



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI – 574 225

ENTREPRENEURSHIP DEVELOPMENT CELL



ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)

Presents

STUDENT INDUCTION PROGRAMME

GUEST TALK

TOPIC: MY ENTREPRENEURSHIP JOURNEY

On 13th September, 2023



Time: 09.30 AM

Venue: Auditorium, AIET

Resource Person: Sri. Shashidhar B Shetty

Director, Founder & CEO

Shashi Catering Services, Baroda (SCS)

President: Mr. Vivek Alva

Managing Trustee

Alva's Education Foundation

Dr. Sudheer Shetty
EDC Coordinator, AIET

Dr. Peter Fernandes
Principal, AIET



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On September 13, 2023, the Student Induction Program Guest Talk was presented by the Entrepreneurship Development Cell (EDC), Alva's Institute of Engineering & Technology, Moodbidri, on the topic of "My Entrepreneurship Journey." Sri. Shashidhar B Shetty, Director, Founder, and CEO of Shashi Catering Services (SCS), Baroda, was the resource person.

The entrepreneurship program's objective is to train students, faculty, and business leaders to create scalable businesses that will create positive, disruptive change in society. These programs instruct students in entrepreneurial leadership, strategy, venture funding, and business start-up techniques. Students who enrol in entrepreneurship programs learn fundamental life skills including problem-solving, creative thinking, and collaborating. The programs also focus on developing abilities relevant to contemporary situations. By pushing students to work in teams, entrepreneurship programs can benefit their students by developing their leadership skills. Entrepreneurship programs produce leaders who use their business models to better the world in addition to producing good entrepreneurs.



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With his deep personal & practical expertise in the fields of Industrial Canteens, Security Administration, and Hotel Management, Sri Shashidhar B Shetty, Chairman of Shashi Catering Services (SCS), has been an integral visionary who has enabled the

The firm employs more than 12000 people on roll, and there are over 4000 labour suppliers spread all across India. To ensure that services to clients are provided continuously, SCS is run by administrators and supervisory staff that are exceptionally well-connected and experienced. Their staffs are intimately familiar with the difficulties facing the catering business, and as a result, each member has more than 15 years of practical experience, which has helped SCS to rise to such innovative & sustainable style of working.

At 9.30AM, Dr. Sudheer Shetty, the EDC Coordinator for AIET, gave a welcome speech to introduce the program. He gave an outline of the activities carried out by EDC of AIET and described the goals EDC. He also provided an update on the EDC's upcoming plans. All of the dignitaries were welcomed by him too.





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The resource person Sri Shashidhar B Shetty, Mr. Vivek Alva, Managing Trustee of the Alva's Education Foundation, and Dr. Peter Fernandes, principal of AIET, lit the lamp to begin the program.



A student from the CSE Department named Ms. Mille introduced the resource person. In his enthusiastic opening remarks, Sri. Shashidar B. Shetty described his entrepreneurial journey. He spoke to the students in a motivational way and shared his personal struggles. He advised the students to improve the skills required for starting the business. He also provided advice on how to deal with life's ups and downs. One key to navigating life's ups and downs is to cultivate a positive mindset. Concentrate on what you can influence, cultivate thankfulness, and encircle yourself with a network of loved ones and friends who will support you. Keep an open mind to learning from your experiences, both positive and negative, and keep in mind that setbacks are often temporary. He gave a fantastic speech outlining his entrepreneurial journey and the traits needed to succeed as an entrepreneur. For youngsters who are interested in business and start-ups, his speech was really influential and motivating.

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He discussed being innovative and the value of being on time in daily life. He also talked about how important smart work is. Due to its consideration of the optimum approach, smart work is more effective. Hard work frequently uses inferior resources, which makes it less effective. Because smart work makes the best use of resources, it is more productive. He stressed the value of confidence to the students, saying that it makes us feel prepared for life's experiences. Additionally, he pledged to donate Rs. 1 crore to future Alva's entrepreneurs who wish to launch a business. The students are greatly inspired by his remarks.

Mr. Vivek Alva, the event's president, spoke on Shri Shashidhar B Shetty's success in business. He discussed the culture and discipline of the students as well as how important they are to their future success.

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An appreciation and felicitation for Shri. Shashidhar B. Shetty's significant social service was also given.



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The program is concluded by the vote of thanks given by student Shwetha Sharma from ISE Department.

Outcomes of the Session

- ✓ **Follow your Passion:** Your drive will determine your success. You will want to devote all of your time and resources to what you are doing if you enjoy it. Every aspect of the business will be difficult if you don't enjoy what you're doing, and you won't be able to put all into it to succeed.
- ✓ **Learning must Be Continuous:** Smart entrepreneurs understand the importance of continuing their learning, regardless of their field. Make time in your schedule for reading and learning, whether it's about general topics or business practices.
- ✓ **Expect Failure:** One thing to keep in mind while starting your own business is that failure is not the end of the world, but rather the opportunity for a fresh start. You cannot follow this route and anticipate without making one or two mistakes. You will do better if you start out with the understanding that failure will occur along the route. Failure is merely a new lesson that helps you get back on the road to success.
- ✓ **Believe in Yourself:** If you don't, no one else will. Trust yourself and your instincts since they are usually correct. Even when it seems impossible, be yourself.
- ✓ **Build a Great Team:** When it's time to start building a team, the best candidates should be employed. It will take time, but the wait will be worthwhile. Hire those who are wiser than you and have complementary abilities to your own. Selecting the proper people will help your business succeed because they are one of your biggest investments. However, making the incorrect hires can swiftly ruin you.
- ✓ **Just Do It:** There is never an ideal time to pursue your dreams and launch your own business, so just do it. You will face challenges in life, and fear will keep you from acting when "now" really the best time is. Put all of that aside and proceed.



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- ✓ **Always Look Forward:** It is quite simple to become involved in your new venture and concentrate so intently on what you're doing that you lose sight of what is occurring in your sector on the outside. While the past will teach us important lessons, always keep your eyes on the future. By doing this, you'll be able to create a business that won't get left behind.

EDC Coordinator
(Dr. Sudheer Shetty)

H. O. D.

Dept. Of Information Science & Engineering
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225

Principal
(Dr. Peter Fernades)

PRINCIPAL

Alva's Institute of Engg. & Technology
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ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)

Presents

STUDENT INDUCTION PROGRAMME

PANEL DISCUSSION

**TOPIC: EMERGING ENTREPRENEURS: YOUTH
LEADING THE WAY**

On 13th September, 2023

Time: 11.00 AM

Venue: Auditorium, AIET

Panellists



**Mr. Ronald Silvan
D'Souza**
Executive Director
Leksa lighting
Technologies Pvt.
Ltd.



Mr. Ashwath Hegde
Founder &
Managing Director
EnviGreen Biotech
India Pvt. Ltd.



**Ms. Shilpa
Ghorpade**
Entrepreneur
Detailing Devils,
Mangaluru



Dr. Arun M. Isloor
Head- Incubation
Centre (STEP)
National Institute of
Technology,
Karnataka

President: Mr. Vivek Alva
Managing Trustee
Alva's Education Foundation

Dr. Sudheer Shetty
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The Entrepreneurship Development Cell (EDC), Alva's Institute of Engineering & Technology, Moodbidri, presented a panel discussion on **"Emerging Entrepreneurs: Youth Leading the Way"** on September 13, 2023, as part of the Student Induction Program. The panelists included **Mr. Ronald Silvan D'Souza, Executive Director, Leksa Lighting Technologies Pvt. Ltd., Mr. Ashwath Hegde, Founder & Managing Director, EnviGreen Biotech India Pvt. Ltd. and Mr. Shilpa Ghorpade, Entrepreneur, Detailing Devils, Mangaluru.** The panel discussion was moderated by **Dr. Arun M. Isloor, Head-Incubation Centre (STEP), National Institute of Technology, Karnataka.**

The Entrepreneurship Development Cell's goal is to develop scalable firms that will bring about constructive, disruptive change in society by training students, teachers, and business executives. Students who complete these programs will learn about entrepreneurial leadership, strategy, venture capital, and business startup methods. Students who enroll in entrepreneurial programs pick up important life skills including collaborating, thinking creatively, and solving problems. The training programs also emphasize the acquisition of skills applicable to modern circumstances. Entrepreneurship programs can help the students by strengthening their leadership abilities by encouraging them to work in teams. Along with developing good entrepreneurs, entrepreneurship programs create leaders who use their business models to enhance the world.

