

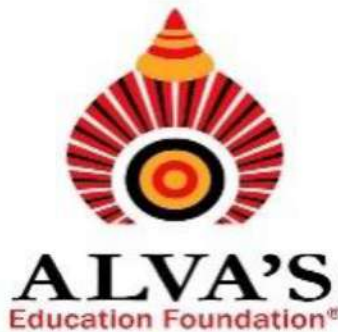
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi Approved by AICTE, New Delhi &
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A+, Accredited by NACC & NBA (ECE & CSE)

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A Report on

INNOVATION AND WE CLUB

ACADEMIC YEAR 2023-2024



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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About INNOVATION AND WE CLUB

Mission

I and We club objective is to nurture creativity and innovation within the Institute community.

Vision

To involve the industries, along with the students and faculty members, in an innovation campaign, whereby AIET rejuvenates technology education and develops quality research at the institute and helps create a culture of design, new and improved products and processes in our industry.

Introduction

Imagination is the base of innovation. Alva's Institute of Engineering and Technology (AIET) nurture the soft skills and talent of the students to lead their imagination in a proper way.

Innovation and We (I & We) club has been designed to establish close bonding between industries, entrepreneurs and students to make research and development at the institute relevant to the needs of industries at national or international levels in the fields of Science, Engineering, Technology and Management.

Policies (Innovation and We Club)

- To organize an Induction program about the importance of Innovation and We Club and available support systems in the club.
- To enrol students from each branch as members of the Innovation Club.
- To mobilize a group of 25 to 30 students from the institute level to work in the club as volunteers under the guidance of the professors to carry/conduct innovative projects or technical activities.
- To constitute a monitoring committee consisting of one institute-level coordinator, at least one supporting professor from each department and a leader student for the functioning of Innovation Clubs.
- To depute two professors from each department for the management of Innovation and we Club and its facilities.
- To make the facilities of the Innovation Clubs available to the students and professors on an equitable basis.
- To identify one or two mentors from research institutes/industries to run the club activities under his/their guide ship.
- To tie up with various organizations, such as research institutions, industries, NGOs and stakeholders to bring innovative projects and conduct activities in association with them.
- To report or submit the strategic perspective plan (1 academic year) of the club to the Managing trustee, Principal and mentor.
- To submit the research/model-based project proposals to DST, NAIN, AICTE, KSCST, VGST etc. for financial assistance
- To organize technical events/ workshops/competitions as a part of the club and motivate or encourage students to participate in national innovation fairs & festivals.
- To submit the report of all the activities executed periodically to the Principal, managing trustee, mentor, stakeholders, esteemed industrialists, and IICs.

Innovation and We club

A study of exploded view of IC Engine

Introduction:

Innovation and We club of AIET, organized a hands-on session on “A study of exploded view of IC Engine” in collaboration with Chellrohn Motors Yamaha, Fortune Highway, Moodabidri-Karkala Rd, Jainpete, Moodbidri, Karnataka 574227, on 28th June 2023 & 30th June 2023 from 2.00 pm to 5.00 pm.

Mr. Royson Pinto, Engineer from Chellrohn Motors Yamaha, trained the students of 4th semester mechanical engineering, he explained thoroughly about latest 4 stroke engine and allowed the students to handle the engine while assembling & disassembling the engine parts. Mr. Royson Pinto also explained the latest Yamaha bike engines and their specifications.

Objectives of the Program:

The students attending the hands-on session will able:

- To know layout and arrangements engine parts.
- To provide awareness about safety and precautionary measure.
- To Provide awareness on technology incorporated in enhancement of engine performance.

Topics covered in hands-on session:

- Assemble and disassemble of 150CC SPI system BS-VI Yamaha Engine
- Technology incorporated in Yamaha Bike to get better performance

Schedule of the sessions:

Date	Topics covered	Batch
28/06/2023	Assemble and disassemble of Yamaha Engine. Advanced Technology Training	Batch 1
30/06/2023	Assemble and disassemble of Yamaha Engine. Advanced Technology Training	Batch 2

Outcome of the session:

- Students able to understand IC Engine parts thoroughly and IC Engine assemble & disassemble techniques.
- Students able to know the advanced technology adopted in new Yamaha bike.

Photos of Event:



Assemble & disassemble of Yamaha Bike Engine.



Assemble & disassemble of Yamaha Bike Engine.



Advanced technology training exposure.



