



**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE  
(UCG-AUTONOMOUS)**

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**Department of Electronics & Communication Engineering**

**Report on  
Guest Lecture on  
Student to Start-Up: A Motivational Talk  
17.08.2019**



***Report Submitted by: Dr. Shanmugakumar Murugesan, Associate Professor, Department Alumni Coordinator, Department of Electronics and Communication Engineering***

**No. of Students Participated – 60 (Batch: 2005-2009-Third Year Students)**

The Department of Electronics and Communication Engineering organized an Alumni Guest Lecture Expert Talk on “**Student to Start-Up: A Motivational Talk**” for B. Tech- III Year I semester students on 17 August 2019. Mr. Naveen Kumar Reddy, our distinguished alumni, addressed our student about his failure stories and how he converted the failures as a stepping stone to success. In fact, Mr. Naveen is a one-year detained student, He has completed his B Tech in 2010. He took five years to complete his Bachelor’s degree, but now he is given job for many Graduates. This is what we call it as Success. But Success is not obtained within a day, It took around 8 years to see the success in the business. Success will be obtained with consistency and persistency in the work. Theoretical knowledge will not help you to get a good job or to start a business. Practical knowledge and the hard work will give you good job or to understand the ground reality of the business. Understanding Ground reality in the business is the basic need those

who are thinking about Start-ups. Current market era has lots of opportunity in the start-up that may be technical or non- technical products or service-based companies. For everything, what a student should understand is what is the ground reality for starting and running the business. Basically, a start-up should focus on Scalability and Sustainability of the products and the company. At the initial state of start-up business, yes, it's very hard to move forward, but with your hard work and focus, it is definitely possible to make into profitable start-up. Keep one Quote in mind, "Hard work never fails". Even you may not get the result today, but definitely you will deserve the results for your hard work and the effort you kept on it. Believe in yourself, everything is possible, nothing is Impossible. After all the motivational thoughts, Mr. Naveen offered a business deal for the students those who are interested in starting their own start-ups. Mr. Naveen will sponsor the start-up (He is running a kind of Incubation Centre for those who have a innovative Ideas). After the guest lecture, Students were able to understand how to start a start-up business in the current Industry 4.0 Era. Also, they understood what are the basic skills are mandatory for be a founder of a company. The first and the most important skills are Leadership skill and Good Communication Skill. This is the insights given by our guest to our third year ECE students.

The Program started at 10:30 AM on 17 August 2019 with greetings and inviting the dignitaries: **Dr. S. Rajasekaran**, Sr. Assistant Professor & Head, Dept. of ECE; **Dr. S. A. K. Jilani** Professor, ECE, **Dr. P. Ramesh Reddy** (Institute Alumni Coordinator) , **Mr. Naveen Kumar Reddy, Founder of Reddy's Research Lab and Co-founder of Medue.com, Bangalore** were invited on to the dais by Dr. Shanmugakumar Murugesan, Associate Professor, Department Alumni Coordinator, ECE Department

The **Guest-speaker** for the program was, **Mr. Naveen Kumar Reddy, Founder of Reddy's Research Lab and Co-founder of Medue.com, Bangalore**. He is a distinguished Alumni of our MITS, who secured First place in Multiple Project Expos conducted by VIT, IITD, IITM, SRM, Osmania University in the year of 2008 and 2009. After his bachelor degree, Naveen joined as Techie in Silicon Research lab, Hyderabad, he associated there for two years, after that he founded his own company named Reddy's Research Lab. Reddy's Research lab focus on Research, Design and Developing Low-cost Home automation and Industry Automation Products for Indian Market. Once the Reddy's Research lab got stabilised in the business. Naveen started his business in the domain of Event Management named MEDUE.COM. Currently He is running both the business successfully.

Students thanked **Mr. Naveen Kumar Reddy** for sharing knowledge and experience through this interacting session. The resource persons were honoured by a token of respectable appreciation by Dr. S. Rajasekaran and all faculty members of the Department. The program was concluded by a vote of thanks from Dr. Shanmugakumar Murugesan.