

## Two – Day Seminar

# “Challenges and Opportunities Faced by Innovative Entrepreneurs In India”

The departments of **Commerce & Management** of K.B.N College has organized a seminar, “**Challenges and Opportunities Faced by Innovative Entrepreneurs In India**” which was sponsored by **Indian Council of Social Science Research – Southern Regional Centre, ICSSR – SRC, Hyderabad** on July 4<sup>th</sup> & 5<sup>th</sup> 2025. The event aimed at enhancing awareness about entrepreneurship, identifying challenges, exploring opportunities, network building among entrepreneurs, policy support from government, showcasing successful stories, discussing action plan. The participants counted to nearly 250 including entrepreneurs, research scholars, faculty, corporate heads and students.

The seminar commenced with an inaugural session. Prof.D.Surya Chandra Rao, CEO,Andhra Pradesh Higher Education Regulatory & Monitoring Commission (APHREC), Tadepalli, Andhra Pradesh, was invited as chief guest and key note speaker,

This knowledge shared seminar was marked with book ISBN book release (978-81-983232-9-3).The book contains research articles of esteemed presenters. The book was released at the inaugural by the dignitaries on the dias.



Prayer song for inaugural by MBA students V.Rakshita, C.Dheera Sameera, J.Sailaja



Lighting the auspicious lamp by KBN Secretary Dr.T.Srinivasu and Chief guest Prof.D.Surya Chandra Rao



Chief guest Prof.D.Surya Chandra Rao speaking at the inaugural



Principal Dr.G.Krishna Veni speech at the inaugural



ISBN book release at the inaugural



Felicitation to the chief guest by KBN dignitaries

**CHIEF PATRONS**  
**Dr. T. Srinivasu,**  
 Secretary & Correspondent, K.B.N. College (Autonomous)  
**Dr. V. Narayana Rao,**  
 A.O., S.K.P.V.V. Hindu High Schools' Committee

**PATRON**  
**Dr. G. Krishnaveni,** Principal

**CONVENOR**  
**Dr. D.L. Pratusha,** Dept. of Business Administration

**Co-CONVENOR**  
**Sri N. Hemanth Kumar,** Head, Dept of Commerce and Management

**ADVISORY COMMITTEE**  
**Sri P.L. Ramesh,** Vice-Principal, K.B.N. College (Autonomous)  
**Dr. M. Venkateswara Rao,** Vice-Principal, K.B.N. College (Autonomous)  
**Dr. K. Rama Krishna,** Vice-Principal, K.B.N. College (Autonomous)  
**Dr. S. Venkatesh,** Director, P.G Courses, K.B.N. College (Autonomous)  
**Dr. T. Vijayababu,** Principal, K.B.N. Jr. College  
**Smt. Shamim,** IQAC Co-ordinator  
**Dr. K. Kiran Kumar,** Director, Research & Development Cell

**ORGANISING COMMITTEE**

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<b>Dr. B. Arun Kumar</b>	<b>Smt. V. Seshu Mani</b>
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<b>Sri Ch. Ravindranath</b>	<b>Sri V. Ravi Kumar</b>
<b>Sri M. Anand Sudhakar</b>	<b>Ms. P. Swapna</b>

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ISO 9001-2015 CERTIFIED      NAAC 'A++' GRADE CYCLE 4

# K.B.N. COLLEGE

(AUTONOMOUS)  
 (Sponsored by S.K.P.V.V. Hindu High Schools' Committee)  
 Kothapeta, Vijayawada - 520 001.

**ICSSR-SRC Sponsored**  
**Two Day Seminar**  
**on**  
**"CHALLENGES & OPPORTUNITIES**  
**FACED BY INNOVATIVE ENTREPRENEURS IN INDIA"**

**4<sup>th</sup> & 5<sup>th</sup> July, 2025**

**Organized by**  
**Department of Commerce & Management**

**About the College**

Kakaraparti Bhavanarayana College is a vivacious outcome of a century old renowned charitable organization, S.K.P.V.V. Hindu High Schools committee with "Tejaswina Vadheethamasthur" as its motto. Since its inception in 1965, it marked an epoch in innovative education, in an academically and economically impoverished area. The college with heightened social imagination and ardent zeal, shone like a lodestar led innumerable students towards the goal of an illustrious life. The ever vibrant college grew by leaps and bounds and has evolved with times. It has been adorned with the Autonomous status by the UGC in the year 2010, and received "Best Laboratory", "Best Academic Achievement", "Best Library", "Best NSS Unit" awards. The College has never rested on its laurels and has been relentlessly raising the bar. It has been reaccredited with "A++" Grade by NAAC in 2024.