Advanced technology training exposure.



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Report on Ideathon

Event: Ideathon, A Startup Idea Presentation

Date: 29/01/2024

Place: Main Block, Room Number 103

Objective: The main objective of the event is to encourage students to showcase their startup ideas.

AIET Innovation & We Club and Institute Innovation Council (IIC) in association with New Age Incubation Network (NAIN) conducted an event Ideathon- A Startup Idea Presentation, on 29/01/2024 in Main Block, room number 103. This event was open to all the Engineering and MBA students, where the student's team could present their start-up Ideas. Each team was constituted of a minimum of 2 students and a maximum of 5 students. A total of 13 teams enrolled on this event which included 6 teams from Agricultural Engineering, 5 teams from Electronics and Communication Engineering, 1 team from Civil Engineering and 1 team from Information Science Engineering presented their start-up ideas. The majority of start-up ideas were related to social causes and agriculture which were appreciated by a Panel of experts. The panel of experts involved principals, Deans and HOD's of various departments.



Student Presenting Startup Idea.

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Principal Appreciating Student Ideas.

Outcome: Students who were aspiring to become entrepreneurs were encouraged to continue their start-up ideas. The required guidance and suggestions were given by the panel of experts to participating teams.



Dr. Peter Fernandes
Principal

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Report on Webinar

Event: Webinar on Learn How to Pitch Your Start-up Idea

Date: 25/01/2024

Place: MBA Seminar Hall

Objective: The main objective of the webinar is to make students aware of ways to pitch their start-up ideas in front of investors.

AIET Innovation & We Club and Institute Innovation Council (IIC) in association with the New Age Incubation Network (NAIN) conducted a Webinar on Learn How to Pitch Your Start-up Idea, on 25/01/2024 in the MBA Seminar Hall. This webinar was open for all the Engineering and MBA students who were willing to become entrepreneurs and looking to pitch their ideas in front of investors. Dr. Madanmohan Rao, Research Director, Your Story Media was the resource person. Dr. Rao highlighted various points to be noted by students while pitching their ideas. He opined that the students should carefully identify the problem in the real world, and what solution will solve the problem. The resource person also urged students to pitch on target customers and the overall market size of the industry. He asked students to give a brief idea of the business model, competitors analysis and also total team size.

In his concluding remarks, he asked students to be confident enough while pitching the ideas and make a proper PowerPoint presentation. A total of 74 students participated in this webinar.

Outcome: Students were able to understand the tips and tricks to present their ideas in front of investors. This webinar helped students to prepare themselves for the Ideathon event at the institute level.

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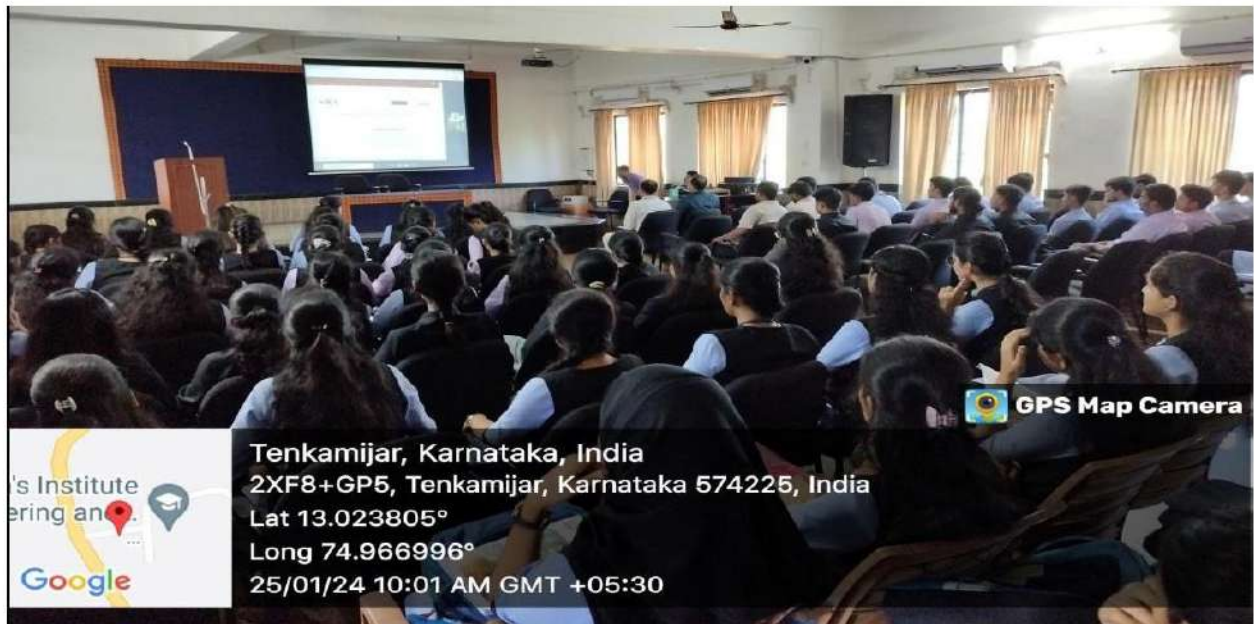
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Students attended the Webinar.



