



# Malla Reddy College of Engineering & Technology

(Autonomous Institution-UGC, Govt of India)

Department of Electrical and Electronics Engineering



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## Report of the Program

Quarter in which activity conducted: Q2

Category of the activity: IIC Q2 Self-Driven Activities

Title of the Activity: **Session on Startup Ecosystem: Understanding and engaging with the community.**

Date & Time: 02-02-2024 & 2:00PM onwards

Duration (in minutes): 100 mins

No of Student Participants: 100

No of Faculty Participants: 5

No of External Participants: 1

Expenditure: 5000

Mode of Delivery: Offline

### Objectives of the Activity:

The session aims to inspire participants to think creatively and foster an environment conducive to startup ecosystem. Through interactive exercises, case studies, and discussions, participants will explore ways to generate and cultivate innovative ideas. The session seeks to cultivate the understanding and engaging with the community are integral components of a thriving startup ecosystem. It not only helps startups validate their ideas and build relationships but also provides access to resources, insights, and opportunities for growth and improvement. Engagement shouldn't be one-sided. Startups also have a role to play in contributing positively to the ecosystem. This could involve sharing knowledge and resources, supporting other startups, or participating in initiatives that benefit the broader community.

### Benefits in terms of learning/Skill/Knowledge obtained (In 150 words):

Participants felt inspired and empowered to approach problems with a creative mindset, identifying opportunities for innovation in their respective domains. Participants left the session with a renewed sense of confidence in their ability to navigate the challenges of entrepreneurship, equipped with the mindset needed to embrace uncertainty and overcome obstacles. Here are the key benefits of startup ecosystem.

**Learning and Knowledge Sharing:** Engaging with the community provides opportunities for startups to learn from the experiences of others. This includes learning from successful entrepreneurs, sharing best practices, and gaining insights into industry trends and developments.

**Support System:** The startup community can serve as a valuable support system for entrepreneurs, offering encouragement, advice, and assistance during challenging times. Being part of a supportive community can help startups navigate obstacles more effectively and persevere through setbacks.

**Collaboration and Partnerships:** Engaging with the community fosters collaboration and partnerships among startups, as well as with established companies and organizations. These collaborations can lead to joint ventures, co-development opportunities, and access to new markets or distribution channels.

**Innovation and Creativity:** Interacting with diverse perspectives within the community stimulates innovation and creativity. Startups may discover new ideas, approaches, or solutions to problems through conversations and collaborations with other community members.

**Contribution to Ecosystem Growth:** By actively engaging with the community, startups contribute to the overall growth and vibrancy of the ecosystem. This includes sharing knowledge, resources, and experiences, as well as supporting other startups in their journey.

In conclusion, understanding and engaging with the community within the startup ecosystem offer a wide range of benefits, from market validation and feedback to networking opportunities, access to resources, and fostering innovation and collaboration. It's an essential aspect of building a successful and sustainable startup venture.

#### **Links:**

Twitter:[https://x.com/MRCET\\_official/status/1764697533572669673?t=W0ydV4h56qua4O2OUphlrw&s=08](https://x.com/MRCET_official/status/1764697533572669673?t=W0ydV4h56qua4O2OUphlrw&s=08)

Instagram:<https://www.instagram.com/p/C4GZUG6PE3A/?igsh=ZDhqYXd4YTY1OGdl>

Facebook:

Youtube:<https://youtu.be/NGW911OeFSc>



**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

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**Department of Electrical and Electronics Engineering**

**A Session on**  
**Startup Ecosystem: Understanding and Engaging with the Community**

Prof. T. Satish Kumar  
Associate Professor  
Dept. of MBA

Date : 02.03.2024  
2:00PM onwards  
Venue: EEE Seminar Hall

**Dr. VSK Reddy**  
Director,  
MRCET

**Dr. S. Srinivasa Rao**  
Principal,  
MRCET

**Dr. T. Venugopal**  
Dean student welfare  
MRCET

**Dr. P H V . SessaTalpa Sai**  
Prof. & Director (R&D)  
MRCET

**Dr. M. Sharanya**  
HOD, Dept. of EEE  
MRCET









