



**INSTITUTION INNOVATION COUNCIL(IIC)  
SWARNANDHRA  
COLLEGE OF ENGINEERING AND TECHNOLOGY  
SEETHARAMAPURAM, NARSAPUR.**

**REPORT OF BUSINESS PLAN COMPETITION**

SOCIAL MEDIA	
FACEBOOK	SWARNANDHRA AUTONOMOUS
YOUTUBE	IQAC

Academic Year	2024-2025
Program Driven By	IIC Calendar Activity in association with Entrepreneurship Development Cell (EDC)
Quarter	II
Title Of the Program	Business Plan Competition
Program Type	Level 3 Competition
Program Theme	Development of Creative Business Plan - a Prototype
Program Start Date	20/02/2025
Program End Date	21/02/2025
No Of Students Participants	62 - 1 <sup>st</sup> day 47 - 2 <sup>nd</sup> day
No Of Faculty Participants	12 – 1 <sup>st</sup> day 12 – 2 <sup>nd</sup> day
No Of Expert Participants	6
Mode Of Delivery	Offline
Program Objectives	Initiation of Start up Business plan with a new idea.
Benefit In Terms of Learning/ Skill/ Knowledge Development	Students Confidence Level Increased as they gave Presentations of their Idea. Group Coordination and Team Spirit were Built among the Students. Personality Development towards Healthy Competition among The Peers.
Program Coordinator	Miss. Geetha Raj Choppala

## PROGRAM REPORT

Swarnandhra College of Engineering and Technology, School of Management Studies in association with IIC and EDC organized business plan competition for final year MBA students with the resource person Sri. Bandi Suresh, former vice president Eltech Appliances. Students were delegated into separate teams where each team worked together to develop a new concept on which they can initiate a startup. Mentors were assigned to each team, team leader along with the team mentor discussed and worked on this project planning the business, idea generation, logo creation, branding, value proposition, budgeting, marketing, cost analysis and various other aspects involved in making a business plan. They have put together all this information, formatted the plan, prepared the power point slides, and presented their idea as a team Infront of the judges. Each member of the team had a role to play in that presentation which was essential and developed team spirit among the students. The judges were given a scheme of evaluation in order to identify any errors and provide suggestions in the form of feedback. Later each presentation was observed carefully by the department head and other senior faculty to pick the best 3 performers. They were given prizes along with certificates. The program was conducted for two consecutive days. It was good and every student appreciated the idea. They got even more creative after receiving good feedback from the judges and faculty. Many are now interested to start their own business in future. This program helped the business students enhance their insights of technology, innovation, business skills, idea generation and importance of planning a business. The event was graced by MBA students, faculty from various other departments along with the resource person.

## EVENT PHOTOS



**SWARNANDHRA**  
COLLEGE OF ENGINEERING AND TECHNOLOGY  
(AUTONOMOUS)

*Permanent Affiliated to JNTUK, Kakinada, Approved By AICTE  
Narsapur, Andhra Pradesh 534280, india*



