

# SHRI MADHWA VADIRAJA INSTITUTE OF TECHNOLOGY & MANAGEMENT

(A Unit of Shri Sude Vadiraja Mutt Education Trust, Udupi)

Accredited by NAAC with 'A' grade | Affiliated to VTU, Belagavi, Karnataka

Vishweshwara Nagar, Bantakal, Udupi - 574 115, Karnataka, India



**SMVITM**



**INSTITUTION'S  
INNOVATION  
COUNCIL**

**ENTREPRENEURSHIP DEVELOPMENT CELL**

**&**

**INSTITUTION'S INNOVATION COUNCIL**

**SMVITM**

**ACTIVITY REPORT**

**2024-25**

## Institution's Innovation Council- SMVITM

### A. About IIC Institute

Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation amongst all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are in formative years.

MIC has envisioned encouraging creation of 'Institution's Innovation Council (IICs)' across selected

HEIs. A network of these IICs will be established to promote innovation in the Institution through multitudinous modes leading to an innovation promotion eco-system in the campuses. It's our proud privilege to announce that SMVITM Bantakal, Udupi, is joined hands with MoE to foster the culture of Entrepreneurship and innovation in the institute. The IIC-SMVITM was established in the 2019 and achieved **4.5 STAR ranking** in the academic year **2019-20**, **4 STAR** in **2020-21**, **3.5 STAR** in **2021-22**, **3 STAR** in **2022-23** and **3.5 STAR** in **2023-24**.

### Vision

To prepare next generation of Entrepreneurs who would contribute to the Economic and Social Development of India.

### Mission

To foster entrepreneurial thinking, promote, facilitate the business knowledge. Develop aspiring entrepreneurs into motivated, ethical and dynamic business leaders.

### Major Focus of IIC-SMVITM:

- \*To create a vibrant local innovation ecosystem
- \*Start-up/entrepreneurship supporting Mechanism in HEIs
- \*Prepare institute for Atal Ranking of Institutions on Innovation Achievements Framework (ARIIA)
- \*Establish Function Ecosystem for Scouting Ideas and Pre-incubation of Ideas
- \*Develop better Cognitive Ability amongst Technology Students

