



**CENTRE FOR  
INNOVATION &  
ENTREPRENEURSHIP**

# Start.

Ideate. Innovate. Inspire.

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**PES**  
UNIVERSITY

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# FOREWORD - DEAN, DEPT. OF MANAGEMENT STUDIES



**Dr. Vijay Kumar**  
**Dean, Department of**  
**Management Studies,**  
**PES University**

I am delighted to write the foreword for this issue of CIE's newsletter. Establishment of CIE has been an important milestone in the journey of PES University. My theme for this issue is Global Innovation.

Innovation is a wonderful force that combines seemingly diverse aesthetic and economic appeals. A holistic assessment of innovation reveals value accrual in different dimensions: societal value to humanity, economic value to nations and monetary value to firms. The US spends the most on innovation, with an R&D budget larger than the combined economies of Argentina, Denmark, Greece, and Taiwan. IP-intensive industries there create more than \$5 trillion in economic activity generating more than 40 million jobs. In 2015, the top-100 innovators outdid the MSCI World Index by 6% in revenue.

Japan is an archetype of succeeding by innovation. After the destruction of Hiroshima, the Japanese PM then vowed "We will bring about a nation founded on intellectual property" and proceeded to make the country the second largest innovator in the world. Japan does more patenting than all of Europe combined.

At the firm level, anecdotal examples of innovation point to shareholder value accrual. IBM's IP licensing is worth more than \$ 1 bn. The Gillette shaver, protected by a fortress of 57 patents, has a dominant 75% market share. Since the launch of the iPhone in 2007, more than one-billion units have been sold, propelling Apple's market value beyond one trillion \$. A whole new industry was born when Xerox patented photocopying technology. Silicon Valley, the very cradle of innovation, has the highest per capita GDP in the US at \$74,815, 30% more than London and 70% more than Singapore.

Disruptive innovation has rewritten the rules of business. Uber is valued more than GM and Ford, and yet does not own a single car; Airbnb is valued more than the 100-year old Hilton, and yet does not own a single room. IOT has the potential to create up to \$11trn in economic value annually by 2025. By 2035, Automatic Vehicles (AV), dubbed as iPads on 4-wheels, are expected to reduce traffic congestion drastically, enable safer roads and slash fuel consumption.

## FOREWORD - DEAN, DEPT. OF MANAGEMENT STUDIES

The societal value of medical innovation, between 1960 and 1990, decreased human mortality by more than 50%. The Nobel Prize-winning economist Gary Becker called longer life achieved through new medical innovation “the last century’s greatest gift”.

Coming to our own backyard, Aadhaar is an example of a disruptive innovation. Economic gains of Aadhaar (valued over \$30bn) has resulted due to better targeted subsidies. Our per capita R&D expenditure is ten times lower than the world’s average; we are ranked 66th on the Global Innovation Index; the domestic patenting is dominated by foreign companies. The spurt of startups in the country gives us hope to make a dent on these key parameters and more.



**CIE at PES University has relentlessly espoused the cause of Innovation. Thanks to CIE’s efforts, we hope to see a new crop of entrepreneurs emerging from universities and we may even see the next Google coming out of India.**



# FROM THE DIRECTOR'S DESK, CIE

Greetings and welcome to the 5th edition of CIE Newsletter.

We are proud to continue the tradition of CIE Newsletter that is completely designed and produced by an energetic student team drawn across Engineering and Design disciplines.

The 2nd half of 2019 has been an exciting time for CIE with numerous engagements with industry, startup competitions and 140+ students completing the CIE course this semester.

In this editorial, I would like to highlight a few programs that created significant learning opportunity for our student innovators and entrepreneurs.



**Prof. Sathya Prasad**  
**Director, CIE**

## I-NCUBATE program with GDC at IIT Madras

GDC (Gopalkrishna Deshpande Centre) at IIT Madras offered an opportunity to CIE for PES University students to be part of their Cohort 6 program and this was readily taken up by CIE.

PES University was one of two institutions to be selected for the inaugural offering of this program in Bangalore and is based on the 'Customer Development' manifesto, which is taught widely in the US including top universities such as University of California Berkeley and Stanford University.

GDC is a centre instituted under IIT Madras, established by IIT alumni Kris Gopalakrishnan (Infosys founder) & Desh Deshpande (serial startup founder and philanthropist). The goal is to help further the concept of taking innovative ideas in universities beyond the lab and into the market ('Lab-to-Market') and increase the commercialization potential of innovative ideas from universities.

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## FROM THE DIRECTOR'S DESK, CIE

The I-NCUBATE program is an 8-week program where several teams, each comprising of a Faculty Lead, an Entrepreneur Lead, Entrepreneur Team and a Business Mentor, come together as a cohort under the GDC umbrella and go through a customer discovery exercise for their respective business ideas.

