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**ENTREPRENEURSHIP, INNOVATION AND START –UP CENTER**  
**JNTUA COLLEGE OF ENGINEERING (AUTONOMOUS), ANANTHAPUR**  
**ANANTHAPURAMU-515002 (A.P) INDIA**

**General Information:**

The EDP Cell, JNTUA CEA has been established in 2008 to promote the idea of Entrepreneurship amongst the students of the College as this is very much essential for the economic growth of the country.

**Objectives:**

- Since its inception the Cell has strived to imbibe the students with the skills and qualities required to become good entrepreneurs.
- The Cell has been encouraging the innovative ideas of students by providing technical support and introducing them to the appropriate change agents for further related interaction.

**Functions:**

- The Cell is an effective platform for the students to develop the entrepreneurial attitude as it arranges several Seminars and Workshops, some sponsored by DST, UCG etc., through which they provided with an opportunity to meet eminent Entrepreneurs and Government Officials
- Alumni , who have established their own Enterprise are invited to share their experiences with the students regularly.
- Industrial visits are arranged for the Staff and Students.
- Faculty Development Programmes are organized for the College Staff to inspire the students to become the leaders in the society by inculcating the entrepreneurial spirit in them.

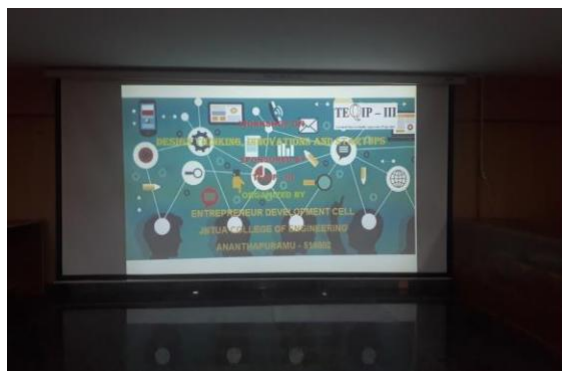
## Programmes Organized under EDP Cell

S.No	Name of the Programme	Date	No. of Participants
1	Two-Days Workshop on “Design Thinking, Innovation & Startup”	14-10-2019 to 15-10-2019	120
2	One-Day Workshop on “Manthan - an Ideathon”	07-11-2019	50
3	Three Days Online FDP on “Entrepreneurship & Innovation”	20-01-2021 to 22-01-2021	70
4	Two Days workshop on “Agile Project Management: The journey for young corporates”	23-03-2021 to 24-03-2021	88

### **JNTUA College of Engineering (Autonomous) Ananthapuramu-515002 (A.P) INDIA TEQIP-III Sponsored Two-Day Workshop on “Design Thinking, Innovation & Startup” during 14-10-2019 to 15-10-2019 at JNTUACEA REPORT**

JNTUA College of Engineering, Ananthapuramu organized a Two-Day workshop on “Design Thinking, Innovation & Startup” during 14-10-2019 to 15-10-2019 on the JNTUACEA college premises. The workshop aimed to provide an intense knowledge on Design Thinking, Innovation and Startup at undergraduate and post graduate level of students. Prof. C. Shoba Bindu, Dept of CSE acted as Convenor and Dr. B. Omprakash, Asst. Prof., Dept of Mechanical acted as Coordinator. Nearly 120 active participants took part in the workshop from JNTUACEA. The workshop details day wise is as follows:

The program was started with welcome speech by Prof. C. Shoba Bindu and inspired students regarding the importance of Design Thinking, Innovation and Startup in the life of student.



The first session was taken by Dr. Shivakiran M.S., Incubation Manager, AIC-SKU. He started specifying the words of our honorable prime minister that “I see technology & innovation as exciting and effective instruments for India’s transformation”. Also he specified about the message of Albert Einstein that “same kind of solution to solve a problem is not feasible”. Which means always try to solve a problem with different way of solution to the problem.

Design thinking is nothing but a newly systematized and non-linear human centered approach which means that there is no definite linear steps to solve a problem and always should be a new way of approach to solve the problem and our solution should be human centric. For any problem to be designed first should be emotionally connected to the problem then we have greater enthusiasm to develop a new way of solution to the problem. Our solution should add value to the problem. Our design to the problem should be human centric, product centric, user centric.



