



# GEETHANJALI INSTITUTE OF SCIENCE & TECHNOLOGY

(AUTONOMOUS)

Accredited by NAAC with 'A' Grade, Accredited by NBA (B.Tech., -ECE, EEE & Mech : 2024-2027

(Approved by AICTE & and UGC, New Delhi & Affiliated to JNTUA, Anantapur.)

3rd Mile, Nellore - Bombay Highway, Gangavaram (V), Kovur (M), S.P.S.R. Nellore Dt, Andhra Pradesh - India. 524 137

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## Entrepreneurship Development and Incubation Cell (EDIC)

### Reporton

### “Entrepreneur’s Roadmap: A Guide to Building Your Business”

The Entrepreneurship Development & Incubation Cell (ED&IC) of Geethanjali Institute of Science and Technology (GIST), successfully organized an inspiring Entrepreneur Interaction Session titled “**Entrepreneur’s Roadmap: A Guide to Building Your Business**” on 9th February 2026 at 10:00 AM in the New Seminar Hall. The session featured two distinguished entrepreneurs as guests: Shri. K. T. Srinivasa Raja, Managing Director, Adyar Ananda Bhavan Sweets India Private Limited and Honorary President of the Chennai and Tamil Nadu Hotel Association and Mr. Arun Mohan, Entrepreneur and Industry Leader.

The program commenced with a warm welcome to the esteemed entrepreneurs and dignitaries by **Dr. D. Srinivas, Principal, GIST**. In his address, he highlighted the development of the entrepreneurship ecosystem within the college and appreciated the various innovative ideas that are currently in the start-up stage.

**Sri D. B. Ravi Reddy, Chairman, GIST**, welcomed the guests and appreciated the efforts of all concerned in the college. He assured the students and staff that the management would extend its full support to strengthen and further develop the entrepreneurship ecosystem within the institution. He also highlighted the various activities being pursued by the college and its achievements in both academic and non-academic domains.

The guest speaker, **Shri K. T. Srinivasa Raja**, shared glimpses of his life journey, explaining how he began his career from humble beginnings. He spoke about the early challenges he faced, the struggles in establishing the business, and the determination required to sustain and expand it. He emphasized that success does not come overnight but is the result of continuous hard work, discipline, commitment, and strong values. He revealed the success mantra for the students: “**Think big, do good, be calm, and stay focused.**” He also encouraged students to believe in themselves, identify opportunities, and develop problem-solving skills. He advised them to focus on practical knowledge, leadership qualities, and ethical business practices.

During the session, **Mr. Arun Mohan**, an entrepreneur with interests in Software Development, Specialty Chemicals, and Seafood Processing, shared his professional journey. He highlighted his transition from a 20-year international career in the IT industry, including his role as Regional Manager at General Motors, to establishing multiple entrepreneurial ventures. His insights provided valuable exposure to global industry practices and startup opportunities.

Both speakers emphasized the importance of vision, perseverance, financial discipline, customer-centric strategies, and continuous learning in entrepreneurship. The interactive segment enabled students to directly engage with the entrepreneurs, raising queries related to startup funding, risk management, scaling strategies, and career opportunities in business. The session proved to be highly motivational and informative, encouraging students to develop entrepreneurial thinking and leadership qualities.

Towards the end of the session, two students, **Sayed Ayesha Sabha and Sriram Vamsi Krishna** presented their innovative ideas along with practical solutions. The entrepreneurs highly appreciated their presentations for their creativity, clarity, and effective problem-solving approach, which made the interaction session more engaging and impactful.

The program concluded with a vote of thanks, expressing sincere gratitude to the distinguished entrepreneurs, management, faculty members, and students for their active participation and valuable contributions to the success of the event. The esteemed guests were felicitated with a memento and a shawl as a token of respect and appreciation. The event was graced by the presence of the Secretary, Sri N. Sudhakar Reddy, Joint Secretary, Sri P. Sreenivasulu Reddy, Treasurer, Sri Y. Vijaya Sankar Reddy, Director, Dr. G. Subba Rao, Vice Principal, Convener of ED&IC, Deans, HoDs, faculty members and around 700 students of third and second B.Tech. The program was live-streamed through YouTube at the following link: <https://www.youtube.com/watch?v=75bcqUrGUDg&t=11s>.

