

# Y.V.N.R. GOVERNMENT DEGREE COLLEGE

(NAAC GRADE "B+" CGPA : 2.61)

AN ISO 9001 : 2015 CERTIFIED INSTITUTION

AFFILIATED TO KRISHNA UNIVERSITY

KAIKALURU - 521 333, ELURU DIST. A.P.



## *National Webinar on* **CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP**

**On 14<sup>th</sup> & 15<sup>th</sup> OCTOBER 2022**

### **Proceedings of the National Webinar**



Organized By

**DEPARTMENT OF COMMERCE & IQAC**

*In Association with C.I.I.E. & E.D.C. of*

**Sir C.R. Reddy College (Autonomous), Eluru**

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## ABOUT THE COLLEGE

Y.V.N.R. Government Degree College, Kaikaluru is a public funded educational institution. This college, popularly known as GDC kaikaluru is located in the world famous wet land, Ramsar, Kolleru Lake. The college has a unique logo with the citation "Knowledge is Power". The citation depicts the ancient adage the "Knowledge is power". The logo is flagged by rising sun, Kolleru Lake, Kolleru fisher men, and Kolleru birds.

The required knowledge to cope with the current trends in the competitive world is being inculcated to the students at various levels by the institute. The students are benefited with the power to sustain in the community. The rising sun in the logo is the symbol of knowledge. Like the sun shining the institute provides the radiance of knowledge to the community. The other parts of the logo i.e., Kolleru birds and Kolleru fisher men are the representations of the community. All of them depict communal approach with enriched knowledge is imparted to the stakeholders in the institute.

The college was established in the year 1982. Sri Yerneni Raja Rama Chandar, Yerneni Nagendranath, Yerneni Sitha Devi (Former Education Minister, Govt. of A.P.) and Yerneni family members generously came forward and raised funds from the public for the establishment of this institution. The college development committee secretary Sri Gurajada Narasimha Rao coordinated the activities of the development committee and with in no time with the support of the state government under the Telugu Gramaee Kranthi Padham, buildings were constructed. With the generous assistance of philanthropists and the elite of the village - Sri Kammili Vittal Rao, Sri Rama Raju, Sri Naidu, Sri Undukuri Satyanarayana Raj, CPDC members - Sri Gadiraju Bhaskara Varma, Sri Potluri Vijaya Bhaskar, Sri S. Satyanarayana Murthy, Sri Kare Sarat Babu, Sri B.D. Srinivas, Sri G. Chandra Mohan, Sri G. Udaya Sankar and Government funds, additional class rooms were built.

In the 2017, 2nd Cycle NAAC Accreditation, It is gratifying to see this college maintain a better position than the grade achieved in the previous first cycle by achieving a "B+" grade with 2.61 CGPA in Government Degree Colleges. Achieving this grade involves the hard work of lecturers and students under the leadership of the then principal. That is why the proverb that people become sages if they work hard does not come with ease. Most importantly, due to the efforts of the college governing body CPDC, with the help of donors and financial assistance for the infrastructure, Rs. 2 crores was obtained in RUSA 2.0 by getting a B grade in the 2nd cycle. Class rooms and labs are already under construction under RUSA Funds and the college computer lab is modernized with these funds. It is the result of the efforts of our CPDC.

## WEBINAR CO-ORDINATORS

Dr. K.A. EMMANUEL  
Dr. P. PAUL DIVAKAR

S.G. Lecturer in Chemistry  
S.G. Lecturer in Physics

**Chief Patron :** Dr. POLA BHASKAR, IAS,  
Commissioner of Collegiate Education, Mangalagiri, A.P.,

## Patrons :

Dr. R. DAVID KUMAR, JD, Colligate Education, A.P.  
Dr. C. KRISHNA, RJD of Colligate Education, Rajamahendravaram  
Dr. M.B.S.V. PRASAD M.S (Ortho), Secretary, Sir C.R. Reddy Educational Institutions, Eluru

## Webinar Chairpersons :

Dr. B. RAGHUNATHA REDDY, M.Com., B.Ed., MPhil., PhD., Principal  
Dr. K.A. RAMA RAJU, M.Sc., M.Phil., Ph.D., Principal Sir C.R. Reddy College

## ORGANISING COMMITTEE

### Organizing Secretaries :

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### Joint Secretaries :

Sri Md. ABDUL GAFFAR, M.Com., M.B.A., Dept. of Commerce  
Prof. TERA RAJESH, M.Com., M.B.A.(MM), M.B.A.(HRM), Ph.D.,

### Treasurer :

Smt. D. SUJATHA, M.Com., B.Ed., APSET, Dept. of Commerce

## THEMES :

Day 1 (Time 3.00 p.m. to 5.00 p.m.)  
Session 1 : Dimensions of Entrepreneurship by Dr. R. UMADEVI  
Session 2 : Business Plan Preparation by Prof. T. RAJESH  
Day 2 (Time 3.00 p.m. to 5.00 p.m.)  
Session 1 : Creating Opportunities in Entrepreneurship by Dr. N. SREENU  
Session 2 : Creative Problem-Solving Techniques by Prof. P. GIRI BABU

## ABOUT THE WEBINAR

Creativity, innovation, and entrepreneurship are important things of the launch each innovative products and services that comes with advanced technology. Creativity helps us how to improve existing business practice. Innovation is about making a process that can convert invention or gain idea to become more marketable product or service. Entrepreneurship is the manifest ability and willingness of individuals, on their own, in teams, within and outside existing organizations to perceive and create new economic opportunities and to introduce their ideas in the market, in the face of uncertainty and other obstacles, by making decisions on location, form and the use of resources and institutions. So entrepreneurship is considered a key factor in economic development. The webinar aims to understand and elaborate the roles of creativity and innovation in entrepreneurship.



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Sir C.R. Reddy College (Autonomous), Eluru



## HONOURABLE GUESTS

**Inaugural :** Dr. R. DAVID KUMAR M.Sc., M.Phil., Ph.D.  
Joint Director, Colligate Education, Mangalagiri, A.P.,

**Valedictory:** Dr. C. KRISHNA, M.Sc. (Tech), M.I.S.T.E., N.E.T., Ph.D.  
RJD, CCE, Rajamahendravaram

**Greetings by :** Prof. K. RAM MOHANA RAO M.Com., M.B.A., Ph.D.  
Vice Chairman, APSCH, Amaravathi, A.P.

Dr. M.B.S.V. PRASAD M.S (Ortho)  
Secretary, Sir C.R. Reddy Educational Institutions, Eluru

## SPEAKERS

Dr. R. UMADEVI M.Com., M.Phil., Ph.D., M.B.A.,  
Research Fellow, Assistant Professor of Commerce  
Dr. S. R. K. Government Arts College, Yanam, Puducherry.

Prof. P. GIRI BABU M.Com., M.B.A., Ph.D., NET  
Asst. Professor, School of Business, Gitam Deemed University, Visakhapatnam

Dr. NENAVATH SREENU Faculty in Finance and Accounting  
National Institute of Technology, Bhopal- M.P.

Dr. T. RAJESH M.Com., M.B.A.(MM), M.B.A.(HRM), Ph.D.,  
Professor, Dept. of Management Studies, Sir C.R. Reddy College, Eluru  
Co-ordinator, C.I.I.E & E.D.C.

## PLEASE NOTE :

- ❑ E-Certificates will be provided to the participants who successfully complete the webinar.
- ❑ Registration is FREE and Last date for Registration : 13-10-2022.
- ❑ Webinar will be organised through Zoom.
- ❑ Registered participants will get the webinar link to your mail id and to your Whatsapp.
- ❑ Online Registration link : <https://forms.gle/7V7V4zY4ER6WjMs8> For any queries please contact: 99495 49365, 98481 50912, 99633 97466, 99850 50696

## CALL FOR RESEARCH ARTICLES

Last date for receiving research articles 15-10-2022. The research articles will be published in a book with ISBN No. after peer review, on payment of Rs. 1000/- The Research articles can be sent to [clieoct2022@yvnrgdc.ac.in](mailto:clieoct2022@yvnrgdc.ac.in)

Phone pe number of Treasurer : 9000840397

Account Name : Sujatha Dasari, Account No. 31952815331, IFSC code. SBIN0003481, Poornanadampeta, Station Road, Vijayawada





## Y.V.N.R.GOVERNMENT DEGREE COLLEGE

KAIKALURU

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Kaikaluru (Mandal) Eluru Dist., Andhra Pradesh, 521333