Panellist I



Mr. Ronald Silvan D'Souza
Executive Director
Leksa lighting Technologies Pvt. Ltd.



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Born in a middle class family, **Mr. Ronald Silvan D'Souza** grew up with a challenging atmosphere. By self-determination and dedication, he successfully set up his own business which was highly challenging in the industry. Being a specialized person in lighting, he developed his business under the slogans of 'Atma Nirbhar Bharat' and 'Make in India'. His innovation and commitment towards the clients attracted the corporate world and gave his firm Leksa Lighting Technologies Pvt Ltd, a wide market across the globe. The lighting installed by Leksa Lighting is a great attraction at the Bharat Ratna Atal Bihari Vajpayee Udyan located at Pune. The firm is the exclusive supplier and installer of major entertainment production houses and media rooms in India and the neighbouring countries. Providing jobs to more than 160 families, Ronald has played a vital role in providing employment to educated youths from villages.

Panellist II



Mr. Ashwath Hegde
Founder & Managing Director
EnviGreen Biotech India Pvt.Ltd.

Mr. Ashwath Hegde is the founder of Envigreen, the creator of a patented, 100% eco-friendly and 180-day biodegradable plastic-free bag. The product is made out of ingredients such as tapioca fibre and vegetable waste, which dissolve naturally. It is very much on sale in Qatar and Abu Dhabi. The Envigreen product range also includes bin liners and kitchen aprons -- all 100% biodegradable.



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Panellist III



Ms. Shilpa Ghorpade
Entrepreneur
Detailing Devils, Mangaluru

Ms. Shilpa Ghorpade started her business journey with chocolate distribution in Kolhapur in the year 2011. Then, started Domestic RO purifiers assembly unit with capacity of 3000 units per month in 2013 and sales service of industrial RO plants up to 5000LPh by name Aqua Kenn plus. She is one of the oldest franchisees of Detailing Devils. And currently apart from Mangalore Branch, she is a partner in six more branches i.e Mysore, Bangalore, Puttur, Nagpur & Amravati in Maharashtra and Navsari in Gujrat and Udupi, Sonipat and Guwahati in pipeline. She started this business because of her passion towards cars and bikes.

Moderator



Dr. Arun M. Isloor
Head- Incubation Centre (STEP)
National Institute of Technology, Karnataka



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Dr. Arun M Isloor received his Master's Degree in Applied Chemistry in the Year 1998 from Mangalore University, Karnataka, India. During the year 2002 he obtained his Ph.D. in Medicinal Chemistry under the supervision of Prof B. Kalluraya at Mangalore University, Karnataka, India. From 2005-2007 he was a post-doctoral scientist working in the field of membrane technology in the Group of Prof. Moris Eisen, Schulich Faculty of Chemistry, Technion Israel Institute of Technology, Haifa, Israel. Later in 2018 he joined as an Assistant Professor in Department of Chemistry at National Institute of Technology Karnataka, Surathkal. He was the Head of the Department of Chemistry w.e.f 10th August 2018 until 10th August 2021. Currently he is Professor at the same department and Professor Incharge of NITK STEP (Science and Technology Entrepreneurs Park). Under his guidance 17 scholars have obtained their Ph.D degree and currently 8 scholars are working under him. He has received many awards and recognitions and few namely are: In 2021 he received **Best Teacher Award** (2nd position in Sciences) among 10,000+ nominations by Academisthan (A Non-profit Organisation). In 2021 and 2022 he was listed **among top 2% scientist in the world by Stanford University** for to their contribution in the field based on productivity through publications and citations in the year 2020. He was also awarded **Sir C V Raman Young Scientist State Award** in Chemical Science in the Year 2018. And in the year 2009, he received **Young Scientist** award from Board of Research in Nuclear Sciences, Department of Atomic energy, and Government of India.

Panel Discussion

At 11:00 AM, Dr. Sudheer Shetty, the EDC Coordinator for AIET, gave an outline of the activities carried out by EDC of AIET and described the goals EDC. He also provided an update on the EDC's upcoming plans. All of the dignitaries were welcomed by him too. Immediately, the panel discussion on the topic **Emerging Entrepreneurs: Youth Leading the Way** is started.

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The following discussions took place during the panel discussion.

What is the role of youth in entrepreneurship?

Youth entrepreneurship helps to create new values in the economy: – Youth are more innovative compared to adults. Globalization and digital technology help youth to be more innovative than adults. They don't afraid to break the status quo, and they are not limited to cultural barriers.

**What are the benefits of entrepreneurship to the youth?**

Starting a business as a student offers numerous benefits: including the ability to become the architect of your own life, a sense of daring, a desire to fix the future, and potential to grow a strong network.

What is the importance of entrepreneurship in youth development in India?

While youth entrepreneurship is an under-explored field, the main factor for its growing attention is the increased number of unemployed young people. Furthermore

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entrepreneurship is seen as a channel for the talents of many highly educated young people to explore their potential and cash their business acumen.

What are entrepreneurial skills in youth empowerment?

It includes creativity, innovation, and risk-taking, as well as the ability to plan and manage projects in order to achieve the objectives.

Why is entrepreneurship important for growth?

Entrepreneurs are important to market economies because they can act as the wheels of the economic growth of the country. By creating new products and services, they stimulate new employment, which ultimately results in the acceleration of economic development.



What advice would you give to someone just starting their own business?

Though it might be tough, starting your own business is an exciting effort. Some important words of wisdom for someone establishing their own business:



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Conduct Planning and Research: To better understand your target market, rivals, and industry trends, conduct detailed market research. Create a strong business plan that details your objectives, tactics, marketing strategy, financial forecasts, and operational plans.

Select the Appropriate Business Structure: Choose the right legal structure for your company, such as a corporation, LLC, partnership, or sole proprietorship. Each has unique effects on operations, taxation, and liabilities.

Create a Solid Financial Foundation: Manage your money well, paying close attention to your cash flow, costs, and income. To assist with financial planning and administration, take into account employing an accountant or financial advisor.

Invest in Marketing and Branding: To reach and engage your target audience, create a strong brand identity and make marketing investments. Use a variety of marketing platforms, such as traditional advertising, SEO, email marketing, and social media.

Prioritize Customer Service: Gaining customer loyalty and favorable ratings depends on offering exceptional customer service. To develop a devoted client base, concentrate on fulfilling and exceeding customer expectations.

Flexibility & Adaptability: Be ready to adjust to shifting consumer demands and market situations. Keep an open mind about changing your business strategy or implementing the necessary corrections to be successful and relevant.

Network and Collaborate: Build a network of connections within your sector and adjacent industries to network with and collaborate with. Collaborations and partnerships can provide new possibilities and support corporate growth.

Manage Risks and Overcome Obstacles: Determine potential hazards and create mitigation plans for them. You'll be able to overcome obstacles more successfully if you have a risk management strategy in place.

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Keep in mind that business success frequently demands time, commitment, and ongoing learning. Create a network of people who will be supportive of you, and turn to mentors or advisers for advice as necessary.

What is the hardest part of being an entrepreneur?

Finding the single hardest aspect of being an entrepreneur can vary depending on past experiences and current business conditions. However, there are a few generally acknowledged challenging facets of becoming an entrepreneur, such as:

Uncertainty and Risk: Entrepreneurs frequently work in an environment of uncertainty because they are unsure of whether their firm will prosper. The possibility of financial loss and failure is a heavy load to carry.

Financial Stress: Managing funds and maintaining the viability of the company, particularly in the beginning, may be incredibly difficult. It can be stressful to deal with cash flow problems, find capital, and make financial decisions that will affect the future of the company.

Work-Life Balance: It can be challenging for entrepreneurs to balance their personal and business lives. There may not be much time for family, hobbies, or relaxation due to the pressures of starting and maintaining a business.

Wearing Many Hats: Especially early on, business owners are in charge of practically all areas of the company, from marketing to finance to operations. This multitasking can be exhausting and calls for a broad range of abilities.

How to Manage Failure and Rejection: It can be mentally and emotionally draining to deal with rejection, failure, and setbacks. Entrepreneurship entails many rejections and failures, and it takes tenacity and resolve to keep going after them.

