# MALLA REDDY COLLEGE OF ENGINEERING

(Approved by AICTE(New Delhi), Permanently Affiliated to JNTUH)
Recognised under Section 2(f) & 12(B) of the UGC Act 1956, An ISO 9001:2015 Certified Institution.

## DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

### ORGANIZES

## CONVERTING INNOVATION INTO A STARTUP

### In Collaboration With

**MRCE - INSTITUTION'S INNOVATION COUNCIL**

**Turn Your Idea Into Impact**
*Learn. Connect. Start.*

**ORGANIZED BY**

# MALLA REDDY COLLEGE OF ENGINERRING

INSTITUTION
MISSION & VISION

## VISION

To emerge as a Center of Excellence in higher education by producing globally competent professionals and leaders in technology, innovation, entrepreneurship, and management, who contribute meaningfully to the advancement of society and humankind.

## MISSION

- M1: To provide a dynamic and inclusive learning environment that promotes excellence in emerging technologies and interdisciplinary education.
- M2: To nurture a state-of-the-art teaching–learning ecosystem supported by innovation, research, and a strong R&D culture.
- M3: To foster effective collaboration and networking with alumni, industry, reputed institutions, and other stakeholders for knowledge exchange and professional growth.
- M4: To inculcate ethical values, social responsibility, and lifelong learning, encouraging commitment towards societal development.

# DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

DEPARTMENT
MISSION & VISION

## VISION

- To impart futuristic knowledge in Computer Science and Engineering and to produce highly skilled, innovative, and socially responsible professionals capable of contributing to industry, research, and global technological advancement.

## MISSION

- M1: To promote strong academic growth by providing sound foundational knowledge and exposure to state-of-the-art technologies, fostering excellence in research and development.

- M2: To create a stimulating learning environment that develops analytical thinking, problem-solving abilities, and proficiency in advanced programming, using modern tools and technologies.

- M3: To encourage collaborative and experiential learning through real-time projects, enhancing teamwork, communication, and interpersonal skills for improved employability.

- M4: To instill high ethical standards, professional values, and social responsibility through active societal engagement.
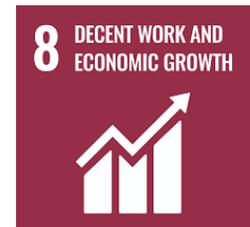
# *SDG GOALS*

## SDG 4 – Quality Education:

The workshop provided experiential learning through expert mentoring, real-life case studies, and interactive sessions, enhancing students' entrepreneurial knowledge and practical skills beyond the classroom.

## SDG 8 – Decent Work and Economic Growth:

By encouraging startup creation and self-employment, the program empowered students to become job creators, contributing to inclusive and sustainable economic growth.

## SDG 9 – Industry, Innovation, and Infrastructure:

Emphasis on idea generation, innovation validation, IPR protection, and technology-driven solutions supported the development of resilient and innovative startup ecosystems.

## SDG 17 – Partnerships for the Goals:

Engagement with an industry expert associated with national innovation hubs and accelerators promoted collaboration between academia, industry, and innovation ecosystems.

Overall, the workshop played a significant role in nurturing future entrepreneurs capable of developing scalable, sustainable, and socially impactful.

# Workshop Proceedings

---

Converting Innovation into a Startup Date: 28th July 2025 Organized by: Department of Computer Science & Engineering, Malla Reddy College of Engineering In Collaboration with: Institution's Innovation Council (MRCE-IIC)

## About the Proceedings

This document captures the highlights of the workshop "Converting Innovation into a Startup", aimed at inspiring and guiding students in transforming their innovative ideas into scalable and sustainable ventures. It features messages from dignitaries, session insights, participant details, and a photo gallery section.

## Message from the Principal

"It gives me immense pride to witness the passion and determination of our students in exploring the domains of innovation and entrepreneurship. This workshop on 'Converting Innovation into a Startup' serves as a steppingstone in fostering a culture of ideation, problem- solving, and enterprise creation at MRCE. By providing opportunities to interact with distinguished mentors and industry experts, we aim to empower our students to think beyond conventional limits, develop groundbreaking solutions, and translate them into successful ventures."

Dr. Ashok Maram

Principal, Malla Reddy College of Engineering

## Message from the Head of Department

"Innovation is the foundation of technological progress, and entrepreneurship acts as the bridge that transforms these innovations into impactful real-world solutions. This workshop aimed to motivate, educate, and equip students with the skills required to build startups that address societal and industrial needs. Hosting Mr. Manojkumar Bada Ghar Wala, a distinguished mentor with vast experience in guiding young innovators, was indeed an honor. His expertise on idea validation, funding avenues, and incubation opportunities provided invaluable learning to our students, bridging the gap between academic knowledge and practical application."