**About Department**

The Department of Commerce and Management was established in the year 1965. Ever since its inception the department has been an eponym for the college. The department is an alter ego of the college, which is fondly referred to as Commerce College instead of KBN College. Many illustrious stalwart embellished the department and had an enviable and indelible impact on the students as well as the college itself. Their legacy continues and currently, among the distinguished faculty, not less than 8 doctorates emblazon the banner of the department, which is also embellished with 7 other M.Phil. degree holders and NET/SET qualified members. The Lion's share of the academic strength of the college is its students pursuing courses like B.Com.(General) B.Com.(TP), B.Com.(Computers), B.B.A., and B.Com.(Logistics) BBA (Analytics) at the degree level MBA at the PG level. More than 1500 students at UG and 300 students at PG levels asseverate the academic might of the college. The unique courses like B.Com.(logistics) and the college has the unparalleled distinction of being the only college offering these courses that augment the employability of the successful students.

**About Seminar**

Entrepreneurs in India face a complex set of challenges ranging from regulatory hurdles to talent acquisition. The country's vast market, government initiatives, and the rapid growth of technology offer numerous opportunities for those willing to innovate. The seminar aims to explore the dynamic environment that innovative entrepreneurs face in India, focusing on the challenges they encounter and the opportunities they can leverage for success. With the rise of technology, a thriving startup ecosystem, and a large market potential, India presents a unique set of conditions for entrepreneurs. However, they must navigate a complex mix of hurdles to achieve sustainable growth and innovation. By addressing these challenges head-on and leveraging available opportunities, entrepreneurs can position themselves for success in an increasingly competitive global marketplace.

**Themes & Sub Themes**

- Regulatory and Policy Landscape for Entrepreneurs in India
- Access to Finance and Funding in India
- Talent Acquisition and Retention in Innovative Startups
- Technological Advancements and Infrastructure Challenges
- Market Access and Consumer Behaviour in India
- Social Impact and Sustainability in Entrepreneurship
- Networking, Collaboration, and Community Building for Startups
- Risk Management and Resilience for Entrepreneurs
- Innovation in Specific Sectors
- Globalization and International Expansion of Indian Startups
- Entrepreneurial Leadership and Vision for Innovation

Email ID for the submission of the Abstract  
[seminar@kbncollege.ac.in](mailto:seminar@kbncollege.ac.in)

**Important Dates**

↗ Last date for Submission of Abstract **30<sup>th</sup> June 2025**  
 ↗ Registration opens from: **9<sup>th</sup> June 2025**

**Registration Fees**

UG / PG Students / Research Scholars	<b>₹ 300</b>
Faculty / Academicians	<b>₹ 500</b>
Industrialist / Professionals	<b>₹ 1000</b>

**Mode of Seminar: The seminar will be conducted through offline mode only**  
 Accommodation will be provided to outstation participants only on prior intimation.

**Click on**  
**Registration Link**

or Scan

**Bank details**  
 Account Name : Principal, KBN College  
 Account Number : 1414155000114010  
 Bank Name : Karur Vysya Bank  
 Branch : One Town, Vijayawada  
 IFSC Code : KVL0001414

**Venue**  
**UG Seminar Hall, KBN College, Vijayawada,**

## **Day 1 : Key note address by Pof.D.Surya Chandra Rao, CEO, APHREC , Tadepalli, Guntur, AP**

Keynote speaker addressed addressed the meaning of innovative entrepreneurship, the differences between entrepreneurship and innovative entrepreneurship. Innovative entrepreneurs are problem solvers with multi-dimensional skills. Innovative have creativity, Market excellence, Technological market and resolence. India is the third largest start-up country globally. Many start-ups have emerged from tier 2 & tier 3 cities. The entrepreneurship eco-system in India is in the “Growth” stage. The key note speaker mentioned the reasons for rapid growth of entrepreneurship, challenges faced, opportunities for innovative entrepreneurs and recommendations made by academia and researchers to promote entrepreneurship.



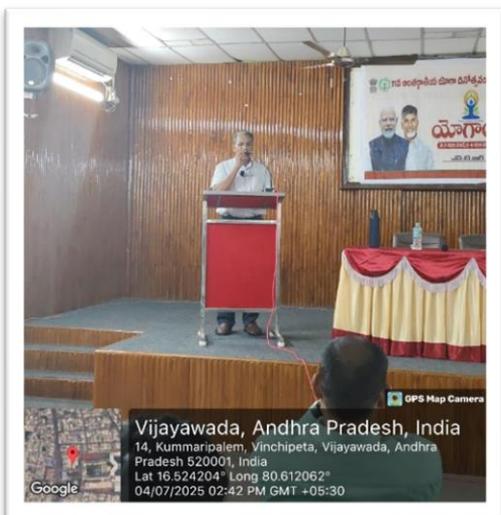
## Day 1 : Technical Session 1 addressed by Resource Person, Dr. M Naresh Babu, Assistant Professor, VIT, Amaravathi

The first technical session “Regulatory Policies for Entrepreneurship” was addressed by Dr. M Naresh Babu revealed challenges and opportunities, successful start-ups in India. Start-up initiations such as MSME development Act 2006, Atal Innovation Mission, digital India mission, Make in India 2014, Intellectual Property Rights policy 2016. He presented benefits provided by government to innovative entrepreneurs. He provided tips to budding entrepreneurs.