Entrepreneurship success depends on your ability to overcome these obstacles while maintaining your focus on your vision and objectives and learning from your mistakes.

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What qualities do you think every entrepreneur should possess?

Successful businesspeople frequently have a special combination of abilities and traits that help them develop, guide, and expand a company. The following are fundamental traits that any entrepreneur should try to have:

Resilience & Perseverance: It's important to have the capacity to persevere in the face of obstacles, disappointments, and rejections. Even in difficult situations, perseverance enables business owners to stay on course and keep working toward their objectives.

Flexibility and Adaptability: Staying current and competitive requires being flexible and quick to adjust to changing market situations, client demands, and technology improvements.

Passion and Commitment: An entrepreneur is motivated to overcome challenges by a strong sense of passion for their business idea and a sincere desire to see it flourish.

Vision and Strategic Thinking: For long-term success and growth, a company must have a clear vision for the future and the capability to create and implement well-thought-out strategies.

Leadership and Decision-Making: Strong leadership abilities are necessary for leading a team, making difficult choices, and offering direction. Entrepreneurs must also have the ability to act swiftly and decisively.

Risk Management and Tolerance: Understanding and managing risks, as well as being able to accept uncertainty and take calculated chances are all essential for success as an entrepreneur.

Innovativeness and Creativity: Being creative and innovative is essential for remaining one step ahead of the competition and finding innovative solutions to challenges.

Customer Focus and Empathy: Understanding client demands, preferences, and pain areas is essential for creating goods and services that live up to and surpass expectations. An approach that is focused on the consumer benefits from empathy.

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Networking and Relationship Building: Creating a network of important contacts, such as mentors, advisors, clients, and partners, can offer the company crucial support, enlightening perspectives, and commercial prospects.

Communication and Negotiation Skills: It needs good verbal and written communication to get your point across, form connections, and close agreements. In many commercial settings, negotiation skills are crucial.

Time Management and Organization: Entrepreneurs can handle various projects, establish priorities, and meet deadlines by effectively managing their time and being organized.

The ability of an entrepreneur to overcome the difficulties of beginning and expanding a successful firm can be greatly improved by cultivating and polishing these skills.



How can young entrepreneurs contribute to solving societal or environmental challenges through their businesses?

Young entrepreneurs have a special potential to not only create prosperous companies but also make great contributions to society and the environment. Here are a few strategies



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young businesspeople can use to change the world and help with societal and environmental issues:

Practices for Sustainable Business: Put sustainability first by implementing eco-friendly procedures, cutting down on waste, saving energy, and employing sustainable products. Enact recycling initiatives and cut back on single-use plastics.

Programs for Social Responsibility: Develop business models that incorporate social responsibility. Donate a share of the proceeds to good causes or get involved in neighbourhood initiatives that deal with issues like housing, healthcare, education, and poverty.

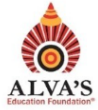
Offering Ethical Goods and Services: Create and market goods and services that benefit people or the environment. Fair trade goods, alternative energy sources, or educational resources that impart information and skills are a few examples.

Advocacy and Awareness Campaigns: Use your resources and platform for advocacy and awareness campaigns to bring attention to significant societal or environmental issues. Participate in advocacy efforts, inform your audience, and inspire action.

Collaborations with Nonprofits or NGOs: Work together with non-profits and NGOs whose objectives and principles are compatible with yours. In order to tackle particular problems and make a collective influence, collaborate on projects or campaigns.

Initiatives in Education and Skill Development: Provide poor people with training programs, workshops, or mentorship opportunities so they can gain the information and abilities they need to better their quality of life and future possibilities.

Innovation for Social Good: Create novel responses to pressing societal or environmental problems. Make use of your entrepreneurial skills to develop goods or services that benefit society or the environment directly.



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Supporting Local Communities: Give local material procurement and local business or artisan assistance top priority. This not only strengthens the local economy but also encourages cooperation and a sense of community.

Initiatives for Health and Wellness: Develop goods or services that support good health and wellbeing, resulting in healthier lives and better societal health outcomes.

Tech for Good: Utilize technology to create tools, platforms, or apps that address societal issues including lack of access to key services, healthcare, or education.

Cultural Preservation and Promotion: Support varied cultural identities by maintaining cultural heritage and traditions, incorporating them into your products or services, and raising awareness.

Young business owners can have a good effect on society and the environment by implementing these strategies into their operations, helping to create a future that is more sustainable, inclusive, and equitable future.



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What emerging technologies do you believe hold the most potential for disruption, and how can young entrepreneurs capitalize on them?

A number of cutting-edge technologies have the potential to disrupt numerous industries and provide up fresh chances for young businesspeople. The following are some of the most important technology and how young businesspeople might benefit from them:

Artificial Intelligence (AI) and Machine Learning: Machine learning and artificial intelligence (AI) By automating procedures, increasing decision-making, and improving consumer experiences, AI has the potential to revolutionize a number of industries. To automate processes, analyze data, and generate individualized user experiences, young entrepreneurs can develop AI-driven solutions for healthcare, banking, retail, and other industries.

Blockchain Technology: Blockchain technology provides decentralized, secure, and open systems for data storage and transactions. To increase transparency, lower fraud, and build trust, young entrepreneurs might investigate applications in supply chain management, finance, healthcare, and intellectual property.

Internet of Things (IoT): By linking commonplace objects to the internet, IoT makes it possible to automate processes and collect data. Entrepreneurs can create IoT-enabled solutions to improve efficiency, productivity, and sustainability in smart homes, healthcare monitoring, agriculture, and logistics.

Augmented Reality (AR) and Virtual Reality (VR): These technologies provide immersive experiences in a variety of fields, including gaming, education, travel, and real estate. Applications for virtual tours, interactive learning environments, augmented reality advertising, and virtual event experiences can be made by entrepreneurs.

5G Technology: Technology improvements like driverless vehicles, telemedicine, augmented reality, and smart cities will be made possible by the implementation of 5G networks, which will provide faster and more dependable connectivity. Entrepreneurs can

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create novel solutions that make use of 5G networks' high speed and low latency for game-changing uses.

Biotechnology and Bioinformatics: New developments in these fields could lead to advances in the fields of healthcare, agriculture, and environmental sustainability. Entrepreneurs can focus on creating tailored medical treatments, environmentally friendly food options, or cutting-edge nanomaterials.

Robotics and Automation: Technologies in the fields of robotics and automation are changing a variety of sectors, including industry, logistics, healthcare, and agriculture. For monotonous jobs, medical procedures, warehouse automation, and agricultural processes, entrepreneurs can develop robotic solutions.

Technologies for Renewable Energy: New developments in solar, wind, and other renewable energy technologies offer long-term responses to the climate change problem. Young entrepreneurs can create and implement smart grid technology, energy storage systems, and renewable energy solutions.

Cyber Security Solutions: As online threats develop, new cyber security solutions are becoming more and more necessary. To safeguard both enterprises and people, entrepreneurs can create sophisticated cyber security tools, danger detection systems, and privacy-enhancing technology.

Edge Computing: Edge computing reduces latency and increases efficiency by processing data closer to its source. Entrepreneurs can create edge computing solutions for IoT devices, real-time analytics, and other applications that need high performance and low latency.

Young entrepreneurs should concentrate on keeping up with the most recent developments, developing relevant skills through education and training, encouraging an innovative culture within their teams, working with subject matter experts, and taking advantage of partnerships and funding opportunities if they want to profit from these emerging technologies. Additionally, utilizing these technologies to meet market

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requirements and real-world challenges might result in profitable initiatives with a significant impact.

The event's president, Mr. Vivek Alva, thanked each panelist for taking the time to hold an educational panel discussion that benefited the young enthusiasts. The importance of the students culture and discipline to their future achievement was also covered by him.

After the panel discussion, the team went to the Stellium company in AIET Moodbidri and interacted with some of the new employees there.



Outcomes of the Panel Discussion

- ✓ **Youth Empowerment and Inspiration:** The discussion focused on the significance of encouraging young people to engage in entrepreneurial endeavours and the value of highlighting success stories to motivate other young people.

