



**SUMATHI REDDY**

**INSTITUTE OF TECHNOLOGY FOR WOMEN**

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**



CONDUIRA is NSDC's Funded Innovation Partner



INNOVATION  
SOLUTIONS

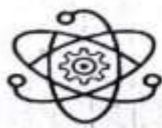


**NSDC**  
National  
Skill  
Development  
Corporation

# A PERSONALIZED ONLINE LEARNING PLATFORM FOR EMPLOYABILITY

## SKILL DEVELOPMENT & CAMPUS RECRUITMENT TRAINING

### LEVERAGES



**DATA  
SCIENCES**



**INNOVATIVE  
LEARNING MODELS**



**TECHNOLOGY  
BASED LEARNING**



*Rajini*

**PRINCIPAL**

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (T.S.)



**SUMATHI REDDY**

**INSTITUTE OF TECHNOLOGY FOR WOMEN**

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**



**Conduira Online**



**PROPOSAL**

**TO**

**SUMATHI REDDY INSTITUTE OF  
TECHNOLOGY FOR WOMEN**

**Online Learning & Assessment Partner  
for Skill-Development and Campus  
Recruitment Training**



*Rajani*

**PRINCIPAL**

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (T.S.)



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**

Respected Sir/ Madam,

**Sub:** Proposal for Association with Sumathi Reddy Institute of Technology for Women as an Online Skill Development and Campus Recruitment Training Partner.

Greetings from Conduira Education and Training Services Pvt. Ltd.

Conduira Online ([www.conduiraonline.com](http://www.conduiraonline.com)) is an emerging Ed-Tech leader in the space of Test Prep and Skill Development. Founded and managed by a team from IIMs and Other Top 10 MBA Schools, Conduira Online is a test agnostic learning platform that leverages data sciences, learning models and technology to provide test-prep and employment aspirants with goal-based personalized and curated learning paths to help them chase their goals of employment and higher education.

With over 10 years of experience in Recruitment Training, Skill-development Training, Personality Enhancement and Test-prep Training-like GRE, CAT, Bank POs, etc., Conduira boasts a strong in-house Academics and Content-Delivery Team.

Developed and supported by PhDs in Machine Learning and a team of Technology experts from Google and Amazon, Conduira Online platform uses learning algorithms that recommend to the user personalized learning paths and provide him the right inputs at the right time. While our learning paths have reduced a student's learning time by 30 to 50%, students who followed our learning paths have seen an improvement in their performance by 9%ile points between two evaluations.

We help Universities and colleges in up-skilling their students to make them employable and placement ready through our Skill-development and Recruitment Training courses starting from 1st year to Final year of Graduation.

We are currently working with 45+ Universities and colleges pan-India and have trained more than 1.5 lakh students on Conduira Online platform till-date. Some of our prestigious clients include:

- University College of Engineering, Osmania University (OU), Secunderabad
- Andhra University, Visakhapatnam
- Rajiv Gandhi University of Knowledge Technologies (RGUKT)- IIIT, Nuzvid
- IIIT- RK Valley, Cuddapah
- GITAM Institute of Technology (GIT, GITAM University), Visakhapatnam
- K.L. University, Vijayawada
- Vignan University, Vadlamudi Campus
- G. Naryanamma Institute of Technology and Science (GNITS), Hyderabad



*Rajiv*  
**PRINCIPAL**  
Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (T.S.)





# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**

- Sridevi Women's Engineering College (SWEC), Hyderabad
- G. Pulla Reddy Engineering College (GPREC), Kurnool
- Gayatri Vidya Parishad College of Engineering (GVPCOE), Visakhapatnam
- Anil Neerukonda Institute of Technology and Science (ANITS), Visakhapatnam
- Raghu Group of Engineering Colleges (REC, RIT), Visakhapatnam
- Pragati Engineering College (PEC), Kakinada
- Vishnu Institute of Technology (VIT), Bheemavaram
- Shri Vishnu College of Engineering for Women (SVCEW), Bheemavaram
- Vignan's Nirula Institute of Technology and Science for Women (VNITS), Guntur
- CMR Group of Engineering Colleges, Hyderabad
- Andhra Loyola Institute of Engineering & Technology (ALIET), Vijayawada
- Dhanekula Institute of Engineering & Technology (DIET), Vijayawada
- Kakatiya Institute of Technology and Science (KITS), Warangal
- Bangalore Institute of Technology, Bengaluru and many others.

We have also been selected by APSSDC (Andhra Pradesh State Skill Development Corporation) as the sole Online Training partner for Training 300+ Degree colleges.

Our entry into the Campus Recruitment Training started in the year 2003 with Gayatri Vidya Parishad (GVP) being our first client. We are proud that we have been continuously associated with this leading group for the past 13 years. (Ref: Prof. Somaraju, Secretary GVP: 9849266151, Prof. Venkat, Chairman (Placements): 9248089033)

We are known for our quality training, offering and our ability to blend technology and academics. All our training programs offer students access to our online portal - [www.conduiraonline.com](http://www.conduiraonline.com). A snapshot of the training courses, along with the platform features is provided in the annexure below and a detailed proposal highlighting the various student and admin features that the system provides has also been attached. The financial details are mentioned in the annexure.

We understand that Sumathi Reddy Institute of Technology for Women as an institute with global ambitions endeavours to provide its students state of the art learning systems to assist them in their preparation for recruitments tests.



*Rajani*

PRINCIPAL  
Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (T.S.)



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**

---

As an organization that offers world class services with focus on continuous improvement, we humbly request you to consider our proposal for providing Online Learning and Assessment services to your students.

We assure you of our committed services towards your students.

Warm Regards,

Siva Prasad Kommalapati

Key Accounts Manager

Conduira Education and Training Services Pvt. Ltd.

Date: 08-09-2018

**PRINCIPAL**

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (T.S.)





**SUMATHI REDDY**  
INSTITUTE OF TECHNOLOGY FOR WOMEN  
*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**

---

No. SRITW/CIRCULAR/2019

Date: 01/03/2019

**CIRCULAR**

All the students are hereby informed that Workshop on “**Idea Generation and Validation**” will be conducted from 11<sup>th</sup> to 16<sup>th</sup> March 2019 in association with Conduira, interested students can contact **M. Ranjith Kumar, Assistant Professor, Dept. of CSE** for registration.

*Rijan*

Principal

**Principal**

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (TS)

**To be read in All Class Rooms**

**Copy to:**

1. All HoD's(ECE, CSE & H&SC)
2. Administrative Officer
3. In-charge, Exam Branch
4. Library





# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**

### ONE WEEK WORKSHOP

on

### IDEA GENERATION AND VALIDATION

*(11.03.2019 TO 16.03.2019)*

### APPLICATION FORM

NAME:

DESIGNATION:

ADDRESS:

MOBILE NO.:

E-MAIL:

DATE:

**Signature of Applicant**

### SPONSORSHIP FROM THE HEAD OF THE INSTITUTION OR ORGANIZATION

This is to certify that Dr./Mr./Ms. .... Is permitted to participate in the one-week workshop on "Idea Generation and Validation" to be held from 11.03.2019 to 16.03.2019 at SRITW, Warangal.

Date:

**Signature of Authority with Seal**



### About the Workshop:

The "Idea Generation and Validation" equip participants with techniques and strategies for generating innovative ideas and effectively validating them. The workshop aimed to foster creativity, critical thinking, and practical approaches to ensure that ideas are not only imaginative but also feasible and relevant. The workshop was structured into several sessions over the course of the day

### About the College

Sumathi Reddy Institute of Technology for Women (SRITW) was established in 2009 by the great educationist Sri A. Varada Reddy garu with a clear vision to empower women in the field of science and technology and transform them as innovators, leaders and entrepreneurs.

SRITW is the only women's engineering college that has established the NewGen Innovation Entrepreneurship Development Centre(NewGenIEDC), approved by the NSTEDB, DST, Government of India.

