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A report on
Power Seminar on How to Start a Startup

Chief Patron	:	Sri Dadi Ratnakar, Chairman
Patron	:	Dr. R. Vaikunta Rao, Principal
Convenor	:	Dr. K. Sujatha, Professor,
Date	:	28th March, 2025

On 28th March, 2025, the students from Dadi Institute of Engineering & Technology attended a Power Seminar on "How to Start a Startup". DIET ACM Student Chapter organized this seminar, marking a significant milestone in the academic journey of its members. The seminar was meticulously planned to provide students with insights into entrepreneurship, startup culture, and digital payment innovations. This initiative aligned seamlessly with the chapter's mission to bridge the gap between theoretical knowledge and real-world applications, inspire innovation, and foster a deeper understanding of startup ecosystems and financial technologies.

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Poster:

Power Seminar on "How to Start a Startup"
DIET ACM Student Chapter in association with ICT Academy

The day began with a warm welcome from the organizers, who provided an overview of the seminar's objectives, the significance of entrepreneurship, and the role of startups in driving economic growth. Students were then introduced to the guest speaker, Sri DeviKiran Kasireddy, CEO & Founder of HappyPay, who shared insights into his entrepreneurial journey, key milestones, and the challenges he overcame in building a successful startup.

A major highlight of the seminar was the discussion on business ideation and validation, where students learned about the key elements of identifying market gaps, structuring a viable business model, and executing innovative solutions. The speaker emphasized the importance of understanding customer needs, conducting market research, and leveraging technology to build scalable startups.

Another fascinating segment of the session was an interactive demonstration of ONDC (Open Network for Digital Commerce), where students gained insights into the evolving digital commerce landscape. They were introduced to how ONDC is revolutionizing the e-commerce ecosystem, fostering a level playing field for businesses, and opening new opportunities for entrepreneurs. The sheer potential of ONDC in empowering startups left a lasting impression on the participants. One student remarked, "Understanding how digital platforms like ONDC are transforming the business landscape was truly eye-opening. It has inspired me to explore innovative startup ideas in the digital economy."

The session also included a discussion on funding opportunities, where students learned about the different stages of startup financing, including bootstrapping, angel investors, venture capital, and government funding schemes. A live case study analysis of successful startups further captivated the students, highlighting the strategic decisions that led to their success.

Interactive Q&A sessions with Sri DeviKiran Kasireddy allowed students to engage in meaningful discussions on the startup ecosystem, business sustainability, and overcoming challenges in entrepreneurship. The speaker shared real-world experiences and provided practical advice on how to stay resilient and adaptable in the face of market uncertainties. One key takeaway from the session was, "Every startup journey is filled with challenges, but persistence, innovation, and a problem-solving mindset are the keys to success."

The DIET ACM Student Chapter expressed heartfelt gratitude to the speaker for facilitating this insightful session. The seminar not only enhanced the students' understanding of entrepreneurship but also reinforced the importance of practical exposure in shaping future business leaders. To build on this success, the chapter recommends organizing similar events annually and exploring potential collaborations with startup incubators, investors, and industry leaders. Such initiatives will undoubtedly play a pivotal role in nurturing the next generation of entrepreneurs, driving innovation, and contributing to India's startup ecosystem.

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Glimpse of Power Seminar :

The special guest is being welcomed by the HOD, the convener, the HOD of CSE, and ACM Coordinators.

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Lighting of the Lamp – A Symbolic Beginning

The Power Seminar on How to Start a Startup commenced with the traditional lighting of the lamp, signifying the dispelling of ignorance and the ushering in of knowledge and enlightenment. Distinguished guests, including Sri DeviKiran Kasireddy, CEO & Founder of HappyPay, along with faculty members and representatives from DIET ACM, participated in this ceremonial act.

As the lamp was lit, the hall resonated with a spirit of inspiration and enthusiasm, setting the tone for an insightful and engaging session. The lighting of the lamp symbolized the start of a journey—just as a small flame has the power to illuminate an entire space, a single idea has the potential to ignite a successful startup.

The event organizers emphasized that the light represents wisdom, innovation, and progress, core principles that drive entrepreneurship. This symbolic act not only honored the rich traditions of Indian culture but also reinforced the importance of knowledge, perseverance, and leadership in the entrepreneurial world.

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With the lamp lit and the spirit of the seminar set in motion, the event moved forward with great enthusiasm, fostering a deep sense of curiosity and motivation among the students eager to embark on their own startup journeys.

Key Addresses and Speaker Presentation

The Power Seminar on How to Start a Startup featured insightful addresses from esteemed faculty members and an engaging profile presentation of the guest speaker, setting the stage for an inspiring session.

Address by Dr. R. Vaikunta Rao, Principal

Dr. R. Vaikunta Rao, Principal of DADI Institute of Engineering and Technology, delivered the inaugural address, emphasizing the significance of entrepreneurship in today's dynamic world. He highlighted how startups play a crucial role in driving innovation, creating employment, and contributing to economic growth. Encouraging students to develop a problem-solving mindset, he stated, "The future belongs to those who dare to think differently and take the initiative to turn ideas into reality." He also expressed his appreciation for DIET ACM and ICT Academy for organizing such an insightful event, providing students with exposure to real-world startup experiences.

