

NEWSLETTER



*Unfurling The Wings Of
Entrepreneurial Wisdom*

February 2023
Vol 2, Issue 1



Introduction

Building strong entrepreneurial culture and developing an entrepreneurial mindset among students is the main motive of the Center for Entrepreneurship and Innovation, Mahindra University. In this view, the center aims to create a platform that supports students in unfurling the wings of entrepreneurial wisdom rooted in entrepreneurial values. Furthermore, the center helps students and faculties convert their innovative ideas into startups and organizes different events and programs that promote entrepreneurship across the campus.

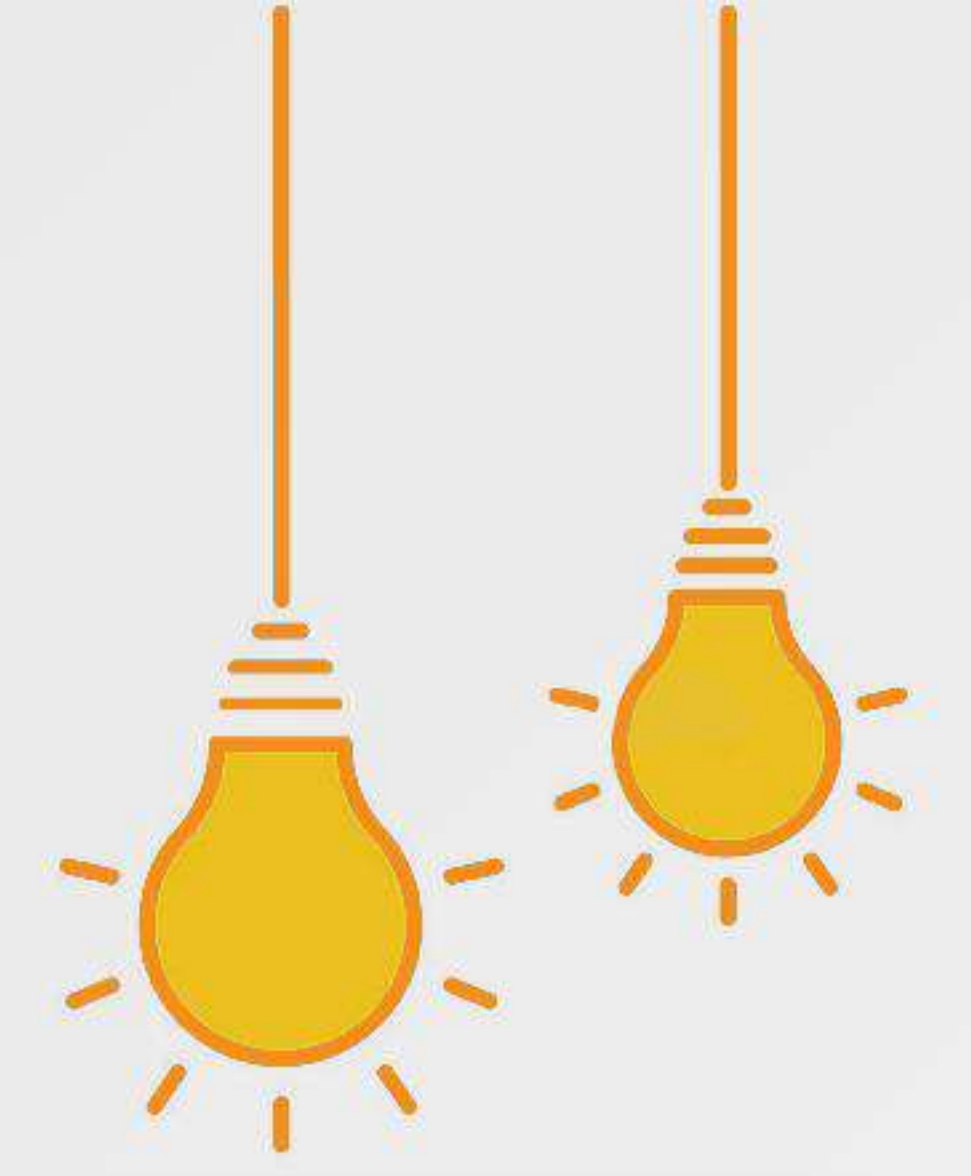
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*“Stay Hungry,
Stay Foolish”*

STEVE JOBS



E-Cell Activities

The Entrepreneurship & Innovation Cell (EIC) is a student-driven initiative that conducts different entrepreneurship-related activities and events throughout the academic year.

GUEST TALK

Mr. MM Murugapan

E-cell hosted an interactive talk with Mr. MM Murugapan, the former CEO of the Murugapa Group of Industries on 26th September 2022. Students had a very live interaction and were delighted with the insightful responses given by him throughout the session.

