

SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai Dist -515 134.

3.2.1_file no 3- Innovation And Incubations Workshops & Seminars

2022-2023

Entrepreneurship Development Cell- IIC Activities



Ministry of
Education
GOVERNMENT OF INDIA



MoE's
INNOVATION CELL
GOVERNMENT OF INDIA



INSTITUTION'S
INNOVATION
COUNCIL



CERTIFICATE OF ESTABLISHMENT

This is to certify that

Sanskriti School of Business,, Anantapur

has established an Institution's Innovation Council (IC202321945) in the campus as per
the norms of Innovation Cell, Ministry of Education, Govt. of India during
the academic calendar year 2022-23

Abhay Jere

Dr. Abhay Jere
Chief Innovation Officer
Ministry of Education's Innovation Cell

Dipankar Sahu

Shri. Dipan Kumar Sahu
Assistant Innovation Director
Ministry of Education's Innovation Cell

Certificate No: 11490

Aisbe Code: C-26944

Date: 03-02-2023



Dr. Balakrishna
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



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3.2.1 file no: 2- Innovation and Incubations Workshops & Seminars

ED - Innovation & Incubations Workshops & Seminars

Date: 10th Feb, 2022

Location: Puttaparthi

Coordinators: E.Prashanthi, Associate professor, SSB

Dr.D. Hemanath, Assistant Professor, SSB

Objective:

Providing opportunity to Students with experiential learning beyond the classrooms.

Students: II year MBA Students participated Textbooks, classroom discussions and presentations only go so far when it comes to capturing the intricacies of the corporate World. We, at SSB we take every opportunity to provide the experiential learning beyond the classrooms. Students visited the Timbaktu Organic Exhibition in Puttaparthi. <https://timbaktuorganic.com/isafarmerproducer-owned> and managed organic farmers' enterprise with a product line including pulses, groundnut, millets, RTEM, RTC and wild honey. Interacting with the organizers, students learnt about the business model, marketing strategies, how it benefits both farmers who are major stakeholders and consumers with its organic products etc Thus a class on Entrepreneurship, Green Business Management, Marketing, Social Responsibility and Economics rolled in tone



Dr. Balakrishna

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Products Exhibition



10.02.2022 & 11.02.2022
Thursday & Friday
Time : 8am to 8pm

**Sri Anjaneya Swamy Temple,
Satyam Circle, Puttaparthi.**

Ph : 8985005750, 9347588935



Dr. Balakrishna

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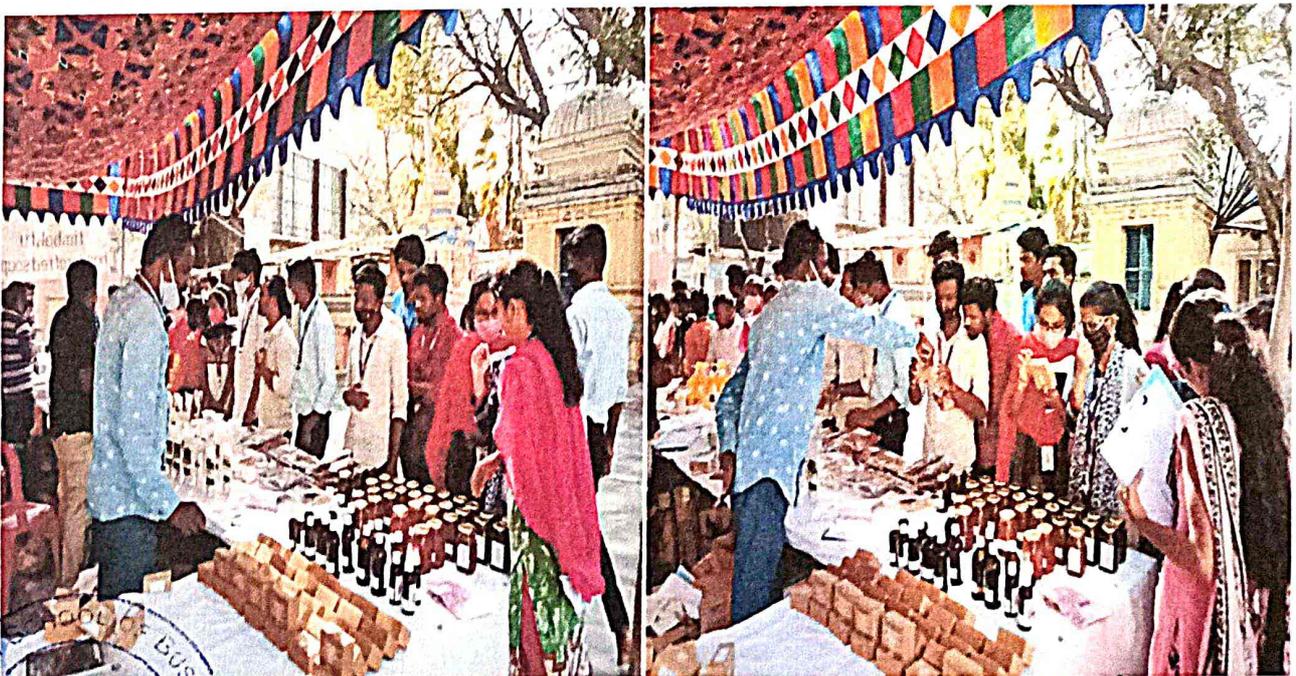
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AARAMBH- 2022

Entrepreneurship carnival-2022

Organized by SSB ED Cell, Date:26-02-2022

Venue: SSB

Coordinators: E.Prashanthi, Associate Professor, SSB

D.Pranavasree, Assistant Professor, SSB

Student Coordinator: Sreekanya-IIMBA, SSB Hema Kumar
- II MBA, SSBSai Sandya-IMBA, SSB Shahid-IMBA
Jashma-I MBA, SSB Anil Kumar-IMBA, SSB

Sanskriti School of Business is providing a platform for students of Pan India on bringing to stage their their ideas of their own venture. In higher education students needs to experience various facets of business ownership.

OBJECTIVES

1. To encourages students to create a unique business and carry the decision-making process through a complete business plan
2. To make the students learn-to speak the language of business, and see the problems from the small business owner's point of view. This is particularly needed to develop the students holistically when they are being catered for career development and technical education.
3. To enable students to actually experience the operation of a business.
4. To motivate students to learn, innovate and nurture the skills of new ventures. Motivation to learn and a sense of individual opportunity are the special outcomes of this competition for a lifelong learning.
5. To help serious students access real help.



Dr. Balakoteswar

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SSB SANSKRITHI SCHOOL OF BUSINESS
Beedupalli: Knowledge Park, Puttaparthi

AARAMBA 2022

BUDDING ENTREPRENEUR CARNIVAL

FEB 2022
26

Guest of Honour

Pavan Kumar
Founder-Director at
Diabetic Food International Pvt. Ltd.
Andhra Pradesh, India

Sponsored by AICTE SPICES

EVENTS

- BOOK RELEASE** BUSINESS SAGAS
Unfolding Rural & Women Entrepreneurs stories
- ENSPIRIT** ENTREPRENEURSHIP CHALLENGE
- PRAYAS** INNOVATION MODELS | SUCCESS STORIES | WOMEN ENTREPRENEURSHIP
- WEALTH OUT WASTE** CREATING PRODUCTS

ATTRACTIVE PRIZES FOR WINNERS & PARTICIPATION CERTIFICATES

EVENT CO-ORDINATORS:
Mrs. E. Prasanthi Associate Professor
Ms. D. Pranasree, Assistant Professor



Dr. Balakrishna

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Event Schedule

S.No	Event Name	Venue	Timings	Student Coordinator	Faculty Coordinators	Judges
1	ENSPiRT	SSB Ground	10.00Am to 2.30Pm	AnilKumar – IMBA SaiSandya – IMBA Sai Lakshmi – IIMBA	Dr.D.Hemanth	Dr.Bala Koteswari Dr.A.SenthilKumar
2	PRAYAS	SSE Seminar Hall	10.00Am to 12.00Pm	P.Shahid – IMBA Vinitha – IIMBA	Dr.D.Rajesh Babu	Dr.T.Venkateshan Ms.VijaySree
3	SCRAP EX	SSB Library	10.00Am to 12.00Pm	Hema Kumar – IIMBA Jashma – I MBA	Ms.Pranava sree	Dr.Bala Koteswari Dr.A.SenthilKumar

ENSPiRT:- The goal of the promotional campaign is to drive awareness and build demand for products by implementing sound marketing practices.

- Tools available for promotion include the following:
 - Product demonstrations
 - Online promotion

They can do it by setting up stalls. They can get support for their ideas by either selling their products or getting signatories.