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Address by Dr. K. Sujatha, Professor & Convener

Dr. K. Sujatha, Professor and Convener of the event, extended a warm welcome to the participants and acknowledged the efforts of DIET ACM in fostering an entrepreneurial spirit among students. She emphasized the importance of skill development, networking, and continuous learning in the journey of an entrepreneur. She remarked, "A startup is not just about having a great idea; it is about execution, persistence, and adaptability. Events like this equip students with the knowledge and confidence to take their first steps into the business world."

Profile Presentation of Sri DeviKiran Kasireddy by Varshini (II CSE)

Varshini, a second-year Computer Science student, took the stage to present an insightful profile of Sri DeviKiran Kasireddy, CEO & Founder of HappyPay. She detailed his entrepreneurial journey, highlighting his achievements, contributions to the fintech industry, and the impact of HappyPay in the digital payments sector. She outlined his vision for financial inclusivity and how his perseverance led to the success of his startup. The profile presentation provided students with an overview of his expertise and inspired them to learn from his experiences.

Address by Resource Person – Sri DeviKiran Kasireddy

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The much-anticipated session by Sri DeviKiran Kasireddy commenced with him sharing his personal journey of building HappyPay, from ideation to scaling it into a successful business. He spoke about the challenges faced by startups, the importance of resilience, and how aspiring entrepreneurs can navigate the competitive business landscape. Key insights from his address included:

Identifying Market Opportunities – Understanding problems and finding innovative solutions.

The Startup Mindset – Adopting a risk-taking attitude and focusing on long-term vision.

Challenges in Entrepreneurship – Handling failures, financial management, and investor relations.

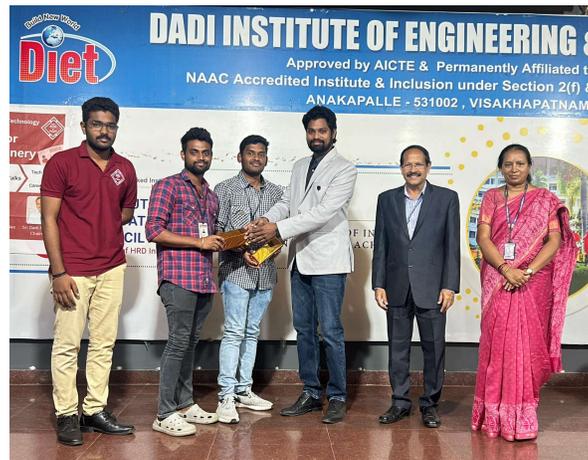Role of Technology – Leveraging digital tools to enhance business operations.

He engaged in an interactive discussion with students, answering their queries and offering valuable advice on turning ideas into viable businesses. He concluded by motivating students to embrace entrepreneurship as a career path, stating, "Every startup starts with a dream. But success comes to those who take action, adapt, and keep moving forward."

The session left an indelible impact on the audience, inspiring them to think beyond conventional career paths and explore entrepreneurship with confidence and enthusiasm.

Distribution of Prizes for CSI and ACM

The Distribution of Prizes for CSI and ACM was a moment of celebration, recognizing the outstanding achievements of students in various technical competitions.

Prasanna Kumar Rath (22U41A4248), V. Rohith (22U41A4265), S. Teja (22U41A4252), and Rishib (22U41A4289) were honored for their remarkable performance in the Hackathon organized by ACM. Their innovative solutions, technical expertise, and collaborative spirit helped them secure the winning position, showcasing their problem-solving abilities and creative thinking in real-world challenges. Their success serves as an inspiration to their peers, encouraging more students to participate in such events.

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Another winning team from the ACM Hackathon, consisting of Omkar (22U41A4205) and Madhu Mitha (24U41A05B6), was also recognized for their exceptional talent and dedication. Their ability to tackle complex problems, devise effective solutions, and work as a cohesive unit set them apart in the competition. Their achievement highlights the importance of technical acumen and teamwork, proving that persistence and innovation lead to success.

In a proud moment for the CSI community, Kasireddy Jahnavi was awarded a prize money of ₹2000 for her outstanding contribution at the NCTCT Conference. Her research and presentation skills were highly appreciated, reflecting her commitment to academic excellence and technological advancement. Her recognition at the conference underscores the significance of research and innovation in shaping future leaders in the field of technology.

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The prize distribution ceremony was a testament to the students' hard work and dedication, reinforcing the institution's mission to nurture talent and provide platforms for young minds to shine in the fields of computer science and technology.

Honoring the Guests

As a mark of gratitude and appreciation, Dr. R. Vaikunta Rao, Principal, and Dr. K. Sujatha, Professor & Convener, honored the distinguished guest of the event, Sri DeviKiran Kasireddy, CEO & Founder of HappyPay.