While students asked thought-provoking questions, Mr. Murugapan made us all think about tomorrow's world. This was one of the most exciting sessions of all time that the students had at the university.



MOVIE NIGHT with Networking

A Movie Night along with a Networking Night, this could be the least expected combination but still turned out to be the best one. This event having Food, Games, Networking, Open mic and a Movie; helped students to know each other. It allowed all the students to meet and greet and also understand each other's strength and resources which could be leveraged for pursuing entrepreneurial intention.



SPARK

Sustainability has been recognized as one of the vital approaches that helps improve the quality of life, protect the ecosystem and preserve natural resources for future generations.

Therefore, there is a pressing need to transform fashion into sustainable fashion to reduce the environmental impact of fashion industry such as air pollution, water pollution and overall climate change. Spark is one such step towards sustainable fashion, focusing on harnessing students' creative abilities within the fashion industry while keeping sustainability a primary concern.



The event started with some tunes, followed by a ramp walk to showcase how people can make sustainable clothes. In this event, the chief guest, Ms. Divya Boppana (fashion influenc-



DIVYA BOPPANA
DIGITAL CREATOR



ARIA
CONTENT CREATOR



VYSHANVI
FOUNDER,
ECOSTUDIO

er), Ms. Aria Krishnamurthy (Digital Creator), Ms. Vyshanvi Gudivada (Founder of EcoStudio and Content Creator) discussed their entrepreneurial journey and opportunities pertaining to sustainable fashion industry.



The panel discussion on opportunities and challenges in the sustainable fashion industry highlighted different social, economic and environmental aspects of the fashion domain. The panel discussion was followed by the most awaited event for most students, the Bonfire and the Lanterns. The Bonfire was lit in the courtyard with some soulful music rendered by Synolo, followed by the lanterns flying away in significance to letting all the negativity go away.



