

3.3.2 Details of Workshops/Seminars conducted on Intellectual Property Rights (IPR), Research Methodology, Entrepreneurship and Skill Development during the year

S.NO	Name of the Workshop/ Seminar	Number of Participants	Date (From - To)	Link to the Workshop/Seminar report on the website
1	Innovation/Prototype Validation - Converting Innovation into a Start-up	45	30.08.2022	View Report
2	Out of the box thinking for problem solving	92	30.08.2022	View Report
3	Entrepreneurship and Innovation - Think Inside the box	99	29.08.2022	View Report
4	Innovation & Entrepreneurship in HEIs for Aatmanirbhar Bharat & Celebrating 75 Years of Independence - Azadi Ka Amrit Mahotsav	100	26.08.2022	View Report
5	Mentor Mentee interaction Program	56	26.08.2022	View Report
6	Session on Angel Investment/VC Funding Opportunity for Early Stage Entrepreneurs.	122	25.08.2022	View Report
7	Session on Business Plan Document	124	25.08.2022	View Report
8	Lean Start-up & Minimum Viable Product/Business	120	24.08.2022	View Report
9	IPR: A Right to protect your	54	23.08.2022	View Report
10	Entrepreneurs for New Decade	123	22.08.2022	View Report
11	Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs	120	20.08.2022	View Report
12	National INNOVATION & START UP Policy for Students & Faculty	54	18.08.2022	View Report
13	Participation Of IIC Institutions in IIC Regional Meet of Telengana State	10	12.08.2022	View Report
14	Prototype/Process Design and Development - Prototyping	64	31.05.2022	View Report
15	Additive Manufacturing-Prototyping	40	31.05.2022	View Report
16	How to Plan for Start-up and Legal & Ethical Steps	109	31.05.2022	View Report
17	Buisness Model Canvas	95	29.05.2022	View Report
18	Field Exposure Visit to Incubation Unit	49	16.05.2022	View Report
19	National Technology Day	240	11.05.2022	View Report
20	Workshop on Intellectual property rights (IPRS) & IP Management for start up Management (World IPR Day)	54	26.04.2022	View Report
21	Entrepreneurship Skill, Attitude and Behaviour Development	95	28.02.2022	View Report
22	Design Thinking, Critical Thinking and Innovation Design	100	26.02.2022	View Report
23	Bala Vikasa International Centre (BVIC)	50	24.02.2022	View Report
24	Process of Innovation Development & Technology Readiness Level (TRL) & Commercialization of Lab Technologies	100	23.02.2022	View Report
25	National Level Awareness Programme on Intellectual Property Rights (IPR)	120	16.02.2022	View Report
26	Entrepreneurship Skill Development	62	15.02.2022	View Report

27	Agritech Based Entrepreneurship	150	11.02.2022	View Report
28	National Energy Conservation Day	100	14.12.2021	View Report
29	How to Succeed in applied Research- An Initiation Towards Research Funding.	75	07.12.2021	View Report
30	My Story - Motivational Session by Successful Innovator.	100	30.11.2021	View Report
31	Entrepreneurship and Innovation as Career Opportunity.	150	30.11.2021	View Report
32	My Story - Motivational Session by Successful Entrepreneur /Start-up Founder.	100	29.11.2021	View Report
33	TFT Technology & Its Applications	112	26.11.2021	View Report

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

Date: 30-08-2022

Report on “Innovation/Prototype Validation - Converting Innovation into a Startup”

by Dr. Ameet Chavan, Director (IIEC) & Professor (SENSE) VITAP University, Amaravati

Nalla Narasimha Reddy Group of Institutions conducted a Guest Lecture as a part of Institution's Innovation Council (IIC) on “**Innovation/Prototype Validation - Converting Innovation into a Startup.**” by Dr. Ameet Chavan. The session is held on 30th August 2022 from 3:00 PM to 4:00 PM

The session was conducted Via Zoom platform.

Zoom Link: <https://us06web.zoom.us/j/81575590099>

Meeting ID: 815 7559 0099

Pass code: iic123

The Session started at 3:00 PM by IIC convener Dr. Janardhana Raju Garu. The convener formally introduced the speaker, welcoming the resource person and all the IIC members to the session. The speaker has enlightened the following:

OVERVIEW

- Creativity and innovation
- Innovation is the process of turning a new concept into commercial success or widespread use. Invention is the creation of a new idea or concept.
- Creativity is the act of turning new and imaginative ideas into reality

How To Boost Creativity And Innovation Among Students

- Inspire the Students and Staff to Learn
- Before they can think of something that's not available in the industry, the students must first know everything about the industry. Truly creative people don't wait for bursts of creativity to hit them out of nowhere. They learn and observe the world around them with all their senses.

Focus on Hiring Creative Individuals

- “What have you invented so far?” is not a good question to ask during an interview. Maybe someone still hasn't invented anything special, but they may still have the creative foundation to do so. Instead, you should evaluate their creativity.
- Think of several critical thinking questions, so you can see how this person's mind works under pressure.

Bring The Team Together

- Put several creative minds in a room and see what happens. You just need to give them a trigger, such as an issue you'd like to solve. Let them be flexible enough to express all ideas and inspire them to build on each other's ideas.

The speaker and the resource person Dr. Amee Chavan clearly defined the terms idea, POC, Prototype, MVP & Product

- A **business idea** is a concept that can be used for financial gain that is usually centered on a product or service that can be offered for money. An idea is the first milestone in the process of building a successful business. A business idea is often linked to its creator who needs to identify the business' value proposition in order to launch to market and establish competitive advantage. A business idea is the first spark of Entrepreneurship

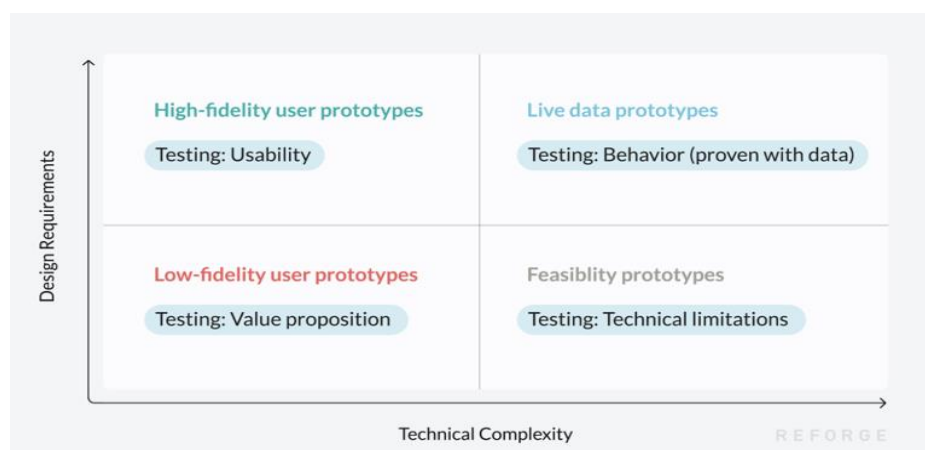
The characteristics of a promising business idea include Innovative; Unique; Problem solving etc.

➤ **Define team members, target audience and goals**

- Establish key team members. .
- Define your target audience Set goals
- *Engineer your idea and create the product*
- *Test it out*
- *Measure your results*

➤ A **prototype** is an early sample, model, or release of a product built to test a concept or process. It is a term used in a variety of contexts, including semantics, design, electronics, and software programming. A prototype is generally used to evaluate a new design to enhance precision by system analysts and users. Prototyping serves to provide specifications for a real, working system rather than a theoretical one. In some design workflow models, creating a prototype (a process sometimes called **materialization**) is the step between the formalization and the evaluation of an idea.

➤ A prototype is a functional, not final version of a product or service that businesses can use for testing, to solicit feedback, and to introduce to investors before officially launching to a wider market



An innovation process is a **set of steps between an idea's conception and its implementation**. It is a streamlined process that is managed in a way that reflects a company's structure and innovation goals. The Four Key Elements of Innovation are **Collaboration, Ideation, Implementation and Value Creation**. Innovation requires collaboration, ideation, implementation and value creation. Community developers actively engaged in innovation illustrated each of these elements during breakout sessions.

Technology Readiness Levels (TRLs) are a method for estimating the maturity of technologies during the acquisition phase of a program. TRLs enable consistent and uniform discussions of technical maturity across different types of technology. TRL is determined during a **Technology Readiness Assessment (TRA)** that examines program concepts, technology requirements, and demonstrated technology capabilities. TRLs are based on a scale from 1 to 9 with 9 being the most mature technology.

The **manufacturing readiness level (MRL)** is a measure to assess the maturity of manufacturing readiness, similar to how **technology readiness levels (TRL)** are used for technology readiness. They can be used in general industry assessments, or for more specific application in assessing capabilities of possible suppliers.



The term **Investment Readiness Level (IRL)**, which can be translated as the Level of Maturity of a business idea with respect to the expectations of Investors, indicates a methodology for assessing the degree of maturity of an idea or a startup with the which you want to attract investments of a different nature

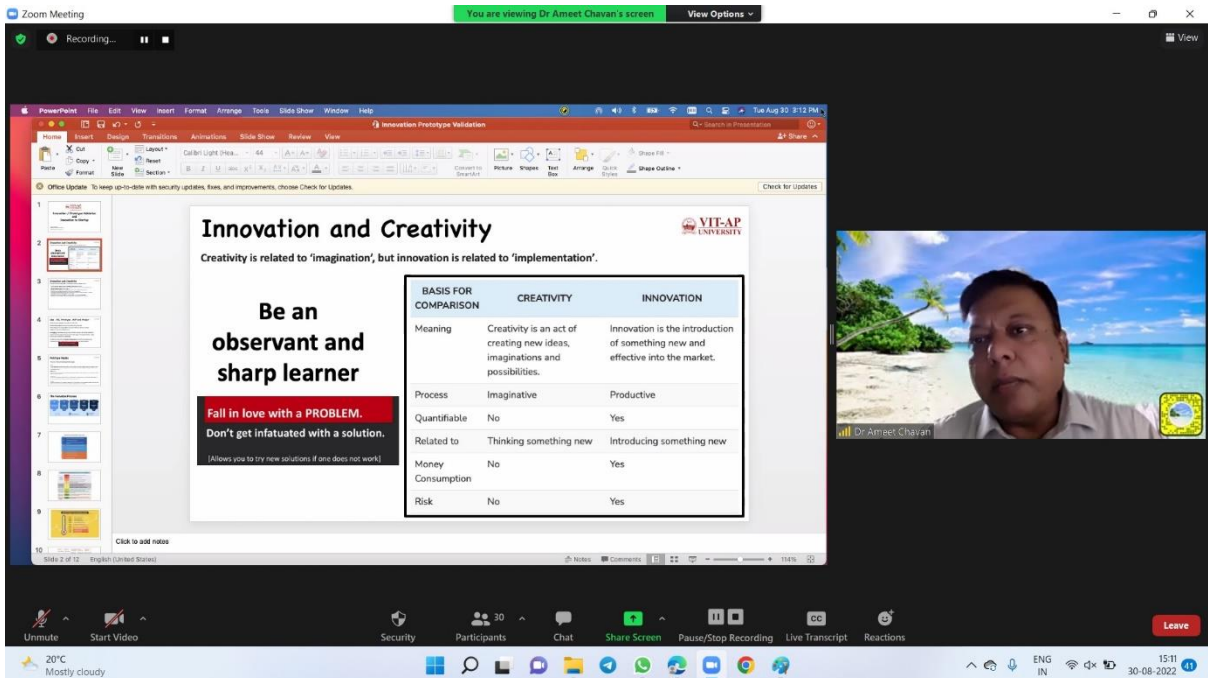
The Session concluded by the Convener of IIC, obliging the members to ask queries related to the webinar and thanked *Dr. Ameet Chavan* in his efforts to shape and sculpture the faculty and students to become moral oriented, capable and qualified skilled entrepreneurs.

The session was attended by 40 students and 5 faculty members.

The IIC Convener proposed vote of thanks, and thanked the speaker and IIC members. and also expressed his regards to the Management Sri Nalla Narasimha Reddy Garu and Director Sir Dr. C.V.Krishna Reddy Garu. The session concluded at 4:30 PM.



Dr. G. Janardhana Raju introducing speaker Dr. Ameet Chavan



Dr. Ameet Chavan discussing about Innovation and Creativity

Zoom Meeting

Recording...

Manufacturing Readiness Level (MRL)

Material Solutions Analysis	1	Basic manufacturing implications identified.
	2	Manufacturing concepts identified
	3	Manufacturing proof-of-concept developed
	4	Capability to produce the technology in a laboratory environment
Technology Development	5	Capability to produce prototype components in a production relevant environment
	6	Capability to produce a prototype system or subsystem in a production relevant environment
Engineering and Manufacturing Development	7	Capability to produce systems, subsystems or components in a production representative environment
	8	Pilot line capability demonstrated. Ready to begin low rate production.
Production and Deployment	9	Low rate production demonstrated. Capability in place to begin full rate production.
Operation and Support	10	Full rate production demonstrated and lean production practices in place.

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Dr. Ameet Chavan discussing about Manufacturing Readiness Level (MRL)

Zoom Meeting

Recording... Dr Ameet Chavan is talking...

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Speaker Clarifying the doubts of participants

Dr G JANARDHANA RAJU
 IIC-CONVENER & DEAN-SoE

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

Date: 30-08-2022

Report on "Out of the Box Thinking for Problem Solving."
by Mr Ram Karde, *HR executive at Zensar Technologies, Pune*

Nalla Narasimha Reddy Group of Institutions organized a Guest Lecture as a part of Institution's Innovation Council (IIC) on "**Out of the Box Thinking for Problem Solving**" by Dr Professor Ram Karde. The session is held on **30th August 2022** from 11:15 PM to 12:30 PM. The session was conducted Via Zoom platform.

Zoom Link: <https://us06web.zoom.us/j/81575590099>

Meeting ID: 815 7559 0099

Pass code: iic123

The Session started at 11:15 AM by IIC convener Dr. Janardhana Raju Garu. The convener formally introduced the speaker, welcoming the resource person and all the IIC members to the session. The speaker defined a few terms related to Out of Box Thinking as follows:

Definition: Thinking outside the box is a metaphor that means to think differently, unconventionally, or from a new perspective. Thinking outside the box simply means that you're willing to consider different solutions and methods for reaching your desired outcome.

That is to say: You want to get from point A to point B, but you don't necessarily need or want to take the tried and true route to get there. Thinking differently can have a powerful and positive effect on your career. As an entrepreneur, here's why you need to think outside the box and how it can help you get ahead. If everyone just accepted things the way they are, then there would never be any innovation or improvement in the world. If Thomas Edison had shrugged and figured things were good enough the way they were with gas lamps, light bulbs and the electricity to power them might never have been developed. If he hadn't thought outside the box, the world could be a very dim (literally) place.

If you view things as unchangeable, then nothing will ever change for the better. By thinking outside the box and questioning the status quo, you'll constantly be considering how you could improve an experience, product or service. This allows you to keep growing -- and can lead to intelligent and forward-thinking decisions in business. The speaker made the above points understood by illustrating examples from real time which that it really happened in the life.

On October 29th, 1929, the United States stock market crashed in an event known as Black Tuesday. This began a chain of events that led to the Great Depression, a 10-year economic slump that affected all industrialized countries in the world. The 1920s had been a time of wealth and excess in the United States of America, and stock prices had risen to unprecedented levels. This encouraged many people to speculate that the market would continue to rise. Investors borrowed money to buy more stocks. As real estate values declined during the late 1920s, the stock market also weakened. When stock prices started to slide on October 29, people rushed to sell their stock and get out of the market, which drove prices

down even further. This cycle led to more and more “panic selling,” until the stock market fell to its lowest point in history. The 1920s had been a time of wealth and excess in the United States of America, and stock prices had risen to unprecedented levels. This encouraged many people to speculate that the market would continue to rise. Investors borrowed money to buy more stocks.

Thinking outside the box can expand your worldview, allowing you to have greater perspective on the events and happenings in your career (and in life). When you’re willing to consider alternative points of view and ways of doing things, you’ll be more open to a variety of different points of view and potential solutions. A greater perspective can make you more receptive to different ideas, which means that you won’t be limited by a small worldview. When you’re open to limitless possibilities, the possibilities are endless!

The Parable of the Pipeline: The speaker referred to the book to make the gathering understand the importance of thinking out of the box, a small and a simple book but filled with a gem of advice about being free financially to pursue your life. Our accumulated wealth or unpaid bills are not a matter of our luck but a matter of our choice. We want short term bulk of income or a lifetime of wealth. This book makes you think, what you want to be a Pipeline Builder (wealth accumulator) or a bucket carrier (short term good earner)? I liked the way Burke Hedges has explained the parable of pipeline building by the tales of Pablo and Bruno, and, Paul and Bruce, because it really made the not so difficult concept to understand, so easily via storytelling. The speaker also quoted the examples of Parle-G and Toyota Referral to make the audience understand the concept.

The Session was attended by 90 students and 2 faculty members.

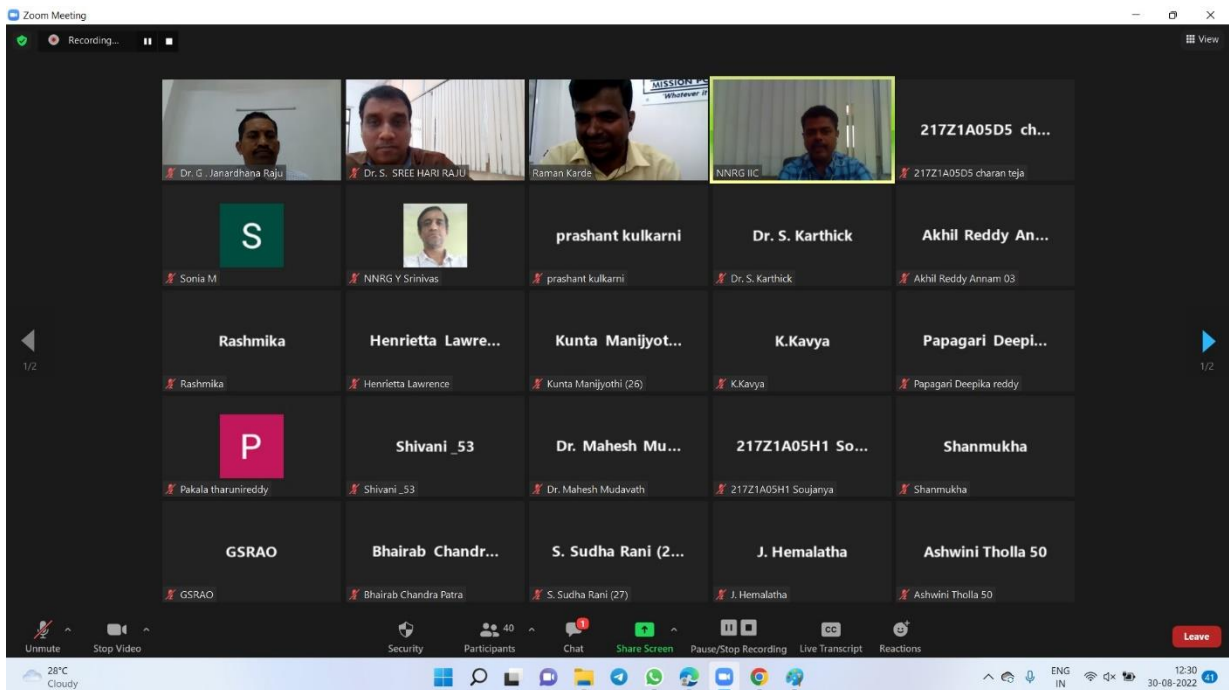
The Session is concluded at 12.30 PM by the IIC Convener with vote of thanks. Also thanked the speaker made the participants understand the topic **“Out of the Box Thinking for Problem Solving.”**

The screenshot shows a Zoom meeting interface. The main content is a presentation slide for a session titled "OUT OF THE BOX THINKING FOR PROBLEM SOLVING". The slide is organized by the Institution's Innovation Council (IIC), NNRG, on 30th August 2022 at 11:15 AM. The speaker is Prof. Raman Karde, HR executive at Zensar Technologies, Pune. The slide provides registration and Zoom links, meeting ID (492 353 5055), and passcode (iic123). It also lists the following roles and names: Chief Patron (Shri Nalla Narasimha Reddy), Patron (Dr. C.V. Krishna Reddy), Convener (Dr. G. Janardhana Raju), Co-Convener (Dr. S. Ravi Chand), and Co-Ordinator (Dr. S. Sreehari Raju). The Zoom meeting controls and participant list are visible on the right side of the screen.

Dr. G. Janardhana Raju introduced the speaker Prof. Raman Karde



Speaker discussed about The Traffic Vada Pav



Prof. Raman Karde clarified the doubts of the participants


Dr G JANARDHANARAJU
 IIC-CONVENER & DEAN-SoE

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

Date: 29-08-2022

Report on "Entrepreneurship & Innovation- Think Inside the box."

by Dr. G. Vasudeva Reddy Director, Rampro Solutions, Hyderabad

Nalla Narasimha Reddy Group of Institutions organized a Guest Lecture as a part of Institution's Innovation Council (IIC) on ***"Entrepreneurship & Innovation & Think Inside the box"*** by **Dr. G. Vasudeva Reddy**, on **29th August 2022** from 11:00 PM to 12:30 PM.

The session was conducted Via Zoom platform.