Dr. Bala Koteswari

PRINCIPAL

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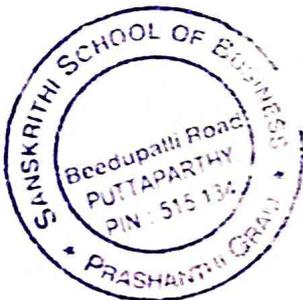


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No. Of Participants in a Team:3

ENSPiRiT	
S.NO	NAMES
1	K.SREENATH,SREE HARSHA,VINOD
2	HANEEF, VENKATASAI, MOHANKRISHNA
3	S.LOKESH, SANDEEP, SAMBASHIVA
4	RAGHUVeerAREDDY, BHARATHKUMAR, GANESH YADAV
5	VINAY, NARESH
6	Y.VAMSHIKRISHNA, KS, PAVANKUMAR, M.NAVEEN KUMAR
7	NARENDRA, K.NARMADHA, VASUDHA
8	M.CHARAN, MAHEERBASHA, JOSHNA
9	JASHMA, FAREENA, SATISH
11	KAVERI, SANGAVI, PRASHANTHI
12	MANEESHA, ARCHANA, PAVITHRA
13	ASHWINI, SRILAKSHMI,



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14	TANUJA,K.C.MEGHANA,M.VARALAKSHMI
15	M.MEGHANA,SIREESHA,SAISWETHA
16	FIROZ,SASHIKALA,SRIVIDYA
17	Krishna, Hari, Prasanna
17	MOUNIKA,SREEPRABHA, SATTEJA
18	YASMIN,A.MEGHANA
19	MANJULA,GOWTHAMI,BHAGYALAKSHMI
20	G.SREENATH,GOWTHAM,NARAYANAREDDY
21	SREEVANI,GAYATHRI,SAISIREESHA
22	SAISWETHA,SIREESHA,N.MEGHANA
23	VARALAKSHMI,SAICHARAN
24	HARSHAVARDAN,ROHITH,VINAYKUMAR
2NDYEARS	
1	KALYAN,YERRISWAMY,HARISH,SUBASHI
2	SHASHIKALA,BHAVANA,USHA,NETHIRA
3	LOKESH,GIRISH,PAVAN,TEJA
4	RAMANJI,KANTHARAJU,SAICHARAN
5	NAGAVEENA,SRAVANI,RAMYA,ASHWINI
6	SREEVANI,SALMA,JYOTHI
7	SAINATH,SHARATHKUMAR,HARINATH,GOUSPEERA
8	LEELAVATHI,SHABANA,ASWINI
	ASWINI,SREELAKSHMI



Dr. Balakrishna

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Winners:

LOKESH,

GIRISH,

PAVAN,

TEJA

Team Runner: LEELAVATHI,

SHABANA,

ASWINI



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PRAYAS:

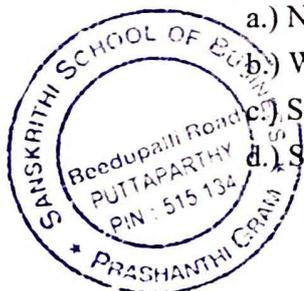
Entrepreneurship Innovation

Individual teams will present their Business Plans to the Panel of Judges comprising of academicians and corporate representative. Here the candidates are supposed to prepare a brief synopsis of Business Proposal up to 500 words in a word document in Times New Roman, font 12 size. It must express:

1. The Idea
2. Intended customers and Markets
3. Why do you think this idea is unique?
4. Team

The teams will present their Business Plan in closed room presentation format. Shortlisted candidates will then have to compete within their cluster. Top five business plans will be selected from each cluster amounting to 20 teams. (5x4=20).

- a.) NEW BUSINESS MODELS
- b.) WOMEN ENTREPRENEURSHIP
- c.) SOCIAL ENTREPRENEURSHIP
- d.) SUCCESS STORIES



Dr. Balakrishnan

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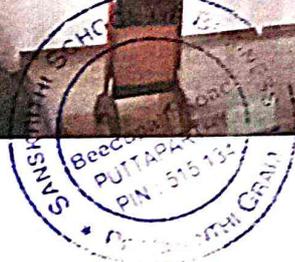
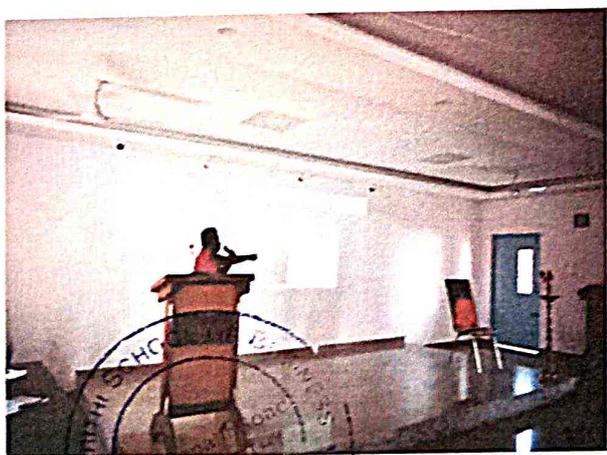


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No. of Participants in a Team:- 3

S.NO	NAME	TOPIC
1	MEGHANA,PALLAVI	SUCCESSSTORY
2	TAHASEEM,HUSSAINBEE	WOMENENTERPRENURSHIP
3	BABAFAKRODDIN	NEWBUSINESSMODEL
4	JASHMA,SAIKUMAR	NEWBUSINESSMODEL
5	SAISANDHYA,SAILIKITHA	NEWBUSINESSMODEL
6	B.SREEKANYA,DIVYASREE	SOCIALENTREPRENUERSHIP
7	KISHORE,CHARAN	WOMENENTERPRENURSHIP
8	SATEESH,FAREENA	WOMENENTERPRENURSHIP
9	SAILAKSHMI,SUDHA	INNOVATIONMODEL
10	S.SHAHID	NEWBUSINESSMODEL
11	ASWINIBAI,G.MANASA	WOMENENTERPRENURSHIP
12	HEMAKUMAR,VINITHA	NEWBUSINESSMODEL
13	PRUDHVISAINARAYANA REDDY	BUSINESSIDEA
14	J.ANUSHA	WOMENENTERPRENURSHIP
15	UMERABANU	WOMENENTERPRENURSHIP
16	CHAITANYA,SAICHARAN	RURALENTRENUERSHIP
17	SREELAKSHMI,JAISHNAVI	NEWBUSINESSMODEL



Dr. B. Lakshmi
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
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Winners: J.Anusha–Women Entrepreneurship
P. Shahid –New Business Model
Sreelakshmi–Success Stories
HemaKumar & VinitaTeam :Social Entrepreneurship

SCRAPEX: Wealth out of waste

Wealth out of Waste is a recycling initiative that works towards spreading awareness about recycling, and encouraging people to segregate and dispose waste responsibly. The best out of waste craft ideas are most suitable to reuse waste materials and decorate your house. Waste products can be of different kinds: Organic waste such as kitchen waste, vegetables, flowers, leaves, fruits

No. Of Participants in a Team:-1

S.NO	PARTICIPANTS
1	E.BHAVYASREE
2	PUSHPASHABARI
3	KARUNAKUMAR



Dr. Balakrishna Dori

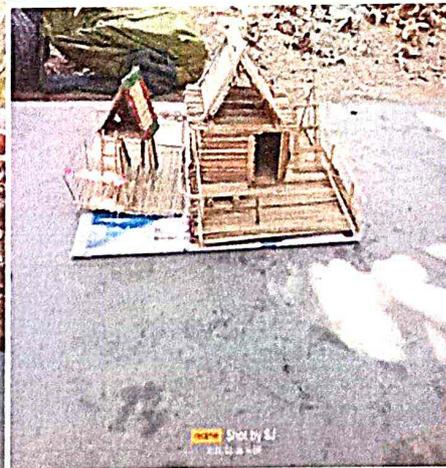
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Itinerary

For

AARAMBH - BUDDING ENTREPRENEURS CARNIVAL

on

Feb 25, 2022.



10:00 AM to 01:15 AM : Events

03.00 Pm to 03.05 Pm : Address by Dean Academics & Principal, SSB.

03.05 Pm To 03.10 Pm : Address by Principal, SSE.

03.10 Pm To 03.20 Pm : Opening remarks ED-Cell Coordinator.

03.20 Am To 03.25 Am : Book release by all the Dignitaries.

03.25 Pm to 03.35 Pm : Address by Chairman, Sanskrithi group.

03.35 Pm to 04.00 Pm : Guest Speak.
(Mr. T.L. Pavan Kumar, Founder - Director at
Diabetic food International Pvt.Ltd)

04.00 Pm to 04.05 Pm : Address by HOD, SSB.

04.05 Pm to 04.20 Pm : Prize distributions.

04.20 Pm to 04.40 Pm : Feedback from the students.

04.40 Pm to 04.50 Pm : Group Photo Session.

04.50 Pm to 05.00 Pm : Vote of thanks by the coordinator.

National Anthem

CHIEF GUEST OF THE DAY

T.L.PAVAN KUMAR, FOUNDER – DIRECTOR AT DIABETIC FOODCENTRE

- 21years of work experience pertaining to different IT technologies, domains and industries.
- Resource person for Atal Incubation Center, SK University since 2016 for mentoring young entrepreneurs.
- Social Business Entrepreneur, Mentor an Agribusiness, Rural Employment generation, Women Empowerment, Sustainability Livelihoods, Environmental Regeneration and Co-

• Active social worker in rural girl children empowerment and rural youth education.

Dr. Balakoteswar
PRINCIPAL

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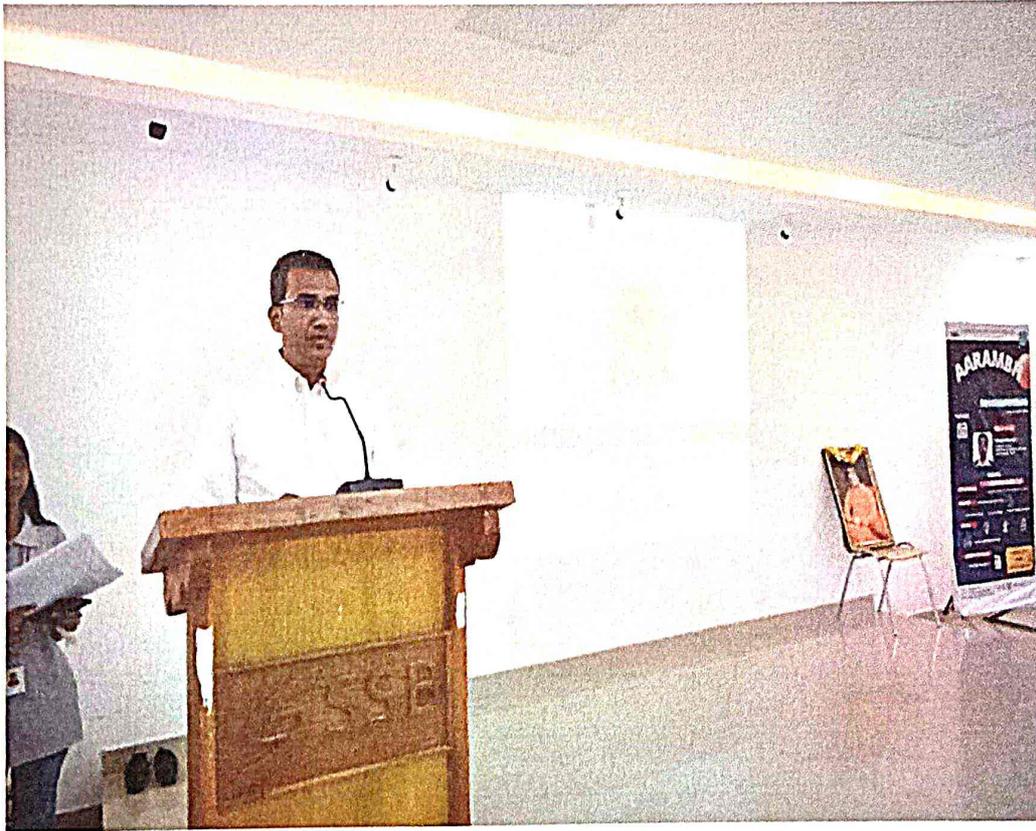




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- Good exposure to the Implementation procedures and Change Management.
- Domain knowledge exposure to Analytics, Retail, FMCG, SCM, Banking & Finance, Tech Support, BPO operations and Customer Services.
- Excellent Technology management, Planning, Scheduling and Task execution skills.
- Excellence in mentoring aspiring candidates in new technologies, processes and inspiring them to work towards the common cause of the organizational empowerment.
- T.L.PAVAN KUMAR sir have explained about the organic farming and explained the challenges faced by the budding entrepreneurs. Gave lot of inputs about the proper cultivation and explained about the present cultivation process. His personal story inspired all the students.



