



SIDDHARTHA

ACADEMY OF HIGHER EDUCATION

An Institution DEEMED TO BE UNIVERSITY

(Under Section 3 of UGC Act, 1956)

(Sponsored by Siddhartha Academy of General & Technical Education), Vijayawada, A.P.

SCHOOL OF MANAGEMENT

FOUNDER'S FORGE

Conducted on 30th & 31st of March, 2026

Timings: 9:30 Am – 4:30 Pm

Venue: Seminar Hall, Mechanical Block

SCHOOL OF MANAGEMENT

INSTITUTION'S
INNOVATION
COUNCIL
Ministry of Education, India

PROUDLY PRESENTS
**FOUNDER'S FORGE:
SHAPING IDEAS INTO IMPACT**
A COLLOQUIUM OF ENTREPRENEURS

Date: 31st March 2026 Time: 2:00 PM
Venue: Mechanical Block Seminar Hall

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An Opportunity
to interact with
Entrepreneurs,
Industry Expert,
& Mentors

FOUNDERS FORGE SESSION: (On 31st March, 2026 @ 2:00 Pm)

Founders Forge: Shaping Ideas into Impact



The session “founders forge: shaping ideas into impact” is presented by Dr. Swarnima Tiwari this highlights the journeys of dynamic entrepreneurs, who have transformed ideas into impactful ventures through resilience, innovation, and determination. The event brought together founders from diverse industries, each sharing practical insights and personal experiences that inspire aspiring business leaders.

FOUNDER'S CONNECT :



1. Mr. P. SANDESH - Managing Director, Coolex



A key highlight is the journey of Coolex, founded by Sandesh. The company is known for its innovation-driven approach, with every piece of equipment designed in-house. Notably, until 2000, Coolex pioneered the first design for round potato slices, setting a benchmark in the food processing industry. Over the years, the company expanded its reach across India. Despite facing intense competition and disruptions during the COVID-19 pandemic, Coolex adapted by adopting outsourcing strategies, ensuring sustainability and continued growth.

2. Mr. G. N. SWAMY – Founder, Neyon Lens .



Another prominent speaker, Mr. G. N. Swamy, founder of Neyon Lens, shared his vision of promoting natural eye care. His company focuses on enhancing natural vision through carefully crafted lenses, positioning spectacles as customized solutions rather than mere products. As the first business of its kind in the region, Neyon Lens faced significant challenges, especially in securing investments due to the novelty of the concept. However, persistence and strategic collaboration enabled the company to grow into a multinational enterprise, serving hospitals and optical networks across India.

3. Ms. P. DEEPIKA CHOWDARY – Chairman, Deepika Surgicals



Deepika Chaudhary, founder of Deepika Surgicals, offered an inspiring narrative of starting her entrepreneurial journey at just 21. Beginning with limited resources and a single company partnership, she navigated challenges such as market competition, lack of experience, and self-doubt. Her determination became especially evident during the COVID-19 pandemic, where she and her team worked tirelessly to ensure uninterrupted supply of critical medical products. This commitment built strong trust within the healthcare sector, enabling her business to expand significantly. Today, her company deals with multiple multinational brands and thousands of products, standing as a leading distributor across Andhra Pradesh and Telangana.

4. Ms. MADHAVI LATHA – Founder, Soorya Naturals.



Equally compelling is the journey of Madhuri Lata, founder of Surya Naturals. Starting with a modest investment of just ₹500, she built a successful enterprise focused on promoting healthy, natural, and millet-based food products. Her growth from a small setup to a business with substantial turnover reflects her perseverance and belief in sustainable living.

Overcoming financial constraints and personal challenges, she expanded her reach beyond local markets while encouraging healthier lifestyle choices. Her story strongly represents women empowerment and the power of starting small with a clear vision.

Overall, the session reinforces that success in entrepreneurship is driven by courage, adaptability, collaboration, and a strong belief in one's vision, truly reflecting how ideas can be shaped into meaningful impact.

PANEL DISCUSSION & CONCLUSION



The *Founder's Forge* session was significantly elevated by a thought-provoking and highly interactive panel discussion, which offered deeper insights into the practical realities of entrepreneurship. The session was skillfully moderated by Ms. Ruchi Shukla, Assistant Professor, School of Management, who steered the conversation with well-structured and relevant questions that resonated with aspiring entrepreneurs.

The discussion began with the critical aspect of **trust in collaborations**, where panelists emphasized that partnerships are built over time through transparency, shared vision, and consistent communication. They highlighted that choosing the right collaborators is not only about skills but also about values, reliability, and long-term commitment.

Moving forward, the panel addressed **financial management in the early stages of a business**. The speakers stressed the importance of starting with minimal investment, maintaining strict cost control, and ensuring efficient utilization of available resources. They also shared practical insights on approaching banks and investors, preparing strong business proposals, and building credibility over time.

Another key area of discussion was **government support systems**, including funding opportunities, incubation centers, and grievance redressal mechanisms. The panelists encouraged students to actively explore government schemes and institutional support, which can significantly reduce the initial burden on entrepreneurs.

The conversation also touched upon **sustainability in business**, where the speakers explained how modern enterprises are increasingly focusing on eco-friendly practices, ethical operations, and long-term value creation rather than short-term profits. They emphasized that sustainability is not just a trend but a necessity for future business success.

Overall, the panel discussion created an open platform for knowledge exchange, where theoretical concepts were connected with real-world experiences. It encouraged students to think critically, ask questions, and gain a holistic understanding of the entrepreneurial ecosystem, making the session both engaging and impactful.

The *Founder's Forge* session encouraged students to think beyond conventional career paths and consider entrepreneurship as a viable and impactful option. It left the audience with a strong message that with the right mindset, persistence, and continuous learning, even the smallest idea can evolve into a successful and meaningful enterprise.