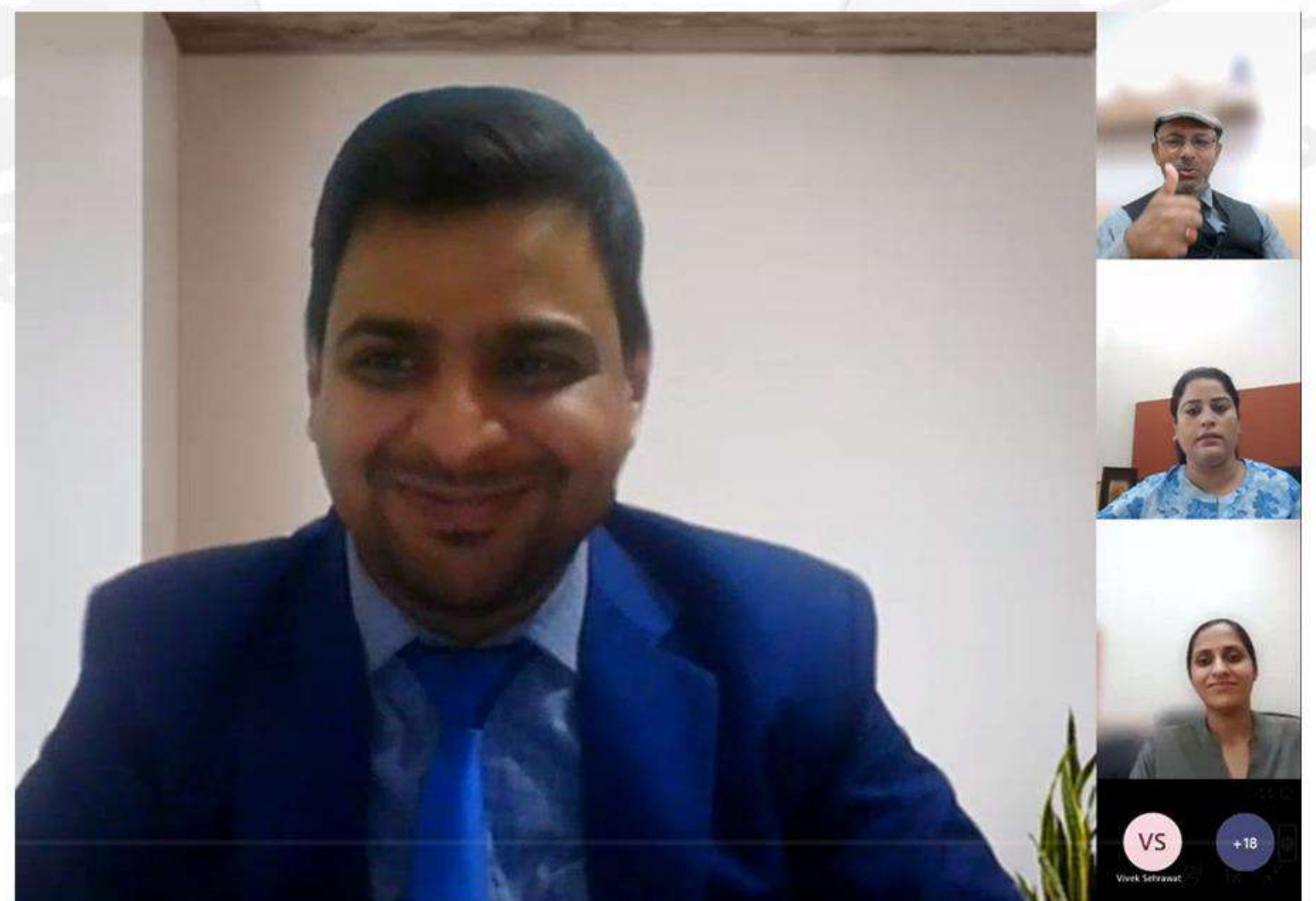


The founder of the Entrepreneurship and Innovation Cell (EIC), Vineeth Muthsyala launched EIC's membership cards during the event.



ONLINE WEBINAR ON Social Media, IPR, and Patents

The School of Law and the Center for Entrepreneurship and Innovation organized an insightful online webinar for the students on 19th October 2022. In this webinar, Mr. Govind Chaturvedi, a trademark attorney and technology lawyer from York University, Canada gave an engaging lecture on Social Media, IPR and Patents concerning landmark case laws to its students and faculty members.



T-Works Visit

E-cell, jointly with Mahindra e-Hub has organized a visit to T-works for B.Tech students on 12th October 2022. The main aim of this visit was to orient our students to the different technological support available in the world's biggest prototyping center - T-Works. The students and faculties got an opportunity to understand the functionality and operation of various equipment, such as material testing machines, 3D printers etc. and the importance of prototyping for any innovator or entrepreneur.



TALK SESSION ON How to Monetize your Research Outcome

Center for Entrepreneurship & Innovation conducted a special session on - "How to monetize your Research outcome" on 14th December, 2022. The purpose of this event was to sensitise the faculty members and research scholars to contribute towards Intellectual Property of the university and in turn get rewarded. This event highlighted importance of having IP by the faculty and the university.



Y. Srinivas Arun
Partner at Link Legal



V. Rajesh
Partner at
Bizrights IP Partners



Aditya Saha
Partner at
Bizrights IP Partners



Mahindra University's Incubation Center e-hub offers the following support to the potential startups:

Co-working Space

Legal, Accounting, and Marketing Support Services

Access to Workshops and Labs

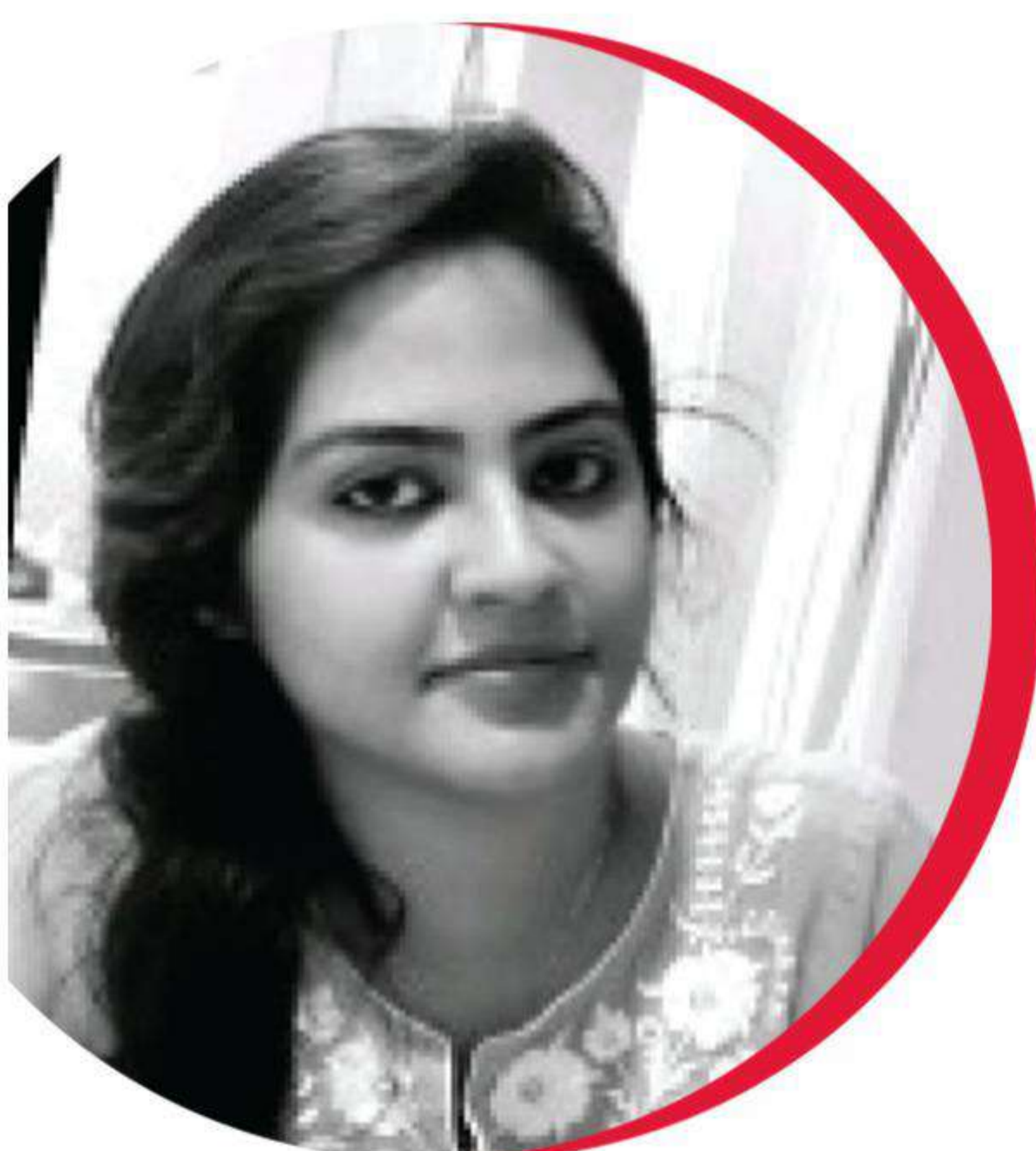
Corporate Connect

Business Mentoring

Networking with Investors

GETTING TO KNOW

Sreeparna Chowdhury



Ms. Sreeparna is currently working as an Incubation Manager of e-Hub. With a Master's degree in Political Sciences (Public Administration), Fine Arts (Music) and PG Diploma in Business Administration (pursuing) Sreeparna has more than 8 years of experience in various workspaces ranging from elementary education (PRT Music) in Kendriya Vidyalaya, Creative Arts Program at IIT Hyderabad to Incubation Centers. Her incubational journey

started at IIT-Hyderabad as MeitY (TIDE 2.0) Program Coordinator, alongside she was also a part of the Healthcare Acceleration program under DST. At IIT Madras she joined as an Incubation Manager and was managing the Startup Essential, the flagship program of IITMIC and TIDE 2.0 program under Ministry of Electronics & Information Technology.



e-hub has signed MoU with “Syndicap Venture Partner” in 2021 and with “Telangana State Innovation Cell” in 2022.



SyndiCap Ventures is a combination of syndication of investors coming together to combine and pool capital and resources and thus engage in co-investing, fundraising and strategic alliances. MoU with Syndicap helps Mahindra e-hub connect its incubates with potential investors.



**TELANGANA STATE
INNOVATION CELL**

Telangana State Innovation Cell (TSIC) is an initiative by the Government of Telangana to build and nurture the culture of innovation in the state of

Telangana. It proactively identifies the innovators, startups and entrepreneurs from an early age for piloting, technology development, prototyping, validation and acceleration. MoU with TSIC will help Mahindra e-hub in scouting innovative startups in Telangana. It will also build the synergy of both organizations to support each other's programs and startups