### National Webinar on Creativity and Innovation in Entrepreneurship 14 -15 October 2022.

Day	Time (IST)	Topic	Remarks
Day 1 - 14 October 2022	2.45 PM- 2.55 PM	Welcoming the guests	Dr.K.A.Emmanuel, SG Lecturer in Chemistry, Programme Coordinator.
	2.55-3.00	Prayer and lighting the Lamp	By the Dignitaries
	3.00-3. 05	Principal opening marks	Dr. B.Raghunatha Reddy
	3.05-3. 10	Theme of the Webinar	Sri. Nunna Srinivasa Rao , HOD , Department of commerce, & Organizing Secretary of the National Webinar,
	3.10-3. 15	Greetings by	Dr. K.A.Rama Raju, Principal, Sir C.R.Reddy college, (Autonomous), Eluru.
	3.15-3. 20	Introducing the Honourable Guest	Dr. P.H.N.V. Subba Rao, Professor Sir. C.R.Reddy College, PG Courses, Eluru.
	3.20- 3.30	Greetings by	Prof. K. Rama Mohan Rao, Vice Chairman & Director Quality Assurance Cell, AP state Council of Higher Education, Guntur.
	3.30- 3.35	Introducing the chief guest	Dr. K. Pankaj Kumar, Lecturer in English
	3.35- 3.50	Inaugural address by the chief guest (JD)	Dr. R.David Kumar, Joint Director, CCE.
	3.50-3.55	Introducing the speaker 1-	Smt. D.Sujatha, Lecturer in Commerce.
	3.55 PM-4.30 PM	Talk 1 <b>Dimensions of Entrepreneurship</b> by <b>Dr Umadevi</b> Assistant Professor of Commerce Dr S.R.K. Government Arts College, Yanam, Puducherry. umadevidandu@gmail.com	
	4.30-4.35	Introducing Speaker 2	Miss D. Lavanya, Lecturer in Economics
	4.35-5.10	Talk 2 <b>Business Plan Preparation</b> <b>Prof T.Rajesh</b> Dept., of Management studies, MBA Programme & Coordinator, CIIE&EDC Sir.C.R. Reddy College, PG Courses, Elurutherarajesh@gmail.com	
	5.10- 5.15	Closing Remarks and End of Day 1	





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Day	Time (IST)	Topic	Remarks
Day 2 - 15 October 2022	2.45 PM -2.50 PM	Introducing the speaker 3	Sri. M.A. Gaffar, Lecturer in Commerce
	2.50- 3.30	Talk 3 <b>Creating Opportunities in Entrepreneurship</b> by <b>Dr Nenavath Sreenu</b> Assistant Professor, Department of Management studies, NIT, Bhopal <a href="mailto:srinunaikphd@gmail.com">srinunaikphd@gmail.com</a>	
	3.40 - 3.45	Introducing the speaker 4	Dr M.Hariprasad, Lecturer in History
	3.45 - 4.30	Talk 4 <b>Creative Problem Solving Techniques</b> by <b>Dr.P. Giribabu</b> , Assistant Professor, school of Business GITAM (Deemed to be University), Visakhapatnam. <a href="mailto:giribabu.palisetti@gmail.com">giribabu.palisetti@gmail.com</a>	
	4.30- 4.35	Welcoming the guests	Dr.P.Paul Divakar, SG Lecturer in Physics, Programme Coordinator.
	4.35- 4.40	Opening remarks by the principal	Dr. B. Raghunatha Reddy
	4.40- 4.50	Greetings by	Dr. M.B.S.V.Prasad, M.S (Ortho), Secretary, Sir. C.R. Reddy Educational Institutions, Eluru.
	4.50- 4.55	Report of the webinar	Sri. Nunna Srinivasa Rao , HOD , Department of commerce,& Organizing Secretary of the National Webinar.
	4.55- 5.00	Introducing the chief guest	Dr. V. Sandhya, NAAC Coordinator
	5.00- 5.10	Valedictory address by Chief guest.	Dr. C. Krishna, Regional Joint Director, CCE, Rajamahendravaram
	5.10- 5.15	Feedback by the participants	
	5.15-5.20	Vote of thanks	Dr. R. Jalababu

## PREFACE

Creativity and innovation are what make the world go around and continue to improve and evolve! There have been lots of great ideas and thoughts around the creative and innovative process for entrepreneurs, as this is a key part of the problem identification process. Have a look at what some resident experts have said about creativity and innovation from an entrepreneurial lens. Managers of existing firms already innovate – why is there any need for entrepreneurs to start new firms? The answer comes from the individuality of entrepreneurs, whether acting alone or as members of a team of founders.

The economic contributions of the innovative entrepreneur result from individual initiative and creativity. Entrepreneurs can be innovative in ways that may be difficult or impossible for managers of existing institutions. This basic insight helps address the major questions in the economics of innovation and entrepreneurship.

The innovative entrepreneur is defined as someone who introduces commercial, scientific and technological discoveries to the marketplace by embodying them in new firms. Innovative entrepreneurs not only provide new products and production processes but also create new transaction methods, business institutions, and industries that fundamentally change how the economy operates. Their impact on economic growth and development is extensive and evident. The innovative entrepreneur differs from the replicate entrepreneur who establishes a firm by imitating or acquiring existing business models.

Understanding the contributions of the innovative entrepreneur does not imply any criticism of the replicate entrepreneur. Both types of entrepreneurs establish firms that implement and diffuse inventions. Both types of entrepreneurs take risks, exercise judgment, and contribute time, effort, and personal funds. Both types of entrepreneurs provide useful products and services, invest in productive capacity, increase employment and stimulate economic activity.

This webinar presents an economic idea of the innovative entrepreneur. It helps answer the major questions that continue to challenge researchers in business, economics, internal and external environment and management. The webinar considers the motivation of individuals to become innovative entrepreneurs.

The webinar shows how individual initiative can give entrepreneurs an innovative advantage over incumbent firms. The webinar helps how competitive pressures impact entrepreneurial incentives to innovate and also helps how market frictions affect the choice between entrepreneurship and technology transfer to existing firms. The webinar aims to understand and elaborate these themes i.e. Dimensions of Entrepreneurship, Business Plan Preparation, Creating Opportunities in Entrepreneurship and Creative Problem-Solving Techniques of creativity and innovation in entrepreneurship.

With this backdrop our Department of Commerce in association with CIIE of Sir C R Reddy College (Autonomous), Eluru is organising this webinar. Hence all the participants will get benefited by this webinar.

We acknowledge the overwhelming response received from the faculty and students of different colleges. Further we are grateful and express our sincere gratitude to all the participants especially the internationally renowned resource persons

We are also grateful to the commissioner Dr. Pola Bhaskar IAS, Dr. R.David Kumar, Joint Director, Commissionerate of Colligate Education Vijayawada, Dr.C. Krishna, Regional Joint Director, Rajamahendravaram, Dr.B.Raghunatha Reddy, Principal, Dr.K.A.Rama Raju Principal for their magnanimous support and co-operation towards conduct of the two day National webinar on Creativity and Innovation in Entrepreneurship..

**Dr. K.A. EMMANUEL**  
Webinar Co-ordinator  
Dept. of Chemistry

**Dr. P. PAUL DIVAKAR**  
Webinar Co-ordinator  
Dept. of Physics

## ACKNOWLEDGEMENTS

The Two day National Webinar on “Creativity and Innovation in Entrepreneurship” (NWCIE-2022) has been made possible with the support of many technical experts, individuals and organizations both in man power and finance. This support is gratefully acknowledged.

We are very much grateful to our Chief Patron Dr.Pola Bhaska, Commissioner, Collegiate Education, Mangalagiri for his constant encouragement given to us in organizing this type of academic activity for the welfare and development of the college.

We owe a deep sense of gratitude to Dr.R.David Kumar, Joint dDirector, Commissionerate college Education, Mangalagiri, for his constant Support, valuable guidance in organizing thewebinar in most efficient manner. We are very thankful to Dr.Ch.Krishna, Regional Joint Director, Rajamahendravaram for his precious cooperation in National Webinar.

Our sincere and special thanks go to Dr.B.Raghunatha Reddy, Principal Y.V.N.R Government Degree College, Kaikaluru, Eluru district for his encouragement, co-operation and meticulous guidance at every stage in organising and planning the National Webinar and bringing out this book.

Our deep sense of gratitude to. Dr.K.A.Rama Raju, Principal, Sir. C. R. Reddy College (Autonomous), Eluru, for his encouragement, in conducting the webinar successfully.

We express our sincere thanks to Dr. S.D.V. Satyanarayana Physical Director and N.S.S.Programme Officer of Y.V.N.R Government Degree College, Kaikaluru for his constant support and having taken every responsibility for completing this task through various stages.