Students attended the Webinar.



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Report on W@W Empower

Event: W@W Empower (Women @ Work) Date: 5th February 2024

Objective: Encourage Female students to come up with project ideas and get funding from investors.

Karnataka Digital Economy Mission (KDEM) in association with Kaushalya Karnataka, New Age Innovation Network (NAIN), Startup Karnataka and Beyond Bengaluru conducted an event called W@W empower, a program with a view of empowering women in the workforce and entrepreneurship at St Joseph Engineering college, Mangalore. The main motto of this event was to Encourage Female students to come up with project ideas and get funding from investors. One of the project ideas titled Sucking Pest Control by Energy Efficient Drone from agricultural engineering from Alva's Institute of Engineering and Technology was presented by a team of 3 students. The students explained the work and architecture behind the project. The investor's panel consisted of women entrepreneurs namely Mrs Shylaja Rao, General Partner, Ventara Ventures, Mrs. Preethi Nayak, Founder, Joosbotal, Mrs. Ranjitha Shenoy, Founder & COO, Zupaloop Private Limited, Mrs. Myah Payel Mitra, Award-winning Somatic leadership & Career transition coach. The panel appreciated the project idea and the work done by the student teams. A total of 6 teams from other colleges including Alvas Institute of Engineering and Technology presented their ideas. A team of 25 students along with 4 faculty members witnessed this event.

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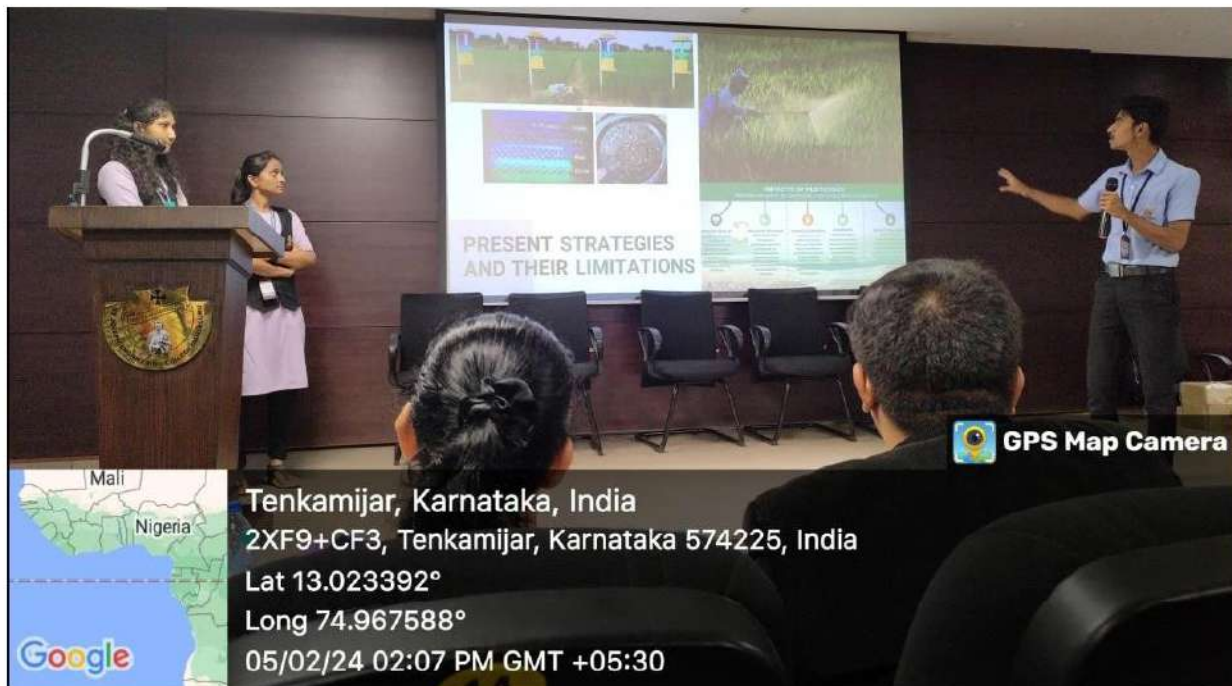
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Dignitaries on the Stage