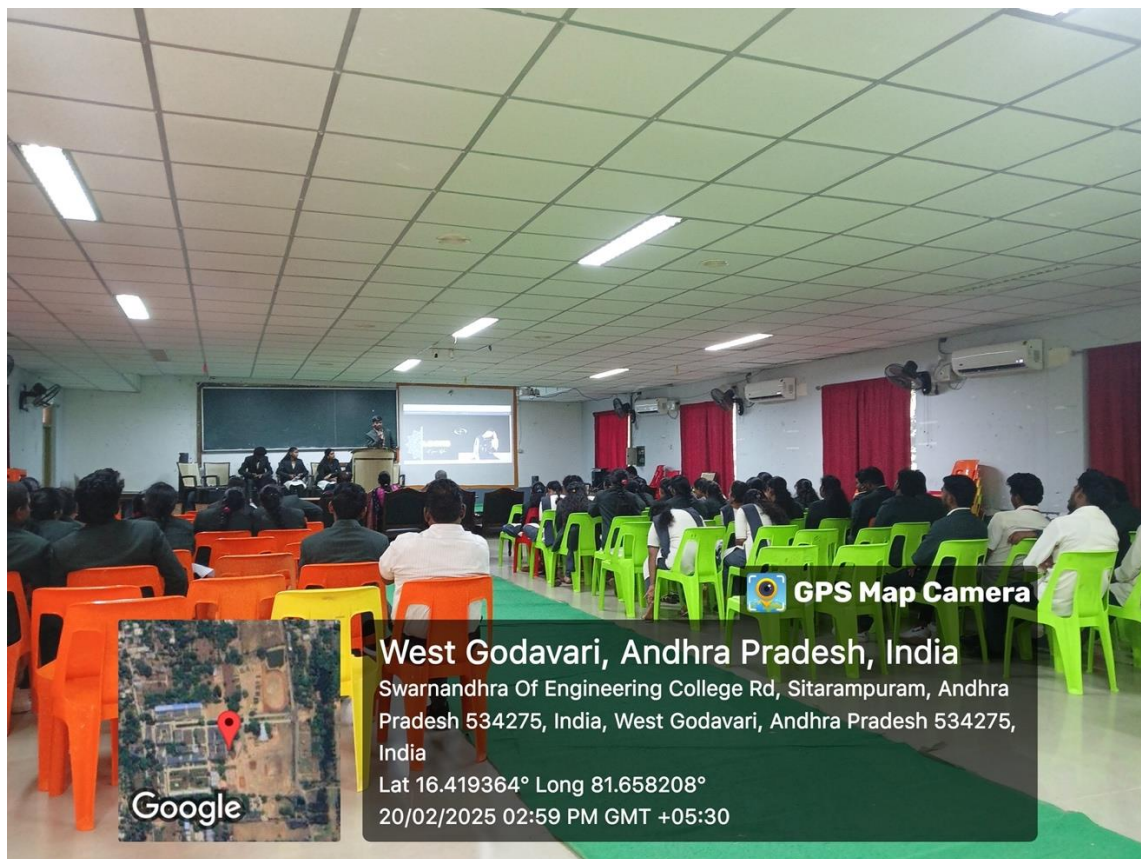


Wow, that's an idea!

**SCHOOL OF MANAGEMENT STUDIES**  
Organizing  
**BUSINESS PLAN  
(COMPETITION)**  
Resource Person  
**SRI BANDI SURESH**  
(Former Vice President Operations Eltech Appliances)



VENUE: DECENNIAL BLOCK      TIME: 9: 00 AM      DATE: 20.02.25 & 21.02.25



















## ATTENDANCE



SWARNANDHIRA COLLEGE OF ENGINEERING AND TECHNOLOGY  
(Autonomous)

Narsapur, West Godavari District, A.P. 534280

DEPARTMENT OF MANAGEMENT STUDIES

Name of the Program: **BUSINESS PLAN COMPETITION**

Date: **20/02/2024**

Faculty Coordinator: Miss. Geetha Raj Ch, Assistant Professor, Dept. of MBA

Resource Person: Sri Bandi Suresh. Former Vice President Operations, Eltech solutions

### ATTENDANCE

S. N	Regd. No.	Name of the Student	Branch	Signature
1	23A21E0052	E. Anna Mary	MBA	E. Anna Mary
2	23A21E0026	K. Nalini	MBA	K. Nalini
3	23A21E0008	B. Madhuri	MBA	B. Madhuri
4	23A21E0002	A. Pallavi	MBA	A. Pallavi
5	23A21E0014	B. Anuradha	MBA	B. Anuradha
6	23A21E0036	K. Supraja	MBA	K. Supraja
7	23A21E0015	Ch. Saumyatha	MBA	Ch. Saumyatha
8	23A21E0033	K. Hema	MBA	K. Hema
9	23A21E0003	A.V. Phani Kumar	MBA	A.V. Phani Kumar
10	23A21E0045	N.N.M. Manasa Sasi	MBA	N. Manasa Sasi
11	23A21E0074	V. L. Smita	MBA	V. L. Smita
12	23A21E0051	Audaymani Kanha	MBA	Auday
13	23A21E0027	K. Hema Venkata Sai	MBA	K. Hema Venkata Sai
14	23A21E0021	G. Ram Kumar	MBA	G. Ram Kumar
15	23A21E0043	N. Ganeswari	MBA	N. Ganeswari
16	23A21E0017	Y. Sravanthi	MBA	Y. Sravanthi
17	23A21E0097	G. Taraka Sai Kumar	MBA	G. Taraka
18	23A21E0098	G. Sri Ram	MBA	G. Sri
19	23A21E0042	M. Bhagyashree	MBA	Bhagya
20	23A21E0066	T. Lakshmi Priya	MBA	Lakshmi
21	23A21E0099	P. Tyoshna Devi	MBA	Tyoshna
22	23A21E0065	D. Suresh	MBA	D. Suresh
23	23A21E0024	J. Deepika	MBA	J. Deepika
24	23A21E0067	T. Bindu Sindhu	MBA	T. Bindu
25	23A21E0095	Y. D. N. Raksha Sri	MBA	Y. D. N. Raksha Sri
26	23A21E0048	P. Niranjan	MBA	P. Niranjan
27	23A21E0072	T. Ramesh	MBA	T. Ramesh
28	23A21E0073	U. Balaji	MBA	U. Balaji