Dr. Balakrishna

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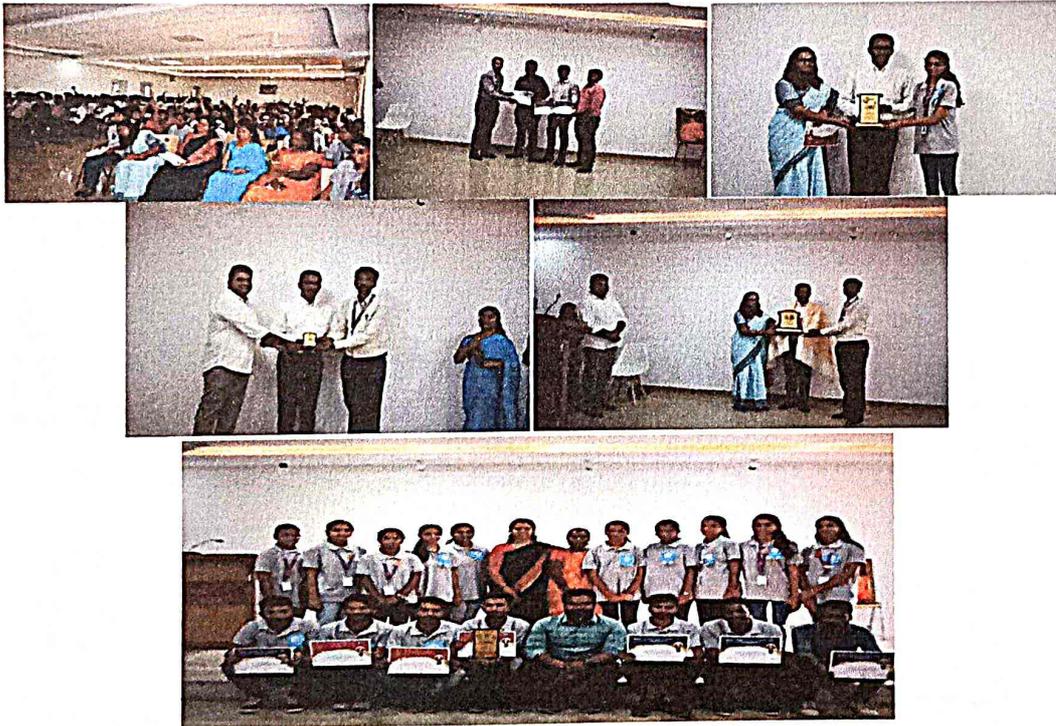
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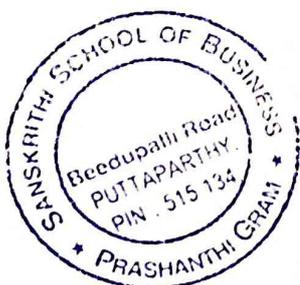
PRIZE & CERTIFICATE DISTRIBUTION AND MEMENTOES FOR THE JUDGES



Dr. Bala Koteswari

PRINCIPAL

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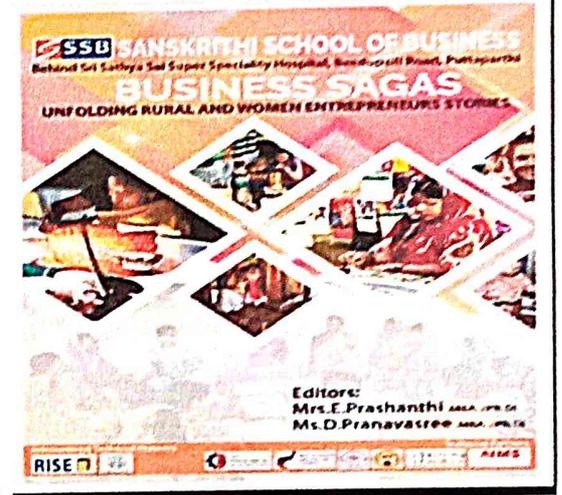
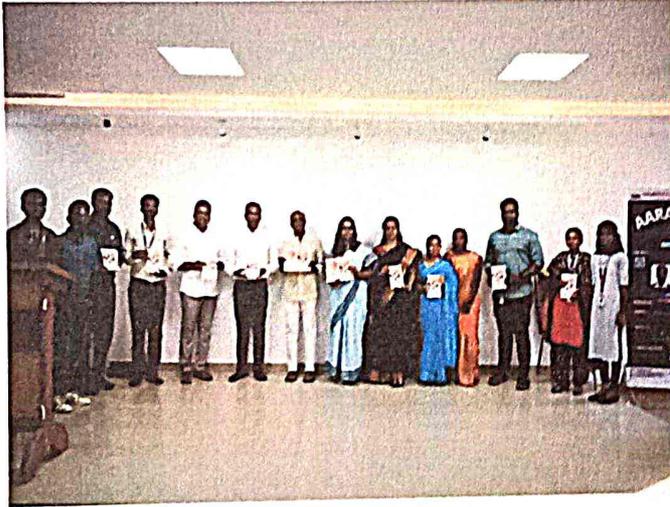
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Book Release:

SANSKRITHI PROUDLY PRESENTS BUSINESS A GAS- UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES BOOK

ALL THE DIGNITARIES HAVE COME AND UNVEILED THE
BUSINESS SAGAS BOOK

24 stories are written by authors and it was publishes successfully.



Feb 26, 2022 was a celebration of these achievements alongside
encouraging the MBA budding entrepreneurs.

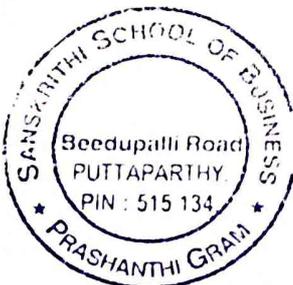
Coordinators: E.Prashanthi, Associate Professor, SSB

Students Participaed:- Jambapuram Anusha – Sanskrithi School of Business
Pappuru Jaishnavi - Sanskrithi School of Business

Dr. Balakrishnan

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Sanskriti School of Business provided a platform of the students to participate in **9-WEEK BOOTCAMP PROGRAM**. Here Entrepreneurship and Leadership Development Program is imparted through globally industry leaders, entrepreneurs, TEDX Speakers, and more.

Team Members –

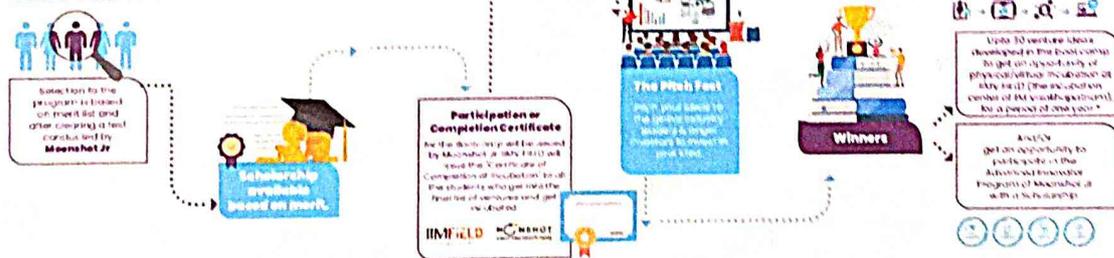
- Jambapuram Anusha – Sanskriti School of Business
- Pappuru Jaishnavi - Sanskriti School of Business
- Prem Krishna
- Tarun Sai
- Aditi

https://docs.google.com/spreadsheets/u/0/d/14ZKYkjp5NpljWNaXtLE9oi_o3X-hq0QlptcfQSZjUo/htmlview?usp=gmail#

Mentors –

- E. Prashanthi – Internal faculty Mentor
- Siva – ELDP

THE ROAD MAP



Weekly Schedule and Learning progress:

The detailed schedule for the ELDP Program is as follows:

Dr. Balakrishna

PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
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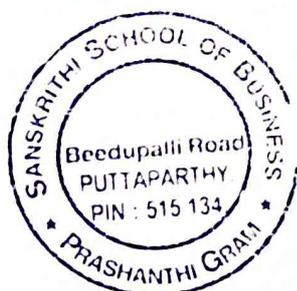




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	Session	Session Type	Topics	Batch 1 Dates (7:00 PM IST Mon / Wed / Fri)
Week 1	Session 1	SME Session	Idea Sourcing - Where do Ideas Come From	24 January 2022
Week 1	Session 2	Industry Leader Session	Design Thinking	28 January 2022
Week 1	Session 3	Critical Skills Session	Start-Up Ideas / Pitch Preparation	31 January 2022
			Project Selection & Finalization	2 February 2022
			Project Selection & Finalization	4 February 2022
			Project Selection & Finalization	7 February 2022
Week 2	Session 1	SME Session	Vision & Value Prop - Building the Idea	9 February 2022
Week 2	Session 2	Industry Leader Session	Empathy - Design Thinking	11 February 2022
Week 2	Session 3	Critical Skills Session	Presentation & Comm Skills / Pitch Preparation	14 February 2022
Week 3	Session 1	SME Session	Total Addressable Market (TAM) - Market Research (MR) & Market Analysis	16 February 2022