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- ✓ **Technology and creativity:** The panellists emphasized how young people are driving innovation and utilizing technology to create innovative business models and solutions.
- ✓ **Opportunities and Challenges:** Discussions focused on the difficulties that young entrepreneurs confront, including finding capital, finding mentors, and navigating regulatory systems. It's possible that opportunities for young people in the entrepreneurial ecosystem were also investigated.
- ✓ **Collaboration and Networking:** Panellists stressed the significance of collaboration and networking within the entrepreneurial community, both locally and globally, to foster growth and share knowledge.
- ✓ **Sustainability and Social Impact:** This was discussed, with an emphasis on the possibilities for youth-led firms to bring about positive change. These topics are becoming increasingly important in entrepreneurship.
- ✓ **Support from the government and policy:** The importance of governments and policies in creating an environment that encourages youth-led entrepreneurship is highlighted, including programs to help businesses and simplify regulatory procedures.
- ✓ **Resilience and Adaptability:** A crucial take away from the discussion is the necessity of resilience and adaptability in the face of adversities, particularly given the quickly changing corporate world.



EDC Coordinator
(Dr. Sudheer Shetty)

H. O. D.

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Principal
(Dr. Peter Fernades)

PRINCIPAL

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ENTREPRENEURSHIP DEVELOPMENT CELL

A REPORT
on
COASTAL MSME & START UP CONCLAVE 2023



On 4th November, 2023

Time: 10.00 AM to 5:00 PM

Venue: St. Aloysius College (Autonomous), Mangaluru

Dr. Sudheer Shetty
EDC Coordinator, AIET

Dr. Peter Fernandes
Principal, AIET

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On November 4, 2023, Alva's Institute of Engineering & Technology team comprising of 11 students and the EDC coordinator had the opportunity to participate in the "COASTAL MSME & START UP CONCLAVE 2023" held at St. Aloysius College (Autonomous), Mangaluru hosted by Mangalore Branch of SIRC of ICAI. This event was organized with a primary focus on promoting startups and entrepreneurship in India. The diverse group of participants included Chartered Accountants, academicians, management professionals, representatives from engineering and commerce colleges, students, MSME entrepreneurs, bankers, and startups. The event was made possible through the support and sponsorship of several leading banks in India, including UNION Bank, SBI, Bank of Baroda, CANARA Bank, ICICI Bank, Karnataka Bank, and SVC Bank.

The event commenced at 10:00 AM with an inaugural session that included the honoring of various bank regional heads and secretaries for their significant contributions to the banking sector. The chief guest for the event, Mr. Uday Kumar B V, Regional Director of State Bank of India (SBI) in Mangaluru, ceremoniously lit the lamp to commence the program.

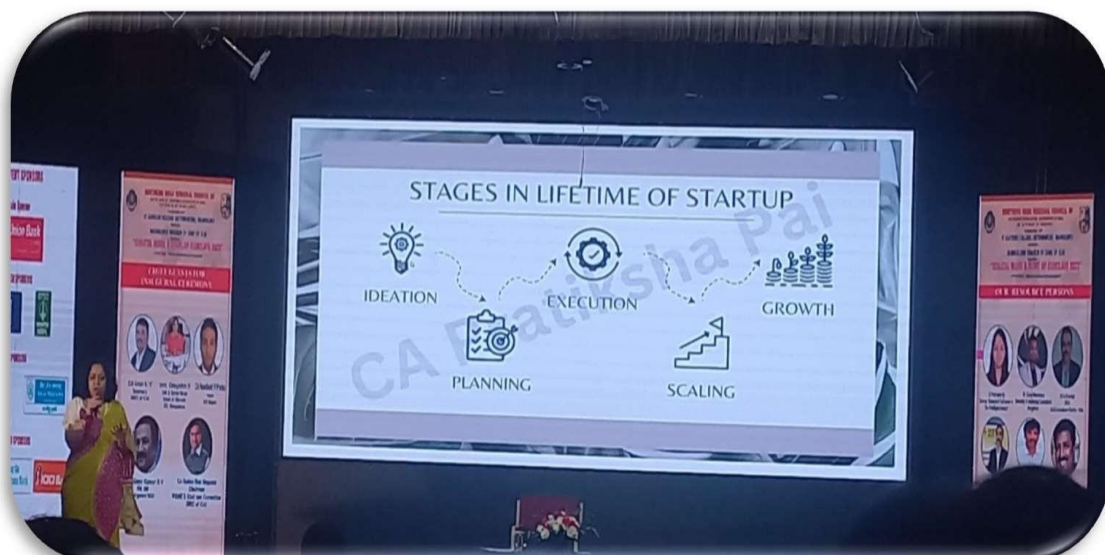


ENTREPRENEURSHIP DEVELOPMENT CELL**Session 1: Inculcating Entrepreneurship among Youth and Women**

Around 10:45 AM, Dr. Meera Venkat, President and CEO of Raise Global and Chairperson for MSME - ASSOCHAM, Karnataka, delivered an inspiring session on "Inculcating Entrepreneurship among Youth and Women." She shared her personal journey and success as a woman entrepreneur, emphasizing the importance of entrepreneurship in empowering the youth and women. Dr. Venkat provided insights into the various stages in the lifetime of startups and highlighted key incubators and mentorship programs available to support aspiring entrepreneurs.



She stated that, entrepreneurship plays a pivotal role in economic development and innovation. Encouraging entrepreneurship among young individuals and women is essential for fostering economic growth, job creation, and social empowerment. One way to encourage entrepreneurship in these two groups is to highlight the challenges, opportunities, and strategies for fostering and assisting entrepreneurship.



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Some of the challenges faced by young and women entrepreneurs are access to capital, lack of experience, societal stereotypes and bias, work-Life balance. The opportunities for young and women entrepreneurs are market gaps, networking and support, diverse perspectives, government initiatives. She also suggested some of the strategies for encouraging entrepreneurship like educational initiatives, mentoring and networking, financial support, creating inclusive work environments. To motivate the audience, she gave some examples of success stories, case studies highlighting successful young and women entrepreneurs, their journeys, challenges, and achievements.

OUTCOMES:

- The critical need to promote entrepreneurship among young individuals and women.
- Offering a comprehensive analysis of the challenges, opportunities, and strategies to foster their participation in the entrepreneurial landscape.
- By implementing the suggested recommendations and learning from successful case studies.

Session 2: Branding, Marketing, and Digital Transformation for MSMEs and Startups

At 11:00 AM, Dr. Cany Mendoza, a branding and marketing consultant based in Bengaluru, conducted a session on "Branding, Marketing, and Digital Transformation for MSMEs and Startups." He introduced his company Zomey, which specializes in digital advertising, and shared his own entrepreneurial journey, which started after facing setbacks in his initial business venture. Dr. Mendoza stressed the significance of effective branding and digital marketing in today's business landscape.



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Dr. Mendonsa followed a basic principal of marketing as 4 P's of marketing (price, place, promotion, and product). He believes that every adversity, every failure, every heartbreak, carries with it the seed of an equal or greater benefit. He started Zomey with zero investment which is running successful in market.

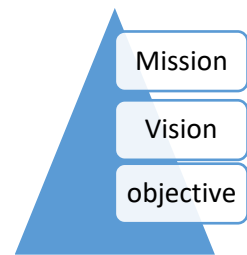
He believes that perspective of customer is important for growth in business.

Five Essentials

1. Business Planning
2. Funding
3. Management Structure
4. Employee
5. Licensing

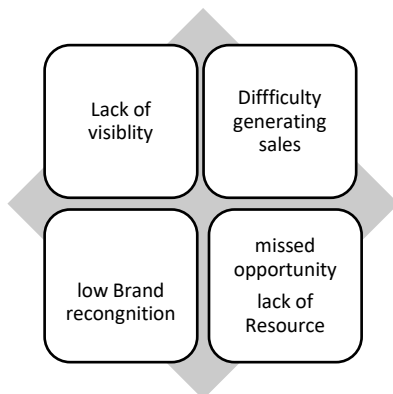
Five Pillars

1. Product/service to sell
2. Marketing
3. Sales roadmap
4. Core competent team
5. Funding



Showcasing real-life examples of MSMEs and start-ups, effectively utilizing branding, marketing, and digital transformation are the lessons learned and key takeaways from these case studies.

