

## **DEPARTMENT OF CSE(AI & ML)**

### Report

A brief summary, on the online session on “**Roadmap for student Entrepreneurs**” event organized by CSE(AI&ML) in association with Institution’s Innovation Council (4.0) CMR Technical Campus, Hyderabad.

The Guest speaker on the above topic **Mr. Ashish Kumar P.Manger-Technology & Innovations at Atal Incubation Centre CCMB, Hyderabad.**

**Event Date:** 13 May 2022.

**Event Timing:** 11:30 AM - 12:30 PM

**Event Coordinator:** Mr. Ravindran M

### Objectives of the session

- To develop Entrepreneurial mindset among Engineering Students.
- To encourage Engineering students to opt for self-employment as a viable option for earning dignified means of living.
- To enable students to understand and appreciate the dynamic changes happening in the economy.
- To acquaint the students about the role of Entrepreneurship in the growth and economic development of nation.
- To promote Entrepreneurship as life-skills to improve quality of life, skills of creation and management of entrepreneurial pursuits.

### Outcomes of the session

- Appreciate the need for Entrepreneurship in our economy.
- Assess how entrepreneurship can help shape one’s career.
- Able to understand the current scenario of Entrepreneurial activity in India.
- Understanding different ways of idea generation.
- Able to draft basic business plan & use of technology and digitization for the business

### Participation Detail

1. No. of students Participated:**157**
2. No. of faculty Participated:**11**

### Link to the recorded session video

<https://drive.google.com/file/d/1MpSHmp1TPWiCEWHgkq1jyn32JrKfL-b3/view?usp=sharing>

Poster for the session:



CMR TECHNICAL CAMPUS  
UGC AUTONOMOUS  
ACCREDITED BY NBA & NAAC WITH 'A' GRADE  
APPROVED BY AICTE, NEW DELHI, AND JNTU, HYDERABAD  
KANDLAKOYA (M), MEDCHAL RD, HYDERABAD, TELANGANA 501 401.

CSE INSTITUTION'S INNOVATION COUNCIL nirf

**Department of CSE (AI&ML)**  
**Organizing a Session on**  
**"Roadmap For Student Entrepreneurs"**

**GUEST SPEAKER**  
**Mr. Ashish Kumar P.**  
Manager – Technology & Innovations at Atal Incubation Centre - CCMB



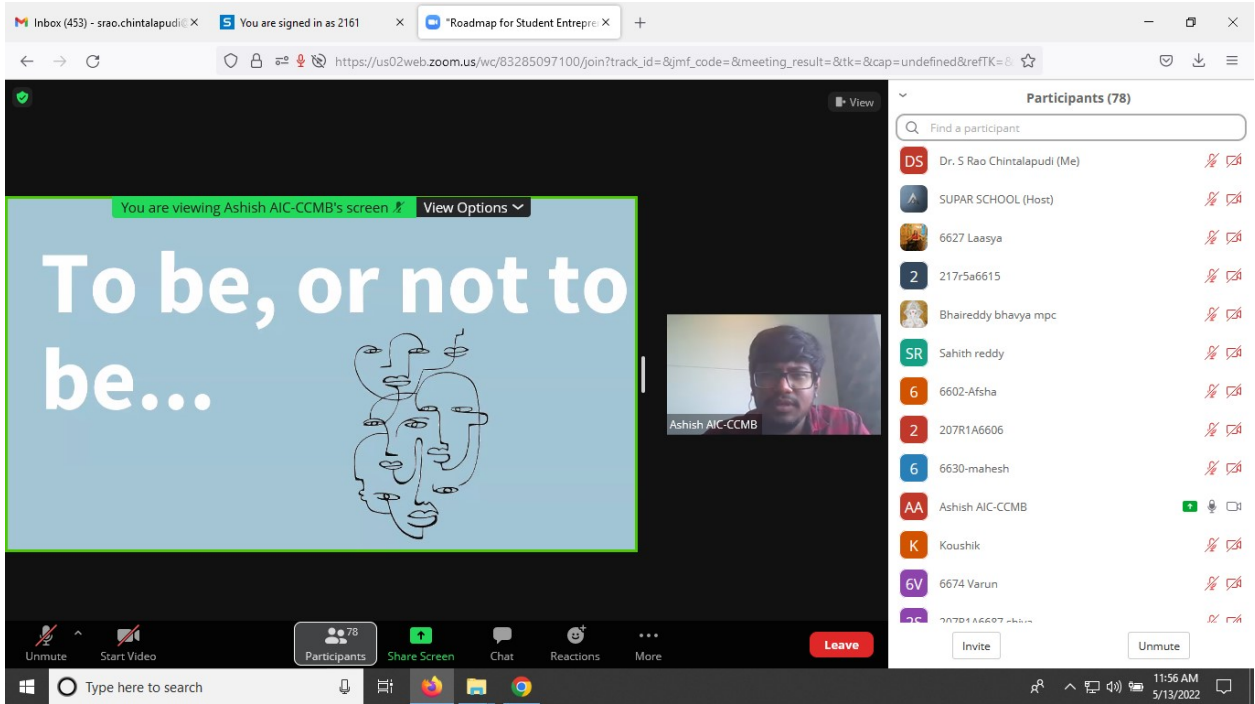
 **13th May 2022**  **11:30 AM - 12:30 PM**

<b>M. Ravindran</b> Co-Ordinator CMR TECHNICAL CAMPUS Hyderabad	<b>Dr. Sudha Arvind</b> Convener, IIC CMR TECHNICAL CAMPUS Hyderabad	<b>Dr. S Rao Chintalapudi</b> HOD CSE (AI & ML) CMR TECHNICAL CAMPUS Hyderabad
<b>Dr. K. Srujan Raju</b> Vice President, IIC CMR TECHNICAL CAMPUS Hyderabad	<b>Dr. M. Ahmed Ali Baig</b> President, IIC CMR TECHNICAL CAMPUS Hyderabad	<b>Dr. A. Raji Reddy</b> Director CMR TECHNICAL CAMPUS Hyderabad

[/cmrtechnicalcampus](#)  
[www.cmrtc.ac.in](http://www.cmrtc.ac.in)



