

PVP SIDDHARTHA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF FRESHMAN ENGINEERING

SUMMARY REPORT ON EVENT ORGANIZED

ACADEMIC YEAR : 2024-2025

Date of Event organized & Time

05-08-2024 to 6-08-2024

Name of the course

STUDENT INDUCTION PROGRAM

Title of the Program

Student Innovation and Entrepreneurship

Resource person

Mrs. S. K. Soujanya,
Founder-Busines, Consulting and Training

Brief Report on the Event

The session on "Student Innovation on Entrepreneurship" was conducted for I B. Tech. students by Mrs. S.K. Soujanya, the Founder of Busines, a consulting and training firm. The event was designed to introduce first-year engineering students to the concepts of innovation and entrepreneurship, with a focus on how they can start thinking like entrepreneurs from the early stages of their academic careers.

Year/Semester

I YEAR / I SEM

No. of the participants

All I B. Tech. students present during the Induction program

Consolidated Feedback

Good

Suggestions if any


Name of the Co-ordinators

Dr. P. Pavani, Ast. Prof., FED
Dr. S. Lakshmi Tulasi, Asst. Prof., FED
Dr. T. PreetiRangamani, Asst. Prof., FED
Mrs. P. Lakshmi Lavanya, Asst. Prof., FED
Dr. G. Sree Devi, Asst. Prof., FED
Mrs. T. Krishna Sree, Asst. Prof., FED

Signature of the Co-ordinators



Signature of the HOD


Head
Freshman Engineering Department
PVP Siddhartha Institute of Technology



PRASAD V POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY
(Autonomous) Kanuru, Vijayawada
Freshman Engineering Department

Name of the Activity / Program: Student Innovation and Entrepreneurship

Speaker / Faculty: Mrs. S. K. Soujanya, Founder-Businesst, Consulting and Training

Objectives:

- To cultivate a mindset of creativity and innovation among first-year students by exposing them to the principles of problem-solving and critical thinking in engineering contexts.
- To provide students with a foundational understanding of entrepreneurship, including the key concepts, processes, and challenges involved in starting and managing a new venture.
- To equip students with practical skills necessary for entrepreneurship, such as business planning, market research, financial management, and pitching ideas.
- To promote teamwork and collaboration by engaging students in group projects and activities that simulates real-world entrepreneurial challenges.
- To create opportunities for students to connect with industry professionals, entrepreneurs, and mentors who can provide guidance, support, and inspiration.
- To highlight the role of engineering and technology in driving innovation and entrepreneurship, and encourage students to explore how their technical skills.

Introduction:

A two-day workshop on "Student Innovation and Entrepreneurship" was conducted by Mrs. S. K. Soujanya, the founder of Businesst Consulting and Training. The workshop aimed to inspire and equip students with the necessary skills and knowledge to innovate and embark on entrepreneurial ventures.

Day 1: Overview and Ideation

The first day of the workshop focused on understanding the fundamentals of innovation and entrepreneurship. Mrs.Soujanya began with an interactive session on the importance of creativity and innovation in the current business landscape. She shared insights on how to identify market needs and gaps, encouraging students to think outside the box.

Students were then divided into groups to brainstorm innovative ideas. Each group presented their ideas, and Mrs.Soujanya provided constructive feedback, guiding them on how to refine and develop their concepts further.

Day 2: Business Model Development and Pitching

The second day centered around translating innovative ideas into viable business models. Mrs.Soujanya introduced various tools and frameworks, such as the Business Model Canvas,

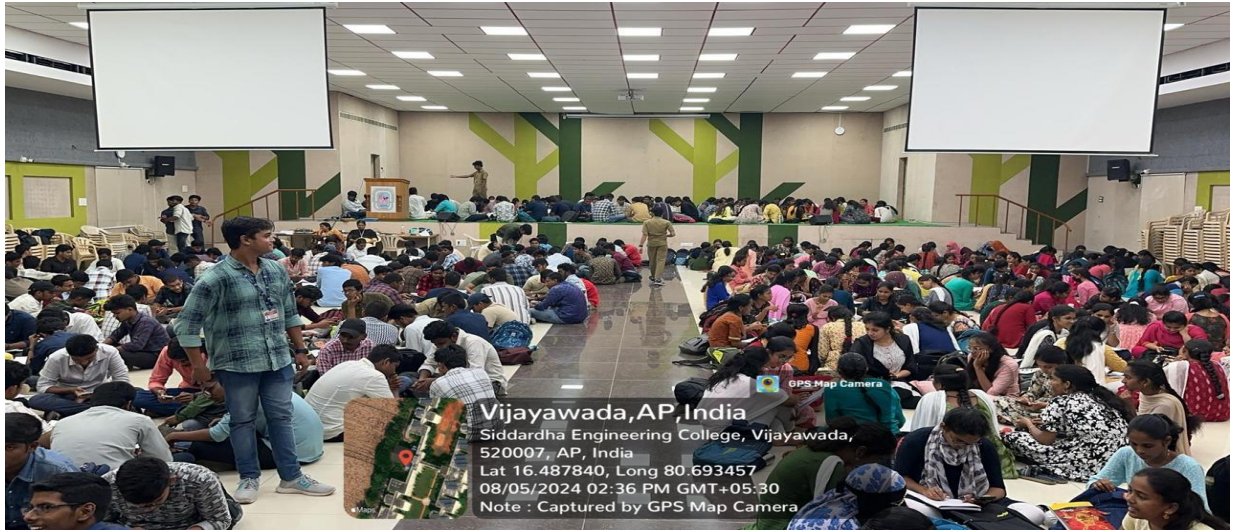
to help students structure their ideas. She emphasized the importance of understanding customer segments, value propositions, and revenue streams.

The workshop concluded with a pitching session, where each group presented their business models to the audience. Mrs.Soujanya offered valuable advice on how to effectively pitch to potential investors and the significance of perseverance in entrepreneurship.

Conclusion:

The workshop was a resounding success, with students expressing their enthusiasm and appreciation for the practical knowledge and inspiration they gained. Mrs.Soujanya's expertise and engaging teaching style made the complex concepts of innovation and entrepreneurship accessible to all participants. The event fostered a spirit of creativity and innovation, empowering students to pursue their entrepreneurial ambitions.







Vijayawada, AP, India

Siddardha Engineering College, Vijayawada,
520007, AP, India

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