

# Expert Talk on Innovation & Entrepreneurship

— By SVEC IUCEE EWB - INDIA Student Chapter

*Chief Guest:*

**Mr. Sanjay Deshmukh**

CO-FOUNDER, DIRECTOR AT  
NURTURE EARTH RESEARCH AND  
DEVELOPMENT PVT. LTD.

*Guests of Honor:*

**Ms. Sampada Pachaury**

FOUNDER AT SHARPNESS SIMPLIFIED  
& DIRECTOR AT INDO UNIVERSAL COLLABORATION  
FOR ENGINEERING EDUCATION (IUCEE)

**Dr. Raju Dandu**

DIRECTOR AT BULK SOLIDS INNOVATION CENTER  
& PROFESSOR AT KANSAS STATE UNIVERSITY  
POLYTECHNIC, UNITED STATES

**DATE: 9TH APRIL, 2021**

**TIME: 2:30 PM (IST)**

**Dr. P.C. Krishnamachary**

PRINCIPAL, SVEC

**Dr. B. Narendra Kumar Rao**

PROFESSOR & HEAD, DEPT. OF CSE

**Dr. J. Avanija**

ASSOCIATE PROFESSOR, CSE  
FACULTY ADVISOR  
SVEC IUCEE STUDENT CHAPTER

**Dr. N. Padmaja**

PROFESSOR, ECE  
COORDINATOR - INSTITUTE  
INNOVATION COUNCIL



STUDENT CHAPTER

**Dr.J.Avanija**



---

**Date: 09<sup>th</sup> April, 2021**

**Expert Talk on**  
**Innovation & Entrepreneurship**  
**Organized by**  
**"SVEC IUCEE Student Chapter"**

**Department of Computer Science and Engineering**

**Introduction:**

**Indo-Universal Collaboration of Engineering Education:**

Indo Universal Collaboration for Engineering Education (IUCEE) was conceptualized by over 150 leaders of engineering education and businesses from US and India in 2007. The name was modified in 2016 from Indo US Collaboration for Engineering Education to reflect the more global nature of the collaborations. IUCEE is one of the founder members of IFEES (International Federation for Engineering Education Societies), which was the primary facilitator for the growth and development of IUCEE. The vision of IUCEE is to improve the quality and global relevance of engineering education and research in India with related benefits to engineering educators around the world. The major focus is on faculty development, student development, curriculum development, as well as improved teaching technologies & engineering education research. An expert talk on "Innovation and Entrepreneurship" had been organized in collaboration with IUCEE. Mr. Sanjay Deshmukh, Co-Founder, Director at Nurture Earth Research and Development Pvt. Ltd was the Chief Guest. Ms. Sampada Pachaury, Founder at Sharpness Simplified and Director - IUCEE and Dr. Raju Dandu, Director, Bulk Solids Innovation Center and Professor at Kansas State University Polytechnic consented to be the guest of honor for the event. A total of 58 students from III Year B.Tech. participated in the event and got benefited.

IUCEE is guided by a team of Indian and International Experts from academia—Global Academic Advisory Forum (GAAF), and industry—Global Industrial Advisory Forum (GIAF). A fundamental strength of IUCEE is its network of engineering educators from around the world who are passionate about the quality of engineering education, and its ties with global organizations such as—International Federation of Engineering Education Societies (IFEES), Global Engineering Deans Council (GEDC), American Society for Engineering Education (ASEE), Accreditation Board for Engineering and Technology (ABET), International Society for Engineering Pedagogy (IGIP), Engineering Projects in Community Service (EPICS), Research in Engineering Education Network (REEN) and Engineers Without Borders (EWB) and the Deshpande Foundation. Leadership and experts from these organizations are regular participants of IUCEE events and programs.



**Student Chapter Presentation - K. Uday Radhesh – President, IV B.Tech EIE**

**History**

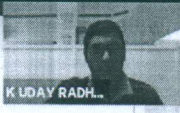
Year	Milestone
2007	EIEE was founded
2010	Formation of member institutions
2011	Virtual Academy
2014	EIEE Conference
2014	Collaboration Journal
2015	EIEEP Teachers Training Certificate
2017	Leadership Summit
2018	Academic Clusters
2019	EIE Certificate
2019	Student Leadership Certificate

