



**RAMAIAH**  
Institute of Technology

**ENTREPRENEURSHIP DEVELOPMENT CENTRE**



# Highlights Of Entrepreneurship Development Cell 2018

**Dr.C.S.Chethan Kumar**  
EDC-Coordinator

## **Entrepreneurship Development Cell (EDC)**

Entrepreneurship Development Cell (EDC) was established in July 2003.

The National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology (DST), Govt. of India (GoI) funded EDC, MSRIIT from 2004 to 2009 and had supported EDC activities for 5 years.

EDC is a Platform for the RIT students dedicated to development of multidimensional skills. Creating a forum where we can bring Interdisciplinary students to bring the heterogeneous culture together. It invites various eminent entrepreneurs to deliver lectures to educate students about the joys and hardships of entrepreneurship. Guest Lectures, Workshops, Case Study, Group Discussions are conducted throughout the year to involve students in activities that are essential to be an entrepreneur. E-Cell also actively incubates startup ideas by creating required eco system to be an entrepreneur. Entrepreneurship Development Cell basically aims at recognizing and developing soft skills of individuals. To be a successful entrepreneur it is important for an individual to be a leader, a team player and a risk taker. He should also be an excellent judge of opportunities and recognize the potential a market can offer. A good entrepreneur has to analyze the market, plan and implement his ideas for a better society. Keeping these objectives in mind E-Cell functions to guide the budding Entrepreneurs in their endeavour.

## **Centre for Advance Training and Continuing Education (CATCE) RIT**

This CATCE is an abstract view of Finishing School Concept of AICTE. Under this banner not only the training related to Leadership & Entrepreneurship, it will also focus on the training required for RIT students related to their academic, & Industry requirement. The main Objective is to enable them in lifelong learning.

### **VISION**

To provide and sustain entrepreneurial activities to foster startup culture and strive to implement environmental, social and economic solutions.

### **MISSION**

- To generate new and innovative ideas.
- To organize entrepreneurial Conclaves/ Ideathon / Hackthon / Competitions.
- To convert innovative ideas into tangible products and solutions.
- To encourage start-ups and its ecosystem.

### **CORE VALUES**

- To identify creative students and inspire them with an innovative ecosystem which provides professional and ethical inputs to become successful entrepreneurs.
- To enable students to follow the path of enterprise with commitment to service.

# **EDC-RIT EVENTS 2018**

The Entrepreneur Development Centre(EDC) is a student run organization in Ramaiah Institute of Technology with vision to spread leadership, entrepreneurship and to encourage new ideas by giving them a platform to showcase their skills.

## **NATIONAL ENTREPRENEURSHIP NETWORK E-WEEK 2018**

National Entrepreneurship Network(NEN) established by the Wadhvani Foundation is the largest network enabling access to mentors, investors and tools for the growth of start-ups. National Entrepreneurship Network (NEN) inspires, educates, and supports student entrepreneurs, startups, and SMEs for creating high-value jobs. NEN creates city-based entrepreneurial ecosystems consisting of institutes that teach NEN courses.

EDC, RIT and Wadhvani foundation have worked in unison to make NEN E-WEEK 2018 a success. It was organised from 10th – 16th February 2018. The theme of E-WEEK was, “Live your entrepreneurial dream, break barriers, create wealth, change India.”

The entrepreneurship extravaganza of Ramaiah Institute of Technology is one of the most anticipated fests of the college. This year, it has been named NEN e-WEEK. The fest has a lot to offer to the students - a wide range of competitions, exciting prizes and wonderful stories to hear!

The preparations for the 5 day festival kick started from the 25th of January with a bunch of dedicated volunteers to help in the conduction of the fest. The volunteers were initially briefed about the functioning of the Entrepreneurship Development Cell of the college. The seniors shared the experience and the learning they have gained by having been a part of the club for over 2 years.

It consisted of activities like inter-college and intra-college events, educational movie screenings, and leadership and motivation talks with successful entrepreneurs, panel discussions, business plan and much more. Events like debate, hackathon, my story session etc. are few to name. The auditorium was jam packed with students to attend the ‘My story sessions’. The ideas pitched in the B-Plan Competition were life altering. Every competition had large number of participants. Treasure hunt had more than a hundred participants searching for the scattered clues. Hackathon saw a cluster of smart brains in a room scratching their heads for coding the most innovative solutions for the problem at hand. By the end of NEN E-WEEK, each student had developed not only their personalities but also discovered new interests. As the event ended successfully, the students now show more interest in the area of entrepreneurship.

