

ROLE OF INNOVATION IN START UP GROWTH - Department of AI&DS

Talk on Role of Innovation in Start- Up Growth held in AJIET Campus on 20th February 2026

Objectives of the programme:

The session was organized to create awareness among students about entrepreneurship and emerging business opportunities. The programme aimed to highlight the importance of innovation in today's competitive world and explain how innovative thinking transforms ideas into scalable start-ups. It also focused on guiding students to identify societal problems and convert them into viable business opportunities through entrepreneurial initiatives.

Programme Highlights:

- The session on “Role of Innovation in Start-Up Growth” was delivered by Prof. Sreeba Mathew C as the Resource Person.
- The program was coordinated by Prof. Navya S Rai, ensuring smooth planning and execution of the event.
- The Head of the Department, Dr. Padmanayana, along with faculty members, graced the occasion with their presence and support.
- The program commenced with a welcome address by Yashas Shetty, who introduced the dignitaries and emphasized the importance of innovation.
- The resource person explained different types of innovation such as product innovation, process innovation, and business model innovation.
- Real-world examples of companies like Tesla and Zomato were discussed to demonstrate how innovation drives growth and market leadership.
- Guidance was provided on startup incubation, funding opportunities, sustainability practices, and resilience in entrepreneurial journeys.
- Students actively participated in the interaction session, clarifying their doubts regarding startup challenges, investment, and long-term sustainability.



