WHO CAN ATTEND
This workshop is useful to several individuals, associations and will benefit all entrepreneurs, prospective and potential entrepreneurs, academicians & students interested in practical exposure to entrepreneurial challenges, as this is an opportune occasion to voice and find solutions in the workshop discussions to the challenges of entrepreneurship.

WORKSHOP REGISTRATION DETAILS:
Participation at the workshop is only through prior registration along with payment of delegate fee. Early registration would help in designing and customizing the workshop to meet the business challenges of entrepreneurs.

DELEGATE FEE:
For Academic Delegate : Rs. 500/-
For Corporate Delegates / Executives / Entrepreneurs : Rs. 1000/-
For Research Scholars / Student Delegates : Rs. 300/-
Nominations may be sent through Post / Courier / Speed Post / E-mail as advance registration. However, registration will be confirmed only after receipt of the Delegate fee on or before 6th October, 2014.

ORGANIZING COMMITTEE
Chief Patron
Prof. G.S.N. Raju Vice-Chancellor, Andhra University

Advisory Committee
Prof. M. Madhusudhana Rao Head of the Department, DCMS
Prof. G. Satyanarayana Chairman, Board of Studies
Prof. G. Hrushikeswara Rao Dean of Faculty
Prof. P. Veni
Prof. K. Sambasiva Rao
Prof. N. Sambasiva Rao
Prof. M. Sandhya Sridevi
Prof. P. Viswanadhram
Prof. B. Mohan Venkatram
Prof. J. Ravi

WORKSHOP DIRECTOR
Prof. D. Lalitha Rani
Department of Commerce & Management Studies,
Andhra University, Visakhapatnam – 530003.
Phone: (0891) 2844292 (O) 9848130074 (Mobile)
Email: djalilitharani@gmail.com

For further details, please contact
Coordinators
Dr. A. Rama Devi, 8897952777, ramadevi_annapantula@yahoo.com
Mr. K. Sankara Rao, 9440339296, sankarkarri@gmail.com

ANDHRA UNIVERSITY, VISAKHAPATNAM
DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES

Organises
INTERACTIVE WORKSHOP ON
EXPLOITING OPPORTUNITIES & STRATEGIES
FOR ENTREPRENEURS

Venue
PLATINUM JUBLIEE HALL
ANDHRA UNIVERSITY
VISAKHAPATNAM – 530003

Date
10th October, 2014

Time
09.30 AM – 05:30 PM

In collaboration with
CII & CII-IWN
About Andhra University
Andhra University (ISO-9001:2000 certified, NAAC Accredited “A” Grade Institution) is one of the oldest educational institutions in the country, mainly devoted to post-graduate teaching and research. Andhra University was constituted in the year 1926 by the Madras Act of 1926. Keeping in pace with the global needs, the University is offering several new courses of relevance and contemporary significance. The University presently is offering 313 Courses in Arts, Commerce, Management, Science & Technology, Engineering, Law, Pharmacy and Education. The University has five constituent colleges and four AUCampuses. The University has started school of Distance Education in the campus in 1972.

About the Department
The department of Commerce and Management Studies is the single largest faculty in Andhra University having started Commerce at PG level in 1936. Further in 1957, two year MBA Full-Time programme was offered. In view of the industrial growth of Visakhapatnam city and to meet the needs of executives, the Department started three year M.B.A. evening programme in 1977-78. Apart from the above, the Department has taken up Research Programmes leading to M.Phil. and Ph.D. Several Research projects have been carried out with the financial assistance from various national funding agencies like UGC, AICTE, Ministry of HRD, ICSSR and also industry sponsored projects. Later, the department started MBA-Retail Management in 2006, MBA- Banking and Financial Services in 2012.

About Visakhapatnam
Visakhapatnam, also known as Vizag, is the largest city in the state of Andhra Pradesh and the third largest city on the east coast of India (after Chennai and Kolkata). Visakhapatnam has developed into a major economic destination. It has all the sectors like Industrial, Fishing, IT, Pharma, Export & Imports by Sea trade etc. The city was identified as one of the fastest-growing in the world, economically and demographically. Visakhapatnam is also an important tourist revenue generator. Visakhapatnam district is the central hub for industry and education in the state of Andhra Pradesh.

Theme of the Workshop
“Entrepreneurship is a dynamic process of vision, change, and creation. It requires an application of energy and passion towards the creation and implementation of new ideas and creative solutions. Essential ingredients include the willingness to take calculated risk in terms of time, equity, or career; the ability to formulate an effective venture team; the creative skill to marshal needed resources; and fundamental skill of building solid business plan; and finally, the vision to recognize opportunity where others see chaos, contradiction, and confusion.”

