



Government Degree College, Seethanagaram

Accredited by NAAC with "B" Grade, ISO 9001:2015 Certified College

Affiliated to Aadi Kavi Nannayya University
Opp K.G.N.M .Trust, Purushottapatnam Road, Seethanagaram



DEPARTMENT OF COMMERCE

DOCUMENTATION ON

A ONE DAY NATIONAL WEBINAR

COMMERCE ON 07.09.2020

Webinar Title: ENTREPRENEURIAL DIMENSIONS

Date : 07.09.2020

Time : 10 A.M. to 01 P.M.

Vene : Government Degree College,Seethanagaram.

Webinar Platform: Zoom

Department of Commerce and IQAC conducted a National Level Webinar on ENTREPRENEURIAL DIMENSIONS on 07.09.2020 through ZOOM Platform Dr.B.V. Tirupanyam, the Principal of the College is the President of the Programme.

The Resource Persons Prof. Udaya Bhaskar,Dean, Adikavi Nannaya University and Mrs. Kalyani from St. Mary's Centenary College elaborated on insights of the entrepreneurship.Mrs.Chatrapati VS Saladi is the Coordinator of the Webinar and Smt. P.Kusuma Kumari, the IQAC Coordinator took part in the Webinar.

149 Candidates got registered to Participate in the Webinar through Google form. 137 members participated in the webinar Out of 149 registrations.

Any Originations level of EO can be understood by examining how it stacks up relative to five dimensions

- (1) autonomy
- (2) Competitive Aggressiveness
- (3) Innovativeness

DIMENSIONS OF ENTREPRENEURSHIP

ENTREPRENEURSHIP

Entrepreneurship Entrepreneur Is An Ambitious Innovator Who Act Like A Entrepreneur While Being Employed. Entrepreneur Emphasis On The Innovation And Creativity And Transform Idea Into A Commercial Venture While Operating Within Corporate Environment. Entrepreneur Are Within Organization Entrepreneur Who Nurture Their Creativity While Following The Goals Of Organization Example: Google 20% Innovative Work Policy, E chalana need For Entrepreneurship Elements For Developing An Entrepreneurial Percept.

TECHNOPRENEURSHIP

Technopreneurship refers to entrepreneurship through technical innovation They are technology oriented entrepreneurs who display entrepreneurial character by ICT and multimedia SMEs, Start -Ups ICT and multimedia company. They develop their business proposal on the basis of technological innovation and advancement.

CULTURAL ENTREPRENEURSHIP

Cultural entrepreneurs identify the scope of rich cultural heritage of a country and nurture it for financial gains and overall development. Cultural entrepreneurs are cultural change agents and resourceful visionaries who organize cultural, financial, social, and human capital, to generate revenue from a cultural activity. Their innovation solutions result in economically sustainable cultural enterprises that enhance livelihoods and creative cultural value and wealth for both creative producers and consumers of cultural services and products.

INTERNATIONAL ENTREPRENEURSHIP

International entrepreneurs. Different countries have varied untapped potential and various entrepreneurs explore the same. It is often seen as a natural progression with increase in size and scale of business.

IMPORTANCE OF INTERNATIONAL ENTREPRENEURSHIP

- Access to large consumer base
- Extending product life cycle
- Better profitability
- Economics of large scale
- Brand building
- Inspiration for startup
- Increased competitiveness
- Global standards
- Arising cheaper resources
- Growth of domestic brands



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OUTCOME OF THE WEBINAR

The Resource Persons Prof. Udaya Bhaskar, Dean, Adikavi Nannaya University and Mrs. Kalyani from St. Mary's Centenary College elaborated on insights of the entrepreneurship. Mrs. Chatrapati VS Saladi is the Coordinator of the Webinar and Smt. P. Kusuma Kumari, the IQAC Coordinator took part in the Webinar. Conducted a lively discussion among the Participants with interactive questions.

The participants were very enthusiastic throughout the session.

The question and answers session was conducted at the end of the session. The resource person clarified all the queries posed by participants and also feedback was taken from the participants

OPENING REMARKS BY DR. B. V. TIRUPANYAM

THE PRINCIPLE

INTRODUCTION

A very good morning to all, I am honored to introduce myself as Mrs. P. KUSAMA KUMARI head of the department of Commerce Government Degree College Seethanagaram, the Honorable Joint Director of Collegiate Education, Andhra Pradesh, Dr. R. David Kumar Swamy garu, the RJDCE of Zone I@2, Dr. B. V. Tirupanyam garu, Principal of Government Degree College, Seethanagaram. Sri V. Narayana Murthy, the Vice principal, Smt. P. Kusuma Kumari, the IQAC Coordinator.



GOVERNMENT DEGREE COLLEGE, SEETHANAGARAM
(NAAC Accredited with 'B' Grade)
(Affiliated to Adikavi Nannaya University, Rajamahendravaram)
East Godavari District, Andhra Pradesh, India



CERTIFICATE OF PARTICIPATION

This is to certify that **venu vemulapati, JKC FULL TIME MENTOR,**
GOVERNMENT DEGREE COLLEGE, SEETHANAGARAM Participated in
One Day National Webinar entitled **"ENTREPRENEURIAL DIMENSIONS"**
organised by Department of Commerce, Govt. Degree College, Seethanagaram,
East Godavari District, Andhra Pradesh on 07th September 2020.

Mrs. P. Kusuma Kumari
CONVENER
IQAC Coordinator

Sri. V. Narayana Moorthy
ORGANISING SECRETARY

Dr. B. V. Tirupanyam
PRINCIPAL



"ENTREPRENEURIAL DIMENSIONS" 7 Sept 2020

One day National level webinar organised by Dept. of Commerce, GDC, Seethanagaram. The resource persons Prof. Udaya Bhaskar, Dean, Adikavi Nannaya University and Mrs. Kalyani from St. Mary's Centenary College elaborated on insights of entrepreneurship