We also express our gratitude to Sri. Nunna Srinivasa Rao HOD. Department of Commerce, Dr. R.Jalababu, IQAC Coordinator, Dr.T.Rajesh, Professor, Coordinator for



C.I.I.E & EDC, Sir.C.R.Reddy college, PG Courses, Eluru for their timely help in organizing the National Webinar in a successful manner.

We also express our deep sense of gratitude to Dr P.Giribabau, Assistant Professor, GITAM (Deemed to be University), Visakhapatnam, Dr D.Umadevi, Assistant Professor of Commerce, , Yanam, yanam, Puducherry, Dr. Neenavath Sreenu, Assistant Professor NIT, Bhopaland Dr. T.Rajesh , Professor Dept., of Management studies, Sir.C.R.Reddy College, PG Courses, Eluru for accepting our invitation and delivered wonderful thought provoking lecturers in the National webinar in a successful manner.

Our sincere thanks to Ms. Dr. D.Lavanya, HOD, Department of Economics, Dr.V.Sandhya, HOD, Department of Zoology, Dr.Hariprasad, Department of History who acted as Rapporteurs of various technical sessions of the webinar. We owe special thanks to Sri. K.Ashok, Office Incharge and his staff for their constant support throughout the Webinar. We are very much grateful to my colleagues in the Departments of Commerce, Economics, History and English teaching and non-teaching members individually, for their continuous support in making this event successful.

Finally, we thank all the people by names who were directly and indirectly involved in organizing the webinar, though we have not mentioned their names due to paucity of space.

We thank one and all.

**Dr. K.A. EMMANUEL**  
Webinar Co-ordinator  
Dept. of Chemistry

**Dr. P. PAUL DIVAKAR**  
Webinar Co-ordinator  
Dept. of Physics



**Government of Andhrapradesh  
Higher Education Department**



**Dr Pola Bhaskar IAS**  
Comissioner Collegiate Education,  
Vijayawada



*Greetings*

I am pleased to know that the Department of Commerce and IQAC of YVNR Government Degree College, Kaikaluru is organizing a National Webinar Programme on **Creativity and Innovation in Entrepreneurship** on 14<sup>th</sup> & 15<sup>th</sup> Oct. 2022, with the association of CIIE of Sir C R Reddy college (autonomous), Eluru.

The topic for the programme chosen is very important for the faculty as well as students because the current trend of education is based on Innovation as well as Entrepreneurship. When you apply creativity and innovation to every aspect of entrepreneurship, you can stay ahead in a dynamic marketplace. Nowadays, creativity and innovation is the driving force in entrepreneurship to achieve business goals. Continuous innovation has led to the technological, commercial, entrepreneurial, and consumption “boom” in the new era. Moreover the faculty has to raise the quality of teaching in the modern technical advancement scenario.

I congratulate the organizers of the National Webinar for bringing eminent Professors, Scientists, Researchers and academicians to a common platform. I am sure that this programme would turn out to be successful and deliberations will be useful which would provide many insights on the topic chosen.

I believe this National Webinar will be a landmark in the history YVNR Government Degree College, Kakaluru.

With the best wishes

**Dr Pola Bhaskar IAS**



**Government of Andhrapradesh  
Higher Education Department**



**Dr R. David Kumar Swamy**

*Joint Director, Colligate Education,  
Vijayawada, A.P.*



***Greetings***

I am happy to note that Department of Commerce and IQAC of YVNR Government Degree College, Kaikaluru is organizing a National Webinar Programme on Creativity and Innovation in Entrepreneurship on 14<sup>th</sup> & 15<sup>th</sup> Oct. 2022, with the association of CIIE of Sir C R Reddy college (autonomous), Eluru.

These types of seminars or webinars are very useful for the faculty and also student young minds. The entrepreneurship process is deeper than just new products and services. The whole idea of starting up a new business is a creation in itself. Leveraging the opportunities to their benefit is the idea drawn by creativity. It is the innovation that can give a competitive advantage to the entrepreneur over other players in the market. Creativity may not necessarily be about revolutionary technology, new designs, or new products. It is about innovating and profiting on already existing ideas.

I hope the deliberations at the webinar will be of great importance and use to help and create general awareness among the students. I congratulate the organisers and the Principal of the college for conducting the webinar.

I wish all the Best.

**Dr R. David Kumar Swamy**





**Government of Andhrapradesh  
Higher Education Department**



**Dr. Ch. Krishna** RJD, CCE,  
Rajamahendravaram



*Greetings*

I consider it a great privilege to note that the Department of Commerce and IQAC of YVNR Government Degree College, Kaikaluru in association with CIIE of Sir C R Reddy College, Eluru is organizing National Webinar.

Creativity needs a spark and innovation needs fuel. These are provided in the form of physical rewards and generation of wealth; money, for business creativity and innovation. So creativity and innovation are fundamental factors of wealth generation which is the cornerstone of our capitalistic economic system, which is the only applicable economic system in the world. One can even go as far as saying that creativity and innovation is business.

So the initiation taken up by the college is appreciable.

I believe that it as a memorable and successful event in the history of YVNR GDC, Kaikaluru.

With the best wishes

**Dr. Ch. Krishna**



**Government of Andhrapradesh  
Higher Education Department**



**Prof. K Rama Mohana Rao**

*Vice Chairman & Director of Quality Assurance Cell  
AP State Council of Higher Education  
Guntur*



***Greetings***

I am very much delighted to know that Department of Commerce and IQAC of YVNR Government Degree College, Kaikaluru is organizing a National Webinar Programme on Creativity and Innovation in Entrepreneurship on 14<sup>th</sup> & 15<sup>th</sup> Oct. 2022, with the association of CIIE of Sir C R Reddy college (autonomous), Eluru.

Innovation is necessary in the present world to grow, and it is essential to drive your creativity towards growth. With the growing dependence of different job sectors on creativity, it has become increasingly important to secure a certificate in this field to become an expert. The knowledge of this topic provides good training specially to the new faculty and enables them to do better teaching. It helps them to develop disciplined thinking or a 'bent of mind' to observe the field objectively.

I hope the talks at the webinar will be helpful and create general awareness. I congratulate the organisers and the Principal of the college for conducting the webinar.

With the Best Regards

**Prof. K Rama Mohana Rao**



**Government of Andhrapradesh  
Higher Education Department**



**Dr. MBSV Prasad, M.S. (Ortho)**

*Secretary*

*Sir C R Reddy Educational Institutions*

*Eluru*



***Greetings***

I am very much delighted to know that Department of Commerce and IQAC of YVNR Government Degree College, Kaikaluru in association with CIIE of Sir C R Reddy College, Eluru is organizing National Webinar.

Innovation is a change that adds value to an existing idea, product, service or concept. Many business ideas are innovations of things that already exist. There should be a focus on the 'adding value' of innovation because just because you change up an existing product or business model slightly does not mean that you are creating a better version of it in order for innovations to be successful.

Innovation is often a response to changes in the market as well as progressions in outside markets. It should be noted that all innovations are purely creative, and many can be primarily logical in their conception.

I hope the talks at the webinar will be helpful and create general awareness. I congratulate the organisers for conducting the webinar for empowering the faculty and students as well.

**Dr. MBSV Prasad, M.S. (Ortho)**





**Government of Andhrapradesh  
Higher Education Department**



**Dr. K.A. Rama Raju**

*Principal*

*Sir C R Reddy College (Autonomous)*

*Eluru*



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Innovation and entrepreneurship go hand in hand. Innovation plays a crucial role in keeping the business relevant in the market. An innovative entrepreneur is someone that brings a change in the market and challenges the prevalently established truth and makes a yield out of it. If you are planning to run your business, you first need to be a bit innovative in your ways and that means that you are supposed to have different perspectives, ideas, and opinions to bring a distinct concept in the market that helps you bring a change in the industry.

I congratulate each one who are actively involved in organizing the webinar. I wish a grand success !

**Dr. K.A. Rama Raju**



**Government of Andhrapradesh  
Higher Education Department**



**Dr. B. Raghunatha Reddy**

*Principal*

*Y.V.N.R. Government Degree College*

*Kaikaluru, Eluru Dist.*



***Greetings***

It gives me an immense pleasure to note that Department of Commerce and IQAC of YVNR Government Degree College, Kaikaluru is organizing a National Webinar Programme on Creativity and Innovation in Entrepreneurship on 14<sup>th</sup> & 15<sup>th</sup> Oct. 2022 with the association of CIIE of Sir C R Reddy college (autonomous), Eluru.

