

# NEWS LETTER

From entrepreneurial mindset to action!

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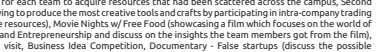
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### Introduction

Driving economic development through innovative and entrepreneurial efforts is the overwhelming need of the current changing global market. Balancing education with hands-on experience of solving problems faced by society is a core focus of the Center for Entrepreneurship and Innovation (CEI). This newsletter highlights the contribution of the center in creating entrepreneurial culture on the campus, nurturing skill and developing enterprising mindset among students, alumni and faculties and transmuting innovative ideas into ventures.

### E-cell activities

A Student driven platform known as 'Entrepreneurship and Innovation Cell (EIC)' conducts different entrepreneurship related activities throughout the year. E-cell activities help in developing entrepreneurial mindset and entrepreneurial intention among our students. Majority of these activities are game-based, they provide learning while having fun and make our students aware of the distinct aspects of entrepreneurship. Such game-based activities include Market Simulation 1 (Introduction of the concept of markets and then members compete to sell the products), Documentary 1 – Marketing (showcased and discussed a collection of videos from around the web, discussing marketing), Resource Gathering + Market Simulation 2 – Resource Gathering (First round: treasure hunt was for each team to acquire resources that had been scattered across the campus, Second round: trying to produce the most creative tools and crafts by participating in intra-company trading and acquiring resources), Movie Nights (Watching a film which focuses on the world of Business and Entrepreneurship and discuss on the insights the team members got from the film), Industrial visit, Business Idea Competition, Documentary – False startups (discuss the possible ethical, moral, and financial implications of successful entrepreneurs), Negotiation and Newkomony - Market Simulation-3 (Six-page guideline book, which involved banking, negotiations, retailing, manufacturing, customer satisfaction, bidding war, company mergers) and the Trail of Coins (online treasure hunt revolving around the concept of ideation and negotiation). CEI, in partnership with the Hult Organization (Students Nobel Prize), has organized the first round, the On-Campus round of the world renowned Hult Prize.



**Sravya Vetamuri** President  
**Keerthana Gottipati** Vice-President  
**Geha Reddy** Secretary  
**B.N.S. Praveen** Joint-Secretary

### Promoting entrepreneurship through networking

#### 1.1 Babson Collaboration Network Activities

As a member of Babson Collaborative for Entrepreneurship Education, Mahindra University has access to diversity experts, tools and resources for advancing teaching approach, research support and consultancy opportunities. Furthermore, the alumni, employees and students of Mahindra University can apply for any Babson Master's programs including: MS in Business Analytics (MSBA); MS in Finance (MFI); MS in Entrepreneurial Leadership (MSLEL); and MS in Management in Advanced Entrepreneurial Leadership (MSAEL). Furthermore, they will get various benefits such as application fee and test waivers; a designated admission specialist to assist applicants through the application process; and if admitted, a \$10,000 tuition scholarship.

#### 1.2 Women Entrepreneurs: Babson's Diana International Research Activities

Babson's Diana International Research Activities' platform helps our faculties to expand their network and contribute to different women entrepreneurial related activities.

#### 1.3 Babson Build: The Entrepreneurship Program for University Students – UG2

Mahindra University has made an agreement with Babson College to involve in Babson Build. The Entrepreneurship Program for University Students – UG2. This program is one-week academic program which includes lectures, case studies discussion, break-out sessions, videos, group presentations, and discussion on primary and secondary topics areas of entrepreneurship.

### Warm Welcome to New Faculty



**Prof. Abhinav Chaturvedi** is working as Associate Professor in the Center for Entrepreneurship and Innovation. He is a passionate young researcher, brings with him more than a decade of corporate work experience (Shoppers Stop, Titan Industries, Luxor Writing Instruments, Pearson Education, and CSSI) and a fellow from India's prestigious institution XLRI - Xavier School of Management, Jamshedpur. He has worked on a unique topic of Jugaad + Jugaad based Innovation, and has a keen eye for detail in the field of Innovation and Entrepreneurship. He is an author of a popular title on Customer Relationship Management – An Indian perspective a one of its kind books published back in 2005, now under review. He can be called a promoter of the avant-garde.

