

REPORT ON “FROM CLASSROOMS TO STARTUPS: ENTERPRISING HIGHER EDUCATION IN ACTION”



INTRODUCTION

The Research and Development Cell of Siddhartha Academy of Higher Education (SAHE) Organized the Eminent Lecture Series–2 on the topic “From Classrooms to Startups: Enterprising Higher Education in Action.” The event was graced by esteemed speaker “Dr. Prasad Teegalapally” The main aim of the program was to promote an entrepreneurial mindset among students and to highlight the importance of innovation-driven education. The lecture focused on transforming students from job seekers into job creators through startup culture in higher education institutions. Higher education today is not limited to textbooks and examinations. It is evolving into a platform that encourages innovation, creativity, and entrepreneurship. The topic “From Classrooms to Startups: Enterprising Higher Education in Action” emphasizes how colleges and universities are transforming students into job creators rather than job seekers. The lecture highlighted how educational institutions can serve as launchpads for startups by providing knowledge, mentorship, and infrastructure. The event witnessed enthusiastic participation from SAHE Students eventually.



Department of MBA students from second semester and fourth semester are escorting the guest to the venue hall





The event began with a soulful Introduction by **Ms. Ruchi Shukla**, Incharge of Student Clubs at the School of Management and warmly addressed the gathering.



Student of 4th Semester of MBA Department- had welcomed our guest

REPORT

The session was led by **Dr. Prasad Teegalapally**, popularly known as "**Mandi Sir**" for his revolutionary experiential learning techniques. The lecture focused on shifting the academic paradigm from theoretical knowledge to active entrepreneurial participation, emphasizing that the "classroom" should serve as a laboratory for real-world business.

Objectives of the Programme

- To create awareness about entrepreneurship among students
- To link classroom learning with real-world startup initiatives
- To motivate students to convert ideas into business ventures



- To explain the role of higher education institutions in supporting startups

Key Entrepreneurial Insights from the Speaker

Dr. Teegalapally highlighted several core philosophies that bridge the gap between being a student and a founder. **Experiential Pedagogy (The "Mandi" Concept)**: He advocated for hands-on selling as the first step of entrepreneurship. Before building complex tech, students must understand the

"dignity of labor" and the psychology of a customer by selling physical products in real markets.

Failing Fast in College: The speaker emphasized that the university environment is the safest place to start and even shut down a business. These "controlled failures" provide more learning than any textbook.

Values-Driven Innovation: Dr. Teegalapally linked modern entrepreneurship to Gandhi's 'Nai Talim' (New Education), where work and education are integrated. He urged students to build businesses that solve societal problems rather than just chasing valuations.

During the session, Dr. Prasad Teegalapally delivered an insightful lecture on how higher education can be a foundation for entrepreneurial ventures. He emphasized:

- The importance of innovation and creativity
- Developing critical thinking and leadership
- Establishing incubation centres and startup support systems
- Encouraging risk-taking and resilience among students

He highlighted real-life examples of successful startups that emerged from educational institutions. The lecture motivated students to consider entrepreneurship as a career option.

He also presented through the Marketing Students: Core Values & Startup Integration

For marketing students, the lecture redefined "**Value-Based Marketing**" as the cornerstone of a successful startup: Identifying deep-seated consumer pain points rather than creating superficial needs.

Authenticity Building a brand story that is honest about the sourcing and impact of the product.

Sustainability Ensuring the marketing lifecycle (packaging, promotion) is eco-conscious. Financial Literacy Shifting from "**spending for growth**" to "**earning for sustainability.**"



Entrepreneurial Ideas (Student-Focused)

Based on the speaker's emphasis on practical action with minimal resources, here are several low-investment startup ideas:

Social-Media "Value" Management: Instead of just posting, students can offer "Impact Audits" for small local businesses, helping them align their digital presence with social causes.

Niche Content & Newsletter Curation: Using free tools like Substack to curate industry-specific research for busy professionals.

Eco-Friendly Campus Services: A student-run "Circular Economy" hub that facilitates the rental or resale of textbooks, lab equipment, and dorm furniture.

Skill-Based Consulting: Marketing students can offer "Brand Identity Kits" (Logo, Tone of Voice, and basic Social Strategy) for other student-led technical startups.

Micro-Niche Drop-shipping: Launching a store focused on ethical, locally-sourced Indian handicrafts, acting as a bridge between rural artisans and urban consumers.