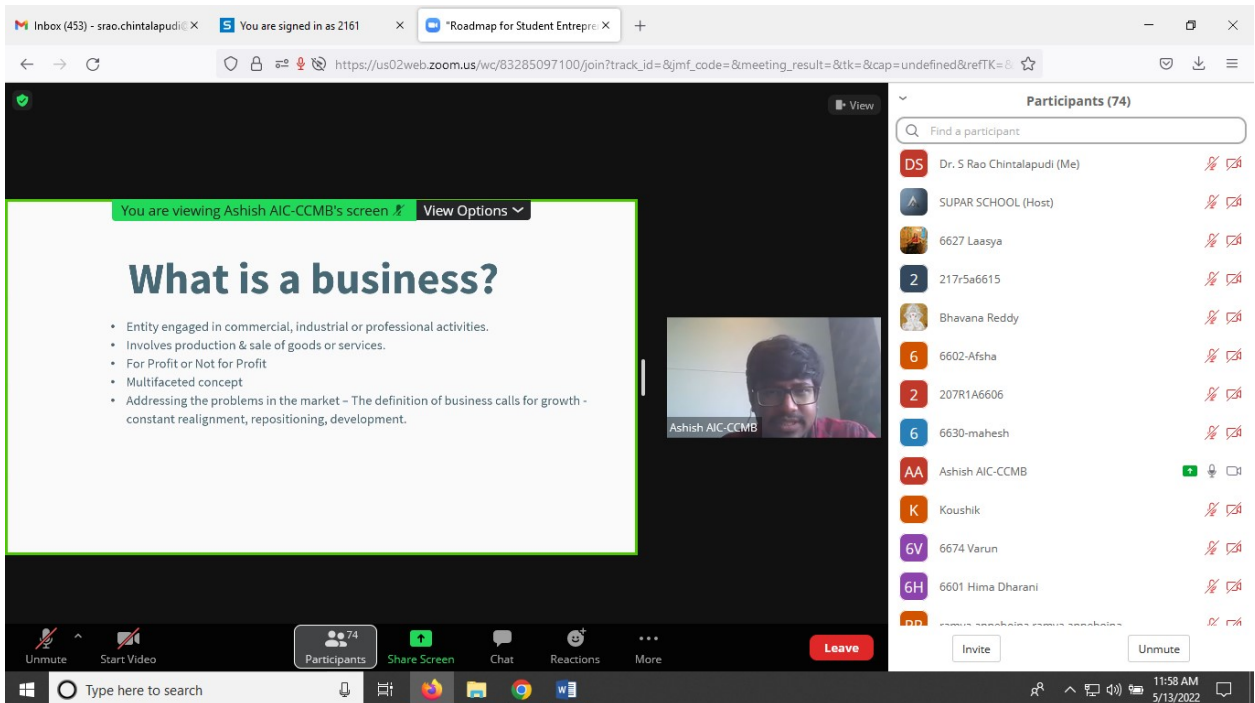
Screen Shots of the session:



**Participants (78)**

Initials	Name	Audio	Video
DS	Dr. S Rao Chintalapudi (Me)	On	Off
AS	SUPAR SCHOOL (Host)	Off	Off
66	6627 Laasya	Off	Off
21	2175a6615	Off	Off
Bh	Bhairreddy bhavya mpc	Off	Off
SR	Sahith reddy	Off	Off
66	6602-Afsha	Off	Off
20	207R1A6606	Off	Off
66	6630-mahesh	Off	Off
AA	Ashish AIC-CCMB	On	On
K	Koushik	Off	Off
6V	6674 Varun	Off	Off
66	6674 Varun	Off	Off

**To be, or not to be...**

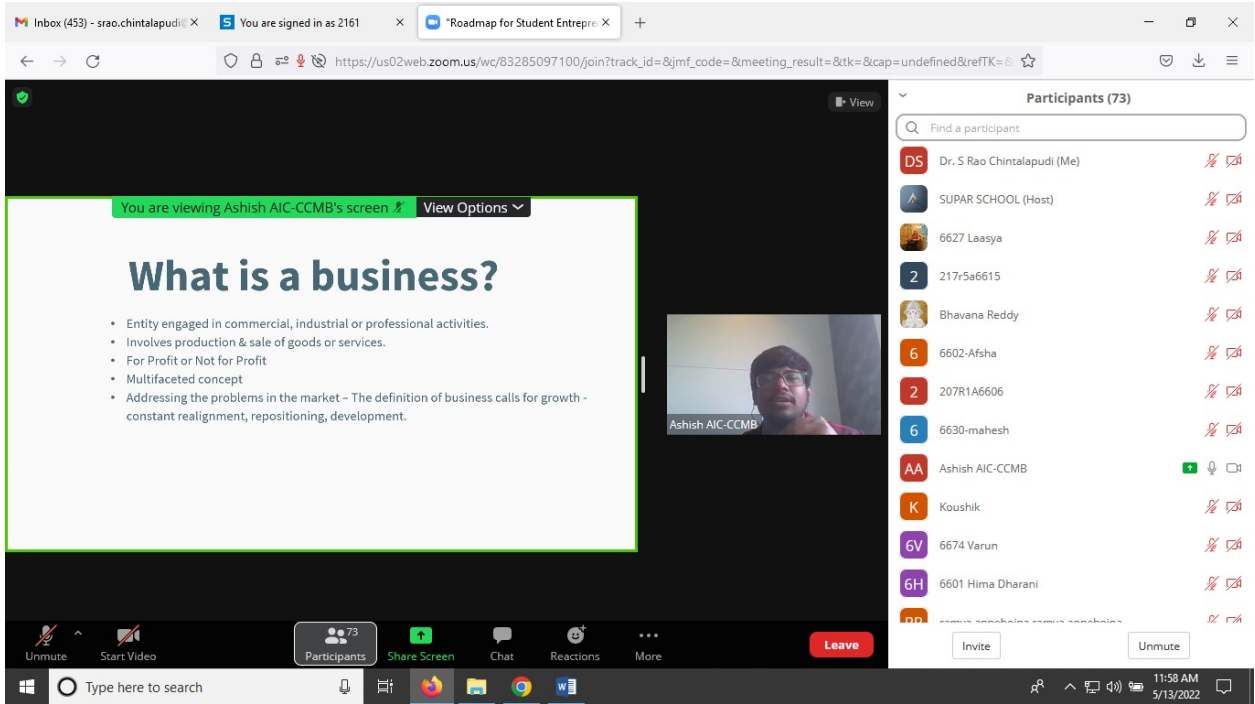


**Participants (74)**

Initials	Name	Audio	Video
DS	Dr. S Rao Chintalapudi (Me)	On	Off
AS	SUPAR SCHOOL (Host)	Off	Off
66	6627 Laasya	Off	Off
21	2175a6615	Off	Off
Bh	Bhavana Reddy	Off	Off
66	6602-Afsha	Off	Off
20	207R1A6606	Off	Off
66	6630-mahesh	Off	Off
AA	Ashish AIC-CCMB	On	On
K	Koushik	Off	Off
6V	6674 Varun	Off	Off
6H	6601 Hima Dharani	Off	Off
66	6601 Hima Dharani	Off	Off

**What is a business?**

- Entity engaged in commercial, industrial or professional activities.
- Involves production & sale of goods or services.
- For Profit or Not for Profit
- Multifaceted concept
- Addressing the problems in the market – The definition of business calls for growth - constant realignment, repositioning, development.

