



**CSTS Govt. Kalasala, Jangareddigudem**  
Affiliated to Adikavi Nannayya University, Rajamahendravaram

## **THINK FRESH INCUBATOR**

DEPT. OF ECONOMICS,  
CSTS GOVT. KALASALA  
JANGAREDDIGUDEM

### **ONLINE INTERACTIVE GUEST LECTURE SESSION**

IN ASSOCIATION WITH **MOU PARTNER INSTITUTE**  
TISS INCUBE FOUNDATION, MUMBAI  
TATA INSTITUTE OF SOCIAL SCIENCES  
**07-08-2024**

The department of economics has always been enthusiastic in extending its academic services for the benefit of the college students and local community. Amidst this backdrop, an MOU has been signed by making TISS INCUBE FOUNDATION, MUMBAI as partner institution recently.

As a follow up activity after signing the MOU, the dept. of economics organized an online interactive guest lecture by the foundation. Honourable professors **sri satyajit majumdar and sri sujay dixit** from the foundation were kind enough to join the event and extended their academic support for the benefit of students. Incidentally, the staff and students from government degree colleges in Kakinada, Eluru also joined by using the online platform.

The interactive session was curious and focused on the following aspects:

- What is entrepreneurship and social entrepreneurship
- What is innovation and creativity
- The fundamentals of marketing and branding
- Main elements of marketing like purpose of the product, transforming markets, practicing marketing, right price and right customer selection

- Schemes like mudra yojana, PMEGP
- SWOT analysis of the entrepreneur and of students/community
- Needy and accessable RESOURCE MAPPING
- Case studies
- Focus on janagreddigudem revenue division and its mandals, forest produce
- Role of FPOs and food processing opportunities
- SHGs and transgenders work shop in csts govt. kalasala
- Registration under section 8 company act, cooperative unit act

The session was concluded with the resolution to have further more sessions and on hands live workshop on specific area and a case study.

## CVs of speakers

### **PROF. SATYAJIT MAJUMDAR**

- Prof. Satyajit Majumdar has graduated in Electrical and Industrial Engineering, and later obtained post-graduate degree in Management, Applied M. Phil. and PhD. He is also a Fellow of Institution of Engineers (India).
- As Professor at the Center for Social Entrepreneurship and Dean of the School of Management and Labour Studies at Tata Institute of Social Sciences (TISS), Mumbai he teaches entrepreneurship, social entrepreneurship, strategic management, growth and technology strategy, corporate social responsibility and service operations management.
- With more than 40 years of experience he provides consulting and corporate training in the areas related to Entrepreneurship, Social Entrepreneurship, Growth Strategy, Corporate Social Responsibility and Strategic Human Resource Management. He also mentors entrepreneurs and start-up organizations.
- He holds several advisory positions; the prominent ones are – Member of Governing Boards of National Innovation Foundation of the Department of Science and Technology, Government of India; Tata Institute of Social Sciences, Mumbai and Bombay Mother and Child Welfare Society (100 years old society working on health and education), Member of Committees - a) on Biotechnology Based Programme for Societal Development and b) for establishment of Rural Bioresource Complexes in Aspirational Districts of Department of Biotechnology, and Member of Programme Advisory and Monitoring Committee of Department of Science and Technology of Government of India, and Member of Academic Council, KLE Technological University, Hubli (India).
- He was the Lead of the Core Team constituted by the Ministry of Skill Development and Entrepreneurship, Government of India for conferring National Entrepreneurship Award 2017.

