



SJM Vidyapeetha®  
**S J M INSTITUTE OF TECHNOLOGY**  
NH-4 Bypass, P.B.No:73, CHITRADURGA -577502, Karnataka



## INSTITUTION'S INNOVATION COUNCIL (IIC)

### Overall Report

on

### “Session on Innovation / Prototype validation - Converting Innovation into a Start-up”



Organized by  
**Innovation Cell**

*In Association with*

**Department of E&CE, IIC & IQAC**

**Date:** 30-08-2023

**Time:** 11.00AM

**Venue:** EC Seminar Hall



**SJM Vidyapeetha ®**  
**SJM INSTITUTE OF TECHNOLOGY**

(Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi and  
Accredited by the NAAC with "B++ Grade")

Post box No. 73, NH-4, Bypass, Chitradurga - 577502, Karnataka

**Department of Electronics and Communication Engineering**



*in Association with*

**IIC & IQAC**



Internal  
Quality  
Assurance Cell

*Organizing a session on*

***"Innovation / Prototype Validation – Converting Innovation into a Startup"***

***Resource Person***

**Mr. Mallesh Kumar K S**

***Manager, Manipal Universal Technology Business Incubator, Manipal***

**IIC Coordinators**

Prof. Usman Ali A R  
Prof. Nandini G R  
Prof. Pradeep Kumar V H

**IIC Convenor**

Dr. Krishnareddy K R

**HOD**

Dr. Siddesh K B

**Principal**

Dr. Bharath P B

***Venue: EC Seminar Hall***

***Time: 11.00 A.M***

***Date: 30-08-2023***

**Topic: Session on Innovation / Prototype validation -converting Innovation into a Start-up**

**Theme:** Providing knowledge about the Innovation & Converting Innovation in to Startup

**Objectives of the Event:**

1. To provide participants with a comprehensive understanding of the process involved in converting innovative ideas into successful startup ventures.
2. To inspire attendees by showcasing successful innovation-to-startup stories, demonstrating the feasibility and potential of turning ideas into reality.
3. To offer practical insights into the challenges and opportunities encountered during the entrepreneurial journey, enabling participants to make informed decisions and navigate potential obstacles.
4. To create a platform for networking and collaboration among participants, mentors, and successful startup founders.

**Speaker:** Malleesh Kumar K S, Manager, Manipal Universal Technology Business Incubator

[Supported by NSTEDB,DST,Govt. of India & MAHE, Manipal]

***Speaker Profile:***

Malleesh Kumar K S has BE & M.Tech degrees in Computer Science Engineering. He was a GATE Scholar in M.Tech. He is an Incubator Manager since 2014. He is the Regional Coordinator & Incubation Centre Manager of New Age Incubation Network Centre at JNNCE, Shivamogga supported by IT BT Dept. Govt. of Karnataka since its inception from 2014. With the support of NES Management & Principal, Centre for Innovation & Entrepreneurship (CIE) Department has been started at JNNCE in 2018. CIE Aims to support innovators & start-ups in & around Shivamogga. He is the Project Manager of CIE since its inception. Recently he has been nominated as, K-tech District Innovation Associate by Dept. of IT, BT and S&T, Govt. of Karnataka to create Startup Ecosystem & Entrepreneurial Spirit in & around Shivamogga. Jagriti Ambassador for District Entrepreneurs (JADE) for Shivamogga District; JADE is an initiative of Jagriti Seva Sansthan, Mumbai to promote Sustainable Enterprise Award, Jagriti Yatra, Startup & Entrepreneurship in & around Shivamogga.

