

# PALLAVI ENGINEERING COLLEGE

(UGC AUTONOMOUS)

College Code: 6F

Accredited by NBA and NAAC with 'A' grade, Approved by AICTE, New Delhi & Affiliated to JNTUH-Hyderabad

Certified by ISO 9001: 2015 | ISO 14001: 2015 | ISO 50001: 2018

Kuntloor(V), Adbullapurmet(M), Near Hayathnagar, R.R. Dist. Hyd - 501505, (T.S.) India

Event Name	<b>Igniting Innovation : Transforming Ideas in Startup Success</b>
Organized By	Research and Development Department
Guest of Honor	Ms. Madurakola Malavika
Date & Time	22 November 2025, 11:00 A.M.
Venue	PEC Auditorium
Key Objective	<ul style="list-style-type: none"><li>• To promote innovation and creativity among students by introducing them to the fundamentals of startups and entrepreneurial thinking.</li><li>• To guide students on transforming ideas into viable startup concepts, highlighting practical steps and real-world applications.</li><li>• To create awareness about the startup ecosystem, including challenges, opportunities, and required skills.</li><li>• To inspire students to pursue entrepreneurship, by learning from an experienced mentor and entrepreneur.</li><li>• To provide exposure to real startup journeys, enabling students to understand ideation, validation, prototyping, funding, and execution.</li><li>• To encourage participation in innovation-related activities within the institution and beyond.</li></ul>

<p>Outcome of the event</p>	<ul style="list-style-type: none"> <li>• Enhanced understanding of the startup process, from idea generation to execution.</li> <li>• Increased motivation among students to explore entrepreneurship as a career path.</li> <li>• Improved ability to identify real-world problems and propose innovative solutions.</li> <li>• Better awareness of opportunities, such as incubation, mentorship, funding, and institutional support.</li> <li>• Strengthened innovation culture on campus, with students showing higher interest in participating in projects, hackathons, and startup clubs.</li> <li>• Students gaining actionable insights and practical frameworks they can apply in their own startup ideas or academic projects.</li> </ul>
<p>Brief Report</p>	<p>The Research and Development Department of PEC organized a workshop titled <b>“Igniting Innovation: Transforming Ideas into Startup Success”</b> on 22nd November at the college auditorium. The session aimed at promoting innovation, creativity, and entrepreneurial thinking among students. The event began with a welcome note, followed by an introduction of the guest speaker, Ms. Madurakola Malavika, a startup mentor and founder known for her contributions to youth empowerment and innovation.</p> <p>The speaker discussed the <b>importance of innovation in solving real-world problems</b> and explained how ideas can be transformed into successful startups.</p>

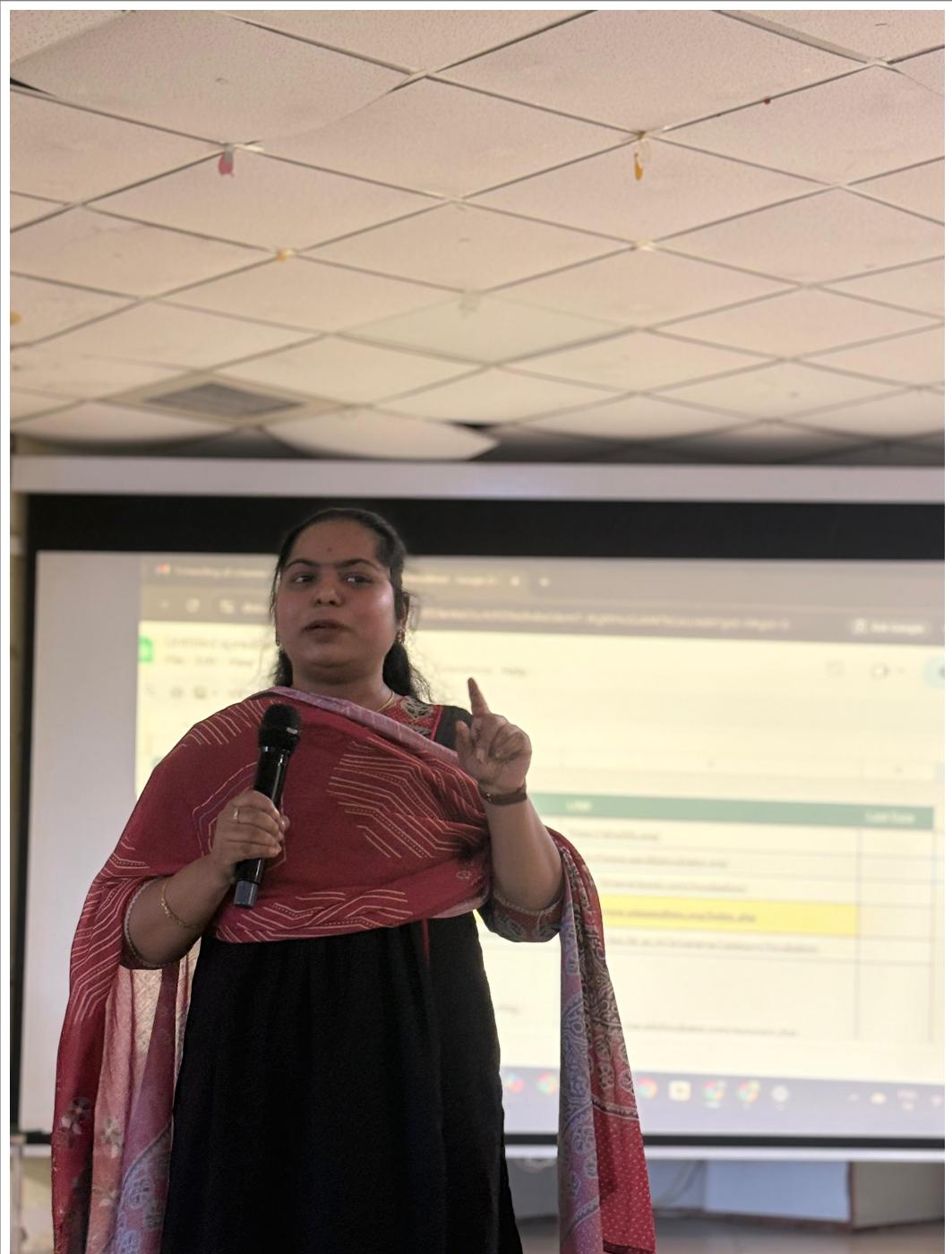
She shared **practical insights**, including idea validation, prototyping, market research, team building, and early-stage funding. Real-life examples and experiences from her entrepreneurial journey inspired students to think beyond academics. And she also bought a student of her own who is a mentor for her juniors and works with her to encourage the students.

A short interactive Q&A session allowed students to clarify doubts and seek guidance on their own startup ideas.

Brochure of the event



Event Photograph 1



Event Photograph 2



### Event Photograph 3