One of the many reasons we have progressed this far is our innate ability to not only keep challenging ourselves to new limits, but also successfully overcoming them. It was no different with the students of RIT while organising the E-week which undoubtedly threw a plethora of diverse challenges.

The foremost being the financial concerns like getting sponsors, generating revenue and having a sustainable business plan for the weeklong event. Expenses like stationery, ads, promotions, tokens to the speakers and food stalls were more than compensated by generating revenue via t-shirt sales, registrations and sponsorships. Another very important challenge was identifying the speakers and ensuring that they arrive on time for the inauguration and “My story sessions”. Inviting people who are not just popular but can also deliver experience related knowledge is key in drawing a large crowd. Be it any event, logistics always plays a major role and some of the important challenges were event management and publicity. The former demanded qualities like leadership skills, crowd control and time management other than procuring the necessary hardware for events like “counter-strike”, “FIFA” and “IPL auction” while the latter, being equally important, saw to it that enough participants from in and around the college took part in the events. The days that led up to the

event saw a daily challenge in managing the volunteers, assigning them tasks and getting the college decked up.

However daunting these challenges might have been, it is safe to say that the coordinators and core committee members indeed challenged their limits and ensured the successful completion of the event.

Each year EDC organises mystory sessions. 'My Story Session' is an informal engagement event that involves candid conversations, ideas, community betterment initiatives and opportunities in business, with prominent tycoons. Every year in "My story Session", we come across and interact with influential people, listen to their life stories and experiences, looking forward to implement their ideas in our life. his year, one of such people that we met was Vilas Nayak, Asia's fastest speed painter, beatboxer, musician, emcee and performing artist, Mr Vineeth Vincent, Jordindian', a YouTube channel run by two friends, Vineeth "Beep" Kumar from India and Naser Al Azzeh from Jordan; Anto Philip, founder of 'Under 25 Summit - a global platform for creative youth' interviewed Jordindian and Shreya Krishnan, Mrs. India- Universe 2017. At the Entrepreneurship Development Centre (EDC) in Ramaiah Institute of Technology, we organize events round the year, some of which are motivational while others are educational. But most of all these events are conducted in college for the benefit and overall development of the students within the university campus.

Recognizing the importance of entrepreneurs in our society and because entrepreneurship is not a topic limited to a specific campus, we introduced the concept of School Awareness to promote entrepreneurship to the school children and create awareness in those young minds. As a part of this teams of students from our college visit various schools to present their talk/activities on this subject. For instance, one of the teams this year visited Kendriya Vidyalaya, Bangalore. They addressed the students of eighth standard and briefed them about the basic concepts of entrepreneurship and the growing possibilities in this field. The students were asked about their fields of interest and were guided towards those respective fields. Successful startup stories were narrated to them to amplify their interest towards entrepreneurship. The four W's were introduced to them which are Why, What, When and Where, as they form the basis of any idea. The response of the students was quite positive and overwhelming, they took keen interest and expressed a great deal of enthusiasm. A few of them even wanted to follow up on these incentives and stay in touch with EDC volunteers., Through this Campus Outreach program, we aim to reach out to school children and introduce them to the world of entrepreneurship. Our students showed them the possible paths of becoming an entrepreneur by taking examples of their own startup ventures. This initiative served as a means to plant the seeds of leadership in them at an early age, simultaneously widening their perspective. The primary aim of the fest was to spread awareness about entrepreneurship and start-ups to the students and the public in general. There had been several technical and non-technical events organized by the members of EDC. There had been active participation in the events throughout the fest and it exceeded the expectations of the members.



## PRADARSHANA 2018

Ramaiah Institute of technology, Bangalore organized its Open day Project Exhibition - Pradarshana 2018 on 9th and 10th of May 2018. The project exhibition provided a unique opportunity for students to promote their conceptual ideas to leading decision makers in the industry. The students showcased their technical knowledge and innovative ideas for technical development. This high level technical event displayed the hardware, software and fabricated projects of final year undergraduate students from various engineering disciplines under one roof. The main objective of this event was to provide a stage for students to exhibit their skills, to reward their hard work and to motivate the younger generation to strive for excellence.

## INDUCTION SESSIONS FOR FIRST YEAR STUDENTS 2018

With the intention of spreading entrepreneurial motivation, authenticity, empathy and strategic formulation to the freshers of MSRIT, Entrepreneurship Development Centre(EDC) has taken an initiative to organise periodic sessions in the college. In these sessions, EDC calls some eminent speakers, who have their own startup, to share their entrepreneurial journey with the students.





