

# SHRI MADHWA VADIRAJA INSTITUTE OF TECHNOLOGY AND MANAGEMENT

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

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

Approved by AICTE, New Delhi & Recognized by Govt. of Karnataka

Vishwothama Nagar, Bantakal - 574115, Udupi District, Karnataka.



## Activity Requestform




<b>AcademicYear</b>	2022-23		
<b>Department/Section/Committee/Cell</b>	Entrepreneurship Development Cell/IIC_SMVITM		
<b>NameoftheActivity</b>	My Story - Motivational Session by Successful Innovators		
<b>TargetAudience</b>	Interested Students		
<b>ActivityDate(s)</b>	2-12-2022	<b>Time</b>	9.30 to 11.00 AM
<b>Venue</b>	Seminar Hall, Admin Block		
<b>ResourcePerson</b>	Mr. Achintya Kumar, Founder and CEO of COCOON UNIVERSE, Pune, Maharashtra		

Expectedexpenditure		
S.No.	Description	Amount
	Institute	3000.00
<b>Total</b>		

(Addrowsifrequired)

Sourceoffund(Sponsorship/Registrationfee)		
S.No.	Description	Amount
	Institute	3000.00
<b>Total</b>		3000.00
FinancialsupportrequiredfromtheInstitute		

(Addrowsifrequired)

 <b>NameoftheCoordinator</b>	 <b>Signaturewithdate</b>
 <b>Signature oftheHoD(Ifapplicable)</b>	 <b>Principal</b> SHRI MADHWA VADIRAJA INSTITUTE OF TECHNOLOGY & MANAGEMENT Vishwothama Nagar, Udupi Dist BANTAKAL 574115

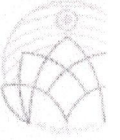
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SMVI

## RemarksbyIQAC

May be conducted.

Signature  29/11/22

## RemarksbyPrincipal

Proceed Princip

Signature   
Principal

SHRI MADHWA VADIRAJA  
INSTITUTE OF TECHNOLOGY & MANAGEMENT  
Vishwothama Nagar, Udupi Dist.  
BANTAKAL - 574 115

# SHRI MADHWA VADIRAJA INSTITUTE OF TECHNOLOGY & MANAGEMENT

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

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Email: [info@sode-edu.in](mailto:info@sode-edu.in) | Website: [www.sode-edu.in](http://www.sode-edu.in)



## SMVITM



INSTITUTION'S  
INNOVATION  
COUNCIL

THE COCOON UNIVERSE

THE COCOON UNIVERSE

## Institution's Innovation Council (IIC)

&

## Entrepreneurship Development Cell, SMVITM

is organising a

## Motivational Session by Successful

## Start- Up Founder

Topic : "Entrepreneurship Mentality & Integrated Marketing & Sales Strategy for Success"



**Mr. Achintya Kumar**

Founder & CEO

**The COCOON UNIVERSE**

Pune, Maharashtra

02, December 2022

10:00 AM

Seminar Hall, Admin Block

Principal

SHRI MADHWA VADIRAJA  
INSTITUTE OF TECHNOLOGY & MANAGEMENT

Vishwothama Nagar, Udupi Dist.

BANTAKAL - 574115

SMVITM - Engineering your Career and Character with Care



Arun Upadhyaya &lt;edc@sode-edu.in&gt;

**Invitation to Conduct a online session**

14 messages

Arun Upadhyaya &lt;edc@sode-edu.in&gt;

Wed, Nov 23, 2022 at 11:55 AM

To: "achintya@thecocoonuniverse.space" &lt;achintya@thecocoonuniverse.space&gt;

Dear Mr. Achintya,

We are happy to invite you to conduct a session on **"Motivational Session by a successful Startup founder"** on **02, December 2022**.

The session will begin at **10.00 AM** and with **90 minutes in duration**.

If you have any special requirements or need any adjustments please let me know.

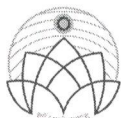
Thank you in advance for your commitment.

