



VIGNAN'S
Foundation for Science, Technology & Research
(Deemed to be UNIVERSITY)
-Esttd. u/s 3 of UGC Act 1956

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A⁺

VU TODAY
A Chronicle of Campus Events

14 to 18 May 2024

Insightful Session on Entrepreneurship Development by Vignan TBI



On May 15th, 2024, Vignan TBI, with the support of the Department of Science and Technology (DST) and VFSTR, hosted an insightful session on the entrepreneurship development program led by Sachidananda Benegal from IIM Bangalore and NSRCEL. The session focused on identifying and validating business ideas, a critical step for aspiring entrepreneurs. He emphasized the importance of thorough market research and innovative thinking in the early stages of business development. He guided participants through various customer discovery exercises designed to deeply understand target audiences, identify their needs, and recognize potential market gaps. This foundational knowledge is crucial for transforming abstract ideas into viable business opportunities.

Additionally, the session delved into customer problem validation techniques, highlighting methods to verify and substantiate the existence of the problem the business aims to solve. Participants learned to engage with potential customers through surveys and feedback loops, ensuring that their product or service addresses real pain points. Benegal also covered the concept of product-market fit, stressing its significance in the journey from a prototype to a market-ready product. By aligning their offerings with customer needs and preferences, entrepreneurs can increase their chances of success. This comprehensive approach provided by Vignan TBI equips participants with the essential tools and knowledge to navigate the entrepreneurial landscape effectively.

**Afternoon Session on “Essential Strategies” an enlightening session was led by Ravi Teja, CTO of Bytebeam, focusing on essential strategies for startup founders. Teja’s presentation delved into the intricacies of conducting market research, a critical component for any startup aiming for success. He emphasized the importance of gathering comprehensive market data to understand the broader industry landscape, identify trends, and uncover potential opportunities. By employing various research

methodologies, such as surveys, focus groups, and data analysis, Teja highlighted how startups can gather actionable insights that inform their business strategies and decision-making processes.

Furthermore, Teja provided an in-depth exploration of understanding the target audience and competitor analysis. He stressed that a clear comprehension of the target audience’s needs, behaviors, and preferences is vital for developing products and services that resonate with potential customers. Teja also introduced practical tools and techniques for creating detailed, customer personas and mapping out customer journeys. Additionally, he discussed the importance of competitor analysis, guiding participants on how to identify direct and indirect competitors, by analyze their strengths and weaknesses, and leveraged the information to create a competitive edge. This comprehensive session equipped startup founders with the knowledge and tools needed to navigate the competitive market landscape effectively and strategically.

Day 2: Insightful Session on Building a Winning Business Model by Sachidananda Benegal

On May 16th, 2024, Vignan TBI, in collaboration with the Department of Science & Technology (DST) VFSTR, hosted an insightful session on building a winning business model, led by Sachidananda Benegal, IIM Bangalore NSRCEL. He emphasized the critical components of a robust business model, starting with understanding multiple revenue models and revenue streams. He explained how diverse revenue models, such as subscription and transaction-based models, can be tailored to fit different business types and market needs. He also discussed the importance of identifying and maximizing various revenue streams to ensure a steady flow of income, thereby enhancing business sustainability and growth potential.

In addition to revenue strategies, Benegal highlighted the significance of clearly defining cost structures, customer segments, and value channels. He guided the participants on how



to categorize and manage fixed and variable costs effectively, ensuring a balanced and efficient financial structure. The session also focused on the importance of understanding customer segments, emphasizing the need to tailor value propositions to meet the specific needs and preferences of different customer groups.

He introduced the concept of value channels, explaining how businesses can deliver their value propositions through the most effective and efficient channels. This comprehensive approach to building a business model equips entrepreneurs with the knowledge and tools to create sustainable and scalable businesses.

The post-lunch session was led by Lavanya (CMA, ACCA), focusing on the crucial aspects of accounting and compliance for startups. She began by introducing the fundamentals of bookkeeping, emphasizing its importance in maintaining accurate financial records. She explained the basics of double-entry bookkeeping and how to manage daily transactions effectively and also highlighted the benefits of using accounting software, demonstrating how digital tools can simplify financial management, enhance accuracy, and save time for startup founders.

These tools not only streamline bookkeeping processes but also provide real-time financial insights, which are essential for making informed business decisions.

Furthermore, Lavanya covered the preparation of financial statements for internal use, such as balance sheets, income statements, and cash flow statements. She illustrated how these documents provide a clear picture of a company's financial health and performance, aiding in strategic planning and decision-making.

The session also addressed critical compliance requirements, including GST (Goods and Services Tax) and TDS (Tax Deducted at Source) filing. Lavanya explained the procedures for accurate GST and TDS filing, the importance of adhering to regulatory deadlines, and the consequences of non-compliance. By equipping participants with knowledge on these topics, Lavanya ensured that startup founders are well-prepared to handle their financial responsibilities and regulatory obligations, thereby laying a solid foundation for their business operations.