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Entrepreneurship and Innovation Talk Report

Alva's Institute of Engineering and Technology, IIC & Innovation & We club, in association with Titan DIM, IDEAHARVEST-K-Tech Innovation Hub-IKP Knowledge Park organized a session on **"Entrepreneurship and Innovation"** on 16/02/2024 at 10.45 a.m. in Civil Engineering Seminar Hall, AIET. Ms. Akshata K, Community Manager, K-Tech Innovation Hub, Mangalore was the resource person.

Ms. Akshata K delivered a talk on entrepreneurship, innovation, and startups. She gave complete information about K-Tech Innovation Hub, Mangalore, its functioning, helping young minds, and showing the right direction to achieve goals to reach startups. She presented a session through PPT.

About 118 students from all branches of AIET attended the session. Out of 118, 48 students' ideas were selected for the next rounds of the Titan DIM platform. For the smooth execution of 48 students' ideas, we received **Rs. 46000.00** from Titan DIM, IDEAHARVEST-K-Tech Innovation Hub-IKP Knowledge Park, Mangalore.

Outcome of the session.

*Out of 118 students, 48 students registered for the Titan Design Impact Movement and received a fund of **Rs. 46000.00** from Titan DIM, IDEAHARVEST-K-Tech Innovation Hub-IKP Knowledge Park, Mangalore.*

Event Photos.



Dr. Dattathreya, IIC director of AIET, welcomed the speaker Ms. Akshata K by offering flowers.



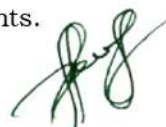
Dr. Sudheer Shetty, EDC Coordinator of AIET, addressed the students.



Dr. Sudheer Shetty, EDC Coordinator of AIET, addressed the students.



Ms. Akshata K, Community Manager, K-Tech Innovation Hub, Mangalore, addressed the students.



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A Talk
on

"INTELLECTUAL PROPERTY RIGHTS, TECHNOLOGY TRANSFER, AND STARTUPS"

On 12th July 2024

Organized by

AIET Innovation & We Club and Institution Innovation Council

Venue: Civil Engineering Seminar Hall, ME Block, AIET.

RESOURCE PERSON



Dr. Shashikanth Karinka
Student Welfare Officer
Nitte University and Nitte Education Trust.

Event Brochure.

Date: 12-07-2024

AIET, Innovation and We Club

Topic: ***Intellectual Property Rights, Technology Transfer and Startups.***

Date: **12-07-2024, Time: 11.00 a.m.**

Venue: Civil Engineering Seminar Hall, ME Block, AIET.

AIET, Institution's Innovation Council, in association with the Innovation and We club, AIET conducted a talk on ***"Intellectual Property Rights, Technology Transfer and Startups"*** on 12th July 2024, in Civil Engineering Seminar Hall, ME Block, AIET.

Dr. Shashikant Karinka, a distinguished speaker and the Student Welfare Officer, at Nitte University, Nitte Education Trust, presented a talk on Intellectual Property Rights, technology transfer, and start-ups. Acknowledged as a distinguished figure in the field, Dr. Karinka shared his profound knowledge and hands-on experience, delivering insightful guidance for entrepreneurs, innovators, and industry experts. Dr. Karinka initiated the discussion by outlining Intellectual Property (IP) and its different manifestations, such as patents, trademarks, copyrights, and trade secrets. which include patents, trademarks, copyrights, and trade secrets. He stressed the importance of IP in safeguarding innovations and ensuring that creators can profit from their inventions. Dr. Karinka clarified that effective IP protection promotes innovation by offering creators a means to secure economic benefits from their endeavours.