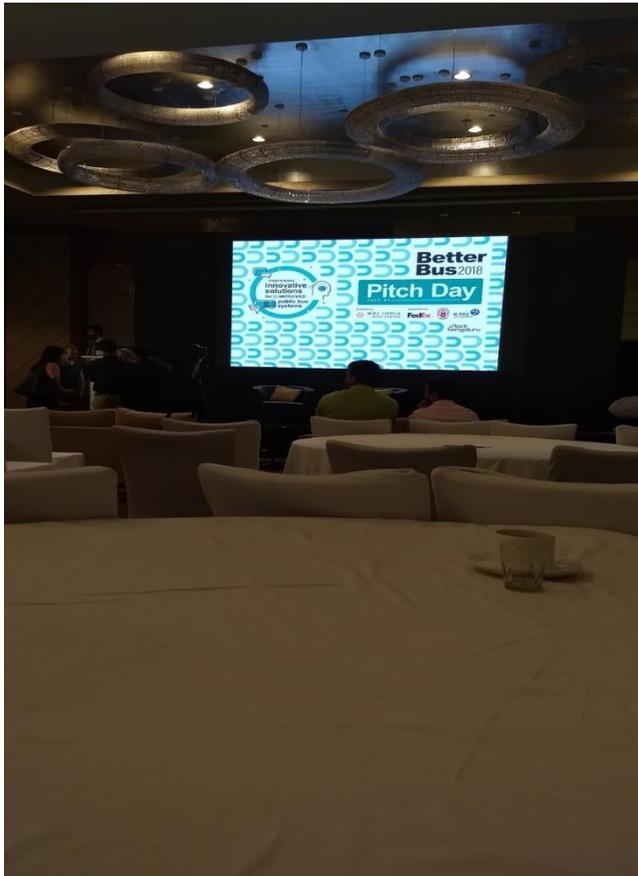
## UNLOCK BENGALURU

WRI India invited EDC to an annual event “Unlock Bangalore” on 21<sup>st</sup> July, 2018 at the Rajajinagar Sheraton, Bengaluru. They invited 200+ mobility entrepreneurs that are looking to

build products for public agencies. The event included a Mobility-walk-through where a select set of enterprises demonstrated their service/product/innovation to a high-profile group of ecosystem players including government officials, transport experts, corporate and investors. EDC members attended the event with great enthusiasm and interest. The event started with an exhibition of new mobility choices that were built by automobile startups. It included building of apps that would connect all the local BMTC buses. After the exhibition, EDC members attended the Master Class by WRI India. The class talked about the urgent need of change of mobility in India. They mentioned that each empty space in a car or in a public transport is a waste of space which has now become a resource. They talked about how people choose an empty private car instead of boarding a public transport which increases the traffic on roads. People avoid using public transports due to lack of facilities and cumbersome payment options. The class mentioned that the entrepreneurs are coming up with great ideas to deal with this. They said that there should be a QR code scanner system and online payment options in metros to encourage the public to use the metros which they generally avoid due to long queues. They also told that the government should improve the conditions of the local buses.

EDC members also attended a panel discussion on “Bengaluru moving forward”. The panel members were C. Sandesh, chairperson of Chai Point, Arundhati Nag, a famous film and theatre actress, Dr. Sudarshan Ballal, a famous nephrologist in Manipal hospitals and Susmita Mohanty, co founder and CEO of Earth2Orbit. The motive of the discussion was how Bengaluru can be changed to sustainable Bengaluru. A reporter of Times of India interviewed about the barriers and consequences, they see from their respective fields, in changing the present Bengaluru to sustainable Bengaluru. Dr. Sudarshan ballal said that due to increase in pollution and unhealthy habits, people are dying more due to non communicable diseases instead of communicable diseases. Susmita Mohanty said that people have become lazy and they don't want to walk a Km which they easily can and instead they use a scooter or sometimes a car. People want to develop Bengaluru by deforestation. She showed concern on the rapid decrease of greenery of the city from 21% to just 9% of forest cover. Arundhati Nag showed the great concern on the hypocrisy between north and south Indians. She wants to remove these differences between them using a performing art space called “Rangashankara”. She wants the government to take stand on this and promote “Rangashankara”. The CEO of Chai Point said that their business works due to laziness of people. They prefer Chai to be delivered to their homes instead of making on their own. The discussion ended with some solutions that would lead to sustainable Bengaluru. The members said that a big change can happen only through small changes. They asked the public to carry small bags instead of handing them to their maids. They also focused on the need of change of education system of toddlers. They said that the Government should increase the facility of micro cities. This would resist the people to migrate to the main cities which will decrease its population.