Warm Regards

**Mr. Arun Upadhyaya**

AMIE, M.Tech, MISTE

Coordinator- Entrepreneurship Development Cell

**SMVITM****Shri Madhwa Vadiraja Institute of Technology and Management**

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Fax: +91-820-2589184

Email: edc@sode-edu.in; arun\_upadhyaya.ec@sode-edu.in

URL : www.sode-edu.in

Achintya Kumar &lt;achintya@thecocoonuniverse.space&gt;

Mon, Nov 28, 2022 at 12:05 PM

To: Arun Upadhyaya &lt;edc@sode-edu.in&gt;

Cc: The Cocoon Universe &lt;theteam@thecocoonuniverse.space&gt;

Hello Mr. Arun,

Thank you for this opportunity. I would like to conduct the lecture on **Entrepreneurship Mentality & Integrated Marketing and Sales Strategy For Success**.

The topic coverage would include:

- 1) Motivation, Intellect and Risk taking mindset to rise as an Entrepreneur
- 2) Integrated Marketing and Sales Strategy to reach closer to 70% sales

*Mesop*  
Principal  
SHRI MADHWA VADIRAJA  
INSTITUTE OF TECHNOLOGY & MANAGEMENT  
Vishwothama Nagar Udupi Dist.  
BANTAKAL - 574 115



Arun Upadhyaya &lt;edc@sode-edu.in&gt;

## MOTIVATIONAL SESSION by A SUCCESSFUL STARTUP FOUNDER

5 messages

Arun Upadhyaya &lt;edc@sode-edu.in&gt;

Thu, Dec 1, 2022 at 6:47 PM

To: tushar.21ad059@sode-edu.in, hithashree.21ad019@sode-edu.in, rajath.21ai032@sode-edu.in, deepthi.20cs023@sode-edu.in, karthik.21ai022@sode-edu.in, amruth.21ai004@sode-edu.in, sanjana.21ad048@sode-edu.in, adithya.20ec007@sode-edu.in, shashank.21me008@sode-edu.in, ujwal.19ec083@sode-edu.in, nisha.20ec036@sode-edu.in, chaithra.21ai010@sode-edu.in, shreya.21ai052@sode-edu.in, abhishek.21ai001@sode-edu.in, krishna.21cs041@sode-edu.in, deepak.20ec026@sode-edu.in, sameeksha.19ec049@sode-edu.in, chetan.21ec015@sode-edu.in, harshith.21ec022@sode-edu.in, supriya.21cs106@sode-edu.in, sagar.20ec050@sode-edu.in, satwikumar26@hotmail.com, naveen.20cs051@sode-edu.in, ashlesh.20cs105@sode-edu.in, nishanth.21ec035@sode-edu.in, naikabhilash2001@gmail.com, anusha.20ec013@sode-edu.in, preethika.20ec021@sode-edu.in, manish.20ec030@sode-edu.in, nikhitha.20ec@sode-edu.in, adithya.20ec008@sode-edu.in, lloyd.20ec025@sode-edu.in, athmika.20ec017@sode-edu.in, dhanush.21ec019@sode-edu.in, shanthkumar.19ec051@sode-edu.in, sumanth.20ec061@sode-edu.in, Swasthik.20ec066@sode-edu.in, saurabh.21cs088@sode-edu.in, anusha.20ec012@sode-edu.in, Raksha.20ec046@sode-edu.in, prasha.20ec041@sode-edu.in, disha.21ec020@sode-edu.in, chaitanya.21ec013@sode-edu.in, adithi.21ec003@sode-edu.in, anusha.20ec014@sode-edu.in, kumarswaroop023@gmail.com, advith.21ec005@sode-edu.in, shreya.20ec057@sode-edu.in, sowjanya.20ec033@sode-edu.in, medini.20ec031@sode-edu.in, lohith.19ec026@sode-edu.in, akshay.19ec006@sode-edu.in

Cc: "Prof. Dr. Tirumaleshwara Bhat" <principal@sode-edu.in>, Arun Upadhyaya ECE <arun\_upadhyaya.ec@sode-edu.in>

Dear All,

Kindly join the session tomorrow at **9.45 AM** in the **Seminar hall, Admin Block** for the "**Motivational Session by a Successful Startup Founder**"

Few first-year students have registered for this program. I request them to attend the Bridge Course. We will conduct similar programs in the future.