5 teams with 17 students from multiple engineering disciplines, from PES participated in this program which spanned from August to October. The student teams had a target to complete 100 customer interviews, almost 15 interviews every week.

One of the central mottos of this program is 'Get out of the building' which challenges the participants to gain real-world insights about all aspects of their venture - the problem or challenge statement, potential customers, business viability of their solution, etc.

On the PES University side, the student entrepreneurs were supported by CIE & 5 faculty: Prof. Prasad Honnavalli/CS, Prof. Chandar/ECE, Prof. Jayashree/CS, Prof Chitra/CS and Prof. Divyadarshan/Design.

There was good learning and fun as the PES University teams rubbed shoulders with IISc teams and were ably mentored by very experienced business honchos and tech mentors with startup and corporate entrepreneurship background. The GDC team lead by Raghuttama Rao organized and executed a rigorous and high-quality program, which fostered a safe environment for rapid experimentation and learning.

CIE continues to explore opportunities to collaborate and partner with world-class institutions and program which provide exposure to our students to take their ideas and transform them into reality. We hope that these young minds will go out and change the world to make it a better place.



## Microsoft WISE Mentor Program (Bangalore)

CIE was fortunate to have been selected by Microsoft India for the inaugural edition of Microsoft Women in Science and Engineering (MS-WISE) program in Bangalore. Four girls from PES University (all from 7th semester, Computer Science) were one of the 3 teams in this cohort which spanned a six-month duration, culminating in October.

MS-WISE has been successfully running in Hyderabad since 2014 and was launched to inspire women engineers to pursue rewarding careers in the field of technology. The WISE program aims to create experiential learning for female students to sharpen their professional skills.

The goal of this program was to familiarize and give hands-on experience on Software Development Life Cycle (SDLC) covering 4 phases of SDLC. The teams were also exposed to Agile methods and included regular Scrum meetings.

Beyond the technical skills the students, the student-mentees had an opportunity to observe and learn from close interaction with women mentors who are seasoned professionals drawn from various functions and organizations at Microsoft India. It was great to see the time and efforts by senior Microsoft India management who were there all along to encourage these girls to make the best of this program but also to beyond this to embark on utilizing their full potential for an enriching career in technology.

I hope this program comes out on a bigger scale next year to encourage more girls to take up technology as a career and find ways to increase their confidence for a long-lasting and productive career.



