



Keshav Memorial Institute of Management

Affiliated to Osmania University, Approved by AICTE
A unit of Keshav Memorial Educational society
Narayanaguda, Hyderabad, 500029



Report on " Illuminate Workshop "

Name of the Event - Illuminate Workshop

Organizing Club - KMIM E-cell

Date - 15th October 2025

Venue - MBA Seminar Hall, 4th Floor, Keshav Memorial Institute of Management, Narayanaguda, Hyderabad

Time - 9:30 AM – 4:30 PM

Introduction:

The Illuminate Workshop was a flagship initiative of KMIM E-Cell under the National Entrepreneurship Challenge 2025, organized in collaboration with IIT Bombay. The workshop aimed to provide students with practical exposure to entrepreneurship, startup management and leadership skills.

The session was led by Mr. Munnaiah Tamanam, Co-Founder of VakilSaabh and Director of SYNCAI Technologies Pvt. Ltd., NavyaAndhra Biofuels Pvt. Ltd., and FarmBliss Agro LLP. With over two decades of experience in academia, innovation and business development, he shared valuable insights on building and scaling startups.

The workshop witnessed 70 active participants (out of 150 registrations, limited due to IIT Bombay's constraints). Students engaged in interactive sessions, discussions and activities that connected entrepreneurial theory with real-world application. Despite coordination challenges with the external Illuminate team, KMIM E-Cell ensured smooth execution, reflecting the team's adaptability and problem-solving skills.

Event Highlights:

- Distinguished Speaker Session: Mr. Munnaiah Tamanam conducted an in-depth session on entrepreneurship, covering:
 - Udyam Registration and its importance.
 - Identifying and communicating Unique Selling Propositions (USP).
 - Ideation and entrepreneurship development.
 - Drafting Detailed Project Reports (DPR) for investors.
 - Business Model Canvas (BMC) activity for hands-on learning.
 - Case studies of successful startups like Big Basket and Food Panda.
 - Government schemes and funding opportunities.
 - Branding and marketing strategies for scaling businesses.
- Strong Participation: 70 students actively engaged in discussions, group activities and Q&A sessions.
- Interactive Learning: Activities such as the BMC exercise and case study analysis enhanced practical understanding.
- Networking Opportunities: A working lunch facilitated peer-to-peer learning and interaction with coordinators.
- Visibility & Branding: A poster launch created excitement and visibility for the event.
- Positive Feedback: Participants rated the workshop highly, appreciating its interactive nature and practical relevance.
- Organizational Excellence: Despite last-minute challenges in speaker allocation and logistics from the Illuminate team, KMIM E-Cell successfully managed the event, ensuring credibility and impact

Glimpses:

