

THINK FRESH INCUBATOR

DEPT. OF ECONOMICS, CSTS GOVT. KALASALA JANGAREDDIGUDEM

ONLINE INTERACTIVE GUEST LECTURE SESSION

IN ASSOCIATION WITH **MOU PARTNER INSTITUTE** TISS INCUBE FOUNDATION, MUMBAI TATA INSTITUTE OF SOCIAL SCIENCES **07-08-2024**

The department of economics has always been enthusiastic in extending its academic services for the benefit of the college students and local community. Amidst this backdrop, an MOU has been signed by making TISS INCUBE FOUNDATION, MUMBAI as partner institution recently.

As a follow up activity after signing the MOU, the dept. of economics organized an online interactive guest lecture by the foundation. Honourable professors **sri satyajit majumdar and sri sujay dixit** from the foundation were kind enough to join the event and extended their academic support for the benefit of students. Incidentally, the staff and students from government degree colleges in Kakinada, Eluru also joined by using the online platform.

The interactive session was curious and focused on the following aspects:

- What is entrepreneurship and social entrepreneurship
- What is innovation and creativity
- The fundamentals of marketing and branding
- Main elements of marketing like purpose of the product, transforming markets, practicing marketing, right price and right customer selection

- o Schemes like mudra yojana, PMEGP
- o SWOT analysis of the entrepreneur and of students/community
- o Needy and accessable RESOURCE MAPPING
- o Case studies
- o Focus on janagreddigudem revenue division and its mandals, forest produce
- o Role of FPOs and food processing opportunities
- SHGs and transgenders work shop in csts govt. kalasala
- Registration under section 8 company act, cooperative unit act

The session was concluded with the resolution to have further more sessions and on hands live workshop on specific area and a case study.

CVs of speakers

PROF. SATYAJIT MAJUMDAR

- Prof. Satyajit Majumdar has graduated in Electrical and Industrial Engineering, and later obtained post-graduate degree in Management, Applied M. Phil. and PhD. He is also a Fellow of Institution of Engineers (India).
- As Professor at the Center for Social Entrepreneurship and Dean of the School of Management and Labour Studies at Tata Institute of Social Sciences (TISS), Mumbai he teaches entrepreneurship, social entrepreneurship, strategic management, growth and technology strategy, corporate social responsibility and service operations management.
- With more than 40 years of experience he provides consulting and corporate training in the areas related to Entrepreneurship, Social Entrepreneurship, Growth Strategy, Corporate Social Responsibility and Strategic Human Resource Management. He also mentors entrepreneurs and start-up organizations.
- He holds several advisory positions; the prominent ones are Member of Governing Boards of National Innovation Foundation of the Department of Science and Technology, Government of India; Tata Institute of Social Sciences, Mumbai and Bombay Mother and Child Welfare Society (100 years old society working on health and education), Member of Committees - a) on Biotechnology Based Programme for Societal Development and b) for establishment of Rural Bioresource Complexes in Aspirational Districts of Department of Biotechnology, and Member of Programme Advisory and Monitoring Committee of Department of Science and Technology of Government of India, and Member of Academic Council, KLE Technological University, Hubli (India).
- He was the Lead of the Core Team constituted by the Ministry of Skill Development and Entrepreneurship, Government of India for conferring National Entrepreneurship Award 2017.

- As member of boards of studies, academic councils, advisory and steering boards of universities, technology incubators and other organizations he regularly participates in policy discussions related to academics and practice.
- Professor Majumdar has been actively engaged in expert groups at national and international levels to provide strategic advices and guidance for academic program design and implementation including in the areas of teaching and research, skill development, entrepreneurship development, livelihood creation and micro and small business management.
- He has travelled to USA, UK, Sweden, Norway, Switzerland, France, Italy, Japan, Republic of Korea, Thailand, Indonesia, Malaysia, Philippine, China, Nepal, Sri Lanka and Russia to deliver expert lectures and as members of advisory bodies. In 2009, he was conferred Galpin International Research Fellowship by the Quinnipiac University, USA.
- He is also a 'distinguished alumnus' of his alma mater SGS Institute of Technology and Science, Indore, Madhya Pradesh (India).
- Professor Majumdar has many research papers and award winning case studies to his credit, published in national and international journals and edited volumes. His research interest area is 'growth strategy in entrepreneur managed small and medium business organization' and strategic CSR.

Mr. Sujay Dixit



Mr. Dixit holds a degree in Instrumentation Engineering and is a distinguished alumnus of XLRI Jamshedpur. With an illustrious career in Marketing and Brand Management, he has contributed his expertise to esteemed organizations including Hindustan Unilever, Hindustan Coca-Cola Beverages Pvt Ltd., and Glenmark Pharmaceuticals. Mr. Dixit has overseen Profit and Loss responsibilities for brands spanning diverse sectors such as Beverages, Consumer Durables, Lifestyle, and Pharmaceuticals. His track record is marked by successful brand launches and substantial growth in the consumer brand domain.

Presently, he serves as the Chief Executive Officer of TISS Incube Foundation, where he assumes a pivotal role in shaping organizational strategy and fostering growth. A prominent public speaker, Mr. Dixit shares his insights on a range of subjects including Entrepreneurial Thinking, Social Entrepreneurship, Marketing and Brand Strategy, and the role of corporations in supporting startups. He is actively involved in mentoring emerging entrepreneurs, offering guidance in areas such as Customer Identification, Marketing Strategy, Business Modeling, Effective Communication, and Strategic Thinking.

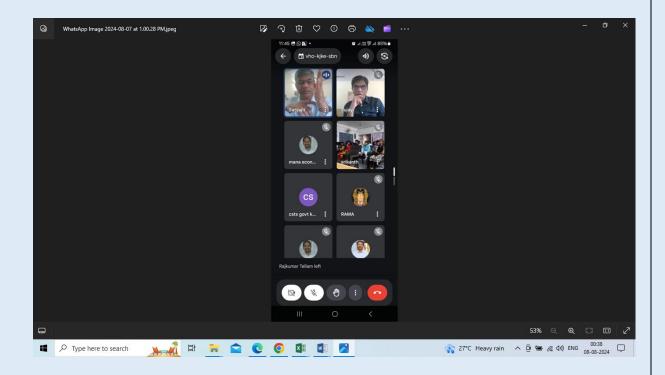
Furthermore, Mr. Dixit engages with students pursuing Masters in Social Entrepreneurship at TISS Mumbai, providing valuable expertise in the realm of Marketing Strategy. His empanelment as a mentor with AIC RMP and membership in the advisory board of St. Mira's College for Girls, Pune, underscores his commitment to nurturing talent and fostering entrepreneurial endeavors.

GOLDEN JUBILEE CELEBRATIONS 15.09.2023 TO 15.09.2024



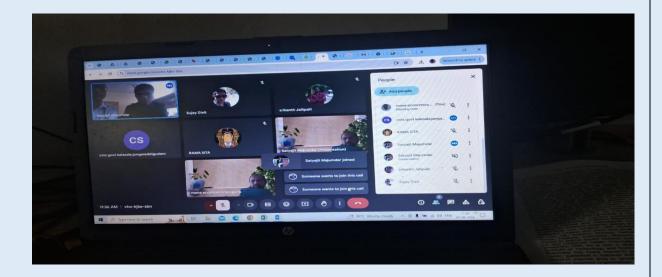
EVENT PHOTOS











GOLDEN JUBILEE CELEBRATIONS 15.09.2023 TO 15.09.2024

ONLINE CIRCULAR OF THE EVENT

THINK FRESH INCUBATOR DEPARTMENT OF ECONOMICS

CSTS GOVERNMENT KALASALA JANGAREDDIGUDEM 534447 ELURU DISTRICT, ANDHRA PRADESH

Herewith, we bring to your kind notice that the Think Fresh Incubator, Department of Economics is going to organize an online guest lecture programme for the benefit of students on the topic of **Social Entrepreneurship** with the help of TISS INCUBE FOUNDATION, MUMBAI on 07.08.2024 at 11.30 am in seminar hall.

All are welcome...kindly participate



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← Message info

respected staff members, the THINK FRESH incubator, under the aegis of the department of economics CSTS GOVT. KALASALA, JANGAREDDIGUDEM is organising an interactive guest lecture in online mode in association with TATA INSTITUTE OF SOCIAL SCIENCES,, MUMBAI'S TISS INCUBE FOUNDATION at 11.30 am today on 07.08.2024 topic: SOCIAL ENTREPRENEURSHIP.....we request you and your students to join us for 1 hour session...thank you all 10:57 am J

Read by



Asst Librarian Durga Prasad Yesterday, 11:26 am



Chintalapudi Zoo Yesterday, 11:00 am



Jrg Aided Jr Asst Prasad Yesterday, 7:31 pm



Jrg Chem Jgpet Acharyulu Yesterday, 12:13 pm

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Jrg Com Sirisha Yesterday, 3:44 pm

Jrg Commerce Ramadevi

OFFLINE PARTICIPANTS SIGNATURES

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2. T. Manikya Jyoshn	SC '1	T. Manikya Jyosh
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ONLINE FEEDBACK FORM AND ANALYSIS OF RESPONSES