**Dr. Sonal Hukampal Singh** is working as Faculty Associate in the Center for Entrepreneurship and Innovation at Mahindra University. She has completed her PhD from Rajendra Mishra School of Engineering Entrepreneurship, Indian Institute of Technology Kharagpur in the area of grassroots innovation and entrepreneurship. She has worked as Research Fellow in the Department of Systems Management and Strategy, Business School, University of Greenwich in the FACET project (Facilitate the Adoption of Circular Entrepreneurship in the Tourism and leisure sector) in area of circular entrepreneurship. She was a Research Associate in Regional Technology Foresight Project funded by Economic and Social Research Council (ESRC) at Information School, the University of Sheffield. Her research interest includes innovation, entrepreneurship, technology adoption, circular practices, social entrepreneurship and sustainable development.

We are looking forward to her significant contribution in development of the Center for Entrepreneurship and Innovation.

### Student achievements

#### Smart Farming

Keeping in mind the sustainability and modernization aspects of agriculture, the group of our students have provided a new architectural and technological refinement to obsolete traditional farming methods with their smart farming project. Kulna, a 4th-year student studying Electrical and Electronics Engineering along with his team Kaushik Nandury, Mythri Komaravelli, V Meghana Reddy, Ashritha Akula, Keerthana Gottipati, Parthasarathi Reddy, Cheela Ramu Hemanth, and Asrith Reddy, have won their prize in the All-India Conclave on Fabless + Fab Semiconductor Ecosystems conducted at Indian Institute of Technology (IIT) Indore out of the 300 participants. This smart farming project is an attempt to modernize traditional farming techniques whilst still keeping age-old and tested techniques intact like drones monitoring hundreds of acres of land, smart sensors aiding in early infestation detection, & automatic watering systems. The Smart Farming model employs sensors, IoT, smart algorithms, cloud computing, smart irrigation, and much more to provide a more efficient and cost-effective solution to common agricultural errors. Their aim here is to ensure that everyone can use this complicated technology with ease to maximize efficiency, and use resources better at the cheapest possible rate with minimum maintenance. This end goal is met with the help of a mobile application, that the farmers can use to keep track of everything.

Kulna interacted with many agricultural experts, learned agricultural farming theories, built a prototype and approached Dr. Bulusu S.S. Krishna Chaitanya with an idea of smart farming infrastructure. Later, with the help of the professor, he built a strong team. After a lot of hard work and dedication, the team accomplished the dream by building a smart farm within the Mahindra University campus.

The team has also received an official Funding/Budget (approved) of Rs. 3,00,00 from Mahindra University to bring their project to fruition. They said that it wouldn't have been possible without the constant support and guidance of their professors Dr. Pooran Singh, Dr. K C Bulusu, Dr. Bhaskar Tamma, Dr. Subbarao Boddur, and Dr. Anikita Jain who helped them at every step and motivated them to achieve their goal.

Team members: Keerthana Gottipati, Cheela Ramu Hemanth, Ashritha Akula, Parthasarathi Reddy, Kulna Jaadhav (Team Lead), Mythri Komaravelli, V Meghana Reddy, Kaushik Nandury.

### Babson Collaborative Student Challenge (BACHELOR'S LEVEL)

The Babson Collaborative Global Student Challenge involves a feasibility analysis of a new business concept that addresses one or more of the UN Sustainable Development Goals. The Challenge is completed in two phases: a local competition at each participating member institution to determine winning teams, followed by a global competition among the top teams from each institution. In 2021, the Student Challenge engaged 875 student teams from 22 Collaborative member institutions in 16 countries. They presented 215 projects that address the UN SDGs and aim to make the world a better place. 8 teams from Mahindra University have taken part in this Challenge, amongst which 3 teams reached the semi-finals round which was held globally, and one team out of these 3 teams reached the Global Finals. The top three teams from Mahindra University were,

Fly Square- Rahul Arepaka, Prakash Gupta, Ayushi Ghia, Jatin Raj, Shubhika Yadav  
Spiruliving- P.L Sravanthi, Mallika Asthana, Nimisha Singh, and Sreeya Somal.