Zoom Link: <https://us06web.zoom.us/j/81575590099>

Meeting ID: 815 7559 0099

Pass code: iic123

The Session started at 11:00 AM by the IIC convener Dr. Janardhana Raju by introducing the speaker and, welcomed the resource person and all the IIC members. The speaker enlightened the following terms:

Definition of Innovative Entrepreneurship: Innovative entrepreneurship can provide ideas that help grow new and existing businesses, develop products to improve local communities and encourage change to enhance customer experiences

The Innovation-Entrepreneurship Relationship: Innovation and entrepreneurship are two different concepts having entirely different meanings. However, there is a striking relationship between innovation and entrepreneurship which sometimes causes confusion.

The main difference between innovation and entrepreneurship is that innovation involves introducing something new. This can be a new business model, product, idea, or service. On the other hand, entrepreneurship involves turning a great idea into a business opportunity. Therefore, **entrepreneurship** begins with innovation. Moreover, there is a risk component in entrepreneurship that is not there in innovation.

Innovation is a new idea, method, strategy, or the act of introducing something new. This can be a business model, idea, service, or process. For example, introducing a new technology that can reduce the rate of electricity consumption is an innovation. Innovations can be new business models/products/services/any form of a new idea. However, it does not have to mean the creation of something totally new. Improvements upon existing products, services, or ideas are also regarded as innovations. Innovation disrupts the status quo. In fact, it creates change but does not automatically translate to new business or entrepreneurship. Innovations need new thinking and creativity. However, innovation does not mean invention. It can create change and add value to existing products or services. The sources of innovation are new markets, new knowledge, technological changes, economic changes, etc. These factors make a person think of new business processes, services, and products. Innovation helps organizations to remain relevant and stay competitive in the industry. There is no risk involved in innovation

OVERVIEW: An **entrepreneur** is an individual who creates and/or invests in one or more businesses, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures.

- **Becoming an Entrepreneur:** Entrepreneurship as the process of designing, launching and running a new business, which is often similar to a small business, or as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit." The people who create these businesses are often referred to as entrepreneurs.

- **An Entrepreneur Journey:** The series of entrepreneurs' autonomous, innovative, and improvised actions throughout the entrepreneurial process will consist the entrepreneurial journey. This journey will be viewed as a combination of volitional and emergent process of transforming potentiality into actuality, that is, opportunity realization.

- **Stories of Entrepreneur**

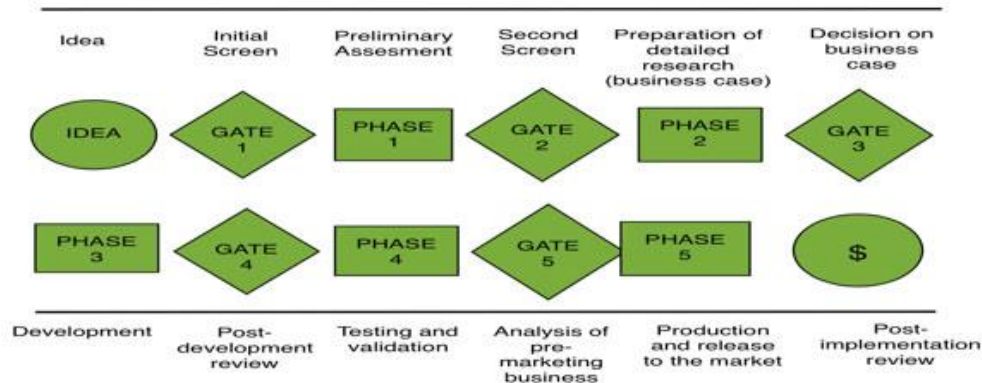
Adi Dassler of Adidas: Some of today's biggest brands started with humble beginnings, and no one embodies this better than Adidas founder Adolf "Adi" Dassler. Dassler's shoemaking career began in his mother's washroom in a small town in Bavaria, Germany. It was there that Dassler began designing and cobbling shoes and decided he wanted to make the best possible sports shoe for athletes. While there were plenty of shoemakers at the time, Dassler was committed to standing out in the market by gathering feedback from athletes about what they looked for in a shoe, what pain points could be improved on, and how they felt about his early models.

Manoj Bhargava: Bhargava created Innovations Ventures LLC (dba Living Essentials LLC), and launched 5-hour Energy in 2003. By 2012, retail sales had grown to an estimated \$1 billion. Over time, Bhargava created additional entities or funds to support a variety of new ventures. These included the capital venture company Micro-Dose Life Sciences, a manufacturing venture laboratory called Stage 2 Innovations LLC a private equity fund called ETC Capital LLC, Plymouth Real Estate Holdings LLC and Oakland Energy and Water Ventures. In 2014, he financed a New York City-based film distribution company, Bleecker Street.

Entrepreneurial Dynamics: MED (Micro-foundations of entrepreneurial dynamics) was an EU-funded project focused on the -factors affecting the entrepreneurial experience. This includes ambitions, business strategies and environmental factors, including policies, institutions and social context. The work was based on the Panel Study of Entrepreneurial Dynamics (PSED) protocol developed in the United States in the 1990s, and focused on comparable panel studies in the United Kingdom and other European countries. It involved addressing complications associated with the development of these longitudinal studies, which are expensive, and require commitment from a research team. The speaker also pointed out on "Ideal Entrepreneur; Attributes; Innovation; Non-Financial Indicators and Financial Indicators"

Think inside the box: Inside the box thinking' means **to innovate within the constraints defined by the box**. It is more generally described as constraint-based innovation. The idea behind it is understanding your constraints and utilizing those constraints to innovate beyond the box. **To innovate within the constraints defined by the box the speaker further elaborated is as easy and cost effective for problems**

- Think about the paradigm skill- outside the box, but it is still, it is another box with new boundaries.
- NIH (Not Invented Here) Not invented here (NIH) syndrome is **the tendency for management to reject any idea that did not originate within the organization.**
- Re-Inventing the wheel
- Reverse Innovation
- Firm Innovation



- Innovation Performance indicators
- Independent variables
- It consists of three simple steps. The first is to realize that success starts by not thinking about business models at all. It starts with thinking about the opportunity to satisfy a real customer who needs a job done.
- The second step is to construct a blueprint lying out
- Production Innovation
- Process Innovation
- Service Innovation
- R&D Commitment
- Time to Market

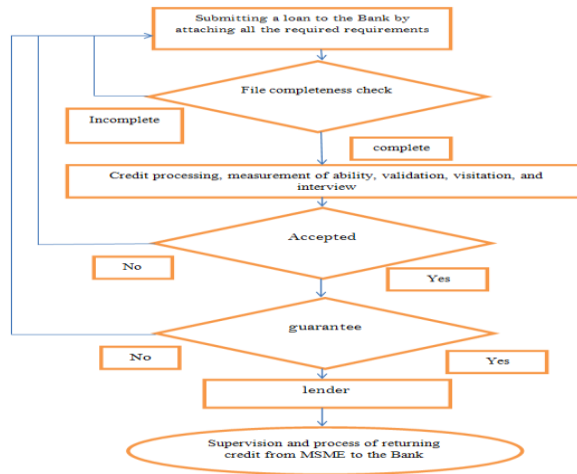
All the above points were elucidated with examples, and made all the members clearly understood who the stakeholders are and how are the various categories of a segment involved directly or indirectly in the process? The speaker focused more on to create employer rather than employee.

Conclusion of Innovation:

- Innovation is the result of willful and coincidental interconnections
- Innovation usually involves intellectual and technological maturity levels so that learning-by-doing is possible.
- Innovation requires dialog, learning-about, encouragement, time, solitude, experimentation, construction, and some pressure, but not too much.
- Learning-about, learning-by-doing using prototyping, and hard work are the keys to creativity and successful innovation.

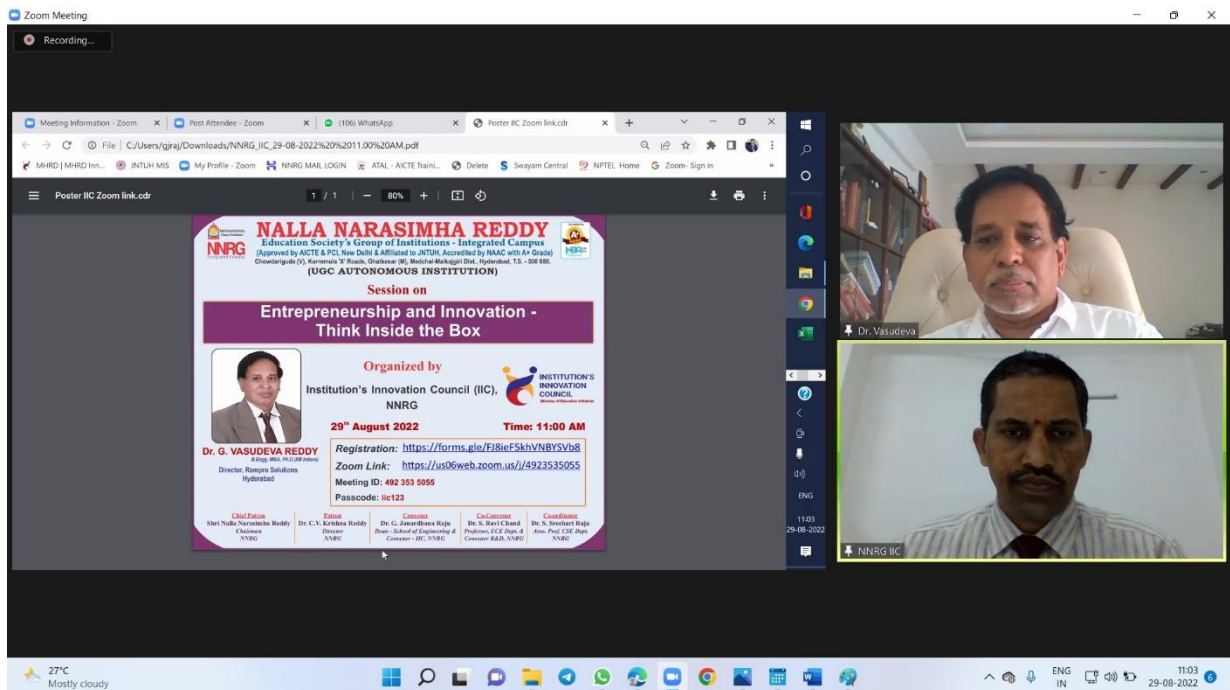
Incubation:

Business incubators play a key role in providing assistance to entrepreneurs particularly at the initial stages. Hence, they play the role of an accelerator for start-up ventures.



The Session was attended by 75 students and 24 faculty members.

The Session is concluded by the IIC Convener with vote of thanks and concluded at 12:30 PM.



Dr. G. Janardhana Raju introduced the speaker Dr. G. Vasudeva Reddy

Success Stories of Entrepreneurs

Story 1

- Immigrated from India
- Brought a Dump Truck and Made Money
- Resells Plastic Chairs
- Realized chemicals are cheaper than products made of them
- Prototype / Plastic bottle in it an energy drink
- Tries a drink at trade show
- Found 5-Hour Energy ✓
- \$ 4B Asset Value
- He is Manoj Bhargava ✓

Story 2

- Immigrated from Iran
- Got US Visa by saying he is a Journalist
- Becomes a Rug Salesman- Silicon valley
- Assumed every carpet buyer is an Investor
- He insists to meet them at home with carpets
- Invites immigrant investors to mingle with investors at his shop and start investing with them
- \$50M Revenues, \$20B VC Pejman Nozad ✓

Dr. G. Vasudeva Reddy discussing about Success Stories of Entrepreneurs

Q & A

Participants:

- Dr. S. SREE HAR...
- Dr. S. SREE HARI RAJU
- Prof. Krishna M...
- Prof. Krishna M. Chinna...
- Dr. P. MICHAEL...
- Dr. S. Karthick
- Akhil Reddy An...
- Henrietta Lawre...
- S.Sudha Rani(27)
- Prashanth Kolupula, 21
- uma alapati
- Samyuktha reddy
- sruthi nallapu
- Saikumar
- D.Soundarya

Dr. G. Vasudeva Reddy responding to Q & A

GJR

Dr G JANARDHANA RAJU
IIC-CONVENER & DEAN-SoE

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

Date: 26-08-2022

**Report on "Innovation Entrepreneurship & Atmanirbhar
Start-up Management"**

by Dr.Ch. Kameswara Rao, Senior Deputy General Manager, BHEL R&D, Hyd

Nalla Narasimha Reddy Group of Institutions organized a Guest Lecture as a part of Institution's Innovation Council (IIC) on "**Innovation Entrepreneurship & Atmanirbhar Start-up Management**" by Dr.Ch. Kameswara Rao, *Emeritus Professor, NNRG* this was held on **26th August 2022** from 3:00 PM to 4:00 PM.

The session was conducted Via Zoom platform.

Zoom Link: <https://us06web.zoom.us/j/81575590099>

Meeting ID: 815 7559 0099

Passcode: iic123

The Session started at 3:00 PM by the IIC convener Dr. Janardhana Raju Garu, by introducing the speaker and all the IIC members to the session.

The session is elaborated about the Government of India and the policies that aim to ease business environment for startups. Startups may be small companies but play a major role in giving jobs. When more jobs are created more income is generated and thus in leads to growth in per-capita income. He said they are very talented professionals who have potential and posses creative ideas but they lack in resources, in this kind of a scenario startups should play a pivotal role. With Startups unemployment can be eradicated to an extent, these startups pave the way for big MNC's. The speaker explained how as person or a group of people can become a game changer to become a successful entrepreneur. Innovative entrepreneurship provide ideas that help grow new and existing businesses, develop products to improve local communities and encourage change to enhance customer experiences. Following are the terms enlightened:

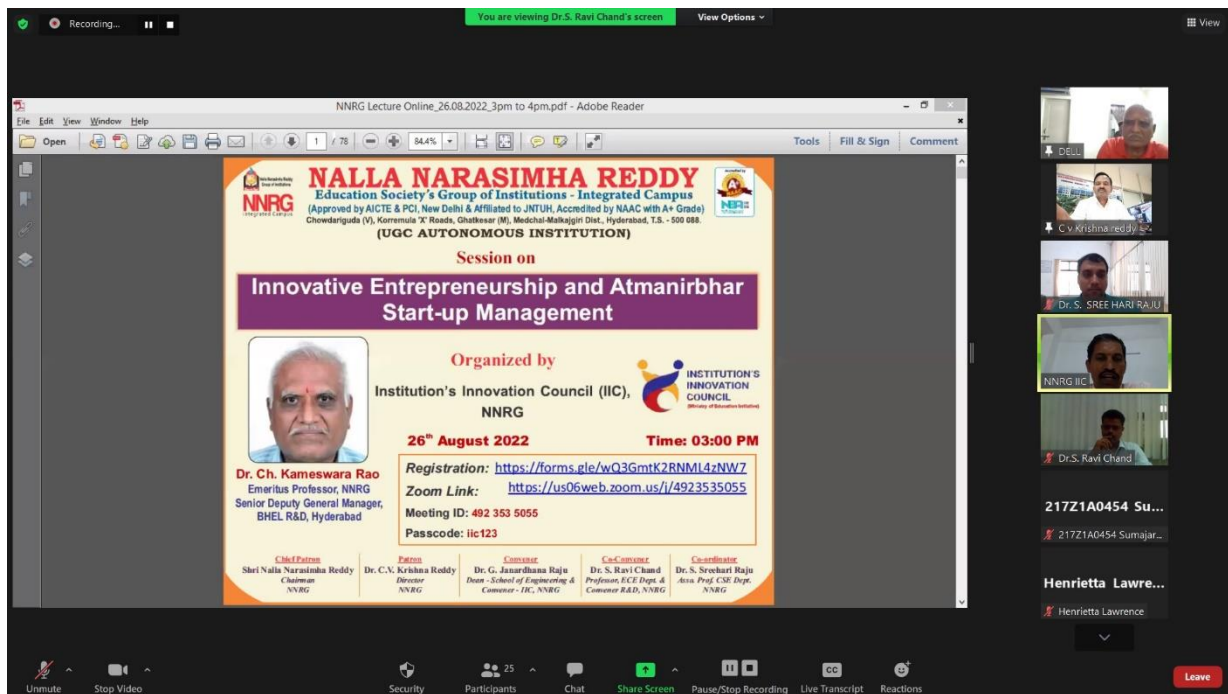
The Innovation-Entrepreneurship Relationship: Innovation and entrepreneurship are two different concepts having entirely different meanings. However, there is a striking relationship between innovation and entrepreneurship which sometimes causes confusion. The main difference between innovation and entrepreneurship is that innovation involves introducing something new. This can be a new business model, product, idea, or service. On the other hand, entrepreneurship involves turning a great idea into a business opportunity. Therefore, **entrepreneurship** begins with innovation. Moreover, there is a risk component in entrepreneurship that is not there in innovation.

Innovation is a new idea, method, strategy, or the act of introducing something new. This can be a business model, idea, service, or process. For example, introducing a new technology that can reduce the rate of electricity consumption is an innovation. Innovations can be new business models/products/services/any form of a new idea. However, it does not have to mean the creation of something totally new. Improvements upon existing products, services, or ideas are also regarded as innovations. Innovation disrupts the status quo. In fact, it creates change but does not automatically translate to new business or entrepreneurship. Innovations need new thinking and creativity.

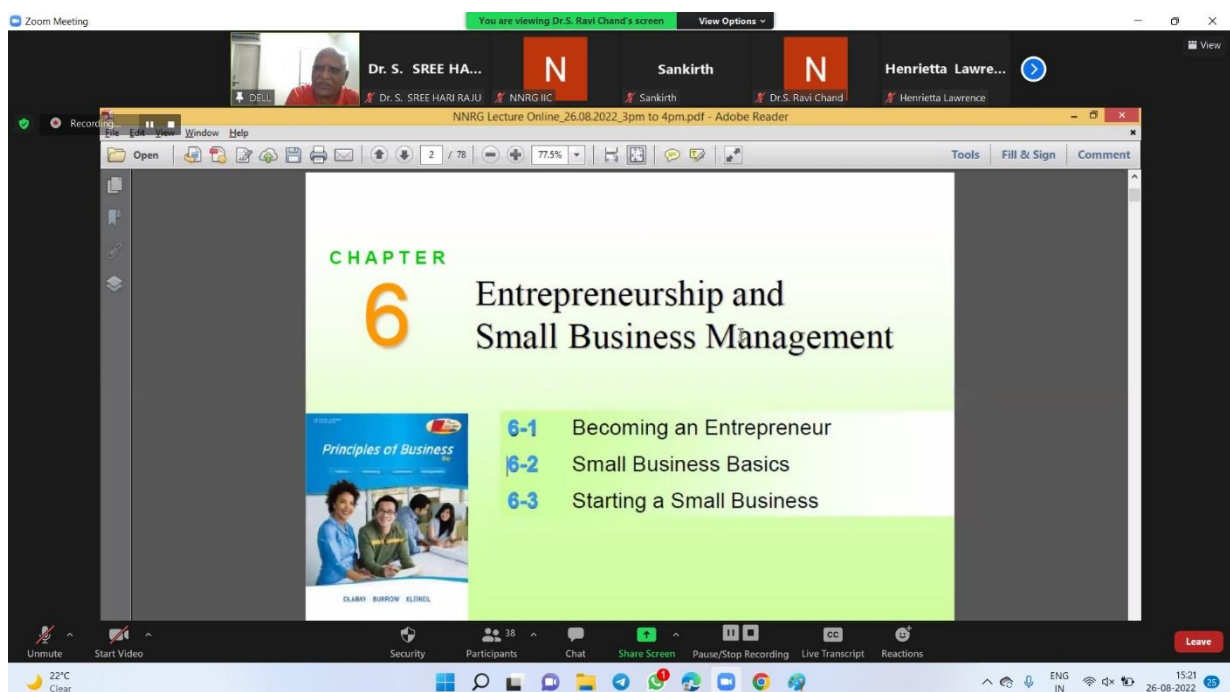
The adapted plan for self-reliance or *aatmarnibhar* that emerged included a readiness to associate with and challenge the global economy. The government aims to reconcile this; according to Economist Intelligence Unit; the policy aims to reduce domestic market access to imports, but at the same time open the economy and export to the rest of the world". All the above points were elucidated with examples, and made all the members clearly understand who the stakeholders are and how are the various categories of a segment involved directly or indirectly in the process? The speaker focused more on to create employer rather than employee.

The session was attended by 78 students and 22 faculty members.

The Session is concluded by the IIC Convener with the vote of thanks.



Dr. G. Janardhana Raju introduced the speaker Dr. Ch. Kameswara Rao



Dr. Ch. Kameswara Rao discussing about Entrepreneurship and SBM

Common Types of Small Businesses as Percent of All Small Businesses

Business Type	Percentage
Educational services	1.1%
Arts, entertainment, and recreation	1.6%
Information	1.9%
Transportation and warehousing	2.6%
Manufacturing	4.3%
Real estate and rental and leasing	4.9%
Waste management	5.0%
Wholesale trade	5.6%
Finance and insurance	6.6%
Accommodation and food services	6.2%
Other services (except public administration)	9.7%
Health care and social assistance	12.2%
Construction	10.6%
Professional, scientific, and technical services	11.3%
Retail trade	14.0%

Dr. Ch. Kameswara Rao discussing about Small businesses as a Percent

BUSINESS PLAN

Business Plan- a written description of the business idea and how it will be carried out.

5 ELEMENTS

- 1)Description of the business & goals
- 2)Customer Analysis- knowing your customer
- 3)Operations Plan- organizing the business
- 4)Marketing Plan- marketing & advertising
- 5)Financial Plan- Creating a Budget: start up, short term & long term

Dr. Ch. Kameswara Rao responding to Q & A


Dr G JANARDHANA RAJU
 IIC-CONVENER & DEAN-SoE

Institution Innovation Council (IIC) NNRG
Report on IIC Mentor-Mentee Programme
Progress Monitoring Cum Impact Measurement Visit

Date: 27th August 2022

As Part of Mentor-Mentee Programme - Institution Innovation Council (IIC), Two experts from mentor Institute Srinidhi Institute of Science & Technology, Dr. Shruti Bhargava Choubey, President -IIC, and Dr. HARINADH KARIMIKONDA, Convener -IIC, visited IIC NNRG on 26th August 2022 for Progress Monitoring Cum Impact Measurement. Dr. Sruthi Bhargava interacted with students, faculty and IIC Members and explained in detail about the role of IIC in HEIs. She also enlightened the members on start-ups, incubation, Innovation Funding Support & IPR. She also explained about Nano Car Project to motivate the students for improve their entrepreneur qualities. Dr. Harinadh Karimikonda addressed the relations and duties to be maintained between Mentor – Mentee Institute for inculcation of Innovation culture among student, faculty.

The program presided by Dr. C V Krishna Reddy Director, President IIC, Dr. Krishna Mohan Chinnala, Dean SoP, & Vice President IIC, Dr. G. Janardhana Raju, Dean SoE & Convener IIC, Dr.S.Ravi Chand, Professor & In-Charge- R&D, Innovation cell, all IIC members and 100 students were part of the event.





Convener - IIC

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

Date: 25-08-2022

Report on "ANGEL INVESTMENT/VC FUNDING OPPORTUNITY FOR EARLY STAGE ENTREPRENEURS" By Prof. M.L. Sai Kumar Dean Academics (Retd) Institute of Public Enterprise, Hyderabad.

As a part of Institution's Innovation Council (IIC), Nalla Narasimha Reddy Group of Institutions organized a Guest Lecture on "**ANGEL INVESTMENT/VC FUNDING OPPORTUNITY FOR EARLY STAGE ENTREPRENEURS** " by Prof. M.L. Sai Kumar, on **25th August 2022** from 10:30 AM TO 11:30 PM.

The session was started by Dr. G Janardhana Raju, The Dean School of Engineering & Convener of IIC, by welcoming the resource person, with utmost respect and gratitude, The topic is about "**ANGEL INVESTMENT/VC FUNDING OPPORTUNITY FOR EARLY STAGE ENTREPRENEURS**" for the A.Y:2021-22 is enlightened.

The resource person Prof M L Sai Kumar is from the industry of Public Enterprise where he served as a Dean of Academics. The Session started with an activity making the students understand the topic which was to be dealt. The session never was one-sided, the speaker choose a channel to clearly make youth understand the goal and objective in life. He stated that never today's youth should be job seekers but providers. If the talented youth in the country focus on their goals and in turn it into reality, then sky is the limit. The session is focused on:

How to visualize your idea as startup?

Step #1: Define your dream. Oprah defined luck as chance meeting opportunity, and the "opportunity" part is what really makes or breaks realizing the right dream. That "right dream" is something that you are passionate about -- it may be as simple as following up on a business article on a market trend, creating another social platform to improve the world, or discovering a special problem you want to solve. The dream must tell a story that you're passionate about sharing with others and making them excited about it. If your dreams can bring value to your audience, it will turn into your next business opportunity.

Step #2: Compile a collage. Now that you have selected your big dream idea, Begin by putting different pictures that represent what value your dream will bring, along with the personal rewards you'll receive (yes, it's okay to create your dream life as well!). You can either make to the next stage but never give up identify the loopholes and correct it till you succeed in life. This was illustrated with examples from the clipping of personalities who had the attitude of never giving up. The Speaker clearly made the conclave understand the difference between Angel Investors & VC (Venture Capitalist). Angel investors and venture capitalists are two of the most common alternative sources of funding. Innovative start-up firms are both addressed by angels and venture capitalist firms, both of them tend to prefer technology and science companies. Angel investors are

rich persons who invest their own money in companies. Venture capitalists are employees of risk capital companies who invest other persons' money in companies.

ANGEL INVESTOR

- An **angel investor** (also known as a business angel, informal investor, angel funder, private investor, or seed investor) is an individual who provides capital for a business or businesses start-up, usually in exchange for convertible debt or ownership equity.
- Angel investors usually give support to start-ups at the initial moments (where risks of the start-ups failing are relatively high) and when most investors are not prepared to back them.

PROS

- Startups are no problem
- All locations and industries are eligible
- Paperwork is minimal
- Monthly payments aren't required

- Availability is based on who you know

CONS

- Terms can be ambiguous and funding can be slow
- Average amounts are less than venture capital
- An option for investors to convert debt to equity is required
- Investment profile

Angel investments bear extremely high risks and are usually subject to reduction from future investment rounds. As such, they require a very high return on investment. Additionally, angel investors often mitigate the risk of an angel investment by allocating less than to these types of investments.

The Session was attended by 90 students and 32 faculty members.

The speaker concluded the session by summarizing, in exploring on financing for startups at an early stage and give you more insights on financing. Expand your knowledge on financial terms, financial strategies, how to make a proper Business plan and execute, appropriate funding and investments, accurate funding sources, about commercial Bank loans, Venture Capital, to be prepared for initial risks, increasing profits and overall aspects of financing at early stage. The session was open for interaction, questionnaires and feedback.

The IIC convener felicitated Prof M L Sai Kumar and concluded with vote of thanks. In addition, the IIC convener appreciated & praised Prof. M.L. Sai Kumar and said that the speaker has given in-depth knowledge and understanding of the basics, terminology and the implementation in the current scenario. He clearly stated that session is really valuable and requires more like sessions from him in the near future. The session concluded at 11:30 AM.



NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
(Approved by AICTE & PCI, New Delhi & Affiliated to JNTUH, Accredited by NAAC with A+ Grade)
Chowdariguda (V), Korremula 'X' Roads, Ghatkesar (M), Medchal-Malkajgiri Dist., Hyderabad, T.S. - 500 088.
(UGC AUTONOMOUS INSTITUTION)



Session on

Angel Investment / VC Funding Opportunity for Early Stage Entrepreneurs



Prof. M. L. Sai Kumar
Dean Academics (Retd.),
Institute of Public Enterprise
Hyderabad

Organized by

**Institution's Innovation Council (IIC),
NNRG**



25th August 2022

Time: 10:00 AM

Venue: Conference Hall, Ground Floor, NNRG

Dr G JANARDHANA RAJU
IIC-CONVENER & DEAN-SoE

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

Date: 25-08-2022

Report on **"BUSINESS PLAN DOCUMENT"**
by Prof. **ML Sai Kumar**, Dean Academics (Rtd) Institute of Public Enterprise, Hyd

Nalla Narasimha Reddy Group of Institutions organized a Guest Lecture as a part of Institution's Innovation Council (IIC) on **"BUSINESS PLAN DOCUMENT"** by inviting **Prof. M.L. Sai Kumar**, on **25th August 2022** from 11:30 AM to 1:30 PM.

The Session started at 11:30AM by the IIC convener Dr. Janardhana Raju Garu. He introduced the speaker, with utmost respect and gratitude. The speaker enlightened the topic **"BUSINESS PLAN DOCUMENT"** through offline mode. The resource person Prof M L Sai Kumar is from the industry of Public Enterprise where he served as a Dean of Academics. Following are the statements made by the speaker in terms of :

BUSINESS PLAN DOCUMENT: Writing a business plan gives you an opportunity to carefully think through every step of starting your company so you can better prepare and handle any challenges.

Creating a business plan can:

- Help you discover any weaknesses in your business idea so you can address them before you open for business
- Identify business opportunities you may not have considered and plan how to take advantage of them
- Analyze the market and competition to strengthen your idea
- Give you a chance to plan strategies for dealing with potential challenges so they don't derail your startup
- Convince potential partners, customers, and key employees that you're serious about your idea and persuade them to work with you
- Force you to calculate when your business will make a profit and how much money you need to reach that point, so you can be prepared with adequate startup capital
- Determine your target market and how to reach them

A Business plan template includes writing a business plan for a startup. To make the process easier and more manageable, this template guide everyone step-by-step through writing it. The template includes easy-to-follow instructions for completing each section of the business plan, questions to help you think through each aspect, and corresponding intertraceable worksheets for key sections.

The business plan sections covered in this template include:

- Executive Summary
- Company Description
- Products and Services
- Marketing Plan
- Operational Plan
- Management and Organization
- Startup Expenses and Capitalization
- Financial Plan
- Appendices

- **The Executive summary** of a business plan is designed to capture the reader's attention and briefly explain your business, the problem you are solving, the target audience and key financial information,”
- The **Company description**, your business description summarizes what your company does what, its purpose, and what makes it unique. It's a critical component of your business plan and immediately follows your executive summary.
- In the **Products and Services** section of your business plan, you will clearly describe the products and services your business will provide. Keep in mind that highly detailed or technical descriptions.
- The **Marketing plan** will help determine who the target market is, how best to reach them, at what price point the product or service should be sold, and how the company will measure its efforts
- An **Operational business plan** is a written document that describes the nature of the business, the sales and the marketing strategy which is optimal for success. It provides the vision, directions and goals for the organization.
- **The Organization and management section** should explain the chain of command, roles, and responsibilities. It should also explain a bit about what makes each person particularly well-suited to take charge of their area of the business.
- The **Startup costs** are the expenses incurred during the process of creating a new business.
Pre-opening startup costs include a business plan, research expenses etc.
- **A Financial Plan** helps determine if an idea is sustainable, and then keeps you on track to financial health as your business matures. It's an integral part to an overall business plan and is made up of three financial statements—cash flow statement, income statement and balance sheet.
- The **Appendix** is used to provide supporting documentation for key components in your business plan, such as financial statements or market research. The appendix is also a great place to put any other tables or charts you didn't want to put in the main body of the business plan.

The session was attended by 92 students and 32 faculty members.

The speaker summarized the Business Plan Document as one of the key features of a business plan. Finally, the session was open for interaction, questionnaires and feedback and concluded with the vote of thanks. The session concluded at 1:30 PM.



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Chowdariguda (V), Korremula 'X' Roads, Ghatkesar (M), Medchal-Malkajgiri Dist., Hyderabad, T.S. - 500 088.
(UGC AUTONOMOUS INSTITUTION)



Session on

Business Plan Document



Prof. M. L. Sai Kumar
Dean Academics (Retd.),
Institute of Public Enterprise
Hyderabad

Organized by
Institution's Innovation Council (IIC),
NNRG



25th August 2022

Time: 11:30 AM

Venue: Conference Hall, Ground Floor, NNRG

Dr G JANARDHANA RAJU
IIC-CONVENER & DEAN-SoE

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

Date: 24-08-2022

Report on "Lean Start-up & Minimum Viable Product/Business"
by Sri **Uday Shankar Peyyeti**, *Vice President, Pam Ten Inc. Vice President,*
UFERWAS, Director & Advisor-Lead India Foundation Green Head-HYSEA

Nalla Narasimha Reddy Group of Institutions organized a Guest Lecture as a part of Institution's Innovation Council (IIC) on "**Lean Start-up & Minimum Viable Product/Business**" by **Uday Shankar Peyyeti**, *Vice President, Pam Ten Inc.* The session is held on **24th August 2022** from 11:00 AM to 12:00 PM through Zoom platform.

Zoom Link: <https://us06web.zoom.us/j/81575590099>

Meeting ID: 815 7559 0099

Pass code: iic123

The Session started at 11:00AM by the IIC convener Dr. Janardhana Raju Garu and introduced the speaker. The IIC Convener also thanked the Chairman Sir, Director Sir for their constant support to organize these types of events through zoom. The session on **Lean Start-up & Minimum Viable Product/Business** for the A.Y:2021-22 is conducted through online mode.

The **Lean Start-up** method first identifies a problem that needs to be solved. It then develops a minimum viable product or the smallest form of the product that allows entrepreneurs to introduce it to potential customers for feedback. **Lean startup** is a methodology for developing businesses and products that aims to shorten product development cycles and rapidly discover if a proposed business model is viable; this is achieved by adopting a combination of business-hypothesis-driven experimentation, iterative product releases, and validated learning. Lean startup emphasizes customer feedback over intuition and flexibility over planning. This methodology enables recovery from failures more often than traditional ways of product development.

Lean startup methodology is the assumption that when startup companies invest their time into iteratively building products or services to meet the needs of early customers, the company can reduce market risks and sidestep the need for large amounts of initial project funding and expensive product launches and financial failures. While the events leading up to the launch can make or break a new business, and it is important to start with the end in mind. This means thinking about the direction in which you want your business to grow and how to put all the right pieces in place to make this possible.

Overview: Similar to the precepts of lean manufacturing and lean software development, the lean startup methodology seeks to eliminate wasteful practices and increase value-producing practices during the earliest phases of a company so that the company can have a better chance of success without requiring large amounts of outside funding, elaborate business plans, or a perfect product. Customer feedback during the development of products or

services is integral to the lean startup process, and ensures that the company does not invest time designing features or services that consumers do not want. This is done primarily through two processes, using key performance indicators and a continuous deployment process.

A **minimum viable product (MVP)** is a version of a product with just enough features to be usable by early customers who can then provide feedback for future product development. A focus on releasing an MVP means that developers potentially avoid lengthy and unnecessary work. Instead, they iterate on working versions and respond to feedback, challenging and validating assumptions about a product's requirements. It may also involve carrying out market analysis beforehand. The MVP is analogous to experimentation in the scientific method applied in the context of validating business hypotheses. It is utilized so that prospective entrepreneurs would know whether a given business idea would actually be viable and profitable by testing the assumptions behind a product or business idea. The concept can be used to validate a market need for a product and for incremental developments of an existing product. As it tests a potential business model to customers to see how the market would react, it is especially useful for new/startup companies who are more concerned with finding out where potential business opportunities exist rather than executing a prefabricated, isolated business model.

Description: A minimum viable product has just enough core features to effectively deploy the product, and no more. Developers typically deploy the product to a subset of possible customers, such as early adopters who are thought to be more forgiving, more likely to give feedback, and able to grasp a product vision from an early prototype or marketing information. This strategy targets avoiding building products that customers do not want and seek to maximize information about the customer with the least money spent. The technique falls under the Lean Startup methodology as MVPs aim to test business hypotheses and validated learning is one of the five principles of the Lean Startup method.

Purposes

- Test a product hypothesis with minimal resources
- Accelerate learning
- Reduce wasted engineering hours
- Get the product to early customers as soon as possible
- Find a base for other products
- Establish a builder's abilities in crafting the product required
- Build a brand very quickly

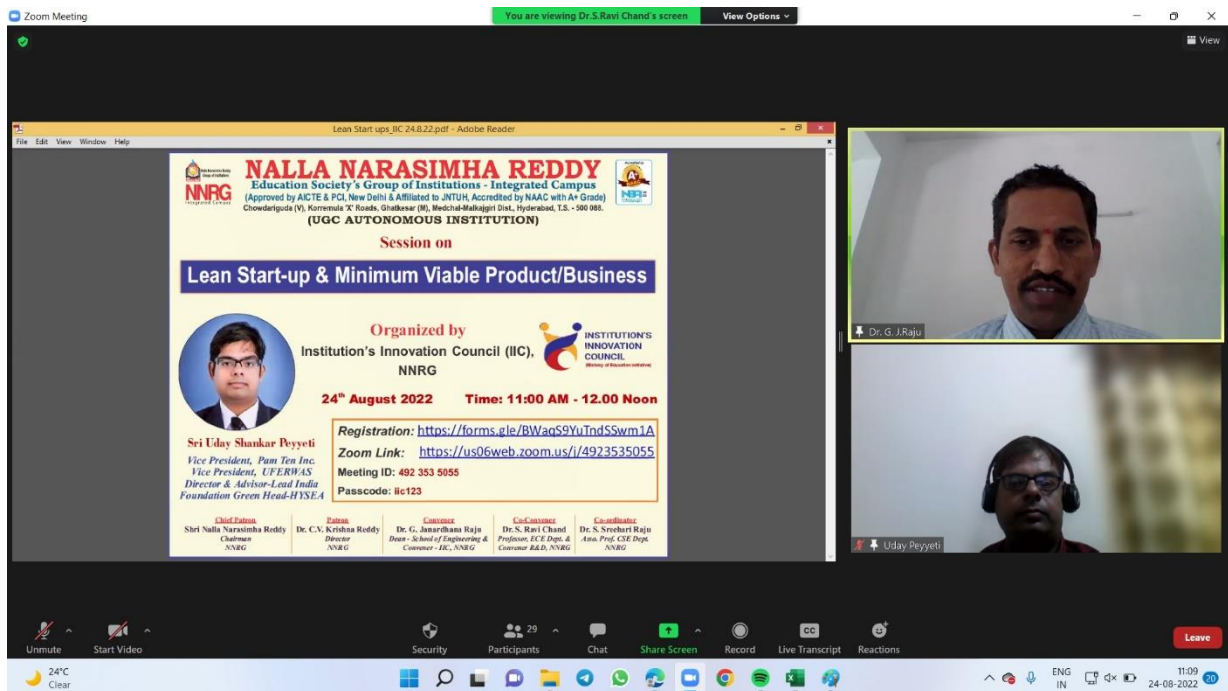
Testing: Testing is the essence of minimum viable products. As described above, an MVP seeks to test out whether an idea works in market environments while using the least possible expenditure. This would be beneficial as it reduces the risk of innovating and allowing for gradual, market-tested expansion models such as the real options model. A simple method of testing the financial viability of an idea would be discovery-driven planning¹ which first tests the financial viability of new ventures by carefully examining the assumptions behind the idea by a reverse income statement (first, begin with the income you want to obtain, then the costs the new invention would take, and see if the required amount of revenue that must be gained for the project to work). Results from a minimum viable product test aim to indicate if the product should be built, to begin with. Testing evaluates if the initial problem or goal is solved in a manner that makes it reasonable to move forward.

The session was attended by 99 students and 21 faculty members.

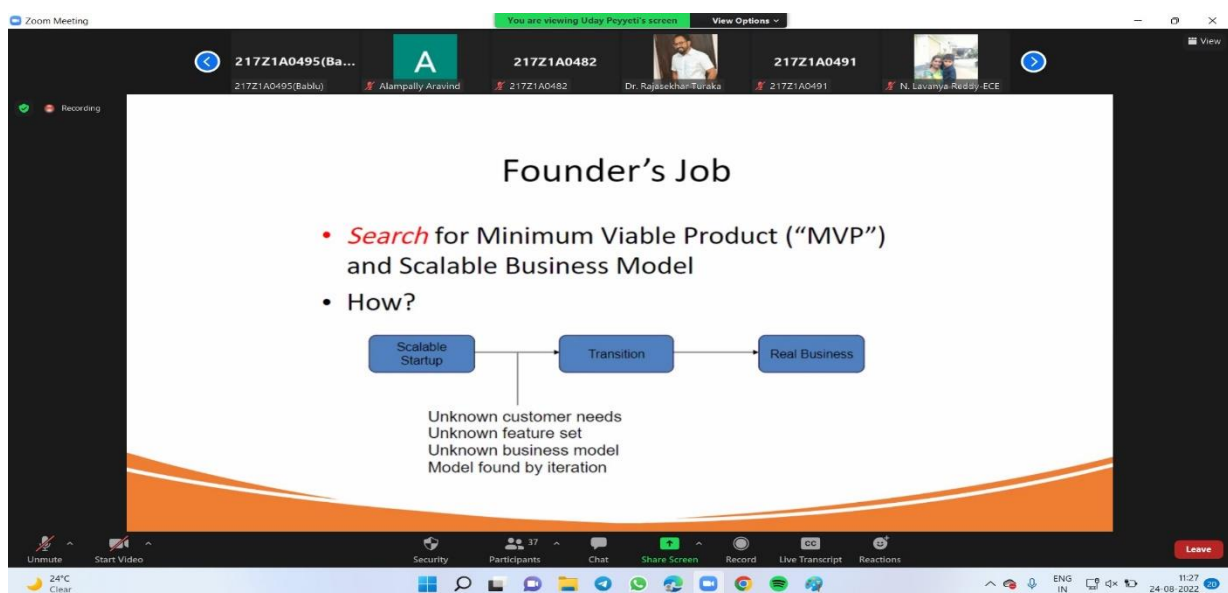
The session was open for interaction, questionnaires and feedback.

