



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT

(Approved by AICTE and Affiliated to Osmania University)

A Unit of Keshav Memorial Educational Society

3-5-1026, Narayanaguda, Hyderabad - 500029 Cell : 8331029974

E-mail : director.kmim@gmail.com

Website : www.kmim.in



Session Details

Title of the session: Design Thinking and Innovation for Budding Entrepreneurs.

Date: 30Th January 2025

Duration: 9.30 am to 3.30 pm

Activity Category: IIC Calendar

Theme: Design Thinking

Expert/Speaker Details:

Name: Dr B. Anjan Kumar

Designation: HOD, Associate Professor

Organization: Keshav Memorial Institute of Management

Brief about Expert/Speaker:

Dr Anjan Kumar possesses more than 2 decades of experience in teaching, training and industry. His areas of teaching include Innovation Management, Digital Marketing, Business Analytics, Information Technology, IPR, and Marketing. Published and presented 16 research articles in different subject areas like marketing, retail management, Customer Relationship Management, Innovation etc in Journals and Conferences at national and international level. He is a certified professional in Digital Marketing, Design Thinking and Innovation Management. He also possesses certification in Soft Skills from Infosys. He is a Guest Faculty for reputed institutions and universities like Osmania University, Hyderabad Management Association (HMA) and many graduate and post graduate colleges. He is also a trainer for MNCs and delivered several guest lectures in different organizations.

Outcome of the activity:

In the initial phase a lecture session, the process of idea generation and importance of critical thinking were discussed. As part of the session, a crazy 8 activity was given to the students to list down the problems they faced during their school days. The participants had to then

exchange their list with their neighbours who would then view the problem and empathize and exchange their ideas as solutions.

Key Highlights and Participant details:

The students were then given the task to “Design and Innovate fun by designing games for limited spaces in schools and colleges”. For this, the students were divided into 7 teams. The following were the names of the teams and its members

Team Name	Game Name if any	Members
1. Hakunamatata	Ball in play	Vishruthi, P.N.Neetu, K.Janu, Yogitha, Umama, Shravani, Ganesh and P.Vamshi
2. Seamless floor	Seemless floor	Vamshi Vikyath, Nishitha, Sai Prakash, Bhavana
3. Innovators	Silent Ball	Sricharn, S.Akanksha, Ruthiwick, Shweta Tiwari and Jhansi
4. Future Architects	String Hockey	Roshini, GopiKrishna, Vidyasagar.G, D.Charith, Sai Kripa, Shivamanikanta and Bhanuprasad.
5. Eagle Elites	Cric Quiz	Vinata, Vignesh, Chinmayi, Soni, Rahul.K, Nagalakshmi and Nikshitha Yadav
6. Gamechanger	Costume Chess	G.Pawan Kalyan, Ritu Jagtap, Suchitra.M, G.Ramya, V.LakshmiPrasanna and M.Bhavani
7. Old School	Backward drawing	Ram Charan Teja, G.Shiva, Akshaya.K, Deekshitha.P, Akshitha.T and Akhila.I

In addition to the students, the faculty also participated in the activity. The team from the faculty included T.Swetha, Deepa.J, headed by Aditya.K.

The judges for the event were Mr D.AmbaPrasad, Dr. B. Renuka and Dr V.N.Shantishree

Technical support was provided by Mr Murty and Ms Lakshmi.

The *students' co-ordinators* for the event were

MBA 1 st Yr	MBA 2 nd Yr
A.Sai.Nishitha	Sahithi
Vamshi Vikyath	Manjunath
K.Janu	Lokesh

Total no. of Student participation: 108

Total no. of Staff (Teaching/Non-teaching) participation: 9



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT
A UNIT OF KESHAV MEMORIAL EDUCATIONAL SOCIETY
APPROVED BY AICTE, AFFILIATED TO OSMANIA UNIVERSITY NARAYANAGUDA,
HYDERABAD-500029

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiatives)

WORKSHOP ON
"Design Thinking & Innovation for Budding Entrepreneurs"

Guest speaker
Dr. B. Anjan Kumar
Associate Professor & HOD
KMIM

DATE: 30TH Jan 2025
9:30AM TO 3:30PM

Student coordinator
Sahithi
Manjunath
Lokesh
Sai Krishna
Sindhu Bhavani
Vamshi Vikyath
Janu

VENUE
MBA Seminar Hall,
4th floor

CONVENOR
DR V SAI POORNA

MS. V. SHANTHI
PRINCIPAL





Attendance details



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E-mail : director.kmm@gmail.com Website : www.kmm.in



ATTENDANCE SHEET FOR MBA			
Date: 30/01/2025		Name of the session:- Design Thinking and Innovation for budding entrepreneurs	
S.No	HT No	Name of the Student	Signature
001	152024672001	VENNELAKANTI SAI PRATEEK	V Prateek
002	152024672002	INDLA AKHILA	Akhila
003	152024672003	TIRUKKANDYURU AKSHITHA	Akshitha
004	152024672004	K VIKAS	Vikas
005	152024672005	GOVINDU SHIVA	Govindu
006	152024672006	THORRI MAITHRI	Maithri
007	152024672007	GARIMA VIRENDRA SINGH GAHLOT	Garima
008	152024672008	GANGAPURAM HIMAVARSHA	Himavarsa
009	152024672009	NAIZAM VIDYADHARI	Naizam
010	152024672010	CHINNAMENCHU NAMITHA	Namitha
011	152024672011	VISHWA BRAHMINA AKANKSHA	Akanksha
012	152024672012	SHASHANI AKANKSHA	Shashani

013	152024672013	SANAM SHIVA MANI KANTA	S. Shiva Mani
014	152024672014	BHORA SHRUTHI	B. Shruthi
015	152024672015	BITLINGU SAIKRUPA	Saikrupa
016	152024672016	KEERTHI RAHUL	K. Rahul
017	152024672017	CHIDARA SRIJA	Ch. Srija
018	152024672018	BOLLAM NAVYA YADAV	Navya
019	152024672019	MELLURI SREEKARA KARTHIKEYA	Karthikeya
020	152024672020	BANDARI VENKATESH	Venkatesh
021	152024672021	JANGILI MADHURIMA	J. Madhurima
022	152024672022	RAYABANDI NIVEDITHA	Niveditha
023	152024672023	SAMPANGI GEETHANJALI	Geethanjali
024	152024672024	PEDDI VYSHNAVI	P. Vyshnavi
025	152024672025	GUNDAVARAM RAMYA	Ramya
026	152024672026	VATTIPALLI LAKSHMI PRASANNA	Lakshmi
027	152024672027	TANUKU LEELAMANOHARA SAI KALYAN	L. S. Kalyan
028	152024672028	MEDABOINA MAHESH	Medaboina
029	152024672029	DEVIKA BAI	Devika
030	152024672030	ETEKALA VISHRUTHI	E. V. S.

031	152024672031	GUNDARAM BHANU PRASAD GOUD	G. Bhanu.
032	152024672032	MADHAVI VERMA	Madhavi verma
033	152024672033	GUNDETI MANUSHA	Gundeti Manusha
034	152024672034	KHUSH VASUDEV ADEPU	K. Vasudev Adepudi
035	152024672035	PAGADALA DEEKSHITHA	P. Deekshitha
036	152024672036	KHANDESH AKSHAYA	K. Akshaya
037	152024672037	MARREPUDI DURGA PRASAD	M. Durga
038	152024672038	SAMALA PAVANI	
039	152024672039	NAYINI SHRAVANI	N. Shraavani
040	152024672040	ARRAM SRINDHI	A. Srinidhi
041	152024672041	RAPOLU JHANSI RANI	R. Jhansi Rani
042	152024672042	SWETHA SHARMA	
043	152024672043	SAKSHI SHIRISH KOHIRKAR	S. Sakshi
044	152024672044	DEVANAKA CHARITH	D. Charith
045	152024672045	NAIKOTI VIDYA SAGAR	
046	152024672046	AMBEKAR NAGALAXMI	A. Nagalaxmi
047	152024672047	GUNNA SAI BATCHA	
048	152024672048	VINATHA REDDY PODDUTURI	

049	152024672049	P N NEETHU	
050	152024672050	KOTHA VEERA VENKATA SHIVA KUMAR	K. Shiva
051	152024672051	M G SREEKANTA	
052	152024672052	DHARMADHIPATHI PUNEETH KRISHNA	
053	152024672053	YADAVALLI LAKSHMI BHAVANA	
054	152024672054	B VAMSHI VIKYATH	B. Vikyath
055	152024672055	DUNDIGAL SREE VARDHAN GOUD	
056	152024672056	MALLAREDDYGARI BHAVANI	
057	152024672057	BIKUMANDLA DHIKSHITA	
058	152024672058	POLLAMPALLY PRASHANTHI	
059	152024672059	THANEER AKSHAK	T. Akshak
060	152024672060	BANALA SRAVYA	
061	152024672061	SONI	
062	152024672062	VIGNESH RAJKUMAR	
063	152024672063	YENDAMURI CHINMAIYE	Y. Chinmaiye
064	152024672064	N SAI PAVAN	
065	152024672065	RYALI SRI ROOPA SAI SWETHA	R. Swetha
066	152024672066	A TEJASHWINI THARAKA	A. Tejashwini Tharaka