Unthinkable - Bommansi Venkata Sai Pranav, Sri Sai Aradhya Reddy, M.Ayushi Singh, Rishitha Tatasani, and Divyavani N.V Saioukopa

Global Finalist: Fly Square

**Project Name: Scythor**

At the aim of their scythor Fly Square was to increase the flight time of drones to close to twice that of a lower cost drone in the market. They wanted to design affordable drones with longer flight times and at a lower cost. As much as possible, their co-axial drones "Scythor" will be manufactured from recycled ocean plastic and will be used in inspection industries such as construction, oil/gas, and elevating maintenance.

### Hult Prize

The Hult Prize is an annual, year-long competition that crowdsources ideas from university-level students after challenging them to solve a pressing social issue around topics such as water access, education, food security, and energy. The topic for HULT PRIZE for the year 2021 was "Food For Good" in order to improve the basic need for personal food, this topic was selected. There were 2-8 campus rounds; the prelims and the finals.

The first runners-up of the Hult prize on-campus competition were SPIRULIVING with 4 students, Sravanthi, Mallika, Nimisha, and Sreeya whose idea was to introduce the world's best superfood spirulina to the ever-growing markets. The second runner-ups are group Zany with Amogha, Akshita, Yasaswini, and Neha whose idea is to partner with organic farmers to collect peculiar-shaped food at lower prices for their restaurant.

### Mahindra University Research Symposium (MURS) 2020

Mahindra University organized its third annual R&D showcase, the Mahindra University Research Symposium (MURS), around the theme "Sustainable Development" in which Rahul Arepaka (Mahindra) and Ishaan (CEI) were the winners of the oral presentation category. He presented work on Cable Lifted Automated Robots for Agriculture.

**Rahul in his own words:**

"Hey, I am Rahul Arepaka studying 2nd year in CSE and working on a research project on the side in the field of Vision-Based Continuous Laser Weeding system in mobile robots for a Germany based startup called Farming Revolution GmbH (DeepMind Robotics, Bosch) along with Prof. Bhargava Sir, Prakash and Rounak from my batch.

I would like to talk about my research on Cable Suspended Robots Robots in the field of Agriculture. My project was called Project CLARA which stands for Cable Lifted Automated Robots for Agriculture.

Our research was inspired by the problem of soil compaction, one of the issues caused by heavy land-based tractors in the market. Soil compaction causes several issues such as reduced water infiltration rate, low water rates, water ponding, surface water logging, and reduces crop energy and efficiency.

Solving such a problem requires reducing soil contact. While drones can accomplish this, soil and seedling become a huge headache. We came with Clara because the soil was flying away from the vertical pressure/thrust.

CLARA is a CDRP controlled by a suspended cable attached to the corners of the environment. CLARA is similar to the cable robots we see in tennis and cricket tournaments, such as SkyCam and SpiderCam

Over eight different setups were used during this project, which spanned five to six months and began in August 2018. Initially, we attached motors and strings to the corners of the table. In case of a crash landing, I put bulbs on the floor and attached strings and hooks to the corners of my house. In the end, we built a 2x2m environment with wooden poles and motors to mount our two modular motion controllers connected by the EV3 and Raspberry Pi.

In terms of electronics, we used Lego-based servo motors with reliable hardware and various gear ratio attachments. Our next step was to daisy-chain communication and electronics, which included Arduino, Raspberry Pi, and laptops.

A computer vision-based detection technology for detecting plants, weeds, and objects, as well as sensors for detecting soil moisture, pH values, light sensors, water level sensors, and safety sensors.

Programming the coordinate system was the hardest part of the project despite consulting every research paper available online. Our initial approach was to use custom coordinates, even discrete time integrators as the research paper suggested. As a result, we used the old-fashioned distance formulas from high school in 3D space. The coordinates in the 2x2m space were verified.

