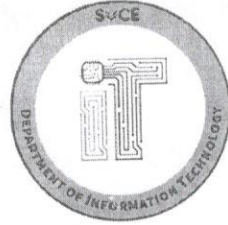


# Sri Venkateswara College of Engineering

## Department of Information Technology



### Talk on "StartUp Café 24 - Ideation Camp" supported by CED, Anna University A Report

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February 16, 2024

# Sri Venkateswara College of Engineering

## Department of Information Technology

### A Report on talk on “StartUp Café 24 – Ideation Camp” supported by CED, Anna University

Date: February 16, 2024

Venue: Alan Turing Hall, CS block

#### Speaker

Mr. Sivakumar,  
CED, Anna University

#### Objectives

- To encourage the students towards start-up
- To create an awareness of Start-Up Ideation event organized by CED, AU

#### Event Recordings

The Department of Information Technology in association with SVCE-EPIC organized StartUp Café 24 – Ideation Camp, supported by the Center for Entrepreneurship Development (CED) Anna University on February 16, 2024. 50 students across the college benefitted from the event.

Mr Sivakumar, member, CED Anna University Dr. V. Vidhya, HOD/INT, and Dr. S Ilaiyavel, Manager, SVCE-EPIC honored the dais. Mr. E Sivakumar AP/INT welcomed the gathering and thanked Mr. Sivakumar for his gracious acceptance to deliver the lecture on behalf of Dr. G S Mahalakshmi, Director, CED. . Dr. V. Vidhya introduced the chief guest and listed <sup>his</sup> her profile and achievements in brief. She extended a warm welcome to the gathering. Following the welcome address, Mr. Sivakumar delivered her talk. The session was very much interactive and the speaker encouraged students participation.

Highlights of the talk are pointed below.

1. Importance of innovation
2. Some of the innovations in our daily life
3. Importance of converting an idea to product
4. The importance of commercialization of a product developed in ideal scenario
5. Expected Impact of technology in 2050; The speaker discussed over an interesting video showcasing the lifestyle expected by 2050 due to the impact of AI and other technologies.
6. Outline of Startup-Café event organized by the CED, Anna University
7. Effect of Disruptive Innovation

# Sri Venkateswara College of Engineering

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The session came to an end with Dr. S Illaiyavel, Manager – SVCE- delivering the Vote of Thanks. Post talk the speaker had an interaction with a team of students on their product and she suggested a guideline on how to proceed.



Figure 1 Dr S Illaiyavel addressing the gathering



Figure 2 Dr V Vidhya addressing the gathering

### Talk Outcomes

- The participants were exposed to the importance of start-ups
- The participants were made aware of the Disruptive innovation

Participant count: 50 students

  
Coordinators

Dr. V. Vidhya, HOD/INT

Mr. E. Sivakumar, AP/INT

  
25/2/24  
HOD/INT

# Sri Venkateswara College of Engineering

Department of Information Technology *SVCE-EPIC*

*RUSA* - Startup Cafe 24 – Ideation Camp

Attendance

February 16, 2024

SNo	Name	Yr/Sec	Signature
1.	Mugilan . S	III - B.	
2.	Pradeep Kumar . R. K.	III - B.	
3.	Rohith . M	III - B.	
4.	B.Nithishkumar	III - B (ECE)	
5.	SP RAMANATHAN - 88	III - B (INT)	
6.	Mugesb. D - 62	III - B (INT)	
7.	Shamish . P - 25	III - A (EM)	
8.	Thirupathi . S - 110	III - B (INT)	
9.	Vasanthakumar . S - 114	III - B (INT)	
10.	Sai Karthick . S - 91	III - B (INT)	
11.	Subash . V	III - B (INT)	
12.	Naveen Alkash . K	III - B (INT)	
13.	Srinivasan Lokula Krishnan	III - B (INT)	
14.	Vaamun Krishnakumar	III - B (INT)	
15.	Suren R	III - B (INT)	
16.	NITHISH . S	III <sup>rd</sup> - B (INT)	
17.	GR. PRAVEEN KUMAR	III - B (INT)	
18.	Y. NIRANJAN	III B (INT)	
19.	S. J SURITHICK	III B (INT)	
20.	SUBASH CHANDRA BOSK	III B (MEH)	
21.	Dhanesh Sivadeep . P. V.	I A (IT)	
22.	Jayabeghor . V	I A (IT)	
23.	Hemanath . B	I A (IT)	
24.	KRITHIKA . S	I A (IT)	

SNo	Name	Yr/Sec	Signature
25.	Palayil Manav	III / B	P. Manav
26	V. SINGNALLIYAPPA	III / B	V. SINGNALLIYAPPA
27.	A. Babarees	III / B	A. Babarees
28.	Vivekanand Pandian M M	III / B	Vivekanand Pandian M M
29.	SAI NITHISH . S	III / B	Sai Nithish . S
30.	Neha . S	III / B	Neha . S
31.	Rakshitha . R	III / B	Rakshitha . R
32.	SANIYA . D	III / B	S. Saniya
33.	YOGITHA . S	III / B	S. Yogitha
34.	RAVEENA . A	III / B	Raveena
35.	Swetha Sai . I	III / B	Swetha Sai . I
36.	swetha . S	III / B	swetha . S
37	Neha Jain G	III / B	Neha Jain G
38.	FRIYANGIA . L	III / B	F. Priyanga
39.	VARSHA . J	III / B	Varsha . J
40.	MONIKA . S	III / B	S. Monika
41.	Nanthanavalli . V	III / B	Nanthanavalli . V
42	Priyanka . I	III / B	Priyanka . I
43	Manuthula J	III / B	Manuthula J
44	Preetha B	III / B	B. Preetha
45	Shreya . S . G	III / B	S. Shreya
46	Rahul . A	III / B	Rahul . A
47	N. Nitish	I / B (AIDS)	N. Nitish
48	Logeshwaran S.P	II / A	Logesh
49	JOKINTH . P	II / A	J. P.
50	Mang Kumar . L	II / A (IT)	Mang Kumar . L

Coordinators:- Dr. S. Srijavel, Manager, SVCE-EPIC  
E. Sivakumar, AP/INT.



# Centre for Entrepreneurship Development Anna University

## StartUp Cafe 2024

Last Date: 28 Feb 2024

Ideation Camp  
(1/2 Day) - (Hybrid)

Ideation Hackathon  
(Online Evaluation)

2 Days Design  
Thinking Program  
(Hybrid)

2 days Business  
Model Canvas  
(BMC) Program  
(Hybrid)

1 day Pitching  
workshop  
(Hybrid)

StartUp Café - Pitchfest - Round 1  
Online Evaluation

StartUp Café - Pitchfest - Round 2  
pre-final - Offline Evaluation - zonal

StartUp Café - Pitchfest - FINALS  
Offline Event @ Anna University

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Students of Anna  
University Dept.s  
& Autonomous /  
Affiliating Instt.

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**SVCE EPIC**

# SRI VENKATESWARA COLLEGE OF ENGINEERING

Pennalur, Sriperumbudur Taluk - 602117

## DEPARTMENT OF INFORMATION TECHNOLOGY

In Association with SVCE-EPIC

Organizes an

Anna University Sponsored

### START UP CAFÉ 2024 - IDEATION CAMP

#### Speaker

**Dr. G S Mahalakshmi,**  
Director, CED, Anna University  
& Team



**Alan Turing Hall,  
Second Floor,  
CS Block**



**February 16, 2024**

**10AM-12 NOON**

CHIEF PATRON

Prof. Dr. M. Sivanandham,  
Secretary, SVHET

PATRON

Prof. Dr. S. Ganesh Vaidyanathan,  
Principal, SVCE

Co-ordinators

Dr. V. Vidhya, HOD/IT

Mr. E. Sivakumar, AP/IT

Dr. Ilaiyavel, Manager, SVCE-EPIC

Mr. V Senthil Velan, Project Officer, SVCE-EPIC