Creativity is the ability to create, produce or invent new things. Innovation is the successful implementation of these ideas. In other words, an innovative idea is one that presents benefits in practice. The union between creativity and innovation creates the perfect environment for the culture of innovation: a mind-set open to innovation in all processes of economic activity. The gains from this can be seen in different sectors of a company, but they all reflect on the financial performance achieved.

I congratulate the organisers. I wish a grand success.

**Dr. B. Raghunatha Reddy**

## INTRODUCTION

(Proceedings of the Two-Day National Webinar on “Creativity and Innovation in Entrepreneurship” (NWCIE-2022))

Generally, entrepreneurs are required to have the ability to create, to invent into new form or to bring existence into something new. This ability is rather not inherited or naturally in one's but it is something needs to be learnt. It is proved that the creativity is common among the human species and all at birth have talent in varying degrees. The definition of creativity can be defined in different and numerous ways. Entrepreneur primary concerned is developing new product, processor market and the ability to break through the tough market. According to scholars, entrepreneurial creativity has been defined as the generation and implementation of novel, suitable ideas to establish new venture. Creativity is a continuous process in which required party to work hard and continually improve ideas and solution. Creative person will work hard by making gradual alteration and refinements to their work. Creativity in entrepreneurship also implies the organization environment such as team climate, teamwork and others. Creativity in entrepreneurship includes the management in the organization that will lead to successful company. Keeping all this in view, the present webinar is conducted with two clear objectives, viz., (i) to enable researchers, irrespective of their discipline, in developing the most appropriate innovative methods in entrepreneurship and (ii) to make them familiar with the art of using different methods and techniques in creating the opportunities in entrepreneurship. It is hoped that the humble effort made in the form conducting the National webinar will assist in the accomplishment of exploratory as well as result-oriented studies.

The webinar aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Creativity and Innovation in Entrepreneurship.

### **Inaugural Session:**

Dr. R. David kumar, Joint Director, Commissionerate college Education, Mangalagiri, delivered the Inaugural address. In his inaugural address he pointed out that Creativity, innovation and entrepreneurship are important things of the launch each innovative products and services that comes with advanced technology. Entrepreneurship is considered a key factor in economic



development. He mainly focused on the creativity and innovation in entrepreneurship. Creativity and innovation have become the vital point to enhance the value of entrepreneurship. Creativity help us how to improve existing business practice. Innovation is about making a process that can convert invention or gain idea to become more marketable product or service. The study aims to analyze and elaborate the roles of creativity and innovation in entrepreneurship.

**First Technical session: (14 th October 2022)**

The session was chaired by Dr. K.A.Emmanuel, SG Lecturer in Chemistry. Dr Umadevi, Assistant Professor of Commerce D.S.R.K. Government Arts College, Yanam, Puducherry delivered a lecture on Dimensions of Entrepreneurship. In her talk she mainly pointed out that, India is the fastest growing economy. Unemployment is a major hurdle in India's growth path. It is facing a chronic problem of unemployment, particularly unemployment in educated sections. The major reason of increasing unemployment rate is rapid growth of population and defective system of education, which lacks skill development in youth. Lack of vocational skills or low educational levels of the working population adding fuel to the problem.

**Second Technical session:**

This session was chaired by Dr.P.Paul Divakar, SG.Lecturer in Physics. Prof. Prof T.Rajesh, Dept., of Management studies, MBA Programme & Coordinator, CIIE&EDC, Sir.C.R.Reddy College, PG Courses, Eluru, spoke on Business Plan Preparation. He clearly explains the purpose of a business plan is a blueprint for any company's future. It sets the direction for a business and ensures that the company is on the right track. It is also vital for securing finance. Business planning is an ongoing business activity and the plan should be regularly reviewed to deal with the ever-changing business environment. Once a suitable business opportunity to start an event company is identified, the entrepreneur prepares a business plan.

**Third Technical session: (15<sup>th</sup> October 2022)**

This session was chaired by Dr. R.Jala Babu, Lecturer in Chemistry and IQAC Co-ordinator. Dr Nenavath Sreenu Assistant Professor, Department of Management studies, National Institute of Technology, Bhopal spoke on Creating Opportunities in Entrepreneurship. In his talk he clearly explains the conceptual learning approaches the creation process of new businesses from the perspective of organisational creativity and imagination in the entrepreneurial opportunity process. Currently, organisational creativity and imagination have been linked to the creative

view or creation theory in the entrepreneurial opportunity process field of research. Currently, I wish to discuss that our theoretical illustration concerning the dialectical creation process of entrepreneurial opportunities describes an early phase of the creation of new businesses. According to our theoretical illustration, entrepreneurs create new unknown effects from the given means or tools (the logic of effectuation) in the creative space (called in-between).

#### **Fourth Technical session :**

This session was chaired by Sri. Nunna Srinivasa Rao, HOD, Department of Commerce. Dr.P. Giribabu, Assistant Professor, school of Business GITAM (Deemed to be University), Visakhapatnam spoke on the topic Creative Problem Solving Techniques. He explained that the business and their managers, professional staff, team leaders and other employees face various challenges as they approach the twenty-first century. Change is occurring at an accelerating rate. The number of competitors is increasing dramatically. Business is globalizing, and new technology is being introduced rapidly. The workforce is increasingly diverse, and specific resources, including highly skilled workers, are scarce. There is a transformation occurring from an industrial to a knowledge-based society.

#### **Valedictory Session: (15<sup>th</sup> October.2022)**

Dr.B.Raghunatha Reddy, Principal, Y.V.N.R. Government degree College, Kaikaluru, Eluru District presided over the function. Dr M.B.S.V.Prasad M.S.(Ortho), Secretary Sir.C.R.Reddy Educational Institutions, Eluru appreciated the commerce department and IQAC of Y.V.N.R Government college, and also the MBA, CIIE &EDC departments of Sir.C.R.Reddy College, PG courses for their efforts in bringing the experts and research scholars together on a single platform to discuss about the creativity and innovation in Entrepreneurship. Dr.Ch.Krishna, Regional Joint Director, Rajamahendravaram attended as a chief guest of the function and addressed the gathering. In his talk he clearly explains that today's environment; entrepreneurship is no longer an exceptional in society especially amongst the graduates. For the entrepreneurs, they can use a purposeful action and structure of a business that connect their creative idea to become more innovative. Career entrepreneurship nowadays has become more competitive and it is become one's who involve in this field need to embark their skill in order to survive. Entrepreneurship not only be called self-employment and hard work but it a platform to taps its full potential in which one's need to put emphasis on the generation and development. Dr.K. A. Emmanuel Co-ordinator of the Webinar presented a brief report on the Webinar. The webinar concluded with the vote of thanks Proposed by Dr.R.Jalababu IQAC Co-ordinator.



# Inaugural Session





## *Principal's Message*



We're living in an era when the speed of innovations and inventions in the fields of science, culture, technology and industrialization is more accelerated than any other time in the history of mankind. Entrepreneurship has been identified as an engine of economic and social development in this period that can lead to growth and development, increase productivity and create jobs. However, the concept of entrepreneurship is merged largely with concepts such as creativity and innovation.

Creativity and innovation as hallmarks of entrepreneurship have been recognized as the modern day mantra for success in business and industry. It is with this realization, the Government of India, by announcing a number of policies and schemes, has been giving ever increasing emphasis on developing creativity and innovation in entrepreneurship in the country. Meanwhile, many organizations and companies have realized the importance of creativity and entrepreneurship. Entrepreneurship has always been associated with innovation, creativity and entrepreneurship that is so necessary and interdependent. Results of some studies have pointed to the fact that entrepreneurs choose new businesses or established companies and institutions, not only for economic reasons, but mostly because there are jobs that innovation and creativity will follow.

Our age is acceleration age, transformation and change. This wave of change affects all our lives by planned or unplanned. Hence, a society is leading in global competition that has skilled and creative experts. Currently, one of the contributing factors to transform the face of economic, social and industrial of a country is an entrepreneurial activity. Hence, in the new field, a society is leading in a competitive community that its graduates should be able to collect the creativity and dynamism of resources and effort to pay creative business and be entrepreneurs.

This webinar is a modest attempt to acquaint faculty, scholars and students with the basics of creativity and innovation in entrepreneurship while touching on all the significant aspects related to it.

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Thank you all.