STARTUPS

Incubated at e-Hub

Madi Tech Solutions



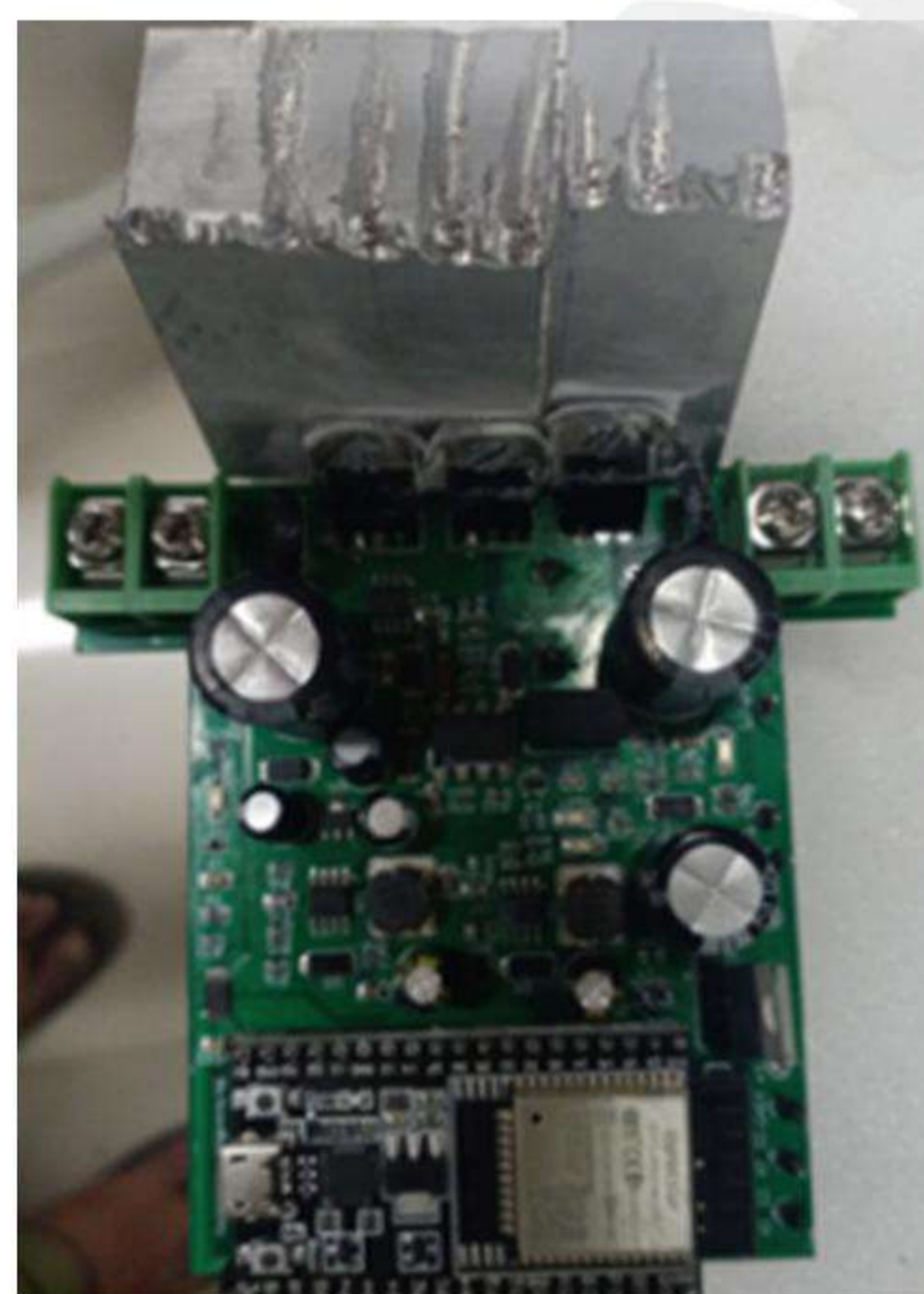
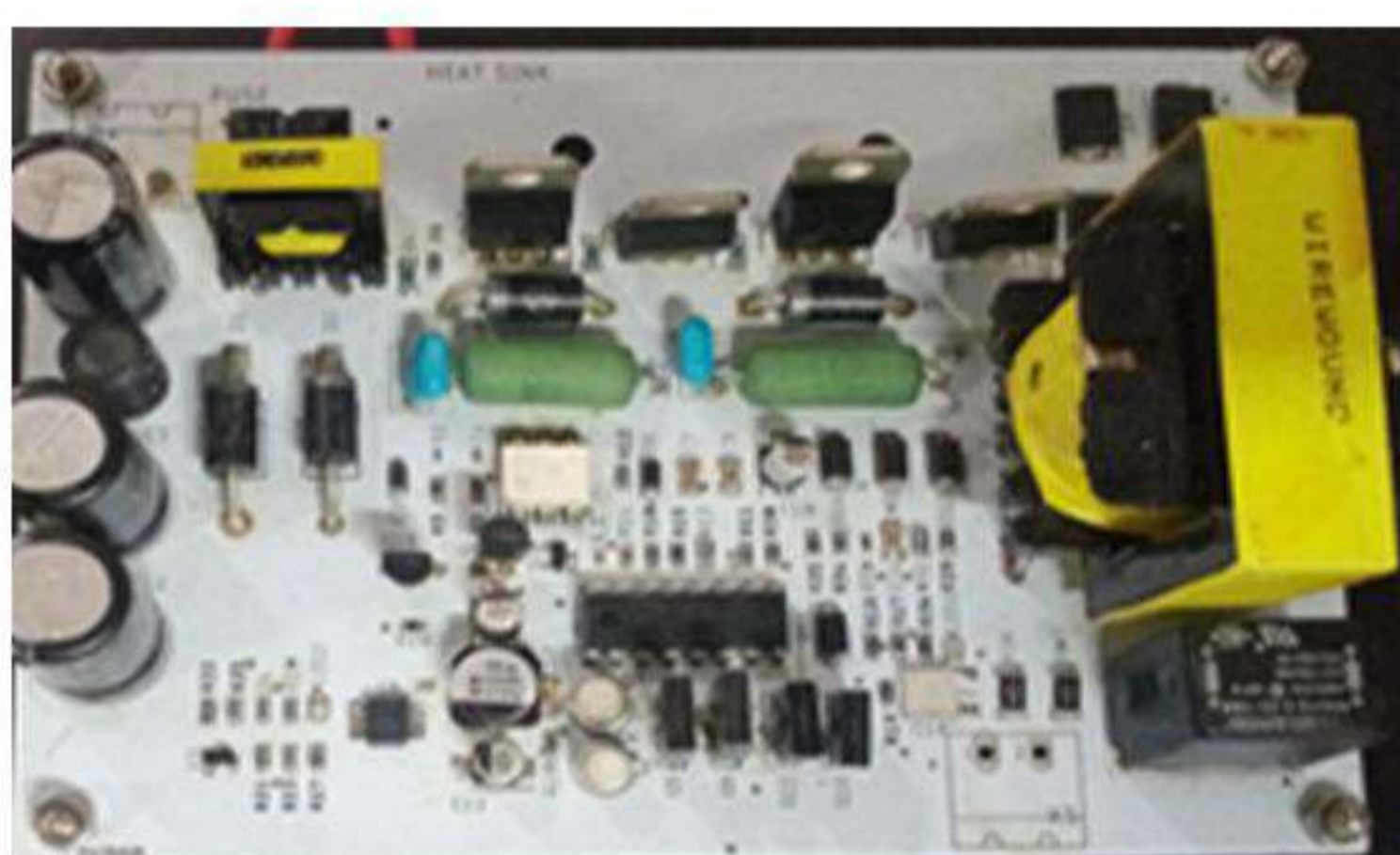
Dr. Sreedhar Madichetty

