



PINNACLE PERSPECTIVES-ELEVATING ENTREPRENEURIAL INSIGHTS

TechGenesis1.0 2023

Sree Narayana Guru
College of Engineering
and Technology Payyanur
Korom, Chalakode P.O
Kannur 670307

Organized by

INNOVATION AND ENTREPRENEURSHIP
DEVELOPMENT CENTRE



Dr. Leena A V
Principal

Venue : Meeting Hall

16th
November

9:30 AM

Institution Code : SNC

SESSION # 1

Welcome Address

Mr. ANUDEEP K,
MSME Co-ordinator

Presidential Address

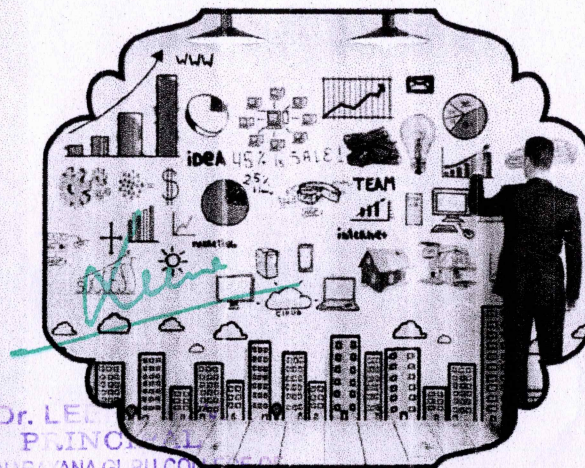
Dr. RAJI SUKUMAR A,
Asso. Professor CSE,
Nodal Officer, IEDC, SNGCET

Inaugural Address

Dr. LEENA A V,
Principal, SNGCET

Felicitation Address

Dr. SUDHIN CHANDRAN
HOD ME,
Nodal Officer, IEDC, SNGCET



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KANNUR

SESSION # 2

TECHNICAL SESSION

Introduce Institute Innovation Council

Mr. SREYAS KRISHNAN
CEO IEDC

Introduce SALT and LEAP

Mr. ABIRAM SUNIL
CMO IEDC

Entrepreneurship Development Boards in India

Ms. ASWATHI A V

Vote of Thanks

Ms. UTHARA M V

SESSION # 3

Panel Discussion

A collaborative and multidisciplinary
approach R&D projects

Mr. JACOB THOMAS,
Head of Project and Consultancy



www.sngcet.ac.in



info@sngcet.ac.in



[https://instagram.com/iedc_sngcet?
igshid=OXFicjgObHizeWs0](https://instagram.com/iedc_sngcet?igshid=OXFicjgObHizeWs0)



[https://www.facebook.com/profile.php?
id=61553706832753&mibextid=ZbWKwL](https://www.facebook.com/profile.php?id=61553706832753&mibextid=ZbWKwL)



[https://www.youtube.com/channel/UCNA
QqMp4Wb43m7v_RTkt-Vg](https://www.youtube.com/channel/UCNAQqMp4Wb43m7v_RTkt-Vg)



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POST EVENT ANALYSIS FORM

Submitted by: IEDC

I. TO BE FILLED BY THE EVENT COORDINATOR(S)


1	Event type conducted	Workshop
2	Event name	Techgenesis 1.0 2023
3	Date and time of the event conducted	16/11/2023 10am
4	Venue	Inauguration and Valedictory function - meeting hall
5	Whether the event was interdepartmental? If yes, mention the department(s) associated with	No
6	Mode of conduct [online \ offline]	Offline
7	Is there any deviation from the proposal in the date, time and venue of the event? If yes, mention the reason for change	No
8	Whether any professional body was associated with the event? If yes, name the body	No
9	Any funds received from the professional body? Indicate the amount	No
10	Participants / Target Audience	IEDC Members
11	Whether the event is conducted for bridging the gap in syllabus? If Yes, name the course with code and the semester and year it the subject is handled	No
12	Objectives of the event	IEDC Executive Committee is formed annually, comprising institution representatives
13	Expected Outcomes	CO1 Entrepreneurial Mindset CO2 Generate and Evaluate Business Ideas