## INAUGURAL TALK :

### **Dr R. David Kumar Swamy**

*Joint Director, Colligate Education,  
Vijayawada, A.P.*



Generally, the entrepreneur is primarily concerned with developing new products, processes or markets, the ability to bring something new, product, processes or markets. Entrepreneurs are required to have the ability to create, to invent into new form or to bring existence into something new. This ability is rather nor inherited or naturally in one's but it is something needs to be learnt. It is proved that the creativity is common among the human species and all at birth have talent in changing degrees. Entrepreneurship is the medium that spurs the creativity and innovation. Creativity and innovation are the heart of the spirit of enterprise which means both are play a vital role to strive the successful and viable enterprise. The organization and market product need the touch of creativity and innovation in order to not leave behind especially in competitive market nowadays. Creativity has always been closely linked to innovation. Organization must encourage creativity and innovation in entrepreneurship for many reasons.

There is no doubt that current economics are volatile and violent one. Entrepreneurs need to ensure the organization are continue to delight the customer, produce the product in accordance to requirement which is the purpose of every business. The innovative elements should continuously change to fulfil one's need also for the survival of the enterprise. Entrepreneurs who embrace creativity and innovation in their business models, will be moving forward and be successful than entrepreneurs who remain with the traditional business model, which is only concerned with selling exclusively.

The value of creativity and innovation generating the new ideas in business attract more benefits and value added towards the companies. Creativity and innovation are no doubt in purposes to help in keeping the business running for a long time and stay competitive world.

In this context, the department of Commerce & IQAC, YVNR. Govt. Degree College, Kaikaluru In Association with CIIE & EDC of Sir C.R.Reddy College, Eluru organizing Two-day National Webinar on Creativity and Innovation in Entrepreneurship. Wish you all the very best for the organizing committee of National Webinar and wish you all the success of this webinar.

Thank you one and all for giving me this opportunity.

\*\*\*

**Dr. R. Uma Devi, M.Com., M.Phil., Ph.D., M.B.A.,**  
Research fellow, Asst. Professor of Commerce  
Dr. S.R.K. Govt. Arts College, Yanam, Puducherry

## **DIMENSIONS OF ENTREPRENEURSHIP**

### **ABSTRACT**

India is the fastest growing economy. Unemployment is a major hurdle in India's growth path. It is facing a chronic problem of unemployment, particularly educated unemployment. The major reason of increasing unemployment rate is rapid growth of population and defective system of education, which lacks skill development in youth. Lack of vocational skills or low educational levels of the working population adding fuel to the problem. According to the data released by the Centre for Monitoring Indian Economy (CMIE), India's unemployment rate in August rose to 8.3% from 7.83% in April 2022.

When battling unemployment, entrepreneurship could be seen as a solution, entrepreneurs open doors to new ventures, new business and also new alliances. In under developed economies the need of entrepreneurship is been recognized as the major factor of growth in an economy. As the number of entrepreneurs, increasing in an economy the growth rate is high, reduction of employment and it also helps in the economic growth of the country.

The concept of self-employment is a concrete and immediate solution which will encourage entrepreneurship among the youth of country. Entrepreneurs generate employments to many in a country. They also promote capital formation and employ resources leading to add the value to a specific industry. The entrepreneurial vision is defined by discovery and risk-taking and is an indispensable part of a nation's capacity to succeed in an ever-changing and more competitive global marketplace.

Entrepreneurship Accelerates Economic Growth, Add to National Income, Promotes Innovation, Creates Employment & Social Change, Increases Standard of Living, Supports Research & Development and Community Development. Entrepreneurship is a key driver of the economy, involves taking risks or investment under conditions of uncertainty and to innovate, plan and take decisions so as to increase production, productivity and profits. It is, the *de facto* barometer of the overall economic, social and industrial growth. It is the *sine quo none* of a nation's progress.

The interesting interaction of entrepreneurship and economic development has vital inputs and inferences for policy makers, development institutes, business owners, change agents and charitable donors. In India, every five year plans more and more amount is allotted for entrepreneurship development as they are the future of the economy. Hence it can be concluded that Entrepreneurs are to be developed by skill development, which in turn build India.

## DAY - 1, SESSION - I





**Dr. Thera Rajesh**

M.Com., M.B.A(MM)., M.B.A(HRM)., Ph.D.,

Professor, Dept. of Management Studies, Sir C.R. Reddy College, Eluru

Co-ordinator, C.I.I.E & E.D.C.

**BUSINESS PLAN PREPARATION**

**ABSTRACT**

A business plan is a blueprint for any company's future. It sets the direction for a business and ensures that the company is on the right track. It is also vital for securing finance. Business planning is an ongoing business activity and the plan should be regularly reviewed to deal with the ever-changing business environment. Once a suitable business opportunity to start an event company is identified, the entrepreneur prepares a business plan. Since a definite business plan gives direction and increases the chances of success, it is advisable to invest adequate time in preparing the same. Establishing an event company is more complicated than most entrepreneurs anticipate. Complexities associated with building rapport with vendors and clients, efficient utilization of resources evolving with the changing consumer tastes, anticipating and solving a problem even before it affects the event and the company's reputation requires experience, knowledge and a solid business plan. Good business plans should include an executive summary and sections on products and services, marketing strategy and analysis, financial planning, and a budget. In this context, this paper highlights the business plan preparation.

**Keywords:** *Business plan, Business venture, Business Strategy, Financial Planning and Budget Assessment of Internal and External Environment*

The image is a collage of three screenshots from a Zoom meeting. The top screenshot shows a man in a blue shirt and glasses speaking. The middle screenshot shows a man in a white shirt and glasses speaking, with a nameplate for 'BOYINA GOVARDHAN' and 'KOLA MAHALAKSHMI' visible. The bottom screenshot shows a man in a blue suit and glasses speaking, with a banner for 'National Conference on Creativity, Innovation and Entrepreneurship' visible. The banner also mentions 'KAIKALURU DIST. A.P. INSTITUTION' and 'On 14th & 15th FEB 2022'.

Dr. **NENAVATH SREENU**

Faculty in Finance and Accounting

National Institute of Technology, Bhopal- M.P.

## **CREATING ENTREPRENEURIAL OPPORTUNITIES**

### **Abstract**

This conceptual learning approaches the creation process of new businesses from the perspective of organisational creativity and imagination in the entrepreneurial opportunity process. Currently, organisational creativity and imagination have been linked to the creative view or creation theory in the entrepreneurial opportunity process field of research. Currently, I wish to discuss that our theoretical illustration concerning the dialectical creation process of entrepreneurial opportunities describes an early phase of the creation of new businesses. According to our theoretical illustration, entrepreneurs create new unknown effects from the given means or tools (the logic of effectuation) in the creative space (called in-between). In this approach, the creative space including subject, object and community (i.e., neutral opportunities) is empty at the beginning of the entrepreneurial opportunity process, and it is completed by elements of the business environment (i.e., intention-driven entrepreneurial opportunities) such as rules, tools, signs and division of labour. As evidence has been collected that entrepreneurs may pay a financial penalty for their career choice, researchers have struggled to explain the motivation that might lead individuals to pursue the creation of new firms, technologies, and opportunities. Further discussion of the implications of the different kinds of legacies for entrepreneurs and their organizations, particularly at founding and exit, when the legacy motive is likely to be particularly salient.

**Keywords:** creative view; creative space; logic of effectuation; neutral opportunities; intention-driven entrepreneurial opportunities; structure of human activity.

## DAY - 2, SESSION - III

A screenshot of a Zoom meeting interface. The main window displays a presentation slide with the following text:

(NAAC GRADE A CGPA : 2.61)  
AFFILIATED TO UNIVERSITY  
KAIKALURU - DIST. A.P.  
AN ISO 9001 : INSTITUTION

*National Seminar on*  
**CREATIVITY INNOVATION  
IN ENTREPRENEURSHIP**  
On 14th July 2022

At the top of the Zoom window, a grid of participants is visible, including:

- Dr. Paul Dikar
- Dr. Nenavath Sreenu
- K.A. Emmanuel
- Srinivasa Rao Nurnna
- Dr. K.A. Rama Raju
- Giribabu Paliseti

The bottom of the Zoom window shows standard controls: Mute My Audio (Alt+A), Mute, Stop Video, Security, Participants (54), Chat, Share Screen, Record, Reactions, Apps, and a red Leave button.

#### Invited Talk –4

**Dr. P. Giribabu**

M.Com., M.B.A., Ph.D, NET

Asst. Professor, School of Business

Gitam Deemed University, Visakhapatnam

## **CREATIVE PROBLEM-SOLVING TECHNIQUES**

### **ABSTRACT**

Business and their managers, professional staff, team leaders and other employees face various challenges as they approach the twenty-first century. Change is occurring at an accelerating rate. The number of competitors is increasing dramatically. Business is globalizing, and new technology is being introduced rapidly. The workforce is increasingly diverse, and specific resources, including highly skilled workers, are scarce. There is a transformation occurring from an industrial to a knowledge-based society. Economic and market conditions are increasingly unstable, especially on a global basis. Constituents are more demanding. And finally, the entire business environment is becoming more complex. Businesses embrace creative problem-solving and innovation as never before to meet these challenges and the opportunities they create. To achieve effective and efficient levels of creative problem solving and innovation, an organization must improve the creativity of its work groups and individuals and make the right organizational culture to turn that creativity into creation. One of the keyways individuals and groups can improve their creativity is through learning creativity processes and techniques that take advantage of innate intuitive and creative abilities. These techniques channel these abilities to create new or enhanced products or services or create more effective and efficient organizational processes.



