



Directorate of  
Entrepreneurship &  
Innovation (DEI)



## SRM Institute of Science and Technology Kattankulathur

School of Computing  
Centre for Research in Environment, Sustainability Advocacy and Climate Change  
(REACH)

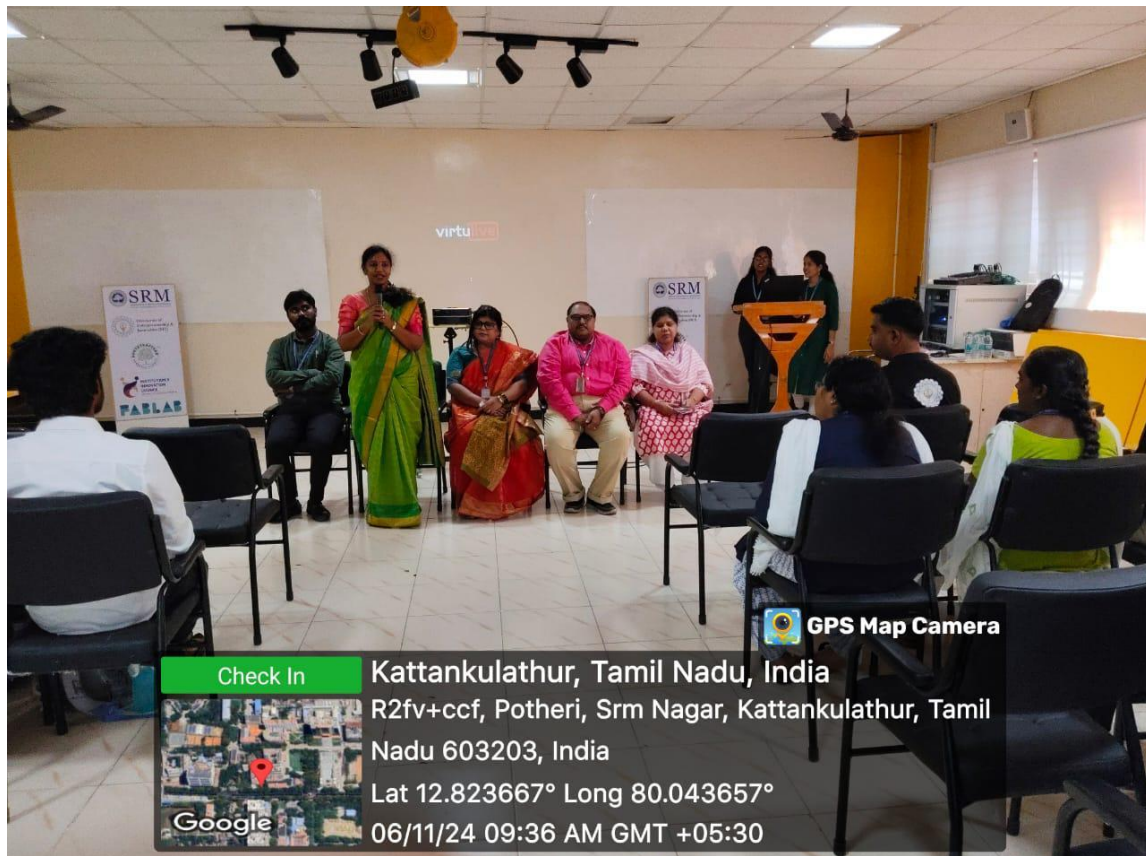
### BOOTCAMP FOR DRIVING INNOVATION TOWARDS SUSTAINABLE DEVELOPMENT GOALS

#### SDG 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE

- **Date:** 6<sup>th</sup> & 7<sup>th</sup> November 2024
- **Time:** 9:00 AM - 3:00 PM
- **Venue:** 5th floor, Inspiration studio hall, Directorate of Entrepreneurship and Innovation, Basic Engineering Block

#### Day 1: November 6, 2024 - *Mindset Creation*

The School of Computing, in collaboration with the Centre for Research in Environment, Sustainability Advocacy, and Climate Change (REACH), successfully conducted a **Bootcamp for Driving Innovation Towards Sustainable Development Goals** on November 6th and 7th, 2024. The primary focus of the bootcamp was **SDG 9: Industry, Innovation, and Infrastructure**, emphasizing the role of technology and innovation in achieving sustainable development. The event witnessed enthusiastic participation from 30 students eager to explore innovative approaches and actively contribute to sustainable industrial and infrastructural solutions.



The DEI (Directorate of Entrepreneurship and Innovation) team conducted an engaging activity designed to highlight the importance of trust and calculated risk-taking in entrepreneurship. Dr. Shantanu Patil, Director, DEI, delivered an insightful session on the significance of building an entrepreneurial culture. Participants explored real-world examples and strategies to adopt entrepreneurial traits. Participants engaged in a dynamic team-building exercise facilitated by the DEI team to foster collaboration and effective communication within diverse groups. Dr. Ananth Kumar, Associate Director, DEI, provided a detailed overview of the fundamentals of starting a venture. Topics included ideation, problem-solving, and early-stage business strategies. Mr. Chakreesh Minnal, founder of Reflow, shared his entrepreneurial journey, discussing challenges, milestones, and lessons learned in building a successful startup.