Most of the people from Seemandhra were the entrepreneurial classes who have been creating a lot of wealth over the decades both in Chennai and Hyderabad. Think of GMR, GVK, LANCO, Dr. Reddy’s, Satyam, several media conglomerates, and the whole of Tollywood, etc. Andhra region is having huge human resources potential and knowledge base along with financially sound entrepreneurs who are capable of building the industry right from the scratch.

Andhra also has plenty of fresh talent in engineering, computer science and other disciplines to create an ecosystem that would foster innovation and new intellectual property start-ups. The pace of development will be further accelerated in Andhra Pradesh as there is scope for new initiatives and policies.

The process of identifying, creating maintaining and sustaining these opportunities & practices will involve abilities to conceptualize and deploy strategies, structures and processes to manage present performance and aid in building critical ‘business relevant’ capabilities for the future.

In this context, present successful entrepreneurs & budding entrepreneurs need to know the opportunities and best practices to continuously upgrade various sub-systems and the need of the hour is “To empower entrepreneurs for effective and efficient practices for entrepreneurial growth”. Paradigm has shifted from survival of the fittest to survival of the fastest.

The Workshop aims at understanding the perspectives, opportunities, & practices and problems involved in “establishing new bench mark enterprises in this region. It also aims at providing a platform for entrepreneurs to discuss their apprehensions and realities with the industry collaborators and other entrepreneurs.

Themes
- Need for entrepreneurial development.
- New business opportunities for different sectors.
- Aligning entrepreneurial activities with national vision.
- Appropriate fiscal measures, including tax incentives, to promote industrialization and economic growth in both the States.
- Technology driven Changes.
- Managing Resistance to Change, challenges.
- HRM approach in new paradigm shift and
- Managing quality standards.

Programme Schedule:
The workshop will be conducted in 4 sessions. Each session will be chaired by executives of different Government Departments or bodies, an academician and successful entrepreneurs - who will lead the discussions in the workshop.
REGISTRATION FORM

INTERACTIVE WORKSHOP ON
EXPLOITING OPPORTUNITIES & STRATEGIES
FOR ENTREPRENEURS
10th October, 2014
Time: 09:30 AM to 05:30 PM

I / We would like to nominate the following participants to the workshop.

Name of the Institute / Corporate / Individual ____________________________
____________________________________________________________________
Address _____________________________________________________________
Phone __________________________ (Off) __________________________ (Res)
Email ______________________________________________________________

The following people will participate *:
Sno Name Designation
1. 
2. 
3.

Please find enclosed DD / Cheque / Cash for Rs ________ drawn in favour
of Prof. D. Lalitha Rani, Andhra University, Visakhapatnam–530003 drawn
on __________ (Bank) Date__________.

Date & Seal Authorized Signatory

Please forward the completed registration forms to:
WORKSHOP DIRECTOR
Prof. D. Lalitha Rani
Department of Commerce & Management Studies,
Andhra University, Visakhapatnam – 530003.
Phone: (0891) 2844292 (O) 9848130074 (Mobile)
Email: dlalitharani@gmail.com

For further details, please contact
Coordinators
Dr. A. Rama Devi, 8897952777, ramadevi_annapantula@yahoo.com
Mr. K. Sankara Rao, 9440339296, sankarkarri@gmail.com

SPONSORSHIP FORM

INTERACTIVE WORKSHOP ON
EXPLOITING OPPORTUNITIES & STRATEGIES
FOR ENTREPRENEURS
10th October, 2014
Time: 09:30 AM to 05:30 PM

The workshop we plan to conduct will comprise of Entrepreneurs, Industrialists, Corporate Executives, Academicians, Scholars, and Students and will be one of its kind. This type of ‘Best Practice Workshops’ are required to synergize the entrepreneurs and prospective entrepreneurial talent in this region. Only workshops of this kind would support in achieving the ‘dream’ of a ‘developed India’ as envisioned by our leaders.

Your generous support for the workshop would encourage us in contributing to the socio-economic growth of our region.

Sponsorship may be a minimum of Rs. 5000/- or Multiples.

I / We would like to sponsor an amount of Rs._________ to the workshop.

Name of the Business / Organization / Individual________________________
____________________________________________________________________
Address _____________________________________________________________
Phone __________________________ (Off) __________________________ (Res)
Email ______________________________________________________________

Please find enclosed DD / Cheque / Cash for Rs ________ drawn in favour
of Prof. D. Lalitha Rani, Andhra University, Visakhapatnam–530003 drawn
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From : Prof. D. Lalitha Rani
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Email: dllalitharani@gmail.com