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15	Connected PO / PSO	1 PROBLEM ANALYSIS 2. DESIGN MODEL 3. SOLUTION DEVELOPMENT
16	Justification for PO / PSO [may use separate sheet if necessary]	<p>Enhancing problem analysis skills among participants in "The PROBLEM ANALYSIS : Bridge Course on Entrepreneurship and Innovation" is crucial as it forms the foundation for innovation and entrepreneurial success. By honing their ability to dissect and understand complex problems, participants can identify untapped market opportunities and develop creative solutions to address them. This skill enables entrepreneurs to anticipate and mitigate potential risks associated with their ventures, increasing the likelihood of success. Furthermore, effective problem analysis allows for the validation and refinement of business ideas, ensuring their alignment with market needs and preferences. Lastly, fostering a culture of continuous problem analysis promotes adaptability and iteration, empowering entrepreneurs to evolve their ventures in response to changing market dynamics and customer feedback.</p> <p>DESIGN MODEL: Enhancing the attainment of design model skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is essential for fostering innovation and product development. Proficiency in design modeling equips entrepreneurs with the ability to visualize and iterate on product concepts, leading to the creation of user-centric solutions. This skill enables entrepreneurs to effectively communicate their ideas to stakeholders, investors, and potential customers, facilitating buy-in and support for their ventures. Additionally, mastery of design modeling enhances the feasibility assessment of product ideas, allowing entrepreneurs to identify and address potential challenges early in the development process. Ultimately, a strong foundation in design modeling empowers entrepreneurs to create compelling, market-ready products that meet the evolving needs of their target audience.</p> <p>SOLUTION DEVELOPMENT</p> <p>Enhancing the attainment of solution development skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is crucial for turning innovative ideas into actionable business ventures. Proficiency in solution development enables entrepreneurs to systematically transform concepts into tangible products or services that address identified market needs. This skill facilitates the creation of scalable and sustainable solutions, enhancing the potential for long-term business success. Furthermore, mastery of solution development methodologies allows entrepreneurs to iterate on their offerings based on feedback and market validation, ensuring continuous improvement and relevance. Ultimately, a robust capability in solution development empowers entrepreneurs to bring value to customers, differentiate themselves in the marketplace, and drive growth for their ventures.</p>
17	Whether feedback forms from audience and resource person is collected?	

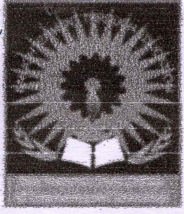

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18	Whether analysis of feedback is done? Use separate sheet to indicate the same	No
19	Attainment level of outcomes	M
20	Name of the resource person	Dr. Leena A V
21	Designation of the resource person(s)	Dr. Leena A V, Principal, SNGCET, Payyanur
22	Any other relevant information	Nil
23	Name of the event coordinator(s)	Dr. Raji Sukumar A
24	Dated signature of the coordinator(s)	Assistant Professor, SNGCET  16/11

COMMENTS FROM PRINCIPAL

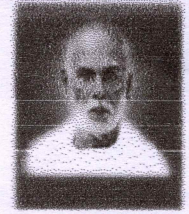
DATED SIGNATURE OF THE PRINCIPAL:


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SREE NARAYANA GURU COLLEGE OF ENGINEERING & TECHNOLOGY

(PROMOTED BY SREE BHAKTHI SAMVARDHINI YOGAM, KANNUR)
CHALAKKODE P.O., PAYYANUR, KANNUR-670307, KERALA



A Report On TechGenesis1.0 2023 VENUE: MEETING HALL , SNGCET

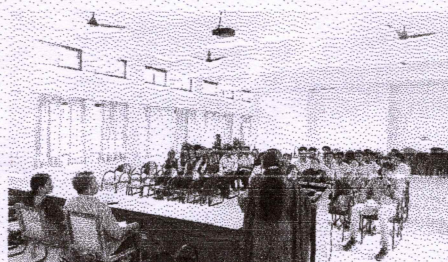
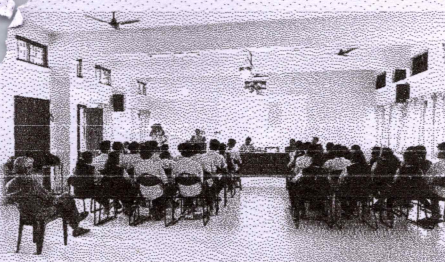
DATE : 16/11/2023

IEDC Panel TechGenesis1.0 Inauguration

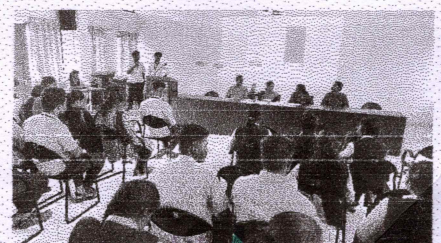
The Inauguration Function of TechGenesis1.0 2023 was held on 16th November 2023. The event commenced with a formal inauguration ceremony. Dr. Leena Av (principal), with her insightful words, officially inaugurated the IEDC event, emphasizing the importance of innovation in today's dynamic world.