1. The Core Philosophy: "Mandi" (The Marketplace)

Dr. Prasad Teegalapally, a Professor at IIM Mumbai, introduces a revolutionary concept called "Mandi." He argues that real education doesn't happen by sitting in a classroom for years, but by entering the marketplace ("Mandi")

The "Learning by Selling" Mantra: His core advice to students is: "**Ammutu nerchukora tammudu, konukkunte chaduvu kadura ammadu**" (Learn by selling, brother; buying knowledge is not true education)

The Goal: Every student, by the age of 20, should be capable of earning at least one meal a day through their own skills and labor

2. Startup Ideas & Institutional Values

Dr. Teegalapally emphasizes that higher education institutions must shift from theoretical teaching to "Action Learning."

Mandatory Company Registration: He proposes that every MBA student should be required to register a legal company as part of their curriculum

The "Break Semester" Concept: He advocates for students to take a "break semester" specifically to run a business, a concept that is legally available but often ignored by institutions

Financial Lab Experiments: He suggests that high-fee MBA schools should open Demat accounts for students and provide a seed fund to let them practice real-world trading and investment rather than just studying charts

3. Values for Marketing & Management Students

The speaker highlights that the gap between "classroom" and "startup" can only be bridged through specific values:

Dignity of Labor: Reflecting on his own journey from being a tailor to an IIM professor, he stresses that no work is small. Real marketing begins with understanding the effort behind production

Productivity over Practice: It is not enough to just "practice" business; students must create Value and Productivity. The result of education should be tangible output

Self-Reliance (Atmanirbharata): Education should not just be about seeking jobs (which are limited) but about building the health and resilience to create one's own path

4. Low-Budget Entrepreneurial Strategies for Students

Based on the "Mandi" concept, students can start ventures with near-zero capital:

Micro-Trading: Buying small quantities of local produce or goods and selling them in different markets to understand margins and customer psychology

Service-Based Startups: Registering a company to provide freelance services (consulting, digital marketing, or even manual skills) while still in college.

Knowledge Application: Using classroom theories to solve a local shopkeeper's problem (e.g., inventory management) for a small fee, turning a "case study" into a "consultancy."

Best Student Interaction Session in Friendly Manner







OVERVIEW:

The program aimed to promote an entrepreneurial culture among students by connecting academic learning with real-world startup opportunities. The event included welcome remarks, introduction of the speaker, presentation of the speaker's profile, the main lecture, felicitation, and a vote of thanks.

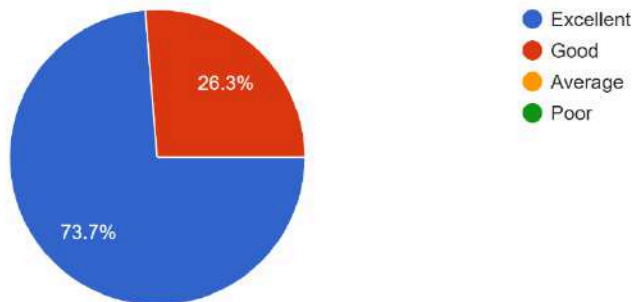
During the lecture, the speaker emphasized the role of higher education institutions in nurturing innovation, creativity, and startup ventures. Students were encouraged to become job creators instead of job seekers by developing problem-solving abilities and business ideas. The program successfully motivated participants to explore entrepreneurial opportunities and highlighted the importance of incubation centres and institutional support systems.



The event concluded on a formal yet heartfelt note with a Vote of Thanks delivered by **Dr. k. Raghuv** from the Department of MBA(SAHE),

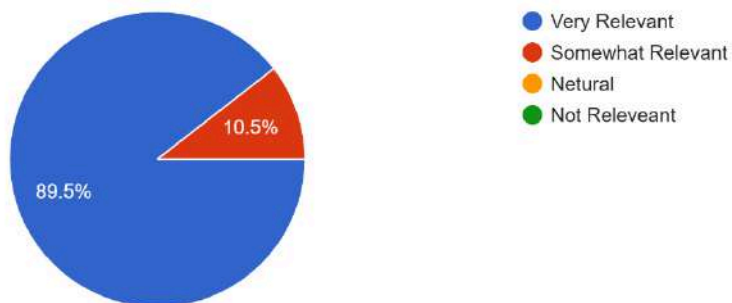
How would you rate the session overall?