Risk of not marketing the business



Promotion mix shared lives as



PROMOTIONAL MIX



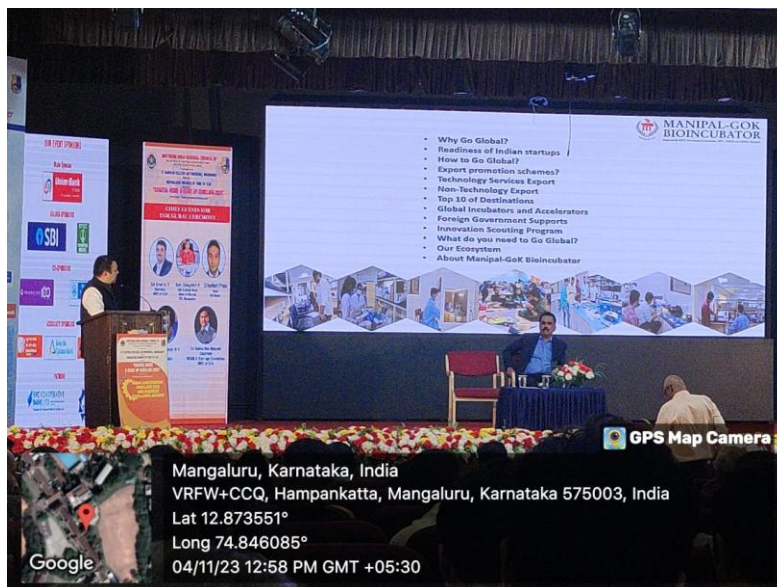
The importance of branding, marketing, and digital transformation for the survival and expansion of MSMEs and startups is emphasized in the report's conclusion. It reaffirms the necessity of an all-encompassing strategy that combines all components, providing a competitive advantage and expanding market reach. The audience was aware of the value of marketing to businesses and how to make use of the market.

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Session 3: Global Opportunities for Indian Startups

Around 12:30 PM, Dr. A P Achar, Chief Executive Officer, Atal Incubation Center, Nitte and Dr. Manesh Thomas, CEO of Manipal-GoK Bioincubator, jointly presented a session on "Global Opportunities for Indian Startups." They outlined the importance of startups in India, particularly for the country's youth, and introduced a list of startups and incubators in South India. Their session aimed to inspire attendees to explore international opportunities for Indian startups.

Dr. Dr. Manesh Thomas is a renowned expert. His extensive knowledge and experience were evident throughout the session. He spoke on the opportunities to be attained globally and the youngsters found his session very thoughtful and informative. The global landscape for start-ups has seen significant evolution over the past decade, with several countries emerging as thriving hubs for innovation and entrepreneurship. Indian start-ups have gained recognition for their ingenuity and ability to address global challenges.



The same session was continued by Dr. A P Achar. With the previous aspects, he then also spoke on the local opportunities for the Indian start-ups. He enlightened the young minds with various ideas and ways to enhance this concept.

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Overall, it was an informative session wherein the participants received and also understood the seriousness of the opportunities availing globally. Indian start-ups can enhance their chances of success in the global arena as well as in the local arena. It's important to note that continuous learning, adaptation, and staying attuned to market trends are essential for sustained growth and competitiveness.

Session 4: Opportunities for MSMEs and Startups in Food, Agri and Fisheries Sector

At 2:15 PM, Dr. Adarsh Gowda, Dean of Entrepreneurship and Consultant at St. Aloysius College, and Dr. Shivakumar Magada, Dean of the College of Fisheries, Mangaluru, conducted a session on "Opportunities for MSMEs and Startups in Food, Agri and Fisheries Sector." They shared their expertise in Agro-industries and fisheries, emphasizing the tremendous potential in these sectors. The speakers highlighted the profitable nature of the fish industry, especially regarding shrimp and exotic seafood exports, and encouraged organic farming as a sustainable option. They discussed the procedures and criteria for establishing food-related startups.

Dr. Adarsha Gowda shared his thoughts and also gave us the idea of how to cope up in this industry and find opportunity. He also highlighted several aspects regarding the start-ups relating to the food industry and it was helpful for the participants to understand the importance of this industry.

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The food industry represents a dynamic and lucrative sector with a myriad of opportunities for Micro, Small, and Medium Enterprises (MSMEs) and start-ups. The food industry is a cornerstone of global economies, encompassing production, processing, distribution, and retailing of food products. With changing consumer preferences, a heightened focus on sustainability and advancements in technology, the industry is evolving rapidly, creating a fertile ground for entrepreneurs and small businesses to thrive.

The food industry offers a vast array of opportunities for MSMEs and start-ups. By capitalizing on emerging trends, leveraging technological advancements, and seeking support from government initiatives, entrepreneurs can carve out a niche in this dynamic sector. With strategic planning, innovation, and a commitment to quality, MSMEs and start-ups can thrive in the ever-evolving food industry landscape.

Dr. Shivakumar Magada spoke on how important is the consumption of fish for human health and also highlighted with the aspect of having an opportunity of start-ups in agri and fisheries sector. The agricultural and fisheries sectors hold immense potential for Micro, Small, and Medium Enterprises (MSMEs) and start-ups.

The agricultural and fisheries sectors play a pivotal role in global economies, providing sustenance, employment, and economic stability. With evolving consumer preferences, a focus on sustainable practices, and the integration of technology, these sectors present a fertile ground for innovative entrepreneurs and small businesses to flourish.

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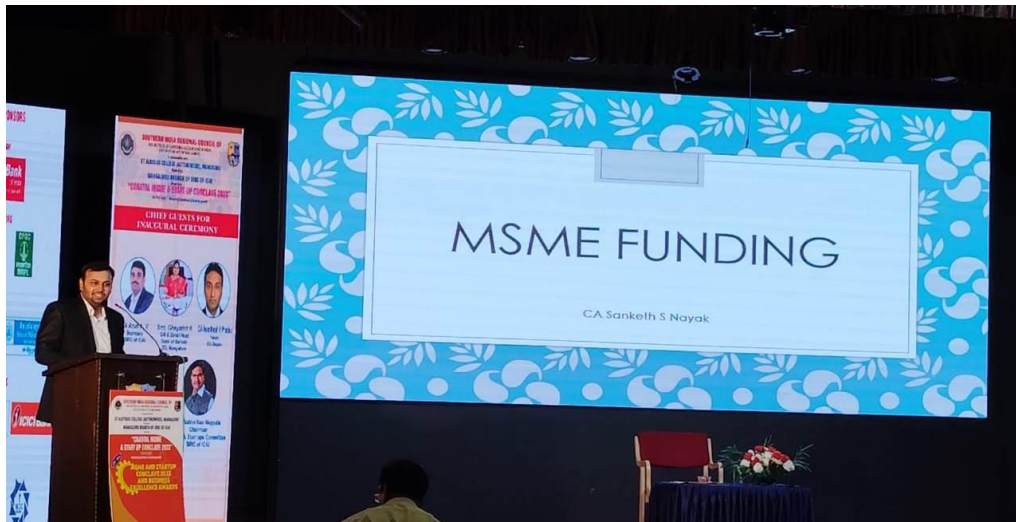
Overall the participants understood the session and gained a lot of knowledge in the food, agriculture, and fisheries sector where it stands as a dynamic and pivotal pillar within the global economy. It not only serves as a vital source of sustenance but also wields the power to drive economic growth, generate employment, and foster innovation. In recent years, this sector has witnessed a surge in demand for sustainable and innovative solutions, opening up a spectrum of opportunities for Micro, Small, and Medium Enterprises (MSMEs) and start-ups.

The food industry offers a vast array of opportunities for MSMEs and start-ups. By capitalizing on emerging trends, leveraging technological advancements, and seeking support from government initiatives, entrepreneurs can carve out a niche in this dynamic sector. With strategic planning, innovation, and a commitment to quality, MSMEs and start-ups can thrive in the ever-evolving food industry landscape. Also, the agri and fisheries sectors offer a multitude of opportunities for MSMEs and start-ups. By capitalizing on emerging trends, leveraging technological advancements, and seeking support from government initiatives, entrepreneurs can carve out a niche in these dynamic sectors. With strategic planning, innovation, and a commitment to sustainability, MSMEs and start-ups can thrive in the ever-evolving landscape of agriculture and fisheries.

Session 5: Schemes & Incentives for MSMEs from Central & State Govts + Funding options for MSMEs and Start ups

The resource person CA Sanketh S Nayak (partner: S S Nayak and Associates Bengaluru) explained the various funding options available for MSMEs and Startups.