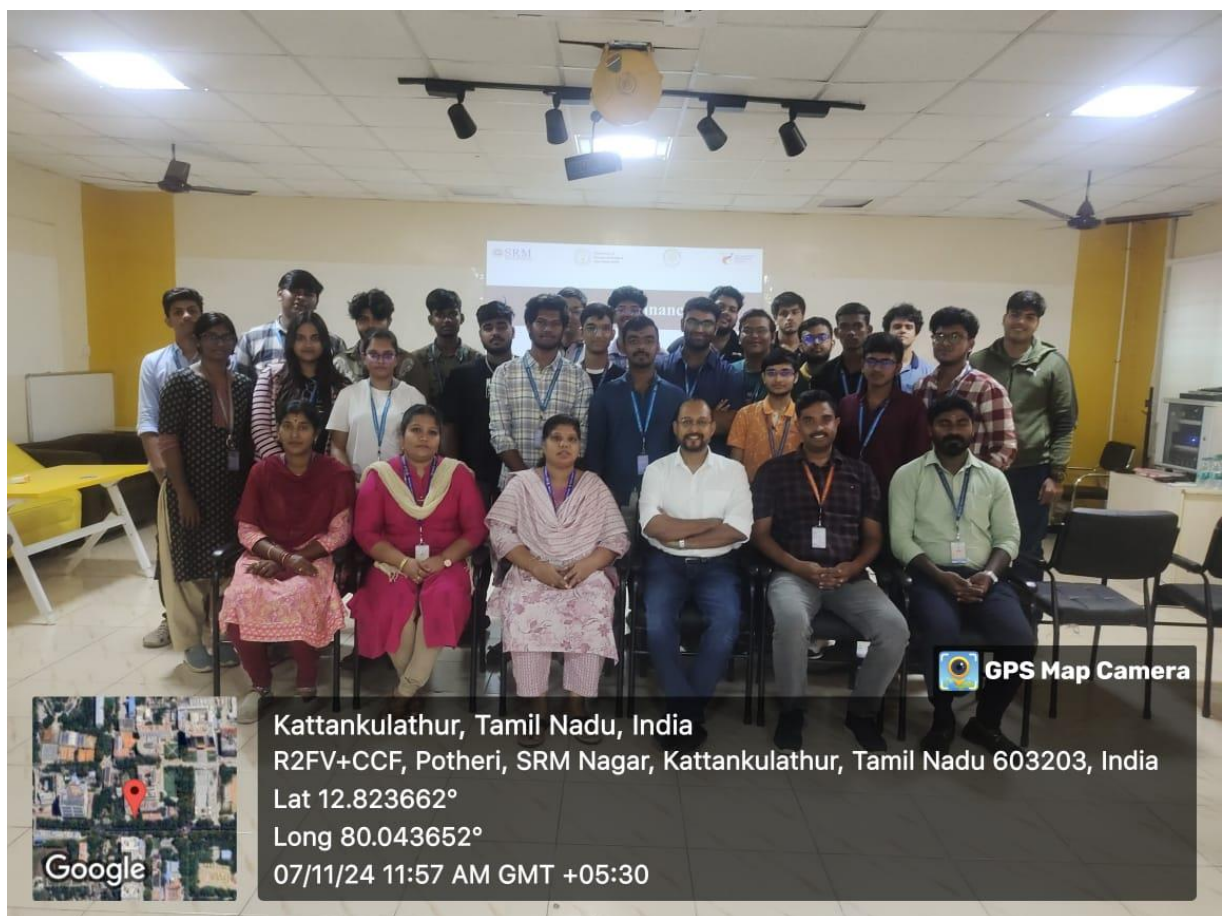
## **Day 2: November 7, 2024 - *Getting a Start-up Off the Ground***

Day 2 focused on practical steps to establish a startup and sustain its growth. Dr. Ananth Kumar and the DEI team conducted a session emphasizing the importance of leadership and strong team dynamics in the startup ecosystem. Dr. Ramakrishnan, Senior Faculty, School of Design Thinking, delivered a workshop on designing products and services centered around customer needs, highlighting empathy-driven innovation. Led by Dr. Ananth Kumar and Ms. Jayshri, this session introduced the Business Model Canvas framework. Participants mapped out business ideas using the structured approach. Mr. Ramesh and Ms. Karthika provided an overview of financing options available for startups, including bootstrapping, angel investments, and venture capital. Mr. Rathan and Ms. Jenifer shared insights into the significance of intellectual property rights and their role in safeguarding innovation. A second interactive session featured a detailed case study of a successful entrepreneurial journey, further emphasizing perseverance and adaptability. The day concluded with a



reflection session, where participants shared their learnings and feedback, and the organizers summarized the key takeaways from the bootcamp.





The event served as a platform for students to not only deepen their understanding of sustainable development but also to showcase their innovative potential. It concluded with presentations of the prototypes, reflecting the practical application of the knowledge gained during the bootcamp. The initiative marked another milestone in the institution's commitment to fostering innovation and addressing global challenges through education and research.

The two-day bootcamp provided participants with a comprehensive understanding of entrepreneurship, innovation, and sustainability. By integrating theoretical sessions with practical activities, the event inspired students to contribute towards SDG 9 and foster sustainable industry and innovation practices.