The design thinking should do redefining the value to the problem, reinventing the business model to the problem. In the design thinking we have mainly 4 steps in developing an product, they are **empathize** the problem which means the problem should be emotionally connected, **Define** the problem which we need to be solved which means that collecting data all related to the problem which may all the features of problem-symptoms, root cause of problem and its effects etc., **Ideate** in these step we formulate an idea to solve the problem based on our definition of the problem and last step to develop a **prototype** for our idea which demonstrates our idea and **test** the prototype.

For any design thinking of a problem the main things which we keep in mind is the problem - which should be emotionally connected, solution to the problem, key metrics, unique signature to our solution and noticing the unfair advantages to our problem, channels to our problem and solution which includes the public relations, customer segments which include the customer emotions and last finally cost structure and revenue stream for our solution.

The next session was taken by Dr. Chandramouli C, Technical Executive, AIC-SKU. He conducted and evaluated two events: Essay Writing Competition and Poster Presentation on the theme of Innovation Day for the students. Later he started explaining a situation that will identify a problem and solution in his geographical constraint. He has given technical exposure for the students about how innovations will get implemented and executed, how design thinking will be converted as a technical solution.



The next day was taken by Prof. K. Nagabhushan Raju, Executive Director and Professor in the Department of Instrumentation & USIC, Sri Krishnadevaraya University,



Anantapur. He gave a brief description on what is Innovation and Startup policy. An Activity on Innovation was conducted during this session which is a key part of Startup Company. He

said that small business owners identify all the resources needed to deliver a project within a specific timeframe. Resource Planning also includes a schedule with detailed information about what needs to be completed and when.



The program is ended with felicitation to resource persons and convenor of the Program Prof. C. Shoba Bindu expressed her gratitude towards everyone for making the program a grand success. The Vice-Chancellor of the University, Prof. S. Srinivas Kumar distributed the participation certificates to the students and finally the program was ended with the national anthem.

**JNTUA College of Engineering (Autonomous) Ananthapuramu-515002 (A.P) INDIA**

**TEQIP-III Sponsored One-Day Workshop on “Manthan - an Ideathon”**

**on 07-11-2019 at JNTUACEA**

**REPORT**

JNTUA College of Engineering, Ananthapuramu organized a One-Day workshop on “Manthan - an Ideathon” on 07-11-2019 on the JNTUACEA college premises. The workshop aimed to provide an intense knowledge on how to present ideas at undergraduate and post graduate level of students. Prof. C. Shoba Bindu, Dept of CSE acted as Coordinator. Nearly 50 active participants took part in the workshop from JNTUACEA. The workshop details is as follows:



Creativity is critical to solving complex challenges and leading organizational change. In today’s program students learned how to build a culture that sparks inspiration and collaboration, develop their ability to think creatively, and ensure their next innovation project is set up for success. Through interactive lectures and dynamic discussions that draw on proven theories, they learned the skills, techniques, and strategies in order to invent new things.

In the inaugural function Prof. D. Subba Rao, rector of university presented as a Chief Guest. He addressed that the creativity is important because it is a key ingredient of innovative process, and without which innovation is nearly impossible. Creativity is needed to go “out of the box” and find new ideas later it can be turned to innovative solutions.







Dr. C. Shoba Bindu, Director SDC & IC presided over the workshop. The session started making a brief presentation by the guest faculty Dr. M. S. Shiva Kiran, Manager of Atal Incubation Centre - SKU. Also another resource person Dr. C. Chandra Mouli, Technical Executive, Atal Incubation Centre – SKU has interacted with the students after exhibiting their ideas on the specific problems.



In the morning session 12 student groups has started sharing their ideas with the participants and the ideas were discussed with the resource persons. After due discussion with the resource persons, 9 ideas were selected for designing in the afternoon session. In the afternoon session all the 9 ideas were designed on the charts and showcased to the participants and resource persons has evaluated their presentation and provided feedbacks for their ideas. The workshop is ended up with vote of thanks by Prof. C. Shoba Bindu for the resource persons and participants for making this event grand success.