SEED Business Development Service Advisor at Global Level; SEED is a venture for promoting Entrepreneurship for Sustainable Development. Vice-President & Convener of MHRD's Institution Level Innovation Council Senior Faculty Coordinator for National Innovation & Startup Policy (NISP) implementation Convener of NAIN's Institution Level Innovation Council Advisor & honorary Coordinator for JNNCE-NewGen IEDC & JNNCE-TBI SPOC for Smart India Hackathon SPOC for Manthan of FKCCI, LEAD of Deshpande Foundation etc., SPOC for Startup India, Startup Karnataka and other platforms and initiatives SPOC for KITS, KSCST, KCTU, VGST, MSME, CEDOK, FICCI, FKCCI, KASSIA, SIDBI, KSSIDC, KSFC, KIADB, KEONICS, KITVEN etc., SPOC for Shivamogga District Chamber of Commerce and Industries, Industrial Associations, District Industries Centre, District Employment Office, District Skill Development, Entrepreneurship and Livelihood Office etc., SPOC for VTU in Skill Development, Entrepreneurship, IPR & Innovative activities, Deputy Superintendent, National Testing Authority (SWAYAM & ARPIT) of MHRD, Govt. of India Member of Vision Karnataka Foundation coordinating on Startups & Alternative Livelihood with Entrepreneurship & Innovation, Skill Development, MSME Development, Rural Development etc.,

## **Brief Report of the Event:**

### **Introduction:**

The session on "**Innovation / Prototype Validation - Converting Innovation into a Startup**" was organized by the Innovation cell in association with Institution's Innovation Council (IIC), E&C Department and IQAC, with the primary aim of enlightening engineering students and faculties about the critical process of validating innovations and turning them into successful startup ventures. This theme emphasizes the significant role each one of us plays in to inspire individuals to make conscious changes in their lifestyles that would contribute to promote new technology/ knowledge/ innovation-based startups. The event attracted a diverse audience of engineering students and Faculties.

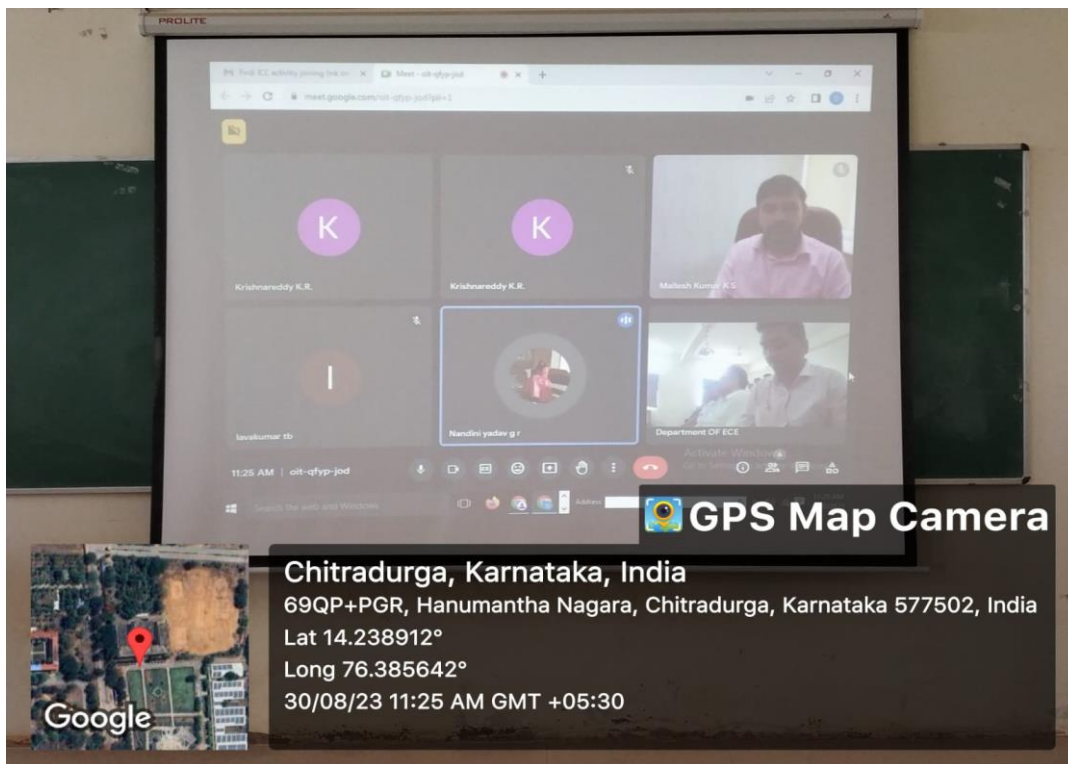
### **Highlights of the Session:**

On 30th August 2023, the session commenced with a warm welcome by the by Prof. Usmman Ali, Faculty member, IIC, followed by an inaugural address by the Innovation cell Coordinator Dr. Siddesh K B. The importance of fostering innovation and entrepreneurship in the engineering field was emphasized. The event lasted from 11:00 a.m. to 1:15 p.m., where students and faculty actively participated.