We won the National Robotics Olympiad in UAE, represented UAE at the World Robotics Olympiad, and were judged by an Amazon AWS expert.

Furthermore, we also developed a similar type of robot for the cleaning of shipping containers using coils and made a proof of concept, and funded the project.

### Success of Mahindra e-hub

A state-of-the-art incubation center-Mahindra e-hub assists the innovators for launching, shaping and scaling up new venture. The following section illustrate the story of two budding ventures from our incubation center: Favo Robotics and SpooSense

### Favo Robotics

We are a team of three, Siri Chandana Vedula, Shiva Bhishne and Gayatri Yarragadda, alumni of Mahindra Ecole Centrale started up Favo Robotics in 2018 and incubated at Mahindra E-hub. The start-up's journey began with an essential question: "Why is the construction of a house expensive and time-consuming for an average Indian demography?"

We are a robotics start-up based out of Hyderabad, India. We make construction automation accessible by providing affordable automation solutions to the construction industry to increase productivity, thereby reducing the cost of construction. Currently, Favo Robotics is focusing on its flagship product, AutoMason: a masonry collaborative robot. It works in collaboration with 1 operator & 2 helpers to make traditional brickwork in AAC & CC blocks 10 X more productive due to guaranteed precision, levelling & zero to minimal rework. AutoMason is designed to assist the workforce, it fills the acute skilled labour shortage and provides employment to fresh civil engineering graduates. The robot can be repurposed for construction material handling, plastering, painting, and 3D printing.

Favo is one of the winners of GHTC - ASHA, 2019 organized by the Ministry of Housing and Urban Affairs, Government of India and was assigned to IIT Kharagpur for incubation and technical hand-holding during the development of our patented robot for 3D printing in the construction industry. We were part of cohort 10 of Brigade REAP- India's best start-up accelerator recognized by Start-Up India. Along with Brigade REAP, we are also mentored by Terwilliger Center for Innovation in Shelter, Habitat For Humanity, India in the same cohort.

Recently at GHTC IHMT AZADI@75 Expo at Lucknow, PM Modi and many high-level officials from Govt. of India visited our stall. We received tremendous responses from contractors and builders from across India. We are presently gearing up for a bricklaying demo project in Brigade WTC Annex, Bangalore and soon after we will launch our commercial operations across India.

### SpooSense

Going through highly uncertain and competitive situation, we have started building SpooSense from scratch and launched initial version on Product Hunt in 2021. We have verified over 20,000 faces in our Private Beta and achieved state of the art performance on some major face anti spoofing protocol. Our team raised over \$185,000 (INR 1.4cr) in seed-funding from 100vc, JITO, Dholakia VC and other marquee angels. Our first client was onboarded India's leading Identity Verification player. We are running pilots with some of India's leading face biometric and Video KYC startups. It is our pleasure to inform that we got featured in Forbes tech podcast. We are changing the way companies interpret faces which will affect the lives of 2.5 Billion people by 2025.

### Alumni Achievements

#### Alumni - Start-up Founders.

**Name of the Student: B Ravul Ratnam**  
**Batch: 2015-2019**  
**Branch: Civil Engineering**

**Name of the Start-up: Thorana Designs**  
**Address: 15-1-463/A, Old Feelikhana, Begum Bazaar Hyderabad, Telangana. 500012**

**Brief Description of my Venture/Business:** Thorana Designs is an Architectural Studio based in Hyderabad and we provide all architectural drawings which include building plans, elevation, structural, electrical and plumbing drawings. We even do Interior Designing and Execution for both commercial and residential spaces. All the rooms including exterior landscaping will be designed according to client requirements and 360 views of the rooms will be provided to client in picture/video format prior to execution of the project. We also do Construction of residential projects from initial land levelling to final décor placement.

**Major Achievements:** We completed one construction project, 5 interior execution projects, one residential project and 3 architectural projects in span of 1 and half year. Currently, 13 more projects are being executed and we are hoping we increase this number 30 by end of 2022.