All the queries of the students and faculty were well addressed by the speaker, and he thanked the management for given him an opportunity to speak on the topic. The IIC convener Dr. Janardhana Raju Garu, proposed vote of thanks,

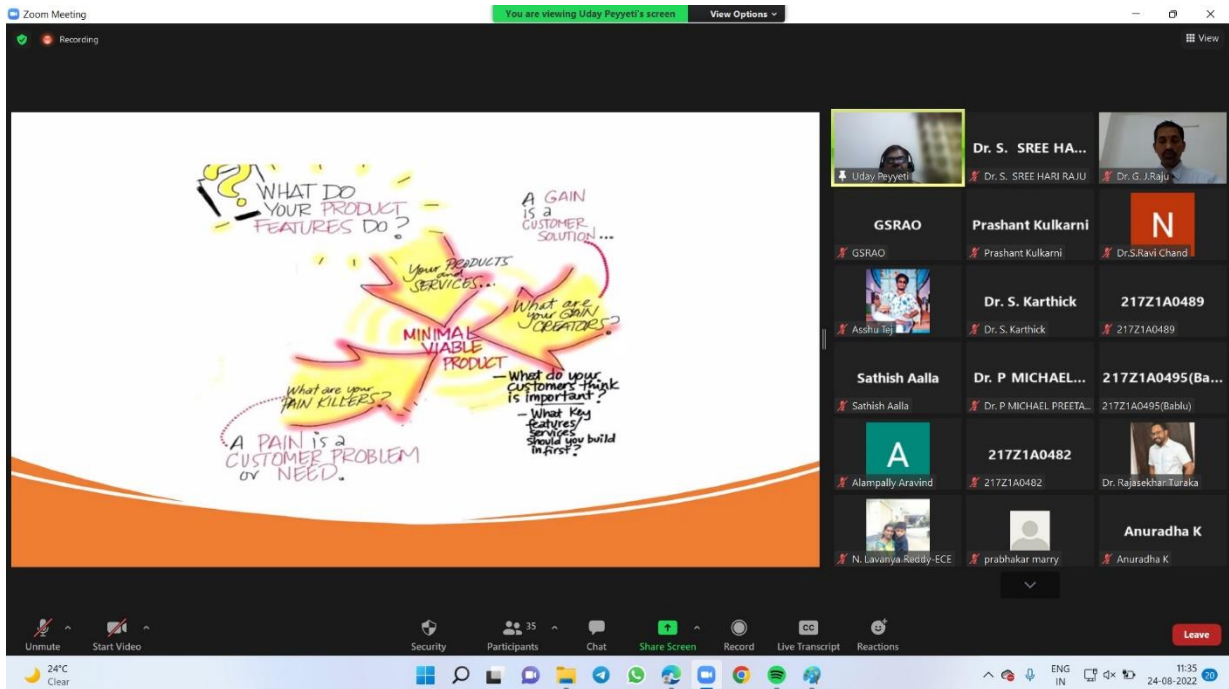
At the end of the session, the IIC convener thanked and said that the speaker Sri Uday Shankar Peyyeti has clearly made the participants understand the topic **“Lean Start-up & Minimum Viable Product/Business** & said that he has given in-depth knowledge and understanding of the basics, terminology and the implementation in the current scenario> IIC Convener also appreciated Sri Uday Shankar Peyyeti, for conducting such a good session and also expressed his regards to the Management Sri Nalla Narasimha Reddy Garu and Director Sir Dr. C.V.Krishna Reddy Garu. The session concluded at 12:00 PM.



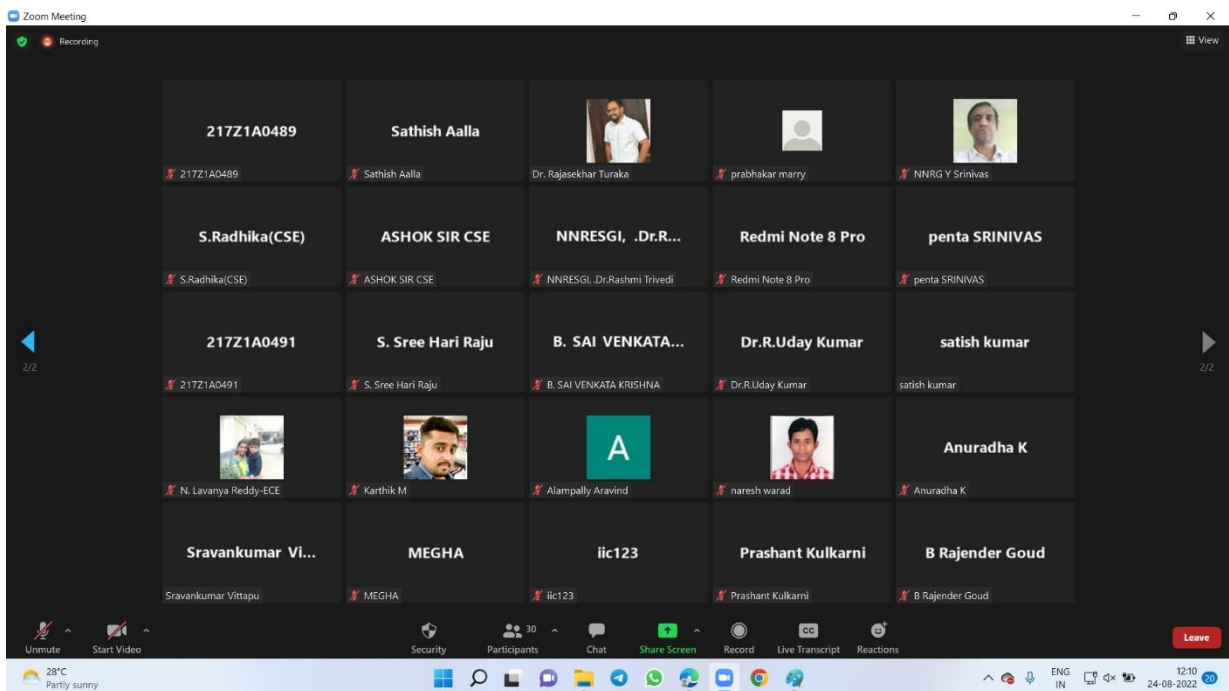
Dr. G. Janardhana Raju introduced the speaker Uday Shankar Peyyeti



Uday Shankar Peyyeti discussing about MVP



Uday Shankar Peyyeti discussing about MVP



Uday Shankar Peyyeti clarifying the questions of participants


Dr G JANARDHANARAJU
IIC-CONVENER & DEAN-SoE

SCHOOL OF PHARMACY

23-08-2022

REPORT ON IPR: "A RIGHT TO PROTECT YOUR INTELLECT"

School of Pharmacy in association with IIC Cell and IPR Cell has organised a session on Intellectual property right on 23rd of August 2022 at conference Hall, NNRG from 11:00AM-1:00PM for B Pharmacy, B-tech and MBA Students.

Dr. Krishna Mohan Chinnala, Convenor of IPR Cell addressed the gathering by briefly explaining the students about the importance of the IPR. He also created awareness among the students about the opportunities they have if they are expertise in IPR

T. Pavan Kumar, Speaker and Co-Convenor of IPR Cell has explained briefly about Intellectual property Rights and different types of IPR'S with examples. He emphasized on each and every type of Intellectual property right with examples. He explained about tangible and intangible properties. He motivated students to gain knowledge on IPR. He expound the different areas of IPR like Trademark, Geographical indications, industrial design etc., with examples. He accentuated the importance of having a IPR right to an individual in growing competitive world.

150 members including Faculty and Students of B pharmacy, B Tech and MBA were attended the sessions.



SCHOOL OF PHARMACY



Dr Krishna Mohan Chinnala
Dean – SoP & Convenor IPR Cell

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

Date: 22-08-2022

Report on "ENTREPRENEURS FOR NEW DECADE"

By Mr. Vijay Kumar Reddy, Director SANGAM & EAIESB Software solutions.

Nalla Narasihma Reddy Group of institutions has organized a webinar as a part of Institution's Innovation Council (IIC) to celebrate "World Entrepreneurs Day", a session on "**ENTREPRENEURS FOR NEW DECADE**" by Mr. **Vijay Kumar Reddy**, was held on 22nd August 2022 between 1.00 PM to 3:00 PM Via Zoom platform to commemorate the celebration.

Zoom Link: <https://us06web.zoom.us/j/4923535055>

Meeting ID: 492 353 5055

Passcode: iic123

The session was started by Dr. G Janardhana Raju, The Dean School of Engineering & Convener of IIC, welcoming the resource person, all the IIC participants and students for the session and appreciated and acknowledged Chairman sir and Director sir for their constant support for making IIC successful at institutional level

The quarter 4 IIC session was on the topic "**ENTREPRENEURS FOR NEW DECADE**" for the A.Y:21-22 was conducted through online mode via Zoom platform. The resource person and speaker was Mr. Vijay Kumar Reddy, Director SANGAM & EAIESB Software solutions

The Session started with a famous saying by famous poet Sri he said that "Nothing can be obtained without struggle, with struggle it involves happiness.

- ❖ The speaker focused on "How to enable Entrepreneurship"?
- ❖ How to start a startup?

You need to have a plan and list down the process in order for everything to go smoothly. Having a business plan will enable you to integrate at how your whole business process is going to work. It will also help you when you need to present the business idea in front of someone else. This will also give you a broad idea about how to start and progress in your business operations, lot of research, marketing, prototyping and budget. All these parameters should be considered for an effective and impressive startup.

The speaker emphasized on the most important points in the topic which is about the **7 Business Models to Rule the Decade**, each and every rule of the entrepreneurship was reiterated with the examples to make the participants understand the core of the subject which will enable them to start a startup with keeping these parameters in consideration.

(1) The Crowd Economy: Crowd sourcing, crowd funding, ICOs, leveraged assets, and staff-on-demand, was clearly explained by the speaker by illustrating ideas taking from the real *Example:* Airbnb has become the largest “hotel chain” in the world, yet it doesn’t own a single hotel room. Instead, it leverages (that is, rents out) the assets (spare bedrooms) of the crowd, with more than 6 million rooms, flats, and houses in over 81,000 cities across the globe.

(2) The Free/Data Economy: This is the platform version of the “bait and hook” model, essentially baiting the customer with free access to a cool service and then making money off the data gathered about that customer. The speaker made the participants understand with quoting examples such as Mahathalli, Sharath Babu and others. *Example:* Face book, Google, Twitter—there’s a reason this model has transformed room startups into global superpowers. Google’s search queries *per day* have risen from 500,000 in 1999, to 200 million in 2004, to 3 billion in 2011, to 5.6 billion today. While more users are becoming aware of the valuable data they exchange in return for Google’s “free” search service, this tried-and-true model will likely continue to succeed in the 2020s.

(3) The Smartness Economy: In the late 1800s, if you wanted a good idea for a new business, all you needed was to take an existing tool, say a drill or a washboard, and add electricity to it—thus creating a power drill or a washing machine.

In the 2020s, *AI will be the electricity.* In other words, take any existing tool, and add a layer of smartness. So cell phones became smart phones and stereo speakers became smart speakers and cars become autonomous vehicles.

(4) Closed-Loop Economies: In nature, nothing is ever wasted. *Example:* The Plastic Bank, founded in 2013, allows anyone to pick up waste plastic and drop it off at a “plastic bank.” The collector is then paid for the “trash” in anything from cash to Wi Fi time, while the plastic bank sorts the material and sells it to the appropriate recycler—thus closing an open loop in the life cycle of plastic.

(5) Decentralized Autonomous Organizations (DAOs): At the convergence of block chain and AI sits a radically new kind of company—one with no employees, no bosses, and nonstop production. *Example:* While DAOs are just beginning to emerge, the platform DAO stack is working to provide these businesses with tools for success, including reliable crypto-economic incentives and decentralized governance protocols. DAO stack aims to create businesses where the only external influence is the customer.

(6) Multiple World Models: We no longer live in only one place. We have real-world personae and online personae, and this delocalized existence is only going to expand. With the rise of augmented reality and virtual reality, we’re introducing more layers to this equation. You’ll have avatars for work and avatars for play, and all of these versions of us are opportunities for new businesses

(7) Transformation Economy: The Experience Economy was about the sharing of experiences—the next iteration of this idea is the Transformation Economy, where you’re not just paying for an experience, you’re paying to have your life transformed by this experience. *Example:* Consumers are no longer searching for merely pleasurable experiences—they are looking for challenges that transform.

At last Dr. G Janardhana Raju, The Dean School of Engineering& Convener of IIC, greeted the speaker of the session All the queries were well answered by the resource person and speaker.

The session was attended by 100 students and 23 faculty members.

Dr. G Janardhana Raju, The Dean School of Engineering& Convener of IIC thanked all the participants and members for their efforts in making the session of IIC very informative, educative, illuminative and explanatory.

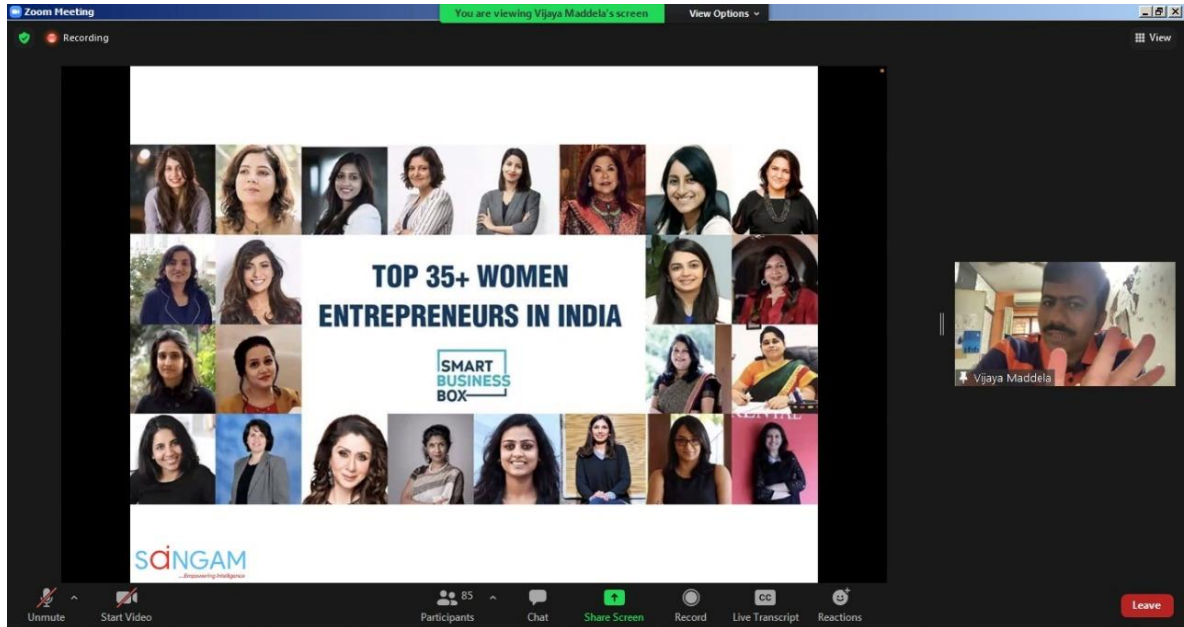
The meeting concluded at 3:00 pm.

The screenshot shows a Zoom meeting interface. On the left, a PDF document titled 'NALLA NARASIMHA REDDY Education Society's Group of Institutions - Integrated Campus' is displayed. The document is for the 'Celebration of World Entrepreneurs Day' on August 22, 2022, from 01:00 PM to 02:00 PM. The session is titled 'ENTREPRENEURS FOR NEW DECADE'. The speaker is Mr. M. Vijaya Kumar Reddy, Director of SANGAM & EAIESB Software solutions Pvt. Ltd., Hyderabad. The document also lists the organizing body as Institution's Innovation Council (IIC), NNRG and provides registration, zoom link, and meeting ID details. On the right, a video feed shows Dr. G. Janardhana Raju.

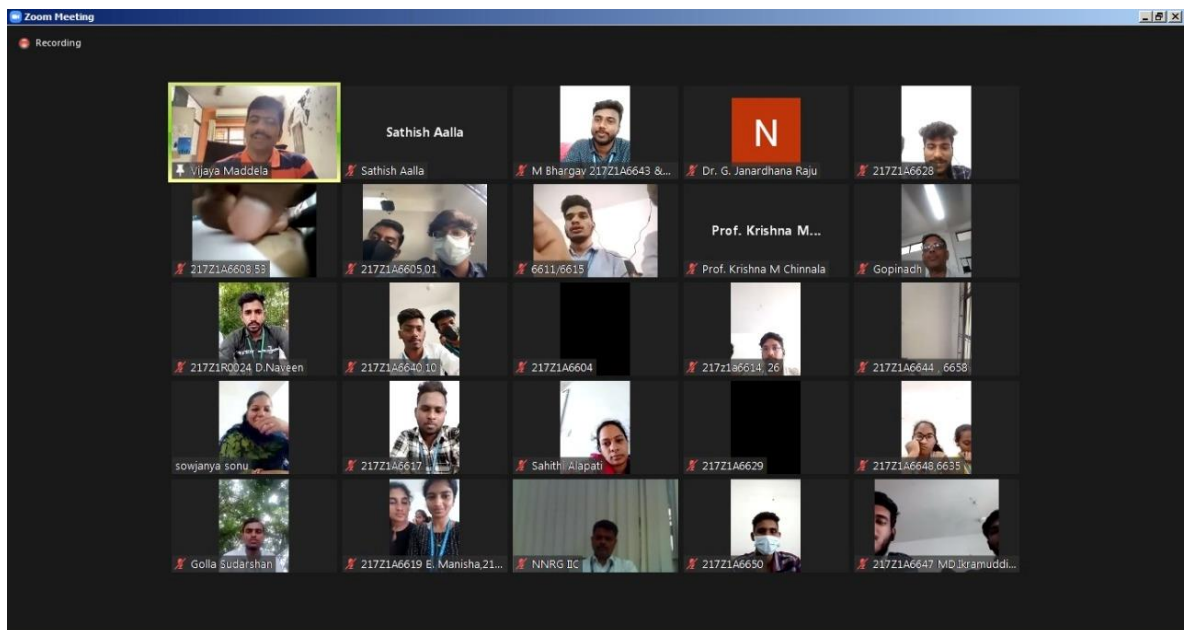
Dr. G. Janardhana Raju introduced speaker Mr. M. Vijaya Kumar Reddy

The screenshot shows a Zoom meeting interface. On the left, a PowerPoint slide titled 'CROWD FUNDING' is displayed. The slide features logos for OYO, Uber, rapido, and zepto, along with the SANGAM logo. On the right, a video feed shows Mr. M. Vijaya Kumar Reddy.

Mr. M. Vijaya Kumar Reddy explaining Crowd Funding



Top 35+ Women Entrepreneurs in India



Speakers answering the questions raised by participants


Dr G JANARDHANA RAJU
 IIC-CONVENER & DEAN-SoE

Industry Institute Interaction (IIIC) and Institution's Innovation Council (IIC)

Date: 20-08-2022

Report on "Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs" by Dr. Shiva Kiran, CEO OF ATAL INCUBATION CENTER, Sri Krishnadevaraya University, Anantapur

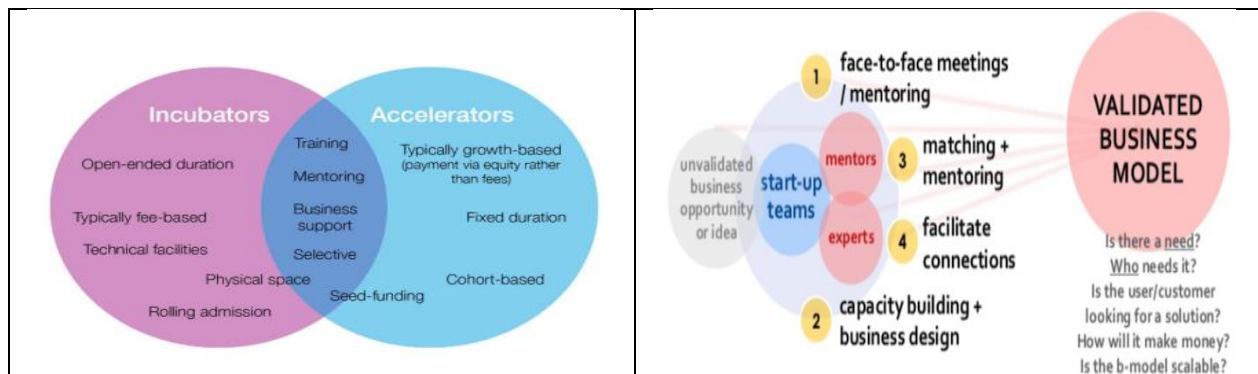
Nalla Narasimha Reddy Group of Institutions organized a Guest Lecture as a part of Institution's Innovation Council (IIC) on "Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs" by Dr. Shiva Kiran, was held on 20th August 2022 from 4:00 PM to 5:00 PM through Zoom platform.

Zoom Link: <https://us06web.zoom.us/j/81575590099>

Meeting ID: 815 7559 0099

Passcode: iic123

The Session started at 4:00 PM by the IIC convener Dr. Janardhana Raju Garu. The convener formally introduced the speaker, and all the IIC members to the session. The session Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs began with the following:



Often used interchangeably, accelerators and incubators actually serve different purposes, have different outcomes, and accept different kinds of startups. Knowing the difference helps you focus the search for funding in the right areas, and improves your chances of success. A startup accelerator is an organization that offers mentorship, capital, and connections to investors and business partners. It's designed for select startups with promising MVPs (Minimum Viable Product) and founders, as a way to rapidly scale growth. Accelerators are for startups that already have an MVP that has been validated in some way -- that might mean a product with a few paying customers, a group of free users, or early signs of strong product-market fit.

Accelerators are right for startups that are ready to scale, not startups engaged in customer development and trying to find product-market fit.

The Four Institutions That Support Startups

	INCUBATORS	ANGEL INVESTORS	ACCELERATORS	HYBRID
Duration	1 to 5 years	Ongoing	3 to 6 months	3 months to 2 years
Cohorts	No	No	Yes	No
Business model	Rent; nonprofit	Investment	Investment; can also be nonprofit	Investment; can also be nonprofit
Selection	Noncompetitive	Competitive, ongoing	Competitive, cyclical	Competitive, ongoing
Venture stage	Early or late	Early	Early	Early
Education	Ad hoc, human resources, legal	None	Seminars	Various incubator and accelerator practices
Mentorship	Minimal, tactical	As needed by investor	Intense, by self and others	Staff expert support, some mentoring
Venture location	On-site	Off-site	On-site	On-site

SOURCE "WHAT DO ACCELERATORS DO? INSIGHTS FROM INCUBATORS AND ANGELS" BY SUSAN COHEN, 2013; ADAPTATIONS BY IAN HATHAWAY

© HBR.ORG

Accelerator programs accept startups cyclically in cohorts --this means there's between 45 and 90 slots every year. At most accelerators, the application process is done in stages:

1. **Application.** An application will ask for specifics on a startup's idea, market, traction, team, and other aspects vital to success.
2. **Assessment.** Promising teams from the pre-screening phase move on to be assessed for invest ability, revenue potential, and overall strength of the product/service offering.
3. **Interview.** At this stage the accelerator is very interested, but wants to know about the team, product and evidence of traction. The interview process typically takes 20-30 minutes.
4. **Evaluation.** Interviewees provide documents to prove their statements about revenue, legal standing, or any claims made about the company.
5. **Acceptance.** Upon completion of the final evaluations, the investment committee will meet to finalize where the funding will go during the 12-16 week program. Roughly 30-60% of the teams that made it to Assessment phase will receive funding.