*Rijan*

**Principal**

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (TS)

### ONE WEEK WORKSHOP

on

### IDEA GENERATION AND VALIDATION

*(11.03.2019 TO 16.03.2019)*

Organized by

Department of Computer Science and Engineering



In Association with Conduira



Warangal, Telengana-506371

Email: [principal@sritw.org](mailto:principal@sritw.org)





**Idea Generation and Validation**

**Date:** 11/03/2019-16/03/2019

**Location:** SRITW

**1. Introduction:** The "Idea Generation and Validation" workshop was organized to equip participants with techniques and strategies for generating innovative ideas and effectively validating them. The workshop aimed to foster creativity, critical thinking, and practical approaches to ensure that ideas are not only imaginative but also feasible and relevant.

**2. Workshop Agenda:** The workshop was structured into several sessions over the course of the day:

**Session 1: Introduction to Idea Generation** The facilitator began by introducing the concept of idea generation and its importance in various aspects of personal and professional life. Participants were engaged through interactive discussions about the challenges they face in generating ideas.

**Session 2: Techniques for Idea Generation** In this session, participants were introduced to various idea generation techniques, including brainstorming, mind mapping, SCAMPER (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Rearrange), and reverse thinking. Each technique was explained with examples, and participants were divided into groups to apply these techniques to real-world scenarios.

**Session 3: Idea Validation Principles** The focus shifted to the validation of ideas in this session. The facilitator discussed the importance of validating ideas early to save time and resources. The principles of feasibility, market demand, uniqueness, and alignment with personal/professional goals were emphasized.

**Session 4: Tools for Idea Validation** Participants were introduced to various tools and methodologies for idea validation, including surveys, interviews, prototyping, and minimum viable products (MVPs). Case studies of successful products/services resulting from thorough validation were presented to showcase the impact of validation on success.

**Session 5: Group Activity: Idea Pitching** In a hands-on activity, participants formed groups and generated ideas using the techniques learned earlier. Each group selected one idea for validation. They then prepared and delivered a brief pitch, highlighting the idea's uniqueness, market potential, and preliminary validation strategy.

**Session 6: Expert Panel Discussion** An expert panel comprising entrepreneurs and industry professionals was invited to share their experiences with idea generation and validation. Panelists discussed real-world challenges and provided insights into how they overcome obstacles in the early stages of idea development.



*Rajani*  
PRINCIPAL

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy  
WARANGAL - 506 371 (T.S.)





# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**

### 3. Key Takeaways:

- **Diverse Idea Generation Techniques:** Participants gained exposure to various techniques, enabling them to approach idea generation from different angles.
- **Importance of Validation:** The significance of validating ideas to ensure their viability and market demand was deeply ingrained.
- **Practical Validation Tools:** Participants learned about practical tools and strategies to effectively validate their ideas.
- **Collaborative Learning:** Group activities encouraged collaborative thinking, allowing participants to learn from each other's perspectives.

**4. Participant Feedback:** Participants provided positive feedback on the interactive nature of the workshop, praising the practicality of the techniques and tools taught. They found the group activities particularly helpful in applying the concepts learned in a hands-on manner.

**5. Conclusion:** The "Idea Generation and Validation" workshop successfully empowered participants with valuable skills to generate creative ideas and validate them effectively. By blending theoretical knowledge with practical application, the workshop fostered a dynamic learning environment. Participants left with a renewed sense of confidence in their ability to generate, assess, and pursue innovative ideas.