S. N	Regd. No.	Name of the Student	Branch	Signature
29)	23A21E0060	N. Bhavani Sankar	MBA	N. Bhavani Sankar
30)	23A21E0059	R. Rajesh	MBA	R. Rajesh
31)	23A21E0061	S. L. N. Swamy	MBA	S. L. N. Swamy
32)	23A21E0061	S. Dada Sharif	MBA	S. Dada Sharif
33)	23A21E0085	M. Balu Vignesh	MBA	M. Balu Vignesh
34)	23A21E0071	T. Uma Sudheer Kumar	MBA	T. Uma Sudheer Kumar
35)	23A21E0049	G. Vicky	MBA	G. Vicky
36)	23A21E0078	Y. De Va Priya Vani	MBA	Y. De Va Priya Vani
37)	23A21E0050	P. Tsvireni	MBA	P. Tsvireni
38)	23A21E0076	V. Marullamma	MBA	V. Marullamma
39)	23A21E0069	T. Christena	MBA	T. Christena
40)	23A21E0030	K. Chakma Teja	MBA	K. Chakma Teja
41)	23A21E0079	Y. Mounika	MBA	Y. Mounika
42)	23A21E0090	Sk. Jarina	MBA	Sk. Jarina
43)	23A21E0096	T. Yuvaakranthee	MBA	T. Yuvaakranthee
44)	23A21E0081	K. Anjali	MBA	K. Anjali
45)	23A21E0070	T. Pravalika	MBA	T. Pravalika
46)	23A21E0058	R. Satya prasanth	MBA	R. Satya prasanth
47)	23A21E0089	P. Priyanka	MBA	P. Priyanka
48)	23A21E0090	Sk. Jarina	MBA	Sk. Jarina
49)	23A21E0088	P. Bheemashwara Rao	MBA	P. Bheemashwara Rao
50)	23A21E0053	G. Chandu	MBA	G. Chandu
51)	23A21E0077	N. Nishith	MBA	N. Nishith
52)	23A21E0041	M. V. SUBHASHI	MBA	M. V. SUBHASHI
53)	23A21E0023	J. Dharmalakshmi	MBA	J. Dharmalakshmi
54)	23A21E0011	T. Lakshmi Sivisha	MBA	T. Lakshmi Sivisha
55)	23A21E0029	K. Ganeshwara Babu	MBA	K. Ganeshwara Babu
56)	23A21E0004	A. Yamini	MBA	A. Yamini
57)	23A21E0034	K. Valli Devi	MBA	K. Valli Devi
58)	23A21E0010	B. Sai Shivani	MBA	B. Sai Shivani
59)	23A21E0028	K. Sushmanthali Grace	MBA	K. Sushmanthali Grace
60)	23A21E0040	M. Bharu	MBA	M. Bharu
61)	23A21E0025	John Elijah. Mohammed	MBA	John Elijah. Mohammed
62)	23A21E0016	D. Manjusha	MBA	D. Manjusha
		Faculty		
63)	—	Ch. pavani	MBA	Ch. pavani
64)	—	P. S. J. SHILPA	MBA	P. S. J. SHILPA
65)	—	Geetha Raj	MBA	Geetha Raj

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SWARNANDHRA COLLEGE OF ENGINEERING AND TECHNOLOGY  
(Autonomous)  
Narsapur, West Godavari District, A.P. 534280

## SCHOOL OF MANAGEMENT STUDIES

Name of the Program: BUSINESS PLAN COMPETITION

Date: 21/02/2025

Faculty Coordinator: Miss. Geetha Raj Ch, Assistant Professor, Dept. of MBA

Resource Person: Sri Bandi Suresh.

Former Vice-President Operations, Eltech Appliances Pvt.Ltd.

