF MBA

Course Name	Mastering Entrepreneurial Skills
Course Code	MBA19W02
Resource Person (s)	Mr. Antony Hilaire.M, Proprietor Tushar Studio
Date	13/08/2019
Course Offered to	Dept.: MBA Sem: II / III

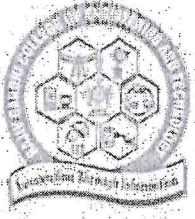
## List of Students Attended

S.No	Register Number	Name	Year/Sem	Department
1	18MBA201	ABINAYASELVAN V	II / III	MBA
2	18MBA202	ALLWYN G	II / III	MBA
3	18MBA203	ARAVINDASAMY K	II / III	MBA
4	18MBA204	ARUL SELVI T	II / III	MBA
5	18MBA205	AVINAASHRAM S P	II / III	MBA
6	18MBA206	BAKYALAKSHMI K	II / III	MBA
7	18MBA207	BALAMURUGAN S	II / III	MBA
8	18MBA208	DHANAVANDHAN T	II / III	MBA
9	18MBA209	DHARMAN V	II / III	MBA
10	18MBA210	DHILIP S	II / III	MBA
11	18MBA211	DHINAKARAN T	II / III	MBA
12	18MBA212	GAUTAMAKRISHNAN I	II / III	MBA
13	18MBA213	GOVINDOU URMILA A	II / III	MBA
14	18MBA214	HARITHA K	II / III	MBA
15	18MBA215	HASHMUKH @ DILIP @ DBEPAK	II / III	MBA
16	18MBA216	ILANCHEZION V	II / III	MBA
17	18MBA217	INDUMATHI T	II / III	MBA
18	18MBA218	JASMEEN S	II / III	MBA
19	18MBA219	JAYAPRIYA M	II / III	MBA
20	18MBA220	JAYASRI N	II / III	MBA
21	18MBA221	JEYAKUMAR J	II / III	MBA
22	18MBA222	KALAIVANAN K	II / III	MBA

**Dr. E. VIJAYAKRISHNA RAO**  
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
M.J.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.  
**PRINCIPAL**  
Rajiv Gandhi College of Engineering & Technology  
Cuddalore Main Road,



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23	18MBA223	KARTHIK S	II / III	MBA
24	18MBA224	KEERTHANA R	II / III	MBA
25	18MBA225	MOHAMED BILAL A	II / III	MBA
26	18MBA226	MOHANAPRIYA R	II / III	MBA
27	18MBA227	MONOJ KUMAR M	II / III	MBA
28	18MBA228	NIVETHA M	II / III	MBA
29	18MBA229	OLIVIYA S	II / III	MBA
30	18MBA230	PAVITHRA J	II / III	MBA
31	18MBA231	POORANI R	II / III	MBA
32	18MBA232	PRAMODH V	II / III	MBA
33	18MBA233	PRIYANKA JAIN A	II / III	MBA
34	18MBA235	RAMYA K	II / III	MBA
35	18MBA236	RANJITHKUMAR S	II / III	MBA
36	18MBA237	RISHAB ANAND M	II / III	MBA
37	18MBA238	ROHINI S	II / III	MBA
38	18MBA239	RUTH H	II / III	MBA
39	18MBA240	SELVAGANAPATHY M	II / III	MBA
40	18MBA241	SINEGA R	II / III	MBA
41	18MBA242	SOWMIADEVI M	II / III	MBA
42	18MBA243	SRIMATHI V	II / III	MBA
43	18MBA244	THIRUSELVAN J	II / III	MBA
44	18MBA245	TONY CHURCHILL A	II / III	MBA
45	18MBA246	VIJAYAKOUSALYA V	II / III	MBA
46	18MBA247	VINOD T	II / III	MBA

*hsh*  
Event Coordinator

*Athen*  
Head of the Department

*over*  
**Dr. E. VIJAYAKRISHNA RAPAKA**

B.Tech.(Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I N.C.I.I.,

**PRINCIPAL**

Rajiv Gandhi College of Engineering & Technology  
Pondy - Cuddalore Main Road,  
Kirumampakkam, Puducherry - 607 402.

**Rajiv Gandhi College of Engineering and Technology Puducherry**  
**Department of Management Studies**  
**Master of Business Administration**

**Feedback Form**

Workshop Title:.....

Date: ..... Venue: .....

Name: ..... Semester/Year: .....

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you? Y / N**
- B. The contents met with your expectations**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- C. The lecture sequence was well planned**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- D. The contents were illustrated with adequate examples**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- E. The level of the workshop was too high**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- F. The contents compared with your expectations was too theoretical**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- G. The workshop exposed you to new knowledge and practices**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree

**THE CONDUCT OF THE WORKSHOP**

- A. The lectures were clear and easy to understand**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- B. The teaching aids were effectively used**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- C. The material handed out was adequate**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- D. The instructors encouraged interaction and were helpful**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- E. Were objectives of the workshop realized? Y / N**

**F. Please give overall rating of the course**

90% - 100% ( )      60% - 70% ( )

80% - 90% ( )      50% - 60% ( )

70% - 80% ( )      below 50% ( )

Signature

  
**Dr. E. VIJAYKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.I.  
**PRINCIPAL**  
Rajiv Gandhi College of Engineering & Technology  
Pondy - Cuddalore Main Road,  
Kirumampakkam, Puducherry - 607 492.



