

A.M. REDDY MEMORIAL COLLEGE OF ENGINEERING AND TECHNOLOGY

Approved by AICTE, New Delhi, Affiliated to JNTU - Kakinadada, Accredited by NAAC, Recognized by UGC 2(f), An ISO Certified 9001:2015
Web: www.amreddyengineering.ac.in., E-mail: principal.amreddyengineering@gmail.com
Petlurivaripalem, Narasaraopet, Andhra Pradesh.

EDIIC-2024-25

Purpose

To foster a culture of innovation, entrepreneurship, and critical thinking among students by providing guidance, resources, and a supportive ecosystem for transforming ideas into viable business ventures.

Functions

- > Identify and nurture innovative ideas and entrepreneurial talent among students.
- Organize workshops, seminars, and bootcamps on ideation, business planning, and startup management.
- Provide mentorship and connect students with industry experts, investors, and successful alumni entrepreneurs.
- > Manage the incubation center, providing physical infrastructure and logistical support to selected startups.
- > Facilitate participation in internal and external innovation challenges, hackathons, and pitch competitions.
- > Guide students in patent filing, prototyping, and intellectual property rights (IPR).
- > Collaborate with external incubation centers, government bodies, and industry partners.
- Monitor and evaluate the progress of incubated startups.

Objectives

- > Cultivate an Innovative Mindset: Encourage creative problem-solving and an entrepreneurial attitude.
- > Idea to Prototype: Support students in developing working models or prototypes of their ideas.
- > Startup Launchpad: Act as a launchpad for student-led startups, providing initial support and resources.
- > Industry-Academia Connect: Bridge the gap between academic learning and real-world business challenges.
- > **Skill Development:** Equip students with essential skills like business modeling, financial planning, and pitching.
- > Sustainable Ecosystem: Build a self-sustaining ecosystem that continues to promote entrepreneurship beyond graduation.



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Committee Composition

S. No.	Name	Designation	Role in Committee
1	Dr. Ch. Mallikarjun	Principal	Chairman
2	Mrs. P.V. Padmavathi	Administrative Officer	Member
3	Mr. P S K Ganesh Kumar	HOD ECE	Coordinator
4	Mr. M. Anand Kumar	HOD CSE	Member
5	Dr. K Krishna Reddy	HOD EEE	Member
6	Mr. Vijay Kumar	HOD MECH	Member
7	Dr.M.E.Prasad	HOD CYBER	Member
8	Mr. Ch. Chinna Babu	HOD AG	Member
9	Mr P.Sudheer	Asst.Prof	Member
10	Mr. N.Hanumantha Rao	Student Affairs Coordinator	Member Secretary
11	Ms. B. Sravani	Student Final Year CSE	Student Representative
12	Mr. M. Sandeep	Student Final Year MECH	Student Representative

Meeting Frequency

- **Biannual Meetings:** One at the start of the academic year for planning and one at the end of the first semester for review and mid-year planning.
- **Special Sessions:** Convened as required for event planning, startup pitches, or mentor meetings.

Reporting & Documentation

- > Minutes of Meeting (MoM): Recorded for every meeting with attendance, agenda, and resolutions.
- > Startup Proposals: Documentation of student ideas and business plans received.