

INSTITUTION'S INNOVATION COUNCIL



CMR TECHNICAL CAMPUS

UGC AUTONOMOUS



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Kandlakoya, Medchal Road, Hyderabad-501401

Title of the session	: Market Research Task for StartUp
Date	: Organized on 31 st October 2025
Duration	: 10AM-12PM
Activity Level	: 02hours
Expenditure	: NIL
Activity Category	: Self-Driven

Expert/Speaker Details:

Name	: Dr. Amarnath Gaini
Designation	: General Manager at Semicon Technolabs Pvt. Ltd.
Organization	: Semicon Technolabs Pvt. Ltd.
Brief about Expert/Speaker	: Dr. Amarnath Gaini is presently serving as General Manager at Semicon Technolabs Pvt. Ltd., a Bangalore-based semiconductor services and training organization committed to upskilling talent in VLSI and emerging technology domains.

He holds a **B.Tech and M.Tech from JNTU Hyderabad** and a **Ph.D. from NIT Silchar and IIT-Bombay**. With a strong academic and industrial background, Dr. Amarnath has over 17+ of experience in **electronics, VLSI, Embedded Systems, Robotics and Automation Systems**.

Outcome of the Activity

Inspiring Theme & Objective

- The session focused on helping students understand the importance of market research in shaping startup ideas.
- The objective was to guide participants on how to study customer needs, market demand, and identify opportunities before launching a business idea.

Knowledge Awareness

- Participants learned about:
 - Primary market research (surveys, interviews, feedback collection)
 - Secondary market research (industry analysis, competitor study, online data)
- The role of research in idea validation, product development, branding, and business planning was emphasized.

Expert Guidance

- The session was conducted by Dr. Amarnath Gaini, who provided valuable insights on startup market analysis and technology-based innovation.
- Along with market research concepts, he also discussed the relevance of VLSI (Very Large-Scale Integration) in modern technological startups and future semiconductor opportunities.
- He guided students on how research-driven planning and technical knowledge can strengthen startup success.

Practical Concepts

- Participants explored real-world examples of market surveys, customer profiling, and competitor benchmarking.
- Practical approaches were shared to:
 - Conduct surveys and interviews
 - Identify target users and market pain points
 - Validate startup ideas using data
 - Connect technical domains like **VLSI** with market-oriented innovation

Interactive Discussion

- Students actively asked questions about:
 - Customer need identification
 - Product-market fit strategies
 - Semiconductor/VLSI industry trends
 - Integrating technical skills with business research
- The expert resolved doubts and encouraged students to research before executing startup ideas.

Skill & Mindset Development

- Students developed skills in market analysis, critical thinking, problem recognition, and innovation planning.
- The session nurtured a research-oriented and entrepreneurial mindset, especially toward tech-driven startups.

Motivational Learning

- The talk motivated students to explore innovative ideas backed by market research and technical knowledge.
- Participants were inspired to consider VLSI, electronics, and emerging technologies as strong startup domains.

Learning Outcome

- Students understood how market research strengthens startup planning and reduces risks.
- They also gained awareness about the importance of technology domains like VLSI in driving innovation and opportunity.
- The institution strengthened its entrepreneurship and tech-innovation culture through this interactive session.

Participant Details:

Total No. of Students Participated: 70

Total No. of Staff(Teaching/Non –Teaching) Participation: 04

Event Brochure:



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KANDLAKOYA (V), MEDCHAL RD, HYDERABAD, TELANGANA 501 401



DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

In Association with Institution's Innovation Council 8.0 & IETE Organising
a session on

Market Research Task for StartUp

RESOURCE PERSON



Event
Date: 31/10/25
Time: 10:00 AM



Dr. Amarnath Gaini
General Manager
Semicon Technolabs Pvt. Ltd.
Hyderabad



Room No: 318
B-Block



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www.cmrtc.ac.in



A. Sri Divya IIC Coordinator CMRTC	G. Sravanthi IIC Co-Coordinator CMRTC	Prof. S. Mallesh HOD, ECE Dept CMRTC	Dr. S. Suma CONVENER.IIC CMRTC
Dr. S. Rao Chintalapudi Vice President,IIC CMRTC	Dr. K. Srujan Raju President,IIC CMRTC	Dr. A. Raji Reddy Director CMRTC	

Photographs:





Attendance Details:

A	B	C	D	E	F
Form Responses					
Timestamp	Name	Roll.No	Email	Year	Section
10/30/2025 11:48:07	Abhishekan	237r1a04c1	237r1a04c1@cmrta.ac.i	III	B
10/30/2025 15:56:54	Manaswini Sakhamudi	237R1A04B7	237r1a04b7@cmrta.ac.i	III	B
10/30/2025 16:08:44	M Pushpachandana	257R5A0406	mandachndn@gmail.co	II	A
10/30/2025 16:16:00	BHAVYA SRI	237R1A0427	237r1a0427@cmrta.ac.i	III	A
10/30/2025 17:55:57	M.Nanditha	237r1a04a4	237r1a04a4@cmrta.ac.i	III	B
10/30/2025 18:13:11	PRAVEEN GUNVANTH P	237r1a04b5	237r1a04b5@cmrta.ac.i	III	B
10/30/2025 19:09:16	G.anish	237R1A0482	237r1a0482@cmrta.ac.i	III	B
10/30/2025 19:11:37	CHINDAM BHANUTEJA	237r1a045	237r1a0415@cmrta.ac.i	III	A
10/30/2025 19:12:26	Sharath	237R1A0434	237r1a0434@cmrta.ac.i	III	A
10/30/2025 19:12:56	J Dinesh Karthik	237R1A0424	237r1a0424@cmrta.ac.i	III	A
10/30/2025 19:24:48	B RAJU	237R1A0411	237r1a0411@cmrta.ac.i	III	A
10/30/2025 19:33:33	S Chandraharsha	237r1a0459	237r1a0459	III	A

A	B	C	D	E	F
Form Responses					
Timestamp	Name	Roll.No	Email	Year	Section
10/30/2025 19:33:33	S Chandraharsha	237r1a0459	237r1a0459	III	A
10/30/2025 19:36:37	E.nishith kumar netha	237r1a0480	237r1a0480@cmrta.ac.i	III	B
10/30/2025 20:12:57	J.sidhartha	237R1A0425	237r1a0425@cmrta.ac.i	III	A
10/30/2025 21:23:25	K.Bhaskar	247R1A0429	247r1a0429@cmrta.ac.i	II	A
10/30/2025 21:23:49	B SAI CHARAN	247r1a0405	247r1a0405@cmrta.ac.i	II	A
10/30/2025 21:24:15	K.Bhaskar	247R1A0429	247r1a0429@cmrta.ac.i	II	A
10/30/2025 22:39:25	M Srinivas Reddy	237r1a0442	237r1a0442@cmrta.ac.i	III	A
10/30/2025 23:40:08	J udhay patel	247r1a0422	247r1a0422@cmrta.ac.i	II	A
10/31/2025 7:37:42	TRILOK	237r1a04c0	237r1a04c0@cmrta.ac.i	III	B
10/31/2025 9:01:23	MADABOI NAGARAJU	247R5A0410	247r5a0410@cmrta.ac	III	B
10/31/2025 9:25:58	P.samhitha	237r1a04b2	samhithaparankushamC	III	B
10/31/2025 9:26:16	Yogendra	237R1A04A9	237r1a04a9@cmrta.ac.i	III	B