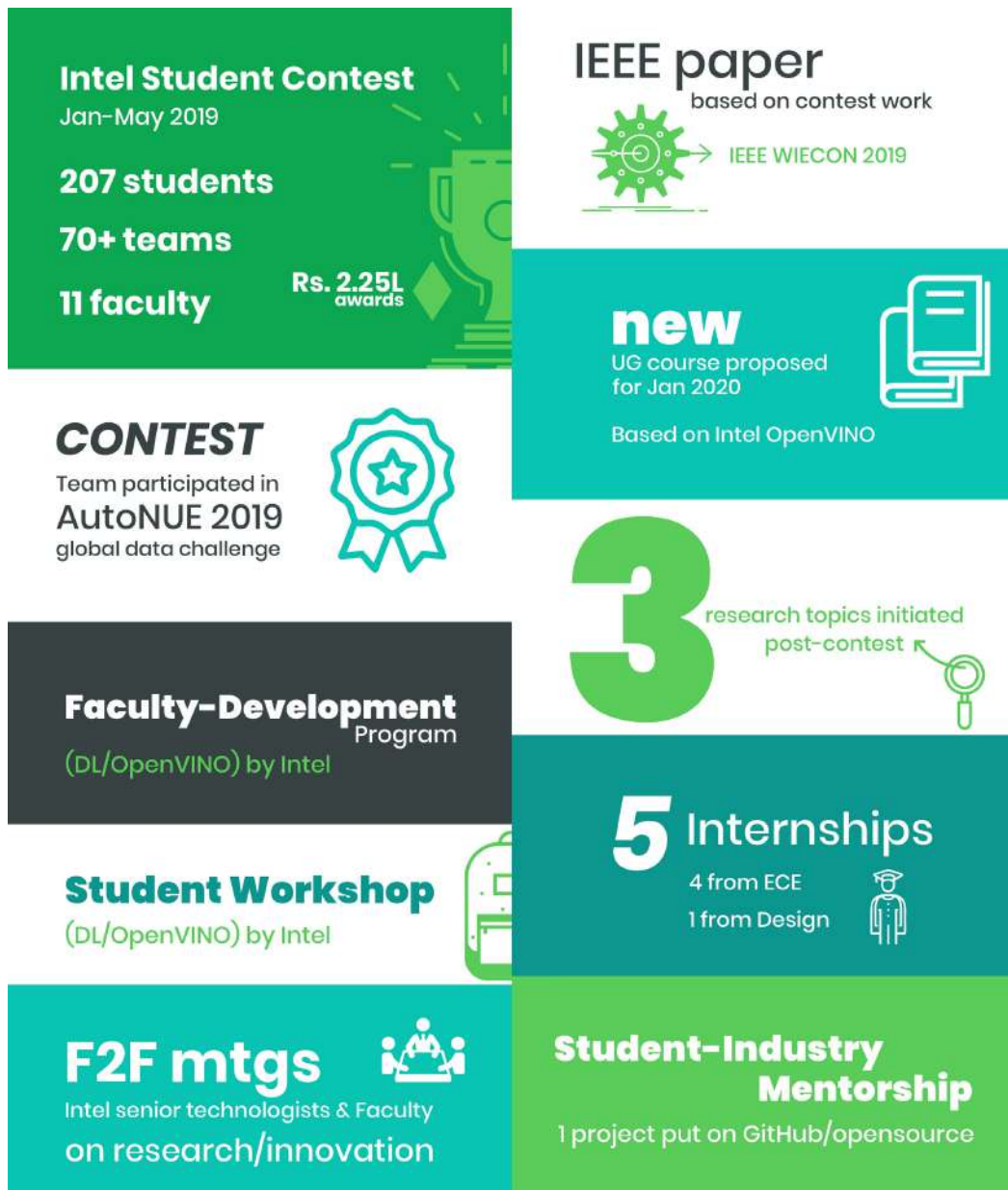


## PES University – Intel India MoU

We mark the 1st year anniversary of the MoU between PES University and Intel India to promote research and innovation in technology. I am happy to report that we have some rich dividends from this collaboration that is meaningful for all the stakeholders: students, faculty and industry.

This was possible in small part due to solid commitment from Intel India (Raghavendra Bhat, Pankaj Rabha and I2R team under Kishore Ramisetty's stewardship), diligence and ingenuity on part of students, whole-hearted support by PES University Faculty & Management and CIE Program Manager Madhukar Narasimha.

Below infographics show some of the key outcomes in the 1st year and we look forward to building on this momentum as enter the 2nd year.





# CIE LEVEL 1 COURSE

## A STUDENT'S PERSPECTIVE

Introducing the spirit of Entrepreneurship in today's young generation could often prove to be harder than expected. Not because of the stereotypical mindset; but because of the fear of entering a 'saturated/dense' market where ideas evolving into products and services has grown to be so normal in today's world; that many are simply scared to even try to realize ideas of their own. The 'Getting Started with Entrepreneurship' course, is an introductory course offered by the Centre for Innovation and Entrepreneurship (CIE) to challenge this notion, as it aims at helping students realize how to move ahead with their ideas and take a dive into the entrepreneurial world.

Below is my perspective as a student enrolled in this course.

Introducing the spirit of Entrepreneurship in today's young generation could often prove to be harder than expected. Not because of the stereotypical mindset; but because of the fear of entering a 'saturated/dense' market. Ideas evolving into products and services has grown to be so normal in today's world; that many are simply scared to even try to realize ideas of their own.

The traditional approach to teaching does not do justice to something as Interactive and critical as Entrepreneurship. Building and enhancing your skills in the fields of teamwork, problem analysis, marketing and critical thinking is a must. It was an absolute delight to experience this with the 'Getting Started with Entrepreneurship' Course.



# CIE LEVEL 1 COURSE

## A STUDENT'S PERSPECTIVE

More than being a class for just theoretical knowledge; this course lets you push your thought process to the extreme. More than being a class that grades you based on test scores; this course lets you take on projects and allows you to learn from the experience of successful entrepreneurs. This course teaches you to be creative and innovative; yet realistic too.

Personally; this course has allowed me to walk beyond my comfort zone. It's taught me the process of ideation and the ability to work alongside diverse people. It's also taught me that certain skills don't come naturally; but a conscious effort has to be put to achieve them.

Entrepreneurship is the ability to realize big dreams. What better way could there be to realize your true potential?





# CIE LEVEL 2 COURSE

## A STUDENT'S PERSPECTIVE

### Building a Lean startup - A firsthand experience

It is common knowledge that entrepreneurship is revolutionizing the way our industries develop, but in the midst of all the buzz, a lesser known fact is that a majority of all startups fail. Why is that? This question was the primary influence behind “Building a Lean Startup”, the follow-on course to “Getting Started with Entrepreneurship” by the Centre for Innovation and Entrepreneurship (CIE). Below is my perspective as a student enrolled in this course. When I took the level 2 course.

“Building A Lean Startup” course as a special topic I expected to learn in more depth of what makes a lean startup. I also hoped to gain the knowledge required to get a startup off the ground. After learning the basics in Level 1 we leap right into what makes a lean startup.

We focus on the Customer discovery phase of building a startup. