

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

A Report on

“IMPACT OF AI IN PRESENT DAY ENTREPRENEURSHIP”

Date: 18-09-2025

Time: 2.00 PM -4.00 PM

Nalla Narasimha Reddy Education Society's Group of Institutions in association with IPR Cell and IIC - NNRG conducted a session on “Impact of AI in Present Day Entrepreneurship” on 18th September, 2025 from 2.00 PM - 4.00 PM at Seminar Hall, School of Pharmacy, NNRG.

Dr. T. Pavan Kumar, Scientific advisor, CGPDTM (Controller General of Patents, Designs & Trademarks) Ministry of Commerce & Industry, Government of India, Dr. Krishna Mohan Chinnala, Vice-President IIC, Dr. N. Ravi Shankar, Convener IIC-NNRG, Dr. V. Sravan & Dr. M. Sathish Kumar Co-conveners IIC, 20 faculty members and 100 students have participated in the program.

Dr. Pavan Kumar Thimmaraju introduced the session on Artificial Intelligence (AI) which is transforming present-day entrepreneurship by enabling businesses to operate more efficiently, innovatively, rapidly, and make data-driven decisions. He discussed that Startups and established enterprises are leveraging AI technologies such as machine learning, natural language processing, and predictive analytics to streamline operations, enhance customer experiences and reduce costs. He highlighted that AI-powered tools assist entrepreneurs in market research, customer behavior analysis, personalized marketing, and financial forecasting. Automation of routine tasks—such as customer support through chat bots and inventory management—allows entrepreneurs to focus more on strategic planning and innovation.

Additionally, he focused on that AI is facilitating the development of new products and services, creating competitive advantages in dynamic markets. In today's digital economy, AI also lowers entry barriers by providing affordable solutions for business analytics, design, and operations. However, entrepreneurs must also address challenges such as ethical considerations, data privacy, and the need for continuous skill development.

Overall, he concluded that AI acts as a catalyst for innovation, scalability, and sustainable growth in modern entrepreneurship.

After successful completion of the event feedback from the participants was taken and few have expressed their enthusiasm in attending such kind of programs in future too. They expressed that the awareness programs like this give propulsion to build their careers. The session was concluded with vote of thanks.

Glimpses of the event.



Convener
IIC-NNRG