19 responses



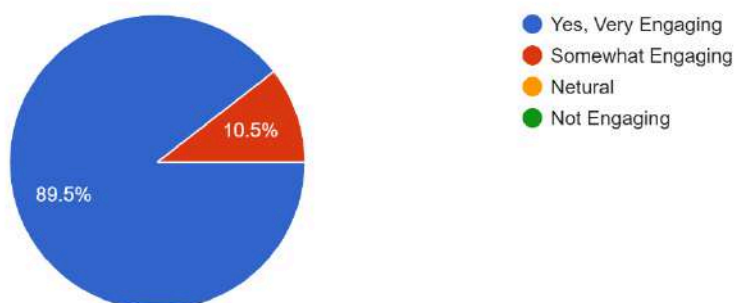
How relevant was the session to your academic/career interests?

19 responses



Was the interaction Engaging and informative?

19 responses



FEEDBACK:

1. 35.0% - Action-Oriented Learning (The "**Mandi**" Concept)

Insight: This was the most impactful part of the talk. The concept of "**learning by selling**" (**Mandi**) shifted the focus from passive listening to active market participation.

Value: It emphasized that the classroom is only a foundation; the marketplace is the real teacher.

2. 25.0% - Mindset & Value Building

Insight: Dr. Teegalapally focused on the "Dignity of Labor" and "**Atmanirbharata**" (Self-reliance).

Value: Marketing students were encouraged to see themselves as value creators who should be able to earn their own livelihood through their skills by age 20, rather than just waiting for placements.

3. 20.0% - Institutional Innovation

Insight: Radical suggestions like mandatory company registration for MBA students and "Break Semesters" for startups.

Value: This portion provided a concrete roadmap for how colleges can transition from degree-granting centres to startup incubators.

4. 20.0% - Personal Inspiration

Insight: The speaker's personal journey from being a tailor to becoming an IIM Professor.

Value: This narrative provided high emotional resonance and proved that entrepreneurial success is about resilience and hard work, not just academic pedigree.

CONCLUSION:

The report emphasizes that Higher Education in Action means moving away from "consumerism in education" (buying degrees) toward "entrepreneurial education" (creating value). As Dr. Teegalapally notes, education is for "health" (growth and self-reliance), not just for "curing the disease" of un-employment. The Eminent Lecture Series successfully achieved its objective of promoting an entrepreneurial spirit among students. The event reinforced that higher education must go beyond classroom teaching and play an active role in nurturing innovators and startup founders. The program ended with a vote of thanks followed by the National Anthem.



The guest honoured heartfelt felicitation by the **Siddhartha Academy of Higher Education**



SIDDHARTHA

ACADEMY OF HIGHER EDUCATION

An Institution **DEEMED TO BE UNIVERSITY**

(Under Section 3 of UGC Act, 1956)

(Sponsored by Siddhartha Academy of General & Technical Education), Vijayawada, A.P.

SCHOOL OF MANAGEMENT

Attendance for "Research & Development Cell Eminent Lecture Series – 2

From Classroom to Startups: Enterprising Higher Education in Action "

Date: 3rd January 2026
9:30 AM

Time:

Venue: Central Auditorium ^{IVth Sem}

S.No	ROLL NO	NAME OF THE CANDIDATE	SIGNATURES
1	24MP01001	ADAPA PAAVAN	A. Paavan
2	24MP01002	BATNA NAGA KANAKA TEJASWINI	B.N.K. Tejaswini
3	24MP01003	BHASHYAM HEMASRI	B. Hemasri
4	24MP01004	BOMMISSETTY SAKTHI SRILAKSHMI	B. Sakthi Srilakshmi
5	24MP01005	CHALAGURUGULA SAI DIVYA	Ch. Sai Divya
6	24MP01006	CHALAPAKA DEEPIKA	Ch. Deepika
7	24MP01007	CHAVATA YATH DHARMA SHAKTHINI	Ch. Y. D. Shakthini
8	24MP01008	CHERUKU DURGA BHARATHI	Ch. Durga Bharathi
9	24MP01009	CHINTADA YASASWINI	Ch. Yasaswini
10	24MP01010	DEEPIKA MISHRA	Deepika Mishra
11	24MP01011	DESU GAYATHRI PRAGNA	Gayathri D
12	24MP01012	DODDAKA GANGA BHAVANI	D. Ganga Bhavani
13	24MP01013	GADDAM VEDAVARSHINI	G. Vedavarshini
14	24MP01014	GANJARAPALLI GAYATHRI	G. Gayathri
15	24MP01015	GAYATHRI TRIPURANI	T. Gayathri
16	24MP01016	GUDLA VENKATA SIVAMANI KEERTHAN	G. Keertan
17	24MP01017	HARSHINI VOOSA	
18	24MP01018	JAHNAVI ALEKHYA MADISETTY	M. J. Alekhye
19	24MP01019	JALADI YASASWINI	J. Yasaswini
20	24MP01020	JANJANAM MEGHANA	J. Meghana
21	24MP01021	JOGA SRINIVAS	J. Srinivas
22	24MP01022	KAJA DHANALAKSHMI	K. Dhanalakshmi
23	24MP01023	KOLLATI KARTHIK NAIDU	K. Kartik Naidu
24	24MP01024	KOLLU JOSHICA	Joshika

