



Event Name	Igniting Innovation : Transforming Ideas in Startup Success
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">• To promote innovation and creativity among students by introducing them to the fundamentals of startups and entrepreneurial thinking.• To guide students on transforming ideas into viable startup concepts, highlighting practical steps and real-world applications.• To create awareness about the startup ecosystem, including challenges, opportunities, and required skills.• To inspire students to pursue entrepreneurship, by learning from an experienced mentor and entrepreneur.• To provide exposure to real startup journeys, enabling students to understand ideation, validation, prototyping, funding, and execution.• To encourage participation in innovation-related activities within the institution and beyond.

Outcome of the event	<ul style="list-style-type: none">• Enhanced understanding of the startup process, from idea generation to execution.• Increased motivation among students to explore entrepreneurship as a career path.• Improved ability to identify real-world problems and propose innovative solutions.• Better awareness of opportunities, such as incubation, mentorship, funding, and institutional support.• Strengthened innovation culture on campus, with students showing higher interest in participating in projects, hackathons, and startup clubs.• Students gaining actionable insights and practical frameworks they can apply in their own startup ideas or academic projects.
Brief Report	<p>The Research and Development Department of PEC organized a workshop titled “Igniting Innovation: Transforming Ideas into Startup Success” 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 importance of innovation in solving real-world problems 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 brought 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



INSTITUTION'S
INNOVATION
COUNCIL
Ministry of HRD Innovation



PALLAVI ENGINEERING COLLEGE
(Affiliated to JNTU Hyderabad-Autonomous)



Organized By:-
Research And Development Department

Igniting Innovation:

Transforming Ideas in Startup Success

"Encourage innovation and creativity to solve real world problems"

Igniting Dreams



A Workshop on Startup



Ms. Madurakola Malavika
Founder-Think.4u Foundation
Aspiring Entrepreneur And Startup Mentor

Time:- 11:00 AM

Date:- 22nd NOVEMBER

Venue:- Pallavi Engineering College Auditorium

ALL ARE WELCOME

Event Photograph 1



Event Photograph 2



Event Photograph 3