Dr. Sreedhar Madichetty is the Founder of Maditech Solutions and an Associate Professor in the Department of Electrical Engineering of Mahindra University.

Dr. Madichetty is a senior member of IEEE and his research interests include power electronics, cyber physical systems, and renewable energy systems.

About Madi Tech Solutions

Madi Tech Solutions aims to carry on the business of indigenous technology development of high quality, safe, cost effective and reliable electrical and electronics equipment related to renewable power generation, as per international standards. The company specifically deals in products related to renewable energy sources utilizable at household scale and at commercial setups for example bidirectional electric vehicle supply equipment, AC based EV charger, DC based EV charger, grid connected solar inverters, smart DC home management systems, online UPS etc.



Following Technologies are available for commercialization:

- Pure Sine Wave High Frequency Solar Inverter
- Temperature Data Logger
- Solar MPPT Controller

Email ID: sreedhar.madichetty@mahindrauniversity.edu.in

Contact No: +91 97038 45823

STARTUPS

Incubated at e-Hub

Cool Carbon Technologies



**Dr. Sebastian Uppapalli, and
Dr. Prasad Pokkunuri**

SECTOR
Energy & Sustainability

Cool Carbon is developing technology that would reduce the operating cost of cold storage by 50% by reducing electricity usage. Reduced operating costs will allow marginal-to-small-to-medium-size farms to grow high-value produce, increasing farming incomes and reducing carbon footprints.

Mantis Infra Solutions Pvt. Ltd.



Ajay Kumar Sreerama

SECTOR
Infra Tech

Mantis is an infra-doctor who checks the pulse of infrastructure to note its health by imbibing cutting-edge technologies. Mantis is a product and service-based startup aiming to develop an AI-powered tool for continuous infrastructure health monitoring. Mantis helps assess how end users experience risks associated with civil infrastructures due to ageing and structural degradation and creates preliminary knowledge for the mitigation measures. Furthermore, Mantis facilitates the infrastructure to communicate with its inhabitants through a highly customizable platform by automatically generating reports and alarms through products. It will develop a robust decision support system that is versatile and is a much-needed modern solution for infrastructural health monitoring.

Networking Events

IKP Knowledge Park



E-Hub invited Dr. Viswanadham Dupatla and Dr. Hema Mohan of IKP Knowledge Park at Center for Entrepreneurship and Innovation, Mahindra University, on 12th October 2022. They had an engaging session with the faculties of the Center of Life Sciences and Center for Entrepreneurship and Innovation at Mahindra University

T-Works



e-Hub also invited T-Works on 30th November 2022 at the Center for Entrepreneurship and Innovation, Mahindra University. The T-Works team had an interactive session with our esteemed faculties and visited various labs within the campus. The purpose of this visit was to introduce the facilities

available with T-Works and the kind of services provided by them to startups and the faculties of Mahindra University. T-Works has also expressed interest in collaborating with like-minded faculty members for mutual benefits.



