



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)



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A Report on “Business Idea Contest”

Organized by Department of Management Studies in association with ED Cell

On 12th December 2024

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC-AUTONOMOUS INSTITUTION)
Madanapalle - 517325, Annamayya Dist., Andhra Pradesh, India

“BUSINESS IDEA CONTEST”
Organized by
Management Studies

Date: 12/12/2024 Time: 10:30 AM Venue: KKB-002

Resource Person & Judge
Dr. K. Srinivasa Krishna, Assoc. Professor

Chief Patron: Dr. N. Vijaya Bhaskar Choudary, Secretary & Correspondent
Patron: Mrs. Keerthi Nadella, Executive Director
Co-Patron: Dr. C. Yuvraj, Principal
Convener: Dr. K. V. Geetha Devi, HOD/ Dept. of MBA
Coordinator: Mr. B. Raja Kiran, Assistant Professor/MBA

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Report Submitted by: Mr Roja Kiran, Department of MBA

Resource Person and Judge Details: Dr. K. Srinivasa Krishna Assoc. Professor

Mode of Conduct: Offline

Venue: KKB-002

Report Generated on 07.01.2025.

Participants: The total Number of audiences is 109

Introduction

The Business Idea Contest, conducted by the Department of Management Studies at Madanapalle Institute of Science and Technology, aimed to foster innovation and entrepreneurial thinking among first-year students. The event provided a platform for young minds to showcase their innovative business ideas, enhance their problem-solving skills, and receive valuable feedback from industry experts.

Objective

The primary goal of the contest was to encourage students to develop creative and feasible business ideas that have the potential for real-world impact. The event aimed to enhance their critical thinking, presentation skills, and understanding of market dynamics.

Event Highlights

- The contest began with a welcome address, introducing the importance of entrepreneurship and the role of innovation in today’s business landscape.
- Dr. Srinivasa Krishna, the esteemed judge, shared his insights on successful entrepreneurship and the key factors that contribute to a viable business idea.
- Students presented their business ideas individually or in teams, covering aspects such as market need, innovation, financial feasibility, and potential challenges.
- The judging criteria included originality, feasibility, market potential, and the effectiveness of the presentation.



Key Business Ideas Presented

1. Eco-Friendly Packaging Solutions: A sustainable alternative to plastic packaging using biodegradable materials.
2. Smart Irrigation System: An AI-driven irrigation system to optimize water usage in agriculture.
3. Affordable E-Learning Platform: A digital education platform catering to underprivileged students with low-cost resources.
4. Waste-to-Energy Solutions: Converting organic waste into biofuels to promote clean energy solutions.
5. Health-Tech Wearables: Smart wearable devices for monitoring vital health parameters in real time.

Outcome and Winner Announcement

Dr. Srinivasa Krishna provided constructive feedback to all participants, highlighting the strengths and areas of improvement in their ideas. After a thorough evaluation, the top two ideas were recognized and awarded prizes. The winners were:

- First Prize: Charitha Reddy and her team
- Second Prize: Raisa and her team

