



NEW HORIZON
COLLEGE OF ENGINEERING

CO-CURRICULAR CLUB

GREEN ENERGY CLUB



“IDEA TO IMPACT INSIGHTS ON BUILDING A SUSTAINABLE STARTUP”

Venue: Tejas Seminar Hall, New Horizon College of Engineering.

Date: 14th May, 2024

Time: 9:30 am -11:30 am

Faculty Co-ordinators:

Vinod Kumar S, Assistant Professor, Department of EEE.

Student Coordinators:

Srinivas Abhinay Gandla – 1NH21EE112, 6B (VICE PRESIDENT)

Vaishnavi D – 1NH21EE123, 6B (TREASURER)

Thavanya Maria Singh – 1NH22EE119, 4B (MEMBER)

Total Number of Internal Participants: 60

Total Number of External Participants: 0

Event Poster weblink:

https://www.instagram.com/p/C6p3DtKyB37/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA

Targeted Audience: Students who want to lead a sustainable startup

SPEAKER'S INTRODUCTION

Ms. Meenakshi Bhoopalan, a passionate advocate for our planet. She's dedicated to fighting climate change and protecting our environment. Through her work at EETA Sustainable Solutions, she's leading the way in biodegradable waste management, using innovative Black Soldier Fly Composting Technology. But it's not just about tech for her; she's all about community too. She organizes awareness programs and clean-up drives, showing her commitment to grassroots environmentalism. She's not stopping there—she's taking her message worldwide, participating in regional and international forums to push for sustainability and climate action.



Green Energy Club
Presents
A Technical Workshop
On

IDEA TO IMPACT INSIGHTS ON BUILDING A SUSTAINABLE STARTUP

 14 May 2024 | 09:30 AM
 Tejas Seminar Hall, NHCE

Speaker
Ms.Meenakshi Bhoopalan

Co-founder EETA Sustainable Solutions,
Waste Management Professional.

Co-ordinators:
Vaishnavi: 7975524650
Thavanya : 7022830145

E-Certificates will be issued to all participants



scan to register



GEC

OBJECTIVE



The primary objective of the workshop is to provide an in-depth understanding of the process, challenges, and rewards of creating a successful sustainability startup. The presenter, Meenakshi B, Co-founder & Marketing Lead of EETA, shares the story of her startup, which focuses on solving the food waste problem, making the poultry and aquaculture industry greener, and promoting sustainability education. By sharing EETA's achievements, such as being selected as one of the top 30 finalists in the Carbon Zero Challenge 2022, this interaction aims to inspire and equip the audience with the necessary knowledge and resources to embark on their own sustainable entrepreneurship journey.



OVERVIEW

Some of the key takeaways of this workshop were:

Introduction to EETA: This event starts by introducing EETA, a startup founded by the speaker along with her friends and classmates in Engineering.

Measuring Sustainability: The speaker provided a framework for quantifying the environmental impact of a product or service, including energy savings, reduction of natural resource usage, pollution removal, and extended shelf life.

Electrical Engineering for Sustainability: The critical role of electrical engineering in sustainability was also highlighted, covering topics such as renewable energy, energy efficiency, and waste-to-energy solutions.

Product Development Flow: A comprehensive guide to the ideal product development flow was shown, from idea generation and MVP creation to customer feedback and growth.

Incubators and Support: The speaker emphasizes the importance of incubators and support systems in the startup world, providing information on available grants, funding, and resources.

Learning Resources: The workshop concludes by listing valuable books and resources for those interested in learning more about startups, sustainability, and entrepreneurship.



CONCLUSION

This presentation was indeed beneficial and gave us a thorough exploration of the process, challenges, and rewards of creating a successful sustainability startup. By sharing EETA's journey, achievements, and insights, the presentation serves as a valuable resource for anyone looking to make a positive impact on the environment through entrepreneurship.



Report by:

Aashish Thomas Oommen (1NH22EE001) 4A