Warm Regards

**Mr. Arun Upadhyaya**

*AMIE, M.Tech, MISTE*

*Coordinator - Entrepreneurship Development Cell*



**SMVITM**

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Fax: +91-820-2589184

Email: edc@sode-edu.in; arun\_upadhyaya.ec@sode-edu.in

URL: www.sode-edu.in

*Principal*

Principal

**SHRI MADHWA VADIRAJA**  
**INSTITUTE OF TECHNOLOGY & MANAGEMENT**  
 Vishwothama Nagar, Udupi Dist.  
 BANTAICAL - 574 115

Mail Delivery Subsystem <mailer-daemon@googlemail.com>

Thu, Dec 1, 2022 at 6:48 PM

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**SMVITM**



## Activity Report

Academic Year	2022-23
Name of the Program	Motivational Session by a Successful Startup Founder
Date	2/12/2022
Target Audience	Interested students
Resource Person	Mr. Achintya Kumar, Founder and CEO of COCOON UNIVERSE, Pune, Maharashtra
Number of Participants	85

### SHRI MADHWA VADIRAJA INSTITUTE OF TECHNOLOGY & MANAGEMENT

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Website: [www.sode-edu.in](http://www.sode-edu.in) | Mobile: +91 7483031199  
Email: [info@sode-edu.in](mailto:info@sode-edu.in) | Website: [www.sode-edu.in](http://www.sode-edu.in)



THE COCOON UNIVERSE

Institution's Innovation Council (IIC)

&

Entrepreneurship Development Cell, SMVITM

is organising a  
**Motivational Session by Successful  
Start- Up Founder**

**Topic : " Entrepreneurship Mentality & Integrated  
Marketing & Sales Strategy for Success "**



**Mr. Achintya Kumar**  
Founder & CEO  
The COCOON UNIVERSE  
Pune, Maharashtra

02, December 2022

10:00 AM

Seminar Hall, Admin Block

*Prasanna*  
Principal

SHRI MADHWA VADIRAJA  
INSTITUTE OF TECHNOLOGY & MANAGEMENT  
Vishwothama Nagar, Udupi Dist.  
BANTAKAL - 574 115



*Chrasora*  
Principal

SHRI MADHWVA VADIRAJA  
INSTITUTE OF TECHNOLOGY & MANAGEMENT  
Udupi Dist.  
Contact No: 874 115



Latitude 13.254605


Longitude 74.785047

Entrepreneurship Development cell in association with Institution's Innovation Council of SMVITM has conducted a motivational session on a topic "Entrepreneurship Mentality and Integrated Marketing and Sales Strategy for Success" by a successful Start-Up Founder **Mr. Achintya Kumar, Founder and CEO of COCOON UNIVERSE**, Pune, Maharashtra on 2/12/2022 in institute premises to impart start up ideas on students of SMVITM.

Session started with the brief introduction to Mr. Achintya Kumar by Ms. Avanti. The resource person briefed about **Strategy concepts and what are the pitch designing parameters as per the marketing tools**. He advised the students to have idea about digital marketing and marketing statistics and also it is very essential to have good presentation skill for an entrepreneur to present his ideas. Later he focused on synchronization of ideal sales pitch with their marketing content.

Over the entire session Mr. Achintya briefed about what are the skills that an entrepreneur should possess. Finally he suggested the students to integrate their pitch into classics in marketing collaterals.

The Students participated in large numbers.

  
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INSTITUTE OF TECHNOLOGY & MANAGEMENT  
Vishwothama Nagar Udipi Dist.  
BANTAKAL - 574 115



Mr. Arun Upadhyaya, the coordinator of the program and faculty members participated in the program. The program was compered by Ms. Avanti of Computer science Department.

*Arun Upadhyaya*  
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INSTITUTE OF TECHNOLOGY & MANAGEMENT  
Vishwothama Nagar, Udupi Dist.  
BANTAKAL - 574 115

**MOTIVATIONAL SESSION BY A SUCCESSFUL STARTUP FOUNDER**

Date: **02/12/2022**

Sr. No	Name of the Participant	USN	Signature
1	Tushar Shetty	4MW21AD059	
2	Hithashree	4MW21AD019	
3	Rajath Adiga	4MW21AI032	
4	Deepti	4MW20CS023	
5	Karthik Bhat	4mw21ai022	
6	Amruth s more	4mw21ai004	
7	Sanjana.R.M	4mw21ad048	
8	Adithya D Nayak	4MW20EC007	
9	K shashank naik	4mw21me008	
10	ujwal U shetty	4MW19EC083	
11	Nisha dsouza	4mw20ec036	
12	Chaithra	4mw21ai010	
13	Shreya s	4MW21AI052	
14	Abhishek	4mw21ai001	
15	Krishna Mangesh Shanbhad	4MW21CS041	
16	M Deepak Adhikari	4MW20EC026	
17	Sameeksha P U	4MW19EC049	
18	Chetan P Naik	4MW21EC015	
19	Harshith Acharya	4MW21EC022	
20	Supritha	4MW21CS106	
21	Sagar Acharya	4MW20EC050	
22	Satwik kumar	4mw21cs087	
23	Naveen	4MW20CS051	
24	Ashlesh Kini T	4mw20cs105	
25	Nishanth N Nayak	4MW21EC035	
26	Abhilash naik	4mw20ec002	

Principal

Sr/No	Name of the Participant	USN	Signature
27	Anusha	4MW20EC013	Anusha
28	K Preethika Kamath	4MW20EC021	Ke...
29	Manish	4MW20EC030	Manish
30	Nikhitha shettty	4mw20ec035	Nikhitha
31	Adithya Prakash	4mw20ec008	Adithya
32	Lloyd Pinto	4MW20EC025	Lloyd
33	Athmika Shetty	4MW20EC017	Athmika
34	Dhanush kumar	4mw21ec109	Dhanush Kumar
35	SHANTHKUMAR C K	4MW19EC051	Shanthkumar
36	Sumanth	4mw20ec061	Sumanth
37	Swasthik	4MW20EC066	Swasthik
38	Saurabh	4MW21CS088	Saurabh
39	Anusha	4mw20ec012	Anusha
40	Raksha	4mw20ec046	Raksha
41	Prasha	4mw20ec041	Prasha
42	Disha	4MW21EC020	Disha
43	Chaitanya Anant Nilekani	4MW21EC013	Chaitanya
44	Adithi G Rao	4mw21ec003	Adithi
45	Anusha A.R	4MW20EC014	Anusha
46	Swaroop kumar	4mw20cs099	Swaroop
47	Advitha Nayak	4MW21EC005	Advitha
48	Shreya M Tantry	4MW20EC057	Shreya
49	N G Sowjanya	4MW20EC033	Sowjanya
50	Medini	4MW20EC031	Medini
51	Lohith V P	4MW19EC026	Lohith
52	Akshay K G	4MW19EC006	Akshay
53	Manthana K	4MW19EC027	Manthana
54	Karthik	4MW20CS035	Karthik

*Prasanna*

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**SHRI MADHWA VADIRAJA**  
**INSTITUTE OF TECHNOLOGY & MANAGEMENT**  
Vishwothama Nagar Udipi Dist.  
BANTAKAL - 574 115

Sr. No	Name of the Participant	USN	Signature
55	Pavan Shettigar	4MW20EC037	
56	Karthik N	4MW19EC023	
57	Prasanna. shet	4MW20EC040	
58	Chaya Naik	4MW19EC012	
59	Soumya Shetty	4mw20ec059	
60	Ankitha Shet	4MW20EC011	
61	Shivaprasad	4MW20EC054	
62	Ramya Deshapande	4MW20EC047	
63	Shrinidhi Devadiga	4MW20EC058	
64	Sourabh	4mw20ec060	
65	nagraj	4mw20ec034	
66	Prasthuthi Amin	4MW19EC037	
67	Vighnesh naik	4MW20EC070	
68	Prathviraj	4mw20ec043	
69	Dileep a r	4MW19EC016	
70	Suraksha Acharya	4MW20EC065	
71	Nikitha	4mw19ec032	
72	Pratham	4MW20EC042	
73	Rahul Poojari	4MW20EC45	
74	Shreepathi	4MW19EC056	
75	Rahamathunnisa	4MW20EC044	
76	Shreeta Jayakar shetty	4MW20EC056	
77	Pooja	4MW20EC038	
78	Vignesh prabhu	4MW21CS118	
79	Varun Kumar	4MW21CS114	
80	Rohan Das	4MW21CS078	
81	Manasa ganapati bhat	4MW20EC012	
82	Nithin poojary	4mw21cs061	
83			