The event ended with delicious lunch. The EDC members learnt a lot of startup basics. These types of useful events will make people know about the present scenarios and sensitize them about the problems that are present in our society.



## WORKSHOP ON DIGITAL MARKETING

EDC organised a workshop which was based on digital marketing and its tactics that can help entrepreneurs to connect with customers online, reach mobile consumers and track consumer interactions. Ruhan, Co-Founder and Chief marketing head of 'My Climber' was invited as the speaker. He has graduated from SRM University, Chennai and has been working with My Captain since 3.5 years. The Climber is an IIM incubated EdTech startup that helps students to discover and pursue their passions. They are also recognized by the United Nations as one of the top 50 youth led solutions/initiatives in the world; they are the only one from india and one of the two from the subcontinent.

He said that in present era, digital marketing plays an important role in entrepreneurship. He mentioned about MLM(Multi level marketing, which is a type of network marketing. He said that marketing is a noble work and it is not a work of fooling people. Digital marketing is booming in the market which includes design, copyright and facebook marketing. He also mentioned about how facebook's add manager column is one of the best digital marketing schemes.

He then talked about the key points of law of diffusion of innovation and their percentage:

1. Innovators(2.5%)
- 2.. Early adopters (13.5%)
3. early majority(34%)
4. Late majority(34%)
5. Laggards(16%)(will never even buy the project)

He concluded the session by explaining who is a modern marketer? According to him a modern marketer should be a scientist as well as a creator. Modern marketers must know how one channel impacts another, and how people move between devices, channels and branded experiences.



## **Second Meet (In collaboration with Finance Club)**

The second meet of the year, in collaboration with Finance Club was held on 10th October, 2018. It had started with Taran explaining the agenda and how finance plays an integral role in entrepreneurship. Important points about how entrepreneurship and finance go parallelly were discussed.

He then handed over the mike to Rishabh and Kirthan from Finance club. They started with saying that 'Making money to work for us is finance' and further discussed and elaborated on this.



Nikitha took over and explained about various types of company registrations (three), Private Limited company registration, Proprietorship firm registration, Limited liability registration. She made these distinctions clear to the students by giving certain examples.

Rishabh explained about stocks and stock markets. He said that stock is a share in the ownership of a company. We have to invest carefully in stock. Case study about Infosys was discussed too.

He also explained what affects stock movements and said that market moves according to information, news etc. Finance can be understood better by reading and knowing what has happened in the past.

What all do you need to trade? Aadhar card, PAN card, valid bank account. Open an account in Zerodha and instantly start trading. Crowd funding was explained by Kirthan. Indigogo is a place where you can start your own crowd funding, video on that was shown too.



Redbull guys explained their Basement University competition. It deals with small problems that existing in the campus. Students have to come up with a solution for it. It begins with a voting round and judging round. After that is done, a national round would be held. A 4 day workshop in Berlin will be conducted where idea will completely come into light. Mainly sanitation, security problems etc have to be highlighted. A 60 second video has to be given in that regard. The students should get votes in college, will be judged after that and will be provided with a work space. 2 representatives of the group will represent the team. A video was shown and further information was given to the students about this. Students showed enthusiasm and interest in this challenge. Their queries had been cleared by the Red bull team.

## Up starters First Meet

EDC Core head, Himanshu, introduced what really Upstarters are. He said that Upstarters is a parallel branch to EDC. It was established to unite students, alumni, and faculty of all backgrounds who have a common interest in the field of entrepreneurship; giving them the opportunity to start new ventures, network, and to gain opportunities beyond the academic learning of business. Upstarters is a parallel branch to EDC.

Pratyush and Niraj, the Upstarters head from secondary core of EDC spoke about their experiences in Upstarters and how they benefited from it. They interacted with the students regarding their ideas and mindset, what problems they're facing for going about the startup. They introduced their startup(@COM) to the students. @COM institutionalizes innovative methods to advertise online. They work to embark a new era of promotion and are very stern with their belief of eradicating pamphlets as means of promoting. They collaborate with people at grass root level to bring out the most effective form of advertisement amongst the youth of the nation.



Suraj came in to share his experiences and to explain how to start. He explained how to bootstrap and what are the basic requirements of starting a company are.