**Name of the Student: Musthafa Vineeth**  
**Batch: 2015-2019**  
**Branch: EEE**

**Name of the Start-up: Zuggle Media; IdeaMySpace**  
**Address: Above Sitara Jewellers, Road no. 1, Jubilee Hills, 500033**  
**URL: If any: www.zugglemedia.com / www.ideamyspace.com**

**Brief Description of my Venture or Business:** Zuggle Media : Zuggle Media is a digital marketing firm dealing with various influencers such as Influencer Marketing, Social Media Marketing and Design. With more than 9000 influencers onboarded across India, we are the forerunners in the segment having worked with brands like Hyundai, Loreal, OnePlus, Forevermark Diamonds, Asian Paints etc.

**IdeaMySpace:** IdeaMySpace is a prop tech firm providing 360° home solutions right from architecture to construction to interior interiors to modular units. With our patented AR/VR customized ERP system (ZOH) to meet key automation objectives, I have also worked with the Marketing Department to formulate strategies to improve branding of the company such as – filming a corporate video and also devised an inclusive plan to increase the women workforce in the company.

**Major Achievements:** With IdeaMySpace we have created a unique AR/VR technology called the I-desk which is revolutionizing the interior design industry. We have raised 1.8 M USD from angel investors as a part of our seed round in December 2021.

With more than 22 strategic partnerships and having successfully executed 94 campaigns for notable brands over the course of 2 years, we are expanding our operations with our new centre in Bangalore.

#### Alumni- Family Business Successors

**Name of the Student: Mayur Gandhi**  
**Batch: 2015-2019**  
**Branch: Civil engineering**

**Name of the Business: Tirumala Venkateshwara Paper and Board Pvt Ltd**  
**Address: Mancherial, Telangana**

**Brief Description of Family Business:** TVPB is involved in manufacturing Kraft paper, raw material for corrugated boxes. TVPB is a 100% recycling unit.

**My Role in Family Business:** Director and Head of production and operations

**Major Achievements:** I have contributed in developing an ETP system for water treatment and applied DMAIC approach in improving efficiency and reduce downtime for the plant.

**Name of the Student: Rizwana Shaik**  
**Batch: 2015-2019**  
**Branch: Electrical Engineering**

**Name of the Business: SSV Fab Industries Pvt Ltd**  
**Address: Phase V, Plot No. 7C, 7D, IDA, Jeelimitada - 500055**  
**URL: https://www.ssvfabindias.com/**

**Brief Description of Business Activities:** India's leading manufacturer of Polypropylene and High Density/Low Density Polyethylene Bags. The company provides a comprehensive range of Packaging Bags that conforms to the International quality standards and can be customized for various applications such as packaging of rice, sugar, cement, fertilizers, and food grains. The company has been established 25 years ago with a strong customer base across the country and abroad.

**My Role in Family Business:** As a Senior Operations Associate, I am responsible to assist the operations management in daily management, make recommendations for business process improvement and implement the same. I prepare and present DSO reports every 3 months to revise credit policy of customers and periodically assist with project management of strategic initiatives to improve business operations. I am also involved in conducting Payment audits regularly to ensure accuracy and work on renewal of ISO Certification.

**Major Achievements:** The achievements include PV (1) reduced energy bills by 15% through sustainable practices > Energy transition to solar PV & lights; (2) reduced manual errors and time to process the payments by automating Payments and Purchases Protocol; (3) implemented a customized ERP system (ZOH) to meet key automation objectives. I have also worked with the Marketing Department to formulate strategies to improve branding of the company such as – filming a corporate video and also devised an inclusive plan to increase the women workforce in the company.

**Name of the Student: Nishanth Reddy Gade**  
**Batch: 2015-2019**  
**Branch: EEE**

**Name of the Business: Peridot Technologies**  
**Address: Plot no 41, Samrat Colony, West Marredpally, Secunderabad, Hyderabad, Telangana, India, 500026.**  
**URL: https://www.peridot-tech.com**

**Brief Description of Family Business:** Peridot Technologies is an authorized distributor and channel partner for the leading USA and European companies such as Tektronix, Keithley, Weller, Fluke for a wide range of Test and Measuring Instruments and provides tools, development platforms, and turnkey solutions in the areas of Analog, Digital, RF, Microwave, Power & Energy, VLSI & Embedded Design.

