



ADITYA ENGINEERING COLLEGE

An Autonomous Institution

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Aditya Nagar, ADB Road, Surampalem - 533437, Near Kakinada, E.G.Dt., Ph:99498 76662

Department of Electronics and Communication Engineering



One Day Workshop on Entrepreneurship for start-ups: Role of Technology and Innovation

Report

- Venue** : Room No.: CB-208, Seminar Hall, Cotton Bhavan.
- Date** : 16th July 2019
- Resource person** : **Mr. Soundararaj Damodharan**,
Director, RENSO Automotive and Aerospace Services,
Coimbatore, Tamil Nadu, India.
- Number of participants** : 42
- Objective** : The workshop provides inputs on the process and practice of entrepreneurship development, communication, and interpersonal skills, opportunity identification, business models, achievement motivation training, and inputs on resource and knowledge industries.
- About the workshop** : The Department of Electronics and Communication Engineering, Aditya Engineering College, Surampalem organized a one day workshop on "Entrepreneurship for start-ups: Role of Technology and Innovation" on 16th July 2019. **Mr. Soundararaj Damodharan**, focused on the fundamentals of Entrepreneurship in the electronics and Communication domain and explained how to identify opportunities to initiate a start-up. Also, explain how to convert an idea into a prototype model with case studies.
- Outcome** : Students were able to
- Identify opportunities to initiate a start-up.
 - Understand Entrepreneurship fundamentals.
 - Understand Customers/Market Segments.
 - Build an Eco-system for Startups.
- Closing remarks** : The workshop convenor, Ms. G. Sridevi, HOD, ECE, thanked everyone for participating in all sessions and the speaker for sharing his knowledge with all of the attendees. At the end the convenor of the program handed over Rs.13,370/- to the speaker as a token of gratitude.



Lecture by Mr. Soundararaj Damodharan

<p>ABOUT THE WORKSHOP</p> <p>The workshop would provide inputs on the process and practice of entrepreneurship development, communication, and interpersonal skills, opportunity identification, business models, achievement motivation training, and inputs on resource and knowledge industries. The specific objective of the Start-Up & Entrepreneurship Development Workshop aims to equip mentors/trainers with skills and knowledge essential for inculcating entrepreneurial leadership in students and guiding and monitoring their progress toward an entrepreneurial career.</p> <p>OUTCOMES</p> <p>After completion of the programme, students will be able to</p> <ul style="list-style-type: none"> • Identify Opportunity • Understand Entrepreneurship fundamentals • Understand Customers Market Segment • Build an Eco-system for Start-ups <p>RESOURCE PERSON Mr. Soundararaj Damodharan Director, RENSO Automotive and Aerospace Services, Coimbatore, Tamil Nadu, India</p> <p>COORDINATOR Mr. Jagadeesh Samudrala Associate Professor, ECE</p> <p>CONVENOR Ms. G. Sridevi Associate Professor & HOD, ECE</p>	<p>One Day Workshop on "Entrepreneurship for start-ups: Role of Technology and Innovation"</p> <p>16th July 2019</p> <p>Entrepreneurship</p>  <p>Organized by Department of Electronics and Communication Engineering</p>  <p>ADITYA ENGINEERING COLLEGE(A) Aditya Nagar, ADB Road, Surampalem-Pin: 533437, East Godavari District, Andhra Pradesh, India</p>
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Brochure

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