- As member of boards of studies, academic councils, advisory and steering boards of universities, technology incubators and other organizations he regularly participates in policy discussions related to academics and practice.
- Professor Majumdar has been actively engaged in expert groups at national and international levels to provide strategic advices and guidance for academic program design and implementation including in the areas of teaching and research, skill development, entrepreneurship development, livelihood creation and micro and small business management.
- He has travelled to USA, UK, Sweden, Norway, Switzerland, France, Italy, Japan, Republic of Korea, Thailand, Indonesia, Malaysia, Philippine, China, Nepal, Sri Lanka and Russia to deliver expert lectures and as members of advisory bodies. In 2009, he was conferred Galpin International Research Fellowship by the Quinnipiac University, USA.
- He is also a 'distinguished alumnus' of his alma mater – SGS Institute of Technology and Science, Indore, Madhya Pradesh (India).
- Professor Majumdar has many research papers and award winning case studies to his credit, published in national and international journals and edited volumes. His research interest area is 'growth strategy in entrepreneur managed small and medium business organization' and strategic CSR.

**Mr. Sujay Dixit**



Mr. Dixit holds a degree in Instrumentation Engineering and is a distinguished alumnus of XLRI Jamshedpur. With an illustrious career in Marketing and Brand Management, he has contributed his expertise to esteemed organizations including Hindustan Unilever, Hindustan Coca-Cola Beverages Pvt Ltd., and Glenmark Pharmaceuticals. Mr. Dixit has overseen Profit and Loss responsibilities for brands spanning diverse sectors such as Beverages, Consumer Durables, Lifestyle, and Pharmaceuticals. His track record is marked by successful brand launches and substantial growth in the consumer brand domain.

Presently, he serves as the Chief Executive Officer of TISS Incube Foundation, where he assumes a pivotal role in shaping organizational strategy and fostering growth. A prominent public speaker, Mr. Dixit shares his insights on a range of subjects including Entrepreneurial Thinking, Social Entrepreneurship, Marketing and Brand Strategy, and the role of corporations in supporting startups. He is actively involved in mentoring emerging entrepreneurs, offering guidance in areas such as Customer Identification, Marketing Strategy, Business Modeling, Effective Communication, and Strategic Thinking.

