



RAMAIAH
College of Arts, Science
& Commerce

ENTREPRENEURIAL DEVELOPMENT CELL MANUAL

M. S. RAMAIAH

College of Arts, Science and Commerce

(Re-accredited with "A" by NAAC, permanently affiliated to Bangalore University,
Approved by AICTE, Recognized by UGC under 2f & 12B of UGC Act, 1956)

MSR Nagar, Bangalore 560054

www.msrmasc.edu.in



Introduction

Entrepreneurship is increasingly recognized as an important driver of economic growth of a country. Even Govt. of India has recognised the importance of entrepreneurship and has introduced programs like "Make in India" & "Start-up India". India is perhaps the most youthful country continuously going to accomplish the information, economy and developing as a young icon among the whole world. Our nation is right now confronting the issue of un-employability of prepared just as exceptionally prepared young people. To overcome this un-employability in the coming years we need more entrepreneurs, which are the real backbone of Indian economy. Developing entrepreneurship opportunities should meet the required demand of economic landscape of the country. Creating business openings fulfil the necessary need of financial strength and stability of our country. However, now there is a necessity to develop and strengthen entrepreneurial quality, motivate it and give all the support to withstand firmly for our youth aspirations.

The aim of Entrepreneurship Development Cell (EDC) at RCASC is to develop and strengthen entrepreneurial skills among budding entrepreneurs' who are interested in starting their own businesses. Our aim is to develop young entrepreneurs by providing them necessary skills, trainings, proper guidance and motivation. This can be achieved through by developing skills and promoting the young entrepreneurs to associate with quality consciousness, global competition and economic growth. Our

institute strives to provide infrastructure and other required support to the students having innovative ideas to transform into new products and services for the betterment of the society. The EDC also assists all the aspirants with mentoring, planning and execution of their start up idea into a real business or providing real life business solutions.

Hence an Entrepreneurship Development Cell was established in the college with a devoted group of effectively working faculty members. Aspiring business professionals are groomed with the vital contributions on the most proficient method to be an effective business professional through workshops and other programmes by eminent speakers from the industry. In our college we encourage the students to consider self-employment as a career. The cell also organizes different activities and events from time to time to train and motivate the students on entrepreneurship.

VISION

To develop entrepreneurship skills among the students with integrity and sustainability.

MISSION

To be the pioneer in empowering and encouraging business leaders, budding entrepreneurs showing the talent of the young minds from idea inception to start-up an enterprise and scaling up with trustworthiness and sustainability through consistent direction and mentoring through different activities and programmes.

OBJECTIVES

1. To create the awareness of entrepreneurship among the students.
2. To create Entrepreneurial culture in the Institution.
3. To act as an institutional instrument for offering different types of assistance including data to sprouting budding entrepreneurs.
4. To develop Entrepreneurial culture among the students and enable the creativity and entrepreneurial skills which is helpful to the society in increasing the employability.
5. To respond effectively to the emerging challenges and opportunities both at national and international level relating to SMEs and Micro Enterprises.

FUNCTIONS

1. To organize Entrepreneurship Awareness Camps and Entrepreneurship Development Programmes
2. To conduct research work and survey for identifying entrepreneurial opportunities
3. To guide and assist prospective entrepreneurs on various aspects such as preparing project reports, obtaining project approvals, loans and facilities from agencies etc.
4. To organize guest lectures, Seminars, etc. for promotion and growth of Entrepreneurial skills
5. To arrange visits to industries for prospective entrepreneurs
6. To provide facilities to the budding Entrepreneurs besides expertise them in Intellectual Property rights, Patents etc.
7. To conduct skill development training programmes leading to self-employment.

Activities of Entrepreneurship Development Cell

Every year we organize orientation program on entrepreneurship for newly joined students for different undergraduate and post graduate Programs. We invite vibrant entrepreneurs to guide our students.

We also conduct the following Activities Students under ED Cell:

Guest lectures, Games, Panel Discussions, symposiums, seminars, workshops, management fests, commerce fests, training programmes, software application development programmes, various Competitions, Idea Generation, product

development strategies, Business Plan presentation etc.

The EDC tries to change in personal and career attitudes of students including; Self Confidence, Ability to control one's own life, Self awareness, Self management/ personality responsibility, Transfer of learning, Motivation, Teamwork, Interpersonal communications, Problem solving, Creativity etc.

EDC Structure:

Dr. A.Nagarathna
Principal and Chairman

Dr. M. Lakshmi Pathi Naidu
Convener

Coordinators

From each Department

1. Dr. Prasanna Srinivas
2. Dr. Vasanth Bhaskar
3. Mr. Sekar.K
4. Ms. Shailaja
5. Mr. Lakshmi Pathi .V
6. Dr. Santhosh Anand

About Duties and Responsibilities:

EDC Convener

The EDC will work under the direct supervision of the Principal Dr. A. Nagarathna Madam, and would

be the supreme authority of the cell. The Principal shall guide the people who approach EDC for a start-up about the feasibility and further direct the concerned person to the appropriate faculty member who can help in further development of the idea and make it into a venture.

EDC Coordinator:

The EDC Coordinator carries the responsibility of running the cell. He is in charge of the daily running of the cell. The EDC Coordinator is the representative of the cell and shall propose implementable ideas in the best interest of the cell, and the people in general. All of the permissions for EDC shall go through the EDC Coordinator, and must have his signature on all the documents. The EDC Coordinator is responsible for efficient working of all the staff.

EDC Staff Coordinators:

Coordinators shall act as a student mentor panel, and shall mentor and encourage the budding entrepreneurs guide the start-ups coming out of RCASC.

UNDERGRADUATE PROGRAMS

Bachelor of Arts (B.A)

- Journalism, Psychology, Optional English
- Optional English/ Journalism/ Political Science

Bachelor of Commerce (B.Com)

Eligibility: 10 + 2

Bachelor of Computer Applications (BCA)

Bachelor of Business Management (BBA)

Bachelor of Science (B.Sc.)

- Electronics, Mathematics, Computer Science

Eligibility: 10 + 2 and
Mathematics Compulsory

- Genetics, Microbiology, Biochemistry
- Bio technology, Microbiology, Chemistry

Eligibility: 10+2 and
Biology Compulsory

POST GRADUATE PROGRAMS

Master of Science (M. Sc.)

- ❖ Biotechnology ❖ Microbiology ❖ Bio Chemistry ❖ Applied Genetics
- ❖ Organic Chemistry

Master of Business Administration (MBA)

Master of Commerce – M.Com

KEY HIGHLIGHTS

- International student fraternity
- Teaching and learning process brought under quality assessment
- Placement Assistance
- Industrial Visits
- Counseling for higher education
- Research projects, workshops, seminars and training programs
- Value added courses
- Hi-Tech Equipment

- Broadband Internet connection
- Computerized library
- Auditorium and Seminar Halls
- Eco Club
- Xerox/Stationery facilities
- Sports
- NCC, NSS, Youth Red Cross activities
- Intercollegiate competitions

- Feedback to parents through professionally trained proctors
- Separate hostel facilities for boys and girls
- Canteen for healthy and wholesome food / fruit juice
- Personality development through fests and cultural activities
- Life skill development programs

Contact

M S Ramaiah College of Arts, Science and Commerce

MSRIT Post, Bangalore - 560 054.

Phone No: 080-23600966, 23608597 | Email: principal.msrmcasc@gmail.com | Web : www.msrmcasc.edu.in