Following the inauguration, the Technical Session unfolded, providing a platform for students to know more about IEDC . Presentations were conducted by the members of IEDC .

The event culminated with a panel discussion by Mr. Jacob Thomas(head of project and consultancy SNGCET). Attendees gained valuable knowledge and perspectives that are instrumental in nurturing an entrepreneurial mindset.



Event photos- Techgenesis



Event photos- Techgenesis

Leena
SREE NARAYANA GURU COLLEGE OF
ENGINEERING & TECHNOLOGY, PAYYANUR
KANNUR



SREE NARAYANA GURU COLLEGE OF ENGINEERING & TECHNOLOGY

EVENT PROPOSAL FORM

Submitted by: IEDC


I. TO BE FILLED BY THE EVENT COORDINATOR(S)

1	Event type	WORKSHOP
2	Event name	Techgenesis 1.0 2023
3	Whether the event is inter departmental? If yes, mention the other department(s) associated with	No
4	Mode of conduct [online / offline]	Offline
5	Date and time	16/11/2023 10am
6	Venue	Meeting hall
7	Whether any professional body is associated with the event? If yes, name the body	No
8	Participants / Target Audience	IEDC Members
9	Whether the event is conducted for bridging the gap in syllabus? If Yes, name the course with code and the semester and year it the subject is handled	No
10	Objectives of the event	IEDC Executive Committee is formed annually, comprising institution representatives
11	Expected Outcomes	CO1 Explore IEDC, CO2 Roles and responsibilities of ExeCom
12	Connected PO / PSO	1. PROBLEM ANALYSIS 2. DESIGN MODEL 3. SOLUTION DEVELOPMENT
13	Justification for PO / PSO [may use separate sheet if necessary]	Enhancing problem analysis skills among participants in "The PROBLEM ANALYSIS : Bridge Course on Entrepreneurship and Innovation" is crucial as it forms the foundation for innovation and entrepreneurial success. By honing their ability to dissect and understand complex problems, participants can identify untapped market opportunities and develop creative solutions to address them. This skill enables entrepreneurs to anticipate and mitigate potential risks associated with their ventures, increasing the

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		<p>likelihood of success. Furthermore, effective problem analysis allows for the validation and refinement of business ideas, ensuring their alignment with market needs and preferences. Lastly, fostering a culture of continuous problem analysis promotes adaptability and iteration, empowering entrepreneurs to evolve their ventures in response to changing market dynamics and customer feedback.</p> <p>DESIGN MODEL: Enhancing the attainment of design model skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is essential for fostering innovation and product development. Proficiency in design modeling equips entrepreneurs with the ability to visualize and iterate on product concepts, leading to the creation of user-centric solutions. This skill enables entrepreneurs to effectively communicate their ideas to stakeholders, investors, and potential customers, facilitating buy-in and support for their ventures. Additionally, mastery of design modeling enhances the feasibility assessment of product ideas, allowing entrepreneurs to identify and address potential challenges early in the development process. Ultimately, a strong foundation in design modeling empowers entrepreneurs to create compelling, market-ready products that meet the evolving needs of their target audience.</p> <p>SOLUTION DEVELOPMENT</p> <p>Enhancing the attainment of solution development skills among participants in "The Bridge Course on Entrepreneurship and Innovation" is crucial for turning innovative ideas into actionable business ventures. Proficiency in solution development enables entrepreneurs to systematically transform concepts into tangible products or services that address identified market needs. This skill facilitates the creation of scalable and sustainable solutions, enhancing the potential for long-term business success. Furthermore, mastery of solution development methodologies allows entrepreneurs to iterate on their offerings based on feedback and market validation, ensuring continuous improvement and relevance. Ultimately, a robust capability in solution development empowers entrepreneurs to bring value to customers, differentiate themselves in the marketplace, and drive growth for their ventures.</p>
14	Name of the resource person(s)	Dr. Leena A V
15	Designation of the resource person (may attach separate sheet to indicate the profile)	Dr. Leena A V, Principal, SNGCET, Payyanur
16	Resource requirements	Paper, Pen
17	Any fund from external source will be received? If yes, mention it.	No
18	Whether the budget for the event is attached? (use separate sheet to indicate the estimated budget)	No
19	Any other relevant information	Nil

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20	Name of the event coordinator(s)	Dr. Raji Sukumar A
21	Dated signature of the coordinator(s)	

COMMENTS FROM PRINCIPAL

APPROVED / NOT APPROVED

DATED SIGNATURE OF THE PRINCIPAL:



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