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Micro, Small, and Medium Enterprises (MSMEs) and startups play a crucial role in the Indian economy, contributing significantly to employment generation, innovation, and economic growth. However, accessing adequate funding remains a significant challenge for these businesses.



Traditional Funding Options

Bank Loans: Traditional bank loans are the most common source of funding for MSMEs and startups. Banks offer various types of loans, including term loans, working capital loans, and equipment loans. The interest rates and repayment terms for bank loans vary depending on the borrower's creditworthiness and the specific loan product.

Government Schemes: The Government of India implements various schemes to provide subsidized or concessionary loans to MSMEs and startups. These schemes typically have lower interest rates and easier eligibility criteria compared to traditional bank loans. Some

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notable schemes include Pradhan Mantri Mudra Yojana (PMMY), Stand-Up India, and Credit Guarantee Fund Scheme (CGS).

Microfinance Institutions (MFIs): MFIs are financial institutions that provide small loans to micro-enterprises and individuals with limited access to traditional banking services. MFIs typically charge higher interest rates than banks but offer more flexible loan terms and simplified application processes.

Alternative Funding Options

Venture Capital: Venture capital (VC) firms invest in high-growth potential startups in exchange for equity in the company. VC funding is typically reserved for startups in the early or growth stages that have demonstrated strong traction and the potential for significant returns.

Angel Investors: Angel investors are individuals who invest their own money in startups in exchange for equity. Angel investors often provide hands-on support and mentorship in addition to funding.

Crowdfunding: Crowdfunding platforms allow startups to raise funds from a large pool of individual investors. There are various types of crowdfunding platforms, including equity crowdfunding, reward-based crowdfunding, and donation-based crowdfunding.

Incubators and Accelerators: Incubators and accelerators provide mentorship, workspace, and access to networks for startups in exchange for equity or a percentage of revenue. Incubators typically focus on early-stage startups, while accelerators focus on later-stage startups.

Grants: Government agencies, non-profit organizations, and private foundations offer grants to support specific initiatives or sectors. Grants are typically not required to be repaid but may come with restrictions on how the funds can be used.

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Conclusion

The "Coastal MSME & Start Up Conclave 2023" was an enlightening and enriching event that provided valuable insights into entrepreneurship, branding, marketing, global opportunities, and the potential of startups in India, particularly in the food, agri, and fisheries sectors. The participation of various stakeholders, including students, entrepreneurs, bankers, and academicians, contributed to the success of the event. The sessions throughout the day left attendees inspired and equipped with knowledge to pursue their entrepreneurial aspirations.





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Following the insightful sessions, a well-deserved lunch was provided, offering an opportunity for networking and informal discussions among the participants. The event served as a platform for collaboration and the exchange of ideas, fostering a spirit of entrepreneurship and innovation among the attendees.

EDC Coordinator
(Dr. Sudheer Shetty)

H. O. D.

Dept. Of Information Science & Engineering
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225

Principal
(Dr. Peter Fernades)

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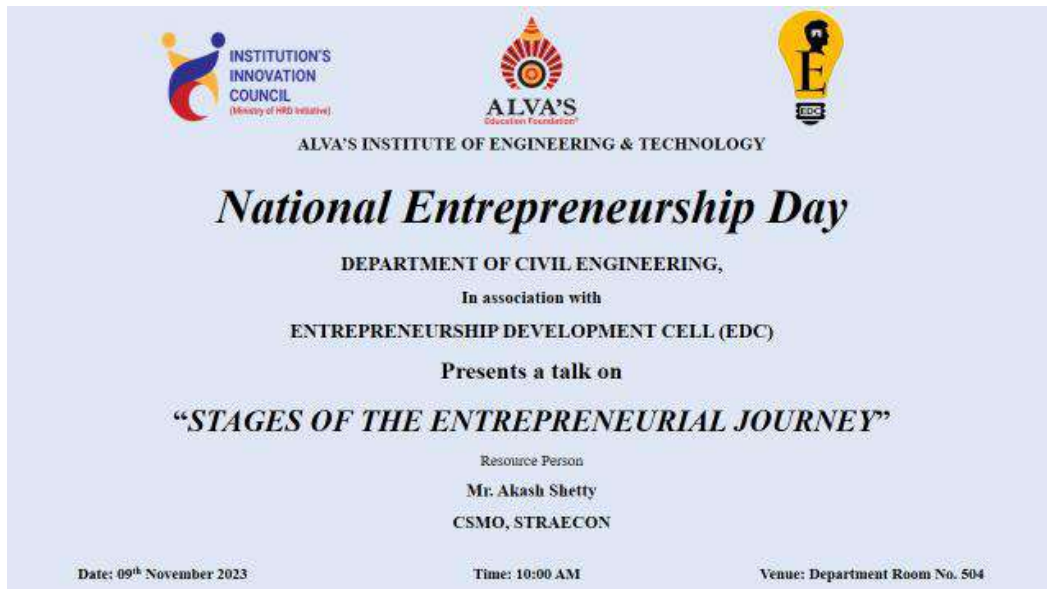
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A REPORT

on

STAGES OF THE ENTREPRENEURIAL JOURNEY



The poster features three logos at the top: Institution's Innovation Council (Ministry of HRD Initiative), ALVA'S Education Foundation, and a lightbulb logo with 'E' and 'EDC'. The text reads: **National Entrepreneurship Day**, DEPARTMENT OF CIVIL ENGINEERING, In association with ENTREPRENEURSHIP DEVELOPMENT CELL (EDC) Presents a talk on **"STAGES OF THE ENTREPRENEURIAL JOURNEY"**. Resource Person: Mr. Akash Shetty, CSMO, STRAECON. Date: 09th November 2023, Time: 10:00 AM, Venue: Department Room No. 504.



On 9th November, 2023

Time: 10.00 AM to 12:00 PM

Venue: Room No. 504, Civil Engineering Block

Dr. Ajith Hebbar
HoD, Dept. of CVE

Dr. Sudheer Shetty
EDC Coordinator, AIET

Dr. Peter Fernandes
Principal, AIET

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On the occasion of **National Entrepreneurship Day**, the Department of Civil Engineering at Alva's Institute of Engineering & Technology, Moodbidri, in association with the Entrepreneurship Development Cell (EDC), hosted a talk on Thursday, November 9, 2023, at 10:00 AM in Room No. 504 about the "**Stages of the Entrepreneurial Journey.**" The speaker was **Mr. Akash Shetty, Chief Sales & Marketing Officer (CSMO), STRAECON**. Mr. Akash Shetty was welcomed and introduced to the audience by Dr. H Ajith Hebbar, the department head of Civil Engineering. Dr. Sudheer Shetty, the coordinator of the institute's EDC, delivered the National Entrepreneurship Day preamble. The workshop was coordinated by Ms. Anusha B. Rao, the EDC Civil Department Coordinator.

Mr. Akash Shetty has 9 years of industry experience and has worked as customer success manager in reputed industries. He has founded STRAECON in 2021 which is a technology-based engineering services company. Core strength of the company comes from a combination of in-depth understanding of the Structural Steel Fabrication industry and the use of technology to solve their customer's problems quickly, most efficiently, and cost-effectively. They provide services on Design Assistance and Fabrication Assistance. He was the Customer Success Manager at SANRIA Engineering & Consulting Pvt. Ltd before joining STRAECON. The contributions of Mr. Shetty include development and maintenance of a strategic roadmap with a select group of named Fabricators and General Contractors accounts to provides multi-disciplinary solutions in Connection design, 3D Modelling, Steel Detailing, As-Built Engineering, Building design, Architectural design, and Project Management.

With nine years of expertise in the field, Mr. Akash Shetty has held customer success management positions at reputable businesses. In 2021, he established the technology-driven engineering services company STRAECON. The company's core competencies are derived from a combination of a thorough grasp of the structural steel fabrication sector and the application of technology to promptly, effectively, and economically address the problems of their clients. They offer services for both fabrication and design assistance. Prior to joining STRAECON, he held the position of Customer Success Manager at SANRIA Engineering & Consulting Pvt. Ltd. Among Mr. Shetty's contributions are developing and upkeep of a strategic roadmap for the provision of multidisciplinary solutions in connection design, 3D

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modelling, steel detailing, as-built engineering, building design, architectural design, and project management to a chosen group of Fabricators and General Contractors accounts.