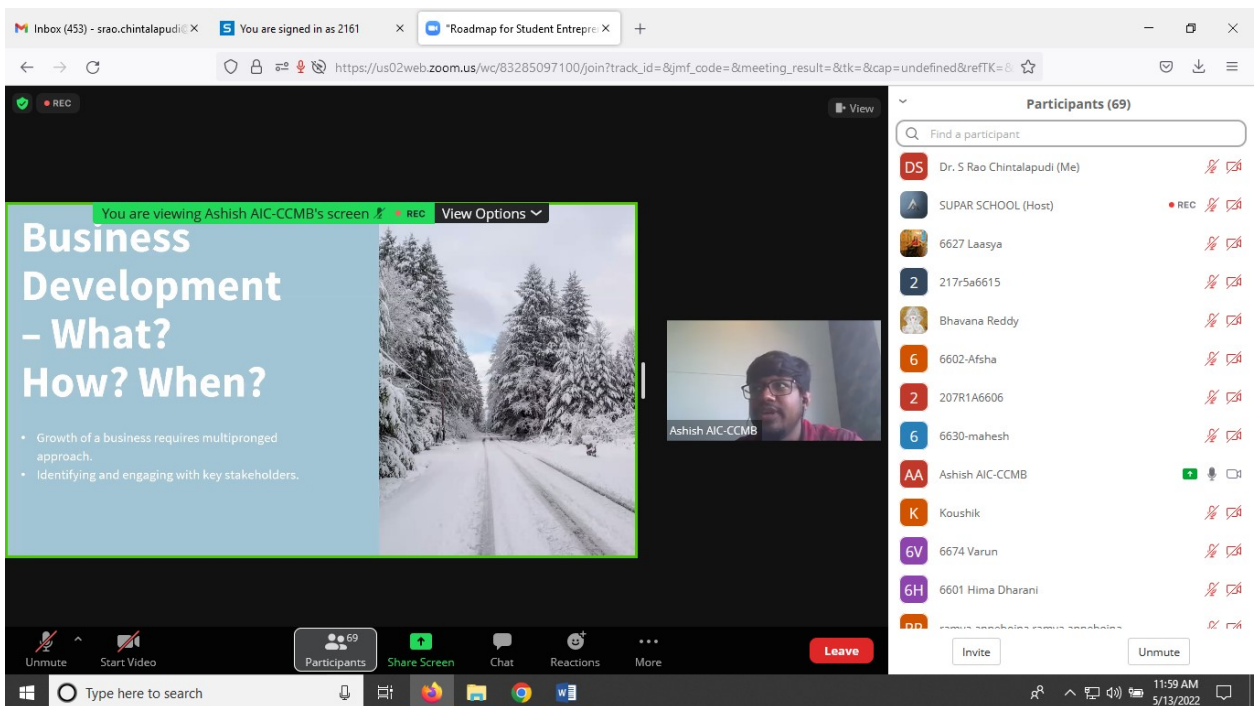


**Participants (73)**

Participant ID	Name	Role	Muted	Video Off
DS	Dr. S Rao Chintalapudi (Me)	Participant	Yes	Yes
SUPAR SCHOOL	SUPAR SCHOOL (Host)	Host	Yes	Yes
6627	Laasya	Participant	Yes	Yes
2	2175a6615	Participant	Yes	Yes
Bhavana Reddy	Bhavana Reddy	Participant	Yes	Yes
6	6602-Afsha	Participant	Yes	Yes
2	207R1A6606	Participant	Yes	Yes
6	6630-mahesh	Participant	Yes	Yes
AA	Ashish AIC-CCMB	Participant	No	Yes
K	Koushik	Participant	Yes	Yes
6V	6674 Varun	Participant	Yes	Yes
6H	6601 Hima Dharani	Participant	Yes	Yes

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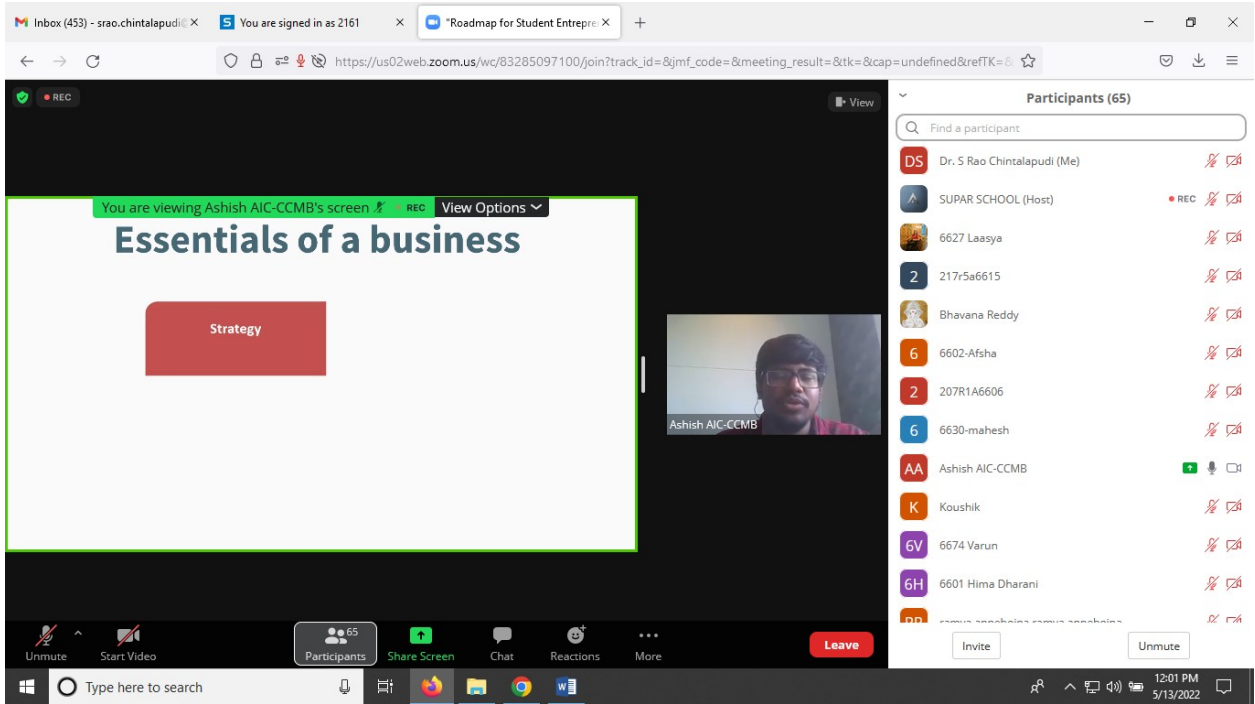