WHAT IS TISS * STATE NAME COUNTRY NAME TATA INSTITUTE OF SOCIAL SCIENCES NONE OF THE ABOVE WHAT IS SOCIAL ENTREPRENEURSHIP * PRODUCTION FOR SOCIETY PRODUCTION FOR PURE PROFIT BOTH OF THESE HOW COMFORTABLE YOU ARE ATTENDING ONLINE SES OK OK NOT OK	0 points
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MEMORANDUM OF UNDERSTANDING

THINK FRESH INCUBATOR, DEPARTMENT OF ECONOMICS, CSTS GOVERNMENT KALASALA, JANGAREDDIGUDEM

and

TISS Incube Foundation

THINK FRESH INCUBATOR, DEPARTMENT OF ECONOMICS, CSTS GOVERNMENT EALASALA, **JANGAREDDIGUDEM**

1. TISS Incube Foundation(TIF), and Think Fresh Incubator, Department of Economics, CSTS Government Kalasala, Jangareddigudem, hereby agree to collaborate to encourage education, training, promotion in the areas entrepreneurship in general and social entrepreneurship in specific.

2. TIF and Think Fresh Incubator, Department of Economics, CSTS Government Kalasala, Jangareddigudem, will participate and support joint research projects, training programs workshops and other events for promotion of entrepreneurship and social entrepreneurship.

3. TIF will provide to Think Fresh Incubator, Department of Economics, CSTS Government Kalasala, Jangareddigudem, the required mentoring and technical guidance on social entrepreneurship and related subjects. The subjects and scope will be mutually agreed.

4. TIF will provide the required network support to Think Fresh Incubator, Department of Economics, CSTS Government Kalasala, Jangareddigodem, for growth and development of social enterprises.

5. The cost associated with any such activities will be born by Think Fresh Incubator, Department of Economics, CSTS Government Kalasala, Jangareddigudem, on mutually agreed terms.

The MoU is valid for a period of 3 years from the date of signing of the agreement

Signed by

Prof Satyajit Majur Managing Director **TISS Incube Found** Date:

Signed in the presence of

(Signature of Witness) VP (inculsation & Excellence) TISS, Mumbri

Signed by

B. SRINTVAH RAO

TANGAREDOI GUDEN

S SRINIVASARAO Name of the authority LECTURER IN ECONOMICS Designation Name of the Organisation Jocation GAREDOIGUDEM

Dates

Signed in the presence of

(Signature of Witness) Dr. N. PRASADA BABU PRINCIPAL CSTS GOVT. ASALA

Dept. of Economics Hiputes of Dept. Meeting 73 06.08.2024 On 06.08.2024. The Depastment of Economics Convened a staff Mechins and recolved to adopt the following decisions related to the special quest lecture on social entrepreneurship followup Achining by TISS FGENDA In cube foundation, them bai ON SOCIAL ENTREPRENEURSHIP by think Fresh Incubator, Dept-of Economics. Date 07.08.2024 TIME 11.30 AM VENDE: ONLINE SEDIMAR don Khiasha N. HARNERNTA

PRINCIPAL PERMISSION REQUEST

то

The Principal, CSTS GOVT. KALASALA, Jangareddigudem

Dt: 06.08.2024

Respected Sir,

Sub: Request for permission to conduct an **online guest lecture** on social entrepreneurship by TISS INCUBE FOUNDATION – reg.

Ref: MOU with TISS INCUBE FOUNDATION - follow up activity

Herewith, we request you to permit the Think Fresh Incubator, Department of Economics to organize an online guest lecture programme for the benefit of students on the topic of Social Entrepreneurship with the help of TISS INCUBE FOUNDATION, MUMBAI on 07.08.2024 at 11.30 am in seminar hall.

Thanking you Sir,

Yours faithful **B.SRINIVA** SA RJ

Lecturer in Economics

V.HANUMANTHA RAO Lecturer in Economics



CHATRAPATHI SIVAJI TRI SATA JAYANTHI (CSTS) GOVT. KALASALA Enter to Learn - Leave to Serve Jangareddigudem, Eluru Dist Phone : 08821-225310, Visit us at : www.cstsgk.ac.in E-Mail : jangareddigudem.manatv@gmail.com

THINK FRESH IN CUBATOR DEPARTMENT OF ECONOMICS

Herewith, we request you to kindly deliver an online guest lecture on social entrepreneurship for the benefit of our students in association with the Think Fresh Incubator under the Department of Economics on 07.08.2024 at 11.30. am.

This will be helpful for the department too, under the head of follow up activities of our signed MOU on 03.04.2024 for further academic purposes.

Thanking you sir,

Yours faithful **B.SRINIVASA RAO**

Lecturer in Economics

V.HANUMANTHA RAO Lecturer in Economics