	Incubator	Accelerator
Founders	Early Stage founders, often focused on a sector, still recruiting their founding team	Technology focused (Apps, Bots, Cloud based software), often a team of 2-3
Assessment	Competitive application process from local community.	Extremely competitive. Rigorous selection between 1-3% successful, applications from global community
Duration	Lease terms – average 2 years	Cohort program length – average 3-6 months
Services	Office space, administration support, access to partners for general business services and funding.	Rapid validation of ideas with mentoring, support and education from industry experts plus seed funding.
Investment	No equity taken but utilises network to help startups get funding.	Typically invests around \$20,000 for equity of between 4% and 15% but can be up to 40%
Funding	93% Not for profit. Funded by Academic, Government and local ecosystem development groups	For Profit businesses designed to increase the value of the startup and profit on exit.

The session was attended by 99 students and 21 faculty members.

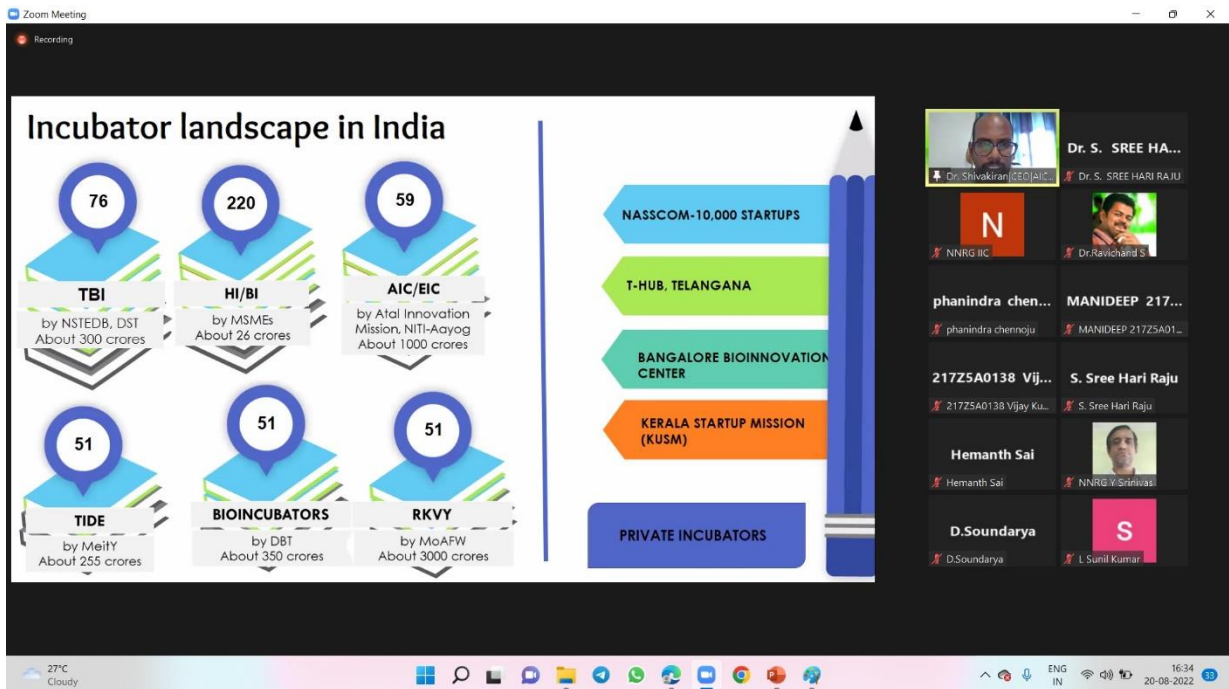
The Session was terminated by the IIC convener with the vote of thanks, and said that the speaker Dr. Shiva Kiran has clearly made the participants understand the topic **“Accelerators/Incubation-Opportunities for Students & Faculties-Early Stage Entrepreneurs”**. The session was concluded at 5:00 PM.

The screenshot shows a Zoom meeting interface. The main content is a welcome slide for Dr. Shiva Kiran, CEO of the Atal Incubation Centre at Sri Krishnadevaraya University, Anantapur. The slide features logos for NNRG (Nalla Narasimha Reddy Group of Institutions), NAAC (National Assessment and Accreditation Council), and NBA (National Board of Accreditation). The text on the slide reads: "WELCOMES Dr. Shiva Kiran CEO, Atal Incubation Centre, Sri Krishnadevaraya University, Anantapur Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs Date:20.08.2022 Time: 4:00 PM to 5:00 PM Organized by Institution's Innovation Council (IIC), NNRG". On the right side, there is a vertical video panel showing several participants, including Dr. S. Sree Hari Raju and Dr. Shiva Kiran.

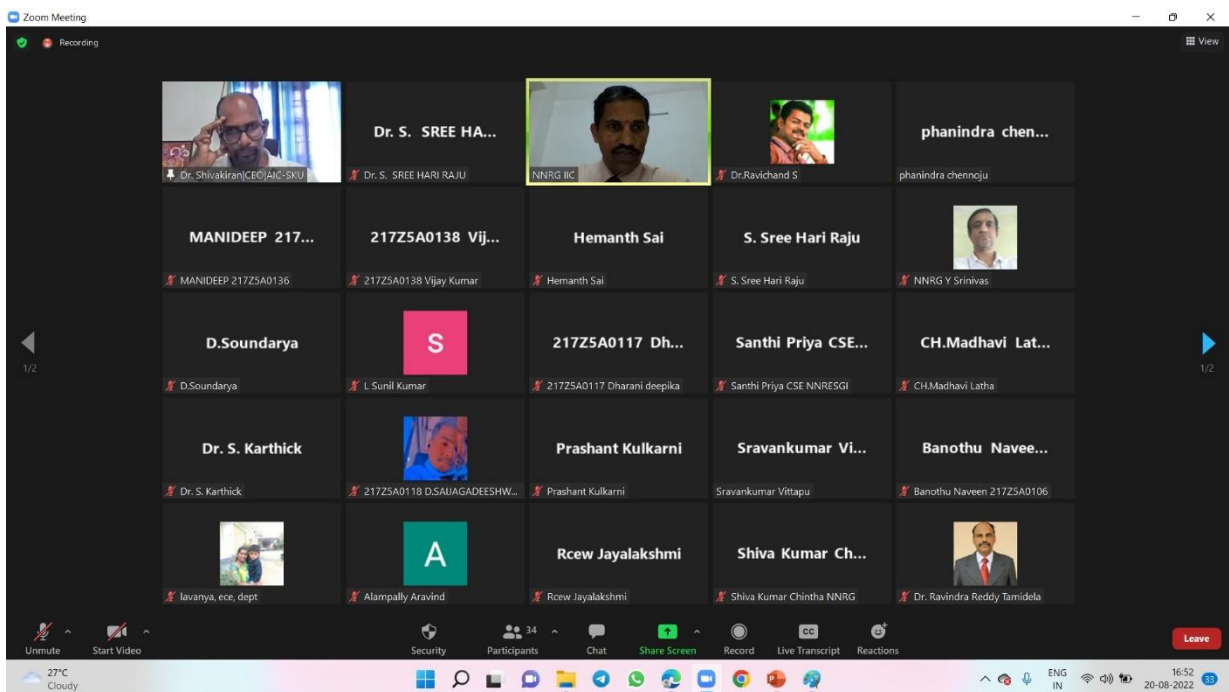
Dr. G. Janardhana Raju introduced the speaker Dr. Shiva Kiran

The screenshot shows a Zoom meeting interface. The main content is a slide about the AIC-SKU Confederation. The slide includes logos for NITI Aayog, AIM (Atal Innovation Mission), SEED FUND SCHEME, HOFO BANK, and ARJAS STEEL. The text on the slide reads: "AIC-SKU Confederation Sri Krishnadevaraya University, Anantapur, Andhra Pradesh, India We are a 'Not-for-profit' company set up in 2017 with the support of NITI-Aayog, Govt. of India & AP Innovation Society, Govt. of AP And have approvals under 12AA & 80G Certified under IT Act WE WANT A To inculcate entrepreneurial spirit; B To groom start-ups and emerging businesses; C To enhance economic health of the industrially backward Rayalaseema region. THRUST AREAS TECH ENABLEMENT AGRICULTURE CIRCULAR ECONOMY RENEWABLE ENERGY FOCUS". On the right side, there is a vertical video panel showing several participants, including NNRG IIC and Dr. Shiva Kiran.

Dr. Shiva Kiran discussed about Thrust Areas



Dr. Shiva Kiran discussed the incubator landscape in India



Dr. Shiva Kiran clarified the doubts of the participants.


Dr G JANARDHANARAJU
 IIC-CONVENER & DEAN-SoE



NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
(UGC AUTONOMOUS INSTITUTION)



Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

Date: 18-08-2022

A Report on "National Innovation and Start-up Policy of 2019"

The Nalla Narsimha Reddy Education Society's Group of Institutions, Hyderabad in association with IIC had organised a Webinar on "National Innovation and Start-up Policy" on 18th August 2022 in online mode. The details of the online session were as follows:



NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
(Approved by AICTE & PCI, New Delhi & Affiliated to JNTUH, Accredited by NAAC with A+ Grade)
Chowdariguda (V), Korremula 'X' Roads, Ghatkesar (M), Medchal-Malkajgiri Dist., Hyderabad, T.S. - 500 086.
(UGC AUTONOMOUS INSTITUTION)



A Webinar on

National Innovation and Start up Policy

Organized by

Institution's Innovation Council (IIC),
NNRG



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



Dr.S.RAVI CHAND
*Professor, ECE Dept. &
Convener R&D, Innovation Cell
NNRG*

18th August 2022

Time: 06:30 PM

Registration: <https://forms.gle/ZjXGCPs9ieqsLQ17A>
Zoom Link: <https://us06web.zoom.us/j/4923535055>
Meeting ID: 492 353 5055
Passcode: iic123

Chief Patron
Shri Nalla Narasimha Reddy
*Chairman
NNRG*

Patron
Dr. C.V. Krishna Reddy
*Director
NNRG*

Convener
Dr. G. Janardhana Raju
*Dean - School of Engineering &
Convener - IIC, NNRG*

Co-Convener
Dr. S. Sreehari Raju
*Asso. Prof. CSE Dept.
NNRG*

Co-ordinator
Dr. S Karthick
*Asst. Prof. ECE Dept.
NNRG*

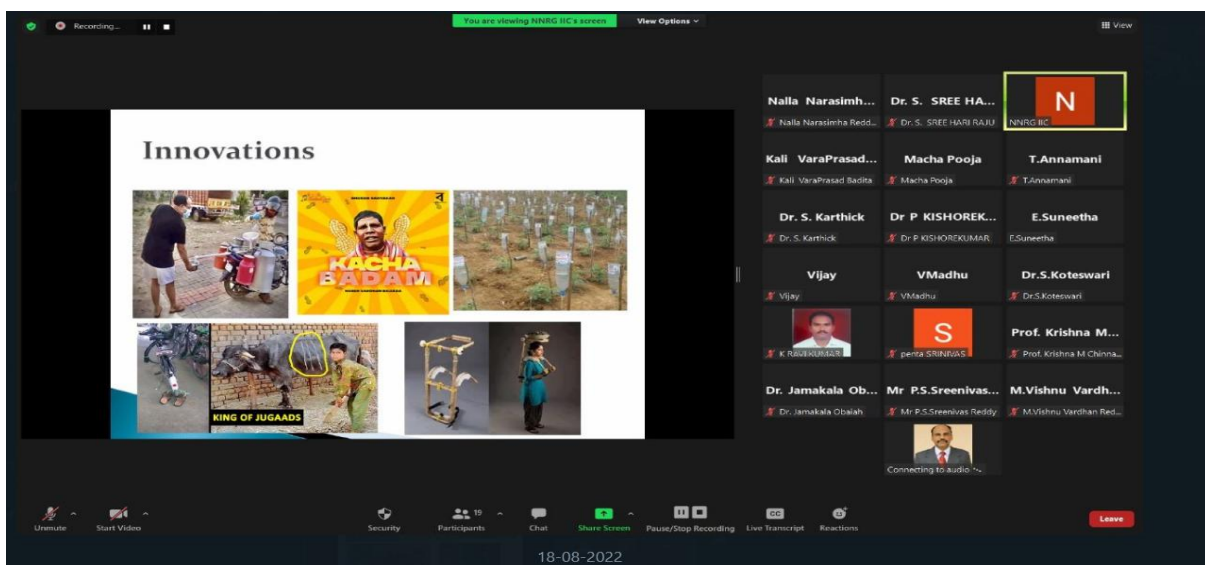
Registration: <https://forms.gle/ZjXGCPs9ieqsLQ17A>
Zoom Link: <https://us06web.zoom.us/j/4923535055>
Meeting ID: 492 353 5055
Passcode: iic123

The resource person was Dr. S. Ravi Chand, HOD Professor, ECE Dept. and the Convener R&D, NNRG. The purpose of this program was to create the awareness among student and faculty community in Entrepreneurship and innovation. The workshop was started at 6.30 pm. Initially the convener Dr. G Janardhana Raju formally introduced Dr. Ravi Chand and explained the role of entrepreneurship in Nation Building and addressed the importance of switching from Job seeking to start-ups as a career options.



Dr Ravichand addressing students in zoom meeting.

After the formal introduction Dr. Ravichand started his dialogue with impressive ppt and interactive session with students. He started with the basic conceptual discussion on innovation vs. invention, entrepreneurship vs. intrapreneurship. He narrated that the National Innovation and Start-up Policy of 2019 aimed to foster a culture of innovation and entrepreneurship across various sectors in the country. The policy was formulated to provide a conducive environment for start-ups to thrive, promote technological advancements, and boost economic growth through innovation-driven initiatives.



The key components and objectives of the policy and evaluates its impact on the start-up ecosystem.

- Fostering an Innovation Ecosystem: The policy sought to create an ecosystem that encourages innovation, research, and development across various sectors.
- Facilitating Access to Capital: Measures were put in place to enhance access to funding for start-ups, including venture capital, angel investment, and government grants.

c. Simplifying Regulatory Compliance: The policy aimed to streamline regulatory processes and reduce bureaucratic hurdles to facilitate start-up operations.

d. Encouraging Intellectual Property Protection: Special provisions were introduced to safeguard the intellectual property rights of start-ups and innovators.

e. Promoting Skill Development: Skill development programs were initiated to enhance the capabilities of the workforce in areas crucial for the growth of start-ups.

f. Strengthening Incubation Centres: The policy focused on expanding and strengthening Incubation Centres to provide support and mentorship to budding entrepreneurs.

The policy comprised various components and initiatives to achieve its objectives through Start-up India, Innovation and Research Grants; Seed Fund and Venture Capital Support, Technology Business Incubators (TBIs); Atal Innovation Mission (AIM), Intellectual Property Rights (IPR) Protection.

The speaker discussed all the forefronts available for the students. A group of 100 students and twenty faculty members were present in the session. Dr. G. Janardhana Raju, IIC Convener and Dr. Sri Hari Raju and Dr. Karthik coordinated the event. Prof. Karthik, delivered the vote of thanks and wrapped up the session with his concluding remarks.

Conclusion: The National Innovation and Start-up Policy of 2019 played a pivotal role in transforming the start-up landscape in the country. By creating a conducive environment for innovation, enhancing access to funding, and promoting skill development, the policy paved the way for a vibrant and dynamic start-up ecosystem. Its impact was felt across sectors, driving economic growth and job creation while positioning India as a hotbed for innovation and entrepreneurship on the global stage. As the policy continued to evolve and adapt to the changing needs of the start-up community, its long-term effects were expected to be even more substantial for engineering graduate of NNRG.



**Dr. G. JANARDHANA RAJU,
IIC-CONVENER**

INSTITUTION'S INNOVATION COUNCIL

Date 13-08-2022

Report on IIC's Regional Meet on 12th August, 2022 at Sreenidhi Institute of Science and Technology, Hyderabad sponsored by AICTE / MoE's Innovation Cell (MIC)

On 12th August 2022, the regional meet of IICs was hosted by Sreenidhi Institute of Science and Technology, Hyderabad in coordination with the Innovation Cell of the Ministry of Education, Government of India.

Mr. Dipan Sahu, Assistant Innovation Director, Ministry of Education's Innovation Cell & AICTE, Government of India, addressed the meet about how India's entrepreneurial ecosystem is progressing and is ready to respond to future challenges. He spoke about the need for social entrepreneurship and social innovation and the role of champions for social causes in this journey.

The next speaker was Dr. Shruthi Bhargava Choubey IIC President SNIST who expounded the importance of having a curious attitude towards innovation. She stated, „unless we believe we are students, we cannot create innovation,“ and highlighted the importance of spreading the entrepreneurial support structure across geographies.

The last speaker for the session was the chief guest, Shri Navin Mittal, Commissioner of Technical and Collegiate Education, Govt of Telangana. He stressed upon the need for the present as well as future generations to stay relevant considering they would need to work for more than fifty years with the increasing life span due to advancements in medical science and technology. The Gig economy will further propel this need to be technologically competent and continuously innovate and outperform others.

This meet proved to be a grand confluence of ideas, innovations and insights which echoed the essence of Symbiosis: “Vasudhaiva Kutumbakam” – World is one Family. After submission of the feedback about the meet, the participants awarded with participation certificate.






Dr G JANARDHANA RAJU
IIC-CONVENER & DEAN-SoE

Date 02-06-2022

A Report on Guest Lecture “Prototype/process Design and Development-Prototyping”

The Institution's Innovation Council (IIC) Nalla Narasimha Reddy Group of institution arranged Guest lecture on “**Prototype/process Design and Development - Prototyping**” on 31st May 2022. Dr. G. Janardhana Raju HOD & Dean SOE welcomed the guests. Inaugural Session was held in the afternoon and the programme is commenced with introduction about Design and Development.

Mr. K. Suresh Kumar working as a Lead Scientist, leading the Quality Control Department in an IVD point-of-care company, Achira Labs Pvt. Ltd, Bangalore presented lecture through PPTs and some physical samples of additive manufacturing components. The faculty members and students are participated in this program.

Mr K. Suresh Kumar explained about Prototype/process design and development plays a crucial role in the prototyping phase of product development. He emphasize phase involves creating and refining a physical prototype of a product or a part, using additive manufacturing or other rapid prototyping techniques, to test and validate the design before moving forward to full-scale production.

The guest lecture enables students to aware about concepts Prototyping is not limited to physical products; it can also apply to processes. In this context, process prototyping involves creating a scaled-down version of a new or modified process to test its functionality, efficiency, and effectiveness. Process prototyping allows organizations to identify potential bottlenecks, errors, and opportunities for improvement before implementing the full-scale process.



M K Suresh Kumar explaining about Prototype / Process Design and Development

Dr G JANARDHANA RAJU
IIC-CONVENER & DEAN-SoE

INSTITUTION'S INNOVATION COUNCIL

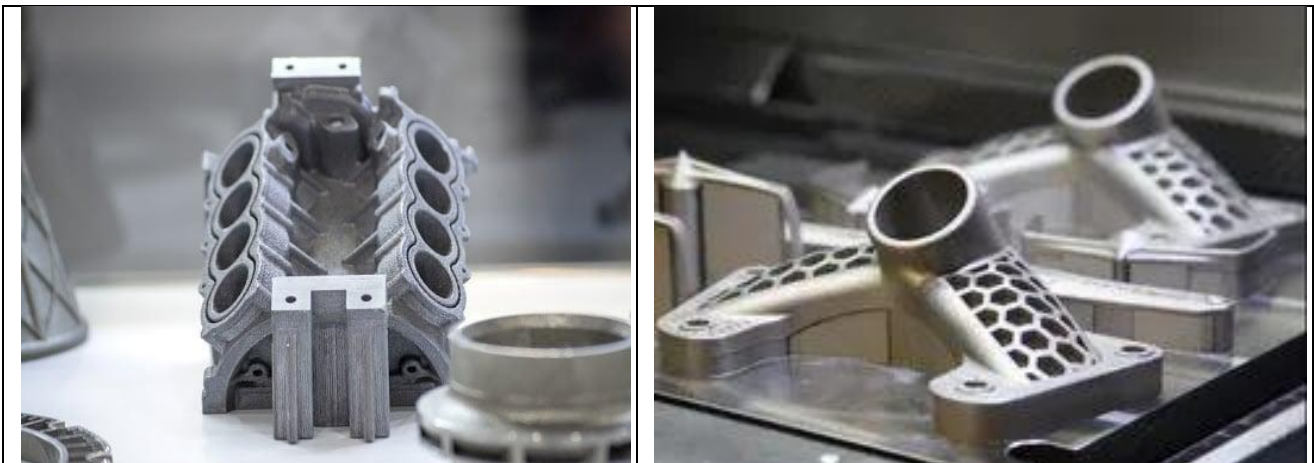
Date 02-06-2022

A Report on Guest Lecture "Additive Manufacturing - Prototyping"

The Institution's Innovation Council (IIC) Nalla Narasimha Reddy Group of institution arranged Guest lecture on "Additive Manufacturing – Prototyping" on 31st May 2022. Dr. G. Janardhana Raju HOD & Dean SOE welcomed the participants. The session is commenced with introduction about present manufacturing technologies. Mr. P. Srinivas Assoc. Prof., G, Hyderabad presented lecture through PPTs and some physical samples of additive manufacturing components. The faculty members and students are participated in this program.

