

REPORT ON

My story – Motivational session by successful entrepreneur / successful start-up Founder



 **NALLA NARASIMHA REDDY**
Education Society's Group of Institutions - Integrated Campus
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Chowdariguda (V), Korremula 'X' Roads, Ghatkesar (M), Medchal-Malkajgiri Dist., Hyderabad, T.S. - 500 088.
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Session on

**My Story - Motivational Session by
Successful Entrepreneur / Successful Start-up Founder**

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


Mr. Srinivas Aluri
Director, Modulus Composites Pvt. Ltd. &
Founder, Smart Machines and Structures
Hyderabad

30th November 2022 **Time: 11:30 AM**

Venue: Conference Hall, Ground Floor, NNRG

Institution's Innovation Council (IIC) of Nalla Narasimha Reddy Education Society's of Group of Institutions, Hyderabad organized a session on My story – Motivational Session by Successful Entrepreneur / Successful Start-up Founder to promote entrepreneurship / start-ups by involving the engineering students of CSE, and MBA / Pharmacy of about 150. Students, Faculty and IIC Members of Nalla Narasimha Reddy Education Society's of Group of Institutions assembled in the Conference Hall on 30-11-2022. The faculty and students of NNRG gathered and assembled and had an interactive session with Mr Aluri Srinivas, Director, Modulus Composites Pvt. Ltd., and Founder for Smart Machines and Structures.

At the outset, Mr Srinivas briefed about previous speaker's comment regarding the failures in Battery Management System. He pointed out that basics are taught in engineering and the gap is to be filled between Academia and industry to improve the skills so that failures can be overcome. India has to build 40 times of power plants when compare to foreign countries to meet the needs of public – he added. To achieve this, all sort of engineers must put their efforts collectively for success.

He also said that, Innovation require basically ideas of brilliant and then marketing..For example, Tata group released a Nano car some time ago and no doubt it is a wonderful product but it is not attracted by the customers due to facilities or the involvement of latest technology rather than the cost.

He also motivated the development of perspectiveness for start-up among the young engineering graduates. He suggested that a laptop is needed for start-ups so that apps can be created (Facebook is for example a wonderful app). However, one should have a right idea, gathering information by talking to the people in incubation centres, certainly helps for generating ideas followed by products. Product development is ofcourse expensive as trial and error methods involve initially lot of finance investment.

The most important in designing a product is COST followed by budget. Good ideas, passionate to commitment are necessary for start-ups and encouraged the engineering, Pharmacy and MBA students. At the end of the session, Mr Pranav and Ms B Anushasree CSE IV year students gave their feedback in this regard.

Dr C V Krishna Reddy (President), Dr Krishna Mohan Chinnala (Vice-President), Dr G Janardhana Raju (Convener, IIC-NNRG), Dr Ravi Chand (Convener R&D Cell), Prof PK Kulkarni, Convener ARIIA, senior faculty members and the registered students of IIC attended the event.

The session was ended with vote of thanks by Ms Radhika, CSE Department.



Dr G SUBBARAO
Event Coordinator – IIC

Dr G JANARDHANA RAJU
CONVENER - IIC, NNRG.