### For More Details:

Website: <https://sode-edu.in/associations/institutions-innovation-council-iic/>

Face book: Institution Innovation Council- Smvitm, Bantakal

Twitter: @ISmvitm

### B. IIC TEAM at SMVITM



President  
Dr. Thirumaleshwara Bhat



Vice President  
Dr. Ganesh Aithal



ARIIA/ NIRF Coordinator  
Dr. Sudarshan Rao



Convener  
Mr. Arun Upadhyaya

### External Expert Team



Dr. Niranjana U C



Dr. Y Shrihari U



Mr. Chandrashekar Rao



Mr. Harish B



Prof. B. S Revankar



Mr. Narasimha Pai

## Internal Team (Faculty)



Dr. Bharath K Bhat



Dr. Madhukar Nayak



Dr. Vignesh Shenoy



Ms. Sahana Karanth



Mr. Madhusudhan Rao N



Ms. Usha Parvathi



Mr. Ajesh

## C. IIC TEAM at SMVITM

Sl. No.	Name of Member	Member Type (Teaching/Non- teaching/External Expert)	Key Role/Position assigned in IIC
1	Dr. Thirumaleshwara Bhat	Teaching	Head of the Institute/President IIC
2	Dr. Ganesh Aithal	Teaching	Vice President – IIC
3	Dr. Sudarshan Rao	Teaching	ARIIA / NIRF Coordinator
4	Mr. Arun Upadhyaya	Teaching	Convener
5	Dr. Niranjana U C	External Expert	Expert from nearby Industry
6	Dr. Y Shrihari Upadhyaya	External Expert	Incubation Centre
7	Mr. Chandrashekar Rao	External Expert	Expert from nearby Industry
8	Mr. Harish B	External Expert	Bank/Investor
9	Mr. B.S Revankar	External Expert	Incubation Centre
10	Mr. Narasimha Pai	External Expert	Start-up/Alumni Entrepreneur
11	Dr. Bharath Bhat	Teaching	Innovation Activity Coordinator
12	Dr. Madhukar Nayak	Teaching	EDC/Startup Activity Coordinator
13	Mr. Vignesh Shenoy	Teaching	Internship Activity Coordinator
14	Ms. Sahana Karanth	Teaching	IPR Coordinator
15	Mr. Madhusudhan Rao N	Teaching	EDC/Startup Activity Coordinator
16	Ms. Usha Parvathi	Teaching	Social Media Coordinator
17	Mr. Ajesh	Teaching	EDC/Startup Activity Coordinator
18	Dheeraj	Electronics and Communication	Internship Coordinator
19	Rakshith Shetty	Mechanical Engineering	Innovation Coordinator
20	Tejas Nayak	Computer Science	Social Media Coordinator
21	Gaurav Shetty	Civil Engineering	Startup Coordinator
22	Pradhyumna	AI and DS	IPR Coordinator
23	Priyanka	AI and ML	Member
24	Mr. Karthik Shanbhag	Computer Science	Member
25	Mr. Sudeep N R	Mechanical Engineering	Member
26	Mr. Deepak Adhikari	Electronics and Communication	Member
27	Ms. Kavana B J Nayak	AI and DS	Member
28	Mr. M. Gokuldas V Pai	Computer Science Engineering	Member
29	Mr. K Sathvik A Acharya	Civil Engineering	Member
30	Mr. K Shashank Nayak	Mechanical Engineering	Member
31	Mr. Charan	Electronics and Communication	Member
32	Ms. Rakshitha	AI and ML	Member

## LIST OF ACTIVITIES 2024-2025

Sl. No.	Activity Description	Date On Which Activity Held
1	Invited talk on "Entrepreneurship and Innovation as Career Opportunity"	26-09-2024
2	Industrial Visit to KMF Dairy, Uppoor	14-09-2024
3	Ideathon 2K24	10-10-2024
4	Industrial Visit to Navdurga Food Products Pvt. Ltd, Nandikur	23-10- 2024
5	Industry visit to KARMIC Design Private Ltd. in Manipal	30-10-2024
6	National Entrepreneurship Day – "Tech Con"	09-11-2024
7	My Story - Motivational Session by Successful Entrepreneur/Start-up founder	11-11-2024
8	Session on Problem Solving and Ideation Workshop	27-11-2024
9	My Story - Motivational Session by Successful Innovators	06-12-2024
10	Acharya FDP on Innovation and Entrepreneurship	18-12-2024
11	National Start-Up Day	16-01-2025
12	Field Visit To Government Tool Room & Training Centre (GTTC), Udupi	27-02-2025
13	Exploring Entrepreneurship	28-02-2025
14	Session on "How to Plan for Start-up and Legal & Ethical Steps"	07-04-2025
15	Session on "World Creativity and Innovation Day"	21-04- 2025
16	Field visit to the Centre for System Design (CSD) and Siemens Center of Excellence (COE) at NITK, Surathkal.	22-04-2025
17	Session on "World Intellectual Property Day"	25-04-2025
18	National Technology Day	13-05-2025
19	Workshop on "Raising Capital and Managing Finance for Start-ups"	06-06-2025
20	Session/ Workshop on Business Model Canvas (BMC)	13-06-2025
21	Value added course on "Financial Literacy"	September 2024 to December 2024

### Industrial Visit to KMF Dairy, Uppoor

The Department of Mechanical Engineering, in association with the Entrepreneurship Development Cell (EDC) and Institution's Innovation Council (IIC), organized an industrial visit to KMF Udupi Dairy, Uppoor, on 14 September 2024. Second-year Mechanical and Civil Engineering students explored the entire dairy facility, from milk collection to the dispatch of products like milk, curd, buttermilk, and ghee. Mr. Rakshit Shetty and Mr. Manoj Kumar guided the students through the processes and addressed their queries. Faculty members from both departments accompanied the students, with Dr. Bharath K. Bhat coordinating the visit.

