


A Report on Expert Talk titled "Udbhav Startup" Organized by Department of Mechanical Engineering on 16.04.2025



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

Department of Mechanical Engineering
in association with
Institution Innovation Council & MITS Foundation
organizing
A Talk on
Udbhav Agritech

Date: 16.04.2025 Time: 10.30 AM Venue: Seminar Hall A

Resource Person
MR. THOTA DURGA PRASAD
AEDAA Equipments Pvt. Ltd.
Madanapalle

Chief Patron: Dr. N. Vijaya Bhaskar Choudary, Secretary & Correspondent
Patron: Mrs. Keerthi Nadeella, Executive Director
Chief Convener: Dr. C. Yuvraj, Principal
Convener: Dr. S. Baskaran, HOD/Dept. of ME
Coordinator: Mr. Ajith Gopal Joshi, Startup and Incubation Cell Coordinator & Asst. Prof., ME



Report Submitted by: Mr. Ajith G. Joshi, Assistant Professor, Department of Mechanical Engineering & Coordinator of Startup & Incubation Cell

Resource person Details: Mr. Thota Durga Prasad, Founder & CEO at AEDAA Equipment's, Madanapalle and Agri-Tech Innovator.

No. of Participants: 65

Targeted Audience: Founders of Startups, Students of Mechanical Engineering

Mode of Conduct: Offline

Report Received on 22.04.2025.

Objective:

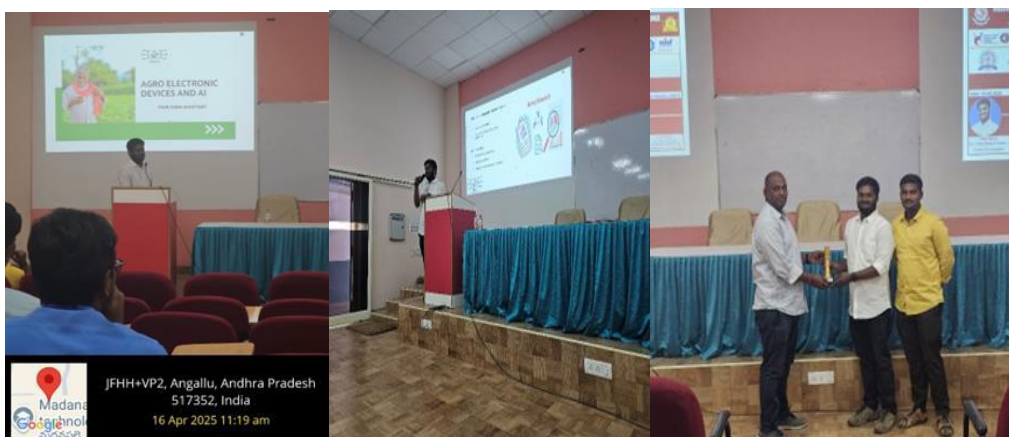
- To mentor and nurture the budding startups with the importance of IPs
- To create awareness about the significance of holding IPs for startups
- To provide platform about the brief procedure of registering Trademark.

Resource person Details:

Mr. Thota Durga Prasad is a Founder & CEO at AEDAA Equipment's, Madanapalle and Agri-Tech Innovator. He has Successfully scaled AEDAA Equipment's from zero to ₹30 lakhs turnover within 2 years. He has launched the Farm Assistant product line, significantly contributing to market growth. He has secured a ₹5 lakh grant from the Department of Science and Technology for product development. Also, received awarded "Best Emerging Agri Tech Startup Award" from FICCI 2023, Chennai. His product innovations include **Sasya Mitra**: Integrated agricultural management system featuring automated irrigation, motor control, AI-driven pest prediction, and optimized fertigation. **Sasya Mitra Vaathavaran**: Microclimatic weather station providing detailed agricultural data and analytics. In addition, owns two patented technologies in smart farming.

Summary:

A Talk on Udbhav Startup was organized by the Department of Mechanical Engineering in association with IIC of MITS at Seminar Hall A, Madanapalle Institute of Technology & Science, on 16th April 2025. Mr. Ajith G. Joshi, Asst. Prof. & Coordinator of Startup & Incubation Cell was the coordinator for the event. The event provided the platform to Founder of MITS startup companies, prospecting founders of MITS and B.Tech. students of mechanical engineering to understand the significance of challenges in the journey of ideation to startup.



The program started at 10.30 AM in offline mode in the seminar hall A of MITS. Ajith G. Joshi, has initiated the program through welcoming HOD, Mr. Thota Durga Prasad and his team of ADEAA equipment, students and faculty startup founders and CEOs of startups and other students who are willing to start their companies. Introduced guests to the audience. Also, informed about the future plans of startup cell and informed to utilize the facilities provided by the MITS Foundation, incubation center of MITS.

Dr. Anantha Raman L., Assistant Professor, MITS and Founder of Hexaind Technologies LLP., inaugurated the program and welcomed resource persons, students and others to the talk. He conveyed that startups are the backbone of innovation and economic growth. However, launching and sustaining a startup is fraught with challenges. Understanding these hurdles is essential for founders to achieve sustainable entrepreneurship. The talk is focused on the same, hence informed audience to utilize the gained knowledge for their startup journey.

Ajith G Joshi has conveyed a vote of thanks to management, Principal, HOD, resource person, students and others who have helped for the successful conduction of the event. Dr. I. Arun, presented the memento to the resource person as a token of appreciation.

The faculty members and student coordinators of Mechanical Engineering. Dept. have supported the smooth conduction of the event. Also, Dr. S. Gopalakrishnan, IIC coordinator and other IIC members have extended their support for the conduction of the event. Department of Mechanical Engineering thanks the management for supporting to conduct the event successfully.

Key Outcome of the Activity:

- Participants got professional input on go-to-market tactics, business models, and operations scaling.
- Workshops addressed important subjects like product development, customer acquisition, and market challenges.
- Understood the real-life case study with focus on common pitfalls and how to overcome them.