

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC - AUTONOMOUS)

Alumni Guest Lecture Report

Guest Lecture Title: **Student to Start-Up: A Motivational Talk.**

Guest Speaker: **Mr. Naveen Kumar Reddy**

Batch: **2005-2009**

Designation: **Founder of Reddy's Research Lab and Co-founder of Medue.com, Bangalore.**

Date: **17.08.2019**

Time: **10:30 AM – 12:30 PM.**

Total Participants: **60 (Third Year ECE Students).**

Participated Faculties: **Dr. Rajasekaran (HoD - ECE)**

Dr. S. A. K. Jilani (Professor, ECE)

Dr. P. Ramesh Reddy (Institute Alumni Coordinator)

Dr. M. Shanmugakumar (Department Alumni Coordinator),

About Speaker:

Mr. Naveen Kumar Reddy 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.

About the Guest Lecture:

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 Bachelors 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

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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.