Dr. Karinka emphasized the significance of technology transfer, which involves the transfer of knowledge, skills, and technologies from research institutions to the marketplace. He highlighted the critical role of universities and research organizations in generating innovations that can be commercialized.

Dr. Karinka emphasized the significance of intellectual property (IP) for startups, emphasizing that IP assets can hold more value than physical assets. He articulated that a robust IP portfolio can entice investors, offer a competitive advantage, and create opportunities for generating revenue through licensing

and partnerships. Furthermore, he addressed the obstacles linked with IP and technology transfer, highlighting that obtaining IP rights can be expensive and time-consuming. Moreover, navigating the intricate landscape of IP law necessitates specialized knowledge, which could pose a challenge for certain startups and small businesses. Throughout his presentation, Dr. Karinka presented various case studies and real-world examples to elucidate the discussed concepts. He showcased successful startups that utilized strong IP portfolios to attain market success and underscored the role of technology transfer offices in facilitating these achievements.

Objectives:

- To provide knowledge of IPR, Technology transfer and startups.
- Emphasizing on importance of IPR, Technology transfer and startups.

Outcomes:

Students got to know the

- Importance of IP: Essential for protecting and monetizing innovations.
- Technology Transfer: Vital for moving innovations from research to the market.
- Support for Startups: IP rights provide a foundation for startup growth and success.

Dr. Karinka's lecture offered a thorough examination of the convergence of intellectual property rights, technology transfer, and startup companies, delivering valuable perspectives for all participants.

Photos of the event:



Mr. Shashwath R Gowda extended a warm welcome to the dignitaries on the stage.



Invited speaker: Dr. Shashikant Karinka, Student Welfare Officer at Nitte University, Nitte Education Trust addressed the gathering.



Invited speaker: Dr. Shashikant Karinka, the Student Welfare Officer at Nitte University, Nitte Education Trust, delivered a speech to the audience.



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A Talk
on

"INNOVATIVE RESEARCH CULTURE AND RESEARCH OPPORTUNITIES IN JAPAN"

On 23rd July 2024

Organized by

Innovation and We club and AIET Institution Innovation Council

Venue: Seminar Hall, MBA Block, AIET.

RESOURCE PERSON



Dr. Harikrishna Bhat

Professor and Director

International Collaborations

Nitte University and Nitte Education Trust.

Event Brochure.

Date: 23-07-2024

AIET, Innovation and We Club

Topic: ***Innovative Research Culture and Research Opportunities in Japan.***

Date: **23-07-2024, Time: 2.00 p.m.**

Venue: Seminar Hall, MBA Block, AIET.

AIET, Innovation & We club and the Institution's Innovation Council, in association with the Department of Mechanical Engineering conducted a talk on ***"Innovative Research Culture and Research Opportunities in Japan"*** on 23rd July 2024, in Seminar Hall, MBA Block, AIET.

Dr. Harikrishna Bhat, a distinguished speaker and the Professor & Director of International Collaborations at Nitte University, Nitte Education Trust, delivered a speech to the students. He discussed Japan's innovative research facilities, the Japanese universities' research culture, and the focus on skill-oriented research activities. Japanese students and professors prioritize spending time in research laboratories over theoretical studies, emphasizing result-oriented research.

Dr. Harikrishna Bhat recommended that students interested in studying or working in Japan should consider learning the Japanese language.

Objectives:

- To raise awareness about the significance of fostering a culture of research.
- Emphasizing research facilities and opportunities abroad.

Outcomes:

- Students were introduced to the pioneering research environment overseas.
- Students gained knowledge about research opportunities abroad.

Photos of the event:



Invited speaker: Dr. Harikrishna Bhat, Professor & Director of International Collaborations at Nitte University, Nitte Education Trust.



Third-year and second-year Engineering students attended the talk.



Invited speaker: Dr. Harikrishna Bhat spoke to the students regarding the innovative research possibilities available abroad.



Students interacted with Dr. Harikrishna Bhat during the question-answer session.



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Date: 06-08-2024

AIET, Innovation and We Club

Topic: ***“Session on Innovation Prototype Validation – Converting Innovation into a Start-up”.***

Date: **06-08-2024, Time: 11.00 a.m.**

Venue: ECE Seminar Hall, AIET.

Alva's Institute of Engineering and Technology, Innovation & We Club and Institute Innovation Council organized a session on ***“Session on Innovation Prototype Validation – Converting Innovation into a Start-up”*** on 06/08/2024 at 11.00 a.m. in ECE Seminar Hall, AIET. Dr. Guru Prasad, Sr. Assistant Professor, Department of ECE, AIET was the resource person.

