

A Report on Motivational session on Design Thinking
organized by Department of Electrical & Electronics Engineering
in association with Institution Innovation Council (IIC)
on 20.11.2023



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

INSTITUTION'S INNOVATION COUNCIL
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Institution Innovation Council (IIC) & Department of Electrical & Electronics Engineering
Organizes Offline Session
My Story - Motivational Session by startup founder on Design Thinking

Resource Person
Mr. Omkar Rajesh
Founder & CEO
Aural Essentials Private Limited

Date: 20-11-2023 Time: 10.15 a.m Venue: Seminar Hall -A

Chief Patron: Dr.N.Vijaya Bhaskar Choudary, Ph.D., Secretary & Correspondent
Patron: Mrs.Keerthi Nadella, Executive Director
Program Chair: Dr.C.Yuvaraj, Principal
Coordinators: Dr. K. Arul Kumar, IIC convener; Dr. A.V. Pavan Kumar, EEE - HOD

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Submitted by: Dr. K. Arul Kumar, Associate Professor, Department of Electrical & Electronics Engineering.

Resource person: Mr. Omkar Rajesh, Founder & CEO, Aural Essentials Private Limited

Time: 10.15 a.m

Venue : Seminar Hall – A

Total participants: 70 students, 05 faculty

Report Received on 30.11.2023

Summary of the Event:



From the MITS innovation cell, student volunteers have come forward to organise the event. The event Coordinator Dr. K. Arulkumar invited the resource person Mr. Omkar Rajesh on to the dias.

The participants are from different department and major from EEE. The presentation was started with introduction and importance of entrepreneurship. It was interactive and discussion among the participants. Then the resource person started talking about Design thinking in a simple manner with examples. He also stated that problem in and around also creates entrepreneur. The strength, weakness, opportunity and challenges of entrepreneur was also discussed. Few questions were asked on startups and its procedure to move forward. Few videos of design thinking was also shown.

Design Thinking Methodology explained:

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

Overall, the resource person in person explained the concept of design thinking to entrepreneurship in sequential order. At the end of the event, the resource person was honored by giving the honorarium.

OUTCOME:

The way to start a company and become an entrepreneur in a success manner. Few startups are in the pipeline to register as incubate in our institution. So far, we have 04 startups in MITS innovation cell and NISP cell.