Additionally, the Co-curricular Committee and Hobby Project Club, in association with IIC and EDC, organized Ideathon-2K24 on 10 October 2024. The event was held



in two categories: Category I for first- and second-year students in the Library Block Seminar Hall, and Category II for third- and fourth-year students in the Admin Block Seminar Hall.

## Invited talk on “Entrepreneurship and Innovation as Career Opportunity”

The Entrepreneurship Development Cell of SMVITM in association with the Institution's Innovation Council has organized an "Invited talk on 'Entrepreneurship and Innovation as Career Opportunity'" On 21st 2024. Dr. Inv. Shivakiran Makam, Innovator| Startup Ecosystem Enabler| Mentor| Advisor, Director, Section Infin-8 Foundation, Co-Chair, Alliance Team, Startup 20 Engagement Group, G20 Advisor, IFIA-Bharat, was the resource person of the Program.

The resource person for this event was Dr. Inv. Shivakiran Makam, a prominent figure in the startup ecosystem and a dedicated mentor. Dr. Makam is the Director of Section Infin-8 Foundation, Co-Chair of the Alliance Team for the Startup 20 Engagement Group under G20, and an advisor at IFIA-Bharat. With extensive experience in nurturing startups and fostering innovation, Dr. Makam shared his insights on how aspiring entrepreneurs can leverage their skills and creativity to succeed.

The invited talk was well-received by students and faculty



alike, fostering a spirit of entrepreneurship and innovation within the institution—participants left with a renewed sense of purpose, equipped with practical insights to navigate their entrepreneurial journeys.

The Entrepreneurship Development Cell expresses its gratitude to Dr. Shivakiran Makam for his valuable contributions and to all attendees for their participation. This event marks a significant step towards cultivating an entrepreneurial mindset among students at SMVITM.

Ms. Usha Parvathi assistant professor in the Department of Physics welcomed the gathering. The Program concluded with a vote of thanks by Dr. Bharath Bhat, Assistant Professor (SG) in the Dept of Mechanical Engineering.

## Ideathon 2K24



Ideathon-2K24, organized by the Co-curricular Committee and Hobby Project Club in association with IIC and EDC on 10 October 2024, fostered creativity and collaboration among SMVITM students. Category I (first and second years) was held in the Library Block, while Category II (third and fourth years) took place in the Admin Block.

The event began with welcomes by Ms. Dhanya Shetty (AIML) and Ms. Smitha (CSE), who introduced judges and provided guidelines. Over 40 innovative ideas were presented and evaluated on creativity, practicality, and social impact. The top teams showcased their concepts to the judging panels.

Coordinated by Dr. Renita S. Monis (Mathematics), the event concluded with certificates of appreciation for all participants, celebrating their innovation and teamwork.



## Industry visit to KARMIC Design Private Ltd. in Manipal

On October 30, 2024, the Entrepreneurship Development Cell organized an industry visit to KARMIC Design Pvt. Ltd., Manipal, a leader in semiconductor design and development. The session, led by Mr. Pavan Raj (Senior Layout Design Engineer), offered students valuable insights into the practical applications of core electronics concepts.

The visit provided students with a deeper understanding of industry practices and inspired them

to pursue careers in core engineering fields.



## Industry Visit to Navdurga Food Products Pvt. Ltd

Department of Mechanical Engineering in association Entrepreneurship Development Cell and Institution's Innovation Council has organized an industrial visit to Navdurga Food Products Pvt. Ltd, Nandikur on 23 October 2024 at 11.00 AM.

Navdurga Food Products Private Limited is a Private company incorporated on 27 October 2020. They are the manufacturer of cakes, canned fruits & chocolates. The outlets of Navdurga Food Products Private Limited are popularly called 'Ribbons & Balloons' spread across undivided Dakshina Kannada District

The students were exposed to the entire facility at the Navdurga Food Products Pvt. Ltd right from the preparation of the raw materials to the packing and dispatch of the final products. The students are demonstrated with the preparations of various cakes and other food products.