Dr. Balakrishnan

PRINCIPAL

Sanskriti School of Business,
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Week 3	Session 2	Industry Leader Session	Define Problem Statement	18 February 2022
Week 3	Session 3	Critical Skills Session	Ideation/ Pitch Preparation	21 February 2022
Week 4	Session 1	SME Session	Pricing & Packaging - Business Model	23 February 2022
Week 4	Session 2	Industry Leader Session	Idea validation	25 February 2022
Week 4	Session 3	Critical Skills Session	Critical Thinking/ Pitch Preparation	28 February 2022
Week 5	Session 1	SME Session	Competition Analysis	2 March 2022
Week 5	Session 2	Industry Leader Session	Prototyping & Testing	4 March 2022
Week 5	Session 3	Critical Skills Session	Video Creation / Pitch Preparation	7 March 2022
Week 6	Session 1	SME Session	Go To Market - S&M Strategy	9 March 2022
Week 6	Session 2	Industry Leader Session	Sales Pitch	11 March 2022
Week 6	Session 3	Critical Skills	Social Media & Digital Marketing/ Pitch	21 March 2022

Dr. Balakrishnan

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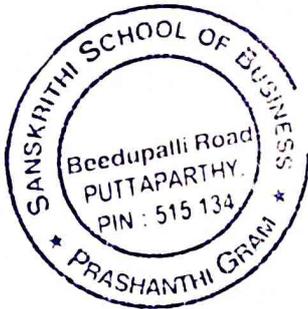




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		Session	Preparation	
Week 7	Session 1	SME Session	Product Roadmap	23 March 2022
Week 7	Session 2	Industry Leader Session	Team Building - Orgn. & Resources	25 March 2022
Week 7	Session 3	Critical Skills Session	Dealing with Failures/ Pitch Preparation	4 April 2022
Week 8	Session 1	SME Session	Revenue Model & Financial Accounting	6 April 2022
Week 8	Session 2	Industry Leader Session	Finance & Funding	8 April 2022
Week 8	Session 3	Critical Skills Session	Video Pitch & Submission/ Pitch Preparation	9 April 2022
Week 8			Pitching idea	18 th April, 2022



Dr. Balakrishna

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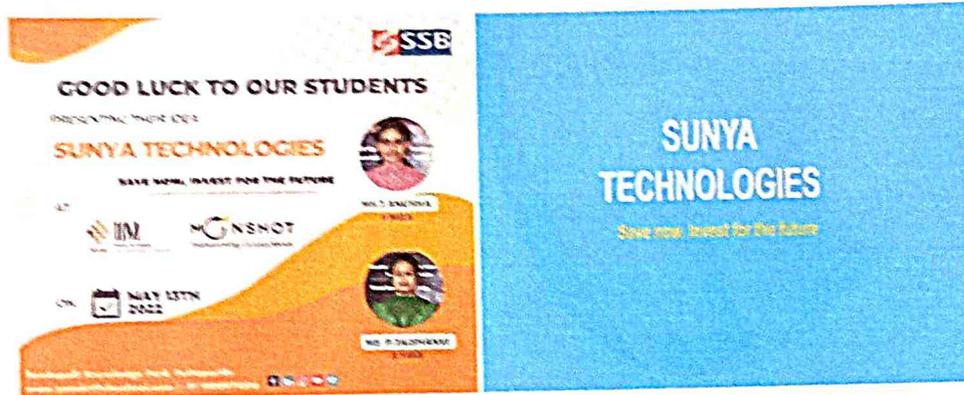
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OUR STUDENTS IDEATION & PARTICIPATION –on 18th May 2022



The Business Model Canvas

<p>Key Partners ✖</p> <p>Anusha Jaishnavi EDLP Investors Master contractual agreements with major suppliers</p>	<p>Key Activities ✔</p> <p>Power Generation Installation and maintenance of solar system Energy advisory</p> <p>Key Resources 📦</p> <p>Solar Power & heat emitted from Earth Innovative technology Real-time softwares for energy evaluation Human resource</p>	<p>Value Propositions 📦</p> <p>Need of power Protection to non-renewable resources Integrated solutions for lower energy costs Better energy concept - renewable energy+energy efficiency products and services</p>	<p>Customer Relationships ❤️</p> <p>20 years contract term including on-going services and repairs, as well as further cost savings through constant monitoring of energy spendings</p> <p>Channels 📡</p> <p>Direct outside salesforce Call center Channel partner network Customer referral program</p>	<p>Customer Segments 👤</p> <p>Government Entities Farmers Commercial customers</p>
<p>Cost Structure</p> <p>Average cost of 1 KW Solar panels Average cost ₹40000 Lowest Cost ₹32000 Highest cost ₹44000</p>		<p>Revenue Streams</p> <p>Predicted revenues from long-term customers - govt - 3 cr/yr Fixed revenue per agricultural season - 50 LPA Predicted revenue from IT Sector - 1 cr/yr</p>		



Dr. Balakrishna

PRINCIPAL
 Sanskrithi School of Business,
 Beedupalli Road, Prashanthi Gram,
 PUTTAPARTHI - 515134,
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Target Customers?

- What end users?
- What channels?

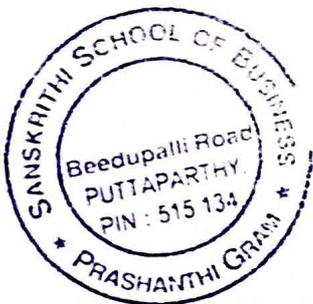
Relative Price?

- Premium price?
- Discounted price?

Customer Needs?

- Which products?
- Which features?
- Which services?

How do we create a unique offering and expand the market?



Dr. Balakrishna
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



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Mahatma Gandhi National Council of Rural Education

Department of Higher Education
Ministry of Education, Government of India

Certificate of Appreciation

This is to appreciate that Ms.Prashanthi Ediga, Associate professor, Sanskrthi school of business has facilitated for conducting One-Day Online Workshop on "Rural Entrepreneurship and Orientation of Business Plan Preparation", organised by Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India in collaboration with Sanskrthi school of business, Andhra Pradesh on 22/01/2021 .

M.Sai Kiran
Coordinator
MGNCRE



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**Mahatma Gandhi National Council of Rural Education Department of Higher Education,
Ministry of Education Government of India
Organised
Rural Entrepreneurship Business Plan Implementation Competitions**

Date: 15-03-2019

Online Platform: - Google Meet

Meeting link: - <https://meet.google.com/zvr-mogy-buw>

For Selected Higher Education Institutions, which are enrolled in REDC And for Complete details: <https://drive.google.com/file/d/1TTG17L0OMk09M1m4GnaR9cyoPRCmDn-D/view?usp=sharing>.

Coordinators: E.Prashanthi, Asst Prof, SSB

Participants: Upendra & Hema Kumar

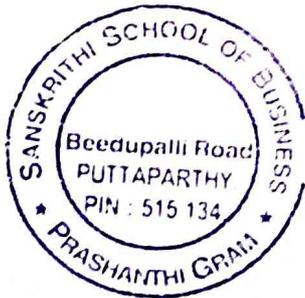
Background:

MGNCRE Team will oriented the REDC Institutions Faculty Members and Students to participate in MGNCRE Rural Entrepreneurship Business Plan Implementation Competitions.

Objective of the Event:

It is an Initiative of Capacity Building, Appreciation, Recognition of Contribution of Higher Education Institutions and Students for promoting Rural Entrepreneurship

Schedule of Rural Entrepreneurship Business Plan Implementation Competitions 13th to 15th March 2019: <https://drive.google.com/file/d/1Zp6fRQ0-94ytdYgQcU6gnAweW4xftWys/view?usp=sharing>



Dr. Balakrishnan

PRINCIPAL
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Beedupalli Road, Prasanthigram,
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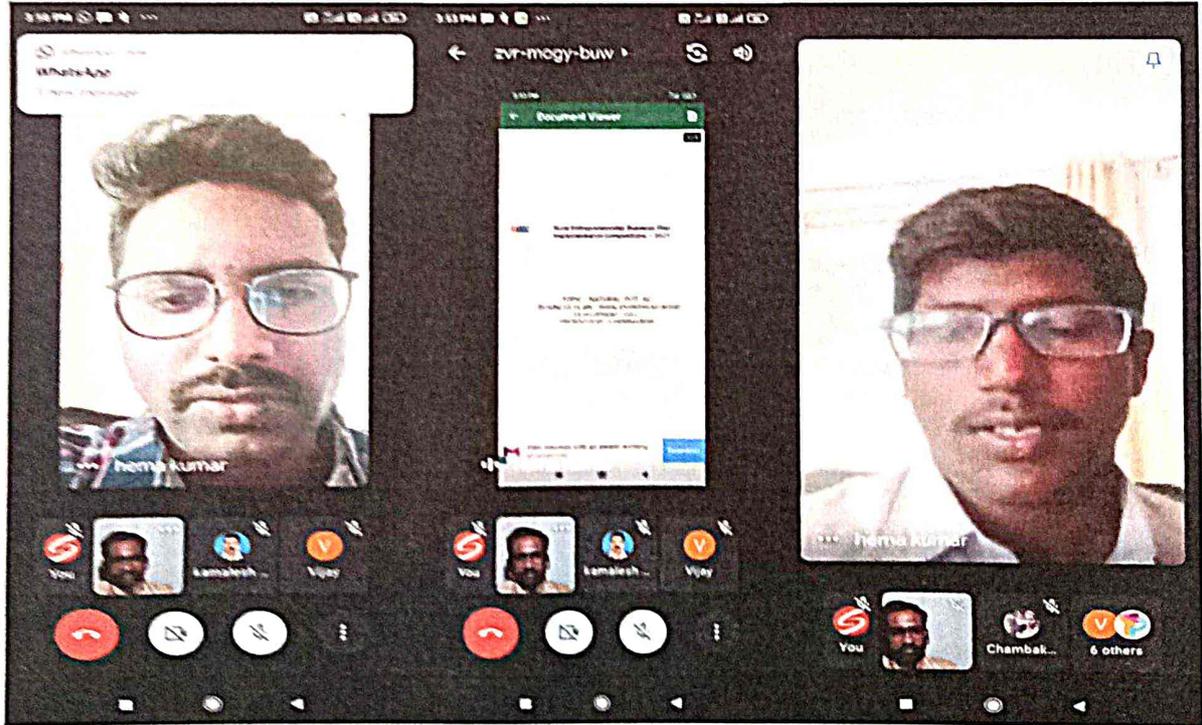
Rural Entrepreneurship Business Plan Implementation Competitions 13th to 15th March 2019 List of Institutions who Presented the Business Plans