## DAY - 2, SESSION - IV

Dr. Nenavath Sr... Dr. Thera Rajesh K.A. Emmanuel

Dr. Nenavath Sreenu Dr. Thera Rajesh K.A. Emmanuel Srinivasa Rao Nunnala Dr. K.A. Rama Raja Giricaba Paliseti

**(NAAC GRADE "B+" CGPA : 2.61)**  
**AFFILIATED TO KRISHNA UNIVERSITY**  
**KAIKALURU - 521 301 KRISHNA DIST. A.P.**  
**AN ISO 9001 : 2015 CERTIFIED INSTITUTION**

**National Seminar on**  
**CREATIVITY & INNOVATION**  
**IN ENTREPRENEURSHIP**  
**On 14<sup>th</sup> & 15<sup>th</sup> SEPTEMBER 2022**

4AVC553 Jalabatu

Mute Stop Video Security Participants Chat Share Screen Record Reactions Apps Leave

Dr. Nenavath Sr... K.A. Emmanuel

Dr. Nenavath Sreenu K.A. Emmanuel Dr. K.A. Rama Raja Dr. Thera Rajesh

4AVC553 Jalabatu Dr. Paul Dnyake

4AVC553 Jalabatu

Stop Video Security Participants Chat Share Screen Record Reactions Apps Leave



# **VALEDICTORY SESSION**





**Government of Andhrapradesh  
Higher Education Department**



**Dr Krishna Chappidi**

*Regional Joint Director (FAC)  
RJD of Collegiate Education (Zone - I & II  
Rajamahendravaram*



**VALEDICTORY TALK**

Honourable delegates Prof.K.Ramarao Garu, Vice chairman APSCHE, DR.M.B.S.V.Prasad, secretary ,SIR C.R.Reddy Educational institutions, Eluru and other resource persons, participants ,staff and students of .Y.V.N.R GOVERNMENT COLLEGE, KAIKALURU a very good evening to one and all. Thank you for inviting me to this national webinar and for giving me the opportunity to talk about creativity and innovation in entrepreneurship.

I am very honoured and delighted to deliver the concluding remarks on the last day of this webinar: First of all, I would like to thank the organizers of this webinar for their enthusiastic and dedicated work while I see that they put their heart and soul to make this webinar as a grand success.. I am extremely pleased that this webinar was well attended by various subject experts that were filled with insightful content. I would like to highlight the importance of this Conference and the issue of social entrepreneurship in the context of the present worldwide crisis. What started as a financial crisis has become an economic crisis and is now turning into a social crisis. In many countries, more than 10% of the population are unemployed, among them a significant number of young people. We are also in a deep crisis of values. During the last decade, success was primarily measured by the material value of goods and services. But entrepreneurship, creativity and innovation could and should serve society. We have to return to a values-based society where people are motivated not only by money, but also by a sense of service to the community.

Entrepreneurship is the best way to advance innovative ideas but we need those ideas not only to create material value but also to foster social progress. In this respect we must create a true paradigm shift where social entrepreneurs become a role model. Social entrepreneurship in our definition is not philanthropy, it is not charity and it is not corporate social responsibility; it is social innovation based on the entrepreneurial courage, drive and action of individuals who are committed to improving the state of the world. Social entrepreneurs do not depend solely on grants or government subsidies; they create social and often economic value through pragmatic visionary ideas. Their activities comprise a multitude of sectors in emerging countries, mainly catering to primary needs such as access to clean water, medication, tools for agriculture, basic education; where in developed countries the main initiatives are in job creation, care for children or the elderly.

To illustrate my point I would like to give two examples among the social entrepreneurs in the network of the **Schwab Foundation**, one from an emerging country and one from an industrialized country. You may be familiar with these organisations since they have existed for quite some time and are internationally recognized. The Self-Employed Women's Association, **SEWA**, is the largest women's union in India, founded in 1972 by Ela Bhatt. Around 94% of the women in India are self-employed and work in terrible conditions. SEWA provides comprehensive support and a multitude of services such as financial and legal aid, healthcare, childcare, vocational and educational training. SEWA has 1 million female members representing more than 100 informal trades and has influenced similar initiatives around the globe in many countries with large informal economies.

The best example, and one of the first of social entrepreneurship, is Professor Mohammad Yunus who founded the Grameen Bank about 30 years ago and who is the precursor of microcredits and microfinance. It took many years for his efforts to be recognized and eventually replicated. The aim was, and still is, to find, highlight and promote individuals around the world who help bring societal change by implementing visionary ideas to improve the lives of millions. It is in today's crisis environment as governments have substantially reduced capabilities to provide social welfare, where social entrepreneurship is so crucial. Social entrepreneurs drive social innovation and transformation in various fields including education, health, environment and enterprise development. They are to society and the environment what business entrepreneurs are to the economy. They pursue poverty alleviation goals with entrepreneurial drive, business methods and the courage to innovate and overcome traditional practices. They build strong and sustainable organizations, which are either set up as not-for-profit or for-profit companies, and finally they are role models for today's youth.

What social entrepreneurs need most is recognition and access to global networks to allow them first to advance faster and therefore have more impact, and then to replicate their ideas regionally and even globally.

Governments in turn have to recognise that social entrepreneurs play an important role in social cohesion and, therefore, in many cases fiscal policy and legislation should be adapted to create special incentives for the establishment of new enterprises with a social purpose. The current crisis has shown that new paradigms are necessary to build the social economy of tomorrow. Public-private-partnerships, global corporate citizenship and social entrepreneurship are key pillars to create a world which is socially and environmentally more sustainable.

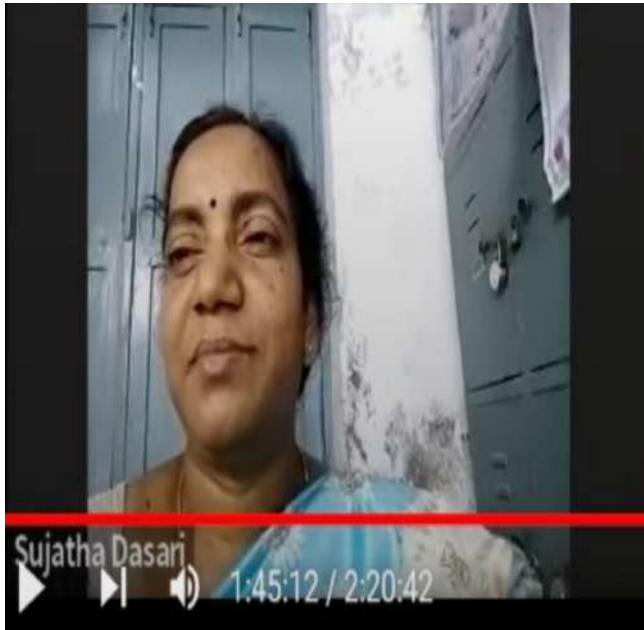
For an entrepreneur, **creativity is the key to producing new ideas and processes**. Creativity isn't just about coming up with ideas. Creative thinking is a major part of good business acumen. Creativity and innovation have been highlighted as essential skills for the 21st century, especially if we consider that both skills can promote human potential by eliciting positive aspects of the individual.

Throughout a day and half webinar, the issue of entrepreneurship development was discussed by several speakers. They highlighted the opportunities and benefits that the entrepreneurship has already brought to many developing countries and economies.

Before ending my closing remarks, I would like to convey a special thanks to the interpreters who have been extremely cooperative in staying with us beyond the time allocated. Finally, my deepest thanks are of course reserved for the department of commerce and IQCAC of GDC Kaikaluru for their priceless contributions and for running a smooth event.. Thank you all.