*P. Chandra*  
Dean- IIII 12/2/26

  
Principal  
12/2/26  
**PRINCIPAL**  
**GEETHANJALI INSTITUTE OF**  
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## Entrepreneur's Roadmap: A Guide to Building Your Business Photo Gallery



Inaugural Address by the Principal



Chairman's Address by Sri D. B. Ravi Reddy



Keynote Address by the Chief Guest, Shri K. T. Srinivasa Raja



Address by the Special Guest, Mr. Arun Mohan



Felicitations of the dignitaries by the Chairman and members of the Management





Participants of the program



Prayer Song rendered by Ms. V. L.Sindhoora

**ప్రణాళికాబద్ధమైన ఆలోచనలతో ముందుకు సాగాలి**

కోవ్వూరు, ఫిబ్రవరి 9 ప్రధానోపన్యాసం : ఇంజనీరింగ్ విద్యార్థులు చక్కని ప్రణాళికా బద్ధమైన ఆలోచన విధానంతో దూరదృష్టితో వ్యాపార మొనగడం ద్వారా ప్రగతిని సాధించాలి. ఆ ద్వారా ఆనంద గ్రూప్స్ అధినేత శ్రీనివాస్ అన్నాచారి. కోవ్వూరు మండలం గంగంపాడు గ్రామంలోని గీతాంజలి ఇంజనీరింగ్ కళాశాలలో సోమవారం ఐ.ఎస్.ఎం. విభాగం ఆధ్వర్యంలో ఎంటర్ప్రెన్యూర్ షిప్ ఆన్ ఆం కంప్లెక్స్ ఇంజనీరింగ్ విద్యార్థులకు అవగాహన కల్పించే కార్యక్రమం నిర్వహించారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ ప్రణాళికాబద్ధమైన ఆలోచనా విధానంతో దూరదృష్టితో ముందుకు సాగినప్పుడే ఏ వ్యాపార సంస్థ అయినా అభివృద్ధి చెందగలగదన్నారు. వ్యాపారంలోని అడుగుపెట్టే సమయంలో, ప్రైవేట్లతో అధిగమిస్తే విజయం సాధించగలగదన్నారు. ముఖ్యంగా కష్టమధ్య అందించే సేవల్లో రాజీ పడకుండా ఉన్నప్పుడు ఆ సంస్థ విజయం దిశగా పురోగమిస్తుందన్నారు. వ్యాపారవేత్త అయితే మోటార్ మాట్లాడుతూ ప్రముఖ శాస్త్రవేత్తలను వ్యాపార కలాపాలు, స్పెషలైజేషన్ నిర్మాణం సామర్థ్యం, ఏకాగ్రత శ్రమించే గుణం ఉంటే వ్యాపార వాణిజ్య రంగాల్లో ముందుకు సాగవచ్చన్నారు. ఉదాహరణ ఎంటర్ప్రెన్యూర్ సొసైటీ చైర్మన్ రవిరెడ్డి మాట్లాడుతూ ఇటువంటి అవగాహన సందర్భాల ద్వారా విద్యార్థుల్లో వ్యవసాయ సూక్ష్మ నిర్మాణం దిశగా ప్రోత్సహించడం తమ లక్ష్యమన్నారు. ఈ సందర్భంగా వ్యాపారవేత్తలను కళాశాల యాజమాన్యం ఘనంగా సత్కరించారు. ఈ కార్యక్రమంలో కళాశాల కార్యదర్శి ఎన్. సుధాకర్ రెడ్డి, సంయుక్త కార్యదర్శి శ్రీనివాసు లురెడ్డి, కోవ్వూరు విజయశంకర్ రెడ్డి, చైర్మన్ డాక్టర్ జి. సుబ్బారావు, ప్రిన్సిపాల్ డాక్టర్ శ్రీనివాస్, వైస్ చీఫ్ ప్రిన్సిపాల్ డాక్టర్ ప్రాచీనమూర్తిరెడ్డి, విభాగాధిపతులు, డీ.ఎం.ఎ, అధ్యాపకులు ఉన్నారు.

Newspaper Coverage of the Event

**Geethanjali Institute of Science & Technology - Nellore**  
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**Hearty Welcome to**  
**Shri. K. T. Srinivasa Raja**  
Managing Director  
Adyar Ananda Bhavan Sweets India Private Limited & Honorary President of Chennai and Tamil Nadu Hotel Association

**Entrepreneur's Roadmap**  
A Guide to Building Your Business

Date : 9<sup>th</sup> February 2026 @10.00AM      Venue: New Seminar Hall

Greetings from :  
**Management, Director, Principal, Staff & Students**

Brochure of the program

P. Chandra  
Dean- IIII  
12/2/26

*[Signature]*  
Principal  
12/2/26  
**PRINCIPAL**  
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