<https://drive.google.com/file/d/12ej9BINAt-keuF5DzPcPwq-wzpuK8Epe/view?usp=sharing>

STUDENTS PARTICIPATED IN BUSINESS PLAN:

K. UPENDRA: RAVALADDU AND NIPPATTU MASALA BUSINESS

C.HEMAKUMAR: NATURAL POT AC BUSINESS



Dr. Balakoteswari

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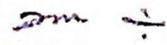
सत्यमेव जयते

MGNCRE/REDC/AIP/025

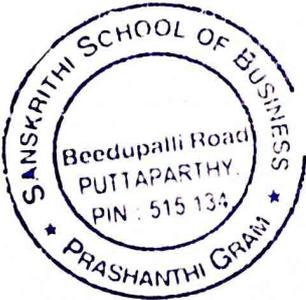
Certificate

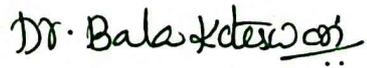


This is to recognise Sanskrithi School of Business, Anantapur, Andhra Pradesh as a Member of National Rural Entrepreneurship Mission. The Institution has constituted Rural Entrepreneurship Development Cell in their campus. This Institution has formed a Team consisting of Student Development Officers for handling 1.Placement and Internship 2.Personality 3.Technology 4.Entrepreneurship and 5.Rural Engagement with the Mission of inculcating entrepreneurship among students.


Dr. W G Prasanna Kumar
Chairman

Mahatma Gandhi National Council of Rural Education
Department of Higher Education, Ministry of Education
Government of India





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INVITATION FOR AARAMBH CLUB - 2018-19



Sanskriti School of Business

INVITATION

AARAMBH-2018 → Steps Towards Big Dream ...
on 26th & 27th October 2018

INAUGURAL SCHEDULE

10:00 AM Inaugural Event

Venue: **SSE CONFERENCE HALL**

Presided by

Sri.B.VIJAYA BHASKAR REDDY, Chairman of SGI

Welcome Address by

Mr S. Md. Karimulla Basha, HOD of SSB

Inaugural Address by

Prof. A. Srinivasan, Principal of SSB

Prof. P Kameswara Rao, Senior Professor

Chief Guest Address by

Mr. M Satish Kumar, CEO, Atal Incubation Center, SK University

Ms Sai Priya Viswanathan, Head, Amazon

Vote of Thanks by

Mr. Rakesh Burani, Professor of SSB

Organized by

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Aarambh

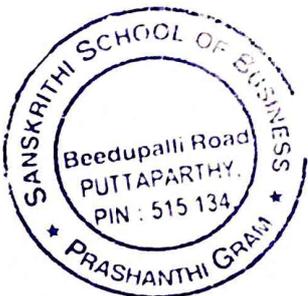
Steps towards big dreams

Aarambh - It was really a great experience. On 26th October, It started at 10:30 with a great atmosphere and enthusiasms. It was really a Magic! Inauguration function was started by our HOD Karimulla Sir by giving introduction about Aarambh program followed by Ganpati Shlok by Sainath, Pawan and uma maheshwari followed by Ganpati prayer by Yashoda, pushpanjali and Veena along with Ganpati video presentation. After the prayer we invited our Guest of Honor Shri Kameshwar Rao Garo, Shri Senthil Kumar Garu Shri Srinivas garu Smt. Priya Vishwanathan French Teacher and Shri Srikanth sir



SANSKRITHI SCHOOL OF BUSINESS

Behind Sri Sathya Sai Super Speciality Hospital, Beedupalli Knowledge Park, Prasanthigram, Puttaparthi, Ananthapur-515134, enquiry@sanskritibschool.com, www.sanskritibschool.com



Dr. Balakrishna

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Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



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AARAMBH 2018

Budding Entrepreneurs Carnival on 26th & 27 October, 2018

Event Report

Name of the Event :- ENSPIRIT – Entrepreneurship Challenge (Stalls Exhibition)

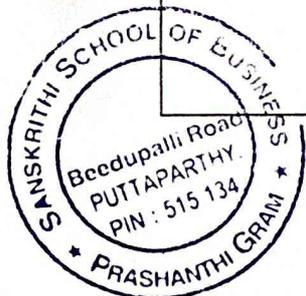
Name of the External Coordinator : Dr. K. RAJENDRA PRASAD

Participants of the Event:- SSB Students & SSE Students

Dates of the Event:- 26.10.2018 & 27.10.2018

Venue:- Lawns, Opp. SSB Building

Stall No.	Name of the Stall & Description	No. of Participants
1	Spicy Spot	6
2	Fruit Salad	4
3	Blind Games	3
4	Chat Bandar	3
5	Spice Touch	7
6	Kheer & Chicken Roast	4
7.	Mehandi & Hand Crafts	2
8	Chats & Snacks	3
9	Snacks & Fast food - Puzzle Games	SSE Students - 9
10.	Games Zone	4
Winners		Games Zone (I Sem MBA) 1. K.L.Balakrishna 2. Nandakumar Reddy 3. M.Shiva Kumar 4. M. Maheswara Reddy
Runners		Spice Touch (I Sem MBA) 1. E. Rafi 2. S. Noor Mahammad 3. G. Rakesh 4. S. Srinivasulu Reddy



Dr. Balakrishna
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



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Encl: Pictures of the Event - ENSPIRIT.



Dr. Balakrishna

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Dr. Balakrishna

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Dr. Balakrishna

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PUTTAPARTHI - 515134,
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SANSKRITHI SCHOOL OF BUSINESS - PUTTAPARTHI

AARAMBH 2K18

EVENT: WEALTH OUT OF WASTE

Summary:-

Waste, currently viewed as a menace, can soon be a resource for micro-enterprise development on a large scale. Such an intervention has a two-fold objective of:

- Reduction of pressure induced by waste on the environment.
- Creation of opportunities for income and employment generation.

There is high potential to set up a waste-to-wealth enterprise in India. Thus, concentrating on new ideas from waste, we have introduced the event as Wealth out of Waste in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 9 teams have registered and contributed their innovative ideas and thoughts.

Internal Coordinators: Mr. Anil Kumar TN and Mr. Ramakrishna

External Coordinator: Dr.T. Venkatesan and Mr.Ramakrishna

List of Students Participated

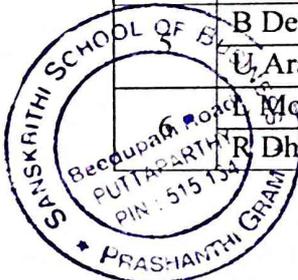
Sl.No	Name of the Participants	Team Number
1	Sai Chandra Raju	Team 1
	Jagadeesh Reddy	
	Devaraju	
2	G Sreenivasulu	Team 2
	D Ree Kumar	
	Aravind	
3	P Nirmala	Team 3
4	M Sravani	Team 4
	V Uma Devi	
	S Yasmin	
5	B Devaraju	Team 5
	U. Aravind	
	Mounika	
6	R. Dhanalakshmi	Team 6

Winner

Ms. P Nirmala
(Tadipatri Municipal Corporation)

Runner

Ms. Meena Madhuri & Team
(Waste Paper – Usage and Sales - SCI)



Mr. Ramakrishna
Sanskriti School of Business,
Beedupalli Road, Prasanthi Gram,
PUTTAPARTHI - 515134,
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EVENT: -BUSINESS PROPOSALS PARTICIPANT DETAILS

Summary

A business plan is an ABSOLUTE MUST to access funding and to make sure your business will succeed.

- How will I generate a profit?
- How will I run the business if sales are low or if profits are down?
- Who is my competition, and how will we coexist?
- What is my target market?

Thus, concentrating on new Business ideas from Business Proposal, we have introduced the event as Business Proposal in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 9 teams have registered and contributed their ground-breaking ideas and reflection.

Internal Coordinators: Dr.A.Srinivasan

External Coordinator: Dr.T. Venkatesan and Mr. Ramakrishna

List of Students Participated

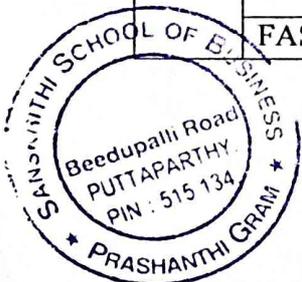
Sl.No	Name of the Participants	Team Number
1	D. Kavya	Team 1
	M.Vahida Begum	
	L.Yashodha	
2	M. Sowmya Likhitha	Team 2
	Shashavali	
	Y.M.Revanth	
3	N. Thippesh	Team 3
4	K.Sainath	Team 4
	T.Srinivasulu	
	V.Vijaykumar	
5	K.Joshna	Team 5
	S.M. ZEELAN BASHA	
	FASULLA	

Winner -1

**Mr.Ganga Vingy
(Play Station)
Balaji Degree
College, Kadapa**

Winner -2

**Mr. MOHAMMED
SOHAIL& Team
(FOOD 90 SITES)**



Dr. Balakrishna

PRINCIPAL

Sanskrithi School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
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SANSKRITHI SCHOOL OF BUSINESS - PUTTAPARTHI

AARAMBH 2K18

EVENT: SUCCESSFUL STORIES PARTICPANT DETAILS

Summary

Real life stories of inspirational people successful people, each month we reveal to you real life inspirational stories of success.