The students of 2<sup>nd</sup> year Mechanical Engineering have attended the program. Faculty members of Mechanical Engineering Mr. Aditya Kudva S, Mr. Sudhir and Mr. Ananth Mohan Mallya have accompanied the students. Departmental EDC/IIC Coordinator Dr. Bharath K Bhat was coordinated the program.

## National Entrepreneurship Day – “Tech Con”

The Entrepreneurship Development Cell of SMVITM, in association with the Institution's Innovation Council, Co-curricular Committee, and Hobby Project Club, organized TechCon 2024 on November 9, 2024. The paper presentation competition featured 17 teams showcasing innovative ideas and research across engineering and technology domains.

A panel of judges—Dr. Ganesh Aithal (Vice Principal), Dr. Bharath Bhat (Mechanical Engineering), and Dr. Shilpa Kamath (Electronics and Communication Engineering)—evaluated entries on originality, research depth, and presentation skills, offering constructive feedback to participants.

TechCon 2024 served as a platform to promote student research, critical thinking, and innovation, reinforcing



SMVITM's commitment to professional development and creativity.

## Session on Problem Solving and Ideation Workshop

The Entrepreneurship Development Cell of SMVITM, in collaboration with the Institution's Innovation Council, hosted a Session on Problem Solving and Ideation Workshop on November 27, 2024. The session featured Dr. C K Manjunath, Head of the Training and Placement Department, SMVITM Bantakal, as the resource person. Dr. Manjunath began by emphasizing the importance of problem-solving as a core skill for personal and professional success. He highlighted that ideation, or the ability to generate creative and innovative solutions, is key to standing out in today's competitive world.



Ms. Usha Parvathi Senior Assistant Professor in the Department of Physics welcomed the gathering. The Program concluded with a vote of thanks by Dr. Bharath Bhat, Assistant Professor(SG) in the Dept of Mechanical Engineering.

**“If you want to shine like a sun, first burn like a sun.” - Dr. A.P.J. Abdul Kalam**

## My Story - Motivational Session by Successful Entrepreneur/Start-up founder

The Entrepreneurship Development Cell of SMVITM, in collaboration with the Institution's Innovation Council, hosted an invited talk titled "My Story - Motivational Session by Successful Entrepreneur/Startup Founder" on November 11, 2024. The session featured Mr. Yajnesh from Vrisharya Technologies Pvt. Ltd. as the resource person.

During his speech, Mr. Yajnesh shared insights from his entrepreneurial journey, emphasizing several key themes: **Overcoming Challenges:** He spoke candidly about the hurdles he faced while establishing his startup, highlighting the importance of resilience and perseverance in the face of adversity. **Innovation and Creativity:** Mr. Yajnesh encouraged attendees to embrace innovative thinking and creativity as essential components for success in entrepreneurship. He discussed how unique ideas can lead to significant market opportunities. **Learning from Failure:** He stressed that failures are not the end but rather learning experiences that contribute to personal and professional growth. His message was clear: embracing failure is crucial for eventual success. **Networking and Collaboration:** Mr. Yajnesh highlighted the importance of building a strong network and

collaborating with others in the industry, which can provide invaluable support and resources for entrepreneurs. **Practical Skills:** The session also focused on practical skills necessary for starting and running a business, including strategic planning, financial management, and effective communication.

The event aimed to inspire young prospective entrepreneurs by providing them with real-world insights and motivational guidance from someone who has successfully navigated the startup landscape. Attendees were encouraged to ask questions and share their own experiences, fostering an interactive environment conducive to learning and networking.

Ms. Usha Parvathi Senior Asst. The professor in the Department of Physics welcomed the gathering. The Program concluded with a vote of thanks by Dr. Bharath Bhat, Assistant Professor (SG) in the Dept of Mechanical Engineering.