**Participants (69)**

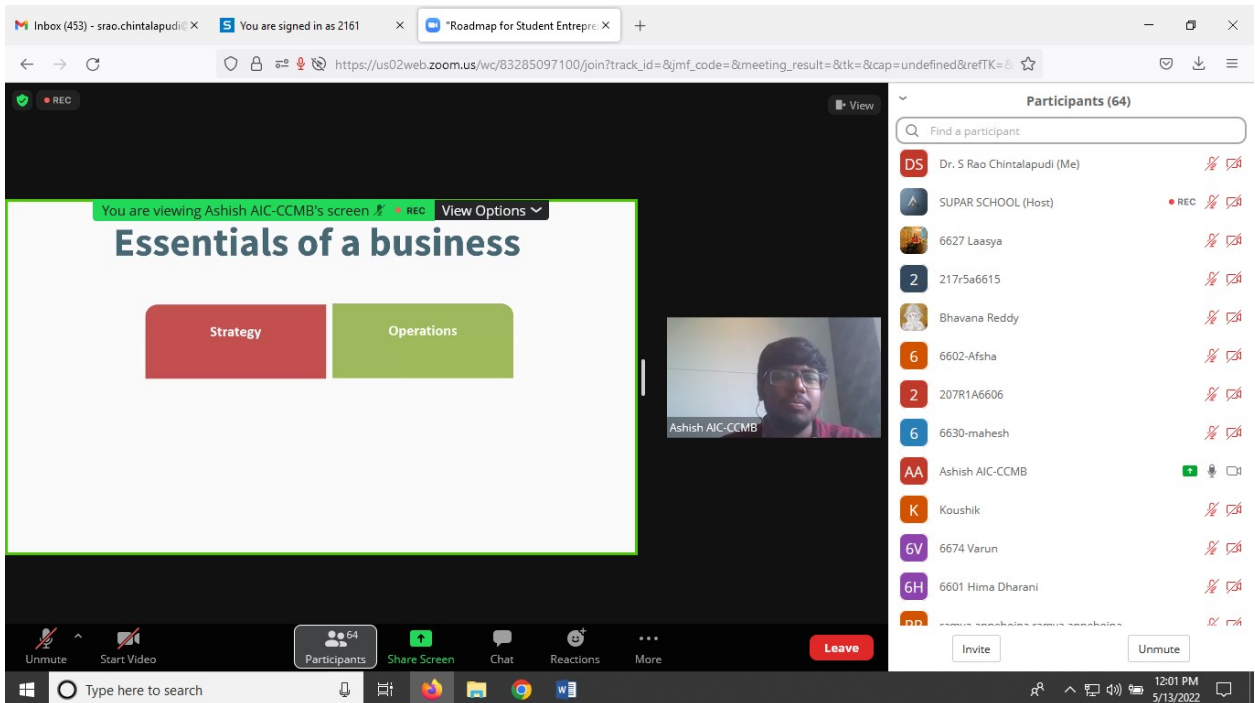
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DS	Dr. S Rao Chintalapudi (Me)	Participant	Yes	Yes
SUPAR SCHOOL	SUPAR SCHOOL (Host)	Host	Yes	Yes
6627	Laasya	Participant	Yes	Yes
2	2175a6615	Participant	Yes	Yes
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2	207R1A6606	Participant	Yes	Yes
6	6630-mahesh	Participant	Yes	Yes
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K	Koushik	Participant	Yes	Yes
6V	6674 Varun	Participant	Yes	Yes
6H	6601 Hima Dharani	Participant	Yes	Yes

**Business Development - What? How? When?**

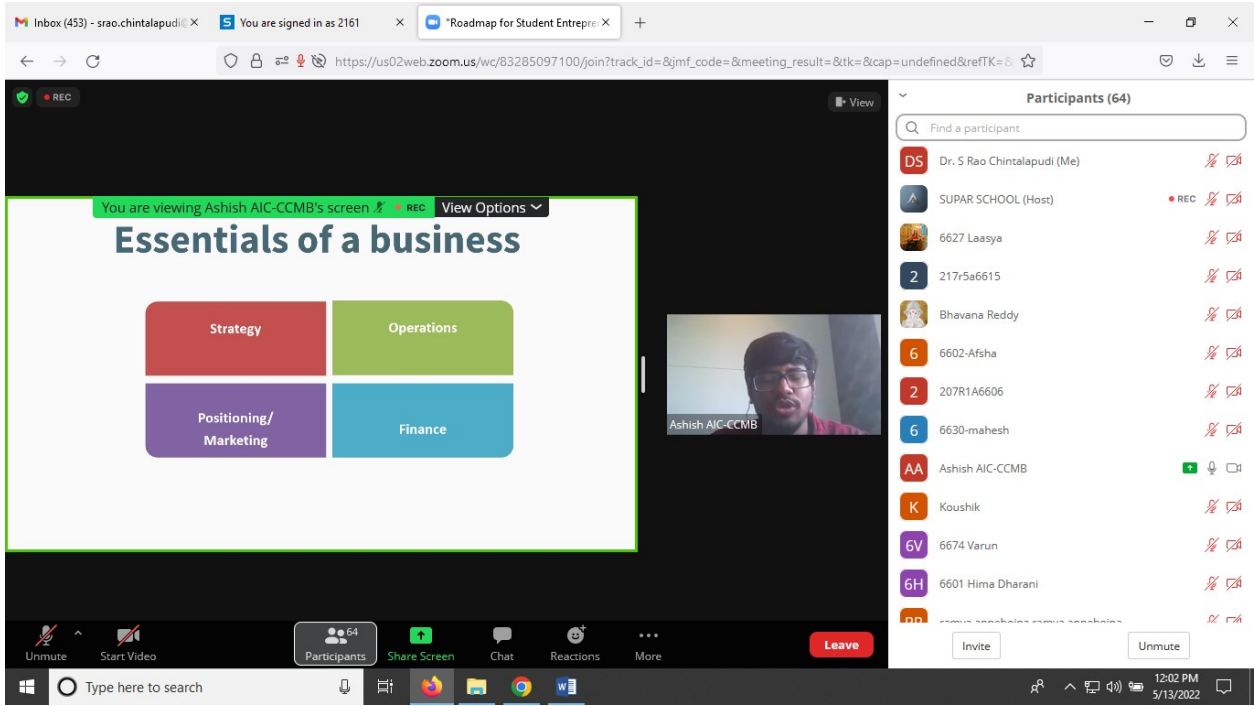
- Growth of a business requires multipronged approach.
- Identifying and engaging with key stakeholders.