The students from first year were seemed very enthusiastic and excited about their entrepreneurial dreams. Even, they had a few ideas on startups and they shared it with the EDC members. A guy of first year had an idea about a Web Development company along with some friends. Another guy had an idea about a franchise for combat sports. Suraj talked about his journey in ecoDrives (his startup) and also explained what BtoB and BtoC companies are. He said that building a good team and including people with all kinds of talents are the key requirements to build a team. Everyone has a different approach for execution of ideas but at last you have to execute your idea smartly and effectively. He taught the students about how to register a company and told about different types of registrations(pvt ltd, proprietorship, limited liability). Can a small startup establish a tie up with a big company and get their goodwill and offer them their production? This was a question which was raised by a student of first year. Suraj said that a lot of things have to be considered. They have to establish themselves as a brand individually. Branding and positioning is more focused on. Next question that arose was how to get customers and how they do marketing? Venture capitalists

need trust and assurance, first generate the revenue, grow a little in the market and then approach VCs. A student asked the reason for not considering approaching Zoomcar. He said that their model and agenda is different.



After very enthusiastic and good entrepreneurial conversations, students gave their suggestions about what he can do to expand and generate more money from his company. Core Upstarters head, Parmita, concluded the meet by saying that rising entrepreneurs need to know all the in and out about their startup. Also, maintaining a network and connection is very helpful.

## MSRIT STARTUPS MENTORED BY EDC

### Listen To News



**Founder :**Mr Bhanu Krishna

**Email id:** bhanukrishna34@gmail.com

**Contact number:** 9538717524

Mr Krishna was unable to catch up to latest news and stories from around the world due to his busy schedule. He thought of developing a mobile application which read to him news and articles depending on his lifestyle and needs. The product aptly named 'listen to news' can help people from all background update themselves with current affairs.



**366 The Brewing Company**

**Year of Establishment:** 2015

**Founders:**

Mr A Vishnupati

Mr Koushik Mallesh

Ms Parmita Narang

‘366 The brewing Company’ aims to introduce craft sodas to the Indian market. They have already launched their root beer product to the market and currently working to introduce new products.

## E-Drive



**Year of Establishment:** 2016

**Founders:**

Mr Suraj Singh

Mr Sumit Kumar

A technology driven startup which aims to provide modular electric bicycle conversion kits. The kit can be mounted on any bicycle and convert it into a smart bicycle that aims to improve lives of thousands of people. The company will be launching their product by the end of 2016. They are a team of riders, designers, dreamers and doers. They might have different job titles, but are united by one goal: to help city-dwellers get from A to B faster, smarter, happier, and in utmost style.

They were founded in 2015, All they had back then was a dream of improving lives of the people nationally as well as internationally. .E Drives is an Electric vehicle ODM company and their scope of works lies with the electric two wheeler (bicycle, scooter) and three wheelers.

## H.O.P.E



## H.O.P.E

**Year of Establishment:** 2017

**Founder:** Mr Yogesh Suresh

H.O.P.E - Hitech OMR Pen for Exams - is a pen product that will help students writing entrance exams save time.

In a competitive world where the race is on for students writing entrance exams, this product aims to save over 10 minutes in a single exam by filling the OMR sheet answer bubbles in one go instead of wasting time colouring it. This is achieved by the pen using dual functionality i.e. it writes from the front end, and stamps the bubbles from the rear end. The idea is to cater to students across the country, solve a problem in the education industry, and tap in to huge market available through our product H.O.P.E.

## GeekSynergy Technologies Pvt Ltd



**Year of establishment:**2015

**Founders:**Mr. Gowrav L

Mr. A B Sachin Anchan

Mr. Anil Kumar M

GeekSynergy aims to provide cutting edge innovative products that are meaningful and strives to surpass the expectation of customers. We aim to educate our customers and deliver the products that helps them. The founders of GeekSynergy are innovators with experience in Research and Development, with good track records in research publishing and patenting. GeekSynergy was born as a result of long term relationship and commitment of founders who believe in using technology to serve mankind.

**Products:**Airpaper: Digital data distribution platform using Radio

FirstLight: A mechanical inverter.

## YANTRAK



**Year of establishment:2012**

**Founders:**

Mr. Sonu Singh,  
Mr. Abhijith K G,  
Mr. Chetan S Naik

Yantrak is a technology start-up aspiring to fulfil design and technical needs of individuals, companies, and other uprising startups in various fields. The team at Yantrak believe in innovative ideas and products that have the potential to change the industries and ultimately the lives of people. It is incubated at M.S. Ramaiah Institute of Technology, Bangalore under Entrepreneurship Development Cell (EDC).