Later, the other guest, Mr. Rathnakar Samavedam, CEO of Hyderabad Angels, focused

on the critical aspects of what angel investors seek when considering investments in startups. Samavedam highlighted the importance of a unique value proposition and a scalable business model, which can demonstrate potential for substantial growth and return on investment.

Furthermore, Samavedam provided insights into the due diligence process that angel investors undertake before committing to an investment. He explained that investors scrutinize various aspects of the business, including market opportunity, competitive landscape, and financial health. Key elements such as a well-articulated business plan, realistic financial projections, and a clear path to profitability are crucial. He also touched on the importance of traction, evidenced by customer acquisition, revenue growth, or strategic partnerships, which can validate the business concept and reduce perceived risk. By offering these insights, Samavedam equipped startup founders with a comprehensive understanding of what it takes to attract angel investment, thereby enhancing their preparedness for successful fundraising.



Birthday Wishes

Students, Staff and Management wishes
Happy Birthday to
12.05.2024

Dr. K. V. Krishna Kishore
Professor, CSE

Dr. Shah Al Mamun Sarkar
Asst. Prof., S&H
13.05.2024

Mr. Narendra Babu Choppara
Jr. Asst., Exam Cell

Dr. Arka Bhattachar yya
Asst. Prof., ECE

Mr. Cheepu Ravi Kiran
Asst. Prof., S&H

Mr. Mannam Jaya Raju
Photographer cum videographer, Media
14.05.2024

Mr. Kesani Suresh
Attendar, Vice-Chairman
15.05.2024

Dr. G. Mohana Charyulu
Professor, S&H

Mr. Elangovan
Asst. Prof., ACSE

Mr. B. Venkateswara Rao
Sr. Techn., WS

Dr.D.Vinay Kumar
Assoc. Prof., MECH

Mr. Velpula Praveen
Lab Techn., BT

Mr. Nagabalarami Reddy
Teaching Assistant, ECE
16.05.2024

Ms. Jyothi Bulla
Jr. Asst., Admissions

Dr. Satish Kumar Satti
Asst. Prof., CSE

Ms. Matlapudi Susmitha
Lab Techn., ECE

Ms. Bellam Likhitha Sri
Jr. Asst., CSE

Dr. B. Hari Babu
Asst. Prof., MBA
17.05.2024

Mr. R. Paranthaman
18.05.2024
Asst. Prof., Textile

Mr. Vejendla Ravi Teja
Attendar, Guest House



Staff Attendance Details on 18-05-2024

Staff	% of Attendance	% of Staff on duty	% of Staff on Leave	% of Staff on Absent
Teaching	87.9	1.94	11.45	0.65
Non teaching	88.38	3.51	10.54	1.08

NTR Vignan Library 17.05.2024

NO. OF VISITORS (STUDENTS)	2087
NO. OF VISITORS (STAFF)	93
NO. OF BOOK ISSUES	129
NO. OF BOOK RETURNS	182

Girls Hostel Students Information Date : 17-05-2024

Total No. of students in hostel	Presen-tees	Students went to outing	
1683	1361	322	
Total no. of students attending for study hours	Attended	Not Attended	
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Total no. of students engaging in sports/NCC	Partici-pated	Not partici-pated	
Sports -100 NCC-50	0	150	
No. of sick students in the hostel UG			
1 st year	2 nd year	3 rd year	4 th year
0	0	0	0

Vignan Priyadarshini Girls Hostel 17.05.2024

Time	Pres-ent	Absent	Total	Wastage in kgs
Breakfast	1388	305	1693	15
Lunch	1371	322	1693	30
Snacks	1311	382	1693	15
Dinner	1384	309	1693	34

Vignan Vihar Boys Hostel 17.05.2024

Time	Pres-ent	Absent	Total	Wastage in kgs
Breakfast	1409	181	1590	06
Lunch	1483	107	1590	17
Snacks	1373	217	1590	15
Dinner	1492	98	1590	16

Lunch Availed by Staff 18.05.2024

'A', 'H', 'U' & 'N' Block	420
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Finance 17.05.2024

Particulars	Amount in Lakhs
1012 - Other Repairs & Maintenance	13250
USDC Projects India Pvt. Ltd, Bangalore (2024-25)	3720674
V Nagendram	35640
Examination Remuneration (CDOE)	236895
307 - Internship Expenses	8000
Sangam Milk Producer Company Ltd	11250
Fee Collection from students - 62	3120800
TOTAL	71,46,509

Great persons are able to do great kindnesses.



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-Esttd. u/s 3 of UGC Act 1956

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20 to 22 May 2024

Insightful Session on Entrepreneurship Development by Vignan TBI



Day -3: Insightful Session on Financial Projections & Funding Basics

On May 17th, 2024, the day three session led by NV Subbarao, a board member from Hyderabad Angels, focusing on Financial Projections & Funding Basics. Subbarao began by demystifying financial modeling basics, providing startup founders with a foundational understanding of constructing financial projections. He emphasized the importance of accurate forecasting revenue, expenses, and cash flows to provide investors with a clear picture of the company's financial health and growth potential. He also guided participants through determining when the business is projected to break even, a crucial milestone for startups aiming for sustainable profitability. By offering practical examples and templates, he enabled attendees to develop comprehensive financial models tailored to their specific business goals and industry dynamics.

He delved into the key metrics that investors scrutinize when evaluating investment opportunities across different industries. He highlighted the significance of metrics such as customer acquisition cost (CAC), lifetime value (LTV), gross margin, and burn rate, among others, which vary depending on whether



the business operates in a B2B or B2C environment. Subbarao emphasized the importance of showcasing these metrics effectively in financial models to demonstrate the business's growth potential, scalability, and ability to generate returns for investors. By providing real-world examples and case studies in both B2B and B2C scenarios, Subbarao equipped participants with the knowledge and tools to develop compelling financial projections that align with investor expectations, thereby increasing their chances of securing funding for their ventures.

The afternoon session was an engaging session on "Crafting Your Pitch Deck - Storytelling for Investors." With a laser focus on structuring and creating compelling pitch decks, Mr. Subbarao emphasized the importance of effective storytelling techniques in capturing investor attention and interest. He guided participants through the essential elements of a pitch deck, from outlining the company's value proposition and market opportunity to highlighting key milestones and projections. Through practical activities, including pitch deck templates and best practices, attendees gained valuable insights into crafting a captivating narrative that resonates with investors.

He also emphasized the significance of design principles in enhancing the visual appeal and clarity of pitch decks. He shared practical tips on layout, font selection, and graphical elements to create visually appealing presentations that complement the storytelling process. Later, the TBI Team facilitated Mr. Subbarao.

The Day 4 session: fundamental concepts of calculating TAM, SAM and SOM

On May 18th 2024, the session was led by Mr. Kaushik, CEO, Vishnu TBI, He addressed on the 'fundamental concepts of calculating TAM (Total Addressable Market), SAM (Serviceable Addressable Market), and SOM (Serviceable Obtainable Market) for their business ideas'. He said the importance of understanding these metrics to gauge the potential market size and identify realistic growth opportunities.

Furthermore, He guided participants on leveraging market research and data analysis techniques to refine their TAM, SAM, and SOM estimates. He emphasized the need for thorough research to gather reliable data and validate assumptions regarding market demand and competition. By incorporating real-world case studies and industry benchmarks, Kaushik equipped attendees with the tools and methodologies to conduct comprehensive market analyses tailored to their specific business contexts. Ultimately, the session empowered participants to make informed decisions, prioritize market segments, and allocate resources effectively to maximize their business's growth potential in both existing and emerging markets.



Through the morning session, attendees learned how to define their target market, segment customers based on relevant criteria, and estimate the potential market size. By delving into the intricacies of TAM, SAM, and SOM calculations, Kaushik provided participants with a systematic framework to assess market dynamics, validate business ideas, and formulate strategic growth plans.

In the afternoon session Mr. Kaushik addressed on 'funding opportunities available with the government of India' like Startup Seed fund, Meity Grants, TBI Supports etc., attendees gained valuable insights into the diverse landscape of funding options available to entrepreneurs. He elucidated various funding avenues, ranging from traditional sources such as venture capital and angel investment to newer models like crowdfunding and accelerators.

He elaborated on the characteristics, advantages, and challenges associated with each type of funding, empowering participants to make informed decisions aligned with their business goals and growth strategies. Additionally, He highlighted the importance of understanding the specific requirements and expectations of different investors or funding platforms and the need for entrepreneurs to tailor their fundraising approach by equipping attendees with a comprehensive understanding of the nuances of startup funding.

The four-day Entrepreneurship Development Program held from May 15th to 18th, 2024, provided overwhelmingly positive feedback. Everyone appreciated the program's depth in various aspects of entrepreneurship, such as ideation, market research, financial planning, and pitching. The well-structured curriculum, interactive sessions, and practical activities were particularly

praised, as they provided valuable hands-on learning experiences.

Participants also valued the guidance from industry experts and mentors, which enhanced their entrepreneurial mindset and equipped them with essential skills to tackle startup challenges later Vignan TBI awarded certificates to all 30 participants, recognizing their commitment and contribution to the program's success. These certificates symbolize their dedication to learning and serve as a testament to their potential in the entrepreneurial ecosystem.

