



Malla Reddy College of Engineering & Technology

(Autonomous Institution-UGC, Govt of India)

Department of Emerging Technologies



Report of the IIC Program

Title of the event: Social Entrepreneurship Creating Impactful Ventures

Quarter in which activity conducted : Q3-Q4

Category of the activity : IIC Self Driven Activity

Program Type (Level and event type-
refer Level Description Sheet) : Self Driven Activity

Program Theme : Social Entrepreneurship

Date & Time : 12-08-2024

Duration (in hours) : 60 mins

No of Student Participants : 90

No of Faculty Participants : 2

No of External Participants (if any) : -NIL-

Expenditure incurred (if any) : -NA-

Mode of Delivery : Offline

Objectives of the Activity (In 100 words):

- The aim of social entrepreneurship is to create viable socio-economic structures, relations, institutions, organizations and practices, that yield and sustain social benefits.
- The main Objectives of Entrepreneurship are mainly for Gaining profits, creating job opportunities, Meeting society's needs, gaining achievements, Promoting and developing business Increasing economic growth Demonstrating existence Achieve financial stability Hire the right people, Delegate effectively
- To begin your Entrepreneurial journey, start by identifying a compelling business idea and then conduct market research to understand potential customers and competitors. Follow this with a solid business plan that outlines your strategy for operations, marketing, and financial projections.

Benefits in terms of learning/Skill/Knowledge obtained:

- Social entrepreneurship drives innovation by encouraging entrepreneurs to think creatively and develop new solutions to social problems. This can lead to the development of new products, services, and business models that benefit society.

- Entrepreneurship enables new markets to develop in the form of goods, services, and technology. It paves ways of generating wealth; these higher earnings contribute to increased national income and tax revenues. It promotes innovation, self-reliance and generates employment opportunities.
- Social entrepreneurship prioritizes sustainability, encouraging entrepreneurs to develop environmentally friendly, socially responsible, and economically viable solutions. Social entrepreneurship empowers communities by providing access to resources, promoting education and training, and creating opportunities for economic and social advancement.

Web Links:

- **Video link:**
<http://youtube.com/post/UgkxLFLXJuyOMMYmzfBqQT3k84B89OcInciX?si=Ct2ChR9uZPcDH81s>
- **X:**
https://x.com/MRCET_official/status/1823355663835410858?t=nNLVYUoh1akiIRHSTgIMFw&s=08
- **Facebook:** <https://www.facebook.com/share/p/3jeJYkHg6tp3PkLF/?mibextid=xfxF2i>
- **Instagram—** <https://www.instagram.com/p/C-nLtpPWNT/?igsh=OGY0NHA1NTF4Y3Nv>



MALLA REDDY COLLEGE OF ENGINEERING AND TECHNOLOGY

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SCHOOL OF EMERGING TECHNOLOGIES

(CSE-DATA SCIENCE, CSE-CYBER SECURITY, CSE-INTERNET OF THINGS)

In Association with institution innovation council of MRCET

Social Entrepreneurship: Creating Impactful Ventures

by

Dr. S. Srinivasa Rao

Principal (MRCET)



Venue: APJ Abdul kalam Seminar Hall

Date: 12th Aug 2024

Timings: 2.30pm to 3.30pm

Dr. VSK Reddy
Director

Dr. P.H.V.Sesha Talpa Sai
Dean (R&D)

Dr. S. Srinivasa Rao
Principal

Dr. M.V.Kamal
HOD(ET)

Dr. T. Venugopal
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Mrs.P.Satyavathi
Faculty Co-ordinator