This screenshot shows a Zoom meeting in progress. The main content area displays a slide titled "Essentials of a business" with a red box labeled "Strategy". A small video window shows the presenter, Ashish AIC-CCMB. The right-hand panel lists 65 participants, including Dr. S Rao Chintalapudi (Me), SUPAR SCHOOL (Host), and several other attendees. The bottom toolbar shows options like Unmute, Start Video, Participants (65), Share Screen, Chat, Reactions, and More. The system tray at the bottom indicates the time is 12:01 PM on 5/13/2022.



This screenshot shows the same Zoom meeting, but the slide has advanced to the next section. The slide title "Essentials of a business" now includes two boxes: a red box labeled "Strategy" and a green box labeled "Operations". The participant list on the right now shows 64 participants. The presenter's video window remains visible. The bottom toolbar and system tray are consistent with the previous screenshot, showing the time as 12:01 PM on 5/13/2022.

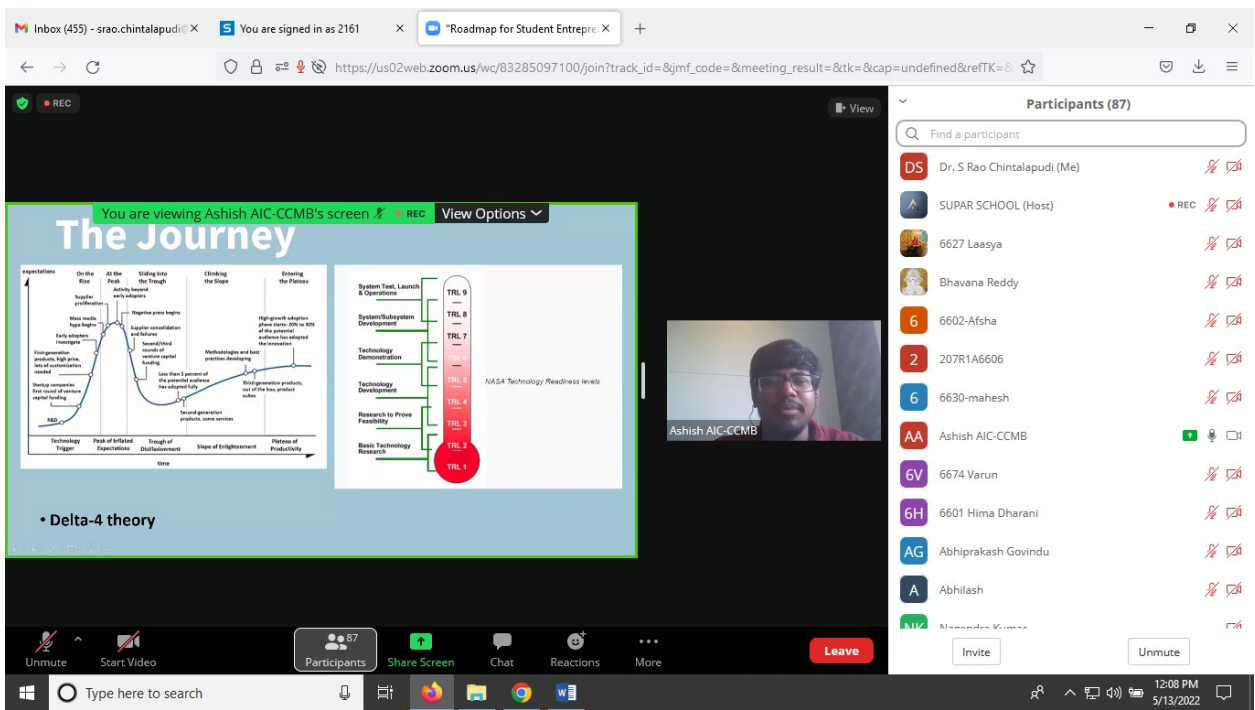


**Participants (64)**

Participant	Status
DS Dr. S Rao Chintalapudi (Me)	Muted
SUPAR SCHOOL (Host)	Recording
6627 Laasya	Muted
2 2175a6615	Muted
Bhavana Reddy	Muted
6 6602-Afsha	Muted
2 207R1A6606	Muted
6 6630-mahesh	Muted
AA Ashish AIC-CCMB	Unmuted
K Koushik	Muted
6V 6674 Varun	Muted
6H 6601 Hima Dharani	Muted

**Essentials of a business**

Strategy	Operations
Positioning/Marketing	Finance



**Participants (87)**

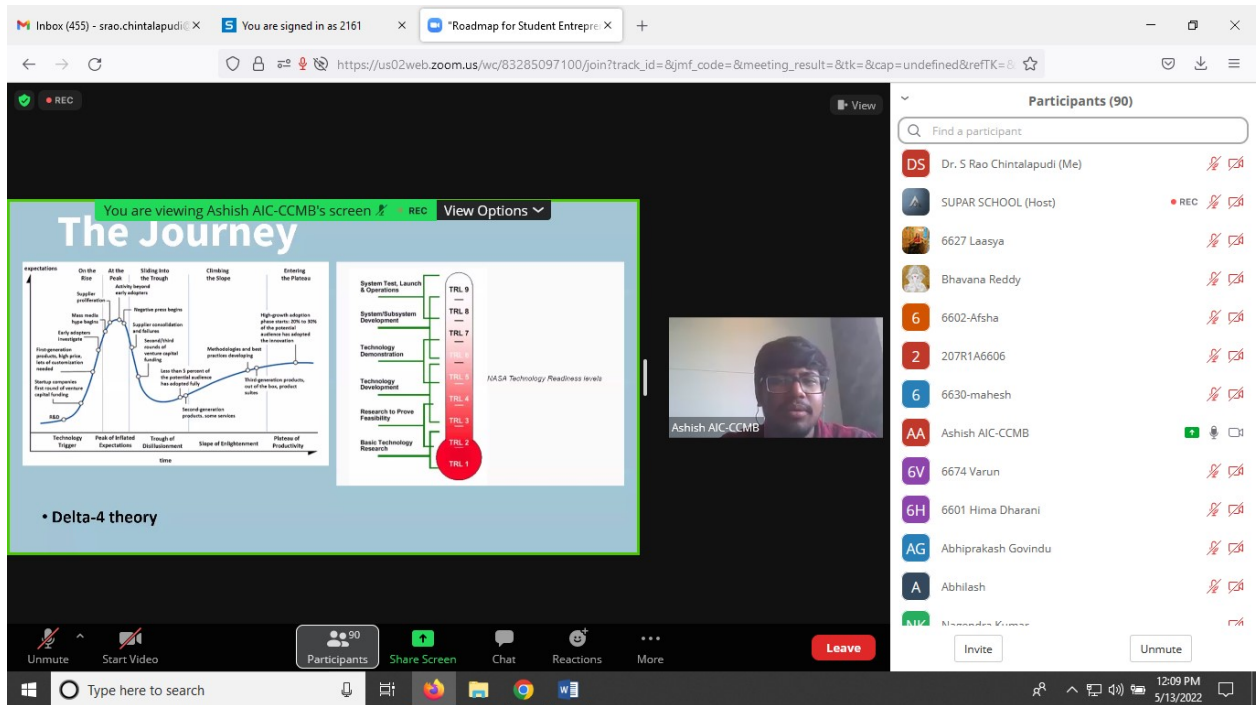
Participant	Status
DS Dr. S Rao Chintalapudi (Me)	Muted
SUPAR SCHOOL (Host)	Recording
6627 Laasya	Muted
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6 6602-Afsha	Muted
2 207R1A6606	Muted
6 6630-mahesh	Muted
AA Ashish AIC-CCMB	Unmuted
6V 6674 Varun	Muted
6H 6601 Hima Dharani	Muted
AG Abhiprakash Govindu	Muted
A Abhilash	Muted
NIU Alexander Kumar	Muted

