



**VEMU INSTITUTE OF TECHNOLOGY::P.KOTHAKOTA**

NEAR PAKALA, CHITTOOR-517112

(Approved by AICTE, New Delhi & Affiliated to JNTUA, Anantapuramu)

**“Mentorship session for  
innovators (or)  
Innovation Ambassadors  
/Innovation Agent”**

**Date: 25-06-2021 to 09-07-2021**

**@**

**10 AM Google Meet**



# VEMU INSTITUTE OF TECHNOLOGY:: P.KOTHAKOTA

Chittoor-Tirupathi National Highway, P.Kothakota, Near Pakala, Chittoor(Dt.), AP - 517112  
(Approved by AICTE, New Delhi, Permanently Affiliated to JNTUA, Ananthapuramu, Accredited by NAAC,  
Recognized Under 2(f) & 12(B) of UGC Act. and An ISO 9001:2015 Certified Institute)

## ENTREPRENEURSHIP DEVELOPMENT CELL

16-06-2021

### CIRCULAR

The EDC proposed and got approval to conduct "IGNITE 1.0" Mentorship session for innovators (or) innovation Ambassadors/innovation Agent from on 25-06-21 & 09-07-21. The following cell members are requested to attend the meeting on 17.06.2021 at 02.00 PM at the MBA Conference Hall.

| S. NO | NAME OF THE FACULTY MEMBER | DESIGNATION                   | Role        | Signatures |
|-------|----------------------------|-------------------------------|-------------|------------|
| 1     | DR.G.BHASKAR               | Professor, Dept. of MBA       | Convener    |            |
| 2     | Dr.C.BHUPATHI              | Asso. Professor, Dept. of MBA | Coordinator |            |
| 3     | Ms.Y.BHARGAVI              | Asst. Professor, Dept. of ME  | Member      |            |
| 4     | Mrs.TEJASWINI              | Asst. Professor, Dept. of EEE | Member      |            |
| 5     | Mrs.M.NOHITHA              | Asst. Professor, Dept. of CE  | Member      |            |
| 6     | Mr.P.NAGESWARA RAO         | Asst. Professor, Dept. of CSE | Member      |            |
| 7     | Mr.T.K.KALAIARASAN         | Asst. Professor, Dept. of ECE | Member      |            |
| 8     | Dr.K.R.SEKHAR              | Asst. Professor, Dept. of H&S | Member      |            |

PRINCIPAL  
Vemu Institute of Technology  
P. KOTHAKOTA - 517 112

(HOD, MBA)  
Convener, EDC  
DEPARTMENT OF MBA  
VEMU INSTITUTE OF TECHNOLOGY  
P. KOTHAKOTA - 517 112

Copy To:

1. The Principal's desk.
2. All members of the cell.



# VEMU INSTITUTE OF TECHNOLOGY

P.Kothakota, Chittoor District -517112

Event report: SPICES–Entrepreneur Development Cell–Training and Mentoring on Creativity and Innovation

| Date                       | Title description                 | Name and affiliation of the Resource Person |
|----------------------------|-----------------------------------|---|
| 25.6.2021<br>-<br>9.7.2021 | IGNITE –Lightening the Innovation | AIC-SKU Federation                          |

As part of the SPICES project the following program was conducted to ignite and nurture the creativity and innovation among students:

- IGNITE – A 15-day online training and mentoring program in association with AIC-SKU (Atal Incubation Centre –Sri Krishnadevaraya University) Federation, Ananthapuramu.

### **IGNITE – A 15-day online training and mentoring program**

- With an aim to inculcate a culture of Innovations among student fraternity, a partnership is established with AIC-SKU (Atal Incubation Centre –Sri Krishnadevaraya University) Federation, Ananthapuramu.
- This partnership will spearhead the process of motivation, ideation, prototype development, business planning, necessary training and mentoring students towards innovation and entrepreneurship.
- Students of VEMU Institute Technology participated and got nurtured by the experts of AIC-SKU in IGNITE, a 15-day online training and mentoring program of AIC-SKU, Anathapur.
- In IGNITE, student teams have learned the benefits of choosing entrepreneurship as their career, defining and clarity on addressing the pain point, validation of the ideas, potential impact of the solution on business canvas, market research, USP & branding, and one-on-one mentoring from the dedicated mentors.

# IGNITE – Lightening the Innovation

## Program Schedule

| Day | Session                         |
|-----|---------------------------------|
| 1   | Orientation                     |
| 2   | Boot-camp                       |
| 3   | Entrepreneurship as a Career    |
| 4   | Business Communications         |
| 5   | Team Building Essentials        |
| 6   | Leadership & Values             |
| 7   | Design Thinking                 |
| 8   | Idea Generation & Validation    |
| 9   | Business Canvas                 |
| 10  | Market Research                 |
| 11  | USP & Branding                  |
| 12  | Financing your Company          |
| 13  | Domain Discussion & Mentoring   |
| 14  | Pitch Deck preparation by teams |
| 15  | Review & In-Person Mentoring    |
| 16  | Mock demo by students           |

The screenshot shows a GoToMeeting window with a presentation slide. The slide title is "WHERE DO YOU GET AN IDEA?". The list of sources includes: Student community, Problem in society/ Industry, Specific call from funding agency, and Deliberation with peer group. The slide also features the IP EVER logo and an illustration of four 3D figures sitting around a table. The meeting interface includes a grid of participants, a toolbar with icons for Mic, Camera, Screen, and Leave, and a Windows taskbar at the bottom.

GoToMeeting | REC | Lock

Talking: Ganesh | View Who's Talking | 251 | Settings | Help

G

Ganesh

## CREATIVE PROJECT CANVAS

**IP EVER**  
Idea | Protection | Commercialization

The diagram is a grid with four main columns: Objectives, Strategy, Implementation, and Review. Each column contains several bullet points and sub-sections. The 'Objectives' column lists goals like 'Develop a clear and concise project plan' and 'Identify key stakeholders'. The 'Strategy' column includes 'Conduct a thorough market research' and 'Develop a unique value proposition'. The 'Implementation' column focuses on 'Establish a strong project team' and 'Monitor progress and adjust as needed'. The 'Review' column involves 'Evaluate the project's success' and 'Document lessons learned'. The IP EVER logo is in the top right corner.

Ganesh is presenting

You are muted. | Mic | Camera | Screen | Leave

19:34 25-09-2021

GoToMeeting | REC | Lock

Talking: Ganesh | View Who's Talking | 250 | Settings | Help

G

Ganesh

## IDEA DESIGN PROCESS

**IP EVER**  
Idea | Protection | Commercialization

The diagram illustrates the 'Idea Design Process' as a funnel of steps. On the left, a lightbulb icon is accompanied by the text 'Generate ideas and evaluate them'. Below it, a speech bubble says 'Remember the power of asking around you for an idea.' The central funnel has a top section 'GO TO THE CARAVEL!' and a bottom section 'CREATIVE IDEA'. The funnel is divided into several stages, each with a brief description. On the right, a cube icon is shown with an upward arrow, and a question mark is placed above it. The IP EVER logo is in the top right corner.

19:33 25-09-2021

*W*  
**PRINCIPAL**  
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