



**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**

My Story - Motivational Session by Successful Innovators

**“Entrepreneurship and Innovation as Career Opportunity”**

In view of

**“Innovation”**

**Thrust area: Inspiration, Motivation & Ideation**

On

**8<sup>th</sup> September, 2023**

By

**SRGEC TECHDOC**

**Innovation and Incubation cell**

For the Academic Year

**2023-24**

Quarter-I

Semester-I



**Ministry of  
Education**  
Government of India



**MoE's  
INNOVATION CELL**  
(GOVERNMENT OF INDIA)



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of Education Initiative)



<b>Semester 1</b>	<b>Thrust area: Inspiration, Motivation &amp; Ideation Quarter 1</b>
<b>Theme</b>	Innovation
<b>Activity Name</b>	My Story - Motivational Session by Successful Innovators <b>“Entrepreneurship and Innovation as Career Opportunity”</b>
<b>Mode of Conduct</b>	Offline
<b>Time</b>	<b>One Day, 8<sup>th</sup> September, 2023</b>
<b>Participants</b>	Students:441 Attended Faculty:56 Attended

**Objective:**

Applying new ideas, methods and ways of thinking for startups

**Exemplary:**

SRGEC TECHDOC, Innovation and Incubation cell of Seshadrirao Gudlavalleru Engineering College has conducted a secession on “Workshop on Entrepreneurship and Innovation” as Career Opportunity” made with Dr. V. Naveen Kumar, NSS coordinator and Dr. Govinda Rao, Faculty Innovation Member, Dept of BS&H with Departments of Seshadrirao Gudlavalleru Engineering College, Gudlavalleru, AP, India. A total of 441 students and 56 faculty member attended the secession. Mentors from Department of MBA, SRGEC rendered his knowledge on skill and startup ecosystem to students. Kishor S. Gaikwad, Vigyan Ashram, Pune- Program Manager (Aug 2022 – till date) DIY Lab Pune and Atal tinkering Labs all over the country created awareness among participants with his successful story. At the end of the event IIC president and coordinator asked the participants to involve in IIC related activities.

The workshop kicks off with an exploration of the entrepreneurial mindset the cornerstone of success in this realm. Participants engage in interactive sessions, led by seasoned entrepreneurs and industry experts, to understand the essential qualities of successful entrepreneurs. Real-life examples, such as the rise of Elon Musk and the founding stories of startups like Airbnb, serve as inspirational case studies. Through group discussions and activities, participants cultivate a mindset that embraces risk, resilience, and a relentless pursuit of innovation.

The second day is dedicated to understanding and navigating the complex landscape of innovation. Industry leaders share insights into how innovation is driving change across sectors. Case studies of companies that have disrupted traditional markets through innovative solutions are dissected. From technological breakthroughs to business model innovations, participants gain a comprehensive understanding of how innovation is not just confined to product development but extends to processes, marketing, and even organizational culture.

The heart of the workshop lies in hands-on, interactive experiences. Participants engage in workshops where they conceptualize and develop their own entrepreneurial ideas. Mentors provide guidance on market research, feasibility analysis, and creating a viable business model. Simulations challenge participants to make strategic decisions in a dynamic business environment, providing a taste of the real-world challenges faced by entrepreneurs.

The workshop features distinguished guest speakers who share their personal journeys and insights. From serial entrepreneurs to venture capitalists, these speakers provide a diverse range of perspectives, emphasizing that entrepreneurship and innovation are not limited to a specific industry or demographic. Their stories serve as beacons of inspiration, showcasing the different paths individuals can take in their entrepreneurial journeys.

As this panel discussion drew to a close, participants departed with a wealth of knowledge and a renewed perspective on the future of industrial technology. The event underscored the significance of collaborative efforts in propelling the industrial landscape towards heightened efficiency, connectivity, and innovation.