067	152024672067	MEESALA POOJA	Ki Pooja
068	152024672068	BHEEMAVARAPU RAM CHARAN TEJA	Ramcharan
069	152024672069	VARIKUPPALA ANUSHA	V. Anusha
070	152024672070	AKKINEPALLY SRINIDHI	Sridhi
071	152024672071	PERE VAMSHI	Vamshi
072	152024672072	NANDINI	Nandini
073	152024672073	TALAPAKA THARUN TEJA	TJ
074	152024672074	M SRICHARAN	M Sri Charan
075	152024672075	DANAM ANIRUDH	Anirudh
076	152024672076	GANDE RUTHVIK	G. Ruthvik
077	152024672077	BANOTHU GOPI KRISHNA	Gopi Krishna
078	152024672078	POTHULA HARIPRIYA	Haripriya
079	152024672079	RATHOD SURYA PRATHAP	Surya
080	152024672080	P HAYAGREEV	P Hayagreev
081	152024672081	N VANDANA	N. Vandana
082	152024672082	SADDALOLOO BHARATHI	S. Bharathi
083	152024672083	MADDURI ANKITHA	Ankitha
084	152024672084	SURVI ALEKYA	Aleky

085	152024672085	KRISHNA ANJAN JAYANTH KANIGOLLA	Jayantha
086	152024672086	MOHAMMED ABDUL JAFFAR	Abdul Jaffar
087	152024672087	VALLURI DIVYA	Divya
088	152024672088	NANDINI UPADHYAY	Nandini
089	152024672089	KADHAM NAVEENA	K. Naveena
090	152024672090	MAMIDIGA PAVANI	Pavani
091	152024672091	R SANTOSH KUMAR	
092	152024672092	SIRRAMULA RAHUL	Rahul
093	152024672093	UMAMA NUZAR	Umana
094	152024672094	SHAIK KHALED PASHA	Khalid Pasha
095	152024672095	DAPPU MOUNIKA	Mounika
096	152024672096	AENNAMALLA DHANUSH SIDDHARTHA	Dhanush
097	152024672097	KEMSARAM JANU	Janu
098	152024672098	S VINOD	S. Vinod
099	152024672099	ISLAVATH VYSHNAVI	V. Vyshnavi
100	152024672100	N SAI TEJA	N Sai Teja
101	152024672101	JUPELLI CHANDER RAO	Chander Rao
102	152024672102	KORRA ANUSHA	Anusha

103	152024672103	RATHLAVATH PAVAN	<i>P. Pavan</i>
104	152024672104	GANDLA RAMU	
105	152024672105	SRIRAM ROSHINI	<i>S. Roshini</i>
106	152024672106	MADDURI RAHUL KUMAR	<i>Rahul</i>
107	152024672107	JILLA ANJALI	<i>Anjali</i>
108	152024672108	K NIHARIKA	
109	152024672109	KAYITHI VAISHNAVI	<i>Vaishnavi</i>
110	152024672110	PENTA YOGITHA	<i>Yogi</i>
111	152024672111	AISHWARYA KULKARNI	<i>Aishwarya</i>
112	152024672112	A SAI NISHITHA	<i>Aishwarya</i>
113	152024672113	MANISH KUMAR MAHATO	<i>Manish</i>
114	152024672114	CHEKKA SAI PRAKASH	<i>Prakash</i>
115	152024672115	BANDARU GOURAV KUMAR	<i>Gourav</i>
116	152024672116	MALLINENI SUCHITRA CHOWDARY	<i>Suchitra</i>
117	152024672117	GATTU SAI PAVAN KALYAN	<i>Pavan</i>
118	152024672118	DASOHARI VAISHNAVI	<i>Vaishnavi</i>
119	152024672119	JANDHYALA VENKATA SAI JASWANTH	<i>Sai Jaswanth</i>
120	152024672120	SHIKARI GANESH	<i>S. Ganesh</i>

121	152024672121	MANKA NIKSHITHA YADAV	<i>Nikshitha</i>
122	152024672122	POSANI HARSHITHA	<i>Harshitha</i>
123	152024672123	RITU JAGTAP	<i>Ritu</i>
124	152024672124	BACCHU ROHITH KUMAR	<i>Rohith</i>
125	152024672125	CIPLIGANG LAXMI PRIYA	<i>Laxmi</i>
126	152024672126	SANUGULA SHARVANI	<i>Sharvani</i>
127	152024672127	KEMIDI DURGA PRASAD	<i>Durga Prasad</i>
128	152024672128	BIRADAR GANGASAGAR PADMAKAR	<i>Gangasagar</i>