

Government of Andhra Pradesh
Commissionerate of Collegiate Education
Mangalagiri::A.P
CIRCULAR

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Sub:Collegiate Education-Launch of "AVISHKANDHRA: One Family,One Entrepreneur" initiative &Conduct of programs-Entrepreneurship and Innovation-Instructions Issued-Reg
Ref: Mail received from Andhra Pradesh State Council For Higher Education with Concept Note on AVISHKANDHRA on 19-08-2025

Government of Andhra Pradesh has launched the initiative "AVISHKANDHRA"-Igniting Andhra Innovations-Connecting Every Family to Entrepreneurship" with the objective of transforming Andhra Pradesh into the epicentre of youth led innovation and entrepreneurship.This mass mobilization aims to empower every student and family to envision,create, and establish successful enterprises there by fostering job creation, growth and self reliance. The objectives of the initiative as follows:

1. **Set a New Global Benchmark:**Attempt Guinness World Record for the largest student driven innovation and start up sensitization campaign.
2. **Empower the Next Million:** Engage,Skill,and motivate school and college students across the State to embrace entrepreneurship.
3. **Cascade Innovation Through Families:**Promote"One Family,One Entrepreneur"vision, ensuring entrepreneurial culture across generations.
4. **Build Institutional Champions-**Nominate Innovation Sarathi(Faculty innovation ambassadors) in every institution to lead campus-level startup incubation.

In this regard all the Principals of Government Degree Colleges are requested to follow the below **action points**.

- Organise awareness and sensitization programs on innovation and entrepreneurship.
- Administer the "State Wide :Innovation Pledge" (Enclosed)committing students ans educators towards ethical entrepreneurship and problem solving.
- Implement :**"One Common Lesson"** on **Innovation &Startups** through workshops,seminars and activity based learning.
- Prepare a Start Roadmap for students ,guiding them from idea generation to prototype/market launch with mentoring support.

Therefore all the Principals of Government Degree colleges are requested to take immediate steps to implement the above initiative in a mission mode and ensure active participation of faculty and students to make the program implementation success.


For Director of Collegiate Education
Dr Ch.Tulasi
Academic Guidance Officer

To
The Principals of GDCs in A.P
Copy to JD& RJDCEs of Collegiate in A.P

రాష్ట్రవ్యాప్త ఆవిష్కరణ ప్రతిజ్ఞ

మేము ఆంధ్రప్రదేశ్ రాష్ట్రంలోని విద్యార్థులు,
ఉపాధ్యాయులు,
మా జీవితాల్లో మరియు సమాజంలో సృజనాత్మకత,
ఆవిష్కరణ, వ్యాపార స్ఫూర్తిని
పెంపొందించుకోవాలని ప్రతిజ్ఞ చేస్తాము.
ప్రతి ఆలోచనలోను, ప్రతి వ్యాపారంలోను నైతిక
విలువలు, నిజాయితీ, బాధ్యతను పాటించడానికి
అంకితం అవుతాము.

సమాజ సమస్యలకు పరిష్కారాలు చూపే
సృజనకర్తలుగా ధైర్యం, దయతో ముందుకు
సాగుతాము.

ప్రతి కుటుంబంలో ఒక వ్యాపారవేత్త ఉండేలా
ప్రోత్సహిస్తూ, ఆవిష్కరణ స్ఫూర్తిని తరతరాలకు
కొనసాగిస్తాము.

స్వావలంబన, సుస్థిరత, సమగ్రతతో కూడిన
ఆంధ్రప్రదేశ్ నిర్మాణానికి కృషి చేస్తూ, భారతదేశ
అభివృద్ధి మరియు ప్రపంచ నాయకత్వానికి
తోడ్పడతాము.

ఈ ప్రతిజ్ఞతో మేము రేపటి ఆవిష్కర్తలుగా,
నాయకులుగా, మార్పు సృష్టికర్తలుగా ఎదుగుతాము.