Guest of Honour, Mr. Mallesh Kumar K S, Manager, Manipal Universal Technology Business Incubator, Manipal, Principal - Dr.Bharath P B, Dr. Siddesh K B, Prof.& Head, Department of Electronics & Communication Engineering, Dr. Krishna Reddy, IIC Convener and Prof.Nandini G R , Prof. Pradeep Kumar V H, Programme Coordinator, were present in the online session.

Later, the session was taken over by the eminent resource person and Chief Guest of the event, Mr. Mallesh Kumar K S, to deliver his speech on "Innovation/Prototype Validation Converting Innovation into a startup".

A distinguished speaker Sri Mallesh Kumar K S, highlighting the challenges and opportunities faced during the journey from innovation to startup. Key takeaways included the significance of problem-solving, market research, and determination. They also provided insights into accessing resources such as incubators and accelerators. An overview of the startup ecosystem, including the role of incubators, accelerators, and networking, was provided. Participants gained a better understanding of the resources available to support their entrepreneurial endeavors.



The presentation ended with a questions and answers session with the attendees and Prof. Usman Ali A R, Faculty member, IIC, concluded the program by delivering a vote of thanks. About 70 students and faculty registered and successfully attended the event.

### **Conclusion:**

The session on "Innovation / Prototype Validation - Converting Innovation into a Startup" was a resounding success. It offered valuable insights and practical guidance to engineering students and faculties interested in entrepreneurship. Attendees left the event inspired, informed, and equipped with the knowledge and resources needed to transform their innovative ideas into successful startup ventures. As a takeaway, participants are encouraged to apply the knowledge gained during the session to initiate and develop innovative startup ideas that have the potential to contribute significantly to both the engineering industry and the broader economy. Future sessions and workshops will continue to nurture the spirit of innovation and entrepreneurship among engineering students and faculties.

The organizers extend their gratitude to all the speakers, mentors, and participants for making this event a meaningful and enlightening experience. S J M Institute of Technology remains committed to organizing more such events in the future and to providing continuous support and resources to help individuals transform their innovative ideas into successful startups.

## Participant's Details: [Attendance Sheet]

SJM Vidyapeetha®

**SJ M INSTITUTE OF TECHNOLOGY, Chitradurga**

**Institution Innovation Council (IIC)**

**Online Session on Innovation / Prototype Validation-Converting  
Innovation into startup**

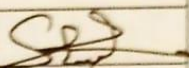
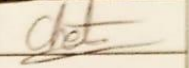
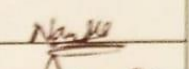
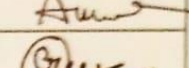
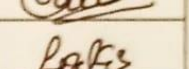
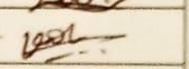
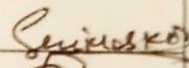
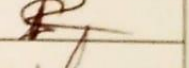

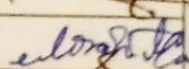
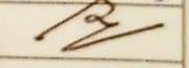


