



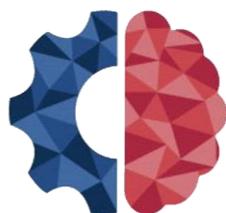
St. PETER'S ENGINEERING COLLEGE

Maisammaguda, Dullapally, Kompally Road, Hyderabad, Telangana 500100

Affiliated to JNTU -Hyderabad & Approved By AICTE, New Delhi

UGC Autonomous Institution

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MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



INSTITUTION'S INNOVATION COUNCIL

Impact Lecture Series – Phase II

Sponsored by

MHRD'S Innovation Cell & AICTE, New Delhi

Session to be conducted on 23rd July 2022

Speaker: Mr. V.Subrahmanya Ramamurthy

Associate Professor,
MRCET – HYD

One day guest lecture on **Start-up process & Legal aspects** on 23rd July 2022 for the benefit of our students and faculties of St. Peter's Engineering College, Hyderabad. The coordinator for the guest lecture was Dr. T.Shanmugapriya, Associate Professor, Department of science and humanities. She organized this guest lecture in peaceful manner with the help of Dr. Harinatha Reddy, EDC co ordinator.

The resource person for this guest lecture Mr. V.Subrahmanya Ramamurthy, Associate Professor, Malla Reddy College of Engineering and Technology hyderabad. V.Subrahmanya Ramamurthy is an Associate Professor of the MBA department of MallaReddy College of Engineering and Technology. He has over 20 years of experience in the academic as well as the corporate sector. His work focuses specifically on Digital technologies and Artificial intelligence, Entrepreneurial development; Supply Chain Management etc.He has great experience in preparing and delivering presentations at national and international conferences.

The session started with the introduction about the resource person by Dr. T.Shanmugapriya, IIC coordinator. The resource started his speech with real life story A Forsters podcast series that delves into the minds of some of today's most ambitious and successful entrepreneurs. They have grown businesses that are disrupting the way we live, how we buy, and the way businesses are run. How have the life experiences of this generation informed their success and what can we learn from them?

In this series, Forsters' Commercial Real Estate Partner, Katherine Ekers, along with up-and-coming lawyers from across the firm, talk to five different trailblazing entrepreneurs.

Discover how they rolled with the punches, how they took an existing market or business model and innovated it to suit changing needs and how they disrupted the status quo to reflect and even affect the world we live in today.

We hear the phrase 'next generation' a lot - but we wanted to talk to people who are facing these challenges right now. Not the 'next generation' but Generation Now.

The stories he talked about is aim to create a platform for young entrepreneurs which is not only going to bring them into the light but also inspire the young population to pursue their entrepreneurship dream, all the while being inclusive of the regions these startups are emerging from. These stories of struggle and success educate a wider audience about what goes behind building a successful business and the challenges faced.

He especially focus on entrepreneurs coming from tier 2 and 3 cities, empowering them with the voice they deserve to bring their stories and ideas to the stage. He told to provide budding entrepreneurs the recognition they deserve and hence, bring them one step closer to success.

the session was conclude by honourable principal Dr.K.Sree Latha with vote of thanks.