**My Role in Family Business:** I am responsible for business expansion and growth strategies.

**Major Achievements:** I have played a crucial role in introducing our brand of low-cost power supplies and cable assemblies by sourcing a white label third-party contract manufacturer.

### \*Inspiring story

#### A TALE OF TWO PEOPLE

This is the story of two passionate successful entrepreneurs: Vijay and Ravi. Before few years, they were unknown to each other. They belong to the different location in India. Vijay is from the deepest rural remote parts of North India whereas Ravi is from Southern most tip of the country.

For a long time, Vijay has a fear that he was ineligible to get married a good girl and was married to Divya for as long as he could remember. These two people have never been more starkly different but in all their dissimilarities, they do have some common interest. That's what makes this story of Vijay and Ravi.

Vijay was from a simple middle-class family in Uttar Pradesh. He has graduated high school at the young age of 14. The challenges started when he decided to move to Delhi to attend college, where he struggled with language barriers as his education up to that point had been in Hindi medium. It had become so difficult that he stopped attending college for a while and having been immensely inspired by the story of Yahoo, decided to teach himself how to code and build a small startup in the Silicon Valley one day. He used the time he wasn't going to college to build a content management system for small businesses and a content management system for bloggers. He had worked with several publications such as the Indian Express. It was also during this time when he started his first job at an MNC, which he quit after six months to start his new venture with his friends. He passed his college examinations too. However, this would also become the darkest time in his life when he faced an extreme financial crisis that in addition to shattering his lifelong dream of reaching Silicon Valley also left him bankrupt because his partners, with whom he had just begun a business and raised the first round of funding for, had bailed on him. But he went ahead with his venture and it was a bold gesture. In 2005, he had raised a hefty amount of Rs 8 lakhs through his venture of which he was getting off 40%. He was devastated. But Vijay was not a man to give up so easily. He lived at a hostel near Kashmiri Gate in Delhi, skipped meals and walked long distances to attend work or meetings in the southern part of the State. His monthly earnings were 10,000 rupees and he was urged by his father to close down his business and take up a job even if they offered as low as 30,000 per month or he'd remain a bachelor for the rest of his life. His father believe that who would want to marry a failed businessman with no proper earning!

Ravi was from Kerala. He was from the middle-class family. He grew up studying in the Malayalam medium school. Though his parents wanted him to do well at school, his parents encouraged him to play sports, and he played different sports, including football, cricket and badminton. At the same time, he was also very academically inclined and was a member of several school clubs. He was good at academics on his own and this helped him develop an innate skill of teaching himself the subjects in the most creative ways. After school, Ravi became an engineer even though he would've preferred to have studied something in Applied Mathematics instead. After graduation, he got an IT job that involved spending many months at a time abroad. But Ravi's life changed over the course of a 2 month break from his job in 2003, when he helped a few of his friends prepare for and clear the CAT exam. And when he took the exam without any preparation, he cleared it too with a 100 percent! Two years later in 2005 he took up the test yet again his only preparation was the help he'd offered his friends when they were preparing but the result was only marginally better a 100 percentile. This time he also appeared for IIM A, B, C in order to prepare for a more challenging than anybody had ever anticipated pursuing MBA and instead saw potential in teaching students how to crack CAT. And he decided to take a chance, give up his stable job and take up teaching. He made a brave choice. The growth in the number of students was a slow and painstakingly steady process, his reach spread only through word of mouth, but by 2007 he approximately had 1000 students and he was taking classes in an auditorium. And it was in one of these classrooms where he would meet his wife, Divya