**Projects Planned**





**I. A. Rangampeta Cooperative Society (Generate Alternative Revenues)**

- Protection of 640 - Indigenous cows
  - Produce Cow dung based products
- Implement Zero Budget Natural Farming (ZBNF)
  - Market Natural Food Products (MoU with TTD and College and other organizations)
- Develop an educational hub (Prakruti Vana Ashram)
  - Create R&D Centre for Innovation and Startups in Agrotech
- Support Eco-Tourism (Attract Tourists of Tirumala)
- Support from Institute in terms of Marketing, Student innovations and Raising Funds.
- Project Lead By Mr. G. Kuladeep Asst. Professor, Dept. of MECH-(NSS Program Officer)






## Projects Planned

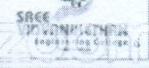
FLORAL COWDUNG COORIBS - FLORAL WASTE  
MANAGEMENT IN TEMPLES OF TTD - TIRUPATI


PROJECT BATCH 3701 DEPT. OF EIE  
SREE VIDYANIKETHAN ENGINEERING COLLEGE















2. TTD Floral Waste Management

- Facilitate a Unit with Better Ideas & Solutions
- Develop a automatic machine using PLCs for a new product.
- Mentors: Mr. GN. Murthy- Industry Expert  
Dr. Raju Dandu, IUCEE  
Mr. Hemanth, Dept. of EIE
- Project Guide by Dr. Y.Dileep Kumar, Associate Professor and Head - Dept. of EIE.





## Global Academy Advisory Forum (GAAF)

 Dr. Subhas Seshani Associate Director	 Dr. Yousra Kumar DECEP Director	 Dr. Anil Kulkarni	 Dr. Prathiba Nagabharathi	 Dr. Madan Das	 Dr. Chaiti Komesce	 Dr. Subramanian D. Rajan	 Dr. Sandhya Kulkarni	 Dr. Gopalakrishna Sarda
 Dr. Venki Subramani	 Dr. Anjanna Mantri	 Dr. Jahn Thirukan	 Dr. Raju Dandu	 Ms. Sheetal Subrah	 Dr. Vijay Karakar	 Dr. Neeraj Bask	 Dr. Rao U'Srinivas	 Dr. Shoban S. Gopalakrishnan
 Dr. Suresh Suresh@svcec.ac.in								





**Chief Guest- Mr. Sanjay Deshmukh**

**(Co-Founder, Director at Nurture Earth Research and Development Pvt. Ltd.)**

**Profile:**

During his entrepreneurial journey Sanjay learnt about nature as well as learnt from nature. "Abstraction" is his core strength and his approach is domain agnostic. He has worked with his colleagues to develop technologies and jointly they have 3 international patents one for "Text Analytics", second for "Algae to Omega3" and third one for "Nano ablation for cancer treatment". Fourth patent is a national one for "Nano -Kidney". He has handled projects in India, China and USA. He is also on board of BIRAC Funded medical devices rapid prototyping centre as well as mentors start-ups and renders consultancy services.

**Mr. Sanjay Deshmukh Addressing the Students about "Innovation and Entrepreneurship"**

**Choosing a career?**

### Know What You are Better at...

<b>(Mental)</b> Cognitive - who enjoy intellectual /mental activity like thinking, reasoning learning, creativity	<b>(Physical)</b> Kinaesthetic- who enjoy physical activities like sports, dancing, hiking	<b>(Social)</b> Relational -who enjoy working relationships with people - like sales, politics,	<b>(Material)</b> Dexterity - who enjoy handling materials and tools / like sculpting,

**Innovation Example Communication**

### What is Innovation?

- Drumbeats
- Smoke signals
- Messenger (Horseman, Sailors, bird)
- Semaphore - 1791
- Telegraph - (Electric - 1835)
- Telephone - (1876)
- Telex - (1930)
- Fax - (1947)
- Email - 1965 -(1969, ARPANET)
- Internet - (1983)
- Smart phone- (1992)
- Gesture & Voice assistance (2016)



What is going to Change next?

