



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

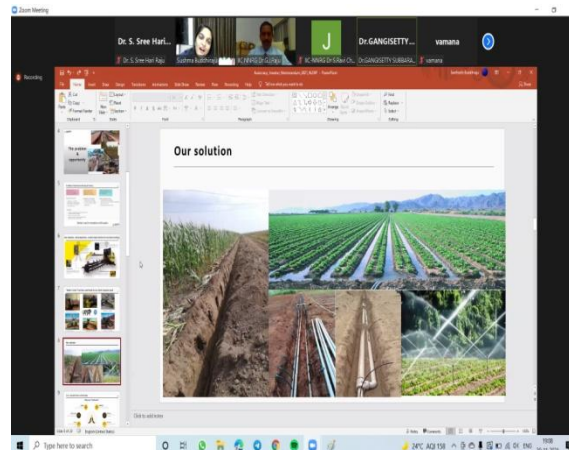
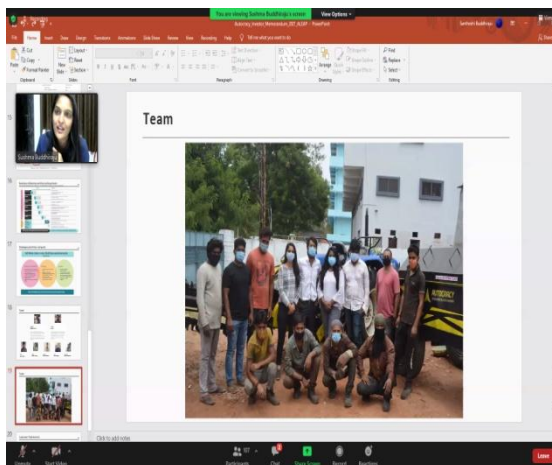
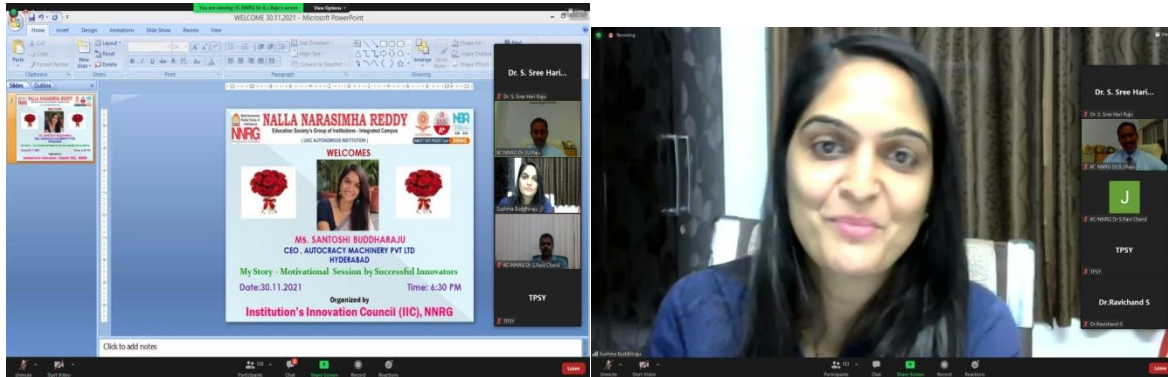
Private Limited, Hyderabad.

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.**