The felicitation ceremony reflected the institution's deep appreciation for the speaker's valuable insights and his contribution to inspiring young minds towards entrepreneurship. Dr. R. Vaikunta Rao presented a token of appreciation to the guest, acknowledging his achievements in the fintech sector and his willingness to share his expertise with aspiring entrepreneurs. Dr. K. Sujatha extended her heartfelt gratitude, commending his motivational address and practical guidance that would undoubtedly help students in shaping their entrepreneurial journeys.

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The honored guest expressed his sincere thanks for the warm reception and appreciation, encouraging students to step forward and embrace the startup culture with passion and determination. The event concluded on a positive note, leaving the participants motivated to explore the world of entrepreneurship with newfound enthusiasm.

Session by Guest Speaker – Sri DeviKiran Kasireddy

The keynote session by Sri DeviKiran Kasireddy, CEO & Founder of HappyPay, was an enlightening experience for the students, providing them with deep insights into entrepreneurship, fintech innovations, and the evolving digital landscape. The session was structured to offer a comprehensive understanding of how to start a startup, his journey with HappyPay, and key concepts such as ONDC, UPI, and cybersecurity.

How to Start a Startup – Key Takeaways

Sri DeviKiran Kasireddy began the session by addressing the fundamental aspects of starting a startup, guiding students through the journey from ideation to execution. He emphasized the following crucial steps:

Identifying a Problem – Every successful startup begins with identifying a real-world problem that needs a solution.

Validating the Idea – Researching the market demand and analyzing competitors before diving into execution.

Building a Business Model – Understanding revenue streams, customer acquisition, and scalability.

Funding & Investment – Exploring bootstrapping, venture capital, and angel investors for financial support.

Adapting to Challenges – Resilience, innovation, and strategic thinking as key elements for success.

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He encouraged students to develop an entrepreneurial mindset by embracing risk, learning from failures, and continuously innovating.

The Journey of HappyPay – Overcoming Challenges & Achievements

Sharing his personal entrepreneurial journey, Sri DeviKiran Kasireddy detailed the inception and growth of HappyPay, a fintech platform revolutionizing digital payments. He spoke about:

The inspiration behind HappyPay and how it was designed to provide seamless financial transactions.

The challenges faced during the early stages, including funding issues, market competition, and technological hurdles.

The strategies that led to the success of HappyPay, including innovation in payment systems and customer-centric services.

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The future of digital finance and how startups like HappyPay are shaping the fintech industry.

His story was a source of motivation for students, demonstrating how perseverance and adaptability are critical in the startup ecosystem.

Exploring ONDC, UPI & Cybersecurity – Live Demonstration & Student Interaction

To make the session more engaging and practical, Sri DeviKiran Kasireddy demonstrated the working principles of key digital financial technologies:

ONDC (Open Network for Digital Commerce): He explained how ONDC is revolutionizing e-commerce by enabling open network transactions, providing opportunities for startups and businesses to compete with established marketplaces like Amazon and Flipkart.

UPI (Unified Payments Interface): He showcased the power of UPI in simplifying financial transactions, explaining how fintech startups leverage UPI to create seamless payment solutions.

Cybersecurity in Digital Payments: Addressing the increasing concerns of digital fraud and data breaches, he elaborated on the importance of secure transactions, encryption, and user awareness in the fintech industry.

Throughout the session, he actively interacted with students, ensuring they understood these critical concepts through live demonstrations and real-world examples.

Impact & Closing Remarks

The session provided students with a practical and strategic approach to entrepreneurship and digital innovation. By blending real-life experiences, technical demonstrations, and strategic insights, Sri DeviKiran Kasireddy left an indelible impact on aspiring entrepreneurs, encouraging them to embrace innovation, leverage technology, and take bold steps toward building successful startups.

Towards the end of his session, Sri DeviKiran Kasireddy announced an exclusive Internship Opportunity for students interested in gaining real-world experience with HappyPay.

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Conclusion

The Power Seminar on "How to Start a Startup" proved to be an enlightening and transformative experience for all participants. Sri DeviKiran Kasireddy, CEO & Founder of HappyPay, delivered an inspiring session, providing students with valuable insights into the entrepreneurial journey, the fintech industry, and the significance of ONDC, UPI, and cybersecurity in today's digital landscape. His real-world experiences and interactive demonstrations allowed students to gain a practical understanding of startup fundamentals and the latest technological trends.

The seminar not only fueled the entrepreneurial spirit among students but also presented them with a golden opportunity to step into the professional world through the internship entrance examination for HappyPay. This initiative emphasized the importance of skill development, innovation, and hands-on learning in building a successful career.

Furthermore, the event recognized the exceptional achievements of students in CSI and ACM competitions, reinforcing the institution's commitment to fostering talent and encouraging technical excellence. The distribution of prizes to winners highlighted the importance of participation in hackathons and conferences, motivating students to strive for excellence in their respective fields.

Overall, the seminar successfully bridged the gap between theoretical learning and practical application, equipping students with the knowledge, motivation, and resources needed to explore entrepreneurship as a viable career path. The event concluded on a highly positive note, leaving students inspired to innovate, take risks, and pursue their dreams with confidence.