



# MLR Institute of Technology

Laxma Reddy Avenue, Dundigal, Quthbullapur (M), Hyderabad - 500 043

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## ANNUAL REPORT 2021-2022



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## **About Centre for Innovation and Entrepreneurship**

MLR Institute of Technology has established a student support ecosystem called the “Centre for Innovation and Entrepreneurship” with the objective of promoting creativity, innovation and entrepreneurship among student community and academia. The Centre for Innovation and Entrepreneurship (CIE) is a catalyst for Academia, Research and Development Institutions, Business Schools, Industries and Financial institutions to create seed fund sources and promote student enterprises.

### **Scope**

Centre for Innovation and Entrepreneurship (CIE) is dedicated to promote Creativity, Innovation and Entrepreneurship. It is a pedestal to help Knowledge driven enterprises to establish and prosper under organized guidance. It also facilitates swift commercialization of a product based on sophisticated technology. The CIE aims to foster a vibrant ecosystem for the creation and growth of enterprises.

## Centre for Innovation and Entrepreneurship

### 2021-2022 Activities

<b>1</b>	<b>Name of the Event</b>	<b>Entrepreneur Talk on Startup Opportunities in Digital Transformation</b>
	<b>Duration</b>	01/10/2021, 2:30 PM to 4:30 PM
	<b>Resource Persons</b>	Dr. Mahendra V Head-Centre for Innovation and Entrepreneurship
	<b>Audience</b>	All department HODs and students of MLRIT
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	MLRIT Auditorium, MLR Institute of Technology, Hyderabad.
	<b>Objective:</b>	The Objective of this program is <ul style="list-style-type: none"> <li>• Give insights about the importance of entrepreneurship</li> <li>• give insights about digital transformation</li> <li>• Telling about start up opportunities in digital transformation</li> </ul>
	<b>Deliverables:</b>	The deliverables of this program are Filing options and strategy to file patent procedure in India and outside India.
<b>Impact/Outcome:</b>	Participants have gained insights about the startup opportunities that they can find in the digital transformation of the world.	

## Entrepreneur Talk on Startup Opportunities in Digital Transformation



Speaker :  
**Mr. Sushant Gaokar**  
Iconic Career Mentor



Date & Time :

**1<sup>st</sup> October 2021**  
**2:30 - 4:00 PM**



Venue :

**Auditorium,**  
**MLR Institute of Technology**



For queries :

**Mr. Nithin Anand - 9502422158**  
**Dr. Durga Prasad - 9949404049**  
**Dr. Mahendra - 7760414507**

**Fig. 1.** Poster

<b>2</b>	<b>Name of the Event</b>	<b>Inspiration 2021</b>
	<b>Duration</b>	23/10/2021
	<b>Resource Persons</b>	Dr.V.Mahendra, Head for Centre for Innovation and Entrepreneurship, MLRIT, Innovation Ambassador.
	<b>Audience</b>	AERO department students of MLRIT
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	MLR Institute of Technology
	<b>Objective:</b>	<p>The objectives of the event are:</p> <ul style="list-style-type: none"> <li>• Encourage student’s participation in technical activities</li> <li>• help students in acquiring knowledge on their own which will be useful to them in future.</li> <li>• Motivate the students to choose becoming entrepreneurs through Innovative Practices.</li> </ul>
	<b>Deliverables:</b>	The deliverables of this program are that, Dignitaries like Secretary Marri Rajshekhar Reddy, Dr. K Srinivas Rao principal MLRIT and Dr M S N Gupta HOD Aeronautical Engineering, has expressed his views that students have to participate in such technical activities to acquire knowledge on their own which will be useful to them in future. They said that students should have Innovative practices such that they will get motivated to become entrepreneurs in future.
<b>Impact/Outcome:</b>	The participants were very happy as they were able to acquire technical knowledge with hands-on experience and expected more such events from the department.	



**Fig. 2.** Participants at venue after the event

<b>3</b>	<b>Name of the Event</b>	<b>Makerspace Acceleration Program on Artificial Intelligence</b>
	<b>Duration</b>	25/10/2021 - 30/10/2021
	<b>Resource Persons</b>	U. Sai Ram, Founder and CEO, Code Gnan IT Solutions.
	<b>Audience</b>	60
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	Centre for Innovation and Entrepreneurship
	<b>Objective:</b>	<p>The Objectives of this program are:</p> <ul style="list-style-type: none"> <li>● To excel in python programming and its packages</li> <li>● To analyze the data sets using the data analytics</li> <li>● To apply the concepts of computer vision to real time problems</li> <li>● To design a virtual assistant using chatbot concept</li> </ul>
	<b>Deliverables:</b>	<p>The deliverables of this program were that the participants were able to apply the concepts to the real time problem statements. Also, the students have registered for the All India Level Hackathon“MANTHAN” organized by AICTE and are in the process of developing their complete solution for the given problem statements.</p>
<b>Impact/Outcome:</b>	<p>Participants have gained insights from leading tech innovators across the country in making the students embrace their skills to make them market ready.</p>	



Fig.3.a After Event



Fig.3.b Participants during the event



Fig.3.c Participants working during the event

<b>4</b>	<b>Name of the Event</b>	<b>Interactive Session With a Successful Entrepreneur</b>
	<b>Duration</b>	30/10/2021, 2:30P.M – 4:00PM
	<b>Resource Persons</b>	Mr. Shashikanth  Founder CEO- Rewheel Eco Solutions Private Limited
	<b>Audience</b>	First and second year students of MLR Institute of Technology.
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	Social Square, Centre for Innovation and Entrepreneurship
	<b>Objective:</b>	The Objective Of This Program Is To enhance creativity and innovation among students to create new business ideas.
	<b>Deliverables:</b>	The deliverables of this program are to teach about all types of entrepreneur skills required to become an entrepreneur.
	<b>Impact/Outcome:</b>	Students were able to learn various skills related to creativity and collaboration. It also built courage and strength among the students.

<b>5</b>	<b>Name of the Event</b>	<b>Internet of Things Workshop</b>
	<b>Duration</b>	08/11/2021- 13/11/2021
	<b>Resource Persons</b>	Mr. D Laxma Reddy  Dr. Mahendra V, Head of Centre for Innovation and Entrepreneurship
	<b>Audience</b>	Second- and third-year students of MLR Institute of Technology.
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	Centre for Innovation and Entrepreneurship, MLR Institute of Technology
	<b>Objective:</b>	The Objective of This Program is <ul style="list-style-type: none"> <li>● Explained basics of IOT and gave introduction regarding IOT and its real-life applications.</li> <li>● Explained how to work on hardware using the board given and worked on two tasks.</li> <li>● Explaining about various sensors and IoT devices and its working.</li> </ul>
	<b>Deliverables:</b>	The deliverables of this program are detailed Description about the IoT devices and their working.
	<b>Impact/Outcome:</b>	The IoT workshop followed by a hackathon gave insights on IOT, which is an important piece of technology that is set to improve greatly over time. By teaching students IoT we aim to expand their skill set and make them interested in developing their product around the idea.



Fig. 5.a During the event



Fig.5.b Idea Presentation

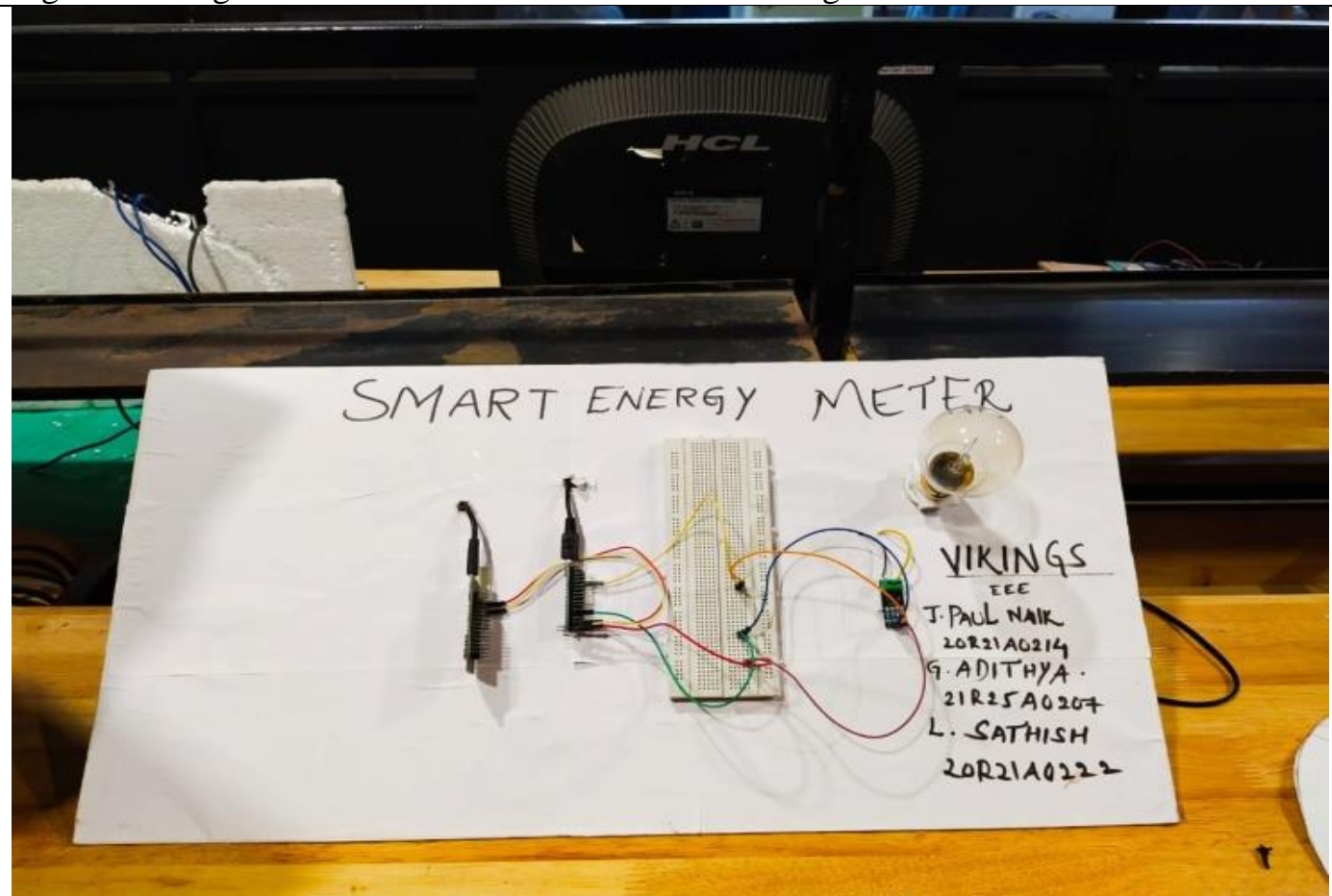


Fig. 5.c Prototype made by participants

<b>6</b>	<b>Name of the Event</b>	<b>SAMBHAV: E National Awareness Programme on entrepreneurship.</b>
	<b>Duration</b>	09/11/2021
	<b>Resource Persons</b>	Shri. K C Choudhury Assistant Director, MSME-DI Shri. Rajesh Kumar Yadav Garu, MSME-DI Shri. Gulshan MSME-DI Smt. Vijaya HemaLatha Entrepreneur
	<b>Audience</b>	75
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	Zoom Meeting
	<b>Objective:</b>	The Objective Of This Program Is <ul style="list-style-type: none"> <li>• The main objective of the Programme is to create awareness among the students about entrepreneurship.</li> <li>• To provide necessary insights of various schemes for young generation and SC, ST women etc.</li> <li>• To enlighten them with multiple skills in line of enriching their career as an entrepreneur</li> <li>• To take suggestions from the student fraternity for further way of conducting programs</li> </ul>
	<b>Deliverables:</b>	The deliverables of this program are. Students were received valuable information about various schemes like how to get financial support, services provided and intellectual property rights role addressed by the Director and other Assistant Directors of MSME in a detailed manner
	<b>Impact/Outcome:</b>	Participants have gained insights on entrepreneurial skills and what it means to become an entrepreneur.

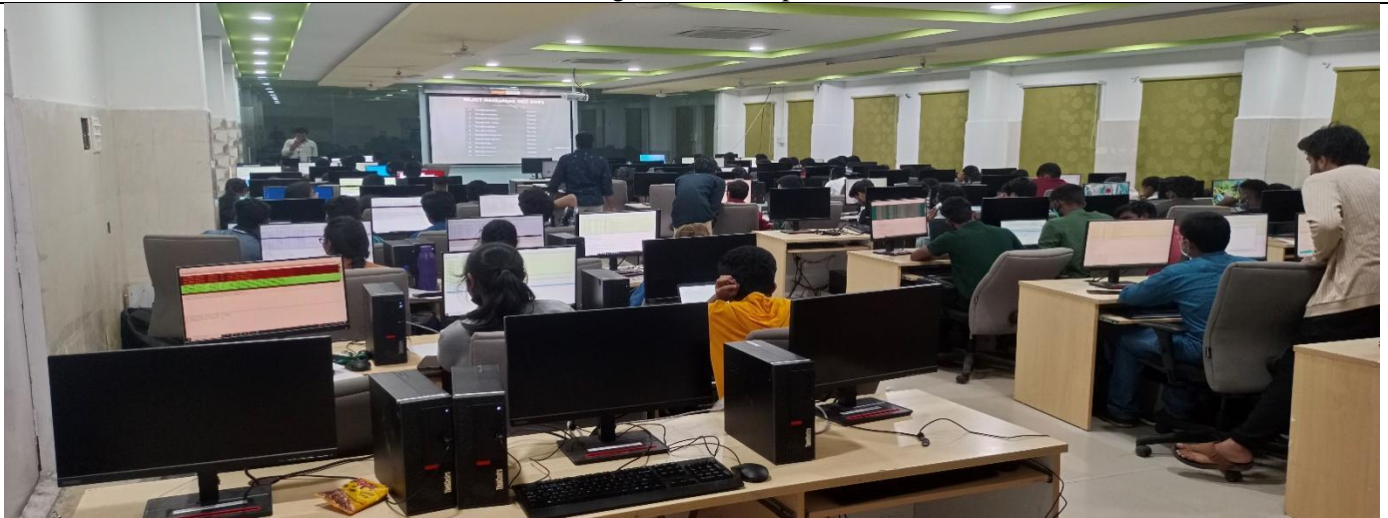


**Fig. 6.** Attending the Program through Zoom meeting

<b>7</b>	<b>Name of the Event</b>	<b>Cyberthon Boot-camp On Cyber Security</b>
	<b>Duration</b>	27/12/2021- 30/12/2021
	<b>Resource Persons</b>	Santosh Chaluvadi, Founder and CEO, Supraja Technologies
	<b>Audience</b>	97
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	MT -003
	<b>Objective:</b>	<p>The Objective Of This Program Is</p> <ul style="list-style-type: none"> <li>● To analyze the features of Wireshark.</li> <li>● To analyze the features of Burp Suite.</li> <li>● To apply the concepts of assessment of vulnerabilities in a system.</li> </ul> <p>To apply the concept of Data Tampering and other website security systems.</p>
	<b>Deliverables:</b>	The deliverables of this program are, MLRIT CIE along with the industry experts has provided a platform in giving insights about the CYBER SECURITY concepts for solving real time problems.
<b>Impact/Outcome:</b>	Participants gained insights about the Cyber Security concepts for solving real time problems. All the participants were able to apply the concepts to the real time problem statements. Students have registered for the “Boot-camp” organized by Supraja Technologies and developed their complete solution for the given problem statements.	



**Fig.7.a Bootcamp**



**Fig.7.b Working on problem statements**



**Fig. 7.c Faculty visit during the event**

<b>8</b>	<b>Name of the Event</b>	<b>Innovation Week Celebrations</b>
	<b>Duration</b>	10/01/2022 - 16/01/2022
	<b>Resource Persons</b>	First and Second year students of MLR Institute of Technology
	<b>Audience</b>	Centre for Innovation and Entrepreneurship
	<b>Organizing Agency</b>	zoom meeting
	<b>Venue:</b>	Innovation Week Celebrations
	<b>Objective:</b>	<ul style="list-style-type: none"> <li>• To build innovation and Entrepreneurial ecosystems in educational institutions.</li> <li>• To showcase the sociological work and life experiences of a prominent sociologist from any part of the world.</li> </ul>
	<b>Deliverables:</b>	The deliverables of this program are to introduce ideas for reforms in educational policy in India.
<b>Impact/Outcome:</b>	Students were able to learn about value based transparent and responsible health plan management for companies.	



Ministry of Education  
Government of India

Department for Promotion of  
Industry and Internal Trade  
Ministry of Commerce & Industry  
Government of India

Ministry of Commerce and Industry  
Government of India

Ministry of Education's  
INNOVATION CELL  
(GOVERNMENT OF INDIA)

75  
Azadi Ka  
Amrit Mahotsav

**Innovation Week Celebration (Virtual Mode) 10<sup>th</sup>-16<sup>th</sup> Jan. 2022**

**Inauguration of**  
**e-Symposium on Building Innovation and Entrepreneurial  
Ecosystem in Educational Institutions**

**11<sup>th</sup> January 2022 at 10:30 AM**

#AmritMahotsav  /AzadikaAmritMahotsav  @AmritMahostav  /amritmahotsav

 /mhrdInnovation  @mhrd\_Innovation  /mhrd.innovationcell

**Fig. 8.** Online program poster (Innovation week Celebration)

<b>9</b>	<b>Name of the Event</b>	<b>Investor Awareness Program.</b>
	<b>Duration</b>	22/01/2022 02:00 PM to 04:00 PM
	<b>Resource Persons</b>	Anjali Manda Founder-Moneymati.
	<b>Audience</b>	Students of MLR INSTITUTE OF TECHNOLOGY
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	Zoom Meeting
	<b>Objective:</b>	The objectives of the program are: <ul style="list-style-type: none"> <li>● To enhance investment objectives, time horizon, and risk tolerance.</li> <li>● To help make ideas that work and provide several possibilities for achieving our financial objectives.</li> </ul>
	<b>Deliverables:</b>	The Deliverables of this program are providing valuable insight into various types of investments in mutual funds. Detailed explanation about various policies and schemes which are available in the market.
<b>Impact/Outcome:</b>	Students understand the benefit of saving, investment and capital formation or accumulation.	

**Various Options for Achieving your Financial Goals?**

- Real Estate
- Insurance
- Bank Deposits
- Mutual Funds
- Gold
- Stocks
- Bonds

**Make your Investments Work for you**

- Fight INFLATION
- Provide INCOME when you need it
- Be ACCESSIBLE and USABLE in parts and portions
- Your investments should GROW in value and appreciate over time
- Be REUSABLE of fair value and low cost

**How Rupee Cost Averaging helps in SIP**

Month	Amount	Rising Market		Falling Market		Volatile Market	
		NAV (Rs)	Units Allotted	NAV (Rs)	Units Allotted	NAV (Rs)	Units Allotted
1	10,000	10	1000.00	10	1000.00	10	1000.00
2	10,000	10.5	952.38	9.75	1025.64	10.5	952.38
3	10,000	12	833.33	9	1111.11	9	1111.11
4	10,000	14	714.29	7	1428.57	11	909.09
5	10,000	17	588.24	6.5	1538.46	13	769.23
6	10,000	18	555.56	6	1666.67	11.5	869.57
Total	60,000	81.50	4643.79	48.25	7770.45	65.00	5611.38
Avg. Purchase NAV		13.58		8.04		10.83	
Avg. cost per unit		12.92		7.72		10.69	

Put aside an amount regularly  
Discipline is the key

Rupee cost averaging  
Control volatility

Note: The above example uses assumed figures and is for illustrative purposes only.

Fig. 9 Online meeting on Investor Awareness Program

<b>10</b>	<b>Name of the Event</b>	<b>5TH National Science Fair</b>
	<b>Duration</b>	28-02-2022, 9:30 am to 4:15pm
	<b>Resource Persons</b>	Shri R. Dorairaj, Former scientist of VSSC-ISRO Shri PK Gouripati Sastri, Retd. AGM of HAL Mr. C S Karunakaran, Founding Secretary General of IAAA Association & Founding President of IAAA professional society. Dr. G Chandra Mohan Reddy, Professor of Mechanical Engineering in CBIT, Hyd.
	<b>Audience</b>	250 Students from different schools and colleges
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue</b>	Online and Offline(CIE, MLR Institute of Technology)
	<b>Objective:</b>	The main objective of this science fair is <ul style="list-style-type: none"> <li>● To enhance the skills of designing and thinking of innovative ideas in various fields of applications using different methodologies.</li> <li>● Ignite the minds of young brains with various science ideas.</li> </ul>
	<b>Deliverables</b>	The deliverables of this program are, all the participants are happy and satisfied with the knowledge they gained from the science fair.
<b>Impact/Outcome</b>	All the participants of the event were happy and satisfied with the knowledge they gained and were provided with certificate of participation and based on the team performance and individual participant performance consolation prizes were also distributed.	



**Fig.10.a** Explaining Projects to secretary



**Fig.10.b.** Awarding the winner



**Fig.10.c** Project presentation to jury

<b>11</b>	<b>Name of the Event</b>	<b>Awareness on Intellectual Property Rights (IPRs)</b>
	<b>Duration</b>	5/02/2022
	<b>Resource Persons</b>	Mr. Varaprasad Kukatla Patent officer
	<b>Audience</b>	Students of MLR Institute of technology
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	Zoom Meetings
	<b>Objective:</b>	1. To create public awareness about the benefits of intellectual property among all sections of society. 2. To stimulate creation and growth of intellectual property by undertaking relevant measures.
	<b>Deliverables:</b>	The deliverables of this program are promoting the idea of serving the interests of the public by promoting economic growth.
<b>Impact/Outcome:</b>	Students learnt more about the IPRs and it encouraged economic growth and innovation among the students.	

Awareness Program on

# INTELLECTUAL PROPERTY RIGHTS

Speaker :

**Sri. Varaprasad Kukatla**

Assistant controller of Patents & Design,  
Patent office, Chennai-32



Date: 28th April, 2022

Time: 2:00 PM - 4:00 PM

Venue: Closed Auditorium, MLRIT

Organized by :

IP Facilitation Center in association with  
Centre for Innovation and Entrepreneurship,  
MLR Institute of Technology, Hyderabad

Co-ordinators :

Dr. A Vivek Anand  
Dr. Mahendra V

Fig. 11. Poster

<b>12</b>	<b>Name of the Event</b>	<b>Hustle Mania</b>
	<b>Duration</b>	22/03/2022
	<b>Resource Persons</b>	Centre for Innovation and Entrepreneurship, council members
	<b>Audience</b>	Students of MLR Institute of technology
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	MLR Institute of technology
	<b>Objective:</b>	<p>The objectives of the program are:</p> <ul style="list-style-type: none"> <li>● Establishing a value proposition. Identifying your target market and key performance indicators.</li> <li>● Confirming your revenue sources and investing in people.</li> <li>● Assess your competition and concentrate on your strengths.</li> </ul>
	<b>Deliverables:</b>	The deliverables of the event are that the strategic sales mentality was encouraged among the students.
<b>Impact/Outcome:</b>	Students were able to learn marketing and management skills through their experience in the event.	



**Fig.12.a.** Secretary, Treasurer , Principal visiting the stalls along with students



**Fig.12.b** Participants selling their products

<b>13</b>	<b>Name of the Event</b>	<b>Design Thinking workshop</b>
	<b>Duration</b>	11/03/2022- 12/03/2022
	<b>Resource Persons</b>	Dr. Mahendra V, Head of Centre for Innovation and Entrepreneurship
	<b>Audience</b>	50
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	Social Square, Centre for Innovation and Entrepreneurship
	<b>Objective:</b>	The objective of this program are: <ul style="list-style-type: none"> <li>• To teach the students the adequate method to identify the problem for creating a problem statement and learning how to approach the problem to find it's solutions.</li> </ul>
	<b>Deliverables:</b>	This event is conducted for the freshman engineering students they get to know the problems and how to approach them as well.
<b>Impact/Outcome:</b>	The main outcome of this is the students tried hard to get the best solutions and they achieved it.	



**Fig.13.a.** Prize distribution to winners



**Fig.13.b** Price distribution to runners

<b>14</b>	<b>Name of the Event</b>	<b>Innovation Challenge 2022</b>
	<b>Duration</b>	09.04.2022
	<b>Resource Persons</b>	Dr. Mahendra V
	<b>Audience</b>	160 Students from MLR Institute of technology
	<b>Organizing Agency</b>	Centre For Innovation and Entrepreneurship
	<b>Venue:</b>	Centre for Innovation and Entrepreneurship
	<b>Objective:</b>	<p>The objectives of this program are:</p> <ol style="list-style-type: none"> <li>1. Provide students with opportunities to design a prototype using the latest technologies.</li> <li>2. Identify and describe the problem and scope of the project clearly, collect, analyze and present data into meaningful information using relevant tools.</li> <li>3. Identify basic entrepreneurship skills in project management.</li> </ol>
	<b>Deliverables:</b>	This event was conducted for the freshmen Engineering students to enlighten young innovative brains. Total 48 amazing ideas by 160 plus students. Best 3 innovative ideas won the cash prize and product development support by MLRIT.
<b>Impact/Outcome:</b>	The events like innovative challenges enable the students towards project-based learning to solve societal problems which is the need of the day.	



**Fig.14.a** Presentation & Evaluation



**Fig.14.b** Winners



**Fig.14.c** 1<sup>st</sup> Runner Up



**Fig.14.d** 2<sup>nd</sup> Runner Up

<b>15</b>	<b>Name of the Event</b>	<b>Out of the box thinking for problem solving</b>
	<b>Duration</b>	28/06/2022, 2:00 p.m. - 3:00 p.m.
	<b>Resource Persons</b>	Prof. K. Kamakoti, Director, IITM
	<b>Audience</b>	70
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	AK- 203
	<b>Objective:</b>	<p>The objective of this program is to make participants</p> <ul style="list-style-type: none"> <li>● Think of a unique and different way for a given problem.</li> <li>● To make the students develop their problem-solving skills and critical thinking skills.</li> </ul>
	<b>Deliverables:</b>	The deliverables of this program are to increase thinking skills in participants.
	<b>Impact/Outcome:</b>	The participants have come up with the different and unique solutions and we're very enthusiastic throughout the event.

**MARRI LAXMAN REDDY** MLR Institute of Technology  
 GROUP OF INSTITUTIONS Dundigal, Hyderabad-'43  
 (An Autonomous Institution)

**Invites All the Newly Admitted B. Tech Students (A.Y.2020-21)**

*Communicative Competence  
 Know yourself and know the world*

**Nov 27 /11:00AM**

**LINK TO JOIN**

<https://www.youtube.com/watch?v=HqHgcTs3I04&t=590s>

Communicative Competence: Know Yourself and Know the world

**The Communication Process**

Sender Encoding → Communication Media → Decoding Receiver

Noise

Feedback

31:15 / 1:31:00

**Listening Skills**

Press Esc to exit full screen

Listen Skill

▪ The International Listening Association claims that 85% of what we know we have learnt by listening.

- Bigger part of communication
- Learn new things
- Stimulates better speaking
- Critical Analytical Skill

1:29:11 / 1:31:00

Communicative Competence: Know Yourself and Know the world

**Manoj Enroll**

- [https://www.greatlearning.in/academy/university/courses/smart-english-basics-for-professionals?ambassador\\_code=aicte\\_free\\_Product45](https://www.greatlearning.in/academy/university/courses/smart-english-basics-for-professionals?ambassador_code=aicte_free_Product45)
- Spoken and Written Communication
- Improving your vocabulary
- Speaking and Presenting during interviews and Meeting

1:29:11 / 1:31:00

**Fig. 15.** Online Session with Prof. K. Kamakoti, Director, IITM

<b>16</b>	<b>Name of the Event</b>	<b>CONTENT QUEST</b>
	<b>Duration</b>	17/08/2022 11:30 AM to 01:30 PM
	<b>Resource Persons</b>	Dr.Mahendra V, Head of Centre for Innovation and Entrepreneurship
	<b>Audience</b>	200 students
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	MLRIT COLLEGE, DUNDIGAL
	<b>Objective:</b>	<ul style="list-style-type: none"> <li>● To introduce and develop the social media marketing tools and strategies.</li> </ul> <p>To give students an opportunity to show their skills and further improve in them.</p> <ul style="list-style-type: none"> <li>● To enable students to create engaging content to market a specific company assigned.</li> </ul>
	<b>Deliverables:</b>	This event is aimed at introducing social media marketing tools and strategies. The participants learn and showcase their skills through a series of exercises that focus on creatively promoting companies and goods by participating in the competition.
<b>Impact/Outcome:</b>	<p>1) Attendees took an active part in the event.</p> <p>2) A lot of groups showed up with their creative suggestions and learned how to create content for the assigned companies</p>	



**Fig. 16.** Participants during the event

<b>17</b>	<b>Name of the Event</b>	<b>Collision</b>
	<b>Duration</b>	17/08/2022 from 1:30 to 4:10pm
	<b>Resource Persons</b>	Dr. Mahendra V, Head of Centre for Innovation and Entrepreneurship
	<b>Audience</b>	200 students
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	MLR INSTITUTE OF TECHNOLOGY
	<b>Objective:</b>	<p>To build innovative ideas for the failed startups to restart again.</p> <ul style="list-style-type: none"> <li>To analyze the case study behind the failure of companies and come up with possible solutions to rescue the company.</li> </ul>
	<b>Deliverables:</b>	The aim of this event is testing analytical and innovative thinking in participants that by overcoming all failures of companies, what might be the best solution to rescue it
<b>Impact/Outcome:</b>	Students came up with the best solutions and analysed the case studies very well.	



**Fig.17a.b.c** Participants during the event

<b>18</b>	<b>Name of the Event</b>	<b>Glam and Glue</b>
	<b>Duration</b>	18/08/2022, 01:30 PM to 3:10 PM
	<b>Resource Persons</b>	Dr. Mahendra V, Head of Centre for Innovation and Entrepreneurship.
	<b>Audience</b>	250 students
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	Seminar hall
	<b>Objective:</b>	The creative expressions can be varied from person to person.in this creative process, it unleashed the fashion creativity in the participants.
	<b>Deliverables:</b>	It is a fun filled event and creative event. It unleashes the inner entrepreneur of the students and makes you think creatively without using any resources.
<b>Impact/Outcome:</b>	The participants gave their best and reached our expectations.	



Fig. 18 Participants making the final output

<b>19</b>	<b>Name of the Event</b>	<b>Sell-It</b>
	<b>Duration</b>	18/08/2022 11:30 AM-1:00 PM
	<b>Resource Persons</b>	Dr. Mahendra V, Head of Centre for Innovation and Entrepreneurship.
	<b>Audience</b>	250 students from MLR Institute of Technology and nearby engineering collages like MLRITM and IARE.
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	STP Seminar Hall, MT 207, MLRIT.
	<b>Objective:</b>	<p>The objectives of the program is to</p> <ul style="list-style-type: none"> <li>● Provide an opportunity to showcase their Communication skills, Strategic thinking, and customer service skills.</li> <li>● To understand the perspective of a salesperson and demonstrate their sales pitch most convincingly.</li> </ul>
	<b>Deliverables:</b>	The deliverables of the “Sell it” are Participants came up with interesting pitches to sell the products given to them which made the event vibrant.
	<b>Impact/Outcome:</b>	The participants gained insights on different types of marketing skills and strategies used in selling any product or providing any service.



# E-Fest 2022

presents

SELL IT  
SELL IT  
SELL IT  
SELL IT



EXPLORE THE BEAUTY OF SALES

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## Prizes

Winners : **2000/-**

Runner up : **1000/-**

August 18, MLRIT 2022

part of e-fest events

**Fig. 19.** Poster

<b>20</b>	<b>Name of the Event</b>	<b>Pondering Problems</b>
	<b>Duration</b>	18/08/2022 9:30 A.M – 11:00 A.M
	<b>Resource Persons</b>	Dr. Mahendra V, Head of Centre for Innovation and Entrepreneurship.
	<b>Audience</b>	250 students
	<b>Organizing Agency</b>	Centre for Innovation and Entrepreneurship
	<b>Venue:</b>	STP Seminar Hall and MT- 207
	<b>Objective:</b>	The event aims to test the ability of participants to spot a problem, understand the problem and find the root cause of the problem through the 5 Why principle.
	<b>Deliverables:</b>	The deliverables of this program is that it helps in finding the root cause and clearly defining the problem, you make them easier to solve, which in turn saves time, money and resources.
<b>Impact/Outcome:</b>	<ul style="list-style-type: none"> <li>● Participants understood problem defining techniques.</li> <li>● The winners and runners won cash prizes.</li> <li>● The overall organization was appreciated by participants as well as the faculty coordinators.</li> </ul>	



**Fig. 20.** During the Event