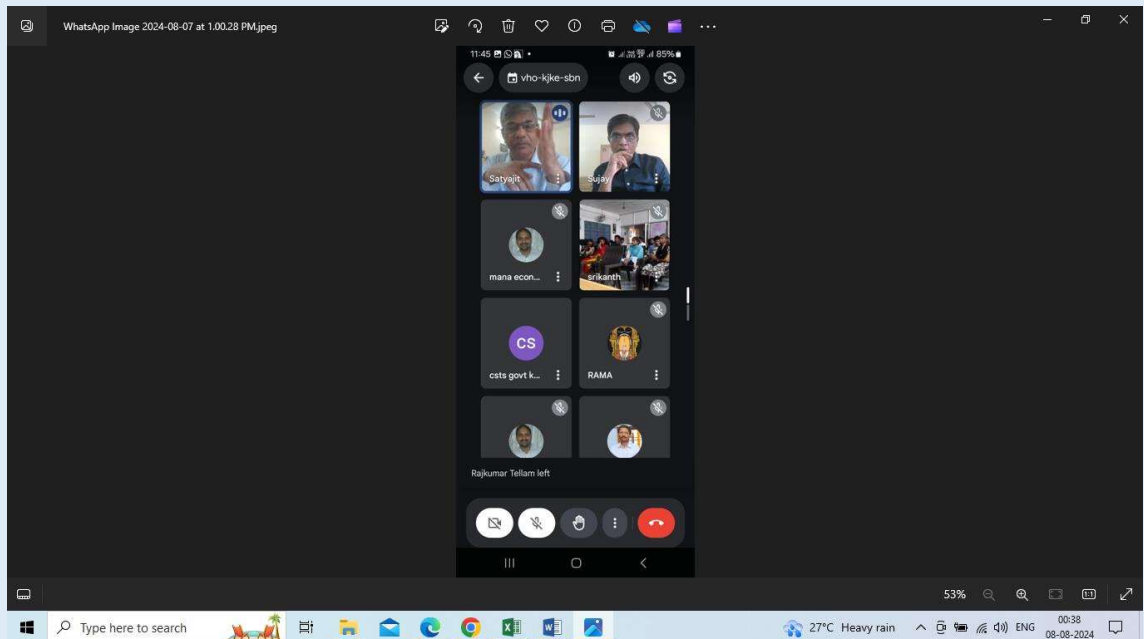
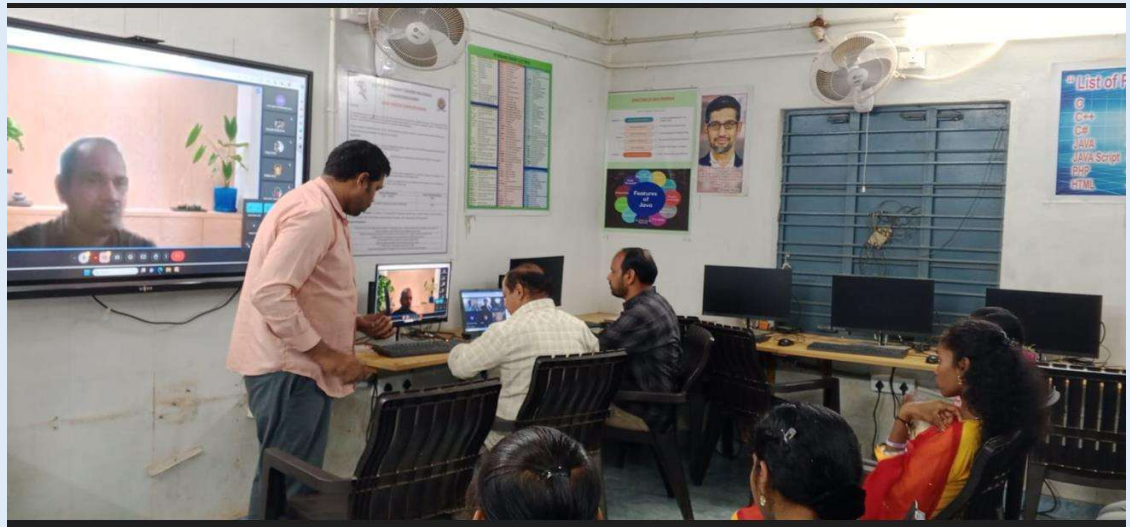
Furthermore, Mr. Dixit engages with students pursuing Masters in Social Entrepreneurship at TISS Mumbai, providing valuable expertise in the realm of Marketing Strategy. His empanelment as a mentor with AIC RMP and membership in the advisory board of St. Mira's College for Girls, Pune, underscores his commitment to nurturing talent and fostering entrepreneurial endeavors.

**GOLDEN JUBILEE CELEBRATIONS**  
**15.09.2023 TO 15.09.2024**



**CSTS Govt. Kalasala, Jangareddigudem**  
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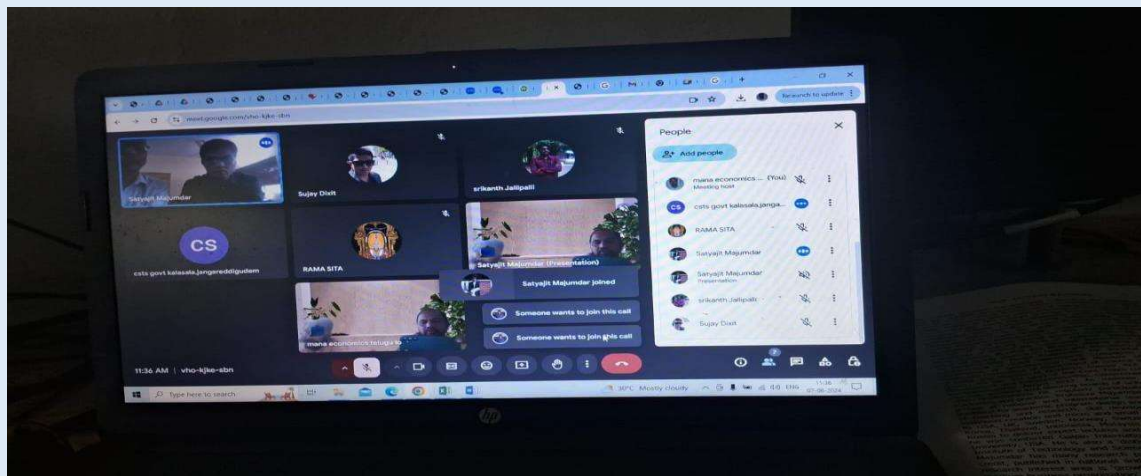
## EVENT PHOTOS