**The Journey**

• Delta-4 theory

**TRL 1-9**

- TRL 1: Basic Technology Research
- TRL 2: Research to Prove Feasibility
- TRL 3: Technology Demonstration
- TRL 4: Technology Development
- TRL 5: System/Subsystem Development
- TRL 6: System Test, Launch & Operations
- TRL 7: System Test, Launch & Operations
- TRL 8: System Test, Launch & Operations
- TRL 9: System Test, Launch & Operations



**The Journey**

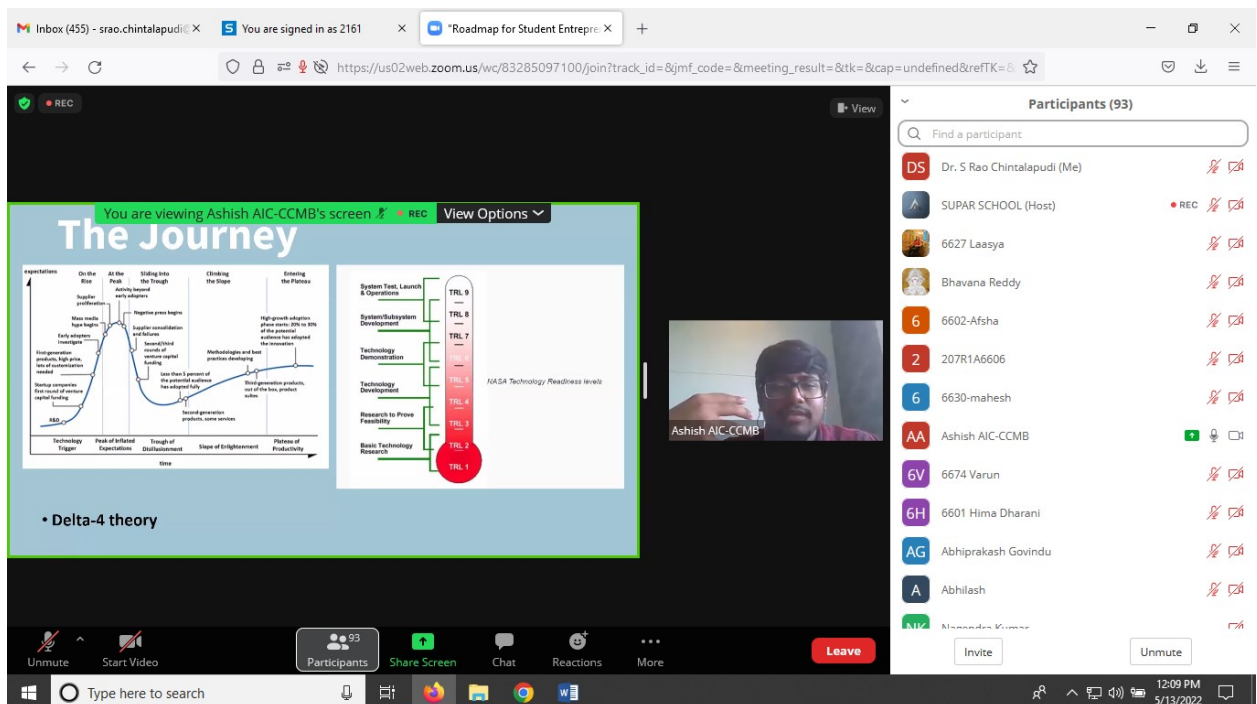
**Delta-4 theory**

**NASA Technology Readiness Levels**

System Test, Launch & Operations	TRL 9
System/Subsystem Development	TRL 8
Technology Demonstration	TRL 7
Technology Development	TRL 6
Research to Prove Feasibility	TRL 5
Basic Technology Research	TRL 4
	TRL 3
	TRL 2
	TRL 1

Participants (90)

- Dr. S Rao Chintalapudi (Me)
- SUPAR SCHOOL (Host)
- 6627 Laasya
- Bhavana Reddy
- 6602-Afsha
- 207R1A6606
- 6630-mahesh
- Ashish AIC-CCMB
- 6674 Varun
- 6601 Hima Dharani
- Abhiprakash Govindu
- Abhilash



**The Journey**

**Delta-4 theory**

**NASA Technology Readiness Levels**

System Test, Launch & Operations	TRL 9
System/Subsystem Development	TRL 8
Technology Demonstration	TRL 7
Technology Development	TRL 6
Research to Prove Feasibility	TRL 5
Basic Technology Research	TRL 4
	TRL 3
	TRL 2
	TRL 1

Participants (93)

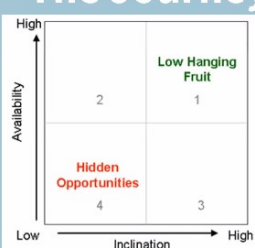

- Dr. S Rao Chintalapudi (Me)
- SUPAR SCHOOL (Host)
- 6627 Laasya
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- 6630-mahesh
- Ashish AIC-CCMB
- 6674 Varun
- 6601 Hima Dharani
- Abhiprakash Govindu
- Abhilash




Inbox (455) - srao.chintalapudi X You are signed in as 2161 X \*Roadmap for Student Entrepre X +

https://us02.web.zoom.us/jc/83285097100/join?track\_id=&jmf\_code=&meeting\_result=&tk=&cap=undefined&refTK=8