Thus, concentrating on real life from SUCCESSFUL STORIES, we have introduced the event as Stories in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 5 teams have registered and contributed their pioneering background and indication.

Internal Coordinators: Prof. Dr. Kameshwara rao

External Coordinator: Dr.T. Venkatesan and Mr. Ramakrishna



Dr. Balakrishna
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
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List of Students Participated

Sl.No	Name of the Participants	Team Number
	G. Noor Mohammad	Team 1
	N. Veda Sree	
	Maneesha Heena	
2	Harinath Reddy	Team 2
	Chalapathi. K	
	Rubiya Banu	
3	N. Naveen Kumar	Team 3
4	Yavanaki	Team 4
	Sravani	
	Suresh	
5	L. Narasimha Reddy	Team 5
	Sainath	



Impacts of 5G and IoT on consumer driven and industrial use cases by 2020



We heard that IoT will perform the key role in future technological revolution. There is lot buzz around IoT. Tech savvy consumers and Industrialists across the world are eager to know what's the next big change that world will witness. They are more eager to know how IoT Works and its various use cases. So

let me walk you through the nuances of IoT from scratch.

Dr. Balakrishna

PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.





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IoT means an ability of network gadgets to sense and gather data from the world around us and then share that data over the internet where it can be processed and utilized for various interesting purposes. Unlike the Internet the IoT devices will create information based on behavior and analyse it to take appropriate action. To give gist of the concept let me give an example what it can do? How about your Home appliances can talk to each other give valuable insights and optimizations tips. They can even contact customer service in case of glitch or breakdown. It will be at epitome when 5G will roll-out and guess what most of the countries has already started trial tests in 2018 and will be officially launched by 2020.



1. IoT in Agriculture Sector:

With the use of this Connected Technologies this sector get the notable increase in profit. The IoT Application for Agriculture use smart sensors to monitor and control Water Pump, Irrigation System and many other agriculture tools and equipment remotely with the smartphone or just based on weather conditions.

Not only that it can also measure the environmental changes in plant, soil and air quality. We are all set to see IoT enabled Tractors, Drones evaluating crop health and sprinkle necessary pesticides. Give tons of charts and dashboards to forecast and improve crop yield.

2. IoT in Healthcare Sector:

In healthcare sector IoT have the potentially lifesaving capabilities, making notable changes in patient health quality and provides the ability of self-monitoring and management

Dr. Balakrishna
PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.





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Just because of this real-time monitoring aggregates data that can be analysed to provide a holistic view of the patient's health, as well as help in understanding the trends that may require the medical intervention.

IoT devices and sensors will not only monitor health of patients and send necessary alerts in case emergency situation arises. We will see overall life span increase due to IoT.

3. Fleet Management:

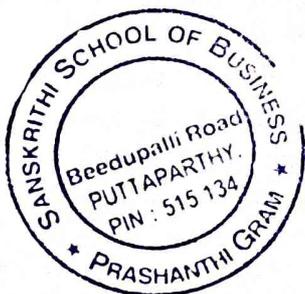
Fleet management have a big benefit after using IoT. Just because of IoT fleet management becomes more sophisticated and powerful. Fleet Managers can plan their loading and unloading timings in specific manner. It can also be helpful in Trip Analytic and Intelligent Routing.

4. Connected Vehicles:

Connected vehicles are the field in which IoT makes very huge revolution. Years ago when we see self driving cars then we comment that it possible in a movie but can't be possible in real world. But just because of IoT we will be able to make that imagination possible. And nowadays there are company like Tesla who successfully launched their driver less cars. And that runs well. Even you don't have to touch the steering; the car will handle all things automatically.

5. Smart Metering:

Smart metering is benefits utilities by enhancing client satisfaction with speedy interaction, while giving customers more control of their energy usage to save money and decrease carbon emissions. With power transparency all the way to meter, utilities can optimize energy distribution and even take action to shift requirement loads.



Dr. Balakrishna

PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



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EVENT:- SOCIAL ENTREPRENEURSHIP PARTICIPANT DETAILS

Summary

Social entrepreneurship is the use of start-up companies and other **entrepreneurs** to develop, fund and implement solutions to **social**, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs.

Thus, concentrating on real life from **Social entrepreneurship** we have introduced the event as Stories in our AARAMBH – An Entrepreneur Conclave. In which students of nearly 5 teams have registered and contributed their revolutionary conditions and suggestion.

Internal Coordinators: Dr.T.Venkatesan

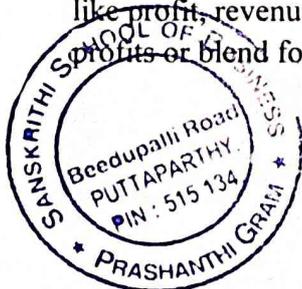
External Coordinator: Dr.T. Venkatesan and Mr. Ramakrishna

List of Students Participated

Sl.No	Name of the Participants	Team Number
1	P.SUDHRSAN REDDY	Team 1
	K.UMAMAHESWARI	
	K.SAIPRIYA	
2	J.V.PAVAN KUMAR	Team 2
	K.C.VARSHALEKHA	
	K.POOJITHA	
3	B.BABU	Team 3
4	S.PAVANKUMAR	Team 4
	P.SREENATH	
	P.VIJAYBHASKAR	



Social entrepreneurship is the use of start-up companies and other entrepreneurs to develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices, but social entrepreneurs are either non-profits or blend for-profit



Dr. Balakrishna
PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



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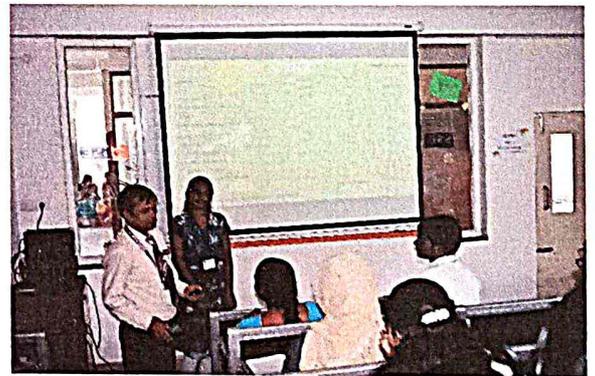
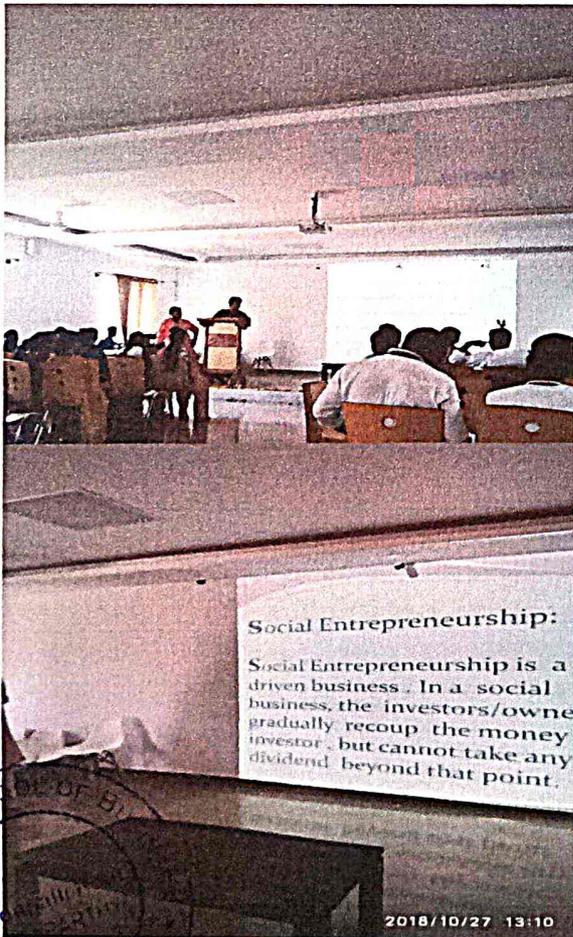
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goals with generating a positive "return to society" and therefore must use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development.

At times, profit-making social enterprises may be established to support the social or cultural goals of the organization but not as an end in it. For example, an organization that aims to provide housing and employment to the homeless may operate a restaurant, both to raise money and to provide employment for the homeless.

In the 2010s, social entrepreneurship is facilitated by the use of the Internet, particularly social networking and social media websites. These websites enable social entrepreneurs to reach a large number of people who are not geographically close yet who share the same goals and encourage them to collaborate online, learn about the issues, disseminate information about the group's events and activities, and raise funds through crowd funding.



DY. Ba Lakshmi
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134.
Ananthapuramu (D.) A.P.





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2017-18

ENTREPRENEURSHIP CELL

Faculty Coordinator: E.Prashanthi, Asst Prof, Sanskrithi School of Business.

Students Coordinators: Sucharitha, D.Sai Geetha, Harish, Ajay Kumar

The **Entrepreneurship Cell** is dedicated to encouraging, promoting and facilitating entrepreneurial activities among MBA students.

The E-Cell's primary activities involve assisting in the establishment of post-graduation entrepreneurial careers and linking E-Cell activities to entrepreneurial networking opportunities on and off campus.

It provides our student with an informal venue for like-minded individuals to share and discuss their personal experience in starting or running a business. It helps in building support network to bridge individuals and available entrepreneurial resources. Our student gets an insight of the development of new businesses through peer discussion and feedback, speeches by guest entrepreneurs, and faculty support including the Business Plan Competition and on and off-campus entrepreneurial workshops.

Objectives:

- To create entrepreneurship awareness to students.
- To create self - employment awareness.
- To motivate students to make their own career path and create awareness of self - financial schemes of various agencies.
- To organize entrepreneurship development programs.
- To create awareness among students on industrial business and on the availability of financial assistance enabling them to start their own industrial ventures.
- To arrange visits to Small Scale Industries

Dr. Balakrishnan

PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.





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Transforming an innovation into a venture is challenging. For starters, it's difficult to account for highly diverse and heavily regulated markets, causing early-stage innovators to make false assumptions about their innovation, customers, and business plan. Even if innovators are aware of the challenges in entrepreneurship, navigating the complex web of policies, regulations, funding sources, and paths to market can be overwhelming. That's why energy innovators need support that's tailored to the unique hurdles they face.

