

PRASAD V. POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY
KANURU, VIJAYAWADA -7
(AUTONOMOUS)
DEPARTMENT OF FRESHMAN ENGINEERING
CIRCULAR

Date: 17-08-2025

All the I B. Tech. students are informed that Freshman Engineering Department is organizing a Two -Day workshop on "Role of Innovation in Entrepreneurship" from 19-08-2025 to 20-08-2025. This workshop aims to inspire students on the importance of innovation in entrepreneurial ventures and to equip them with the right mindset and skills. Hence, all the students are informed to attend the workshop

Topic : Role of Innovation in Entrepreneurship

Resource Person : Dr.S.KrishnaSowjanya
Innovation and Entrepreneurship Trainer

Dates : 19-08-2025 to 20-08-2025

Time : 9.30AM to 5.00PM

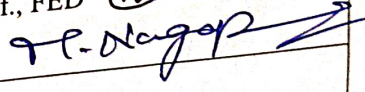
Venue : Auditorium/ Ground Floor Seminar Hall


Dr. M.Srilakshmi
Head, FED
Freshman Engineering Department
PVP Siddhartha Institute of Technology
Kanuru, VIJAYAWADA-520 007.

PVP SIDDHARTHA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF FRESHMAN ENGINEERING

SUMMARY REPORT ON EVENT ORGANIZED

ACADEMIC YEAR : 2025-2026

Date of Event organized & Time	19-08-2025 to 20-08-2025
Name of the course	STUDENT INDUCTION PROGRAM
Title of the Program	A Two Day Workshop on Role of Innovation in Entrepreneurship
Resource person	Mrs. S. K. Soujanya, Founder, Businest Consulting and Training
Brief Report on the Event	As part of the Student Induction Program (SIP), A Two Day Workshop on <i>The Role of Innovation in Entrepreneurship</i> was held for first-year students on 19th-20th August 2025. Ms. S. Krishna Soujanya, Founder of Businest Consulting & Training, served as the resource person. She shared valuable insights, real-world experiences, and practical strategies that inspired students to explore entrepreneurship with an innovative approach. Through interactive discussions, case studies, and idea-generation activities, students gained a deeper understanding of the challenges and opportunities in today's business landscape. The seminar proved to be an enriching experience, motivating students to nurture their entrepreneurial spirit and contribute to society meaningfully.
Year/Semester	I YEAR / I SEM
No. of the participants	All I B. Tech. students present during the Induction program.
Consolidated Feedback	Good
Suggestions if any	---
Name of the Coordinators / Signature of the Coordinators	Dr. A. Purnachandra Rao, Assoc. Prof., FED  Dr. P. Pavani, Assoc. Prof., FED  Dr. SK. Rehena, Asst. Prof., FED Dr. P. Lakshmi Lavanya, Asst. Prof., FED  Dr. G. Raghavendra Ganesh, Asst. Prof., FED  Mr. M. Naga Prasad, Asst. Prof., FED. 
Signature of the HOD	 

Freshman Engineering Department
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PRASAD V POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY
(Autonomous) Kanuru, Vijayawada
Freshman Engineering Department

Name of the Activity / Program: A Two day workshop on Role of Innovation in
Entrepreneurship

Speaker / Faculty : Mrs.S.K.Soujanya, Founder-Busines, Consulting and
Training

Objectives:

- To create awareness among first-year students about the importance of innovation in entrepreneurship.
- To encourage creativity, problem-solving, and critical thinking for developing entrepreneurial ideas.
- To expose students to real-world entrepreneurial challenges and opportunities.
- To motivate students to cultivate an entrepreneurial mindset with innovative approaches.
- To provide hands-on learning through discussions, case studies, and idea-generation activities.

About the Topic/ Activity:

As part of the Student Induction Program (SIP), a two-day **Workshop on the Role of Innovation in Entrepreneurship** was organized for first-year students on 19th and 20th August 2025. The workshop was designed to ignite young minds with the spirit of innovation and to help them understand its significance as the foundation for successful entrepreneurship.

We were privileged to have **Ms. S. Krishna Soujanya, Founder of Busines Consulting & Training**, as the esteemed resource person for the workshop. Ms. Soujanya, through her insightful sessions, shared valuable knowledge on how innovation acts as a key driver in building successful enterprises. Drawing from her extensive professional experience, she offered students practical guidance, real-world case studies, and motivational stories that highlighted the importance of resilience, creativity, and vision in entrepreneurship.

The workshop sessions were highly interactive, including open discussions, brainstorming activities, and group exercises. Students were encouraged to participate actively in case studies, role plays, and idea-generation activities, which helped them, gain a deeper understanding of entrepreneurial challenges and ways to overcome them with innovative strategies. These activities also created an engaging environment where students collaborated, shared ideas, and developed a problem-solving approach.

Ms. Soujanya also provided practical tips on time management, goal setting, and self-discipline, advising students to maintain consistency and develop long-term strategies for success. She emphasized that entrepreneurship is not merely about starting a business but also about creating solutions that add value to society.

The two-day workshop concluded on a positive and inspiring note. Students expressed that the sessions helped them build confidence and motivated them to think beyond conventional boundaries. The resource person encouraged them to believe in their ideas, stay committed to their goals, and approach challenges as opportunities for growth.

Overall, the workshop proved to be an enriching and trans-formative experience. It not only fostered the entrepreneurial spirit among first-year students but also equipped them with the right mindset, skills, and knowledge to contribute meaningfully to the economy and society in the future.



**Prasad V. Potluri
Siddhartha Institute of Technology**
(Autonomous)
Approved by AICTE and Affiliated to JNTU Kakinada
Sponsored By: Siddhartha Academy of General and Technical Education, Vijayawada



EAMCET Code: PPSV



FRESHMAN ENGINEERING DEPARTMENT A Two Day Workshop on ROLE OF INNOVATION IN ENTREPRENEURSHIP



MS.S. KRISHNA SOUJANYA

FOUNDER BUSINEST CONSULTING & TRAINING

19 & 20th AUGUST 2025

INDUCTION SESSIONS FOR 1ST YEAR STUDENTS OF PVPSIT

VENUE: AUDITORIUM



Vijayawada, Andhra Pradesh, India

Fmqv+6mh, Chalasani Nagar, Kanuru, Vijayawada, Andhra Pradesh 520007, India

Lat 16.487912° Long 80.693342°

19/08/2025 02:36 PM GMT +05:30