*Rajana*  
**PRINCIPAL** **M. Ranjith Kumar**  
Sumathi Reddy Institute of Technology For Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (T.S.) **Coordinator**





# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

Affiliated to JNTUH - Approved by AICTE

**Workshop on Idea Generation and Validation**

**11th March - 16th March 2019**

S.NO	NAME OF THE FACULTY	11/03/2019	12/03/2019	13/03/2019	14/03/2019	15/03/2019	16/03/2019
1	Mr.K.Rajesh Chary	✓	✓	✓	✓	✓	✓
2	Mr.T.Rajajithender	✓	✓	✓	✓	✓	Ab
3	Mr.Ch.Krishna Reddy	✓	✓	✓	✓	✓	✓
4	Mr.Anna Srinivas	✓	✓	✓	✓	✓	✓
5	Dr.N.Srivani	✓	✓	Ab	✓	✓	✓
6	Ms.P.Vijaya Lakshmi	✓	✓	✓	✓	✓	✓
7	Mr.T.Kumara Swamy	✓	✓	✓	✓	✓	✓
8	Ms.K.M.Sujatha	✓	✓	✓	✓	✓	✓
9	Dr.I.Rajasri	✓	✓	✓	✓	✓	✓
10	Mr.A.Rajesh	✓	✓	✓	✓	✓	✓
11	Mr.Ram Prasad	✓	✓	✓	✓	✓	✓
12	Ms.K.Divya	Ab	✓	✓	✓	✓	✓
13	Mr.Sukhaveerji	✓	✓	Ab	✓	✓	✓
14	R.Shashi kumar Reddy	✓	✓	✓	✓	✓	✓
15	M.S.Teja	✓	✓	✓	✓	✓	✓
16	M.Radhika	✓	✓	✓	✓	✓	✓
17	K.Sravan kumar	✓	✓	✓	✓	✓	✓
18	S.Anitha	✓	✓	✓	✓	✓	✓
19	E.Suresh	✓	✓	✓	✓	✓	✓
20	P.Mahesh	✓	✓	✓	Ab	✓	✓
21	Kommabatl Mahender	✓	✓	✓	✓	✓	✓
22	Maisagalla Gopal	✓	✓	✓	✓	✓	✓
23	Dr. Pritam Singh Bakariya	✓	✓	✓	✓	✓	✓
24	Shyam Sunder Merugu	✓	✓	✓	✓	✓	✓
25	Talapelli Chandra Prakash	✓	✓	✓	✓	✓	✓
26	Ravikiran Karre	✓	✓	✓	✓	✓	✓
27	Raghava Kumari Deevi	Ab	✓	✓	✓	✓	✓
28	Eelandula Kumaraswamy	✓	✓	✓	✓	✓	✓
29	Chinthireddy Padmaja	✓	✓	✓	✓	✓	✓
30	Kasanagottu Srinivas	✓	✓	✓	✓	✓	✓
31	Anitha Maddhi	✓	✓	✓	✓	✓	Ab
32	Nandikonda Swathi	✓	✓	✓	✓	✓	✓
33	Nuneti Govardhan	✓	✓	✓	✓	✓	✓
34	Shwetha Sirikonda	✓	✓	✓	✓	✓	✓
35	Shabana Mohammed	✓	✓	Ab	✓	✓	✓
36	Thota Sruthi	✓	✓	✓	✓	✓	✓
37	Valpadasu Hema	✓	✓	✓	✓	✓	✓
38	Sravanthi Thota	✓	✓	✓	✓	✓	✓
39	Akula Ramakrishna	✓	✓	✓	✓	✓	✓
40	Vasam Srinivas	✓	✓	✓	✓	✓	✓



**M. Ranjith Kumar**  
Coordinator

**Rajini**  
PRINCIPAL

Sumathi Reddy Institute of Technology For Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (T.S.)



**SUMATHI REDDY**  
INSTITUTE OF TECHNOLOGY FOR WOMEN  
*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**



Delivering lecture on "Idea Generation and Validation". contact:9866778386



*Rijan*

**Principal**

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (TS)





# SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**



**SUMATHI REDDY**  
INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

Affiliated to JNTUH - Approved by AICTE - Accredited by NBA



## CERTIFICATE

This is to certify that

**MR.CH.KRISHNA REDDY**

has successfully completed Workshop on "Idea Generation and Validation" held from 11th to 16th March 2019.

**M.Ranjith Kumar**  
Coordinator

**Dr.E.Sudharshan**  
HOD, CSE

**Dr. I. Rajasri Reddy,**  
Principal



**Principal**

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (TS)