### ATTENDANCE

S.N	Regd.No.	Name of the Student	Branch	Signature
1.	23A21E0043	N. Ganeswarri	MBA	Ganeswarri
2.	23A21E0077	V. Sravanthi	MBA	V. Sravanthi
3.	23A21E0089	P. Priyanka	MBA	Priyanka
4.	23A21E0090	S.K. Jeevina	MBA	Jeevina
5.	23A21E0096	V. Mavullamma	MBA	V. Mavullamma
6.	23A21E0093	J. Dhara Lakshmi	MBA	J. Dhara Lakshmi
7.	23A21E0081	K. Anjali	MBA	K. Anjali
8.	23A21E0096	T. Yuva kranti	MBA	T. Yuva kranti
9.	23A21E0070	T. Bavulika	MBA	T. Bavulika
10.	23A21E0065	D. Suresh.	MBA	D. Suresh.
11.	23A21E0048	P. Niranjani	MBA	P. Niranjani
12.	23A21E0072	Rameth	MBA	Rameth
13.	23A21E0073	K. Balaji	MBA	Balaji
14.	23A21E0085	John Eljaisiah Mohammed	MBA	John
15.	23A21E0085	A. V.V.S. Salesh	MBA	A. Salesh
16.	23A21E0050	P. Triveni	MBA	P. Triveni
17.	23A21E0078	Y. Deva priya Vani	MBA	Y. Deva priya Vani
18.	23A21E0037	K. J. I. Shastri Vani	MBA	K. J. I. Shastri Vani
19.	23A21E0011	T. Lakshmi Sirisha	MBA	T. Lakshmi Sirisha
20.	23A21E0058	R. Satya prasanth	MBA	R. S. Prasanth
21.	23A21E0026	K. Nalini	MBA	K. Nalini
22.	23A21E0010	B. Sai shivani	MBA	B. Sai shivani
23.	23A21E0028	K. Shash shushma	MBA	K. Shushma
24.	23A21E0022	A. Pallavi	MBA	A. Pallavi
25.	23A21E0062	S. Anusha	MBA	S. Anusha
26.	23A21E0066	G. Lakshmi priya	MBA	G. Lakshmi

S.N	Regd.No.	Name of the Student	Branch	Signature
27	23A21E0068	T. Sumiltha	MBA	Sumi
28	23A21E0064	J. Deepika	MBA	Deepika
29	23A21E0062	M. Bhagyastri	MBA	Bhagiri
30	23A21E0038	K. Supriya	MBA	Supriya
31	23A21E0062	K. Sai Krishna	MBA	K. Sai Krishna
32	23A21E0067	S. L. N. Suman	MBA	S. L. N. Suman
33	23A21E0068	G. Sai Ram	MBA	G. Sai Ram
34	23A21E0067	Jyothsna - P	MBA	Jyothsna
35	23A21E0063	Nareeth	MBA	Nareeth
36	23A21E0067	T. Krupa Bindu	MBA	Krupa Bindu
37	23A21E0032	K. Meenakshi	MBA	K. Meenakshi
38	23A21E0035	K. V. Manikanta	MBA	K. V. Manikanta
39	23A21E0067	G. Tarak	MBA	G. Tarak
40	23A21E0067	P. Raju	MBA	P. Raju
41	23A21E0021	G. Ram Kumar	MBA	G. Ram Kumar
42	23A21E0039	R. Rajesh	MBA	R. Rajesh
43	23A21E0067	K. Hema Venkata Sai	MBA	K. H. V. Sai
44	23A21E0065	M. Bala Vignesh	MBA	M. Bala Vignesh
45	23A21E0064	A. Ch. Durga Chohan	MBA	A. Ch. Durga
46	23A21E0036	K. T. N. V. K. Bhavani	MBA	K. T. N. V. K. Bhavani
47	23A21E0063	S. Karuna Babu	MBA	S. Karuna
<u>Faculty</u>				
1.		P. S. J. SHILPA	MBA	P. S. J. Shilpa
2.		M. CHRISTI VINCENTHA	MBA	M. Christi Vincentha
3.		Dr. G. Grace	MBA	Dr. G. Grace
4.		Dr. Manikya Rao. M	MBA	Dr. Manikya Rao. M
5.		Geetha P. Ch	MBA	Geetha P. Ch
6.		Ch. Pavani	MBA	Ch. Pavani
7.		M. Shreetha	MBA	M. Shreetha
8.		Deeksha dhanu	MBA	Deeksha dhanu
9.		Ch. Sruvika	MBA	Ch. Sruvika
10.		N. S. P. S. S. S. S.	MBA	N. S. P. S. S. S. S.
11.		M. Parvathi	IT	M. Parvathi
12.		K. Anu K	CSE	K. Anu K