Things took a better turn for Vijay when he began One97, an extension to his previous content management company where they experimented with content advertising among commerce. He had also gotten married and was leading a comfortable life but the big breakthrough came in 2011 when he not convinced, as he was talking about betting the company's money on a non-existent market. But Vijay was not deterred; he placed a share from his own equity and made a deal with his board members - if he were to waste a penny of the money he'd just taken out, it would all go to the board. And the plan for a mobile payment application was set in motion. His idea was way ahead of his time and would go on to change the approach towards banking in India, but the reason for his confidence was the trust he built with his customers, which no one else had given as much value to before. Even before Vijay began the roll-out of his internet wallet services, he first built a strong 24x7 customer care service to address the worries of customers to enable them to trust the wallet enough to put their money into the hands of the unknown. And as soon as the trust is built, word begins to spread by itself. Quality service is always appreciated. But it wasn't until 2016 that the application saw a real sharp growth in users, thanks to demotisation and the awareness created around online banking. Backed by consumer trust, the story of the stupendous journey of Vijay's company to the top of the internet wallet market with users from every part of the country and in every retail setting, is now a part of startup folklore.

The story of Ravi's coming to being depended on his ability to teach. His specialty had always been his innovative style of teaching, predicated the needs and doubts of the students in huge classrooms where personal interactions were not possible. Hence, his style of teaching heavily relied on visualization and conceptualisation. By 2009, Ravi had already spread his network to almost 9 cities and was catering to the needs of students who were appearing not just for CAT but for other entrances as well such as IIT-JEE, NEET, etc. He would travel to all of these 9 cities in a week to teach. But it wasn't until 2011 that he established his company, with the help of his wife and tried something revolutionary that would heavily influence the face of education in the country. He had started creating online learning modules with the help of some of his students who'd graduated from IITs. The jump from offline to online was more challenging than anybody had ever anticipated and it had taken them 4 years of rigorous work to formulate and implement the course design modules. They had created products for students from the 4th grade up to the 12th grade and tried to make it as interactive as possible. Ravi's idea was to build a learning app for school students to get their fundamentals clear in their early crucial years when they start learning as he believed it will have a long term impact. His concept was to teach students how they should learn rather than what they should learn. His hard work finally came to fruition in 2016 when his application finally hit the market and gained instant and mobile products have reached out students across India, not just limited to metros, but also small towns, wherein accessibility has always remained a struggle.

Vijay tasted real fame and success when the multinational cab service, Uber announced his application as the default mode of payment. And when the multi-billion-dollar company, Berkshire-Hathaway, headed by once the richest man in the world, Warren Buffet invested a capital of 16 million dollars in the company. And when he was featured among the 100 richest Indians by the Forbes magazine. He knew he had reached a billion people. He knew he had made the lives of millions easier.

Ravi knew he was a household name when he bought the jersey rights to the Indian Cricket Team and when he got the most popular Bollywood actor Shah Rukh Khan, endorse his product. He knew that he was a support to crores of struggling students when he received funding from the Zuckerbergs Foundation, headed by one of the richest entrepreneurs of the present time, Mark Zuckerberg. He knew he'd made it when he was named one of the most influential Indian Entrepreneurs by Fortune magazine.

Vijay's full name is Vijay Shekhar Sharma and he is the genius behind Paytm.

We know Ravi's company as Byju's Learning, founded by Ravi, Byju Raveendra and his wife Divya Gokulath.

The story of Vijay and Ravi isn't over yet; this is not a corny success story. It's an ongoing hustle. And if you've followed the story from the start to the end you couldn't have missed how much these two have in common and yet how totally different they are. You would've seen that these two came from rural, middle class backgrounds with a strong emphasis on education and self-learning; you must've observed the course of significant events occurring and difficult decisions being made by the two simultaneously in the same time period; this tells us about the importance of acting at the right time. You must've understood that both of them were risk takers, bold, dedicated, confident and calculative. You would've felt how much they respected the hustle, the importance of staying strong in lows and staying calm in highs and the essence of taking it slow, building trust and expanding their ventures naturally through the good word of their customers and also reaching out to the masses through entertaining avenues. But most importantly you would've realized, they were ENTREPRENEURS.

*Written by: Aditi Brahmagopala*

### Acknowledgement

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**Editorial Board: Prof. Rajkumar Phatarpe**  
**Dr. Sonal Hukampal Singh | Prof. Rajkumar Phatarpe**