List of Participants registered

Date: 30/08/2023

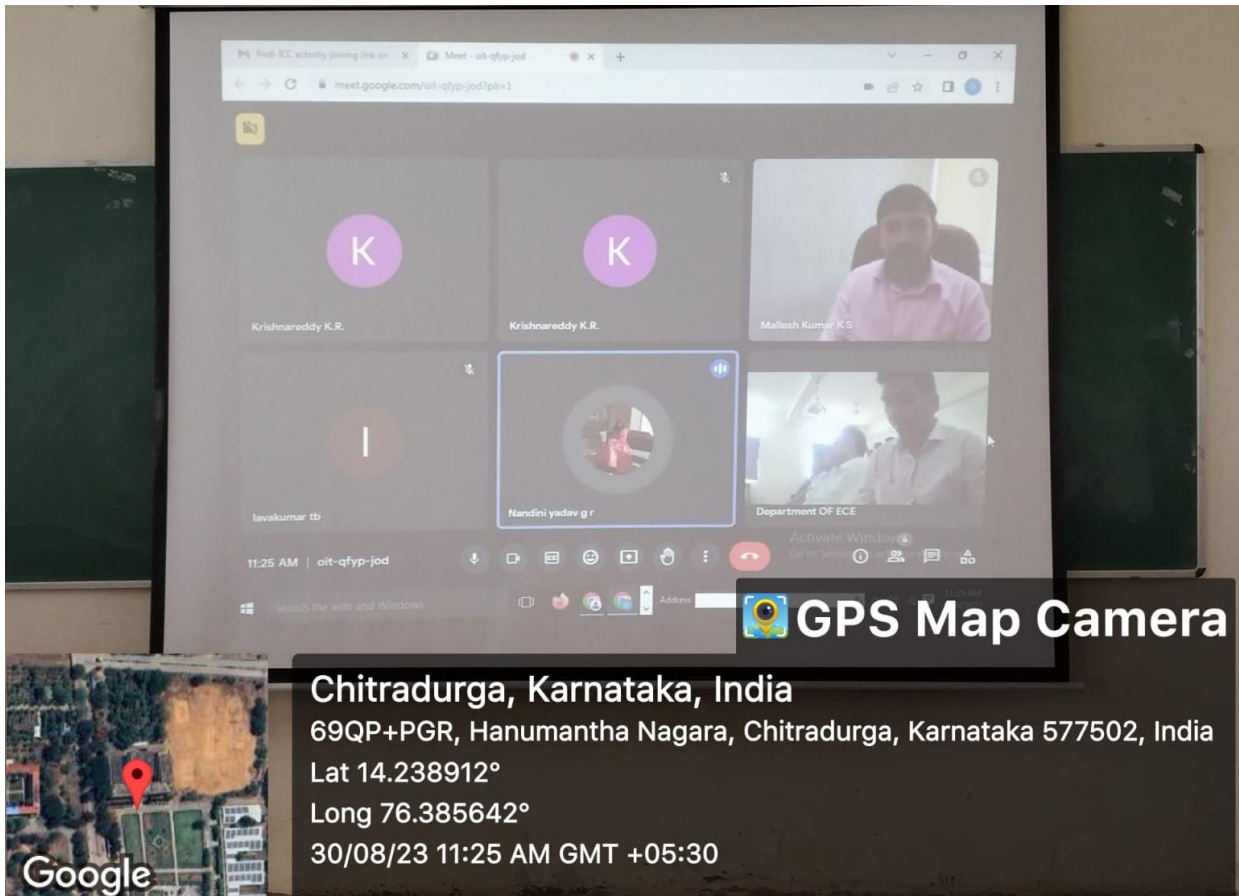
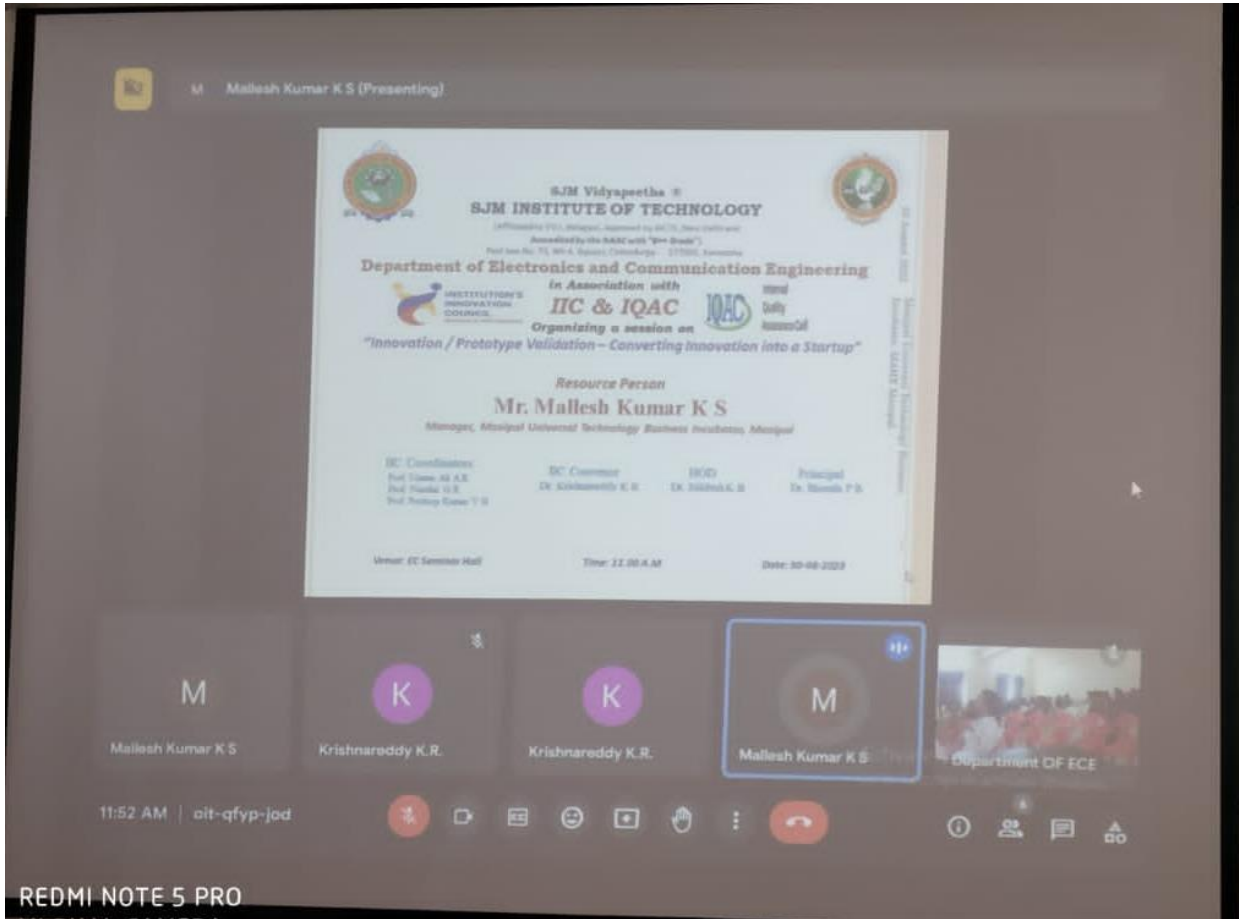
Sl. No.	Participant Name	Designation (Student / Faculty)	Branch	Phone No.	signature
01	Anusha. S. Y	Student	ECE	9743620836	
02	Deepika. T. R	student	ECE	7022164994	Deepika.T.R
03	Sujya. Morkan	Student	ECE	9686096444	Sujya Morkan
04	Nikhitha. P. H	Student	ECE	8660630551	Nikhitha
05	Manupriya. P	Student	ECE	8296545380	Manupriya P
06	Ursha. R	Student	ECE	8123051846	Ursha R
07	Kavya. P	student	ECE	9880976818	Kavya P
08	Ranjitha. A. K	Student	ECE	9606303995	Ranjitha
09	Bhagyalakshmi. H. K	Student	ECE	8792316095	Bhagyalakshmi
10	Amulya. K	Student	ECE	5971218226	Amulya K
11	Sujatha. D. R.	Student	ECE	8033749329	Sujatha D.R
12	Varsha. D	Student	ECE	9745446004	Varsha D
13	Radam Niketha	student	ECE	9591566459	Niketha
14	Pallavi. S. A	student	ECE	9353936709	Pallavi
15	Poojima. T	Student	ECE	8660665880	Poojima
16	Jyothi Bai. G	student	ECE	8951558931	Jyothi
17	Prisyanika. R	student	ECE	6360412570	Prisyanika
18	Sowmya. B	Student	ECE	9380928573	Sowmya B
19	Sneha. A	Student	ECE	8088198331	Sneha A
20	Ambika. H	student	ECE	7975755361	Ambika H
21	Sneha. B	Student	ECE	8210221021	Sneha B
22	Sneha. M	Student	ECE	9845279395	Sneha M
23	Rajya. G. D	Student	ECE	9606865475	Rajya G.D
24	Chandana. U	Student	ECE	9482241658	Chandana
25	Nidhi. V. M	Student	ECE	7844365856	Nidhi V.M