Attendance - Semester 4

25	24MP01025	KONDAVEETI THEJITHA	K. Thejitha
26	24MP01026	MADAM SWARNA LATHA	M. Swarna Latha
27	24MP01027	MEESALA SOWJANYA	M. Sowjanya
28	24MP01028	MOHAMMAD RAHIMUNNISA	M.D. Rahmunnisa
29	24MP01029	MOHAMMED AFREEN FATHIMA	Md. Afreen
30	24MP01030	MOHAMMED FARZANA	Md. Farzana
31	24MP01031	MONDRU ALEKHYA	M. Alekhya
32	24MP01032	MUNNANGI SAHITH	M. Sahithi
33	24MP01033	NADIPILLI UMA DEVI	N. Uma devi
34	24MP01034	NAGA HARINI GURRAM	N. Harini
35	24MP01035	NAYANA GANNU	N. Ganu
36	24MP01036	PALLEKONDA KEERTHANA	
37	24MP01037	PANNIRU KAVYA	P. Kavya
38	24MP01038	PARUSU MANOJ KUMAR	P. Manoj Kumar
39	24MP01039	PERECHARLA SIVA KRISHNA	P. Siva Krishna
40	24MP01040	PETLA BHAVANA	P. Bhavana
41	24MP01041	POKA NAGA PUJITHA	P. N. Pujitha
42	24MP01042	PONNAPALLI DEVI SRI	P. Devi Sri
43	24MP01043	RACHETI BALU	R. Balu
44	24MP01044	SADIA SIDDIQA	Sadia Siddiqua
45	24MP01045	SAMMETA JASWANTH	
46	24MP01046	SHAIK AMEESHA BEGUM	
47	24MP01047	SHAIK AMREEN KOUSAR	S. Amreen
48	24MP01048	SHAIK MUNWAR TEHASEEN	S. Munwar Tehaseen
49	24MP01049	SHAIK RETHIK ROSHAN	S. Rethik Roshan
50	24MP01050	SHAIK SHAJIYA BEGUM	S. Shaiya Begum
51	24MP01051	SUNKARA SRINAGA TULASI	S. Srinaga Tulasi
52	24MP01052	SUVARAPU VENKATA JAGANNADHAKUMAR	S. Venkata Jagannadhakumar
53	24MP01053	SYED RUHEENA	S. Ruheena
54	24MP01054	TAMMINA SHASHANK	T. Shashank
55	24MP01055	THOLETI KUMAR NAGA SAI	T. Kumar Naga Sai
56	24MP01056	THOTA ANURADHA	T. Anuradha
57	24MP01057	THURAKA KRANTHI	T. Kranthi
58	24MP01058	TIRUVURU MOUNIKA	T. Mounika
59	24MP01059	TURANGI BHARGAV	T. Bhargav
60	24MP01060	VANUKURU GIRIJA SREE REVATHI	V. Girija Sree Revathi
61	24MP01061	VASA MEGHANA	V. Meghana
62	24MP01062	VEERAVALLI VENKATA D SUBRAMANYAM	V. V. D. Subramanyam
63	24MP01063	VENKATA HARIKA MOGILICHERLA	...
64	24MP01064	VUJI ANITHA	V. Anitha

65	24MP01065	VINUKONDA SRIYA	V. Sriya
66	24MP01066	YADLAPALLI NAVYA	Navya
67	24MP01067	AKULA RAJESWARI	A. Rajeswari



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Date: 3rd January 2026
9:30 AM

Time:

Venue: Central Auditorium

1st Sem

S.No	ROLL NO	NAME OF THE CANDIDATE	SIGNATURE
1	25MP01001	ADAVIKATLA SUGUNA SRITHA	<i>A. Suguna Sritha</i>
2	25MP01002	AKULA KALYAN	<i>A. Kalyan</i>
3	25MP01003	ALUGOJU LIKHITA	<i>A. Likhita</i>
4	25MP01004	APPALA VENKATA NAGA SRILATHA	<i>Appala Sri Latha</i>
5	25MP01005	APPIKATLA NARENDRA KUMAR	
6	25MP01006	CHAVALA PAVITHRA	<i>Ch. Pavithra</i>
7	25MP01007	CHITHIRALA VASAVI	<i>Ch. Vasavi</i>
8	25MP01008	DAKAMARI JAGADEEP	<i>D. Jagadeep P.</i>
9	25MP01009	DALAPATHIRAO CHARISHMA	<i>D. Charishma</i>
10	25MP01010	DEVANABOYINA NAVYA SRI	<i>D. Navya Sri</i>
11	25MP01011	GADDAM PRABHAS	<i>G. Prabhas</i>
12	25MP01012	GANGAVARAPU VASANTHI	<i>G. Vasanthi</i>
13	25MP01013	GODAVARI PAVANI	<i>G. Pavani</i>
14	25MP01014	GONNABHAKTULA TEJESH HANUMANATH KUMAR	<i>G. Tejesh</i>

Attendance – Semester 2

15	25MP01015	GOWRABATTINA YOGESH	G. Yogi
17	25MP01017	GUNNAM KUSHWANTH KUMAR	G. K. S. S. S.
18	25MP01018	GURRANA VEERA BABU	G. Veerababu
19	25MP01019	JALUDU GAYATHRI MANASA	J. Gayathri Manasa
20	25MP01020	JAYA LAKSHMI SHANMUKI POLAM	P. S. S.
21	25MP01021	KAMBALA LIKHITA	K. Likhita
22	25MP01022	KANAGALA HARSHA VARDHAN	K. Harsha
23	25MP01023	KANCHARLA KEDHAR PRABHU	K. Kedhar
24	25MP01024	KATARI VAMSI	K. Vamsi
25	25MP01025	KATTA TEJA	K. Teja
26	25MP01026	KODALI SRI VIDYA	K. Sridhya
27	25MP01027	KONGARA KRISHNA DEEPIKA	K. Krishna Deepika
28	25MP01028	KORRA CHANDANA BAI	Chandana
29	25MP01029	KOTHAPALLI SAI HARSHITHA	K. Harshitha
30	25MP01030	KOTTI LALITHA NAGA RATNAM	K. Lalitha
31	25MP01031	KRISTAM GITA SRI	K. G. S. S.
33	25MP01033	MALLESWARAPU VIJAYA LAKSHMI	M. Vijaya
34	25MP01034	MECHINENI D V S N SAI SUDEEPTHI	M. Sudeepthi
35	25MP01035	MEKALA SRI LAKSHMI	M. Sri Lakshmi
36	25MP01036	METLAPALLI YAMINI LAKSHMI PRIYA	M. Yamini
37	25MP01037	MUNDLAPATI DENCY MOSES	M. Dency
38	25MP01038	NEPPALLI GAYATRI	M. Gayatri
39	25MP01039	NILUFAR MONDAL	N. Nilufar Mondal
40	25MP01040	NUKATHOTI GNANA KEERTHANA	N. Gnana Keerthana
41	25MP01041	P N S NIKITHA TIRUVEEDHULA	P. N. S. Nikitha
42	25MP01042	PARUCHURI AJAY	P. Ajay
43	25MP01043	PASUPULETI YAMINIESWARI	P. Yaminieswari

44	25MP01044	PONNURI KAVYA TEJASWI	P. Kavya Tejaswi
46	25MP01046	POTLURI TARUN KUMAR	P. Tarun Kumar
47	25MP01047	PUPPALA LEELA CHANDRIKA SARWANI	
48	25MP01048	ROMALA MOHAN KUMAR	R. Mohan Kumar
49	25MP01049	SAYYAPARAJU HARI CHARAN VARMA	S. Hari Charan
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53	25MP01053	SHAIK SHABNA	Sk. Shabna
54	25MP01054	SOUTANI SHANMUKHA TEJA KUMAR	S. Shanmukha
55	25MP01055	SURE VENKATA HARSHA VARDHAN SAI	SV. Harsha
56	25MP01056	SURISSETTY PREM	S. Prem
57	25MP01057	TADIKAMALLA SAI SOWMYA	T. Sai Sowmya
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