Mr. P. Srinivas explained about the Role of Additive Manufacturing in Industry 4.0. He emphasize on bio-medical applications which is mostly critical in surgeries of bone related or skull injuries. He explained about IOT in Mechanical industries and latest technologies with related interdisciplinary applications. He given awareness of additive manufacturing overcome the conventional subtractive material removing methods in tooling industries.

The guest lecture enables students to aware about concepts of Additive manufacturing. Prototyping is a crucial stage in product development, where a physical model or prototype of a product was created to validate design concepts, test functionality, and identify potential issues before moving to full-scale production. Additive Manufacturing has become an invaluable tool in this process due to its numerous advantages.



Engine block for V type


Dr G JANARDHANA RAJU
IIC-CONVENER & DEAN-SoE

INSTITUTION'S INNOVATION COUNCIL

Date: 01-06-2022

Report on "How to Startup and Legally ethical steps"
by Sri Vidya Sagar B Zakkula, Director, AMD, Serial Entrepreneur

Institution's Innovation Council (IIC) of Nalla Narasimha Reddy Education Society's Group of Institutions, Hyderabad has organized a Workshop on how to Plan start up and legal ethical steps. The details of program are as follows:

Date- **May 31, 2022**

Time: 11:00 AM India

Platform - Zoom Meeting

Meeting Link:

<https://us02web.zoom.us/j/89414509293?pwd=SmM3SUdoT2VpWERhREcrcHYzQ0ZEQT09>

Meeting ID: 815 7559 0099

Passcode: iic123

Resource Person: by Prof. Vidya Sagar Zakula, Director, AMD, Serial Entrepreneur, Hyderabad.

The Session started at 11:00 AM by Dr. Janardhana Raju, Dean School of Engineering & Convener of IIC. The convener formally introduced, invited and welcomed the Resource person, all the IIC participants and students for the session.

The key to success in business is the ability to gather, organize, and interpret information. The session and was very interactive and knowledgeable, the speaker started with an example to explain success in business startups, its legal and technical aspects during the course of startup, its ability to gather, organize, and interpret information. The session was divided into two segments for better understanding.

How to start a startup? Legal and Ethical issues in startup

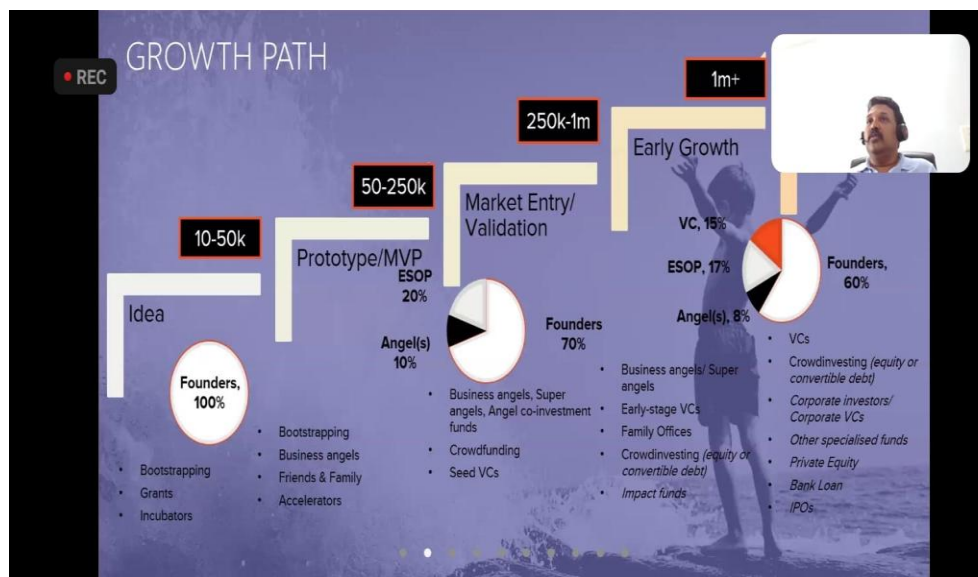
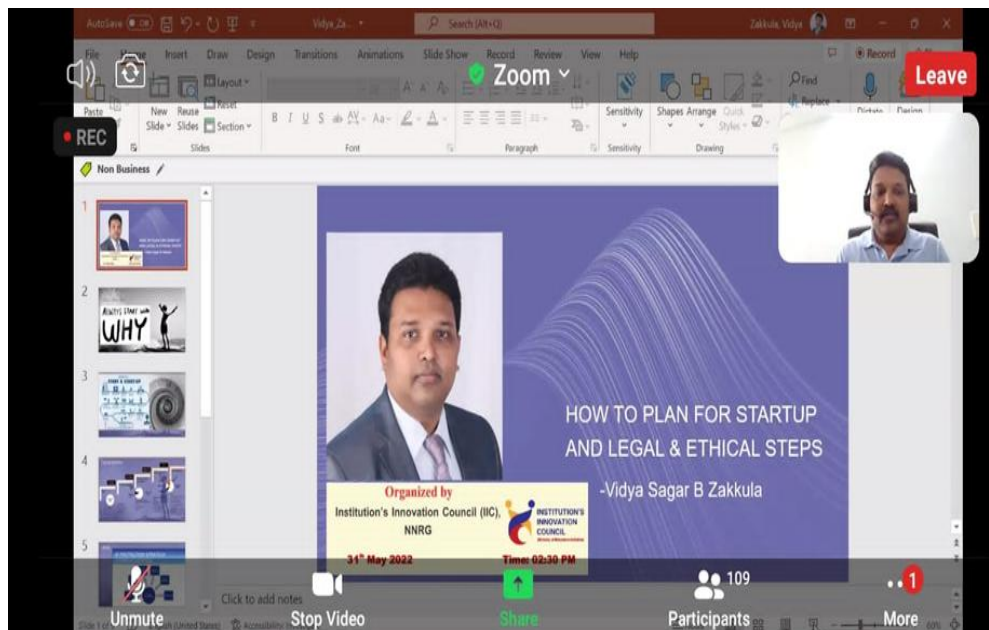
Mr. Vidya Sagar B Zakkula clearly clarified and articulated what is the motive or reasons for starting a startup, quoted the examples for better understanding to the participants.

Legal and Ethical Issues

Mr. Vidya Sagar B Zakkula, made a reference that the start-ups may require various licenses, permissions, or permits to execute their ideas as due to lack of legal knowledge the start-up may end up paying penalties and may even end up being unethical or illegal. The requirement of licenses, permits, and permits may vary from business to business, so before starting a business the person should be aware of the local laws, rules, and regulations.

The speaker also made a reference to Intellectual property rights (IPR) are like the heart and soul of any start-up. Many start-ups face a common fear that their idea or plan could be stolen by someone so it is important for a start-up to protect their intellectual Property rights on a priority basis. And the other issue is that the start-up should also check that what they are planning to do. Speaker spoke about patents and copyrights.

Mr. Vidya Sagar B Zakkula pronounced the purpose of a start-up is to earn profit but while earning profit ethics should not be ignored. The start-ups should comply with the laws and regulations and at the same time, it should not forget their duty towards the community, people, customers, and the country. The session was attended by 90 students and 19 faculties of NNRG.



Conclusion

At last Dr. G Janardhana Raju, The Dean School of Engineering & Convener of IIC, felicitated the interactive session between the speaker and participants. All the queries were well answered by the resource person, speaker. Dr. G Janardhana Raju, The Dean School of Engineering & Convener of IIC thanked all the participants and members for their efforts in making the session of IIC very enlightening, educative and explanatory. The meeting concluded at 1:00 pm.


Dr G JANARDHANA RAJU
 IIC-CONVENER & DEAN-SoE

INSTITUTION'S INNOVATION COUNCIL

29-05-2022

A report on "Business Canvas Model" by Prof. M. Sarath, Associate faculty member, NIMMSE, Hyderabad.

Nalla Narasimha Reddy Education Society's Group of Institutions has organized a Workshop on **Business Canvas Model**. The details of program are as follows

Date-**May 29th, 2022**

Time: 11:00 AM India

Platform - Zoom Meeting

Meeting Link:

<https://us02web.zoom.us/j/89414509293?pwd=SmM3SUdoT2VpWERhREcrCHYzQ0ZEQT09>

Meeting ID: 894 1450 9293

Passcode: 1234

Resource Person: **Prof. M. Sarath, Associate Faculty member, NIMMSE, Hyderabad.**

Dr.G.Janardhana Raju – Convener, IIC, NNRG,Hyderabad.



Mr. Sarath explained the characteristics of a successful entrepreneur. He properly explained the qualities in entrepreneur. According to him Business models establish whether a company will offer a product or service, be online or brick and mortar, or sell to businesses vs directly to consumers, or a hybrid between several traditional business models.



A business model is not an in-depth plan; it is a 30,000 ft view of the business which is used as a platform to build more in-depth plans upon. A business model has 2 main focuses: a marketing plan and a financial plan.

Marketing Plan

Within a marketing plan, a company must establish its Value Proposition, Brand, and Target Market.

Financial Plan

A financial plan will evaluate how many units must be sold to cover fixed costs and become profitable.

Really this program inspired both faculties and students to develop the innovative mindset and helped them to “Think in right direction for successful business and startups.” In this program the Director of our Institution, Dr C V Krishna Reddy and Program Coordinators Dr S Ravichand, Mr.P K Kulkarni and 15 other faculty members and 75 students were participated.


Dr G JANARDHANARAJU
IIC-CONVENER & DEAN-SoE

REPORT ON

Visit to Ag Hub – Agri - Innovation Hub of Professor Jayashankar Telangana State Agricultural University (PJTSAU), Hyderabad.



Ag Hub is a first of its kind Incubator located at Professor Jayashankar Telangana State Agricultural University (PJTSAU), Hyderabad to promote Food and Agritech start-ups and its rural innovation to promote rural entrepreneurship among rural youth, women, etc.

Students, Faculty and IIC Members of Nalla Narasimha Reddy Education Society's of Group of Institutions visited Ag Hub at PJTSAU, Rajendranagar, Hyderabad, Telangana on 16-05-2022.

The staff and students of NNRG gathered at AgHUB office and had an interactive session with madam **Dr.Kalpana Sastry**, Managing Director, AgHUB, Agricultural University, Hyd on the importance of Agritech based innovations and incubation.

Dr Kalpana Sastry said that the engineering skills are needed in all units, say Mushroom unit for example and emphasized the role of Hydroponics in Drip irrigation system which is the sensor based. She has a belief that convergence of all disciplines is the need of the hour. NABARD funded 7 projects and their idea is to create and support the innovations relevant in the Agri and Rural Development sectors. She told that Hub is more than Incubator. Hub is suppose to be a place where triggering the innovative ideas by reaching the goals.

By 2070, we must bring the value system by bringing the changes at local level and global level, she added. This is possible by involving all young engineering students by making possible products. Asifabad in Telangana State is the backward area where the live hood is below poverty line which requires happiness through the incubators.

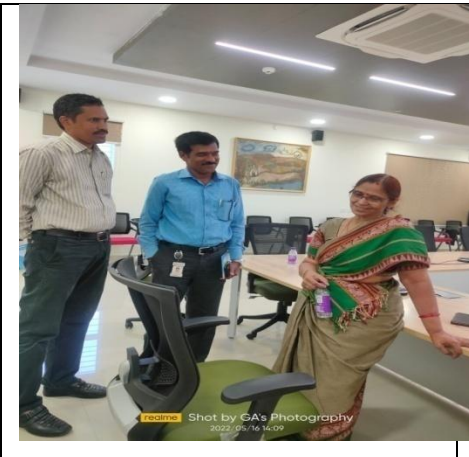
AgHub is planning to establish innovative centers at Vikarabad, Warangal and Jagityal in Telangana State to promote innovative agri based products.

Dr Kalpana Sastry while discussing on innovative ideas, she told that Battery operated power raking machine is introduced by a team of engineering students and its usage in poultry farms is highly appreciable as Hyderabad has a number of poultry farms. At the end of the session, Dr.G Subba Rao asked for a clarification on “How the AgHub help the farmers in marketing” followed by some more questions raised by the students of NNRG. Finally the session was concluded by vote of thanks.

Prior to the visit of Ag HuB the entire team of NNRG visited ‘**Tafe spares and assemble unit division**’ at Agricultural University where Mr. Arul, Technical Engineer explained various parts of Tafe engine, Gear box, Flywheel, Hydraulic systems, Engines Capacities and Tillers. Mechanical engineering students had an interaction with Mr Arul in this regard. All the staff and students later visited the agriculture land of 10 acres where the functioning of **drip irrigation system** was explained and shown how it works with the help of a **mobile app**.

Dr G Janardhana Raju, Convener, IIC-NNRG, Dr Krishna Mohan Chinnala, Vice-President IIC-NNRG, Dr Ravi Chandra, Convener R&D Cell, Prof PK Kulkarni, Convener ARIIA, Dr Srihari Raju, CSE Department, senior faculty members and students of Civil, Mechanical, Electrical, Electronics and Communication Engg Dept, Pharmacy and MBA students.





Dr G SUBBARAO
Event Co-ordinator

Dr G JANARDHANA RAJU
IIC-CONVENER & DEAN-SoE

INSTITUTION'S INNOVATION COUNCIL

Report on National Technology Day

Date: 11-05-2022

The program “National Technology Day” was organized by the Department of Computer Science & Engineering in association with the Institution's Innovation Council (IIC) on 11-05-2022.

In this regard, the Department of CSE has conducted a “Technical Quiz”, for 30 minutes with 30 questions, and the passing mark was 60%, the quiz was conducted through an online google form from 3:20 PM to 3:50 PM.

An overall of 233 students have registered for the quiz and above 200 students have attended the quiz and 170+ students have successfully completed and got the appreciation certificate.

Dr. K. Rameshwaraiiah, HoD – CSE, has given a brief note on the importance of Technology in our daily life.

After the completion of the quiz, all the students thanked the Management, Dr. C. V. Krishna Reddy - Director, Dr. G. Janardhan Raju, Dean – SoE& IIC Convenor, Dr. K. Rameshwaraiiah, HoD – CSE & Faculty Coordinators.

At last, faculty Coordinators Dr. S. Sree Hari Raju & Mr. A. Naveen, Associate Professor, thanked the Management, Director, IIC Convenor, HoD and congratulated all the students for actively participating in the quiz.





NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
(UGC AUTONOMOUS INSTITUTION)



INSTITUTION'S INNOVATION COUNCIL



IIC Convener

SCHOOL OF PHARMACY

26-04-2022

REPORT ON "WORLD INTELLECTUAL PROPERTY RIGHT DAY CELEBRATIONS"

School of Pharmacy in association with **Institution's Innovation Council (IIC)** Cell has organised and conducted world Intellectual property right day celebrations on **26th April 2022** at Conference Hall NNRG from 2:00PM - 4:00 PM for B Pharmacy, B Tech and MBA students.

World Intellectual Property Day is celebrated on the **26th of April** to learn about the role that intellectual property (IP) rights play in encouraging innovation and creativity. The day recognizes the huge potential of young people to find new and better solutions that support the transition to a sustainable future. This year, World Intellectual Property Day 2022's theme focuses on **IP and Youth innovating for a Better Future**.

The IPR cell was a part of R & D departments but on the occasion of IPR day a separate IPR cell was organised. The event started with the inauguration of IPR cell by Dr C.V Krishna Reddy, Director, Dr. Krishna Mohan Chinnala, Convenor IPR Cell, Dr. G Janardhana Raju, Convenor of IIC Cell and Mr T Pavan Kumar, Co-Convenor of IPR Cell.

Dr. Krishna Mohan Chinnala, Convenor IPR Cell, NNRG, addressed the gathering by sharing his knowledge of IPR with the students and highlighted the importance of IPR DAY to the students and faculty.

Mr. T Pavan Kumar Co-Convenor IPR Cell has highlighted on types of patent, need for filing the patent by the academicians and students. He also discussed about copy rights and its importance to the students.

80 students participated in the various competitions like Essay writing, Elocution and Quiz conducted on the occasion. The competitions were conducted based on the theme of IPR day. The event was concluded with the presidential remarks by C.V Krishna Reddy, Director NNRG and the winners of the above competitions were awarded mementos.



Dr KRISHNA MOHAN CHINNALA
Convenor IPR Cell

INSTITUTION'S INNOVATION COUNCIL

28-02-2022

A report on **Entrepreneurship Skill, Attitude and Behaviour Development** by Prof. Raman Karde, Incubation Manager Deogiri, Aurangabad, Maharashtra

Nalla Narasimha Reddy Education Society's Group of Institutions has organized a Workshop on **Entrepreneurship Skill, Attitude and Behaviour Development**. The details of program are as follows

Date- Feb 28, 2022

Time: 02:30 PM India

Platform - Zoom Meeting

Meeting Link:

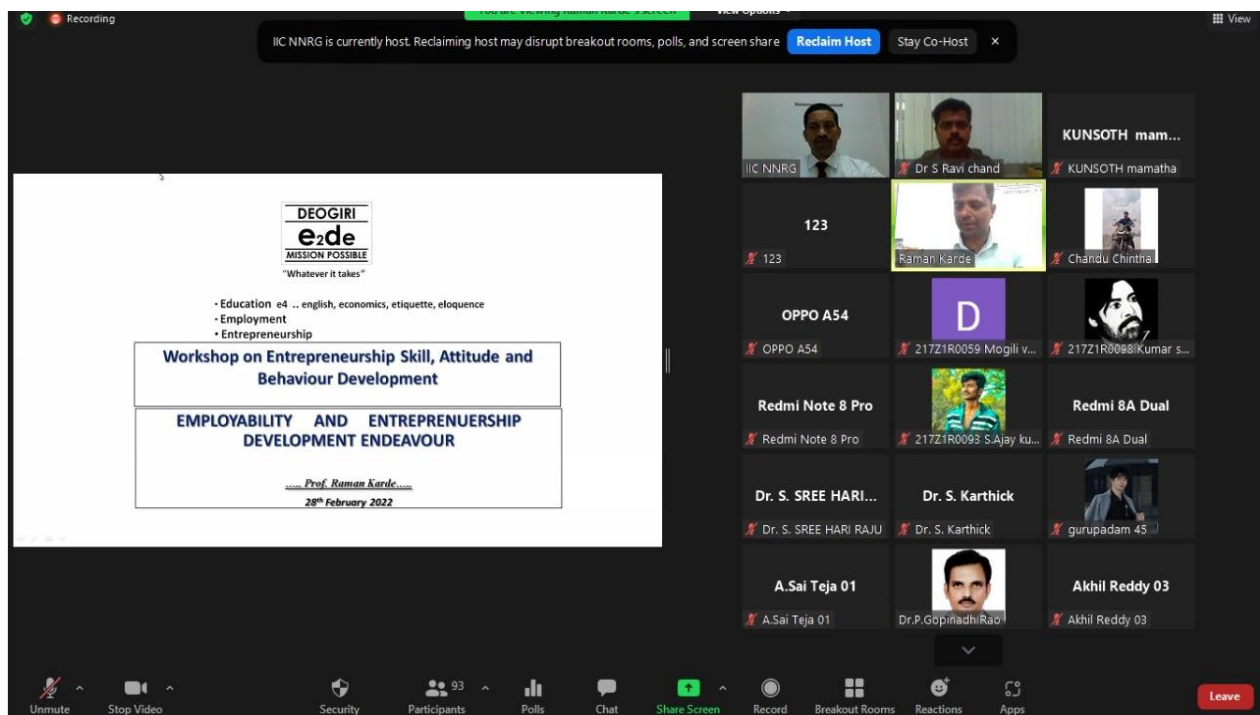
<https://us02web.zoom.us/j/89414509293?pwd=SmM3SUdoT2VpWERhREcrcHYzQ0ZEQT09>

Meeting ID: 894 1450 9293

Passcode: 1234

Resource Person: **Prof. Raman Karde**, Incubation Manager Deogiri, Aurangabad, Maharashtra

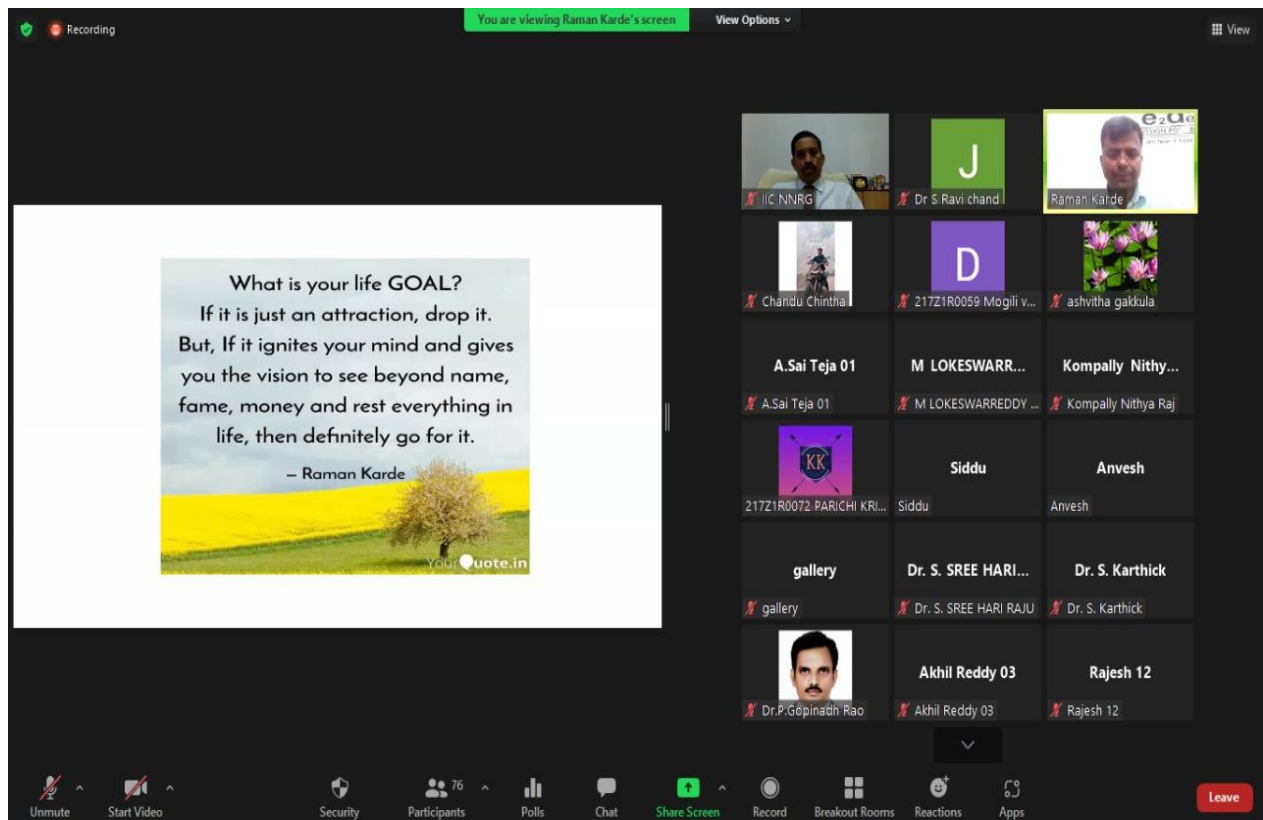
Dr. G. Janardhana Raju – Convener, IIC, NNRG, Hyderabad.