**CSTS Govt. Kalasala, Jangareddigudem**  
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**GOLDEN JUBILEE CELEBRATIONS**  
**15.09.2023 TO 15.09.2024**



**GOLDEN JUBILEE CELEBRATIONS - CSTS GOVT KALASALA JANGAREDDIGUDEM**  
**15.09.2023 TO 15.09.2024**

**WORKSHOP ON ENTREPRENEURSHIP GAP ANALYSIS 17 10 2023**

In continuation with the earlier organised entrepreneurship gap analysis workshop, the participants were inspired by the Dr.YSR Horticulture University, Associate Professor, Dr.R.V.Sujatha, Dept. of Agriculture Economics, presentation about chocolate making Units, attended a training session in the University on their own. The training session exposed them, the concept and equipment details, the process relating to CHOCOLATE MAKING. The University after their training session, promised the participants to provide free chocolate preparation instruments and guidance in the next coming 2<sup>nd</sup> training session.

Nearly 10 members of MEPMA SHG groups in Jangareddigudem Municipality area attended the above mentioned training session. They were very much interested in launching a unit to go for production and business in further. The Department of Economics, again took initiative to contact Lead Bank Manager, Eluru District to provide the needy financial support through any scheme by the Banking system for the benefit of interested MEMPMA SHG group members.

It is heartening to note that COCOA which is an important raw material for the chocolate making units, is being grown to a reasonable extent in and around Jangareddigudem. Therefore, the Department of Economics is committed to provide further guidance and link up the SHG women groups with the cocoa growers. The cocoa Research Board nearby, can provide further technical, marketing and branding support and the recent hydroponic technology for cocoa cultivation to help the local upland farmers.





1. G. మోహన్ కుమారి	9949112906
2. S. వసంత	9502901131
3. K. రత్నకుమారి	7036408199
4. T. లక్ష్మి	7995527359
5. S. ప్రవీణలత	7780296093
6. MD. బిహారుస్మిత	9603613159
7. K. పూర్ణిమ వ్యతి	7396993737
8. P. మధుర వాణి	9912294440
9. D. సౌమి	7997207464
10. G. రాధిక	8919947933.









# **think fresh ....the INCUBATOR**

a remote area social entrepreneurship  
initiative

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**think fresh ....the INCUBATOR**



The concept of Incubator has been quite beneficial and helpful for the students as well as the local community. In this context, the dept. of economics, CSTS Govt.Kalasala, Jangareddigudem (a Degree College affiliated to AKNU adi kavi nannayya university, rajamahendravaram, Andhra Pradesh) has launched an INCUBATOR with a title....**think fresh** in the year 2023 to motivate the youth around.

The town Jangareddigudem is a revenue division near to the K.R.PURAM, ITDA **integrated tribal development agency** in Eluru District, Andhra Pradesh. Much of the region

is known for its Horticulture crops and River Godavari and the ongoing Polavaram river project. Palm Oil, Cocoa, Coconut, Banana, Mango, Cashewnut, Marigold, Bamboo and NTFP non timber forest produce like Honey etc., from the local forests are popular in and around 7 mandals namely kukkunoor, velerupadu, jeelugumilli, buttayagudem, koyyalagudem, jangareddigudem, polavarm. Much of the economy is still backward as per the known official statistics and needs a great push to achieve SDGs.