## Day 1 : Technical Session 2 addressed by Resource Person, Dr. Ch.Jaya Shankar Prasad, Assistant Professor of Management, Krishna University, Machilipatnam, AP

The second technical session “Scalable Start-ups and Growth Strategies for Entrepreneurship” was addressed by Dr.Ch.Jaya Shankar Prasad. Sir revealed that entrepreneurs solves problems of society, creators, differentiated between customers and consumers. Government started start-up ecosystem. Start-ups has started with technological advancements. India is becoming self- dependent with “MAKE IN INDIA” concept. By 2047, India becomes second largest economy. Indian consumers’ market is heterogeneous. In 2030, India will have 100 Crores workforce population. Women workforce are contributing to entrepreneurship growth as consumers. He mentioned we are living in “Digital Age”. Many entrepreneurs are creating apps to reach many consumers. Middle class population create big market with brand conscious, price conscious, money conscious. For a consumer the earnings will decide the consumption pattern.



## Day 1 : Technical Session 3 addressed by Resource Person, Dr. Ch.Jaya Shankar Prasad, Assistant Professor of Management, Krishna University, Machilipatnam, AP

Third technical session, “Entrepreneurship and Technology” was addressed by Dr.Ch.Jaya Shankar Prasad. The speaker communicated that in 2025 year, India stood as the third largest retail market where consumers are preferring cashless transactions. Prime Minister announced one lakh crores for innovation in the year 2025 and advanced countries are spending more amount on innovation. Financial technology is playing a vital role. Financial inclusion is observed in India. E-commerce is flourishing day-by-day. Customization is the current trend that many businesses follow. Artificial Intelligence is playing vital role in services. Time value for money is seriously considered by seller and they are concentrating on rendering regional services considering the cultural norms. Businessmen are taking scope for health and well-being issues.



**Day 2 : Technical Session 4 addressed by Resource Person, Prof. Nagaraju Battu Head Department of MBSA, HRM & Hospital Administration of Acharya Nagarjuna University, Guntur District, AP**

The fourth technical session “Entrepreneurship – Market and Consumers” was addressed by Prof. Nagaraju Battu. Sir said that many young entrepreneurs are evolving in India. Companies are adopting multi-brand approach. Customer-centric approach allows the company to fulfill its efforts and proactively address emerging trends and market gaps. Social media platforms not only allow the company to showcase itself but also engage with customers personally. Women entrepreneurship in India was discussed with live examples. Session concluded saying entrepreneurship is the process of creating, running a new business venture in order to generate profits. Entrepreneurial activity helps create new jobs, fosters innovation, and drives market competition, which ultimately benefits consumers. The entrepreneurship contributes to economic growth and development, and explore its various benefits.



## Day 2 : Technical Session 5 addressed by Resource Person, Dr.V.Veeravel, Assistant Professor, SRM University, AP

The fifth technical session, “Social Impact and Sustainability in Entrepreneurship” was addressed by Dr.V.Veeravel Sir stated an entrepreneur boosts economy. and must analyse the market before initiating, form the management structure, conducti research and sketch outcomes. Outlined the role of entrepreneur. Few problems that an entrepreneur goes through were discussed. Social impact issues like Entrepreneurs take up CSR activities, create eco-friendly products, they address underserved needs like education, healthcare, clean energy. they promote inclusive business models and focus on ethical operations. Entrepreneurship attains sustainability through attending social dimensions. Entrepreneurial skills are developed through education and work experience.



## **Day 2 : Technical Session 6 addressed by Resource Person, Dr.M.Siva Koti Reddy, Professor, Appa School of Business, , VVIT University, AP**

The sixth technical session, “Innovative Entrepreneurship Developing Rural India” was addressed by Dr.M.Siva Koti Reddy. Sir mentioned about how Artificial Intelligence is helping consumer. From the year 2020 quick commerce had taken big step in Indian market. He stated that combination of need and purchasing capacity creates demand. Sir explained future trends in E-Commerce. Sir explained about quick commerce. Sir explained various opportunities for Quick Commerce Entrepreneurs in India. Tips to become successful in Quick Commerce were also given to participants lion. Opportunities for entrepreneur in new era are also mentioned.



## **Day 2 : Valedictory Session - Chief Guest, Smt.T. Hemavati Raja Lakshmi Tupperware Business Entrepreneur of Vijayawada, AP**

The valedictory session of seminar was organized on 05.07.25. The guest was Mrs.T.Hemavati Raja Lakshmi. Madam shared her experiences at her business, encouraged audience to become entrepreneurs, highlighted that people can become entrepreneurs at any age and entrepreneurs should accept failures and never give up. She advised to receive their customers always with a smile. business is selling goods and services where there is no availability of those particular goods and services. Entrepreneurs should hold patience with consumers.

