



St. PETER'S ENGINEERING COLLEGE

Maisammaguda, Dullapally, Kompally Road, Hyderabad, Telangana 500100

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

UGC Autonomous Institution

&



MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

INSTITUTION'S INNOVATION COUNCIL

Impact Lecture Series – Phase II

Sponsored by

MHRD'S Innovation Cell & AICTE, New Delhi

Session to be conducted on 29th July 2022

Speakers: *Dr. S. Krishnamurthy Naidu,*

Associate Professor,
Dept of MBA & Coordinator - EDC ,
Director-EISC, Certified NLP Trainer, Sri Vasavi Engineering College,
Tadepalligudem, W.G. Dist, A.P.

One day guest lecture on Need for Innovation in Entrepreneurship on 29th 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.

The resource person for this guest lecture, *Dr. S. Krishnamurthy Naidu*, Associate Professor, department of MBA & Coordinator – EDC, Director-EISC, Certified NLP Trainer, Sri Vasavi Engineering College, Tadepalligudem, W.G. Dist, A.P. A highly organized, enterprising individual with business studies background, a specialist in NLP applications as well entrepreneurship seeking a challenging career to excel in the area of Entrepreneurship and Incubation so as to utilize his vast experience in management teaching and entrepreneurship development. Sir also have ability to establish an entrepreneurial culture in the institution by transforming lives of young people through sure shot NLP techniques, innovative programme designing, and its successful implementation to the maximum. Sir completed MBA(HR & Marketing) in 2001, Phd in management 2013 from Sri Venkateswara University, Tirupati. Sir published more than 20 journal in reputed publication, invited as a guest lecture for various institution. Sir edited a book titled “Business Management Trends: Issues and Prospects”, (Annual), Paramount Publications, New Delhi,

March 2013, Vol.1, No.1, ISBN: 978-93-92163-08-4. Reviewer for “International Journal of Business and Management” an international journal from Canadian Centre of Science and Education (CCSE). Resource person feel great privilege in contributing himself to the society in the form of articles on our Indian culture, Hindu culture and societal values. In this connection it is very fortunate for his to get his papers published in “SAPTHAGIRI” Journal by Tirumala Tirupati Devasthanams, Tirupathi. Sir wrote books - Lord Vishnu in the mask of Sri Rama in November 2013. “Significance of AUM in Hinduism”, January 2011. “Long lasting Memories of Ramayana”, April 2011. “Ignite the inner self”, October 2010. He is member of review panel for ‘Asian Journal of Management Research’ from Integrated Publishing Association.

The session started with the introduction about the resource person by Dr. T.Shanmugapriya, IIC coordinator. The resource person started his speech with case study about one Vijayawada issue. That time he begin with case study itself students become enthusiastic and started enjoyed the session. Innovation enhances the nature, creativity, and design thinking process of a brand. A new business can attain the height of success by learning the steps of creativeness. Innovation in Entrepreneurship can open the doors of various opportunities by helping the business to keep up with the current trends.

He further explained, Successful innovation allows you to add value to your business so that you can increase your profits—if you don't innovate well, your business will plateau. 2. Innovation helps you stay ahead of the competition. With globalization and a rapidly changing market, there are more competing businesses than ever before. He explain the students Innovation increases your chances to react to changes and discover new opportunities. It can also help foster competitive advantage as it allows you to build better products and services for your customers.

Continuous of the session, he gave wonderful live examples of UBER, Zomato, swiggy, OLA, APPLE, SPOTIFY, iTune etc.

He talked about Zomato case that is founded by IIT graduates, Deepinder Goyal and Pankaj Chaddah, the restaurant aggregator and food Delivery Company is now serving in more than 10,000 cities and 24 countries. Zomato went overseas with its expansion in Sri Lanka, UAE, Qatar, UK, the Philippines, Brazil, Turkey, New Zealand and South Africa.

Zomato has received tremendous support and raised multiple rounds of funding. It boasts of a reputable portfolio of investors such as Singapore-based firm Temasek, Sequoia, Info Edge India and Vy Capital. The startup raised \$200 billion through Alibaba’s Ant Financial, which shot its valuation over \$1 billion.

The success of the unicorn is incomplete without the mention of its digital marketing strategy that led to its popularity and made it a household name.

Our students started interact with him by asking about GOOGLE, OLA and Automobile industry unicorn.

The session was concluded by honourable HOD Dr.M. Saritha with vote of thanks.

St. PETER'S ENGINEERING COLLEGE
 Maisammaguda, Dullapally, Kompally Road, Hyderabad, Telangana 50000
 Affiliated to JNTU -Hyderabad & Approved By AICTE, New Delhi
 UGC Autonomous Institution

INSTITUTION'S INNOVATION COUNCIL
Impact Lecture Series – Phase II
 Sponsored by
MHRD'S Innovation Cell & AICTE, New Delhi
 Session to be conducted on 29th July 2022

Session – IV
 Need for Innovation in Entrepreneurship
 Timing: 6:30pm – 8:00pm

ONLINE MODE: MS TEAM

Dr. S. Krishnamurthy Naidu
 Director-EISC, Certified NLP Trainer

Dr.T. Shanmugapriya, Coordinator, IC, SPEC
 Dr. K. Sree Latha, Principal, SPEC
 Mr. T.V. Reddy, Secretary, SPEC

Recording and transcription have started. Let everyone know they're being recorded and transcribed. [Privacy policy](#) [Dismiss](#)

Participants

- 208K1A0452
- Dr. Shanmuga Priya
- Murthy (Guest)
- 208K1A0499
- 208K1A0401
- 208K1A0403
- 208K1A0424
- 208K1A0445
- 208K1A0448
- 208K1A0492

Innovation = invention * commercialization

- Mouse
- Invention by Xerox * No Commercialization or 0 = 0 no Innovation
- Invention by Xerox * Commercialization Steve Jobs = Innovation
- Ad Words
- Invention by Overture * No Commercialization or 0 = 0 no Innovation
- Invention by Overture * Commercialization Google = Innovation

Business model

zomato SWIGGY

Recording and transcription have started. Let everyone know they're being recorded and transcribed. [Privacy policy](#) [Dismiss](#)