

SRI SAIRAM ENGINEERING COLLEGE, CHENNAI

NATIONAL LEVEL SEMINAR ON INNOVATION AND STARTUP ECOSYSTEM ENABLERS

OBJECTIVE	BENEFITS
The primary objective of the seminar was to explore and discuss the role of innovation and the startup ecosystem in driving economic growth and development in India.	Participants gained valuable knowledge from industry experts on various aspects of innovation, startup ecosystems, and business strategies.

Date: 9th August 2024

Venue: Sigma Auditorium

Duration: 1 day

Introduction:

The seminar was organized by the Institution Innovation Council (IIC), Department of Computer Science and Business Systems (CSBS), and Sri Sairam Institute of Management Studies (SIMS). It was aimed at empowering students and budding entrepreneurs with knowledge about the latest trends in innovation, startup ecosystem enablers, and strategies to overcome common challenges in the startup journey.

Guest Speakers Details:

1. **Sathya Priyan** - Co-founder and CEO of Madras Mindworks Pvt. Ltd.
2. **Vivek Jayaraman** - Expert on Innovation Ecosystems in India
3. **Bhaskaran** - Specialist in Schemes and Seed Capital for Startups
4. **Lion Mohan Rajgopal** - Expert in Branding and Marketing

Key Highlights of the Seminar:

1. **Inauguration:**
 - The event began with the lighting of the Kuthuvelaku, symbolizing the start of an enlightening session.
 - Welcome speech by representatives from CSBS and SIMS.
 - A prayer song set a serene tone for the seminar.
2. **Opening Remarks:**
 - **Prof. Maran**, Director of MBA, provided an introduction to the panel members and highlighted the significance of innovation, noting the existence of 125,000 startups in India. He emphasized the importance of events like hackathons for fostering creativity and problem-solving among students.
3. **Panel Discussions:**

- **Sathya Priyan** discussed the "Innovation and Technology Opportunities for Youth in India," emphasizing the role of innovation as a competitive advantage in a populous country. He pointed out that India's young, productive population is a key driver for both challenges and opportunities in the innovation landscape.
 - **Vivek Jayaraman** explored the "Innovation Ecosystem Supporting Startups in India," noting the opportunities available from college-level initiatives and the need for sustainable practices. He addressed the reasons behind the high failure rates of startups in the first two years, highlighting the lack of business-oriented thinking. Vivek also discussed government initiatives like Startup TN and Google's Startup Weekends.
 - **Bhaskaran** elaborated on "Schemes and Seed Capital Opportunities for Startups in India," providing details about government-funded opportunities, including specific schemes for women, SC/ST entrepreneurs, and subsidies available through various programs. He discussed the significance of creating impactful projects during the final year of studies and the importance of patents.
 - **Lion Mohan Rajgopal** spoke about "Branding and Marketing," emphasizing the importance of personal branding and passion in business. He stressed that innovation should be seen as a lifeline and discussed modern marketing strategies, including online platforms. He also introduced the concept of the Young Entrepreneur School, which aims to nurture future business leaders.
4. **Interactive Session:**
- A Q&A session allowed students to engage directly with the panel members, discussing issues like building trust in business, the importance of passion in sustaining startups, and the role of a business model canvas (BMC) in planning.
5. **Panel Members' Feedback:**
- **Sathya Priyan** shared his personal journey, emphasizing practice and passion as key factors in his success.
 - **Vivek Jayaraman** encouraged students to embrace failure as a learning tool.
 - **Bhaskaran** stressed the importance of continuous discussion and collaboration, starting from the first year of college.
 - **Lion Mohan Rajgopal** summarized the session by urging students to focus on marketing and branding, stating that "there is no time better than right now" to start.

Conclusion:

Students expressed their eagerness for more such innovative and informative sessions, which provide them with practical knowledge and inspiration to pursue their entrepreneurial dreams.

Acknowledgments:

We extend our sincere thanks to the Management, President of the Institution Innovation Council, Heads of the Departments of CSBS and SIMS, and all faculty members for organizing this enlightening event.

EVENT POSTER:



INSTITUTION INNOVATION COUNCIL (IIC)
and
Department of Computer Science and Business Systems (CSBS) &
Sri Sairam Institute of Management Studies (SIMS)

Organizes

NATIONAL LEVEL SEMINAR ON
**INNOVATION AND STARTUP
ECOSYSTEM ENABLERS**

A Panel Discussion

9th August, 2024 @ 10.00 AM

Venue: Sigma Auditorium, Sri Sairam Engineering College



Sri

SAIRAM
ENGINEERING COLLEGE

An Autonomous Institution
West Tambaram, Chennai - 44

EVENT PHOTOS:



