



(AUTONOMOUS)

Chittoor – 517 127 (A.P.)

**ENTREPRENEURSHIP DEVELOPMENT CELL
&
INSTITUTION'S INNOVATION COUNCIL (IIC)**

A Report on “**AI Adoption for Startups**”

on 27th **February, 2026**

Entrepreneurship Development Cell of Sreenivasa Institute of Technology and Management Studies was organized a Seminar on “AI Adoption for Startups” in Association with IIC on 27th February, 2026.

The programme was organized for CSE, CSM, DS, AI and ECE students to create awareness on Technopreneurship.

Dr.K.Sudarsan, Coordinator, ED Cell, Sreenivasa Institute of Technology and Management Studies has introduced about the programme objective. The programme objective is creating awareness among students, aspiring entrepreneurs, startup founders, and innovators regarding the transformative role of Artificial Intelligence (AI) in modern business ecosystems. The session focused on how startups can leverage AI technologies to enhance productivity, improve customer engagement, optimize operations, and create scalable business models.

The programme featured eminent startup founders and industry experts as guest speakers:

- Mr. Chandan K, Founder, Whistle Media Network & Eco Finix India
- Mr. Pridhvee Raj, Founder-Brand ACE Solution
- Mr. Hanish Kotte, Co-Founder TIKKY India

The session provided valuable insights into the practical implementation of AI technologies in startup ecosystems and highlighted emerging opportunities in digital innovation, branding, finance, automation, and entrepreneurship.

Objectives of the Programme

The major objectives of the programme were:

1. To create awareness about Artificial Intelligence and its applications in startups.
2. To understand how AI can support business growth and innovation.
3. To expose participants to real-time startup experiences and entrepreneurial journeys.
4. To encourage students and young entrepreneurs to adopt AI-driven business strategies.
5. To bridge the gap between academic learning and industry requirements.

Proceedings of the Session

The programme commenced with a formal welcome address by the organizing team, introducing the distinguished guests and emphasizing the importance of AI in today's entrepreneurial ecosystem.

Speech by Prof. K. Nagendra Prasad, Chief Executive, SITAMS

Good Morning to all respected guests, faculty members, and dear students. It gives me great pleasure to speak on the topic "AI Adoption for Startups." Artificial Intelligence is transforming the way businesses operate and grow. Today, startups can use AI for marketing, automation, customer service, and decision-making. AI helps startups improve efficiency, reduce costs, and compete globally. Young entrepreneurs must learn emerging technologies to build innovative business solutions. Startups play a major role in creating employment and economic development. Institutions like SITAMS encourage innovation, research, and entrepreneurial thinking among students.

I appreciate our guest speakers for sharing their valuable industry experiences and insights. I wish this programme inspires students to become future innovators and successful entrepreneurs.

Speech by Prof. N.Venkatachalapathi, Principal, SITAMS

Good Morning to all respected guests, faculty members, and students. It is my pleasure to address this programme on “AI Adoption for Startups.” Artificial Intelligence is transforming industries and creating new business opportunities. Startups are using AI for innovation, automation, and better decision-making. AI helps businesses improve efficiency and provide smarter customer services. Students and young entrepreneurs should learn AI and emerging technologies. Innovation and adaptability are essential for success in today’s competitive world. SITAMS encourages research, entrepreneurship, and industry-oriented learning among students. I thank our guest speakers for sharing their valuable knowledge and experiences. I hope this programme inspires students to become future innovators and entrepreneurs.

Session by Mr. Chandan K

Mr. Chandan K delivered an insightful talk on the growing impact of AI in digital media, finance, and business automation. He explained how startups can effectively utilize AI tools for:

- Content creation and digital marketing
- Customer relationship management
- Predictive analytics
- Financial planning and automation
- Social media optimization

He emphasized that AI is no longer limited to large corporations and that startups can now access affordable AI tools to compete effectively in the market. He also shared practical examples of AI-driven digital media strategies and startup growth models.

Session by Mr. Pridhvee Raj

Mr. Pridhvee Raj discussed the importance of AI in branding, marketing intelligence, and institutional growth strategies. He explained how startups can leverage AI technologies to:

- Analyze market trends
- Improve customer targeting
- Enhance digital branding

- Automate business processes
- Develop data-driven decision-making systems

He highlighted the role of AI-powered tools in marketing, business consulting, and startup scalability. Participants gained valuable insights into integrating AI with entrepreneurship and strategic business planning.

Session by Mr. Hanish Kotte

Mr. Hanish Kotte focused on startup innovation and the practical adoption of AI technologies in emerging businesses. He encouraged students to develop entrepreneurial thinking and adopt technological solutions to solve real-world problems.

He explained how AI can assist startups in:

- ✓ Product development
- ✓ Consumer behavior analysis
- ✓ Automation of repetitive tasks
- ✓ Business scalability
- ✓ Enhancing operational efficiency

He further motivated participants to continuously update their technological skills and explore opportunities in AI-driven entrepreneurship.

Key Highlights of the Programme

- Awareness on AI-based startup ecosystems.
- Real-time entrepreneurial experiences shared by startup founders.
- Discussion on AI tools and applications in business operations.
- Insights into digital marketing, branding, and automation.
- Interactive question-and-answer session with participants.
- Motivation for students to pursue innovation and startup culture.

Outcomes of the Programme

The programme successfully enhanced participants' understanding of AI adoption in startups and its significance in modern business environments. Participants developed awareness regarding:

- Emerging AI technologies and startup opportunities.
- Practical applications of AI in business and entrepreneurship.
- Importance of innovation, automation, and digital transformation.
- Career opportunities in AI-driven industries.

- Startup ecosystem development and entrepreneurial leadership.

The session inspired students and aspiring entrepreneurs to explore AI-enabled business solutions and encouraged them to think innovatively for future ventures.

The programme on “**AI Adoption for Startups**” was highly informative and beneficial for all participants. The expert talks by Mr. Chandan K, Mr. Pridhvee Raj, and Mr. Hanish Kotte provided valuable industry insights and practical exposure to the role of AI in startup development.

The programme successfully motivated participants to embrace innovation, entrepreneurship, and AI technologies for building sustainable and future-ready startups. It also strengthened the understanding that AI has become a key driver for business growth, competitiveness, and digital transformation in the modern entrepreneurial ecosystem.



Chief Guest Mr. Chandan K interaction with the audience

Convenor : Dr. K. Sudarsan, Professor, MBA Dept., SITAMS.
Date : 27th February, 2026
Target Audience : CSE, CSM, DS, AI and ECE Students
Organised by : ED Cell & IIC, SITAMS.

SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES



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**ENTREPRENEURSHIP DEVELOPMENT CELL
&
INSTITUTION'S INNOVATION COUNCIL (IIC)**

A Report on “**Entrepreneurship Awareness Programme**”

on **6th March, 2026**

Entrepreneurship Development Cell of Sreenivasa Institute of Technology and Management Studies was organized Entrepreneurship Awareness Programme in Association with MSME – Tools Room, Hyderabad on 6th March, 2026.

The programme was organized for III B.Tech. ECE, DS, AIML, and AI students to create awareness on Entrepreneurship.

Dr.K.Sudarsan, Coordinator, ED Cell, Sreenivasa Institute of Technology and Management Studies has introduced the Resource Person Sri.KVS Kalyana Kumar, CITD Extension Centre, Kolar and Dr.Santosh B Panjagal, EAP External Trainer.

Resource Person Sri.KVS Kalyana Kumar started his session by introduction to Entrepreneurship, its importance to economic growth, and generate employment especially youth, women, rural communities, and marginalized groups and to generate income, wealth, and develop critical skills. Integrating entrepreneurial learning into the education system encourages innovation, self-confidence, and a mind-set geared toward opportunity and growth. It prepares students not just to seek jobs, but to create them, fostering resilience and adaptability in a rapidly

changing world. By nurturing entrepreneurial skills early, education builds a generation capable of leading with vision, solving real-world problems, and driving economic and social progress.

.Dr.Santosh B Panjagal further explained the role of entrepreneurship in the Indian economy. He also said that the requirements needed to start the business, different schemes offering by the state government and central government to the people of various category at present. He also answered the questions posed by the students and faculty.



Convenor : Dr.K.Sudarsan, ED Cell, Coordinator, Professor, MBA Dept., SITAMS.

Date : 6th March, 2026

Target Audience : III B.Tech. (ECE, DS, AIML, and AI) Students

Organised by : ED Cell & IIC, SITAMS.

No. of Participants : 51

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The programme was organized for II B.Tech. ECE, DS, AIML, and AI students to create awareness on Entrepreneurship.

Dr.K.Sudarsan, Coordinator, ED Cell, Sreenivasa Institute of Technology and Management Studies has introduced the Resource Person Sri.KVS Kalyana Kumar, CITD Extension Centre, Kolar and Dr.M.Lakshmiathy, Research & Innovation Mentor.

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Convenor : Dr.K.Sudarsan, ED Cell, Coordinator, Professor, MBA Dept., SITAMS.

Date : 6th March, 2026

Target Audience : B.Tech. (ECE, DS, AIML, and AI) Students

Organised by : ED Cell & IIC, SITAMS.

No. of Participants : 50