

A REPORT ON

Interactive session on “ENTREPRENEURSHIP SKILLS”

Guest Speaker: Mrs. Alekya Pratap, Academic Director at Akshara Vaagdevi International School and Chairperson for Little Kittens International School, GB Member, SNVPMV

Date: 03rd August 2024

Time: 2.30 pm - 4.30 pm

Venue: Auditorium, Sarojini Naidu Vanita Pharmacy Maha Vidyalaya

Faculty co-ordinators: Dr. S. Anuradha, Professor, Dept of Pharmaceutical Quality Assurance, and Mrs. R. Prasanthi, Assistant Professor, Dept of Pharmaceutical Quality Assurance.

Student co-ordinators: Ms. Mahathi, Ms, Srujana, Ms. Sobiya, Ms. Neha Kouser, Ms. Ravali

The Department of Pharmaceutical Quality Assurance at Sarojini Naidu Vanita Pharmacy Maha Vidyalaya (SNVPMV) hosted an insightful and engaging interactive session on "Entrepreneurship Skills" on the 3rd of August, 2024.

The session began with the dignitaries being invited onto the dais, followed by eco-friendly greetings. Anchor Ms. Sobiya invited Principal Dr. T. Mamatha, Guest Speaker Mrs. Alekya Pratap, Vice-Principal Dr. K. Sirisha and Program co-ordinators: Dr. S. Anuradha, Professor Dept of Pharmaceutical Quality Assurance, and Mrs. R. Prasanthi, Assistant Professor, Dept of Pharmaceutical Quality Assurance, to the dais. Eco greetings were given to Mrs. Alekya Pratap by Ms. Srujana. Prayer song was performed by Ms. Mahathi, M. Pharm, I Year, Pharmaceutical Quality Assurance, setting a serene tone for the event.

Principal Dr. T. Mamatha delivered the welcome address, expressing her delight at hosting the session and emphasizing the importance of entrepreneurship in the modern business world. Ms. Mahathi, introduced the guest speaker, Mrs. Alekya Pratap. Mrs. Pratap is renowned for her expertise in entrepreneurship and her contributions to nurturing young business minds.

Mrs. Alekya Pratap commenced the session by highlighting the significance of entrepreneurship as a unique business model requiring specific skills for success. She

categorized these skills into several key areas: Strategic thinking and problem-solving, financial management and planning, sales and marketing organization and goal setting, leadership and team management, networking and relationship building, innovation and creativity, resilience and adaptability, time management and organization, communication and negotiation, market research and analysis.

Mrs. Alekya Pratap explained about Maslow's Hierarchy importance in entrepreneurship. Discussed about SWOT analysis examination of the internal and external factors that impact the organization and its strategies. Discussed about Falguni Nayar, who is the founder and CEO of Nykaa, India's leading beauty and wellness e-commerce platform. She highlighted the significant growth in women-led businesses across various sectors, driven by increased education, digital access, and supportive government initiatives like Start-up India and Stand-Up India. Despite facing challenges such as societal norms and limited access to finance, women entrepreneurs are breaking barriers and contributing to economic growth. Mrs. Pratap emphasized the importance of continued support and encouragement to harness their potential for the nation's development.

The session was followed by an interactive Q&A where participants actively engaged with Mrs. Pratap, seeking advice and clarifications on various aspects of entrepreneurship. The guest speaker, Mrs. Alekya Pratap, was felicitated by the dignitaries in appreciation of her valuable insights and contribution to the session. Vice-Principal Dr. K. Sirisha concluded the session with a vote of thanks, expressing gratitude to Mrs. Alekya Pratap, the organizers, and the participants for making the event a success. The event concluded with the national anthem, fostering a sense of unity and pride among the attendees.

SAROJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA
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 AFFILIATED TO OSMANIA UNIVERSITY, APPROVED BY PCI
NBA ACCREDITED B PHARMACY COURSE

INTERACTIVE SESSION ON

ENTREPRENEURSHIP SKILLS

Organized by
DEPARTMENT OF PHARMACEUTICAL QUALITY ASSURANCE

DATE: 03.08.2024
 TIME: 2:30 pm onwards
 VENUE: Auditorium, SNVPMV

Mrs. Alekya Pratap
 Academic Director at Akshara Vaagdevi International School and Chairperson for Little Kittens International School
 GB Member, SNVPMV

Co-Ordinators
Dr. S. Anuradha Bai, Professor, SNVPMV
Mrs. R.Prasanthi, Assistant Professor, SNVPMV

Presided by
Dr. B. Prabha Shankar
 Chairman, SNVPMV
 President, IPA TS Branch

Vice Principal
Dr. K. Kirisha

Principal
Dr. T. Mamatha

Director
Dr. N. Srinivas

Hon. Secretary
Sri B. Hanumanth Rao