**The Journey**



Ashish AIC-CCMB

**Participants (88)**

Find a participant

- DS Dr. S Rao Chintalapudi (Me)
- SUPAR SCHOOL (Host)
- 6627 Laasya
- Bhavana Reddy
- 6 6602-Afsha
- 2 207R1A6606
- 6 6630-mahesh
- AA Ashish AIC-CCMB
- 6V 6674 Varun
- 6H 6601 Hima Dharani
- AG Abhiprakash Govindu
- A Abhilash
- NIZ Alexander Kumar

Unmute

Unmute Start Video Participants 88 Share Screen Chat Reactions More Leave

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Inbox (455) - srao.chintalapudi X You are signed in as 2161 X \*Roadmap for Student Entrepre X +

https://us02.web.zoom.us/jc/83285097100/join?track\_id=&jmf\_code=&meeting\_result=&tk=&cap=undefined&refTK=8

**Key Factors**

- New marketplace opportunities
- Customer needs
- Segmentation
- Winning value Proposition
- Targeting & Positioning
- Go-to-market tactics
- Marketing plan execution
- Building marketing capabilities

- B2C
- B2B
- B2G



Ashish AIC-CCMB

**Participants (90)**

Find a participant

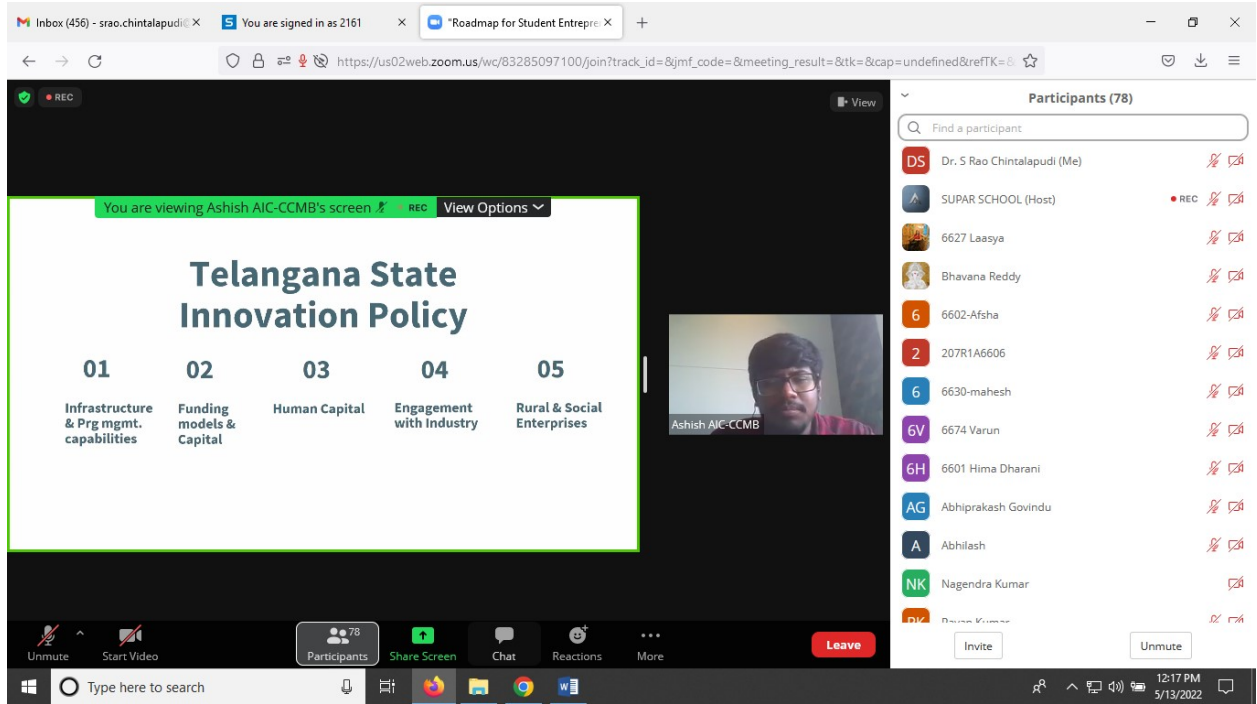
- DS Dr. S Rao Chintalapudi (Me)
- SUPAR SCHOOL (Host)
- 6627 Laasya
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- 6H 6601 Hima Dharani
- AG Abhiprakash Govindu
- A Abhilash
- NIZ Alexander Kumar

Unmute

Unmute Start Video Participants 90 Share Screen Chat Reactions More Leave

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**Telangana State Innovation Policy**

- 01 Infrastructure & Prg mgmt. capabilities
- 02 Funding models & Capital
- 03 Human Capital
- 04 Engagement with Industry
- 05 Rural & Social Enterprises

Participants (78): Dr. S Rao Chintalapudi (Me), SUPAR SCHOOL (Host), 6627 Laasya, Bhavana Reddy, 6602-Afsha, 207R1A6606, 6630-mahesh, 6674 Varun, 6601 Hima Dharani, Abhiprakash Govindu, Abhilash, Nagendra Kumar.



**Support mechanism available**

**School Students:**

- ATL – Atal Tinkering Labs, SIP – Student Innovation Program

**Undergraduate/ Graduate**

- SITARE - Students Innovations for Translation & Advancement of Research Explorations scheme by BIRAC.
- GYTI - Gandhian Young Technological Innovation.
- SIIP – Social Innovation Immersion Program
- EIR PRAYAS – Entrepreneur- In – Residence program
- AIM -ANIC

**SITARE**  
Students Innovations for Translation & Advancement of Research Explorations  
SITARE scheme provides Orientation, Training and Funding for young students to undertake translational research for development of innovative products and technologies addressing societal needs.  
1. BIRAC SITARE-Gandhian Young Technological Innovation Grant Award (SITARE-GYTI)

Inbox (456) - srao.chintalapudi X You are signed in as 2161 X \*Roadmap for Student Entrepre X +


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REC You are viewing Ashish AIC-CCMB's screen REC View Options

**PhD/ Post Doc:**

- UIC
- MKB-YRFP - Young Researcher Fellowship Programme
- DST – Inspire
- CSIR
- DBT
- BIRAC - YUVA
- ACIC – AIM

• Entrepreneurship Development Centers & Innovation, Incubation Centers – In higher Education Institutions



Unmute Start Video Participants 74 Share Screen Chat Reactions Settings More Leave


Type here to search 12:20 PM 5/13/2022

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REC You are viewing Ashish AIC-CCMB's screen REC View Options

