

Report on Guest Lecture: “Innovation and Product Development”

Date: 10th February 2023

Venue: Block-1 Auditorium, CMR Engineering College

Organized by: Department of Humanities and Sciences

Resource Person: Dr. M. Pala Prasad Reddy, Head – Innovation Centre, IARE, Hyderabad

The **Department of Humanities and Sciences**, in collaboration with the **Institution’s Innovation Council (IIC)** at **CMR Engineering College**, organized an enlightening guest lecture on “**Innovation and Product Development**” on **10th February 2023** at the **Block-1 Auditorium**.

The session was delivered by **Dr. M. Pala Prasad Reddy, Head of the Innovation Centre at IARE, Hyderabad**. Dr. Reddy, with his vast experience and expertise in fostering innovation and entrepreneurial thinking, provided deep insights into how innovative ideas can be transformed into viable products that address real-world challenges.

The lecture aimed to encourage students to adopt a **creative mindset**, understand the **design thinking process**, and explore **product development strategies**. Dr. Reddy highlighted various stages of innovation—from ideation, prototyping, testing, to market readiness—and emphasized the importance of **interdisciplinary collaboration**, **user-centric design**, and **technology integration** in product development.

The session also shed light on the **role of academic institutions in supporting innovation** through incubation centers, startup ecosystems, and mentorship opportunities. Students were actively engaged throughout the session and gained practical knowledge about how to approach innovation from a systematic and scalable perspective.

The event was convened by **Dr. K. V. Reddy (HoD, H&S Dept.)**, and coordinated by **Dr. Y. Sunita Rani, Mr. N. Raja Reddy and Mrs. Divya Deva Krupa** from the H&S department. The lecture was graced by the presence of **Dr. A. Srinivasula Reddy, Principal**, who addressed the gathering and emphasized the college's commitment to fostering innovation and entrepreneurship among students.

The session concluded with a vote of thanks to the speaker and organizing team for making the event highly informative and inspiring.



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Department of Humanities and Sciences

Guest Lecture on

INNOVATION AND PRODUCT DEVELOPMENT



Resource Person:
Dr. M Pala Prasad Reddy
Head - Innovation Centre,
IARE, Hyderabad

Event Date & Time

10th
Feb.-2023

10.30 AM



INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

Venue:
BLOCK-I, Auditorium

Convener
Dr. K.V. Reddy
HOD-H&S Dept.

Co-ordinator
Dr. Y. Sunita Rani
Professor, H&S Dept.

N. Raja Reddy
Asst. Professor, H&S Dept.

R. Divya Deva Krupa
Asst. Professor, H&S Dept.

Chief Patrons

Sri Ch. Narasimha Reddy
Chairman

Patron
Dr. A. Srinivasula Reddy
Principal

Sri Ch. Bhoopal Reddy
Vice-Chairman

Sri Ch. Srisailam Reddy
Secretary and Correspondent



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SESSION ON “INNOVATION AND PRODUCT DEVELOPMENT”