Amidst this scenario, the dept. of economics in CSTS government kalasala, felt the need to extend its academic support to the needy local, rural, tribal communities and took the initiation of **think fresh**. The Dept of economics thus feels that the present need for the local society is the coordination of isolated success stories, innovations, aspirations, resources, finances, technologies etc., The incubator can work in these lines to bring the innovation to and from the Jangareddigudem youth.

### **STUDENTS' INNOVATIONS**

- The B.A. students started sharing their very first creative idea from the making of a **CLOTH BANNER WRITTEN WITH VEGETABLE COLOURS like Beetroot, Coal power, turmeric powder and saffron powder.**
- The B.A. students have come up with innovative **Bamboo** crafts like waste baskets for the class rooms.
- The B.A. students are capable enough to practice **ORIGAMI** and produced beautiful flower vase which are presented every time in college functions to the guests of honour.

### **FUTURE PLANS**

- The dept. of economics is interested to support the local students' and outside cycle mechanics to venture into the production of a cheap GEAR RICKSHAW to help the poor old rickshaw pullers still at large numbers in the town.
- The dept. of economics is interested to support the idea of **making natural colours from local marigold flowers** which will help the local Jute Bag making women tribal groups for printing purposes.





MEMORANDUM OF UNDERSTANDING

THINK FRESH INCUBATOR, DEPARTMENT OF ECONOMICS, CSTS GOVERNMENT KALASALA,  
JANGAREDDIGUDEM

and

TISS Incube Foundation

This Memorandum of Understanding is made on ..... between TISS Incube Foundation and  
THINK FRESH INCUBATOR, DEPARTMENT OF ECONOMICS, CSTS GOVERNMENT KALASALA,  
JANGAREDDIGUDEM

1. TISS Incube Foundation(TIF), and Think Fresh Incubator, Department of Economics, CSTS Government Kalasala, Jangareddigudem, hereby agree to collaborate to encourage education, training, promotion in the areas of entrepreneurship in general and social entrepreneurship in specific.
2. TIF and Think Fresh Incubator, Department of Economics, CSTS Government Kalasala, Jangareddigudem, will participate and support joint research projects, training programs workshops and other events for promotion of entrepreneurship and social entrepreneurship.
3. TIF will provide to Think Fresh Incubator, Department of Economics, CSTS Government Kalasala, Jangareddigudem, the required mentoring and technical guidance on social entrepreneurship and related subjects. The subjects and scope will be mutually agreed.
4. TIF will provide the required network support to Think Fresh Incubator, Department of Economics, CSTS Government Kalasala, Jangareddigudem, for growth and development of social enterprises.
5. The cost associated with any such activities will be born by Think Fresh Incubator, Department of Economics, CSTS Government Kalasala, Jangareddigudem, on mutually agreed terms.

The MoU is valid for a period of 3 years from the date of signing of the agreement.

Signed by

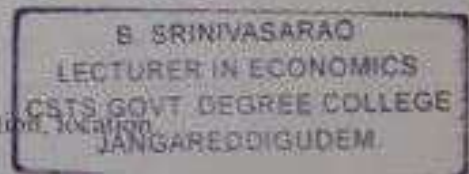
Prof Satyajit Majumdar  
Managing Director  
TISS Incube Foundation  
Date:



Signed by

B. SRINIVAS RAO

Name of the authority  
Designation  
Name of the Organisation  
Date:



03/04/2024

Signed in the presence of

(Signature of Witness) Sujay Dixit  
VP (Incubation & Excellence)  
TISS, Mumbai

Signed in the presence of

(Signature of Witness) Dr. N. PRASAD BABU  
PRINCIPAL  
CSTS GOVT.  
KALASALA  
JANGAREDDIGUDEM