Achievements

Prof. Rajkumar Phatate

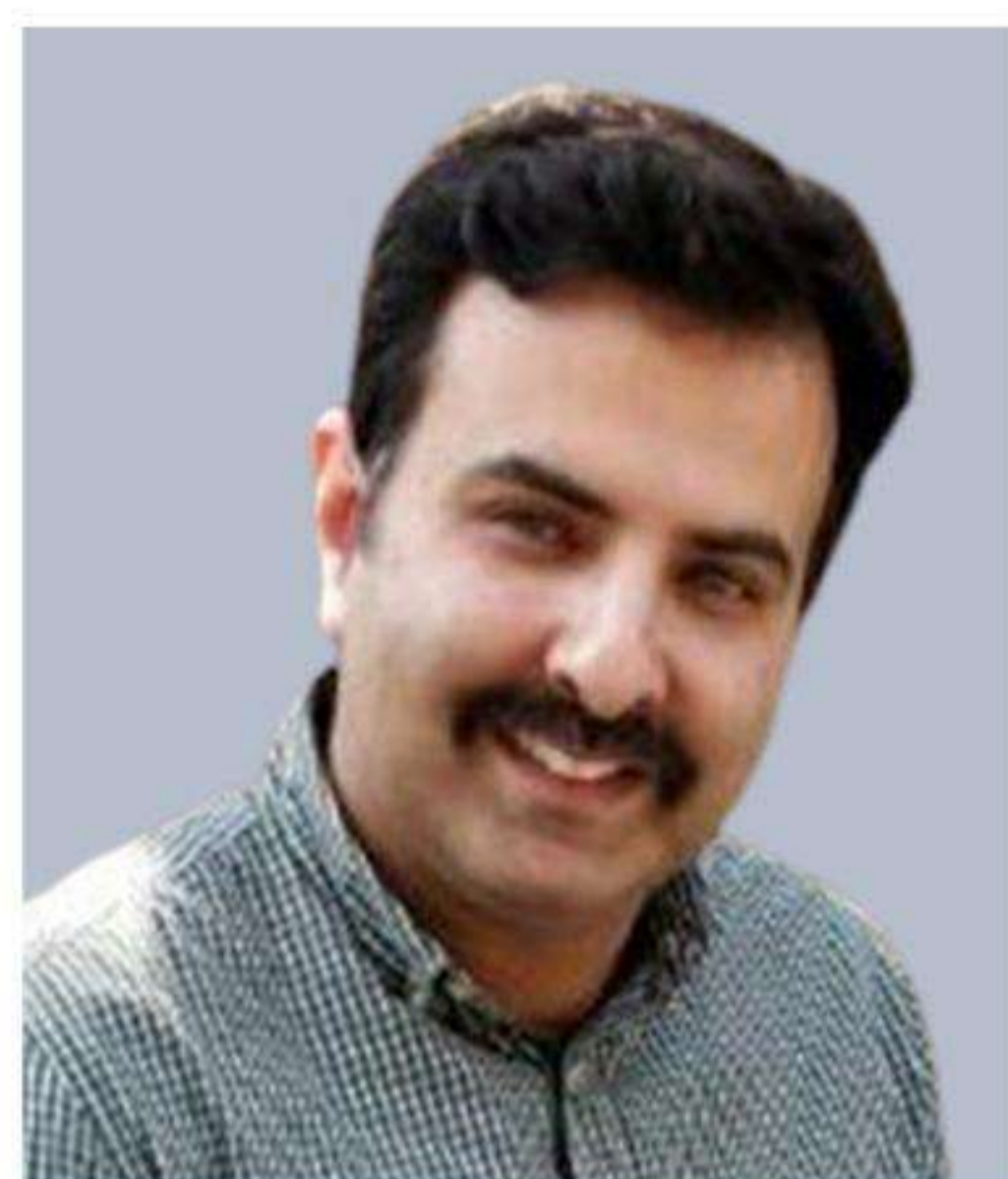


Prof. Rajkumar published the article "Leveraging Entrepreneurship Led Education to build industry-relevant talent" in The People Management Magazine

Accepted Conference Paper:

Unlocking the Appropriateness of Business Simulation for Effective Entrepreneurship Education and Training, 2023 Babson College Entrepreneurship Research Conference, USA.

Prof. Abhinav Chaturvedi



Accepted Conference Paper:

Unlocking the Appropriateness of Business Simulation for Effective Entrepreneurship Education and Training, 2023 Babson College Entrepreneurship Research Conference, USA.