Title	Theme
Success start-up stories	Teaching about start-ups and small business inside a classroom not only meets any set of standards, it prepares them for life. Students learn about brainstorming ideas, setting goals, budgeting, and indulging their individuality while still learning to cooperate with others.
Brainstorming bubbles	Giving some ideas to the students to generate some ideas
Business plan	Generating business plans based upon their ideas
Risks & benefits	Based on the idea, identifying the risks and benefits associated
Jobs vs. Entrepreneurship	Analysing the benefit of jobs vs business
Budgeting, banking, making profits	Tracing the financial aspects in details; budgeting
Factors to be considered for Start-up business	Analysing the factors
Encourage students to investigate regulatory variables	Encouraging the students to prepare a plan based on all the above
ACTION PLAN	Prepare students for the resource-intensive realities of their entrepreneurship journey
Start up business plan competition	Presentation of complete start up plans generated by the students
BEST PLAN	Deciding the best start up idea and implementation



Dr. Balakrishnan
PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
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SSB INCUBATION CENTER
(ESTABLISHMENT OF AY 2017-18)

PREPARED BY
PROF.P.KAMESWARA
RAO

PRINCIPAL

SANSKRITHI BUSINESS
SCHOOLBEEEDUPALLI,
PUTTAPARTHI, ANDHRA
PRADESH

INDIA

SSB Incubation Center (SSBIC)

Overview

SSB Incubation Centre is one of the fast forward thinking and innovative educational institutions, is highly enthusiastic to start an incubation center to enable its students get firsthand experience in entrepreneurship, promote innovation driven activities at the institute and provide integrated and comprehensive range of support to the incubates in terms of space, mentoring, training programs, networking with industry experts within the reach coupled with many associated benefits.

We at SSB Incubation Centre support the students gain hands-on experience in innovation and entrepreneurship while being nurtured and encouraged by faculty, management and industry experts.

We realize the changing dynamics of new-age technology businesses & the need of a nurturing eco-system that allows wannabe entrepreneurs to focus on their core business.

Dr. Balakrishna
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.





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Beedupalli Road, Prasanthi Gram, Puttaparthi, Sri Sathya Sai – 515134

Business incubators have been around since ages. Typically attached to universities, these entities offered a proving ground, with back-office resources, for fledgling entrepreneurs. Now a new breed of incubator is springing up all over. These start-up hubs offer expert mentorship, resources like office space, administration and legal counsel, and even seed money. More importantly, early-stage investors are paying attention to them.

The SSB Incubation centre is planning to have tie-up with AIC (Atal Incubation Centre) of the Central Government initiative, aims to be the hub of innovative and high impact ventures in social, educational, commercial and other domains. This phenomenal center of SSB hopes to bring forth a revolution in how and what students learn and achieve while in college.

Our Vision:

At SSBIC, our vision is to work with talented and hard working entrepreneurs to germinate ideas and realize their dreams there by create greater employment opportunities in the society.

Our Mission:

Our mission is to realize the above vision through sustainable activities through our incubation center and cater to the need of our SGI students and alumni at present and expand our vision to entire Ananthapuram District.

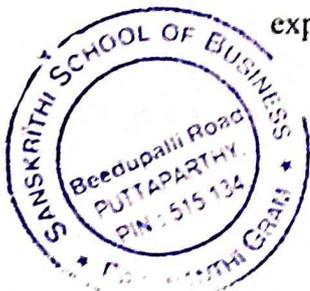
Objectives

1. To encourage innovative thought process among the potential Students
2. To help students reach their highest aspirations.
3. To support the students go in to right business with utmost commercial viability of the projects they undertake.
4. To support the students to conduct feasibility studies about the projects for sure fire success in their ventures.
5. To provide assistance to secure funding from various banks and other financial institutions or from angel investors those who are having high connectivity with the college management.
6. To provide chances to students for industry visits to gain hands-on experiences.

Dr. Balakrishna

PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.





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Operating Model :-

The SSB Incubation Centre at an operational level is helping or guiding the founders by nurturing innovative ideas the business proposal stage, identifying the target market, creating a minimum viable product/ service, technological guidance, industry exposure, pre-launch activities, consumer feedback and exposure to the investor community.

Infrastructure Support & Co-working Space:-

We believe ideas multiply when they come in contact with other ideas. And so we've created a collaborative environment where entrepreneurs can connect with each other, mentors, investors, and tap into the collective knowledge of the community. We provide the following support for our incubatees:

1. World-class workspace infrastructure.
2. Round the Clock 24*7 Operations.
3. High Dedicated Bandwidth.
4. Security Systems.
5. Rack Space
6. Meeting Rooms
7. Conference Rooms
8. Cafeteria.

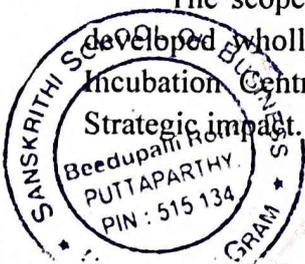
Eligibility:-

The SSB Incubation Centre seeks to support all members of the SSB & SSE of SGI group of institutions to transform innovative ideas into products, processes and services that are commercially viable in the market.

Admission to the Incubation center is open to:

1. Faculty and Staff (Current) including Adjunct faculty
2. Students (Current and Alumni <2 years)

The scope of support is envisaged to be broad-based and covers technologies/ IP developed wholly at the institute or partly through collaborations elsewhere. The SSB Incubation Centre will also be open to considering proposals with strong social and Strategic impact.



Dr. Balakrishna
PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
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Incubation Process and Support Available:-

Selection Process:

1. Submit an e-application form to ssbincubation@sanskrithibschool.com
2. Applications will be accepted semi-annually in March and October.
3. Screening by SSB Incubation Centre Committee (Proposals are examined with attention to financial, technical and social impact parameters)
4. The entrepreneur is sent an intimation letter outlining the documents that have to be submitted prior to the commencement of incubation. The team needs to have formed a Private Limited Company (Screening does not incubate proprietorships or partnerships). The company has to submit its incorporation documents (its Articles and Memorandum of Association) and PAN card before the necessary incubation agreements can be prepared.
5. Once the documents are received, they will be reviewed and the necessary agreements (shareholders agreement and infrastructure licensing agreement) are prepared. Generally, an incubatee is expected to enter incubation before the next Screening Committee meeting (that is, within one quarter); in exceptional cases, some extension on this timeline can be provided.
6. Final approval by Incubation Screening committee
7. Agreement executed to formally commence incubation at SSB Incubation Centre support is normally offered for 1 year
8. Focused Industry Verticals: Technology, Internet, Mobile, Greentech, Cleantech, Biotech, Healthcare, Gaming, Edutech, Data Analytics, Saas, PLM, Agriculture, Food & Food Processing.

Post Incubation:

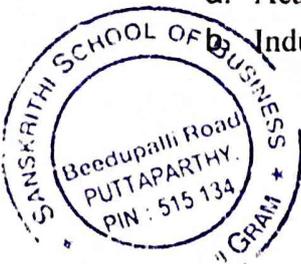
Incubates may be offered shared space at SSB Incubation Centre on a case-by-case basis. SSB Incubation Centre will also actively support incubates with a combination of inputs including

1. **BRANDING:** Incubatees may apply for permission to brand themselves as “SSB Incubation Centre incubated company”.
2. **MENTORING**
 - a. Academic Mentors
 - b. Industry Mentors

Dr. Balakoteswari

PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.





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3. NETWORKING:

- c. Engage with incubates as well as Alumni network to leverage collective knowledge
- d. Planned events at CMRITIC
- e. Introduction to Investors
- f. Training

ADVISORY BOARD:-

1. Mr.Kameswar Ranki, Founder & CEO
VajraSoft Inc.
7567 Amodor Vally Blvd. Suit 207, Dublin, CA 94568 USA
510-825-6367 (Mobile)
925-248-2523 (Work)
925-956-7574 (Fax)
Email: kameswar.Eranki@vajrasoftinc.com
<http://www.vajrasoftinc.com>

2. Mr.B.V.L.R
aoFounder & CEO
Innovaccel Pvt.Ltd
Plot No: 130 f3, Aakruthi Kuteer, K.P.Colony
Near Road No:2, Banjarahills, Hyderabad-500073
Phone (India): +91-8919117
Email: blv.rao@inno-accel.com
www.innov-accel.com

Contact:-

SSB Incubation Centre, Sanskrithi School of Business, Behind Sri Sathya Sai Super Speciality Hospital, Beedupalli Road, Prasanthigram, Puttaparthi - 515 134

Phones:

+91-9100974520/ 37/ 38/ 39 or +91 08555 288838

Email: ssbincubation@sanskritibschool.com

Forms:

SSBIC Application Form

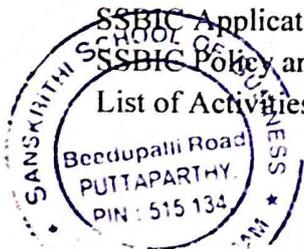
SSBIC Policy and Procedure

List of Activities Conducted :(To be included)

Dr. Balakrishna

PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
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SSBIC INCUBATION CENTRE

Application for Incubation

DATE:

This form is designed to capture the initial details of your idea/innovation/IPR developed at SSBIC. Information provided will be treated as strictly confidential and only be used by SSBIC to assess the stage you are at in order to be considered for incubation. In order to assist SSBIC with this assessment please complete the form as fully as possible.

IDEA/INNOVATION

1. Title of the proposed idea/innovation/invention:
2. Name of Applicant Company and registration no. (if applicable):

DESCRIPTION OF IDEA

3. Brief write-up (max. 1000 words) with broad details of the original idea/invention/ IPR/ know-how available with the individual(s), highlighting its originality/novelty and the scientific principle involved, addressing:
 - a) Background (why the technology is required)
(Separate Sheets can be attached for the above)
 - b) Description (how the technology works)

Dr. Babakavari

PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
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c) Advantages (what the technology does, over and above existing products)

4) Status of the work already carried out (tick, multiple as appropriate)



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Literature survey/patent search

Development work done so far, if any, including involvement of agencies, experts/mentors, please give details including IPR generated or ownership thereof.