Every participant and family will receive a practical, step-by-step **“Startup Roadmap,”** guiding them from idea generation to market launch, supported by mentorship from the Ratan Tata Innovation Hub and local experts.

D. Outcomes & Impact:

- **Global Recognition:** Andhra Pradesh will be recognized as a global leader, setting a new standard for youth and family-driven entrepreneurship.
- **Inclusive Ecosystem Growth:** This initiative will catalyse job creation, startup development, and investment, supported by strong government and industry collaborations.
- **Economic & Social Resilience:** Empowered youth and families will contribute to resilient local economies, reinforcing Andhra Pradesh’s position as a leader in national development.
- **Cultural Mindset Shift:** The initiative will instil an entrepreneurial mindset within families and communities, fostering continuous creativity, problem-solving, and progress.

E. Call to Action:

Through **“AVISHKANDHRA: Igniting Andhra Innovations,”** let Andhra Pradesh set an unbreakable global benchmark. Let every student, every educator, and every family be galvanized to innovate, build, and lead, making Andhra Pradesh the entrepreneurial engine of India and the world.

The time to act is now. The world is watching. Together, let us rise to the challenge.

AVISHKANDHRA: Igniting Andhra Innovations – Connecting Every Family to Entrepreneurship

CONCEPT NOTE



AVISHKANDHRA
ONE FAMILY- ONE ENTREPRENEUR

Andhra Pradesh stands at a pivotal moment in its economic trajectory, guided by the visionary leadership of our Hon'ble Chief Minister. The **“One Family, One Entrepreneur”** initiative seeks to inspire every family—especially the youth—to *envision, create, and establish successful enterprises*. With a robust infrastructure comprising over **200 engineering colleges, 38+ medical colleges, more than 170+ pharmacy institutions, 500+ ITIs**, and a growing network of schools equipped with **Atal Tinkering Labs (ATLs)**. Andhra Pradesh has the foundational strength to conduct the world's largest startup and innovation sensitization drive.

To elevate this vision, we propose the launch of a landmark initiative: **“AVISHKANDHRA: Igniting Andhra Innovations – Connecting Every Family to Entrepreneurship.”** This mass mobilization aims to **set a Guinness World Record** and become a global beacon of entrepreneurial enlightenment.

A. Why Now? The Urgency for Action

Andhra Pradesh is poised at a moment of tremendous opportunity. With technological advancements, demographic changes, and an evolving economic landscape, the urgency to act is paramount. Empowering youth and families to innovate, build, and solve is critical to **fostering job creation, growth, and self-reliance**. Failure to act now may mean missing the window to position Andhra Pradesh as a leader in India's entrepreneurship revolution.

Vision Statement:

“To transform Andhra Pradesh into the epicentre of innovation and entrepreneurship in India, ensuring every Andhra family is connected, inspired, and equipped to build the enterprises of tomorrow.”

B. Goals & Objectives:

- **Set a New Global Benchmark:** Achieve the **Guinness World Record** for the **largest student-driven innovation and startup sensitization campaign** globally.
- **Empower the Next Million:** Engage, skill, and motivate over one million school and college students across Andhra Pradesh to embrace entrepreneurship.
- **Cascade Innovation Through Families:** Bring the **“One Family, One Entrepreneur” vision to life**, ensuring that entrepreneurial culture is passed down through generations.
- **Build Institutional Champions:** Equip every educational institution with **“INNOVATION SARATHI”**—trained innovation ambassadors who will convert campuses into dynamic startup incubators.

C. Key Components:**1. Statewide “Innovation Pledge”**

A formal “Innovation Pledge” will be introduced across schools and colleges, committing students and educators to ethical entrepreneurship, creative problem-solving, and inclusive, sustainable growth.

2. “One Common Lesson” on Innovation & Startups

A standardized, dynamic curriculum on innovation and entrepreneurship will be rolled out across the state. Delivered through a Train-the-Trainer approach, it will ensure that all institutions are equipped to foster entrepreneurial thinking.

3. Startup Roadmap & Real-World Activation