## My Story - Motivational Session by Successful Innovators



The Entrepreneurship Development Cell of SMVITM, in collaboration with the Institution's Innovation Council, hosted a Session on My Story - Motivational Session by Successful Innovators on 06th December 2024. The session featured Mr. Satvik Bhat & Mr. Sumedh Navuda, 3rd-year computer science department, SMVITM Bantakal, as the resource person.

The session featured Mr. Satvik Bhat and Mr. Sumedh Navuda, dynamic 3rd-year students from the Computer Science Department of SMVITM, Bantakal. Their success stories as innovators and budding entrepreneurs served as a beacon of inspiration for the audience.

The speakers shared their incredible journey, beginning with identifying a problem, ideating solutions, and successfully implementing innovative projects. They emphasized the importance of persistence, creativity, and leveraging technology to solve real-world challenges. Their achievements and determination, despite being students themselves, resonated strongly with their peers.

The event was interactive, with students enthusiastically engaging in a Q&A session to delve deeper into the speakers' experiences and strategies for overcoming challenges.

This event was yet another step by SMVITM towards nurturing creativity and innovation among students, aligning with its mission to empower future leaders and change-makers. Dr. Madhukara Nayak Asst. Professor (Selection Grade) in the Dept of Mechanical Engineering welcomed the gathering. The Program concluded with a vote of thanks by Dr. Bharath Bhat, Assistant Professor (SG) in the Dept of Mechanical Engineering.

"You have to dream before your dreams can come true." - Dr. A.P.J. Abdul Kalam

## Acharya FDP on Innovation and Entrepreneurship

The Entrepreneurship Development Cell (EDC) of SMVITM, in collaboration with the Institution's Innovation Council (IIC), organized a *three-day Start-up Incubation Program* on December 17–19, 2024. The sessions featured distinguished resource persons—Dr. Mouli, CEO of AIC-SKU, and Dr. Shiva Kiran from Section Infi8 Foundation—who provided participants with valuable insights into innovation, entrepreneurship, and incubation ecosystems.

**Day 1** focused on building an innovative mindset through sessions on the global innovation landscape, a hands-on Design Thinking workshop, and an overview of start-up and incubator ecosystems. Participants explored creativity, problem-solving, and the role of incubators in nurturing entrepreneurial ventures.

**Day 2** delved into *Incubator Design and Operations*, covering topics such as setting objectives and KPIs, creating sectoral pipelines, resource mapping, and establishing sustainable revenue models.



**Day 3** emphasized *supporting policies and funding mechanisms*. Dr. Kiran discussed the National Innovation and Start-up Policy (NISP), IPR frameworks, and government grants (BIRAC, DST, MSME, etc.). The program successfully equipped participants with knowledge on fostering innovation, managing incubation centers, and leveraging support systems to drive start-up growth. The EDC and IIC expressed their gratitude to the resource persons and participants for making the initiative a grand success.

## Field Visit to Government Tool Room & Training Centre (GTTC), Udupi



Department of Electronics and Communication Engineering (ECE), in association with the Institution's Innovation Council (IIC) and Entrepreneurship Development Cell (EDC), Shri Madhwa Vadiraja Institute of Technology and Management (SMVITM), Bantakal. The field visit aimed to provide students with practical exposure to advanced electronics, automation, and industrial manufacturing technologies. It was designed

to enhance their understanding of modern industrial tools and processes, bridging the gap between theoretical knowledge and real-world applications. The Government Tool Room & Training Centre (GTTC), Udupi, is a premier institute offering high-tech training in industrial automation, tool manufacturing, and engineering applications. It features state-of-the-art laboratories in electronics, mechanical systems, and automation, providing hands-on learning experiences for students.



## National Start-Up Day

The Entrepreneurship Development Cell organized an Awareness Quiz on January 16, 2025, to mark National Start-up Day. The event aimed to foster awareness and enthusiasm about the start-up ecosystem among budding engineers. Its primary objectives were to introduce students to the concepts of entrepreneurship and start-ups, provide insights into the evolving start-up culture in India and globally, and encourage innovative thinking and entrepreneurial aspirations among engineering students.