The screenshot shows a Zoom meeting in progress. The main window displays a presentation slide with the following content:

- DEOGIRI e:de MISSION POSSIBLE "Whatever it takes"
- Education e4 .. english, economics, etiquette, eloquence
- Employment
- Entrepreneurship
- Workshop on Entrepreneurship Skill, Attitude and Behaviour Development**
- EMPLOYABILITY AND ENTREPRENEURSHIP DEVELOPMENT ENDEAVOUR**
- Prof. Raman Karde*
- 28th February 2022

The right side of the screen shows a grid of participants. The host is identified as IIC NNRG. Other participants include Dr S Ravi chand, KUNSOTH mam..., Raman Karde, Chandu Chintna, OPPO A54, 217Z1R0059 Mogili v..., 217Z1R0088 Kumar s..., Redmi Note 8 Pro, 217Z1R0093 S.Ajay ku..., Redmi 8A Dual, Dr. S. SREE HARI..., Dr. S. Karthick, gurupadam 45, A.Sai Teja 01, Dr.P.GopinadhiRao, and Akhil Reddy 03. The bottom toolbar shows various Zoom controls like Unmute, Stop Video, Security, Participants (93), Polls, Chat, Share Screen, Record, Breakout Rooms, Reactions, Apps, and Leave.



Mr. Raman Karde explained the characteristics of a successful entrepreneur. He properly explained the qualities in entrepreneur. According to him a successful entrepreneur must have five quotients namely Intelligence quotient, Emotional, Physically fitness, Spiritual and financial. These metric are used to measure the maturity of entrepreneur. He has given numerous examples to defend the same. This unique insight gave students and faculties to think differently for initiation of startups. He also demonstrated the ongoing projects in the incubation centre.

Really this program inspired both faculties and students to develop the innovative mindset and helped them to “Think in right direction for successful business and startups.” In this program the Director of our Institution, Dr C V Krishna Reddy and Program Coordinators Dr S Ravichand, Mr. P K Kulkarni and 15 other faculty members and 75 students were participated.


Dr G JANARDHANA RAJU
 IIC-CONVENER & DEAN-SoE

INSTITUTION'S INNOVATION COUNCIL

26th February, 2022

REPORT OF WORKSHOP ON DESIGN THINKING, CRITICAL THINKING and INNOVATION DESIGN

Institution's Innovation Council (IIC) of Nalla Narasimha Reddy Education Society's Group of Institutions (NNRG) has organized a Workshop on 'Design Thinking', Critical Thinking and Innovation Design.

The details of program are as follows-

Date : 26th February, 2022

Time : 11:00 A.M.

Mode : Virtual

Platform : Zoom Meeting

Meeting Link :

<https://us02web.zoom.us/j/81387221871?pwd=NnZmVjE3WEFoaTVGdjhBTXdlcVZzO9>

Meeting ID : 813 8722 1871

Pass code : 1234

Resource Person : Mr.Muthyala Sarath

Associate Faculty Member,

National Institute for Micro Small and Medium Enterprises,
(ni-msme), Hyderabad.

Convener : Dr.G.Janardhana Raju, Dean,SOE, NNRG, Hyderabad.

Mr. Muthyala Sarath explained about the Design Thinking as a design methodology that provides a solution-based approach in solving problems. This is extremely useful in tackling complex problems that are ill-defined or unknown. The process helps in understanding the human needs and by re-framing the problem in human-centric ways. Even by creating many ideas in brainstorming sessions, and by adopting a hands-on approach in prototyping and testing. Understanding these five stages of Design Thinking will empower anyone to apply the Design Thinking methods in order to solve complex problems that occur around us in our companies, in our countries, and even on the scale of our planet.

The speaker focused on the five-stage Design Thinking model. The five stages of Design Thinking, according to him are Empathize, Define (the problem), Ideate, Prototype, and Test. Innovation with design thinking demands critical thinking because we must understand our assumptions that frame our ideas and shape our design. Let's take this a step further. When we seek to design and deliver innovative solutions, it's not enough to just have new or creative ideas.

GLIMPSES OF WORKSHOP DESIGN THINKING, CRITICAL THINKING and INNOVATION DESIGN

WELCOMES

Mr.Muthyala Sarath
Associate Faculty Member,
National Institute for Micro Small and Medium Enterprises, (NIMSME) Hyderabad

Design Thinking, Critical Thinking and Innovation Design

Date:26.02.2022 Time: 11:00 AM

Organized by
Institution's Innovation Council (IIC), NNRG

DESIGN THINKING
Process for Creative Problem Solving

EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST

Muthyala Sarath, muthyala.sarath@nimsme.org

In this program the Director of the Institution, Dr C V Krishna Reddy and Program Coordinator Dr S Ravichand, 20 faculty members and 77 students participated.


CONVENER, IIC,
NNRG

INSTITUTION'S INNOVATION COUNCIL

Date: 26-02-2022

A report on “**INCUBATION CENTRE VISIT - BALA VIKAS INTERNATIONAL CENTRE**”

Rampally Dayara, KEESARA – Ghatkesar, Hyderabad 501301 on 24-02-2022

BALA VIKAS INTERNATIONAL CENTRE (BVIC), Keesara – Ghatkesar, Hyderabad has given permission to visit their Incubation Centre for 16 faculty members as well as 34 students of all departments of Engineering, Pharmacy and Management Sciences to enhance the skills of faculty members and students. BVIC established in Warangal in 1997 for which Mr. Gatineau Quebec (Canada) is the founder. The concept of BVIC is the **primary focus on social entrepreneurs and creates awareness in the society through their innovations and business models**. The vision of BVIC is Empowering social startups (Social Entrepreneurs) to create a greater impact and scale faster by accelerating innovation to address community needs. Watershed program is being implemented since 2004. The organization is running by collecting funds from donors especially from America. At present 200 coordinators are working in 6000 villages of entire Telangana.

BVIC incubates social entrepreneurs and enterprises whose primary objective is to serve the society by addressing a particular issue or solving a problem affecting sections of society. Such an intervention help start-ups in finding more sustainable hold on the market by generating revenues while continuing creating a positive impact on communities' growth.

The representatives of Ms A.Parvathy Associate and Mr Mogli Vijender Manager of BVIC received the Faculty members and students of Nalla Narasimha Reddy Education Society's Group of Institutions, Hyd on 24th Feb 2022. Mr.Vijender while addressing the faculty and students of NNRESGI, enlightened on social entrepreneurship and overall capacities of the enterprises and entrepreneurs by imparting training and knowledge required to run a successful social startup. In addition, he explained about Corporate Social Responsibility (CSR), CSR Trainings, Social Startup Incubation, Capacity Building basic principles.

Mr. M. Vijender enlightened the available facilities at BVIC which include Studio, Conference Hall, Debate room etc. He also differentiated the relation between the Social Entrepreneur and Regular Entrepreneur with live examples. He also commented that BVIC is a platform where regular assessments on various startups take place by 24 x 7.

The program was concluded at 5:30 PM with a couple of comments made by the **Executive Director of BVIC Mr. Showri**.

NNRESGI VISIT on 24th Feb 2022 @ BVIC





G. V. H.

**CONVENER,
IIC, NNRG.**

Industry Institute Interaction (IIIC) and Institution's Innovation Council (IIC)

23-02-2022

A report on EXPERT TALK - _Process of Innovation Development & Technology Readiness Level (TRL) & Commercialization of Lab Technologies"

by Prof. G.R.K.D Satya Prasad

Institution's Innovation Council (IIC) of Nalla Narasimha Reddy Education Society's Group of Institutions (NNRG) has organized an 'Expert Talk' on "Process of Innovation Development & Technology Readiness Level (TRL) & Commercialization of Lab Technologies".

The details of program are as follows:

Date : 23rd February, 2022

Time : 2:00 P.M.

Mode : Virtual

Platform : Zoom Meeting

Meeting Link

<https://us02web.zoom.us/j/83940331032?pwd=WDVkSTNKU0dhSUZ6MFhkdW9GZzhzdz09>

Meeting ID : 839 4033 1032

Passcode : 1234

Resource Person: Prof. G.R.K.D. SATYA PRASAD, Head, EEE Department, School of Engineering & Technology, GIET University, GUNUPUR, ORISSA, INDIA.

Prof. G.R.K.D Satya Prasad explained the following technology readiness levels (TRL) to the audience in his expert talk.

- TRL 1 – basic principles observed
- TRL 2 – technology concept formulated
- TRL 3 – experimental proof of concept
- TRL 4 – technology validated in lab
- TRL 5 – technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)
- TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)

- TRL 7 – system prototype demonstration in operational environment
- TRL 8 – system complete and qualified
- TRL 9 – actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space)

The Session was attended by 77 students and 23 faculty members.

He also gave in-depth explanation of how to use existing laboratories in developing the in-house student's projects and achieve the TRL's.

Glimpses of expert talk by Prof. G.R.K.D. SATYA PRASAD

NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
(UGC AUTONOMOUS INSTITUTION)

WELCOMES

Prof. R K D Satya Prasad Gollakota
HOD/EEE, Director – R&D at GIET University, Gunupur
CEO, Suryabala Suryabala Energy Solutions Pvt. Ltd.

"Process of Innovation Development & Technology Readiness Level(TRL)" & "commercialization of Lab Technologies"

Date:23.02.2022 **Time: 02:00 PM**

Organized by
Institution's Innovation Council (IIC), NNRG

Process of Innovation Development & Technology Readiness Levels (TRL) & Commercialisation of Lab Technologies

NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
AUTONOMOUS INSTITUTION

School of Engineering
DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING
in association with Institution's Innovation Council (IIC)
Organising a National Webinar on

23rd, February, 2022 Wednesday @ 2:00 pm

G SATYA PRASAD

HOD – EE & EEE, Director (R&D)
GIET University, Gunupur, ODISHA
CEO, SB Energy Solutions Pvt. Ltd.
Certified Energy Manager & Auditor (BEE, Govt. of India)

Recording

You are viewing Satya Prasad's screen View Options

Technology readiness Levels (TRLs – 1 to 9) : Research / Technology transfer to the Society

0	IDEA Unproven concept, no testing has been performed
1	BASIC RESEARCH You can now describe the need(s) but have no evidence
2	TECHNOLOGY FORMULATION Concept and application have been formulated
3	NEEDS VALIDATION You have an initial 'offering'; stakeholders like your slideware
4	SMALL SCALE PROTOTYPE Built in a laboratory environment ("ugly" prototype)
5	LARGE SCALE PROTOTYPE Tested in intended environment
6	PROTOTYPE SYSTEM Tested in intended environment close to expected performance
7	DEMONSTRATION SYSTEM Operating in operational environment at pre-commercial scale
8	FIRST OF A KIND COMMERCIAL SYSTEM All technical processes and systems to support commercial activity in ready state
9	FULL COMMERCIAL APPLICATION Technology on 'general availability' for all consumers

Activate Windows
Go to Settings to activate Windows.

Unmute Start Video Participants 72 Chat Share Screen Record Reactions Leave

Dr.C.V.Krishna Reddy, Director of the Institution and President, IIC, NNRG, Dr.G.Janardhana Raju, Dean, School of Engineering and Convener, IIC, NNRG, Dr S Ravichand, Dr.S.Karthick, Program Coordinators and 23 faculty members and 77 students of various department have participated in the program.


Dr G JANARDHANA RAJU
 IIC-CONVENER & DEAN-SoE

Intellectual Property Rights

Sri Varaprasad Kukatla
Asst Controller of Patents & Design
Patent Building IPR Office
GST Road Chennai

Date: 16th February 2022
Time 2:00PM

NNRG Auditorium

The lecture begins with explaining the basics of Intellectual Property Rights and its importance to the faculties. Explaining the different types of Intellectual Property Rights i.e., Patents, Copyrights, Designs, Trademarks, Geographical Indication , Plant Variety protection, Layout design protection and importance of trade secret. Under National Intellectual Property Awareness Mission (NIPAM) under the initiative of the Government's "Azadi ka Amrit Mahotsav", has been launched by Shri Anurag Jain, Secretary, DPIIT on 8/12/2021. The ambitious mission aims to provide awareness on intellectual property and its rights to 1 million students. It aims to inculcate the spirit of creativity and innovation to students of higher education and ignite and inspire the students of college/Universities to innovate and protect their creations. Around 50 Faculties and Students from the college are participated in the Programme. Then highlighting the patents and copyrights and its benefits to the participants Finally highlighting the National IP Policy, 2016 and its objectives; India's rank in Global Innovation Index (GII); Importance of IPR to the organization with success stories. The programme ended with interactive session and Vote of thanks



CONVENER,
IIC, NNRG.

Date: 16-02-2022

Guest Lecture Report

“Entrepreneurship Skill Development” held on 15th February 2022

Guest Speaker: Dr A.G Prasad

Managing Director, Sri Vyshnavi Packages Systems, Hyderabad

Date: 15-02-2022, Time: 11 AM – 1:00 PM

Participants Type: MBA Students- First year, Second year and MBA Faculty Members

Total Participants Attended: 62

A Guest lecture on Entrepreneurship Skill Development was organized by the School of Management Sciences in association with the Institution's Innovation council (IIC), NNRG on 15th February 2022 at 11.00 A.M. Dr A.G Prasad, Managing Director, Sri Vyshnavi Packages Systems, Hyderabad was invited to be the Guest speaker. At the outset, Dr. T. Ravindra Reddy, Dean, School of Management Sciences welcomed all the students and faculty members of MBA. He gave an introduction of the program and the importance of Entrepreneurship and the skills required to be a successful entrepreneur. The chief guest was introduced by Ms A Vineetha, Asst Prof, SoMS.

Dr. A.G. Prasad, Chief Guest on the occasion gave a nice motivational lecture to be a successful entrepreneur in life. At the outset, he defined entrepreneurship and nicely clarified many myths regarding entrepreneurship. Age, capital and many visible impediments can be nullified by the spirit to be become an entrepreneur. He gave the examples of many common people who are now highly respected entrepreneurs in our society. He gave his own example, his life's experience and how efficiently he implemented life skills to be an entrepreneur. He also explained the role of entrepreneurs in generating employment and helping our country to become economically strong. There is a vast unexplored market in rural areas and great opportunity for the start-ups. He explained the basic problems which are being faced by the people in establishing a start up and addressed the students in overcoming such problems.

The session concluded with a vote of thanks by Suresh Kumar Nayak, Guest Lecture incharge, SoMS, NNRG.



Guest Lecture Incharge



DEAN / Dean
School of Management Sciences
Nalla Narasimha Reddy Education Society's
Group of Institutions
Chowdariguda Korremula 'X' Road,
Ghatkesar Mandal, Medchal Dist-500 088

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

“Entrepreneurship Skill Development” held on 15th February 2022



Dr A. G. PRASAD, MD., Sri Vyshnavi Packages Systems, Hyderabad addressing the members

INSTITUTION'S INNOVATION COUNCIL

12-03-2022

A report on Women Encouragement "Agri Tech Based Entrepreneurship"

A Seminar on Women Encouragement "Agri Tech Based Entrepreneurship" was conducted at NNRESGI by Women Cell in association with ISTE, IIC and **Entrepreneurship Development Cell** of NNRESGI. It was held on **11th February 2022** from 2 pm to 4 pm in the Ground Floor Conference Hall. The resource person was **Dr. Kalpana Sastry**, Managing Director, AG-HUB, Prof. Jayashankar Telangana State Agriculture University (PJTSAU), and Hyderabad. Dr. C.V. Krishna Reddy, Director - NNRESGI, Dr. J. G. Janardhana Raju, Dean - School of Engineering, Dr. Krishna Mohan Chinnala, Dean-School of Pharmacy, Dr. Ravindra Reddy, Dean-School of Management Sciences, Heads of the Departments of ECE, CSE, MECH, EEE, CIVIL were present for the programme. About 150 students as well as the faculty of NNRESGI attended the Guest Lecture.

Key points of lecture:

- 1) New innovation opportunities are available in the agriculture field.
- 2) Surplus food production has generated opportunity for export in the global market.
- 3) Food commodities such as Telangana Sona Rice are now sold in the global market.
- 4) Farmers are in need of IT support system which can fulfill their needs like online ordering of seed, fertilizers, etc. Similarly, softwares / Apps can be developed to sell their products online.
- 5) Farmers are in need of support systems like safeguarding / covering of their crop under excessive rainfall which may spoil their crop.
- 6) Biodegradable pots which are used in plantation. Unique hub and spoke model Vikarabad.
- 7) AG Hubs incubating new ideas for application in rural areas.
- 8) AG Hub incubation center can shake hands with NNRG incubation center.
- 9) AG Hub Programs in pipeline
 - a. Incubation
 - b. Agritech Innovation pilots
 - c. LA –Innovation
 - d. Enterprise Acceleration Program (EAP)
 - e. Block Chain Technology-Scan on the QR Code –It is expected tell you the history regarding the growth of plant from where the product is produced
 - f. Soil test (20 days) ensured Toor Dal farming in Vikarabad
 - g. Weeding Machine (X Machine)
- 10) Explanation about the Projects done from their HUB IoT-Pest Track



The message was enthusiastically received by the audience. The contents encouraged the audience to target their goals in the field of innovation especially in the field of agriculture and to become successful entrepreneurs. Great ideas (small or big) will lead to great innovations. The resource person showed them the way to proceed and also invited them to visit AG-Hub Innovation Centre.

Dr. Rashmi Trivedi
 Convener, Women cell
 NNRESGI

Industry Institute Interaction (IIC) and Institution's Innovation Council (IIC)

Date: 14-12-2022

A Report on "National Energy Conservation Day"

Department of Electrical and Electronics Engineering organized a seminar on "The National Energy Conservation Day" on **December 14th, 2022**. The day focuses on making people aware of global warming and climate change and promotes efforts towards saving energy resources. It also highlights the achievements of the country in the fields of energy efficiency and conservation. The Ministry of Power celebrated Energy Conservation Week (8-14 Dec) in 2021 under Azadi Ka Amrit Mahotsav. As part of celebrations, the BEE under the Ministry of Power has organized various programs.

➤ **Key Points**

- Energy Conservation:
- It refers to the efforts made to ensure that energy is used efficiently by either using less energy for a particular constant purpose – like switching off lights and fans when not being used – or reducing the use of a particular service that uses energy – like driving less and using public transport instead.
- Energy conservation is a conscious, individual effort, and at a macro level, it leads to energy efficiency.
- The end goal of energy conservation is to reach towards sustainable energy.
- It is different from the term 'energy efficiency', which is using technology that requires less energy to perform the same function.
- Energy Conservation Act, 2001:
- The Act was enacted with the goal of reducing the energy intensity of the Indian economy. It provides regulatory mandates for:
 - Standards & labeling of equipment and appliances;
 - Energy conservation building codes for commercial buildings; and
 - Energy consumption norms for energy intensive industries.

➤ **Energy Conservation Week:**

The Ministry of Power is celebrating Energy Conservation Week under Azadi Ka Amrit Mahotsav from 8th to 14th December 2021. The BEE and the Ministry of Micro, Small and Medium Enterprises (MSMEs) have together taken a number of initiatives to ensure the growth of this sector in an energy-efficient and environmentally-friendly way. To ensure synergy among various players in the MSME sector, BEE and the Ministry of MSME have also promoted a collaborative platform--"SAMEEEKSHA" (Small and Medium Enterprises Energy Efficiency Knowledge Sharing).

- **National Energy Conservation Awards:**
 - The Ministry of Power had launched the National Energy Conservation Awards in 1991, to give national recognition through awards to industries and establishments that have taken special efforts to reduce energy consumption while maintaining their production.
 - It recognizes the energy efficiency achievements in 56 sub-sectors across industry, establishments and institutions.

The session was attended by 79 students and 21 faculty members.