Sl. No.	Participant Name	Designation (Student / Faculty)	Branch	Phone No.	signature
26	Ayisha Siddiga	student	ECE	8861105876	Ayisha
27	Zaveniya.M	student	ECE	7022273404	Zaveniya.
28	Ayesha Siddiga.A	student	ECE	8867494164	Ayisha
29	Kowalya.N	student	ECE	9980274275	K
30	Yashaswini.HM	student	ECE	8197055426	Yashaswini
31	Tanushree.S	student	ECE	6362249671	Tanushree
32	Ponvathi.G.M	Student	ECE	8867260035	Ponvathi
33	Aishwarya.C.S	student	ECE	6361884679	Aishwarya
34	DEVIKA S	Student	ECE	7411352839	Devika S
35	Pavithra R	student	ECE	8792331057	Pavithra R
36	Hema.B.P	Student	ECE	8996209218	Hema
37	Aksha keerthana.C.H	Student	ECE	9964527901	Aksha
38	Hima.F	Student	ECE	7795035502	Hima
39	Deepika.D	Student	ECE	9147470330	Deepika
40	Thamashree.M	Student	ECE	8867268279	Thamashree
41	Preetham Y.G	Student	ECE	648287884	Preetham
42	Bujith. G.R	Student	ECE	7783478152	Bujith
43	BIDDEBATHI	Student	ECE	8319260770	Biddebat
44	Purushotham T.P	Student	ECE	7619459419	Purushotham
45	Vikash.M.S.	Student	ECE	9611874805	Vikash
46	Balaji.B.T.	Student	ECE	9108505793	Balaji
47	Sathish.H	Student	ECE	9538612201	Sathish
48	Abhishek.G.B	Student	ECE	9353758558	Abhishek
49	Harshta.O.V.	Student	ECE	8123519236	Harshta
50	mehesh.V	Student	ECE	4014050516	Mehesh
51	Chandana.M	Student	ECE	8971053659	Chandana
52	Karthik.N	student	ECE	7676394576	Karthik
53	Greenishlo.R	Student	ECE	8085928277	Greenishlo
54	T.Mansujitha	Student	ECE	909108360473	T.Mansujitha
55	Madhukeshwara.M	Student	ECE	7351932591	Madhukeshwara
56	Shivaramulga.das.	Student	ECE	8884620864	Shivaramulga
57	Nithin.D	Student	ECE	8431454445	Nithin



Sl. No.	Participant Name	Designation (Student / Faculty)	Branch	Phone No.	signature
58	Sathish. K	student	E.C	9844257184	
59	P. Chethan Kumar	student	E.C	7259871477	
60	Nandan Kumar. V	Student	E.C	6360863587	
61	Ameer Ahmed	Student	ECE	6362531446	
62	Gagan. HR	Student	ECE	6360963030	
63	Rakesh Rajguru	student	ECE	8904208416	
64	Vasanth V	student	ECE	9986308255	
65	Shrinivasa. KR	Student	ECE	9900692288	
66	RATHU-S	Faculty	ECE	9916415753	
67	NANDINI G R	Faculty	ECE	9743341120	
68	Pradeep Kumar. V	Faculty	ECE	847764877	
69	Vinayaka V.M.	Faculty	CSI	9164243260	
70	D91. Siddreh K B	Faculty/HOD	ECE	9741559695	
71					

# Photographs of the Event:

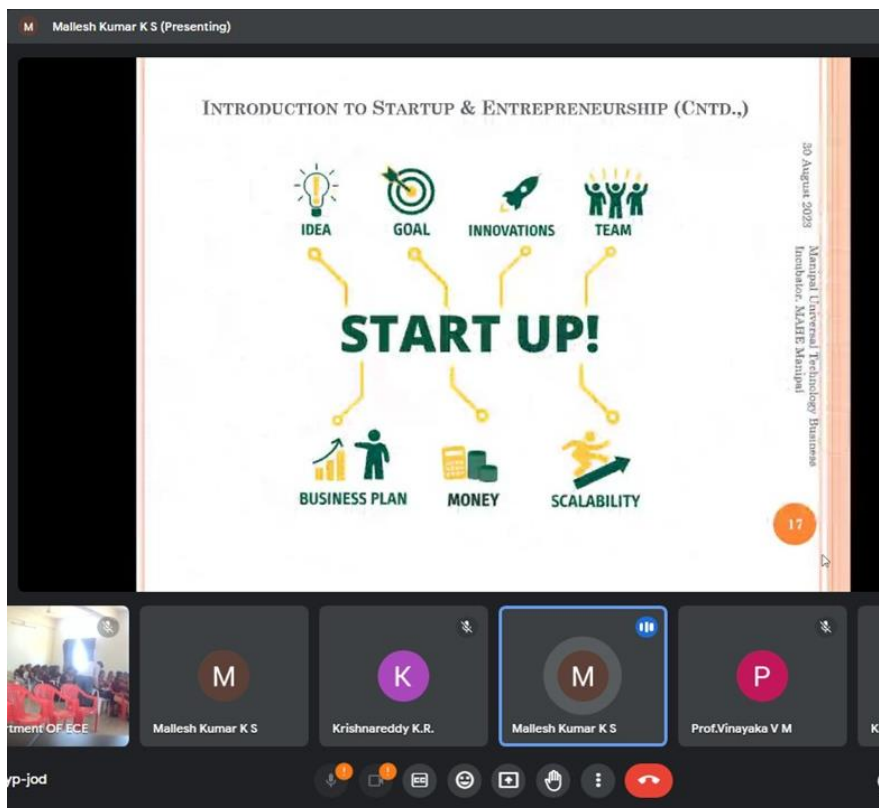
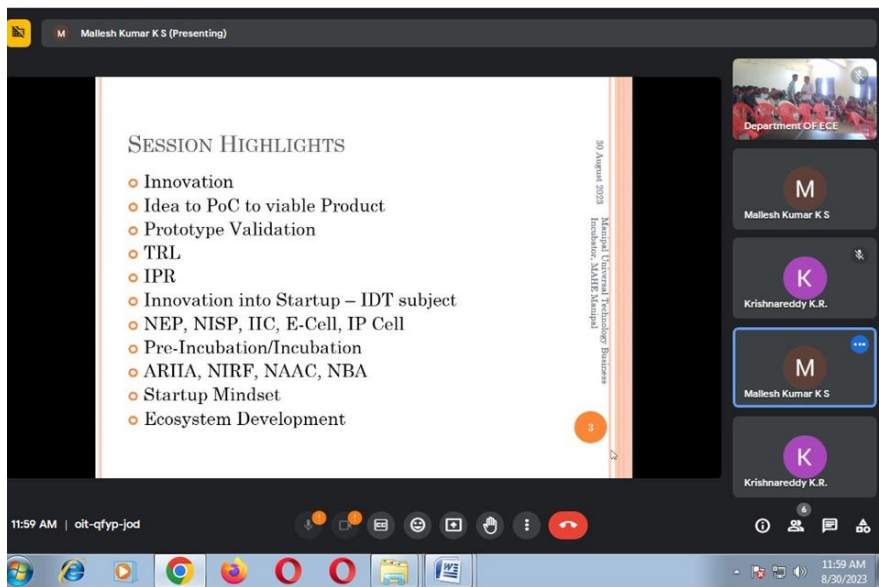
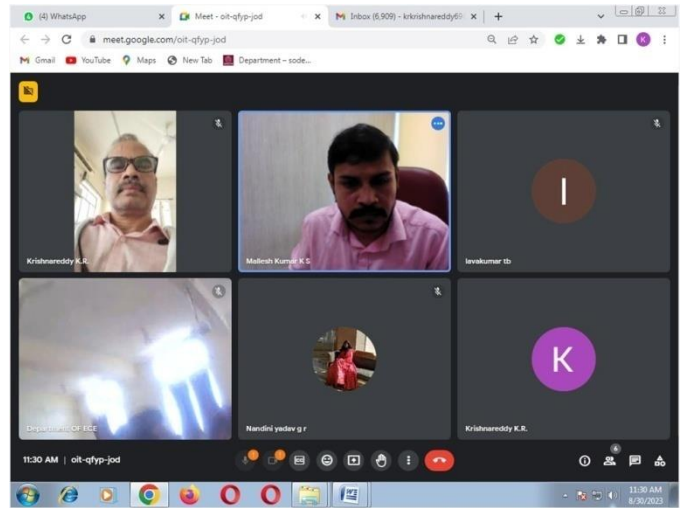