The four-day Entrepreneurship Development Program (EDP),

Ms. Rose Evangeline, extended her gratitude on behalf of Vignan TBI to the speakers and participants who attended this event. We appreciate the invaluable contributions of our esteemed speakers and the enthusiastic engagement of all participants.

Finance 21.05.2024

Particulars	Amount in Lakhs
Siva Borewells, GNT	92360
Security Deposit - Staff	36001
Security Deposit - Staff	40000
G.Venkateswara Rao, Asst. Director, Admissions	9000
V Rambabu, Painter	5000
DST Project (Coconut Board) - Dr. D. Naga Raju, PI	33600
A.Lokaditya, Sr.Asst.	2850
A.Lokaditya, Sr.Asst.	6585
T Latesh Babu - Jr Asst	5564
Guest Lecture Expenses	5000
Dr. A R Vijay Babu, Asst Prof, EEE Dept	2000
Staff Advances	69500
Survive Systems, Gnt	20429
Sudeepa Xerox (Prop: Kota Agnes), Vdl	24948
920 - Travelling & Accommodation Exp	11495
920 - Travelling & Accommodation Exp	2015
920 - Travelling & Accommodation Exp	8070
G.Gopi Chand, Chartered Engineer, AG-ZPG6622R	71100
Gopi Sathya Srinivas, Staff Digital Media	11908
Survive Systems, Gnt	75174
M. Rajesh, Bricks	72000
Sangam Milk Producer Company Ltd	11250
Shree Nakoda Water LLP	14000
Yalavarthi Srikanth, Farmer, Bobbarlanka, Bapatla	49500
City Engineering and Agri Stores , Hyd.	210264
Myra's Academy Pvt Ltd	210600
Survive Systems, Gnt	40009
Arrow Sales Corporation, Vijayawada	143960
Ashok Book Centre, VJA	25346
212 - Honorarium	2000
Fee Collection from students - 17	714130
TOTAL	22.35.658

Lunch Availed by Staff 22.05.2024

'A', 'H', 'U' & 'N' Block	415
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Girls Hostel Students Information Date : 21-05-2024

Total No. of students in hostel	Presen-tees	Students went to outing
1672	1394	278
Total no. of students attending for study hours	Attended	Not Attended
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Total no. of students engaging in sports/NCC	Partici-pated	Not partici-pated
Sports -100 NCC-50	0	150

No. of sick students in the hostel UG			
1 st year	2 nd year	3 rd year	4 th year
0	0	0	0

Staff Attendance Details on 22-05-2024

Staff	% of Attendance	% of Staff on duty	% of Staff on Leave	% of Staff on Absent
Teaching	81.43	0.22	18.14	0.43
Non teaching	88.92	1.62	10.54	0.54

NTR Vignan Library 21.05.2024

NO. OF VISITORS (STUDENTS)	2079
NO. OF VISITORS (STAFF)	102
NO. OF BOOK ISSUES	75
NO. OF BOOK RETURNS	147

Vignan Priyadarshini Girls Hostel 21.05.2024

Time	Pres-ent	Absent	Total	Wastage in kgs
Breakfast	-	-	-	-
Lunch	-	-	-	-
Snacks	-	-	-	-
Dinner	-	-	-	-

Vignan Vihar Boys Hostel 21.05.2024

Time	Pres-ent	Absent	Total	Wastage in kgs
Breakfast	-	-	-	-
Lunch	-	-	-	-
Snacks	-	-	-	-
Dinner	-	-	-	-

Birthday Wishes
Students, Staff and Management wishes
Happy Birthday to
19.05.2024

Mr. Ramagopal Nadakuditi
Aptitude & Reasoning Trainer, T&P

Mr. Manepalli Sekhar
Asst. Prof., ECE
20.05.2024

Ms. J. Haritha
Jr. Asst., CHEM

Mr. T. Sridhar
Sr. Asst., Exam Cell

Mr. Panakalu Sontti
Jr. Asst., IT

Mr. Kommoju Vallayyachari
Asst. Prof., BT

Mr. M.S. Kishan Varma
Asst. Prof., MBA

Dr. Venkata Kishore K
Assoc. Prof., ECE

Dr. Sannu Venkateswarlu
Asst. Prof., S&H

Ms. J. Deva Kumari
Lab Asst., CSE
21.05.2024

Mr. Venkata Pandu Ranga Rao H
Site Engineer, Construction

Mrs. K. Veena
Jr. Asst., ECE

Mr. Chagalamarri Vamsikrishna
Photographer cum Videographer, Media
22.05.2024

Mr. Sk. Mahaboob Subani
Attendar, T&P

Mr. Vallimireddy Abhinavdeep Dora
Asst. Prof., Law

The great aim of education is not knowledge, but action.