Dr. Guru Prasad has given a session on turning an innovative idea into a successful start-up, in his talk he stated that converting an idea into a start-up is a complex and multifaceted process. This report explores the key stages involved in transforming an innovative concept into a viable start-up. It covers the essential steps, from ideation to market entry, and provides insights into best practices for navigating the start-up landscape.

Dr. Guru Prasad covered the following points in his session.

Idea Generation

The process begins with ideation, where innovative concepts are generated. This often involves brainstorming sessions, market research, and exploring emerging trends. Key questions to address include:

- What problem does the innovation solve?
- How is it different from existing solutions?
- What is the potential market for this innovation?

Validation

Before investing significant resources, it's crucial to validate the idea. This involves:

- Market Research: Assessing demand through surveys, interviews, and analysis of industry trends.

- Competitive Analysis: Identifying existing competitors and evaluating their strengths and weaknesses.
- Feasibility Study: Evaluating technical and financial feasibility.

Proof of Concept (PoC)

Developing a Proof of Concept involves creating a prototype or model to demonstrate the feasibility of the idea. This helps in:

- Testing technical aspects.
- Gathering feedback from potential users.
- Attracting early-stage investors.

Business Model Development

A well-defined business model is crucial for a startup's success. It should address:

- Value Proposition: What unique value does the startup offer?
- Revenue Streams: How will the startup generate revenue?
- Cost Structure: What are the anticipated costs?

Business Plan

A comprehensive business plan outlines the startup's strategy and goals. Key components include:

- Executive Summary: An overview of the startup.
- Market Analysis: Insights into target markets and competitive landscape.
- Marketing and Sales Strategy: Plans for customer acquisition and retention.
- Financial Projections: Revenue forecasts, funding requirements, and financial milestones.

Legal Structure

Choosing the right legal structure (e.g., LLC, corporation) is essential for liability protection and tax implications. Considerations include:

- Ownership Structure: Determining equity distribution among founders.
- Intellectual Property (IP): Protecting innovations through patents, trademarks, or copyrights.

Funding and Financial Management

Securing funding is critical for growth. Options include:

- Bootstrapping: Self-funding the startup.
- Angel Investors: High-net-worth individuals investing in early-stage companies.
- Venture Capital: Investment from firms specializing in high-growth startups.

Effective financial management involves:

- Budgeting: Planning for expenses and revenue.
- Cash Flow Management: Ensuring sufficient liquidity for operations.

Product Development

Developing a product involves:

- Design and Prototyping: Creating and refining the product based on user feedback.
- Testing and Iteration: Conducting usability tests and iterating based on results.

Go-to-Market Strategy

Launching the product requires a well-thought-out go-to-market strategy:

- Marketing and Promotion: Strategies for building brand awareness and generating leads.
- Sales Channels: Identifying the best channels for reaching target customers.
- Distribution: Setting up logistics for product delivery.

Scaling

Scaling the startup involves:

- Market Expansion: Entering new markets or segments.
- Operational Scaling: Increasing production capacity and improving processes.
- Talent Acquisition: Hiring and retaining skilled employees.

Challenges and Risk Management: Common Challenges

Startups face various challenges, including:

- Market Competition: Navigating a competitive landscape.

- Funding Gaps: Managing financial constraints.
- Customer Acquisition: Building a customer base.

Risk Management

Effective risk management involves:

- Identifying Risks: Assessing potential risks related to market, financial, and operational factors.
- Mitigation Strategies: Developing plans to mitigate identified risks.
- Contingency Planning: Preparing for unforeseen challenges.

Outcome of session

A total of 90 students from various branches of AIET participated in the session. Students came to know that, converting innovation into a startup involves a systematic approach that encompasses ideation, validation, business planning, and execution. By addressing key aspects such as market validation, business modelling, legal considerations, and scaling strategies, entrepreneurs can increase the likelihood of turning their innovative ideas into successful ventures. Continuous adaptation and risk management are crucial for navigating the dynamic start-up landscape and achieving long-term success.

Event Photos.



Dr. Dattathreya, IIC director of AIET, and Dignitaries on the dais.



Dr. Guru Prasad, Sr. Assistant Professor, Department of ECE addressed the students.



Students attended the session.



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