



KKR&KSR Institute of Technology and Sciences 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

Organizing Innovation and Entrepreneurship (8th December 2023)

**Organized by KKR & KSR Institute of Technology and Sciences in association
with MHRD-IIC**

About the Institution:

KKR & KSR Institute of Technology & Sciences, popularly known as KITS was established in the year 2008, by GSR & KKR Educational Society in Vinjanampadu village, Vatticherukuru Mandal of Guntur district. KITS has set for itself the mission to churn out professional deft, academically-bright and socially responsible individuals to contribute its wee bit to the knowledge society. The college is situated in a spacious 11 acres of land in- an idyllic rural setting. Despite being a college with 12 years of academic standing, the college is making rapid strides in establishing good practices in teaching-learning processes. It's a pleasure to disclose the achievements made by the students of KITS in all spheres, of participation at the university level. It's proud moment for our institution and students who have topped the university in various faculties of Engineering. The college has good infrastructure and is making concrete efforts in building an industry-institute beneficial corridor through addressing both the potential resources of the region and also meeting the transnational technical requirements. Though main impetus of our college is technology it also supports and encourages students to involve in various social service activities like Blood Donation, Donations to orphanages, old age homes, and poor feeding. As on the date, college enjoys NAAC accreditation of "A" Grade for 5 years, NBA accreditation for 3 years since 2018 and permanent affiliation of JNTUK Kakinada. The institution has received funding amount worth of Rs1.65cr from various funding organizations; there is 170 qualified teaching staff which is more than the stipulated number by AICTE/affiliating University.

About the Speakers:

1. Dr. M.Purna Kishore

1. Objectives of the Event:

The process of translating ideas into goods or services that create value or for which customers will pay. In business, it involves improving processes, implementing new ideas, or creating dynamic products. It drives economic growth and helps companies maintain a competitive edge.

The act of creating a business or businesses while building and scaling it to generate profit. It involves identifying market opportunities, risk-taking, innovation, and managing resources to create something new and valuable.

- 1. Understand the Fundamentals of Innovation:** Provide participants with a deep understanding of what innovation entails and how it can be harnessed for business success.
- 2. Develop Entrepreneurial Mindset:** Foster a mindset that embraces creativity, risk-taking, and perseverance among participants.
- 3. Explore the Relationship Between Innovation and Entrepreneurship:** Help participants understand how innovation drives entrepreneurship and vice versa.
- 4. Identify Market Opportunities:** Equip participants with tools to identify and evaluate potential market opportunities for new ventures.
- 5. Learn Business Model Development:** Teach participants how to create and refine business models that support innovative ideas.

6. Venue of the Event:

The event is organized in KKR & KSR Institute of Technology and Sciences.

- 7. Date & Time of the Event:** This is organized on 8th December 2023
- 8. No. of students participated:** 60
- 9. No. of faculties participated:** 1

10. Event photographs:



11. Benefits in terms of learning/Skill/Knowledge obtained.

Organizing Innovation and Entrepreneurship (8th December 2023) is organized by KKR & KSR INSTITUTE OF TECHNOLOGY AND SCIENCES In Association with MHRD-IIC.

From these session participants Understand key entrepreneurial concepts such as risk management, opportunity recognition, and business planning and Learn about the stages of entrepreneurship, from ideation to scaling a business. They Study successful entrepreneurial ventures and innovations to understand practical applications and Analyze failures to learn valuable lessons and avoid common pitfalls.

12. One Participant Feed Back:

I am A.Ganesh as student in ECE department in KKR & KSR Institute of Technology and Sciences. I have attended the Session on **“Organizing Innovation and Entrepreneurship (8th December 2023)”** Organized by **KKR & KSR Institute of Technology and Sciences in association with MHRD-IIC**. First of all I want to thank my college management who provided such facility for all of us to learn and experience these Sessions. In this regard my sincere thanks to AICTE-MHRD-IIC, who have been conducting such type of events for the Student nourishment. I attended the 8th December 2023. I learn the many concepts from the session conducted on **Organizing Innovation and Entrepreneurship**.

13. Expenditure Amount (If any): **RS.15,000**

14. Remarks: The FDP is organized smoothly with practical orientation.

15. Experiences and Output of the Session :

Many Students in the college are attended the “**Organizing Innovation and Entrepreneurship**” (8th December 2023), conducted by KKR & KSR Institute of Technology and Sciences in association with MHRD-IIC.

Participants brainstormed innovative ideas for products, services, or solutions and Applied design thinking principles to develop user-centered solutions. They Presented ideas, received feedback, and refined pitches. They Formed teams to develop and refine ideas. They Received guidance from experienced entrepreneurs and innovators. They Developed unique and viable business concepts.