

## **KKR&KSR Institute of Technology and Sciences (Autonomous)**

**Vinjanampadu, Guntur, Andhra Pradesh-522017**

Approved by AICTE, New Delhi and Permanent Affiliation from JNTUK, Kakinada  
Accredited with "A" Grade by NAAC & NBA Accreditation Status for 4 UG (CSE, ECE, EEE, ME) Programs

### **A Workshop on "The Art of Innovation: Strategies for Success" On 14<sup>th</sup> August, 2023**

#### **1. Objective of the Event:**

"The Art of Innovation: Strategies for Success" is a concept or program that typically focuses on fostering innovative thinking and practices within an students. The objectives of such an initiative can vary which include, Foster an organizational culture that values and encourages innovation as a core element of its identity, Encourage students to think creatively, generate new ideas, and explore unconventional approaches to problem-solving and Promote the idea that innovation is an ongoing process, with a focus on continually refining products, services, and processes. These objectives collectively aim to create a framework for cultivating innovation as an integral part of an students strategy for their success. The specific objectives and strategies may vary depending on the context and goals of the "Art of Innovation" initiative

#### **2. About the Resource Persons :**

Dr. M. Purnachandra Rao, working as an Associate Professor, Department of Information Technology, KKR & KSR Institute of Technology and Sciences. He has 23 years of teaching experience and contributing several research and academic activities. He published 8 research papers in various international journals and published 1 research paper in international conference. He has also played a significant role in curriculum development and student workshops, further cementing his impact in academia.

#### **3. Date & Venue of the Event:**

The event is organized by the Department of Information Technology of KKR & KSR Institute of Technology and Sciences, Vinjanampadu, Guntur, Andhra Pradesh from 10.00 AM to 1:00 PM. on 14<sup>th</sup> August, 2023.

#### **6. No. of Participants: 66**

7. Social Media Link:

8. Event Photographs:



  **MHRD'S  
INNOVATION CELL**  
(GOVERNMENT OF INDIA)   **INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of Education Initiative) 

**A Session on  
"The Art of Innovation:  
Strategies for success"**  
By  
**Dr. M. Purnachandra Rao ,  
INNOVATION AMBASSADOR**  
On  
**14<sup>th</sup> Aug 2023**

 **KKR & KSR INSTITUTE OF  
TECHNOLOGY AND SCIENCES** *(Approved by AICTE, Affiliated to JNTUK, Kakinada)  
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## **8. Benefits in terms of learning/Skill/Knowledge obtained.**

It helps the students to equip with the skills and mindset necessary to tackle complex challenges and find innovative solutions. Helps students remain competitive by adapting to changing market conditions and staying ahead of industry trends through innovation. Innovate to create value for customers, stakeholders, and the organization itself, whether through new products, improved services, or enhanced processes. Engage and motivate students by involving them in the innovation process, making them feel valued and heard. Seek out new opportunities and markets by developing innovative offerings that resonate with a broader audience. Find innovative ways to use resources more efficiently, leading to cost savings and improved resource allocation. Align innovation efforts with the needs and preferences of customers to deliver products and services that meet their expectations.



**HEAD**  
**Dept. of Information Technology**  
**KKR & KSR Institute of Technology & Sciences**  
**Vinjarampadu, GUNTUR-17.**