## 1995-2020 and beyond

Organization /Technology / Emergence	Sector	Impact
Smart Phone	Phone	Camera, Fax, Music player, CD, video player, FM radio, Phone book, digital diary, calendar,
Amazon	Online retail	Supply chain and retail
Facebook	Social media	Media, politics
Netflix	Entertainment	Streaming, regulatory
Air BNB	Hospitality	Hotel industry demand decline
Uber / Ola	Transport	Shared mobility, Care sales decline
3-D Printing	Manufacturing	On demand spares, warehousing
Synthetic biology	Food, Medicine	Vegetarian meat, personalized medicine
Drones	Air transport	Logistics and delivery, disaster management
Block-Chain & Bitcoins	Economy	Economic, political, financial,
<b>Sustainability</b>	<b>All Sectors</b>	<b>Unimaginable</b>
<b>Artificial Intelligence</b>	<b>All Sectors</b>	<b>Unimaginable</b>

zoom

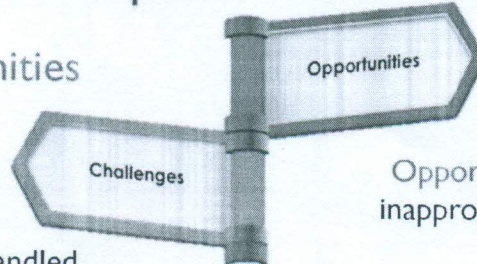
Insights for Entrepreneurs

## How you respond determines su

Opportunities

Opportunities

Challenges



Challenges handled appropriately become opportunities

Opportunities handled inappropriately become challenges

Chances & Co-incidences can't be willed but happen and create unexpected opportunities

zoom



**Presentation on Entrepreneurship by Mr. K. Uday Radhesh – President, IV BTech EIE, TEP - ISB Alumni**

## CONTENTS

- Basic overview
- Stages
- Informed Design Process
- Funding
- Business Plan Pitching
- Strategies in protecting your innovation

zoom

## STAGES OF ENTREPRENEURIAL JOURNEY

Ideation of Problem Statement

Building Prototype

Product Development

Marketing & Funding

zoom



## VENTURE CAPITALISTS

Help in

- How to negotiate contracts
- How to establishing management and accounting controls
- Employee recruitment and employee agreement
- Risk management and with insurance programs
- Counseling and guidance in complying with government regulations

zoom

## VENTURE CAPITAL FINANCING- (STAGED FINANCING)

**Seed financing**  
Small amounts of capital for initial product feasibility, market research, and development.

**Early stage financing**  
For completion of product development, recruitment of management team, initial marketing

**First stage**  
Full scale manufacturing, marketing, sales, and hiring the management team.  
**Second stage**  
Working capital for the company that has started production and sales  
**Third stage**  
Profitable firms that needs to do more R.D. and

**Bridge financing**  
Capital for a firm that expects to go public within the next twelve months but requires additional capital to bridge till then.

zoom



**Student Interaction**

**Guest of Honour - Ms. Sampada Pachaury**  
**(Founder at Sharpness Simplified and Director - IUCEE)**  
**Profile:**

Sampada Pachaury is currently serving as a Director and Global Industry Advisory Member with IUCEE Foundation. Her primary focus is on empowering students to grow in their domains and bring out their best in their performance.

She is a Post Graduate in VLSI Design from IIT Delhi. She has worked with STMicroelectronics India and Italy, Micron Technology Inc. USA, and Sankalp Semiconductors (now HCL technologies). She served as Vice President at Electronics Sector Skills Council of India to lead technical training & industry skill development of engineering students.

She is also a fitness and sports enthusiast and an amateur long-distance endurance cyclist riding across cities and mountains.

**Ms. Sampada Pachaury Addressing the Students**





**Guest of Honour-Dr. Raju Dandu**  
**(Director, Bulk Solids Innovation Center and Professor at Kansas State University Polytechnic)**

**Profile:**

Dandu holds a Ph.D. in mechanical engineering from North Dakota State University, an M.S. and a B.S. in mechanical, thermal, and nuclear power engineering, both from Slovak Technical University in Czechoslovakia, and an LAE in Automobile Engineering from Andhra Polytechnic.

Dr. Raju Dandu is a member of the American Society for Engineering Education, the American Society of Mechanical Engineers, the Society of Automotive Engineers, and the Society of Manufacturing Engineers. He was named K-State Salina Professor of the Year and was an Outstanding Faculty Advisor nominee. He received the Marchbanks Teaching Excellence Award and was nominated for the Macarthur Family Faculty Fellowship Award.

He is a faculty advisor to the Baja Society of Automotive Engineers club, Cat Cannon club, and Society of Manufacturing Engineers Student Chapter s277. He has been a program evaluator for Accreditation Board for Engineering and Technology, chair of American Society of Mechanical Engineers' Mechanical Engineering Technology Department Heads Committee, Secretary for the American Society of Mechanical Engineers Committee on Engineering Technology Accreditation, chair of Society of Mechanical Engineers Student Relations Committee and of SME Senior Chapter 230, and the American Society for Engineering Education Midwest Campus Representative.

Dandu previously worked as a senior engineer at the Tajoura Nuclear Research Center in Libya, and has had summer fellowships at Oak Ridge and Sandia National Laboratories and summer work at KASA Industrial Controls. He continues to be a consultant in CE Certification and product design, development, and testing for multiple companies and has received work force training in equipment maintenance for food industries.

**Dr. Raju Dandu Addressing the Students**



*Bnanendy*

**PROFESSOR & HEAD**  
**Dept. of Computer Science & Engineering**  
**SREE VIDYANIKETHAN ENGINEERING COLLEGE**

*[Signature]*

**Dr. J. Avanija**



**Online Expert Talk**

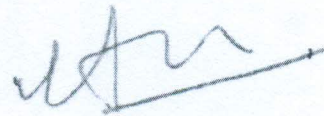
**"Innovation and Entrepreneurship" on 09.04.2021**

**List of Participants**

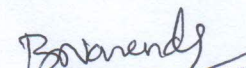
Sl.No	Roll.No.	Name
1.	18121A0506	Agali Saraswathi
2.	18121A0509	Alapaka Aravind Krishna
3.	18121A0515	Avadhanam Anantha Sai
4.	18121A0517	B HemaSagar
5.	18121A0521	Balineni sreelekha
6.	18121A0522	Sai charan
7.	18121A0525	Rakesh bandeppa gare
8.	18121A0526	Bangaru Chandu
9.	18121A0528	B.Revanth
10.	18121A0529	Dinesh
11.	18121A0530	B.Prasanna valli
12.	18121A0532	Bogolu sugunath reddy
13.	18121A0534	B Dinesh Kumar
14.	18121A0535	Sevanth.b
15.	18121A0536	BOYA BHARATH KUMAR
16.	18121A0543	Challa jaideep
17.	18121A0544	C.Pavan Kumar Naidu
18.	18121A0547	C Jaswanth
19.	18121A0552	Sanjai
20.	18121A0553	Darisi Naveen
21.	18121A0556	Doddi Nikhil
22.	18121A0562	G V Harshavardhan Reddy
23.	18121A0569	Gedipudi Charan Sai
24.	18121A0576	Shashank
25.	18121A0585	Jithesh
26.	18121A0586	Jogi Santhosh Kumar Reddy
27.	18121A0587	Jyothi Swaroop Madduri
28.	18121A0588	K Gokula Chandra
29.	18121A0589	K.Indunitha
30.	18121A0591	K s m s sai saran



Sl.No	Roll.No.	Name
31.	18121A0592	Vamsi babu
32.	18121A0594	K.Praveen Kumar
33.	18121A0595	Mytry
34.	18121A0598	Yuva
35.	18121A0599	K.deepak sai
36.	18121A05A0	K.omprakashreddy
37.	18121A05A8	Naresh Kollipora
38.	18121A05B2	Ajit Sah
39.	18121A05B6	Ram Bahadur Sah
40.	18121A05B9	SAGUN BABU ADHIKARI
41.	18121A05C1	sony priya
42.	18121A05C2	Kopparapu kavya sree
43.	18121A05C4	K.Bhuvaneswari
44.	18121A05C7	Manvitha kuncham
45.	18121A05D1	Likhitha
46.	18121A05D6	M.gouthami
47.	18121A05M4	S Bindu Sagar
48.	18121A05M6	Somisetty Geethika
49.	18121A05M8	Tangasani Maharshi Reddy
50.	18121A05M9	Tarun Emmanuel.M
51.	18121A05N1	Thukakula Geethika
52.	18121A05N6	Varada venkat naga sai arpitha
53.	18121A05Q7	Ashim raj shrestha
54.	18121A05R1	Arjun
55.	19125A0503	D Hemachandu
56.	19125A0513	N.roopesh
57.	19125A0517	Pudi prudhvi
58.	19125A0520	Tharun Kumar Reddy Sane



**Dr.J.Avanija**

  
PROFESSOR & HEAD  
Dept. of Computer Science & Engineering  
SREE VIDYANIKETHAN ENGINEERING COLLEGE  
Sree Sainath Nagar, A. Rangampet  
Chittoor (Dt.) - 517 102, A.P.