 **GPS Map Camera**



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 69QP+PGR, Hanumantha Nagara, Chitradurga, Karnataka 577502, India  
 Lat 14.238912°  
 Long 76.385642°  
 30/08/23 11:25 AM GMT +05:30





## **Key Outcome:**

1. Participants gained a comprehensive understanding of the various stages involved in launching a startup, from idea generation to market entry.
2. Attendees learned the importance of validating their innovative ideas by conducting thorough market research and identifying target audiences
3. They also understood the significance of solving real-world problems.
4. The session sparked a keen interest in entrepreneurship among engineering students and faculties

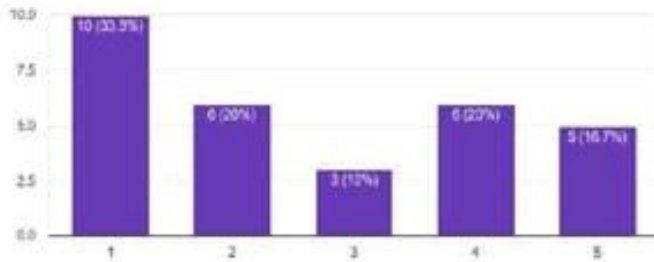
These outcomes of the session on "Innovation/Prototype Validation - Converting Innovation into a Startup" encompass the acquisition of essential skills, knowledge, and a strategic approach to validate, refine, and launch innovative ideas as successful startup ventures.

## Feedback and analysis:

Publish analytics

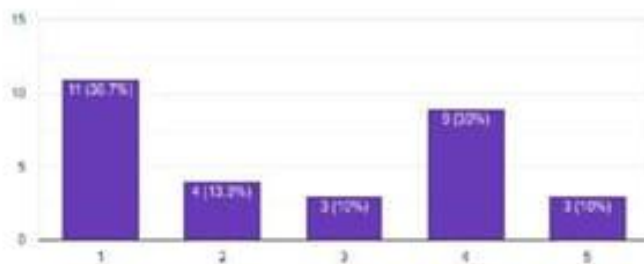
How would you like to rate the overall Session?

33 responses



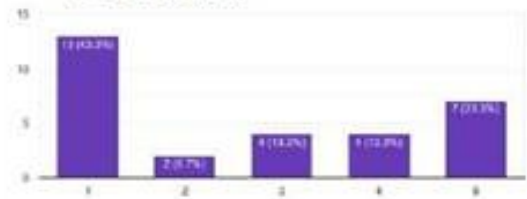
How relevant was the content discussed by the speaker?

33 responses



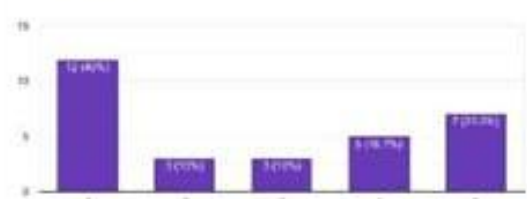
How interesting this session was for You?

33 responses



How much this session was useful from the knowledge and information point of view?

33 responses

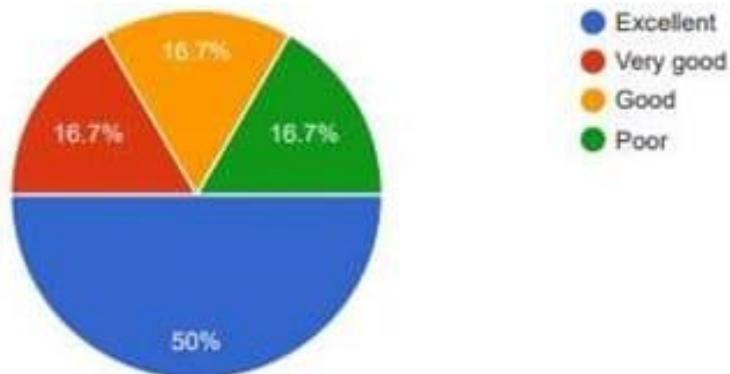


What is your opinion about the speaker?



Overall effectiveness of the Lecture

33 responses



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