– Dr. Manjunath Gadiparthi

Head, Department of Computer Science & Engineering

**"Ideas are the seeds, startups are the gardens."**

## Message from Dean IIC

"Workshops like these not only enlighten students about entrepreneurship but also instill in them the confidence to take bold steps toward innovation. The journey from ideation to a viable startup is filled with challenges, and through this session, our students learned the importance of perseverance, teamwork, and critical thinking. I truly believe that initiatives like this strengthen their problem- solving abilities and prepare them to face the competitive world ahead."

– Dr. Sravanthi

Deputy Head, Department of Computer Science & Engineering

---

## Workshop Overview

The workshop was designed to provide a comprehensive understanding of the entrepreneurial journey, focusing on: -

☐ Idea Generation and Validation

☐ Market Analysis and Customer-Centric Design

☐ Cnᵗ IntellecutualPropertyRights(IPR)Protection

☐ Funding and Investment Opportunities

☐ Navigating the Startup Ecosystem

Through interactive sessions, real-life case studies, and direct mentor guidance, participants gained practical insights into overcoming challenges and converting concepts into viable businesses. The emphasis was on adaptability, leveraging technology, and creating sustainable solutions for evolving market needs.

Participants: 240 Students ☐ | 18 Faculty Members ☐☐☐

Dignitaries Present:
- Dr. Ashok Maram (**Principal**)
- Dr. Manjunath Gadiparthi (**Head, Dept. of CSE**)
- Dr. Sravanthi (**Deputy Head, Dept. of CSE**)
- Dr. Sandhya Rani (**Dean Academics**)
- Dr. Anantharaman (**Dean IQAC**)
- Dr. Vivekanandan (**Dean IIC**)

### "Guiding ideas toward global impact."

## Keynote Speaker Profile

### Mr. Manojkumar Bada Ghar Wala
*Mentor of Change, Atal Innovation Mission (AIM), NITI Aayog*



Mr. Manojkumar is a renowned figure in India's startup ecosystem, having mentored numerous startups across diverse domains. With associations with T-Hub, WE Hub, NCAM, AIC-ALEAP, AIC-Banasthali, ACIC-CBIT, and UNIDO-FLCTD Accelerator, his expertise spans mechanical engineering, product design, innovation, and entrepreneurship mentoring. A patent holder and a passionate innovator, he brings over a decade of experience in nurturing ideas into impactful ventures.

**"Mentorship isn't about giving answers—it's about unlocking potential."**

## Addressing by  Principal,MRCE

## DR.Ashok Maram



"It gives me immense pride to witness the passion and determination of our students in exploring the domains of innovation and entrepreneurship. This workshop on 'Converting Innovation into a Startup' serves as a steppingstone in fostering a culture of ideation, problem- solving, and enterprise creation at MRCE. By providing opportunities to interact with distinguished mentors and industry experts, we aim to empower our students to think beyond conventional limits, develop groundbreaking solutions, and translate them into successful ventures."
Dr. Ashok Maram

# Addressing by Head of Department(CSE)

## Dr.G Manjunath



"Innovation is the foundation of technological progress, and entrepreneurship acts as the bridge that
transforms these innovations into impactful real-world solutions. This workshop aimed to motivate,
educate, and equip students with the skills required to build startups that address societal and industrial needs. Hosting Mr. Manojkumar Bada Ghar Wala, a distinguished mentor with vast experience in guiding young innovators, was indeed an honor. His expertise on idea validation, funding avenues, and incubation opportunities provided invaluable learning to our students, bridging
the gap between academic knowledge and practical application."
– Dr. Manjunath Gadiparthi

# Addressing by  Dean IIC

## Dr. V Vivekanandan



"Workshops like these not only enlighten students about entrepreneurship but also instill in them the confidence to take bold steps toward innovation. The journey from ideation to a viable startup is filled with challenges, and through this session, our students learned the importance of perseverance, teamwork, and critical thinking. I truly believe that initiatives like this strengthen their problem- solving abilities and prepare them to face the competitive world ahead."
– Dr. Sravanthi