Congratulations to Dr. Sonal H. Singh for her following research achievements.

Sonal Singh has published a paper on "Boundary organizations in regional innovation systems: traversing knowledge boundaries for industry 4.0 regional transformations" in R&D Management (A Grade in ABDC ranking, Impact Factor: 5.962). This paper is one of the outcomes of her post-doctoral research at the University of Sheffield, UK. Furthermore, she has received an internal research grant (Mahindra University) for executing the project on "Exploring Technological Interventions for Adopting Circular Economy Practices in Indian SMEs."



Accepted Conference Paper:

Motivation and Barriers to Adoption of Circular Economy in Tourism and Hospitality: Perspectives from Coastal Destinations in the UK and Europe, CAUTHE 2023 Conference, Australia.

Unlocking the Appropriateness of Business Simulation for Effective Entrepreneurship Education and Training, 2023 Babson College Entrepreneurship Research Conference, USA.

She conducted a session on "Unlocking the Potential of Grassroots Innovation in the Indian Entrepreneurial Ecosystem" in the 12th Babson Research Collaborative activities on 15th November 2022.



BABSON / COLLABORATIVE RESEARCH
ENTREPRENEURIAL ECOSYSTEMS

12th Group Meeting
**Unlocking the Entrepreneurial Potential of Grassroots
Innovation in the Indian Entrepreneurial Ecosystem**
November 15th, 2022, at 3 pm CET on ZOOM



Lead by:
Christina Theodoraki
TBS Education
c.theodoraki@tbs-education.fr



Presenter:
Sonal Singh
Mahindra University
sonal.singh@mahindrauniversity.edu.in



Student Entrepreneur

HYPFIN



Aaryan Sharma

CSE, 2019 Batch

HYPFIN a clothing line based on investing culture, which is steadily rising. It is a clothing line that revolves around finance and investing. The merchandise design includes hoodies, t-shirts, caps, mugs, and posters based on cryptocurrency and the stock market. The clothing line aims to spread awareness about investing among young individuals and to celebrate the investing culture. The clothing is high-quality and comfortable to wear, making it the perfect choice for anyone passionate about investing.

Aaryan's Motivation

The year 2021 was massive for the financial market, especially cryptocurrency. I got inclined towards the fundamentals of blockchain technology and its use-cases as I found it intriguing. This motivated me to create content on YouTube to spread awareness about cryptocurrency and create a discord server called Moon Base to share resources with finance enthusiasts. During my several months in this space, I realized that the adoption of investing in stocks and cryptocurrency is a big challenge considering the risk involved.

This inspired me to create HYPFIN - The Finance Hype Store, where people can purchase finance-themed t-shirts, hoodies, and much more to represent their investment and push for mass adoption.



"My mission with HYPFIN is to power up mass adoption of investing cryptocurrency and other markets. Investing is one skill everyone must know about as soon as possible because the returns compound over time. HYPFIN has the motto: "Represent your investments". This daily wear merch is a good way to ignite conversations among other like-minded individuals, which would result in knowledge and resource sharing for good!" - Aaryan Sharma (Founder)

Store Link: <https://hypfin.store>

Youtube Channel: <https://www.youtube.com/@mindofaaryan>



Alumni Achievements

Premier Seals India Pvt. Ltd.



Shubhika Agarwal

CE, 2015 - 19

BUSINESS NAME

Premier Seals India Pvt. Ltd.

ADDRESS

20/8, D-1 Block, MIDC, Chinchwad, Pimpri-Chinchwad,
Maharashtra 411019

URL

<https://premierseals.in/>

Brief Description of Business Activities

Premier Seals (India) Pvt. Ltd. is one of the leading companies in manufacturing various types of Rubber Components in varieties of Moulded items, Rubber to Metal bonded items in various types of polymers i.e. Natural Rubber, EPDM, Nitrile, Silicon, etc.

My Role in Family Business

Director, (Focusing on data analysis and systems management)



Automotive



Railway



Defence



Agriculture



Construction Equipment



The Chilling Treat

WRITTEN BY

**Shanmukha Padma
Kumar Challa**

Stress was out everywhere
there was no one to care,
nobody didn't even spare
I wasn't very dare...

I thought that you were mine,
called you at morning nine
you asked me, "come out, man."
I thought, why not if we can??

I was some sort of late,
you were waiting at gate.
We had some chilling treat
You made me up to beat

Editorial Board Members

Dr. Sonal H. Singh and Prof. Rajkumar Phatate

We should start calling actors as 'Entertainers' and our entrepreneurs as 'Heroes' for our next generation to know the **actual meaning of 'Heroes'**

ANAND MAHINDRA