- b) Patenting of the innovation
- c) Sponsored subcontracted work with any external agencies
- d) Market feasibility studies /reports, if any
- e) Consumers / users feedback, if any

(Separate Sheets can be attached for the above)

5. Development status (how much further development is required and why) a) Is this your project area at SSBIC?

b) Is work in this area going to be performed in next 12 months? c) How far do you estimate the work will progress in this time?

d) What is end product/process/output resulting from this idea/invention/innovation?

e) What are the potential applications and users of the end product?

Dr. Balakrishna

PRINCIPAL

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Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.





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DETAILS OF SUPPORT SOUGHT FROM SSBIC

6. Details of proposed project (attach Business plan, if available) a) Objectives

a) Core team members and their respective roles

b) Mentors/advisor.

Duration/time schedule

Major activities to be undertaken for the next two years (e.g., design, prototyping,

c) Proposed costs and time frame (indicate investment requirements for first two years)

d) How will you promote/advertise your products/services?

(Separate Sheets can be attached for the above)

7. Facilities required from SSBIC (please list)

Try to address points on infrastructure requirement for space, any special requirements for usage of SSBIC lab facilities, requirement of professional

8. Expected market potential - indicate the basis

Dr. Balakoteswari

PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
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9. Have you received /sought support from any other body/any other financial support (a)for your present work and (b) for any other work? (if so, please furnish details)
10. Have you got any award for your innovation/for proposed work? If so, give details
11. Any other information relevant to the project that you wish to communicate with us (Separate Sheets can be attached for the above)

APPLICANTS' DETAILS

Name and attach a brief CV (maximum 1 page) of (all) person(s) associated with the project.

(Provide complete contact address with phone and email)

In the case of a company, provide details of the promoters/directors.



Dr. Balakrishnan

PRINCIPAL
Sanskrithi School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



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Policy and Procedures

SSB Incubation Centre

(SSBIC)

SSB Campus

Sanskriti School of Business,
Behind Sri Sathya Sai Super Speciality Hospital,
Beedupalli Road, Prasanthigram, Puttaparthi - 515 134
Phones:

SSBIC, one of the most forwarding thinking and innovative educational institutions, is proud to start an incubation center to enable its students get firsthand experience in entrepreneurship, promote innovation driven activities at the institute and provide comprehensive and integrated range of support including space, mentoring, training programs, networking and an array of other benefits.

Just as one cannot imagine a college today without a library or a place for physical activity, we believe that an incubation center is equally essential in today's competitive and fast changing world. Through the incubation center students gain real life, hands-on experience in innovation and entrepreneurship while being nurtured and encouraged by faculty, management and industry experts.

The SSBIC, along with the SSBIC Maker-Space, aims to be the hub of innovative and high impact ventures in social, educational, commercial and other domains. It hopes to bring forth a revolution in how and what students learn and achieve while in college.

This document contains policy and procedures for operational matters related to SSBIC, also referred to hereafter as the IC. The following processes are covered:



Dr. Balakrishnan
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



SANSKRITHI SCHOOL OF BUSINESS

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“Incubated by SSBIC”

Information submission

The policy is subject to periodical review and amendment. SSBIC reserves the right to make exceptions to the terms of the policy where justified for a particular company or promoter on Admission to incubation under the IC is open to all who seek to leverage the advantages offered by SSBIC, including:

Faculty and staff members (current) including adjunct faculty

- Students, research scholars and current project staff

Approaching SSBIC

Proposals for incubation must meet at least one of the following conditions:

i. Involve applications of Intellectual Property (IP) generated within SSBIC , or

Have potential for involvement or interaction with SSBIC faculty and/or use

Have potential social or strategic impacts

Have potential for resource generation, impact value or visibility to belonging to faculty, staff, students or alumni SSBIC and incubation-related activities here

Applicants satisfying the above criteria can be admitted to the IC. Based on a preliminary screening, the applicant will be referred to either the incubation or the pre-incubation process. In either case, the nature of support and interaction between the IC and incubatee will be bound by an agreement, which will be signed by both parties.

Applications for incubation must be made in the name of registered unlisted

companies within the ambit of the Companies Act, 1956. If a company has not been registered, an application may be made in the names of all promoters/ founders, under the condition that they will get the company registered within a stipulated period.



Dr. Balakrishnan
Principal
Sanskriti School of Business,
Beedupalli Road, Prashanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



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The admission process for potential incubatees begins with the submission of an electronic application in the format specified at the SSBIC website. Once reviewed for eligibility criteria, applicants are invited for an initial meeting with the SSBIC management. Upon affirmative preliminary assessment, applicants must submit a detailed proposal consisting of A formal Business Plan

Details of IP/ technology based on which the company is proposed,

The business plan must cover all aspects including company description, value proposition, products and services, market and competition analysis, revenue model, milestones and timelines, development and marketing plan, organizational structure, core team, risk analysis, funding requirements and projected financials. Guidance on creating a business plan can be obtained from the IC website. Applicants can give any additional information that they think would help in the assessment of their proposal.

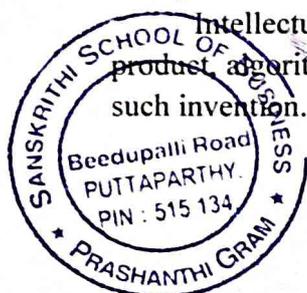
The proposal will be screened by the SSBIC management on suitability for further evaluation of potential for incubation. The SSBIC Incubation Committee will then examine the proposal thoroughly, with attention to financial and technical due diligence. Those selected may be invited with their teams to make a presentation on their proposal to the SSBIC Incubation Committee. Expert members may also be invited depending on the nature of the proposal. In order to enable the members to take an appropriate decision, applicants may be asked for any additional information and/or revision in the proposal.

Some representative criteria for evaluation include (but not limited to):

- Strength of the idea in terms of technology content, innovation, timeliness and market.
- IP already generated and/or the potential of the idea for IP creation
- Extent of involvement of SSBIC faculty, staff, students and/or alumni
- Strength of the core business and technical team.

SSBIC has sole discretion on acceptance or rejection of proposals for incubation and the decision of IC in this regard is final. SSBIC is not bound to provide justification for Selection/ Rejection of a proposal. Once selected, the incubate company is required to sign an agreement commencing formal incubation under the IC.

Intellectual Property (IP) can be a patent, copyright, design registration, developed product, algorithm, software or computer program, technique, process, formulation or other such invention. Submissions to SSBIC are treated with utmost confidentiality. Care is also



DR. Balakrishnan
Sanskriti School of Business,
Beedupalli Road, Prashanthi Gram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.



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taken in case of partial information used for validation and reviewing purposes.
SSBIC and the incubatee may agree on sharing rights for any IP created during incubation.
Applicants need to provide IP details as per format given below:

IP Description Owner Sharing of IP – Agreement details

Upon admission to the IC, the following infrastructural facilities will be offered to incubatees on an individual basis, apart from a set of shared/common infrastructure mentioned hereinafter.

Office space: Company specific, and subject to limits

SSBIC will also facilitate access to departmental laboratories and other resources of SSBIC for the incubatees' product development purposes. Access to departmental resources is possible through the Dean-Academics And HoD of various departments at SSBIC and usage of such resources will require permission of the concerned department to avoid conflict with departmental activities and objectives. Apart from the company-specific infrastructure listed earlier, SSBIC will provide facilities to be shared by all incubatees including:

Meeting/Conference room with projection equipment

In addition to physical infrastructure, SSBIC intends to provide other support and services

- Company registration and filings
- Intellectual Property (Copyrights, Trade Marks, Patent) filings
- Training and Workshops
- Seed Funding support
- Networking and linkages for mentorship, funding, technical expertise and market access
- Networking and linkages with bodies such as TiE
- Venture capitalists / Angels / Investors Introductions
- Meetings with visitors of SSBIC (such as alumni, VCs, industry professionals)
- Showcasing SSBIC incubated companies through networking and events
- Monthly entrepreneurship meets

“Incubated by SSBIC”

Companies incubated at SSBIC through the IC may apply for permission to brand themselves as “SSBIC Incubated Companies” or “Incubated by SSBIC”. Conditions on

Dr. Balakrishna

Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.





SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.

Beedupalli Road, Prasanthi Gram, Puttaparthi, Sri Sathya Sai – 515134
terms of use of such branding will be defined in the signed incubation agreement.

SSBIC will evaluate the performance of incubatee companies, who are required to submit information to the IC on a quarterly basis in a prescribed format. Additionally, incubatee companies may also be subject to annual assessments.

Incubatee companies will submit information to SSBIC developments taking place in their companies from time to time. Such information could be (but not limited to) change in name of the company, change in business or product profile, change in directors, promoters or shareholders, acquisition of a new office, additional equity or debt investments. SSBIC may require incubatee companies to submit other information as it deems fit. Prior concurrence of the IC should be obtained for effecting such changes.

In lieu of support and services provided by SSBIC, the incubatee companies will be subject to consideration on following accounts to the extent applicable:

- Monthly updates to the governing team of the SSBIC
 - SSBIC policy for usage of SSBIC departmental laboratory facilities
 - The incubation period at SSBIC is expected to be between 6-12 months. Extensions will be subject to approval as applicable.
- Incubatee companies may graduate from the IC under the following circumstances:
- Raising substantial investment (Rs 1 Crore or more) from sources such as angel investor/Venture Capital Fund /any other investor
 - Completion of tenure, unless stay is extended by SSBIC
 - Underperformance or unavailability of the business proposition: criteria for this will be decided and applied by the IC on a case-by-case basis.
 - Irresolvable disputes between promoters/ founders, or any other circumstances where SSBIC finds it necessary for the incubatee to leave
 - Number of employees of the company exceeds 10
 - Annual revenues of the company exceed Rs.50 Lakhs

Company enters in an acquisition, merger or amalgamation, or reorganisation deal resulting in a substantial change in company's profile, promoters, directors, shareholders, products or business plans, or company plans for a public issue. Decisions regarding graduation or further extension to tenure will be made on a case-by -case basis by the IC management based on the above considerations.

Dr. Balakrishna
PRINCIPAL

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Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
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