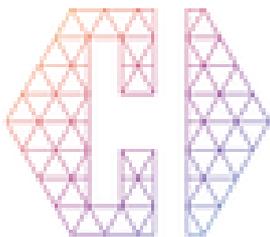
At Yantrak there are personnel from Mechanical, electronics and computer science engineering, who share the same vision. They believe in interdisciplinary approach to the problem in hand and everybody at Yantrak shares the same vision of building products that are smart, durable, and productive. Yantrak has been working towards this goal since its inception in 2012.

Services provided, 1. Engineering Consultancy 2. Product Development 3. 3d part design (mechanical as well as 3D printing design) 4. Embedded system and electronic design 5. Prototyping 6. Design solutions

Accomplishments:

1. Durga-Yantrak Safety Alarm. 2. Helmet Detection System. 3. 3D Designing.

## CreatHives



## CreatHives

**Founders:**

Mr. Manoj Kumar Kalaivanan,  
Mr. Vignesh Subramanyam,  
Mr. Jayanth Veerandra,  
Ms. Ranjini Prabhu,  
Mr.Vishnu Tenkayala

**Contact:8867500207**

CreatHives, an incubated company at Entrepreneurship Development Cell has been able to connect to various investors and grant agencies.

It all began in 2011, when a bunch of theatre enthusiasts from Ramaiah college were asked to put up a performance for the Bangalore Mirror Amateur Theatre Festival. When they showcased their act, 86, based on the Sri Lankan civil war, they left their judge in tears. It was on that day, TEA Arts, a creative arts society was formed. From enacting scripts that were close to their heart to mentoring nearly 150 artists who have gone on to break ground in the arenas of performing and digital

arts gave them immense motivation. TEA Arts pioneered The Bangalore Theatre League the same year and has gone on to host two consecutive leagues thereafter. Simultaneously, TEA Arts, has been chosen to host performance campaigns for The Times of India, Bangalore Mirror, Fortis Hospitals, The Wedding Filmer, Dream-ADream and CRY among a spectrum of other media, profit, and not for profit.

With this expansive and interesting experience in their portfolio, they now endeavour to scale the activities of TEA Arts both to reach a wider audience pan India as well as include a wider range of existing and upcoming creative arts into its scale. Their vision is detailed, scalable and born out of hands on experience in the field. At

this juncture, there is the inevitable hurdle of bringing focus within the arts segment given the imbalance between the market requirement and what the artists have to offer. It's a great new web application that enables networking between artists and vendors in need of artists such as NGOs, Corporate sectors, other commercial set-ups, etc. CreatHives is an initiative that brings to focus, the imbalance between the market requirement and what the artists have to offer. We, at CreatHives, cater to both ends of a creative collaboration, finding the right artist for creative needs and the artist finding the right kind of work. Now you can meet other artists, trainers, vendors, and network all you want with just a few clicks.

## Aidapp Intelligence Pvt. Limited



**Year of foundation** - 2017

**Founder and Team** - Divyansh Lohia Koushik AS, Daniel Monteiro

At Aidapp, they build products that simplify life. Started by a group of young, enthusiastic students in 2017. They are committed in building revolutionary products with a single vision to transform the sales management in India.

Aidapp is driven by the values of solving the problems that we care about the most- to help people achieve more. We innovate in artificial intelligence and over-the-top user experience design implementations to build the next big product that shall empower businesses in decision making.

They have built 'Saledrive' - The simplest sales team tracking compliance for enterprises. With Saledrive, worry less about sales management. Coordinate with your team in a hassle-free manner. No more guesswork; everyone knows what they are doing.

They currently work from Bangalore (IN) and want to create a supportive and collaborative environment, so that we can learn, build and grow together and move the world forward.

## @DCOM - Marketing and Advertising



**Year of foundation:** 2018

**Founders:**

Mr. Niraj Agarwalla

Mr. Nirvana Dogra

Mr. Pratush Maheshwari

@Dcom is a startup that institutionalized innovative methods of advertising offline. We work to embark a new era of promotion and are very stern with our belief of eradicating pamphlets as means of promoting. We collaborate with people at a grass root level to bring out the most effective form of advertising amongst the youth of the nation. We provide a range of ingenious ways of advertising. By choosing from our methodologies you will be able to advertise on every page printed by a student. Check out some of our advertisement methodologies!! 1. Advertise using a QR. 2. Advertise using a logo of your company. 3. Advertise using watermark of your company. The company can choose any or all of these options for advertisement.