The Resource person gave an overview on the concept of entrepreneurship and its present scenario and development in India. He explained in detail the different stages involved in the entrepreneurial process. He mentioned some of the well accomplished entrepreneurs who made into the list of unicorn companies in India. He made a quick group discussion to motivate students regarding the idea generation and step by step procedure to be followed for business planning. He explained the importance of going through daily news, getting update on current affairs & countries economy news. He also briefed out on how to manage economy & investments in business.

Summary of the Session

The entrepreneurial journey is broken down into more manageable segments by the Five Stages of Entrepreneurship. Every step of an entrepreneurial venture will present different difficulties. The five stages of entrepreneurship are shown below, along with typical obstacles to be aware of at each level.

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Stage 1: Ideation

The initial step in any entrepreneurial endeavour is ideation. Here, determining and validating a successful business idea is the aim. These three approaches are typical for entrepreneurs to generate ideas:



Entrepreneurs typically generate ideas in the following three ways:

- Taking into account their areas of passion. Phil Knight, the co-founder of Nike, is someone to look up to. His decision to launch the athletic shoe company was heavily influenced by his passion for shoes and sports.
- Determining an issue with a current market. This is how the concept for Uber originated. Garrett Camp and Travis Kalanick were on their way back from the yearly tech conference LeWeb. They were unfortunate not to be able to hail a cab on that chilly winter night. "What if you could request a ride from your phone?" they thought to themselves. What follows is history.
- Emphasizing specialized markets. A small, underserved portion of a large, well-established market is known as a niche market. For example, the clothing retailer

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Jacamo caters to taller (and larger) men who often have trouble finding stylish, large-sized clothing.

Stage 2: Planning

To build a new building, architects require building plans, and similarly, entrepreneurs require business plans to launch profitable ventures. Creating a business plan aids in cost estimation, risk identification, and risk mitigation strategy establishment. If you're looking to raise capital for your company, having a written business plan is even more important. Prospective investors are interested in learning how far you have thought your business through. This is why you should give your plan a lot of thought, make sure it's a comprehensive document, and think about your long-term objectives. Therefore, don't let the fact that you don't yet have a five-year plan for your company deter you from starting small and working on the details later.



Stage 3: Execution

Many aspiring business owners often create some momentum, but they never take off, much like a plane stuck on a runway. Consequently, a great deal of creative ideas are never realized. Ideas are plentiful, but their execution is uncommon. You will need to develop your ability to carry out a plan if you want to succeed. It's frightening and risky to start a business. And one of the main reasons entrepreneurs hesitate to act is that sense of uncertainty—the

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fear of failing and making mistakes. Thus, acknowledge that your plan is not infallible. Errors are inevitable. However, until you take ownership of your mistakes and address them head-on, you will be unable to guide your business toward your vision, just as you cannot paddle a boat that is docked.

It can be risky to move too quickly or too slowly. Therefore, exercise caution in both situations. Gain an excellent sense of when to move quickly, let go of the need for perfection, and know when to take it slow. Launching is recommended if you have tested your idea, assembled your team, and feel that the time is right.

Stage 4: Scaling

You have reached product-market fit, launched your company successfully, and are seeing steady sales at this point. However, your company hasn't achieved the success you had hoped for. You want to grow more quickly. Now, you must decide whether to raise capital from outside sources and give up equity or whether to bootstrap your company by using debt, personal savings, or customer funding. Successful company founders eventually take outside investment, but in the early stages they frequently fundraise on their own.

A lot of labour is required for bootstrapping to succeed. Compared to a business funded by investors, this can entail taking on more stress. There are many, sometimes unnoticed benefits to bootstrapping. In addition to offering you complete control over your enterprise, a lack of funding compels you to devise astute strategies for business expansion. Prominent funding obscures issues that the founders should have known about. Ironically, this can occasionally result in startup death. On the other hand, one significant advantage that start-ups with investor backing have is faster growth. Software development hosting company GitHub is an example of a company that quickly expanded with the help of outside investment.

Stage 5: Hypergrowth

A period of extremely quick and exponential growth that businesses go through as they grow is known as hypergrowth. According to the World Economic Forum, an organization is said to be experiencing hypergrowth if its Compound Annual Growth Rate (CAGR) is greater than 40% and stays that way for a minimum of one year. In comparison,

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the CAGR for "normal growth" companies is 20%. CAGRs for "rapid growth" businesses range from 20% to 40%. A few businesses that have experienced hypergrowth are Bolt, Uber, Slack, Zoom, Amazon, and Stripe. While desirable, hypergrowth is difficult to achieve. The possibility of employee burnout from excessive work is one frequent obstacle. An extended period of non-profitability is another common issue. Consider Amazon, which lost money for the first 20 years of its existence. It didn't turn a profit until the middle of the decade. Had investors withdrawn or ceased contributing capital to Amazon, its collapse would have been unavoidable.

Pay attention to these three areas in order to get into this stage of exponential growth.

- **Product Innovation:** Hypergrowth is a result of demand. You won't succeed unless you create a product that people adore. Strict but accurate. Customer-centricity is not just a "core value" that hypergrowth companies adhere to; it is an obsession. To continuously create the greatest products, they make use of data, customer feedback, and empathy.
- **Agile and Scalable Systems:** What brought your ARR to \$10 million won't help you reach \$900 million. The efficient systems used by small businesses won't be able to handle your rapid expansion. Uber had to make several changes to its driver onboarding procedure in order to accommodate its rapid expansion. Prior to 2013, prospective drivers needed to fill out some paperwork at a nearby office. Subsequently, they changed into an online application process that made it possible for drivers to register without going to a nearby office. Additionally, the business had to create a new procedure when it started expanding internationally in order to account for the variations in laws in the various host nations.
- **A Core Team:** Hyper-effort is the fuel for hypergrowth. Long work hours are therefore typical in hypergrowth businesses. It's a challenging grind. You won't get very far if your team doesn't have the same enthusiasm and conviction in your goal. Avoid attempting to attain hypergrowth too quickly, no matter what. Businesses that try to grow too quickly frequently overstretch their operational capacities, experience higher levels of stress, and damage their brand.


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Outcomes:


The session helped the students to get knowledge regarding concepts of entrepreneurship and the stages involved in the entrepreneurial process. The students were exposed to the importance of knowing current affairs and countries economy. Through group discussion students were motivated towards creative idea generation and business plan preparation by considering various key points discussed during the session. The session left attendees inspired and equipped with knowledge to pursue their entrepreneurial aspirations.



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A REPORT
on
SOCIAL INNOVATION PROTOTYPE EXPO



On 18th November, 2023

Time: 9.30 AM to 2:00 PM

Venue: MBA Seminar Hall

Dr. Sudheer Shetty
EDC Coordinator, AIET

Dr. Peter Fernandes
Principal, AIET

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In association with Entrepreneurship Development Cell (EDC), Institution's Innovation Council (IIC) and ComedKares Innovation Hub, the Department of Information Science & Engineering of Alva's Institute of Engineering & Technology organized a **“Social Innovation Prototype Expo”** on **Saturday, 18th November 2023** in the **MBA Seminar Hall** at **9:30AM**.

The programme began at 9:30 AM. Dr. Sudheer Shetty, Professor & Head, Department of ISE and EDC Coordinator, AIET, gave a warm welcome to everyone and introduced the chief guests to the gathering as well. In the presence of Managing Trustee Mr. Vivek Alva, Dean Student Affairs Prof. Durgaprasad Baliga, AIML HoD Prof. Harish Kunder, and CSD HoD Prof. Venugopal Rao, the program was formally inaugurated by the chief guests, Mr. Orwin Noronha, Managing Director, Leowin Solutions Pvt. Ltd., and Mr. Rithwik Ammunje Nayak, Managing Director, Life Essential Water Solutions Pvt. Ltd.



The managing trustee Mr. Vivek Alva precedes the programme by addressing the students regarding the need for social connect and the importance of innovation. He appraised the EDC cell for conducting an innovative competition of this kind.