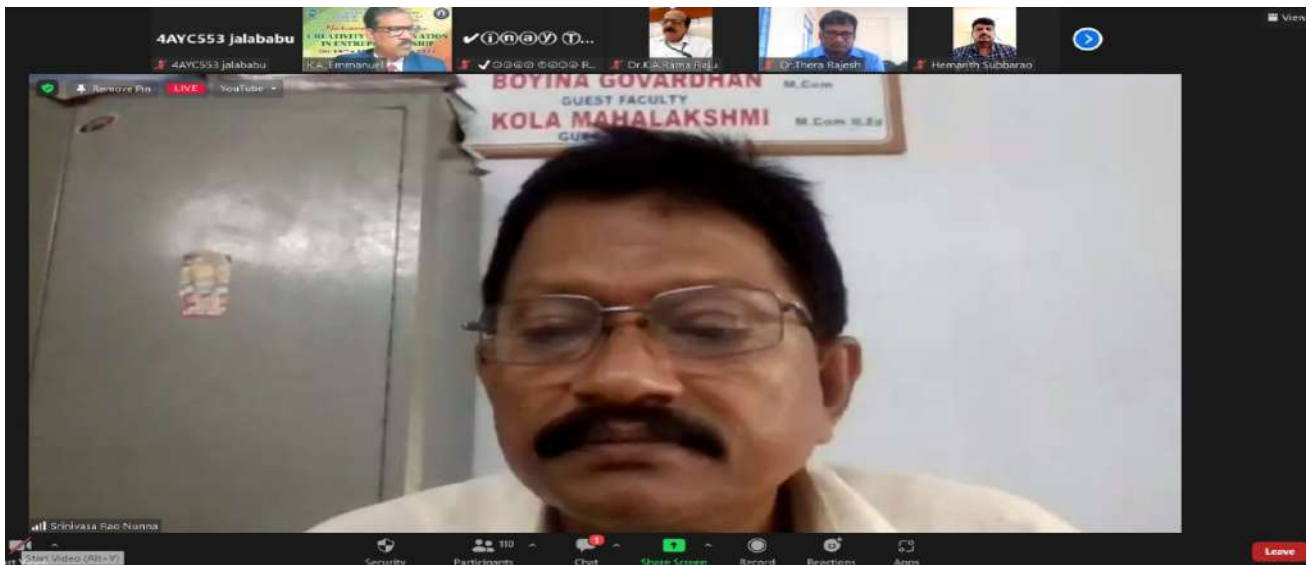


## VALEDICTORY TALK





## VALEDICTORY PHOTO



## Annexure - I

### Feedback Form

Department of Commerce and IQAC of YVNR Government Degree College, Kaikaluru, in Association with CIIE of Sir. C.R. Reddy College, Eluru. Our college is going to organize a National Webinar on Creativity and Innovation in Entrepreneurship on 14th and 15th October 2022.

\* Required

1. **Name (without Prof/Dr/Mr/Mrs/Miss) \***

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2. **Designation \***

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3. **Name of the Institution & Place \***

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4. **E-mail address \***

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**Feedback**

Please give your Feedback about Webinar for further improvement

5. **1. Do you feel the Resource persons are helpful to improve your knowledge on Entrepreneurship \***

*Check all that apply.*

☐ Yes

☐ No

6. **2. How clear were the ideas and concepts Resource persons presented \***

*Mark only one oval.*

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

7. **3. How do you feel about National webinar on Creativity and Innovation \*  
in Entrepreneurship (CIIE NOV 2022)**

*Mark only one oval.*

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

8. **Any suggestions, Please**

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Google Forms



## Annexure - II

	<b>Y.V.N.R. GOVERNMENT DEGREE COLLEGE</b> KAIKALURU, ELURU DIST., A.P - 521333. AFFILIATED TO KRISHNA UNIVERSITY NAAC GRADE "B+" [GCPA 2.61], ISO CERTIFICATION 9001: 2015.	
<b>Certificate of Participation</b> <b>National Webinar on</b> <b>Creativity and Innovation in Entrepreneurship</b> Organized by <b>DEPARTMENT OF COMMERCE &amp; IQAC</b> in Association with <b>C.I.I.E &amp; EDC of Sir. C.R. Reddy College (A) Eluru</b>		
This is to Certify that Prof. / Dr. / Mr. / Ms. _____ Professor / Ass. Prof. / Lecturer / Research Scholar / Student of _____ University / College _____ has participated in National Webinar on <b>Creativity and Innovation in Entrepreneurship</b> - on 14th & 15th October 2022.		
 Sri. N. Srinivasa Rao HOD Commerce	 Dr. R. Jalababu IQAC Co-Ordinator	 Dr. K. A. Rama Raju Principal Sir. C.R. Reddy College (A) Eluru
		 Dr. B. Raghunatha Reddy Principal

## Annexure - III

	<b>Y.V.N.R. GOVERNMENT DEGREE COLLEGE</b> (NAAC GRADE "B+" CGPA : 2.61) AFFILIATED TO KRISHNA UNIVERSITY KAIKALURU - 521 333, KRISHNA DIST. A.P. AN ISO 9001 : 2015 CERTIFIED INSTITUTION	
<b>National Webinar on</b> <b>CREATIVITY AND INNOVATION</b> <b>IN ENTREPRENEURSHIP</b> <b>On 14<sup>th</sup> &amp; 15<sup>th</sup> OCTOBER 2022</b>		
Organized By <b>DEPARTMENT OF COMMERCE &amp; IQAC</b> In Association with <b>C.I.I.E. &amp; E.D.C. of</b> <b>Sir C.R. Reddy College (Autonomous), Eluru</b>		



## Annexure - IV

### కైకలూరులో 14, 15 తేదీలలో జాతీయస్థాయి ఆన్లైన్ వెబ్నార్

ప్రభుత్వవార్త-ఏలూరు : క్రియేటివిటీ అండ్ ఇన్స్పిరేషన్స్ ఇన్ ఎంటర్ప్రెనైజ్ అనే అంశంపై ఏలూరు జిల్లా కైకలూరు ప్రభుత్వ కళాశాలలో జాతీయ స్థాయి ఆన్లైన్ వెబ్నార్ సదస్సు నిర్వహిస్తున్నట్లు కళాశాల ప్రిన్సిపాల్ డాక్టర్ బి. రఘునాథరెడ్డి తెలిపారు. ఈ కార్యక్రమానికి కాలేజియేట్ ఎడ్యుకేషన్ సంయుక్త సంచాలకులు డాక్టర్ ఆర్. డేవిడ్ కుమార్ ముఖ్య అతిథిగా పాల్గొంటారని ప్రిన్సిపల్ చెప్పారు. ఈ జాతీయ వెబినార్ను వై.వి.ఎస్.ఆర్. ప్రభుత్వ కళాశాలలోని కామర్స్, ఐ.క్యూ.పి.సి. విభాగాలు, ఏలూరు సర్. సి. ఆర్. రెడ్డి అటానమస్ కళాశాల సంయుక్త ఆధ్వర్యంలో

నిర్వహించబడుతున్నారు. ఈ నెల 14, 15 తేదీలలో రెండు రోజులపాటు "క్రియేటివిటీ అండ్ ఇన్స్పిరేషన్స్ ఇన్ ఎంటర్ప్రెనైజ్" అనే అంశంపై జరిగే జాతీయ స్థాయి సదస్సులో మంగళగిరి, ప్రొఫెసర్ డాక్టర్ ఆర్. డేవిడ్ కుమార్, ఆమరావతి ఎ.వి.ఎస్.సి హెచ్.ఇ.లైన్ ఛైర్మన్ కె. రామమోహనరావు పాల్గొంటారు. ఈ వెబినార్ ఆన్లైన్లో జరుగుతుందని, డిగ్రీ కళాశాల అధ్యాపకులు, పరిశోధన విద్యార్థులు మరియు డిగ్రీ, పిజి విద్యార్థులందరూ పాల్గొనవలసినదిగా కళాశాల ప్రిన్సిపాల్ డాక్టర్ బి. రఘునాథరెడ్డి తెలిపారు.

### నేడు, రేపు జాతీయస్థాయి వెబ్ నార్ నిర్వహణ..

(విన్యూస్, కైకలూరు) : స్థానిక సర్కార్ డిగ్రీ కళాశాల నందు, నేడు, రేపు కళాశాల కామర్స్ డిపార్ట్మెంట్, ఐ క్యూ పిసి డిపార్ట్మెంట్, మరియు ఏలూరు సి ఆర్ రెడ్డి అటానమస్ కళాశాల వారు సంయుక్తంగా, జాతీయస్థాయి వెబ్ నార్ నిర్వహిస్తున్నట్లు స్థానిక కళాశాల ప్రిన్సిపల్ బి. రఘునాథరెడ్డి తెలియజేశారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ, "క్రియేటివిటీ అండ్ ఇన్స్పిరేషన్ ఇన్ ఎంటర్ పెన్యూర్షిప్" అనే అంశంపై జాతీయస్థాయి ఆచార్యుల చేత ఆన్ లైన్ ద్వారా, ఈ వెబ్ నార్ కార్యక్రమం నిర్వహించబడుతుందని, ఈ కార్యక్రమం నందు పలువురు ఆచార్యులు డాక్టర్ ఆర్. డేవిడ్ కుమార్, డాక్టర్ కె రామోహన్ రావు లు పాల్గొంటారని తెలియజేశారు. ఈ కార్యక్రమంలో స్థానిక కళాశాల అధ్యాపకులు, తదితరులు పాల్గొన్నారు.



### జాతీయ స్థాయి వెబ్ నార్ ప్రారంభం..

(విన్యూస్, కైకలూరు) : స్థానిక సర్కార్ డిగ్రీ కళాశాల నందు, రెండు రోజులపాటు ఆన్లైన్ లో నిర్వహించే జాతీయస్థాయి వెబ్ నార్ కార్యక్రమం శుక్రవారం ప్రారంభమైంది. ఈ వెబ్ నార్ ప్రారంభ వేడుకల్లో పాల్గొన్న డాక్టర్ ఆర్. డేవిడ్ కుమార్ మాట్లాడుతూ, యువత సూతసంగా ఆలోచిస్తూ, నవీన పరిశ్రమలు ఏర్పాటు చేయాలని సూచించారు. స్థానిక ప్రిన్సిపల్, అధ్యాపకులు విద్యార్థులు పరిశోధనల పట్ల మక్కువ పెంచుకోవాలని సూచించారు. అనంతరం ఈ కార్యక్రమంలో పలువురు ప్రముఖ వక్తలు పాల్గొని, విద్యార్థులకు పలు సూచనలు సలహాలు తెలియజేశారు. ఈ కార్యక్రమంలో స్థానిక కళాశాల అధ్యాపకులు, విద్యార్థులు, తదితరులు పాల్గొన్నారు.



#### పరిశ్రమలు ఏర్పాటు చేయాలి

కైకలూరు: యువత కొత్తగా ఆలోచిస్తూ, నవీన పరిశ్రమలను ఏర్పాటు చేయాలని కాలేజియేట్ ఎడ్యుకేషన్ సంయుక్త సంచాలకులు డా.ఆర్.డేవిడ్ కుమార్ ఆన్లైన్ వెబినార్లో చెప్పారు. వ్యవస్థాపకతలో స్పృహనాత్మకత ఆవిష్కరణల పాత్ర (క్రియేటివిటీ అండ్ ఇన్స్పిరేషన్ ఇన్ ఎంటర్ప్రెనైజ్) అనే అంశంపై శుక్రవారం జాతీయ స్థాయి ఆన్లైన్ వెబినార్ కైకలూరు వైవీఎన్ఆర్ ప్రభుత్వ డిగ్రీ కాలేజీలో ప్రారంభమైంది. ఏపీ కొన్నింటి ఆఫ్ హయ్యర్ ఎడ్యుకేషన్ (ఏపీఎస్సీహెచ్ఈ) వైస్ ఛైర్మన్, ప్రొఫెసర్ కె.రామోహనరావు, కైకలూరు డిగ్రీ కాలేజీ ప్రిన్సిపాల్ డా. బి.రఘునాథరెడ్డి మాట్లాడారు. మొదటి రోజు ఏలూరు సీఆర్ రెడ్డి కాలేజీ ప్రిన్సిపాల్ కె.వి.రామరాజు, యాసం, పుదుచ్చేరిల నుంచి ఆర్. ఉమాదేవి, టి.రాజేష్లు ప్రసంగించారు. కార్యక్రమంలో అధ్యాపకులు నున్న త్రినివాసరావు, ఎన్.డి.వి. సత్యనారాయణ పాల్గొన్నారు.

పరిశోధనలపై మక్కువ పెంచుకోవాలి.. కైకలూరు, న్యూస్టుడే: విద్యార్థులు పరిశోధనలపై మక్కువను పెంచుకుని నిరంతర సాధన చేస్తే సూతస ఆవిష్కరణలు సాధ్యమవుతాయని వైవీఎన్ఆర్ డిగ్రీ కళాశాల ప్రిన్సిపల్ రఘునాథరెడ్డి పేర్కొన్నారు. కామర్స్, ఐక్యూ పిసి విభాగాలు, ఏలూరు సర్వీసీరెడ్డి కళాశాల ఆధ్వర్యంలో శుక్రవారం నిర్వహించిన జాతీయ స్థాయి వెబినార్లో ఆయన ప్రసంగించారు. ఇంటర్నెట్లో పాల్గొనడం ద్వారా యువతకు ఉపాధి అవకాశాలు మెరుగుపడతాయన్నారు.





## Y.V.N.R. GOVT. DEGREE COLLEGE

(NAAC Grade "B+" CGPA : 2.61)

Affiliated to Krishna University

Kaikaluru - 521 333, Eluru Dist.

Ref. :

Date : .....

### పత్రికా సమాచారం

వై.వి.యస్.ఆర్. ప్రభుత్వ డిగ్రీ కళాశాల, కైకలూరు కళాశాలలోని కామర్స్, ఐ.క్యూ.ఎ.సి. డిపార్ట్మెంట్లు, ఏలూరులోని నర్. సి.ఆర్. రెడ్డి (స్వయంప్రతిపత్తి) కళాశాల సంయుక్త ఆధ్వర్యంలో "క్రియేటివిటీ అండ్ ఇన్వోషేషన్స్ ఇన్ ఎంటర్ప్రైజ్" అనే అంశంపై ఆన్‌లైన్‌లో జాతీయస్థాయి వాణిజ్య రెండవ రోజులోనికీ ప్రవేశించినది.

ఈ రోజు డాక్టర్ నాచుతు శ్రీను, ప్రొఫెసర్, యన్.ఐ.టి., భోపాల్, మరియు డాక్టరు పి. గిరిబాబు, ప్రొఫెసర్, గీతం యూనివర్సిటీ, విశాఖపట్నం ముఖ్య వక్తలుగా పాల్గొని ప్రవచించారు. ఈ వాణిజ్య ముగింపు సభలో డాక్టర్ సి. కృష్ణ, రీజనల్ జాయింట్ డైరెక్టర్, సి.సి.ఇ, రాజమహేంద్రవరం ముఖ్య అతిథిగా పాల్గొన్నారు. ఆయన ప్రవచించిన విద్యార్థులు విద్యతోపాటు నూతన ఆవిష్కరణల వైపు దృష్టి సారించాలని తర్వాత వారు ఉపాధి పొందటమే కాకుండా అనేకమందికి ఉపాధి కల్పించినవారు అవుతారని చెప్పారు.

డాక్టర్ యమ్.జి.యస్.వి. ప్రఫార్, యు.యస్. (ఆర్థో), కార్యదర్శి, నర్.సి.ఆర్. రెడ్డి విద్యాసంస్థలు, ఏలూరు, డాక్టరు కె.వి. రామరాజు, ట్రిప్లిపాల్, నర్. సి.ఆర్. రెడ్డి కళాశాల, ఏలూరు వాణిజ్యలో పాల్గొన్నవారికి శుభాకాంక్షలు తెలియజేశారు. డాక్టరు జి. రఘునాథరెడ్డి, ట్రిప్లిపాల్, వై.వి.యస్.ఆర్ ప్రభుత్వ డిగ్రీ కళాశాల, కైకలూరు, ఈ వాణిజ్య నిర్వహణకు అనుమతులు మంజూరు చేసిన డాక్టర్ పొల భాస్కర్, ఐ.వి.యస్., కమీషనర్, సి.సి.ఇ, మంగళగిరి గారికి కృతజ్ఞతలు తెలియజేశారు.

శ్రీ. సున్నశ్రీనివాసరావు, పాచ్.ఓ.డి. మరియు వాణిజ్య కార్యదర్శి వాణిజ్య రిపోర్టు తెలియజేస్తూ సుమారు 500 పైగా విద్యార్థులు, అధ్యాపకులు, పరిశోధకులు పాల్గొని లబ్ధి పొందారన్నారు. ఈ కార్యక్రమంలో డాక్టర్ యస్.డి.వి. సత్యనారాయణ, పి.డి., శ్రీమతి సుజాత, శ్రీ యమ్.ఎ. గఫార్, డి. లాచణ్, డాక్టర్ వి. సంధ్య ఇతర అధ్యాపకులు పాల్గొన్నారు. డాక్టర్ ఆర్. జాలబాబు, వాణిజ్య కార్యదర్శి మరియు ఐ.క్యూ.ఎ.సి. కో ఆర్డినేటర్ వందన సమర్పణ చేసారు.