**Rajiv Gandhi College of Engineering and Technology Puducherry**  
**Department of Management Studies**  
**Master of Business Administration**

**Feedback Form**

Workshop Title: Mastering of entrepreneurial skill  
 Date: 13/8/2019 Venue: APJ Abdul Kalam  
 Name: Oliviya S Semester/Year: II II

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you?** Y/N
- B. The contents met with your expectations**  
 1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
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- D. The instructors encouraged interaction and were helpful**  
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- E. Were objectives of the workshop realized?** Y/N
- F. Please give overall rating of the course**

90% - 100% (✓)    60% - 70% ( )

80% - 90% ( )    50% - 60% ( )

70% - 80% ( )    below 50% ( )

*Oliviya S*  
Signature

*Dr. E. Vijaykrishna Rapaka*  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
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 M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.,  
**PRINCIPAL**  
 Rajiv Gandhi College of Engineering & Technology  
 Pondy - Cuddalore Main Road,  
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**Rajiv Gandhi College of Engineering and Technology Puducherry**  
**Department of Management Studies**  
**Master of Business Administration**

**Feedback Form**

Workshop Title: Marketing of entrepreneurial skill  
 Date: 13/8/19 Venue: A.P.J. Abdul Kalam  
 Name: Ruth.H Semester/Year: II / III

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you?**  / N
- B. The contents met with your expectations**  
 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- C. The lecture sequence was well planned**  
 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
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- D. The instructors encouraged interaction and were helpful**  
 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- E. Were objectives of the workshop realized?**  / N
- F. Please give overall rating of the course**

90% - 100% (✓)      60% - 70% ( )

80% - 90% ( )      50% - 60% ( )

70% - 80% ( )      below 50% ( )

*Ruth.H*  
Signature

*me*

**Dr. E. VIJAYAKRISHNA RAPAKA**  
 B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
 M.I.S.T.E., F.I.I.P.E., M.C.S.I M.C.I.I.,  
**PRINCIPAL**  
 Rajiv Gandhi College of Engineering & Technology  
 Pondy - Cuddalore Main Road,  
 Kirumampakkam, Puducherry - 607 402



**Rajiv Gandhi College of Engineering and Technology Puducherry**  
**Department of Management Studies**  
**Master of Business Administration**

**Feedback Form**

Workshop Title: Mastering entrepreneurial skills  
Date: 13/8/19 Venue: APJ Abdul Kalam  
Name: Rohini S Semester/Year: II / II

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you?  Y /  N
- B. The contents met with your expectations  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5.  Strongly agree
- C. The lecture sequence was well planned  
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- G. The workshop exposed you to new knowledge and practices  
1. Strongly disagree    2. Disagree    3. Neutral    4.  Agree    5. Strongly agree

**THE CONDUCT OF THE WORKSHOP**

- A. The lectures were clear and easy to understand  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5.  Strongly agree
- B. The teaching aids were effectively used  
1. Strongly disagree    2. Disagree    3. Neutral    4.  Agree    5. Strongly agree
- C. The material handed out was adequate  
1. Strongly disagree    2. Disagree    3. Neutral    4.  Agree    5. Strongly agree
- D. The instructors encouraged interaction and were helpful  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5.  Strongly agree
- E. Were objectives of the workshop realized?  Y /  N
- F. Please give overall rating of the course

90% - 100% ()    60% - 70% ( )

80% - 90% ( )    50% - 60% ( )

70% - 80% ( )    below 50% ( )

Rohini S  
Signature

  
**Dr. E. VIJAYKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech. (Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I., M.C.I.I.,  
**PRINCIPAL**  
Rajiv Gandhi College of Engineering & Technology  
Pondy - Cuddalore Main Road,  
Kirumampakkam, Puducherry - 607 402.



# RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE and Affiliated to Pondicherry University)

(Accredited with 'A' Grade by NAAC)

(Sponsored by Sri Balaji Educational and Charitable Public Trust)

Pondy - Cuddalore Main Road, Kirumampakkam, Puducherry - 607 403.

WORKSHOP TITLE: MASTERING ENTREPRENEURIAL SKILLS

Date: 13/08/2019

II Year III Semester



*Handwritten signature in green ink.*

PRINCIPAL  
RAJIV GANDHI COLLEGE OF  
ENGINEERING AND TECHNOLOGY  
KIRUMAMPAKKAM, PUDUCHERRY - 607 403.