

# **MALLA REDDY COLLEGE OF ENGINEERING**

(Approved by AICTE, Permanently Affiliated to JNTUH)

Recognised under Section 2(f) & 12(B) of the UGC Act 1956, An

ISO 9001:2015 Certified Institution.

Maisammaguda, Dhulapally, post via Kompally, Secunderabad -  
500100



## **Internal Quality Assurance Cell (IQAC)**



## **ENTREPRENEURSHIP DEVELOPMENT – E Cell**

# **2023-2024**



## **MALLA REDDY COLLEGE OF ENGINEERING**

(Approved by AICTE, New Delhi, Affiliated to JNTUH, Hyderabad)

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### **ENTREPRENEURSHIP DEVELOPMENT CELL – E Cell**

**Overview:** Entrepreneurship is increasingly recognized as an important driver of economic growth of a country. Government of India has recognised the importance of entrepreneurship and has the initiatives **“Make in India” & “Start-up India”**.

Entrepreneurship Development Cell (EDC) provides seamless service for promoting entrepreneurship movement with belief that entrepreneurs need not necessarily be born, but they can be trained and developed through well-conceived and well directed intervention.

The aim of Entrepreneurship Development Cell (EDC) at Malla Reddy College of Engineering is to develop and strengthen entrepreneurial qualities in the budding professionals who are interested in starting their own ventures. The institution provides infrastructure and technical 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. The EDC has maintained a pool of sponsors like national entrepreneurship training agencies and suppliers, who are willing to aid budding entrepreneurs.

EDC is associated with State Level Entrepreneurship Development Organizations, NGOs Voluntary Organizations, Educational Institutions, Financial Institutions, and Business Associations & EDI Ahmadabad. EDC acts as a liaison between Government and Entrepreneurs by providing necessary information and consultancy services.

Entrepreneurship refers to the act of setting up a new business to reviving an existing business, so as to take advantages from new opportunities. Thus, entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services.

EDC conducts awareness programmes, workshops and seminars and provides follow up services after the training programmes.

## **VISION**

Grooming successful entrepreneurs imbued with leadership, integrity & sustainability qualities using innovative and ethical business practices.

## **MISSION**

- To foster entrepreneurial thinking, promote, facilitate the business knowledge and be dynamic business leaders.
- To inculcate within the faculty and the students the need and importance of Enterprise Development.
- To promote culture of innovation to enterprise among the students.

## **OBJECTIVES**

- To create entrepreneurial culture in our Institution and providing various services including information to budding student entrepreneurs.
- To Enhance Entrepreneurial values among students and facilitate their choosing Entrepreneurship as a preferred career.
- To Facilitate introduction of entrepreneurship courses in academic system
- To catalyse and promote development of Science and Technology based Enterprises and promote employment opportunities.
- To Stimulate and augment the entrepreneurial spirits and skills among students to create new micro, small and medium enterprises in the private sector with the help of NGOs and other voluntary organisations
- To impart training on Capacity building \ enhancement of entrepreneurship development with agencies, NGOs and Government organizations for developing & promoting entrepreneurship, facilitating technology transfer, product development, partnering and market accessibility.
- To Provide support and facilitation services to prospective and existing entrepreneurs in business related activities.
- To become a resource centre to offer capacity building in the area of Entrepreneurship Development, students empowerment and micro finance development and small business management.
- To Integrate/Converge and internalize various approaches in Entrepreneurship Development in different regions to facilitate a visible impact.

### Composition of EDC Committee

S.No.	Composition	Name of the Faculty	Position in the Committee	Contact No. & E- Mail Id
1.	<ul style="list-style-type: none"> <li>Principal- Chairman</li> <li>One Professor- Coordinator</li> <li>Training and Placement Officer - Member</li> <li>One IIC coordinator from each department as nominated by HOD - Member</li> </ul>	Dr.M.Ashok	Chairman	9348161222 principal@mrce.in
2.		Dr.V.Narasimha Reddy	Coordinator	9490806006 <a href="mailto:nba@mrce.in">nba@mrce.in</a>
3.		Mr.B Kumar	Member	9182225866 Placement Officer @mrce.in
4.		Dr.V.Vivekanandhan	Member	9345458588 vvivekanandhan_cse@mrce.in
5.		Dr A. Athiraja	Member	9500210190 a.athiraja4@gmail.com
6.		Dr K Vijay Kumar	Member	9676567565 hodmech@mrce.in
7.		Mr. I. Obulesh	Member	7093948192 Indlaobul43@gmail.com
8.		Mr. Harish Kumar	Member	9618051885 ragatigarishkumar@gmail.com
9.		Mr. K. Venkateswarlu	Member	9291368261 bagivenky@gmail.com

**Dr.M.Ashok**

**Principal**