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The chief guest Mr. Orwin Noronha recalled his various innovative activities done during his childhood. He is a visionary serial innovator having a mission to transform the world. The revolutionary "MozziQuit" Mosquito Trap, which is a testament to Mr. Noronha's inventiveness in combating the mosquito threat, is the centrepiece of his mission. After years of research and development, this innovative device attracts, traps, and kills female mosquitoes without the need of chemicals, consumables, or dangerous fumes. With an incredible track record, one MozziQuit gadget has managed to trap and eliminate more than 100 million female mosquitoes in just three months, offering a viable and sustainable solution to reduce the spread of diseases carried by mosquitoes.

The impact of Mr. Noronha goes beyond keeping mosquitoes away. His innovative "Specialized Concrete Mix Design" for roads, which only requires a 4" thickness, defies accepted wisdom. His creativity is demonstrated by the concrete road at the IOCL Petrol Pump in Goregaon East, Mumbai, which was laid in April 2000 and has been reliable and high-quality for more than 17 years. Notably, in contrast to the customary 28-day curing process, this drive was opened to traffic barely 24 hours after it was finished.

Mr. Orwin Noronha stands as a beacon of inspiration, showcasing how visionary ideas and relentless dedication can lead to transformative solutions with far-reaching impacts. He shared his journey of becoming an entrepreneur and the challenges faced during the developing mosquito trap device. Mr. Orwin motivated the students to not give up in the

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hardship of starting a new venture. He told the students to always observe the surroundings and identify the problems exist in the society and try to develop innovative ideas to mitigate it.



The other resource person Mr. Rithwik Ammunje Nayak shared various motivational quotes which helped him in his carrier growth and gave an insight into his entrepreneurial journey. Mr. Rithwik is the visionary behind 'Life Essentials', a proprietary water treatment company. In 2013, armed with a degree in Instrumentation and Controls, Mr. Nayak founded his water treatment company, initially focusing on commercial applications in coastal and northern Karnataka. His breakthrough project was in 2015, catering to the Kaup Town Municipal's water challenges, marked the beginning of 'Life Essentials' impactful journey.

Since 2017, Mr. Nayak has elevated the company's standing, becoming Thermax Ltd's top seller for specific heating and water products. Beyond commercial success, 'Life Essentials' has spearheaded wastewater recycling projects across households, institutions, and government bodies. He is a leader committed to addressing critical water challenges and shaping a sustainable future for southern Karnataka and beyond.

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Mr. Abhishek Bhat of Final Year ISE proposed vote of thanks. The guests were later made a visit to various prototypes prepared by the students of AIET.



20 Innovative Prototypes were exhibited in the Social Innovative Prototype Expo.

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Glimpses of Social Innovative Prototype Expo



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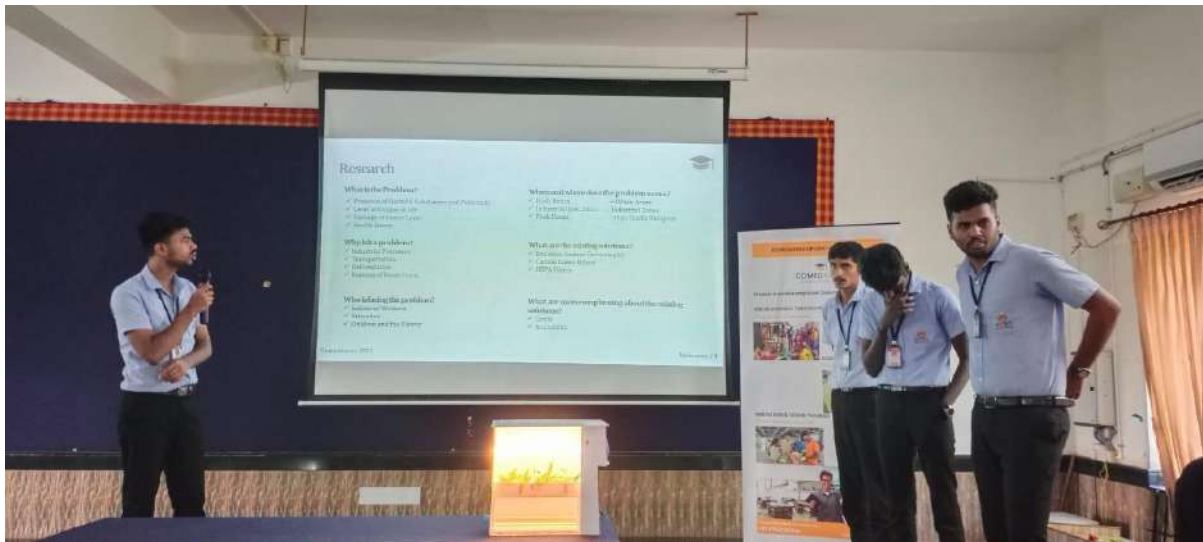
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Top three Innovative prototypes were awarded with prizes.



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The first prize is awarded to the team from Computer Science & Design department for the prototype titled “Smart Street Lighting System for Energy-efficient and Cost-effective Public Lighting”. The team members are

SN	USN	Name
1.	4AL21CG031	Karthik
2.	4AL21CG042	Prathiviraj K
3.	4AL21CG051	Shibani
4.	4AL21CG052	Shivani
5.	4AL21CG053	Shravya
6.	4AL21CG059	Suraksha

The prototype's idea is to use the unique properties of piezoelectric materials to generate electricity through vibrations or mechanical stress. The Piezoelectric Street Light converts kinetic energy from footsteps, vehicle movement, or ambient vibrations into usable electrical energy by utilizing these materials that are integrated into the infrastructure. The street lights are powered by this transformed energy, resulting in a self-sufficient lighting system that lowers its reliance on conventional power sources and has a smaller environmental impact.

The second prize is won by the team from Information Science & Engineering department for the prototype titled “Farmbot: Seeding and Water Management”. The team members are

SN	USN	Name
1.	4AL21IS021	Kelvin D'Mello
2.	4AL21IS048	Sharavi R Rai
3.	4AL21IS043	Sannidhi K S
4.	4AL21IS004	Akash Devadiga
5.	4AL21IS054	Sooraj
6.	4AL22IS402	Chetan Byahatti

Due to the increase in labour and their increase in labour charges a farm bot is made which can do multipurpose work in the agriculture field such as watering the plant, sowing the seed, fertilizing the plant etc. The system is designed to optimize resource usage and crop growth

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while providing users with control over their farming processes. It allows users to plant seeds, water plants, and manage other aspects of cultivation through a web-based interface.

The team from the Artificial Intelligence & Machine Learning department wins third place for their prototype, "Conservation and Reuse of Rain Water." The team members are

SN	USN	Name
1.	4AL21AI061	Y Jayaprakash Yadav
2.	4AL22AI400	Ajay K A
3.	4AL21AI058	Vanditha T C
4.	4AL21AI052	Sushila K Navi
5.	4AL21AI048	Sridhar V
6.	4AL21AI035	Punith Kumar P V

This prototype through the integration of soil moisture sensors and smoke sensors offer an efficient and sustainable approach to water management. This smart approach also provides safety against potential fires, reflecting a commitment to environmental responsibility and resource management.

At the wrap-up of the event, Dr. Sudheer Shetty, the EDC Coordinator, presented the mementoes to the resource persons.



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Conclusion

The "Social Innovation Prototype Expo" was a fascinating and informative event that offered insightful information about innovation, prototypes, products, etc. Designing and implementing novel solutions that suggest conceptual, procedural, product, or organizational change with the ultimate goal of enhancing the welfare and well-being of people as well as communities is known as social innovation. Prototyping is an essential approach used in social innovation labs to develop, test, and refine ideas before devoting significant resources



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to their implementation. The expo gave the opportunity to test and expand on that idea in new ways, grow from it, and improve it even more. In order to develop and test a new idea, refine an existing idea through iterative cycles, and ultimately determine and test the viability of a business model, growth model, or policy, prototyping can be applied at any stage of the innovation process. Social innovation is significant because it helps establish and maintain corporate culture. Social innovation expo assisted in developing fresh perspectives on societal problems like poverty, education, and human rights, as well as new business models that encourage social and environmental responsibility. Public officials, social entrepreneurs, and regular citizens can all benefit from the power of social innovation by gaining new perspectives and abilities that will help them build healthier communities and encourage creative solutions to public and social issues.

Students left the day's presentations feeling motivated and well-prepared to follow their dreams of becoming innovators and entrepreneurs. The event served as a platform for collaboration and the exchange of ideas, fostering a spirit of entrepreneurship and innovation among the student innovators.

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