Institution's innovation council (IIC) of NNRG to identify opportunities for the students and faculty members of NNRG while they are studying as well as in their future to encourage them towards Social Entrepreneurship which can develop our society and our nation in the long run. Majority of the IIC members are participated in this program.

The screenshot shows a Zoom meeting window. On the left, a PowerPoint slide titled "NATIONAL ENERGY CONSERVATION DAY 2021" is displayed. The slide content is as follows:

NATIONAL ENERGY CONSERVATION DAY 2021

- Every year on the **14th of December**, **National Energy Conservation day** is celebrated in India. This occasion has been celebrated since **1991** when is led by the **Ministry of power**.
- This day is celebrated to raise awareness regarding the conservation of energy as it is the best way to have a greener and brighter future.
 - ENERGY SAVED IS ENERGY EARNED.**
 - Let us work towards a sustainable world by embracing renewable energy.
 - Energy Conservation Day is a reminder that we can no longer go easy with our sources of energy and we must conserve them. With great power comes great electricity bills! Save electricity.
- Significance of the day:**
 - Energy conservation is a big necessity that is required of our future well-being. It is a practice that everyone should **indulge in to make the future of our earth even better.**
 - Conserving energy means wisely using energy rather than indiscriminately misusing it.
 - Let's nurture the nature so that we can have a better future.

On the right side of the Zoom window, a partial list of participants is visible, including AKASH 4C7, Dr. G. Janardhana Raj..., 4b1, Dr. S. Sree Hari..., and Narendhar.

This screenshot shows the same Zoom meeting window as above, but with a more complete view of the participant list on the right. The participant list includes:

- AKASH 4C7
- Dr. G. Janardhana Raj...
- 4b1
- Dr. S. Sree Hari...
- Dr. S. Sree Hari Raju
- RAO VENUGOPAL M V (highlighted with a green border)
- 413 Anuhya
- 413 Anuhya
- Narendhar
- Narendhar
- Aravind
- 18-222-venky
- Dr. BC, PREMKUMAR ...
- 18-222-venky
- Dr. BC, PREMKUMAR ...
- Yadugani.Srinivas
- Kprashant
- Kprashant

At the bottom of the Zoom window, a control bar is visible with icons for Unmute, Start Video, Security, Participants (90), Polls, Chat, Share Screen, Pause/Stop Recording, Breakout Rooms, Reactions, Apps, More, and an End button.

NATIONAL ENERGY CONSERVATION DAY 2021

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 - Let's nurture the nature so that we can have a better future.

Your network bandwidth is low

RAO VENUGOPAL M V

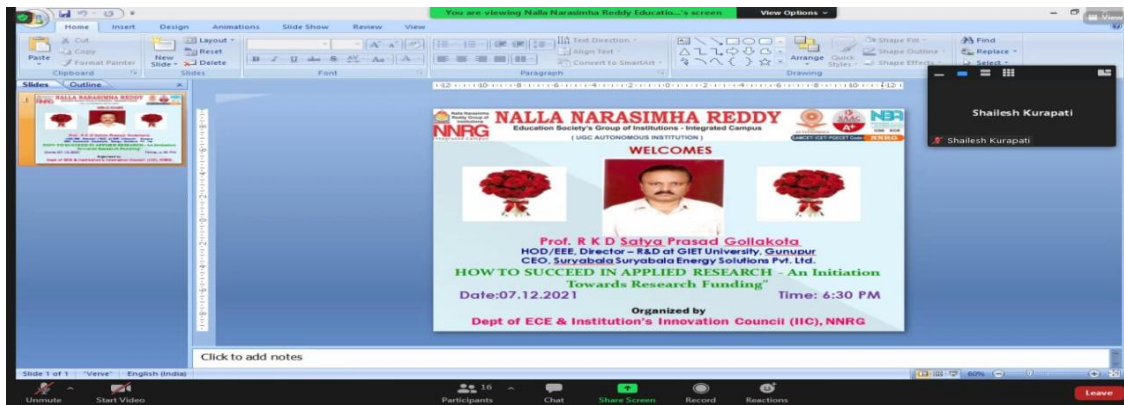
Recording...
You are viewing Dr. S. Sree Hari Raju's screen
View Options
View

AKASH 4C7 		Dr. S. Sree Hari... 		413 Anuhya
Kprashant 		Narendhar 	18-222-venky 	Dr. BC. PREMKUMAR BUJU...
	197Z1A04A3 Sai... 	197Z1A04B6 Vai... 		20 204Dharani
	Shivareddy 	EEE-197Z1A0201 	187Z1R0023 M... 	laukik ZSA0207
Dhanush 		Akanksha 	Android Bluedr... 	187Z1R0036 B.P...

Unmute
Start Video
Security
Participants 83
Polls
Chat
Share Screen
Pause/Stop Recording
Breakout Rooms
Reactions
Apps
More
End

Dr G JANARDHANARAJU
 IIC-CONVENER & DEAN-SoE

Planning your research will help you find relevant resources and prevent you from wasting time searching aimlessly. Gather Background Information: Gather information to acquire a general knowledge of your subject. Form a Search Strategy: Learn how to identify strong keywords, synonyms, and related terms to make finding sources easier. Finding sources of information is easier when you know what you're looking for and where to look. The library provides access to a large collection of resources, both online and in person. The library is a good place to search for resources because the sources will be credible. You can also use search strategies to improve your search. Once you have found relevant resources, you can begin building your thesis statement and constructing the outline of your paper. Creating an outline of your paper before starting to write can be really helpful. Use bullet-points to flesh out an introduction, body, and conclusion. This last step is such an important one. Fortunately, we have a whole Subject Guide devoted to citing and documenting sources in a variety of formats! In writing clear and complete reports suitable for replication, and in disseminating findings. Key Personnel associated with each project completed a comprehensive interview schedule concerning idea development, project design, funding, research, development and dissemination of findings, and utilization of findings. Profiles of the successful and less successful projects were then formulated. The successful projects showed high levels of communication and involvement with the individuals involved in research and practice.





NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
(UGC AUTONOMOUS INSTITUTION)



INSTITUTION'S INNOVATION COUNCIL

2nd December 2021

REPORT ON EXPERT TALK

Institution's Innovation Council (IIC) of Nalla Narasimha Reddy Education Society's Group of Institutions (NNRG) has organized an ‘

The details of program are as follows:

Date: 30th November 2021

Time: 6:30 P.M

Registration : <https://forms.gle/D7hnTRk2c99TvwJn7>

ZoomLink:

<https://us02web.zoom.us/j/84604431030?pwd=NmpvVWFNNVl0SVl1alFOYVdJUU5WZz09>

Meeting ID: 846 0443 1030

Passcode: IIC123

Resource Person: Ms. Santhoshi Buddhiraju

CEO, Autocracy Machinery

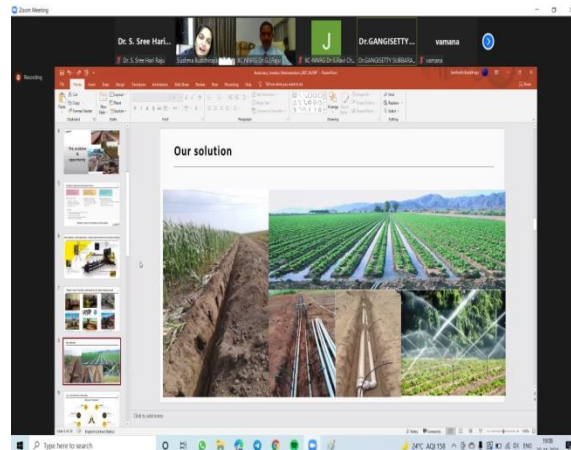
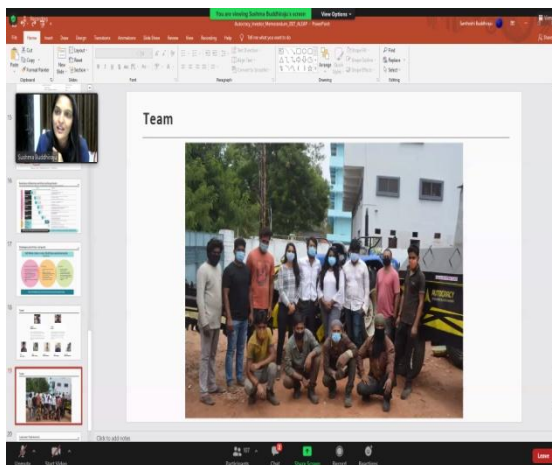
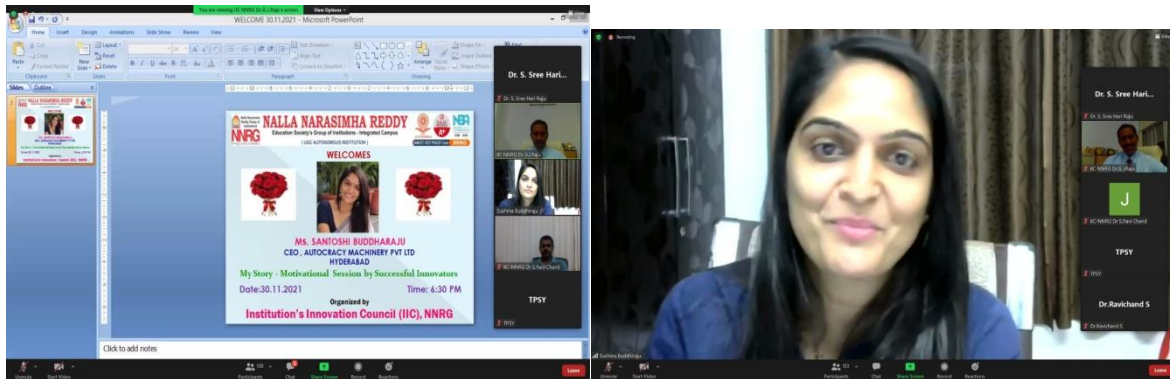
Private Limited, Hyderabad.

Autocracy Machinery Private Limited is a Private incorporated on 19 October 2020. It is classified as Non-govt Company and is registered at Registrar of Companies, Hyderabad. Its authorized share capital is Rs. 100,000 and its paid up capital is Rs. 100,000. It is involved in Manufacture of general purpose machinery.

Autocracy Machinery Private Limited's Annual General Meeting (AGM) was last held on N/A and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on N/A. The first company SANTHOSHI SUSHMA BUDDHIRAJU was appointed as Director is AUTOCRACY MACHINERY PRIVATE LIMITED. The last one year has been difficult for most businesses with manufacturing taking a huge hit. Talking about the challenges Autocracy Machinery faced during the pandemic, she says, “Conceptualization of the idea and delivery of a prototype in the midst of a pandemic where imports had been reduced to a trickle meant putting together a supply chain to procure the parts involved in building the maS chine, like gearboxes, driver chains, etc. I also visited multiple vendors at their home locations within the prescribed lockdown rules to agree on design parameters and the timely delivery of machine parts.” The company also faced other hiccups along the way including making changes in design to accommodate vendor limitations, and prototype testing across multiple soil types, according to Buddhiraju. Like all other entrepreneurs, aims to incorporate on-the-job learning to expand her business. Some of the crucial lessons have been a continuous customer feedback loop, coupled with adequate on-site testing at every stage of

the design process. “With a business strategy based on constant improvement, the aim is to expand into other earth mover machines, and agricultural machines which are currently not manufactured in India,” The company also aims to introduce new technologies in India which are currently non-existent or available in a limited capacity. “Thanks to our continuous R&D and increasing customer demand, we have launched ditcher machines (no existing manufacturer) which are used in canal irrigation. We plan to increase our product portfolio continuously,” says Buddhiraju.

Glimpses of expert talk by Ms. Santhoshi Buddhiraju



Dr. C. V. Krishna Reddy, Director of our Institution and President, IIC, NNRG, Dr. G. Janardhana Raju, Dean, School of Engineering and Convener, IIC, NNRG, Dr. S. Ravichand, Program Coordinators and 20 faculty members and 80 students of various departments have participated in the program.

**CONVENER,
IIC, NNRG.**



NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
(UGC AUTONOMOUS INSTITUTION)



INSTITUTION'S INNOVATION COUNCIL

REPORT ON WORKSHOP

"ENTREPRENEURSHIP & INNOVATION AS CAREER OPPORTUNITY"

Date	: 30 th November, 2021
Time	: 2.00PM
Resource Person	: Mr. Vijay Kumar Machcha
Designation	: Program Manager – Responsible Business & CSR BVIC,
Institute	: Bala Vikasa International Centre (BVIC), Hyderabad. (Incubation Center)
Resource Person Profile	:

Mr. Vijay Kumar is a sustainability and multi-disciplinary professional with over 14 years of experience. His core areas of expertise include Responsible Business, Corporate Sustainability, Social Entrepreneurship & Incubation, CSR, Climate Change and Sustainable Development. He has extensively worked in management systems consulting and auditing including, UN-Climate Programs, Corporate Sustainability, Global Reporting Initiative (GRI), quality (ISO9001), environment (ISO14001) and climate change (CDM/ISO14064/GHG) management standards. He is a certified lead auditor in QMS, EMS, GHG Auditing, UN-Climate standards, SROI practitioner (Social Value, UK) and is a certified Sustainability Assurance Practitioner (CSAP-CII).

Apart from auditing, he has also worked on multi-lateral/bi-lateral advisory projects of World Bank, ADB, European Union, US Consulate and Canada International Development Agency (CIDA). He has led several research programs and has contributed to publications, new letters and knowledge sharing modules. In the past, he worked with TUV NORD (Germany), SENES (Canada), IT Power (UK) and Zenith Energy. He has successfully delivered over 250 consulting and auditing assignments in his previous stint.

He advocated corporate and SMEs in adopting responsible business practices. He conceptualized several winning proposals for international-aid, corporate grants and business services. In his current role at BVIC, he has executed high-impact programs of Canada Fund for Local Initiatives (CFLI), US Consulate, Sopar-Canada, HCL Foundation and other corporate companies. He is part of the strategic management team that plans the overall

functioning of the organization. He is often invited as a speaker and panellist by reputed institutes for his contribution. He acts as an advisor to engineering colleges, institutes and start-ups, mentors young entrepreneurs and professionals, and is a member of various selection panels and working groups. So far, he has trained over 300 international participants and 3000+ national participants on a variety of subjects. He has been recognized as a young leader for social change (under 40) by US Consulate General, Hyderabad. He has completed his Masters in Environmental Science from Osmania University, Post Graduate Diploma in Energy Management from the Central University of Hyderabad and Masters in Social Work.

In his talk **Mr. Vijay Kumar** has presented the importance of entrepreneurship & innovation as career opportunity. It was focused on the responsibilities of an entrepreneur and the role of innovation in developing Startups. This one-hour workshop presented some interesting concepts related to entrepreneurship, innovation & start ups and the new areas to be explored or to be addressed in this particular domain.

He has explained about the following things:

- Entrepreneur
- Incubation
- Social Entrepreneurship
- Responsible Business
- Corporate Sustainability
- Sustainable Development
- responsible business practices

GLIMPSES OF WORKSHOP

"ENTREPRENEURSHIP & INNOVATION AS CAREER OPPORTUNITY"

 Nalla Narasimha Reddy Group of Institutions
NNRG
Integrated Campus

NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
Hyderabad, Telangana.

 UGC
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 Accredited by
A+
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EFMD EQUIS

 INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

AUTONOMOUS INSTITUTION

Workshop
On
**"Entrepreneurship and Innovation
as Career Opportunity"**


Mr. Vijay Kumar Machcha
Sustainability, Entrepreneurship &
CSR Professional Startup Mentor & Guide
Program Manager
Responsible Business & CSR BVC

Date : 30-11-2021

Venue :
Auditorium, NNRG.

Organized by IIC, NNRG



Dr.C.V.Krishna Reddy, Director of the Institution and President, IIC, NNRG, Dr.G.Janardhana Raju, Dean, School of Engineering and Convener, IIC, NNRG, Program Coordinators and Over 150 participants had attended this session and took great learning, and really appreciated the workshop.



Convener IIC - NNRG



NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
(UGC AUTONOMOUS INSTITUTION)



INSTITUTION'S INNOVATION COUNCIL

30th November 2021

REPORT ON EXPERT TALK

Institution's Innovation Council (IIC) of Nalla Narasimha Reddy Education Society's Group of Institutions (NNRG) has organized an ‘

The details of program are as follows:

Date: 29th November 2021

Time: 9:30 A.M

Registration : <https://forms.gle/D7hnTRk2c99TvwJn7>

ZoomLink:

<https://us02web.zoom.us/j/84604431030?pwd=NmpvVWFNNVl0SVl1a1FOYVdJUU5WZz09>

Meeting ID: 846 0443 1030

Passcode: IIC123

Resource Person: Ms. Kalpana Ramesh

Interior Architect,

Founder-The Rainwater Project

Founder-Kaava Design Studio,

Head-Water Initiative-SAHE

Member (Speaker)-Tedx Hyderabad

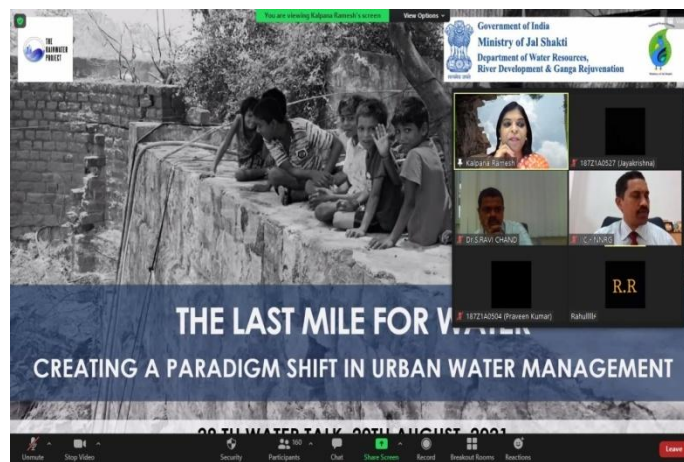
Member@IIId Hyderabad Chapter Member.

Ms. Kalpana Ramesh Also known as the Water Warrior, Kalpana Ramesh is a designer turned environmentalist. Seeing the grave situation of water scarcity in the city of Hyderabad, Kalpana started working towards spreading awareness and creating sensitivity about rainwater harvesting in the city. After 5 years of research and active work, she founded

The Rainwater Project, a social enterprise to provide complete water management solutions. Backed by scientific data, employ age old tried and trusted practices as well as new innovative methods to help you manage water scarcity on your site. Our foundation is built on the idea of conserving water and protecting its natural resources from depletion

To help individuals, communities, corporates, government bodies to achieve water sustainability by providing rainwater harvesting techniques that are specific for your site by applying the three R's to water management and make your site a zero-discharge property.

Glimpses of expert talk by Kalpana Ramesh



Dr. C. V. Krishna Reddy, Director of our Institution and President, IIC, NNRG, Dr. G. Janardhana Raju, Dean, School of Engineering and Convener, IIC, NNRG, Dr. S. Ravichand, Program Coordinators and 21 faculty members and 79 students of various departments have participated in the program.

**CONVENER,
IIC, NNRG.**

INSTITUTION'S INNOVATION COUNCIL

26-11-2021

**A report on "TFT Technology and its applications"
by Dr Dinesh Kumar Bhatia, Professor, Dept. of ECE, Central South University of
Forestry & Technology", China**

Electronics and Telecommunication Department of Nalla Narasimha Reddy Education Society's Group of Institutions has organized a National Webinar on "**TFT Technology and its applications**" on 26-11-2021 through Google meeting . The details of program are as follows:

Date-26th November, 2021 Time: 11:00 A.M.

Platform - Google Meeting

Meeting Link:

<https://meet.google.com/szg-ywva-umg>

Resource Person: Dr. Dinesh Kumar Bhatia,

Professor ,dept of ECE,

The Central South University of Forestry & Technology, China



The banner features the following text and elements:

- Top left: Nalla Narasimha Reddy Group of Institutions, **NNRG** Integrated Campus
- Top center: **NALLA NARASIMHA REDDY** Education Society's Group of Institutions - Integrated Campus (UGC AUTONOMOUS INSTITUTION)
- Top right: AUTONOMOUS, NAAC A+, NBA CSE ECE
- Center: School of Engineering, DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING
- Organizes a NATIONAL WEBINAR on "TFT TECHNOLOGY AND ITS APPLICATIONS"
- Resource Person: Dr. DINESH KUMAR BHATIA (with a small photo of him)
- 26TH NOV' 2021, FRIDAY, @ 11 AM, I.S.T
- FREE REGISTRATION

Speaker addressed TFT (Thin Film Transistor) technology. This technology is used to enhance the operation and usefulness of LCD displays. He explained working of a typical LCD fluidic display device, through animation. He explained the role of indium tin oxide (ITO) in order to improve the quality of an image to the viewer. He narrated that the process can be used in both segmented or pixelated display devices but is found synonymous with colour TFT displays.

He explained research issues on the inherent slow rate of change between fluid states over a large number of pixel elements causing problem. He explained his doctoral work of putting a high speed LCD controlling device in the form of a thin film transistor right at the pixel element on the glass surface, to image blurring in LCD .

He explained TFT Applications in mobile devices, appliance, medical devices, instrumentation, aircraft and certainly computer display devices as well as TV's. The addition of the thin film transistor in LCD design vastly improved the use of LCD's in all market areas.

In this program the Director of our Institution, Dr C V Krishna Reddy and Program Coordinators Dr S Ravichand, Dr. Michael and Mr. P K Kulkarni and other 25 faculty members and 87 students have participated.




Dr G JANARDHANARAJU
IIC-CONVENER & DEAN-SoE