SEICOM DEGREE COLLEGE

(AFFILIATED TO SV UNIVERSITY)
(ACCREDITED BY NAAC)

9-66/14-A, New Maruthi Nagar, Extension, Tirupathi. Ph : No. 0877-2241094, 2242606

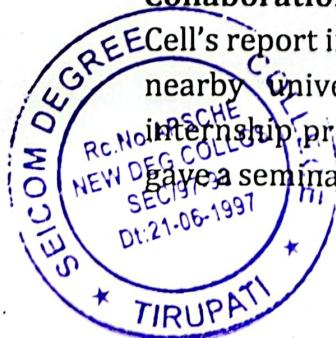## ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)
(2019–20)

Objectives: Building on the previous year, the EDC aimed to deepen student engagement with entrepreneurship. Objectives included increasing hands-on training (e.g. business-plan development), expanding industry linkages, and tracking conversion of ideas into startups. The cell also sought to align activities with new national initiatives (e.g. Skill India, Startup India) to bring institutional resources to students

Composition: The EDC Coordinator (a senior faculty) remained the anchor, with committee members drawn from the Commerce, Management, Computer Science, and Electronics departments. (The mixed team reflected SEICOM's multi-disciplinary approach.) Additionally, select senior students served as EDC ambassadors to organize events and disseminate information.

Initiatives & Activities: The cell organized an Entrepreneurship Awareness Week in January 2020, featuring panel talks with local entrepreneurs and a "Pitch Your Idea" contest. Workshops included "From Idea to Business Model" (walk-through sessions on market research and finance planning) and a writing competition on entrepreneurship themes. A guest lecture on digital marketing (by a Tirupati-based startup founder) was arranged, greatly attracting first-year students. To reinforce learning, the EDC circulated a newsletter summarizing past startup success stories and resources.

- Inter-collegiate quiz on business innovation (hosting nearby colleges).
- Hands-on session on "Design Thinking" with case studies.
- Collaboration with the college's R&D Cell: jointly ran a workshop on innovation trends and entrepreneurship.

Collaborations/MoUs: This year the EDC leveraged new partnerships. The R&D Cell's report indicates the college established industry tie-ups and an MoU with a nearby University research center- the EDC used these contacts to organize internship projects and expert sessions. In one instance, an SV University lab head gave a seminar on technology commercialization. Furthermore, the cell initiated talks

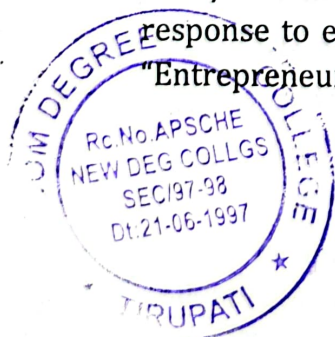PRINCIPAL
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with a software incubator in Tirupati for a potential mentorship program (plans to formalize this MoU were in progress by year-end).

Student Participation & Outcomes: Participation grew significantly: about 70 students took part in EDC programs (many attending multiple events). Four student teams submitted business plans at the end of the Awareness Week; one team's social-enterprise concept (recycling campus waste) won a district-level pitch competition. Several teams continued refining their plans; two proposals were selected by faculty for further development in a college-supported mentored project. The EDC recorded that overall entrepreneurial awareness (measured via a brief survey) improved substantially after the events.

Funding & Support: Internal funding was again the primary resource. The college earmarked ₹50,000 under "Innovation Initiatives" to co-sponsor the Awareness Week and prizes for student projects. The local industrial partner (from the prior MoU) agreed to donate small hardware kits (sensors, microcontrollers) to project teams. No major external grants were obtained, but the EDC successfully applied for a nominal CSR grant (₹10,000) from a Tirupati IT firm to support event publicity materials.

Key Achievements & Impact: The EDC's efforts yielded tangible outcomes. Notably, the host of events led to at least one student-led project (waste recycling) moving toward implementation with college support. Faculty observed increased innovation in student class projects, indicating spill-over benefits. The year's activities were also covered in a local newspaper's coverage of college achievements. These results aligned with SEICOM's vision of fostering entrepreneurial leaders, as evidenced by alumni success in entrepreneurship.

Plans & Recommendations: For 2020–21, the cell planned to establish an Innovation Hub on campus (dedicated space and resources for student prototypes). It recommended seeking formal affiliation with the national Institution's Innovation Council (IIC) to access government seed funding. Further MoUs (e.g. with bank/financing institutions for student loan advice) were proposed. Given positive response to events, the EDC also planned to offer a credited certificate course in "Entrepreneurship Development" for final-year students.

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