		Business Plan - 2025	
1		Mentor Name: Dr. G. Grace	NAME: FALCONS
1	23A21E0037	KOTTI JANAKI LAKSHMI SHARVANI	Team Leader
2	23A21E0001	A. DURGA CHARAN	BUSINESS PLAN NAME:CIRCULINK
3	23A21E0007	APPIKONDA SAIBABA	
4	23A21E0013	BOMMIDI SRINIVASA RAO	
5	23A21E0019	GOGI VICKY	
6	23A21E0049	PECHETTI DINESH	
7	23A21E0055	GUBBALA SRAVANI	
8	23A21E0061	ANTHARVEDI NARESH	
2		Mentor Name: Dr. NGS. Prasad	NAME: CHALLENGERS
1	23A21E0038	KUKKALA SUPRAJA	Team Leader
2	23A21E0002	ADABALA PALLAVI	BUSINESS PLAN NAME: COMFY R
3	23A21E0008	BANDI MADHURI	
4	23A21E0014	BONTHU ANURADHA	
5	23A21E0020	GOPU NAGA SATYAVATHI	
6	23A21E0026	KANDULAPATI NALINI	
7	23A21E0038	KUKKALA SUPRAJA	
8	23A21E0044	NAKKA JANAKI	
9	23A21E0052	ANNA MARY EDA	
3		Mentor Name: Dr. OVAM. Sri Devi	NAME: PHEONIX
1	23A21E0015	CHOPPALA SAMYUKTHA	Team Leader
2	23A21E0003	AKANA VENKATA PHANISWARI	BUSINESS PLAN NAME: TECHNOVA
3	23A21E0009	BANDI REKHA	
4	23A21E0021	GRANDHI RAM KUMAR	
5	23A21E0027	KANUKOLANU HEMA VENKATA SAI	
6	23A21E0033	KONDETI HEMA	
7	23A21E0039	MALLEDA SAI RITHVIK	
8	23A21E0045	N. NAGA MANIKYA MANASA SASI	
9	23A21E0051	ATMURI UDAY MANIKANTA	
4		Mentor name: Dr. M. ManikyaRao	NAME: CHAMPIONS
1	23A21E0025	JOHN ELIJAIAH MOHAMMED	Team Leader
2	23A21E0004	AKANA YAMINI	BUSINESS PLAN NAME: BAY'S BEVERAGE
3	23A21E0010	BANDI SAI SIVANI	
4	23A21E0016	DASI MANJUSHA	
5	23A21E0022	GRANDHI VENKATA GIREESHA	
6	23A21E0028	KASETTI SUSHMANJALI GRACE	
7	23A21E0034	KOPELLA VALLI DEVI	
8	23A21E0040	MANDALA BHANU	