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Sr. No	Name of the Participant	USN	Signature
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57	Prasanna. shet	4MW20EC040	
58	Chaya Naik	4MW19EC012	Chaya
59	Soumya Shetty	4mw20ec059	
60	Ankitha Shet	4MW20EC011	Ankitha
61	Shivaprasad	4MW20EC054	
62	Ramya Deshapande	4MW20EC047	
63	Shrinidhi Devadiga	4MW20EC058	
64	Sourabh	4mw20ec060	
65	nagraj	4mw20ec034	
66	Prasthuthi Amin	4MW19EC037	Prasthuthi
67	Vighnesh naik	4MW20EC070	
68	Prathviraj	4mw20ec043	
69	Dileep a r	4MW19EC016	Dileep A R
70	Suraksha Acharya	4MW20EC065	Suraksha.A
71	Nikitha	4mw19ec032	Nikitha
72	Pratham	4MW20EC042	
73	Rahul Poojari	4MW20EC45	
74	Shreepathi	4MW19EC056	
75	Rahamathunnisa	4MW20EC044	
76	Shreeta Jayakar shetty	4MW20EC056	Shreeta
77	Pooja	4MW20EC038	Preembhavi
78	Vignesh prabhu	4MW21CS118	
79	Varun Kumar	4MW21CS114	
80	Rohan Das	4MW21CS078	
81	Manasa ganapati bhat	<del>4mw20ec029</del> 4MW20EC029	
82	Nithin poojary	4mw21cs061	
83			

Sr. No	Name of the Participant	USN	Signature
84	Yogendra Juthoor	4MW21ME016	
85	Saurabh R Acharya	4MW21ME012	
86	Shakuntal Kotar	4MW21ME013	
87	<del>Karthik Shanthay</del>	<del>4MW21ME035</del>	<del></del>
88	Prasanna Shet	4MW20EC040	
89	Rahul Manjunatha Peruri	4MW20EC045	
90	Semanth. Mutalik	4MW20EC062	
91	Sankalp.R	4MW20EL052	
92	Shreelakshmi	4MW20CS098	
93	VIRAS V.K	4MW20EC068	
94	Tanmay Kalkur	4MW20EC067	
95	Dhruv Kumar	4MW21EC019	
96	Vignesh Prabhu	4MW21CS118	
97	Manasa Acharya	4MW20EC028	
98	Moolya Harshkumar	4MW20EC032	
99	Shetty Suresh Kumar	4MW20CS075	
100	Medini J Shetty	4MW21CS051	
101	M.Gokuldas.V.Pai	4MW21CS046	
102	Karthik. N	4MW19EC023	
103	Sampath	4MW21EC900	
104	Sumanth S	4MW20EC063	
105	Chinmay.N.Hegde	4MW21A1011	
106	NISHITH PADUR	4MW21A1018	
107	SUHAS	4MW21A1055	
108	Tanmay - V Shetty	4MW20CV005	
109	Shravan Poojary	4MW20CV004	
110	Heeba Thubru	4MW20CV002	
111	Madhura Nait	4MW21CV401	
112	Nelavathi Moga	4MW21CV403	

- 113 G. Akshatha 4MW21CV400
- 114 Abhishek Kumar 4MW20CV001
- 115 Sainbor Tyngkhai 4MW20CV003
- 116 Hrushikesh 4MW21CV404
- 117 manesh 4MW21MS011

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BANTAKAL - 574115

S. Chethan	Diplo ma ME	<del>S. Chethan</del>
Dhanish	4MW21ME001	<del>Dhanish</del>
Shiupreeth	DIP ME	<del>Shiupreeth</del>
Gurukiran	DIP ME	<del>Gurukiran</del>
Rolith	DEP ME	<del>Rolith</del>
Shrovan Kumar	4MW21ME014	Shrovan Kum
Gagan	4MW21ME005	<del>Gagan</del>
AKshath	4MW21ME002	<del>AKshath</del>
Hariom Kumar	4MW21ME006	<del>Hariom Kumar</del>
Likhith Yermal	4MW21ME010	<del>Likhith Yermal</del>
K Adithya Jenny	4MW21ME007	Adithya
Rashi	4MW20E008	<del>Rashi</del>
Shravya sm	4MW20E003	<del>Shravya sm</del>
Bhoomika	4MW19E009	<del>Bhoomika</del>
Manthana	4MW19E007	<del>Manthana</del>
Rinsha	4MW20E004	<del>Rinsha</del>
Mahima.	4MW20E0027	<del>Mahima.</del>
Manasa Bhat	4MW20E009	<del>Manasa Bhat</del>
Vinaya. S	4MW20E006	<del>Vinaya. S</del>
Hitha L Shetty	4MW20E0019	<del>Hitha L Shetty</del>
Bhargavi	4MW21ME003	<del>Bhargavi</del>
Sanjara Rao U.S	4MW20E0051	Sanjara