## Exploring Entrepreneurship



On 28 February 2025, the EDC Cell conducted a full-day workshop titled “Exploring Entrepreneurship” (Esquared), which was conducted by International Innovations Coach Mr. Naveen Lakkur from the Institute of Innovation, Bengaluru, in collaboration with Sectioninfin8 (SI8), Mangalore. The event began at

10:30 AM in the Admin Block Seminar Hall with an inaugural function. Mr. Lakkur shared insights from his book “Inseparable Twins”, using the characters Appy (Happiness) and Propy (Prosperity) to illustrate the dual qualities essential for entrepreneurship.

The Principal, in his presidential address, urged students to balance academics with opportunities like this workshop. Ms. Akshatha (Dept. of ECE) emceed the program, and Dr. Manjunath delivered the invocation.

The interactive workshop engaged students from various engineering and MBA streams, encouraging them to share their role models and reasons for pursuing entrepreneurship. Mr. Lakkur emphasized innovation as a national priority and cited success stories like Ola and Paytm to inspire participants.

The event effectively nurtured entrepreneurial thinking and innovation among attendees.

## Session on “How to Plan for Start-up and Legal & Ethical Steps”

The Entrepreneurship Development Cell of SMVITM, in collaboration with the Institution's Innovation Council and Madhwa Incubation Center, organized a session on “How to Plan for Start-up and Legal & Ethical Steps” on April 7, 2025. The session aimed to inspire engineering students to explore entrepreneurship and understand the legal and ethical aspects of starting a business.

Mr. Shivaraj Hublikar, CEO of Madhwa Incubation Center, shared insights on start-up planning, legal compliance, ethical practices, and overcoming challenges in the entrepreneurial journey. He also highlighted the role of incubation centers in supporting budding entrepreneurs.

Interactive discussions and Q&A sessions engaged



students, equipping them with practical knowledge and motivating them to consider entrepreneurship as a career path. Participants appreciated the valuable insights and actionable advice shared during the session.

The EDC extended its gratitude to Mr. Hublikar and Madhwa Incubation Center for their support in making the event a success.

## Session on “World Creativity and Innovation Day”

The Entrepreneurship Development Cell of SMVITM, in collaboration with the Institution's Innovation Council and Madhwa Incubation Center, organized a session on World Creativity and Innovation Day on April 21, 2025. The event featured Dr. Sudhir Raj K, Professor and Coordinator at the Center for Indian Knowledge Systems (IKS), Nitte Deemed to be University, who shared insights on integrating traditional Indian knowledge with modern innovations to address global challenges.

The session aimed to inspire students and faculty to embrace creativity as a catalyst for growth. Key highlights included discussions on the role of creativity in solving real-world problems, interactive brainstorming activities,

and motivation to cultivate an entrepreneurial mindset with resilience and ethical responsibility.

The event saw enthusiastic participation and positive feedback, with attendees appreciating its practical approach and inspiring content. The EDC, IIC, and Madhwa Incubation Center were commended for organizing this impactful and thought-provoking session.



## Field visit to the Centre for System Design & Siemens Center of Excellence



The Department of ECE in association with the IIC and EDC organized a field visit to the Centre for System Design (CSD) and Siemens Center of Excellence (COE) at NITK, Surathkal. The visit aimed to expose 4th-semester ECE students to advanced technologies in system design, automation, and innovation.

At CSD, students explored labs including Virtual Lab, Virtual Reality Lab, EV Lab, 3D Printing Lab, Sensors & Actuators Lab, and Drone Lab, gaining insights into emerging technologies.

Coordinated by Mr. Ajesh and Ms. Vimitha A (ECE Department), the visit enhanced students' understanding of automation, rapid prototyping, and career opportunities in electronics and system design. The Department expresses gratitude to NITK for their support and hospitality.