# "LIGHTENING THE LAMP"



*"Light signifies knowledge—banishing darkness and ignorance."*



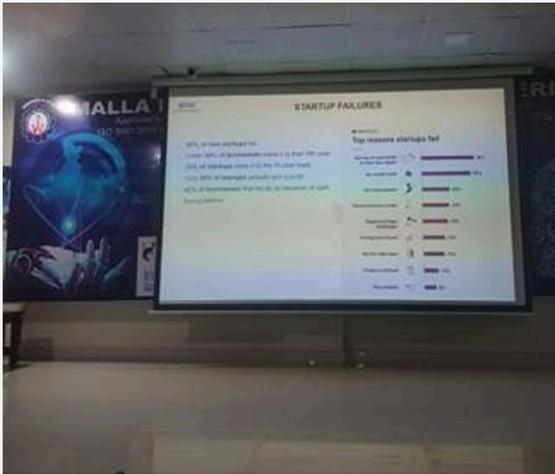**"This ceremony marks not just a beginning, but a commitment to creation and change."**

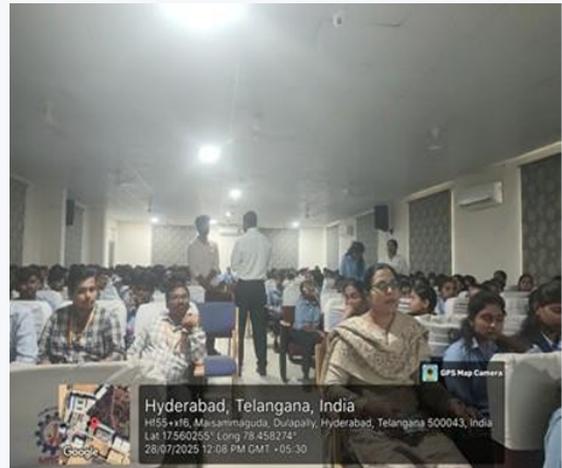*"In every flame, a promise to nurture innovation and wisdom."*



**"The light we kindle today fuels the innovations of tomorrow."**
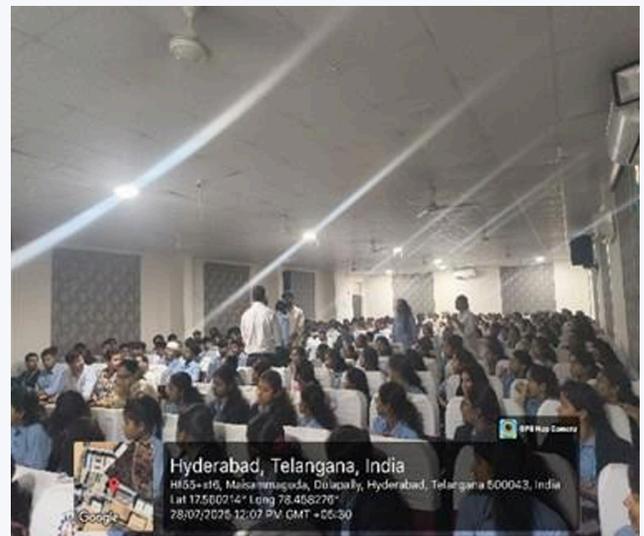
# "Presentation"





*"Ideas find power when they're shared with passion."*





*"Presentations are where knowledge meets clarity and vision."*

*"Every presentation is a spark towards transformation."*





*"Voices presenting today, ventures launching tomorrow."*

# "Interactive Session with Students"



*"Curiosity is the first step toward innovation."*



**"When students engage, ideas evolve into impact."**

**"A token of gratitude for a journey of inspiration."**



**"Honoring wisdom that sparks transformation."**

*"The hall was buzzing with anticipation and enthusiasm."*



**"Students ready to absorb knowledge like sponges."**

*"Energy filled the air as the event began with excitement."*



*"A grand start with a vision for innovation and excellence."*

*"Every great journey begins with a spark of light and hope."*



"With every flame lit, a spark of entrepreneurship is born."

*"Words of wisdom from those who lead, inspire, and ignite action."*



**"Guided by experience, inspired by leadership."**

*"Inspiration begins when leaders share their wisdom."*



"Empowering minds through every spoken word."

# STUDENT EDITORIAL BOARD



**A.NIHARIKA 3$^{rd}$ year**



**M.AKSHITHA 3$^{rd}$ year**



**B.MOHAN 2$^{nd}$ year**



**CH.RITVIK 2$^{nd}$ year**

"From Innovation to Startup—Turning Ideas into Reality."