

## DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING

### REPORT

**Title:** Start-up Awareness and Entrepreneurship Talk

**Organized by:** Institution's Innovation Council (IIC) – NECG

**Date:** 19-02-2026

**Resource Person:** Dr. A. Ram Kumar

**Organization:** GE Vernova, Chennai

Entrepreneurship and start-up culture play a significant role in economic growth, innovation, and job creation. To create awareness among students about entrepreneurial opportunities and start-up ecosystems, a “Start-up Awareness and Entrepreneurship Talk” was organized on 19 February 2026 by the Institution's Innovation Council (IIC) of NECG.

The session was delivered by Dr. A. Ram Kumar, an industry expert from GE Vernova, Chennai, who shared valuable insights on innovation, technology development, and the importance of entrepreneurial thinking among engineering students.

The talk aimed to motivate students to explore entrepreneurship, understand the start-up ecosystem, and develop innovative solutions to real-world problems.

#### **Resource Person:**

Dr. A. Ram Kumar is a distinguished professional in the field of power systems, electrical engineering, and energy technologies. He is associated with GE Vernova, Chennai, where he works in advanced energy and power technology solutions.

He has extensive experience in:

- Electrical power systems and energy technologies
- Power transmission and grid modernization
- Renewable energy integration
- Industrial innovation and research

Dr. Ram Kumar actively participates in technical conferences, industry collaborations, and academic interactions, guiding students and researchers in areas related to power systems, renewable energy, and technological entrepreneurship.

Through industry–academia interactions, he encourages students to transform innovative ideas into start-ups and technology ventures.

#### **About the Company:**

GE Vernova is a global energy technology company formed from the energy businesses of General Electric. The company focuses on power generation, renewable energy, electrification, and digital solutions for the energy sector.

Key highlights of the company include:

- Provides technologies for power generation, transmission, and distribution systems.
- Supports the global transition toward sustainable and low-carbon energy systems.

- Supplies equipment such as transformers, circuit breakers, switchgear, and substation automation systems.
- Develops advanced technologies like HVDC systems, grid automation, and renewable energy integration solutions.

In India, the company operates multiple manufacturing and engineering facilities and has been serving the power sector for more than 100 years.

The company plays a significant role in:

- Smart grid technologies
- Renewable energy integration
- Power transmission infrastructure
- Digital energy solutions



Program Coordinator Inviting for the event



Inviting the Resource Person



Vice Principal & HOD of EEE addressing the students



Students in Venue



Resource Person Speech



Resource Person Speech



Resource Person Felicitation by Principal,  
Dean R&D



Resource Person Felicitation by Principal,  
Dean R&D

### Objectives of the Program:

The main objectives of the Start-up Awareness and Entrepreneurship Talk were:

1. To introduce students to the concept of start-ups and entrepreneurship.
2. To explain the importance of innovation in engineering fields.
3. To encourage students to develop entrepreneurial thinking and problem-solving skills.
4. To create awareness about government initiatives and start-up support programs.
5. To motivate students to transform technical ideas into viable business models.

### Key Topics Covered

During the session, the resource person discussed several important aspects related to entrepreneurship and innovation:

#### Start-up Ecosystem in India

Dr. Ram Kumar explained the growth of the start-up ecosystem in India and the opportunities available for young innovators. He emphasized that engineering students have strong technical skills that can be converted into innovative products and services.

#### Importance of Innovation

The speaker highlighted the importance of innovation in solving real-world engineering problems such as:

- Renewable energy systems
- Electric vehicle charging infrastructure
- Smart grid technologies
- Sustainable energy solutions

#### Steps to Start a Start-up

The resource person explained the basic steps involved in starting a venture:

1. Identifying a real-world problem
2. Developing an innovative solution
3. Creating a prototype
4. Conducting market research
5. Preparing a business model
6. Securing funding and incubation support

#### Role of Technology in Entrepreneurship

The talk emphasized how modern technologies such as:

- Artificial Intelligence
- Internet of Things (IoT)
- Renewable Energy Systems
- Smart Grids

Can lead to new entrepreneurial opportunities.

#### Government Support for Start-ups

Students were informed about several government initiatives that support entrepreneurship, including:

- Start-up India Initiative
- Technology incubation centers
- Innovation grants
- Industry–academia collaboration programs.

#### **Interaction with Students:**

The session concluded with an interactive discussion where students asked questions related to:

- Starting technology-based companies
- Funding opportunities for start-ups
- Industry expectations from engineering graduates
- Career opportunities in energy and power sectors

Dr. Ram Kumar provided valuable guidance and encouraged students to develop innovative projects and participate in innovation competitions and hackathons.

#### **Outcomes of the Program:**

The program produced several positive outcomes:

- Students gained awareness about entrepreneurship and start-up opportunities.
- Participants understood the importance of innovation in engineering fields.
- Students were motivated to develop innovative ideas and research projects.
- The session strengthened industry–academia collaboration.

#### **Conclusion:**

The Start-up Awareness and Entrepreneurship Talk organized by IIC-NECG was highly informative and beneficial for students. The insights shared by Dr. A. Ram Kumar from GE Vernova helped students understand the importance of innovation, entrepreneurship, and industry collaboration.

Such programs play a crucial role in motivating students to become future entrepreneurs, innovators, and technology leaders.

**HOD-EEE**