## Session on "World Intellectual Property Day"

To commemorate World Intellectual Property Day 2025, the Entrepreneurship Development Cell (EDC) and Institution's Innovation Council (IIC) of SMVITM organized an interactive session on the theme "Empowering Innovation for a Better Future." The event aimed to raise awareness about the importance of intellectual property (IP) rights among students and aspiring entrepreneur.

The session featured Mr. Pranav Bhat as the keynote speaker, who provided valuable insights into IP concepts, patent processes, legal frameworks, and the role of IP in startups. His engaging presentation, enriched with real-world examples and interactive discussions, inspired participants to recognize IP as a vital tool for innovation and entrepreneurship.

Highlights included a quiz on IP concepts and an exhibition showcasing innovative student projects. The



event successfully enhanced students' understanding of identifying, protecting, and leveraging intellectual creations for sustainable career growth.

The EDC and IIC extended their gratitude to Mr. Bhat, the Madhwa Incubation Center, and all contributors for making the event a resounding success.

## National Technology Day

The EDC in collaboration with the Institution's Innovation Council, organized an *Awareness Quiz* on May 13, 2025, to mark National Technology Day. The event celebrated India's technological milestones and aimed to inspire students to explore the role of technology in driving innovation and entrepreneurship. The quiz encouraged participants to enhance their knowledge of emerging trends, fostered teamwork, and promoted a spirit of healthy competition. It provided an engaging platform for students to reflect on the significance of technological advancements in shaping the future of entrepreneurship.



## Workshop on “Raising Capital and Managing Finance for Start-ups”

The Entrepreneurship Development Cell (EDC) of SMVITM, in collaboration with the Institution's Innovation Council (IIC), organized an insightful session on “How to Plan for Start-up and Legal & Ethical Steps” on June 6, 2025. The session featured Mr. Pranav Bhat, an Intellectual Property Strategist, Registered Patent Agent, and Advocate at the Karnataka High Court, who shared his expertise on start-up planning, legal frameworks, and ethical business practices.

Key highlights included guidance on market research, business model development, regulatory compliance, and the importance of protecting intellectual property through patents, trademarks, and copyrights. Mr. Bhat also addressed ethical decision-making in entrepreneurship and engaged participants in an



interactive Q&A session.

The event equipped students and budding entrepreneurs with practical insights into navigating the start-up ecosystem responsibly. The EDC and IIC extend their gratitude to Mr. Bhat for his valuable contribution and to all participants for making the session a success.

## Session/ Workshop on Business Model Canvas (BMC)



The Entrepreneurship Development Cell (EDC) of SMVITM, in collaboration with the Institution's Innovation Council (IIC), organized an engaging session on “Business Model Canvas (BMC)” on June 13, 2025. The resource person, Dr. Suprabha K. R., Associate Professor at NITK Surathkal, shared her expertise in business frameworks and strategic planning, making

the session highly impactful.

Dr. Suprabha explained the nine building blocks of the BMC, covering customer segments, value propositions, channels, revenue streams, key resources, partnerships, and cost structures. Interactive discussions, activities, and a case study allowed participants to practically apply the framework, while real-world examples illustrated its relevance in aligning business strategies.

The session concluded with a Q&A segment, leaving participants with actionable insights on developing effective business models. The EDC and IIC expressed their gratitude to Dr. Suprabha for her valuable contribution and to the participants for their enthusiastic engagement.

## Value-added course on "Financial Literacy."

The Department of Computer Science and Engineering (CSE), in association with the Entrepreneurship Development Cell (EDC), conducted a value-added course on “Financial Literacy” for 3rd-year students from September to December 2024, held every Monday afternoon.

The course aimed to equip students with essential financial skills, covering personal finance, investment, banking, insurance, taxation, and government schemes. Key topics included savings and budgeting, investment strategies, retirement planning, responsible credit use, and tax-efficient financial planning. Participants also gained awareness about financial frauds and grievance redressal mechanisms in

various sectors.

This comprehensive program empowered students with the knowledge and confidence to make informed financial decisions, promoting responsible financial behavior and long-term financial well-being.