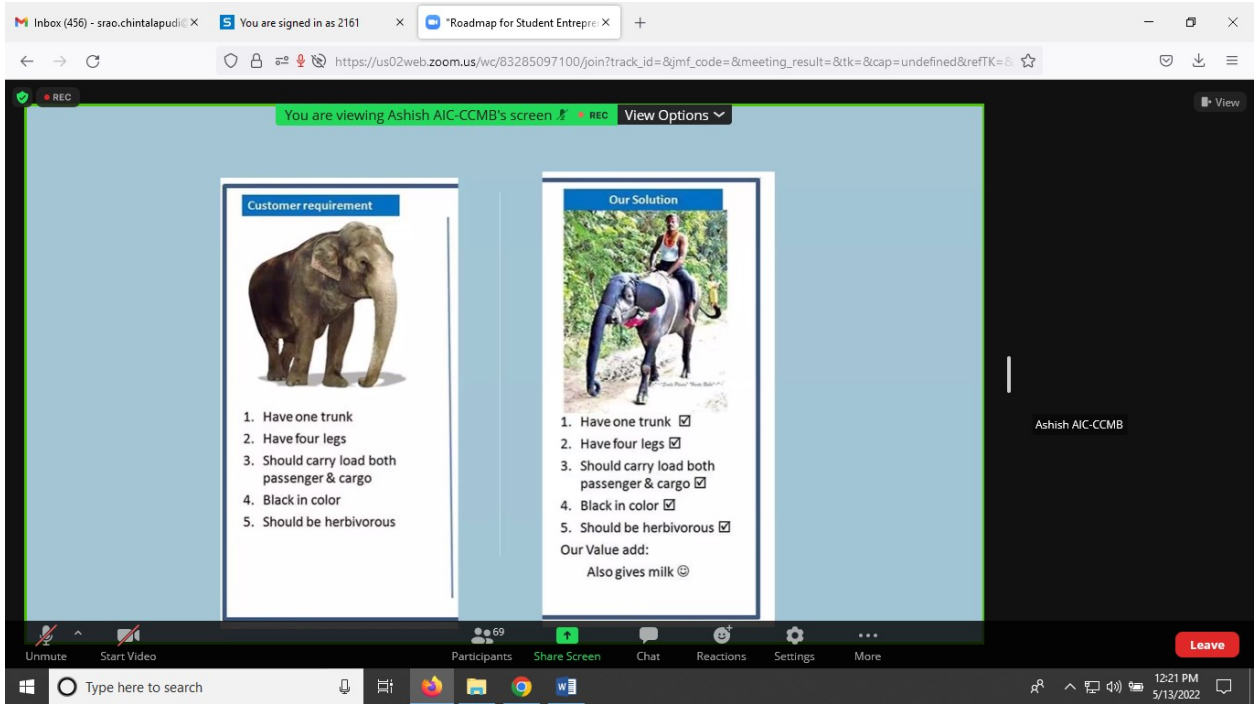
**Customer requirement**



1. Have one trunk
2. Have four legs
3. Should carry load both passenger & cargo
4. Black in color
5. Should be herbivorous

Unmute Start Video Participants 70 Share Screen Chat Reactions Settings More Leave

Type here to search 12:20 PM 5/13/2022



This screenshot shows a Zoom meeting window displaying a slide titled "Customer requirement" and "Our Solution".

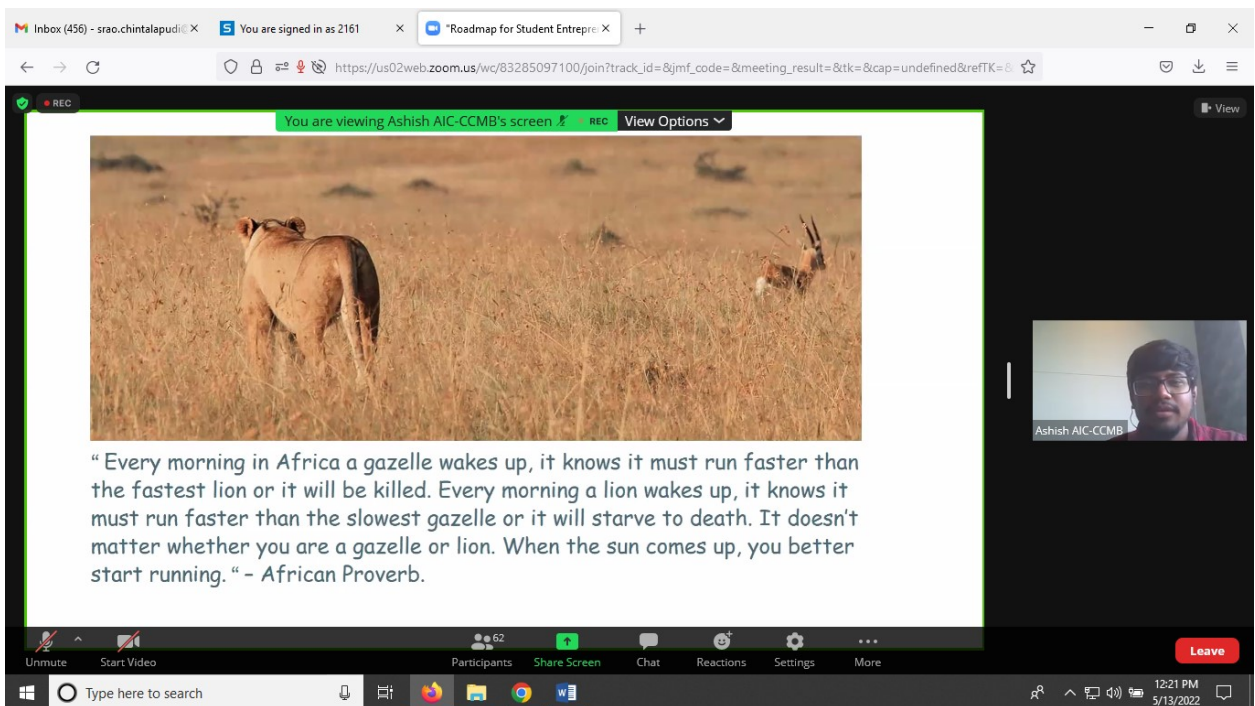
**Customer requirement**

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**Our Solution**

1. Have one trunk
2. Have four legs
3. Should carry load both passenger & cargo
4. Black in color
5. Should be herbivorous

Our Value add:  
Also gives milk 😊



This screenshot shows a Zoom meeting window displaying a slide with an image of a lion and a gazelle in a savanna, and an African proverb.

**Every morning in Africa a gazelle wakes up, it knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up, it knows it must run faster than the slowest gazelle or it will starve to death. It doesn't matter whether you are a gazelle or lion. When the sun comes up, you better start running.** - African Proverb.