GUIDELINES FOR BUSINESS PLAN SUBMISSION

Every team participating in the Business Plan contest should pay Rs. 600/- for participation in the competition.

Last date for sending Business Plan: On or before 25/01/2015
Intimation about selected Business Plan: On or before 05/02/2015
Please send your Business Plans to etinnovation.businessplan@gmail.com.

For more guidelines contact this mail id.
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 7th February, 2015.

ORGANIZING COMMITTEE

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SEMINAR DIRECTOR

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DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES
ANDHRA UNIVERSITY
organizes a National Seminar

on
Entrepreneurship through Innovation

Date
20th – 21st February
2015

Venue
Platinum Jubilee Hall
Andhra University
Visakhapatnam
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 postgraduate teaching and research. Andhra University was constituted in the year 1928 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 AU Campuses. 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 1957. Further in 1987, two-year M.B.A 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 MBA-Finance in 2012.

ABOUT VISAKHPATNAM

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 Industry, Fishing, IT, Pharma, Export & Imports, 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 SEMINAR

Our economy has thrived because business leaders have been able to adapt to the changing times and have supplied to the communities’ needs. Any business small or big is integral to the economy. Without it, our economy would not survive. But a business must also sustain itself to be able to constantly evolve to meet the demands of the community and the people.

Innovation is the key tool driving today’s businesses. We keep hearing the phrase ‘Innovate or perish’ which signifies that to sustain and grow, businesses need to innovate. Innovation empowers business with longevity and competitiveness in the globalised world. Recognising this importance, the Government of India has declared 2010-2020 as the decade of innovation, and has also designed the National Innovation policy to synchronize the efforts of science and technology, R&D, education and societal development.

We are continuously amazed at the rapid changes occurring in the society, in consumer products and services by innovations addressing the social needs of recycling, greening, non-conventional energies and effective & efficient management practices.

Innovation is consequential to the development of economic, social, and cultural environments of the country.

SUB THEMES

- Innovation for business & economic growth.
- Policies and initiatives for innovation.
- Innovations at the base of the pyramid.
- Innovations in functional areas of business implementation.

- Innovations in social entrepreneurship.
- Innovations in different entrepreneurial sectors like finance, tourism, education, hospitality, healthcare, entertainment, non-conventional energy, agriculture, food processing, e-business.
- Emergence of qualitative entrepreneurship.
- Innovations for green environment.
- Innovations in roles of Government, Universities, Business Schools, and other Educational Institutions.

WHO CAN ATTEND

This seminar is useful to academicians, scholars, students, big & small enterprises, and will benefit all budding entrepreneurs, prospective and potential entrepreneurs, interested in practical exposure to entrepreneurial strategies for sustainable, successful enterprises. This is an opportunity to meet and disseminate various strategies in building, innovations in enterprises.

SEMINAR REGISTRATION DETAILS

Participation at the seminar is only through prior registration along with payment of delegate fee. Early registration would help in designing and customizing the seminar procedures.

DELEGATE FEE

<table>
<thead>
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<th>Category</th>
<th>Fee (in Rs.)</th>
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<tr>
<td>For Corporate Delegates</td>
<td>3000/-</td>
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<tr>
<td>For Academic Delegates</td>
<td>2000/-</td>
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<tr>
<td>For Executives, Entrepreneurs</td>
<td>2000/-</td>
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<td>For Research Scholars</td>
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<td>Accommodation</td>
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GUIDELINES FOR ABSTRACT SUBMISSION

Abstracts should be sent with not more than 300 words with the title, name of the authors with their address, email ID, mobile number clearly mentioned, both in manuscript and by email to etiniovation.seminar@gmail.com. For more guidelines contact this mail id.

BUSINESS PLAN CONTEST

In the seminar to encourage and enhance the inherent talents of entrepreneurship, among the students and prospective entrepreneurs, we propose to conduct a Business Plan Contest. There will be awards for the first three proposals. Innovative business plan proposals from a team (not more than three) either of students from different colleges or potential entrepreneurs will be given a chance for presentation. The plans will be reviewed and evaluated by experts from venture capital and financial institutions. Only screened business plans will be permitted for presentation during the seminar. Any number of teams can participate from one college.
REGISTRATION FORM

NATIONAL SEMINAR ON
ENTREPRENEURSHIP THROUGH INNOVATION
20th – 21st February, 2015

I / We would like to nominate the following participants to the seminar.
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 favor of
“Seminar Director, ET Innovation” payable at Visakhapatnam, drawn on __________________________ Date_____________

(* A separate list may be attached if necessary)

Sponsor/Deligate Signature

Please forward the completed registration forms to:
Seminar Director
Prof. D. LALITHA RANI
Department of Commerce & Management Studies, Andhra University,
Visakhapatnam – 530003. Phone: (0891) 2844292 (O) 9848130074 (Mobile)
Email: dalitharani@gmail.com

SPONSORSHIP FORM

NATIONAL SEMINAR ON
ENTREPRENEURSHIP THROUGH INNOVATION
20th – 21st February, 2015

The seminar we plan to conduct will comprise of Academicians, Scholars, Students, Entrepreneurs, Industrialists, Corporate Executives, will be one of its kind. This type of seminar is required to enhance the innovativeness of the entrepreneurs and students in this region for staying ahead in competition. Only seminars of this kind would support in achieving the ‘dream’ of a ‘developed India’ as envisioned by our leaders.

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

Advertisement Tariff for Publication with ISBN:
Advertisements are invited for publication in the souvenir being brought out on the occasion. The tariff for advertisement is:

<table>
<thead>
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<th>Particulars</th>
<th>Amount</th>
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<tr>
<td>Back Cover (Color) Full Page</td>
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<td>Half Page (Color)</td>
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Sponsorship:
We seek your sponsorship either in cash or kind for the lunches (2), Dinner (1), breakfast (2) and tea’s (4) to be hosted at the seminar. You could also sponsor, prize money, mementos to speakers and seminar kits.

Sponsorship Amount :
Sponsor’s Name :
Name of Organization :
Address for Communication :

Please find enclosed DD / Cheque for Rs __________ in favor of “Seminar Director, ET Innovation” payable at Visakhapatnam, drawn on __________________________ Date_____________

Sponsorers Signature