

# INSTITUTION'S INNOVATION COUNCIL (IIC)



**CMR TECHNICAL CAMPUS**

**UGC Autonomous**



**Accredited by NBA & NAAC with 'A' Grade**

**Approved by AICTE & Affiliated to JNTUH**

**Kandlakoya, Medchal Road, Hyderabad-501401**

## Session Details:

**Title of the session: A session on Problem solving and Ideation Workshop**

**Date: 06-11-25**

**Duration: 2 hours**

**Activity Level: II**

**Expenditure: Rs 5000**

**Activity Category: IIC Calendar/MIC Driven/Self Driven/Celebration**

**Theme: Startup**

## Expert/Speaker Details:

Name: Pavan  
Kuman TSK

Designation:  
Founder –  
Raagnaai Ads

Organization:  
Raagnaai Ads

**Brief about Expert/Speaker:**

Pavan Kumar TSK is a dynamic marketing professional turned entrepreneur with over 17 years of experience in Branding, Marketing Strategy, and On-Ground Advertising. He began his career in corporate marketing, serving as State Head – Marketing at Muthoot Finance, where he led regional campaigns and brand activations across multiple cities. As the Founder of Raagnaai Ads, one of Hyderabad's leading offline marketing agencies, he specializes in innovative BTL campaigns and hyperlocal visibility solutions. Over the years, he has executed marketing initiatives for renowned brands including Airtel, Vodafone, Manappuram, Godrej Lockers, Uber, TruZone Solar, Bigg Boss, Maa TV, Greenlam, Gaddi Detergent, and several others. He is also the creator of The Marketing Craft — a knowledge platform designed to simplify marketing concepts for startups, entrepreneurs, and students through practical frameworks and real-world insights. An active BNI member, Pavan regularly mentors entrepreneurs on Market Research, Ideation, Value Proposition Design, and

## Customer-Centric Problem Solving.

### Expertise Areas:

Market Research for Startups | Value Proposition Design | Problem Solving & Ideation | Offline Marketing Strategy | Entrepreneurship & Brand Building

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### Outcome of the activity:

#### Key Highlights:

Problem-solving and ideation workshops lead to enhanced creative thinking, improved problem-solving skills, and more innovative solutions through collaborative techniques like brainstorming and mind mapping. Key outcomes include a clearer understanding of problems, the development of actionable plans, and improved team collaboration and communication skills

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### Participant Details:

Total no. of Student participation: 180

Total no. of Staff (Teaching/Non-teaching) participation: 12

Three to four Photographs/Screenshots that show the participation of students and staff (Teaching/Non-teaching)

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### Event Photographs:





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APPROVED BY AICTE, NEW DELHI & JNTU, HYDERABAD

KANDLAKOYA (V), MEDCHAL ROAD, HYDERABAD, TELANGANA - 501041



**Department of Master of Business Administration**  
in alliance with the Institutions Innovation Council (IIC 8.0) organising  
**"A session on Problem Solving and Ideation Workshop"**



**SPEAKER**  
**Pavan Kumar TSK**  
**Founder - Raagnaai Ads ,**  
**Hyderabad.**

**DATE:** 06-11-25 **TIME:** 10 AM **VENUE:** Abdul Kalam Seminar Hall  
**LINK :** <https://forms.gle/r53JC39shSwTMxgX7>

**DR. D. KISHORE KUMAR**  
**CO-ORDINATOR – IIC**  
CMR TECHNICAL CAMPUS  
HYDERABAD, TELANGANA, INDIA

**PROF. K. HARISH REDDY**  
**HOD - MBA**  
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**DR. S. SUMA**  
**CONVENOR – IIC**  
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**VICE PRESIDENT – IIC**  
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**DR. K. SRUJAN RAJU**  
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**DR. A. RAJI REDDY**  
**DIRECTOR**  
CMR TECHNICAL CAMPUS  
HYDERABAD, TELANGANA, INDIA

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## Attendance details:

Timestamp	Full Name	Email Id	Contact Number	Student Pursuing	Section
11/5/2025 10:20:15	Nuragani Yogesh Kumar	nuruganiyogeshyadav12	7013605826	MBA	Section D
11/5/2025 10:29:34	Ramidi Madhu sudhan R	madhuramidi2005@gmail	9866357760	MBA	Sec D
11/5/2025 10:30:18	Banoth Devendar	devendarbanoth055@gmail	9182297488	MBA	D
11/5/2025 10:30:26	Vaishnavi	vaishnaviii821@gmail.co	7386578338	MBA	D
11/5/2025 10:30:29	Soujanya poddar	poddarsoujanya61@gmail	9100335162	MBA	D
11/5/2025 10:30:45	Vaishnavi.b	badalavaishnavi603@gmail	9391056003	MBA	D
11/5/2025 10:30:46	Abbireddy surya jyoti priy	abbireddyjyothipriya@gmail	9908215889	MBA	D
11/5/2025 10:30:51	Jayanth vejandla	jayanthvejandla@gmail.l.c	9441159235	MBA	D-section
11/5/2025 10:31:07	Pabba Vasavi	pabbavasavi87@gmail.c	6304669663	MBA	D
11/5/2025 10:31:13	BETHI KAVYA SRI	bethikavyasri18@gmail.l.c	7569500030	MBA	D
11/5/2025 10:31:23	Abhinaya reddy	abhinayareddy6204@gmail	8639766544	MBA	D
11/5/2025 10:31:25	T. YOGANANDA REDDY	yoganandareddy2005@gmail	8919750633	MBA	D SECTION
11/5/2025 10:31:31	VOOTLA RAKESH REDDY	rakeshreddyvootla03@gmail	9100337451	MBA	D
11/5/2025 10:31:32	Sathyaveera	sathyaveera2005@gmail	6302714549	MBA	D
11/5/2025 10:31:39	Bompally DHIKSTH Rao	dhikshithrao6@gmail.co	8309215918	MBA	D
11/5/2025 10:31:53	Sandapeta chandra shek	Chandu999shekar@gmail	9182798044	MBA	D
11/5/2025 10:54:53	ARKALA MEGHANA	meghanaarkala@gmail.c	6304103873	MBA	A
11/5/2025 10:55:43	Sravika AMARTHALURI	sravika.amarthaluri@gmail	8985063398	MBA	A
11/5/2025 11:10:28	Ambika Jaiswal	amujaiswal04@gmail.co	8019289009	MBA	A
11/5/2025 11:11:55	Naga keerthi	keerthijanyavula123@gmail	7075235339	MBA	A
11/5/2025 11:12:02	PEDDOLA RAJESH	rajeshyadav20102003@gmail	9951477592	MBA	A