9	23A21E0046	NAMAVARAPU RATNA BABU	
5		<b>Mentor Name: D. Haleena</b>	<b>NAME: CONQUERORS</b>
1	<b>23A21E0041</b>	<b>MANYAM MOHAN VENKATA SUBHASH</b>	<b>Team Leader</b>
2	23A21E0005	A. SAI SATISH	BUSINESS PLAN NAME: TRENDY FIBRE
3	23A21E0011	BELLAMKONDA LAKSHMI SIRISHA	
4	23A21E0017	DAYAM RAHUL	
5	23A21E0023	JAKKAMPUDI DHANA LAKSHMI	
6	23A21E0029	KAVURU GANESWARA BABU	
7	23A21E0035	K. AADHI VENKATA MANIKANTA	
8	23A21E0047	NETHALA NITHIN	
9	23A21E0053	GANGOLU CHANDU	
6		<b>Mentor Name: CH. Pavani</b>	<b>SETTERS</b>
1	<b>23A21E0088</b>	<b>P. BHEEMESWAR RAO</b>	<b>Team Leader</b>
2	23A21E0081	KALAGATA ANJALI	BUSINESS PLAN NAME: LOOKS
3	23A21E0087	PANGAM RAJU	
4	23A21E0082	KOTHAPALLI MANIKANTA	
5	23A21E0083	KOTTU TEJA SAI	
6	23A21E0089	PUPPALA PRIYANKA	
7	23A21E0056	PABOLU MANI KIRAN	
8	23A21E0058	RAVURI SATYA PRASANTHI	
9	23A21E0064	S. LAKSHMI NARASIMHA SWAMY	
7		<b>Mentor Name: J. Veenadhuri</b>	<b>NAME: PARKSQUAD</b>
1	<b>23A21E0032</b>	<b>KOMMURI MEENAKSHI</b>	<b>Team Leader</b>
2	23A21E0006	ANDEY SANTOSH KUMAR	BUSINESS PLAN NAME: ECHOLAND
3	23A21E0030	KOKKIRI DHARMA TEJA	
4	23A21E0054	GEDDAM ALEKHYA	
5	23A21E0079	YERUBANDI SAI BALA MOUNIKA	
6	23A21E0096	YUVAA KRRANTHEE THOTE	
7	23A21E00A0	VARDHIPARTHI VINAYA SRI	
8	23A21E0070	TIRUMALA PRAVALLIKA	
9	23A21E0090	SHAIK JARINA	
8		<b>Mentor Name: Ch. Srinivas</b>	<b>MAKERS</b>
1	<b>23A21E0043</b>	<b>NAKKA GANESWARI/ KOLLATI</b>	<b>Team Leader</b>
2	23A21E0012	BOKKA LAKSHMI PRIYA	BUSINESS PLAN NAME: AVAKAI
3	23A21E0036	K. VEKATA KRISHNA VAMSI	
4	23A21E0060	NIMMANI BHAVANI SANKAR	
5	23A21E0086	PALA SRAVANI	
6	23A21E0097	GORRELA TARA KAI SAI KUMAR	
7	23A21E00A1	GEDDAM HEMANTH JAYA KIRAN	



8	23A21E0077	SRAVANTHI YEDIDA	
9	23A21E0059	REPURI RAJESH	
9		Mentor Name: P.J. Shilpa	NAME: RENEWORA
1	23A21E0068	THOTA TARA SUSMITHA	Team Leader
2	23A21E0018	DODDA BABY MANASA	BUSINESS PLAN NAME: COCOVIBES
3	23A21E0042	MAVURI BHAGYASRI	
4	23A21E0066	TADAPALA LAKSHMI PRIYA	
5	23A21E0093	SIDDULA BHANU	
6	23A21E0098	GANISETTI SRI RAM	
7	23A21E00A2	KATTULA SAI KRISHNA	
8	23A21E0074	VARDHANAPU LAKSHMI SUNITHA	
9	23A21E0084	MAJJI VIJAYA KUMAR	
10		Mentor Name: P. Suchitra	YOUNGSTERS
1	23A21E0048	PALAPARTHI NIRANJAN	Team Leader
2	23A21E0024	JAKKAMSETTI DEEPIKA	BUSINESS PLAN NAME: ALAMBANA
3	23A21E0072	TUMMALA RAMESH	
4	23A21E0095	Y. DEVI NAVYA RATNA SRI	
5	23A21E0099	PEDAPATI JYOSHNA DEVI	
6	23A21E00A3	CHINTA USHA KIRAN	
7	23A21E0067	THOTA KRUPA BINDU	
8	23A21E0073	UNDAPALLI BALAJI	
9	23A21E0065	DEVIREDDY SURESH	
11		Mentor Name: Ch. Geetha Raj	NAME: SHARKS
1	23A21E0050	PILLA TRIVENI	Team Leader
2	23A21E0063	SUNKARA KARUNA BABU	BUSINESS PLAN NAME: F3 ICE-CREAM
3	23A21E0069	THOTE CHRISTEENA	
4	23A21E0076	VYDANI MAVULLAMMA	
5	23A21E0071	TADIVALASA UMA SUDHEER KUMAR	
6	23A21E0078	YERRAMSETTI DEVA PRIYA VANI	
7	23A21E0085	MALLULA BALA VIGNESH	
8	23A21E0091	SHAIK DADA SHAREIF	
9	23A21E0057	PUPPALA SAI GANESH	
12			NAME: SWADESHI
1	23A21E0073	SYAM PRASAD. A	Team Leader
	23A21E0073	SYAM PRASAD. A	BUSINESS PLAN NAME: CHRISTON TECHNOLOGY
