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SESHDRI RAO
GUDLAVALLERU ENGINEERING COLLEGE
(An Autonomous Institute with Permanent Affiliation to JNTUK, Kakinada)
SeshadriRao Knowledge Village, Gudlavalleru-521356, Krishna (Dt), AP,
India



A

Report on

IIC Calendar Activity

In view of

**Organize an Inter/Intra Institutional Business Plan Competition and Reward Best
Innovations
“Innovation”**

Thrust area: Validation and Innovation & Business Model Development

On

2nd and 3rd May 2024

By

SRGEC TECHDOC

Innovation and Incubation cell

For the Academic Year

2023-24

Quarter-III

Semester-II



Semester 2	Thrust area: Validation and Innovation & Business Model Development
	Quarter-III
Theme	Innovation
Activity Name	IIC Calendar Activity
Mode of Conduct	Offline
Time	Two Days, 2nd and 3rd May 2024
Participants	Students: 66 Attended Faculty: 2 Attended

Objective:

The event aims to foster innovation and entrepreneurship by organizing a competitive platform for participants to showcase their business ideas and reward the best innovations.

Exemplary:

On the 2nd and 3rd of May 2024, Dr. P.S.S Sreedhar, Social Media Coordinator of IIC, SRGEC and Dr. K. Kalyan Raj, Faculty Innovation Member, Department of EEE collaborated to organize a dynamic Inter/Intra Institutional Business Plan Competition as part of the IIC Calendar Activity. This event was designed to provide participants with an opportunity to showcase their entrepreneurial prowess, foster innovation, and recognize outstanding business ideas within the institution. The Business Plan Competition invited participants from across departments to develop and present innovative business proposals addressing a variety of challenges and opportunities. Dr. K. Kalyan Raj and Dr. P.S.S Sreedhar provided guidance and support to participants throughout the competition, offering insights into intellectual property protection, market analysis, and strategic planning. Participants were tasked with developing comprehensive business plans encompassing key elements such as market research, competitive analysis, financial projections, and scalability. Through workshops and mentoring sessions, contestants refined their business ideas, honed their presentation skills, and received valuable feedback from industry experts and faculty mentors.

The competition featured both intra-institutional rounds, allowing participants to compete within their respective departments, as well as an inter-institutional finale where winners from each department vied for top honors. A panel of judges comprising industry professionals, entrepreneurs, and academic experts evaluated the business plans based on criteria such as innovation, feasibility, market potential, and social impact. The event culminated in an awards ceremony where the best innovations were recognized and rewarded. Winners received accolades, prizes, and opportunities for further mentorship and support to bring their business ideas to fruition. Additionally, the competition served as a platform for networking, collaboration, and knowledge sharing among participants, faculty members, and industry stakeholders. By organizing the Inter/Intra Institutional Business Plan Competition, Dr. K. Kalyan Raj and Dr. P.S.S Sreedhar demonstrated their commitment to nurturing entrepreneurial talent and fostering a culture of innovation within the institution. The event provided participants with

a valuable platform to showcase their creativity, ingenuity, and entrepreneurial spirit, paving the way for future success in the dynamic world of business and entrepreneurship.

The event garnered an overwhelming response from both students and faculty members, reflecting the collective dedication towards promoting environmental consciousness and sustainable development. The Principal, Dr. B. Karuna Kumar, and the IIC President, along with the Vice Principal - Academics, Dr. M.R.Ch. Sastry, expressed their heartfelt appreciation to the entire IIC team, for orchestrating such a successful event.

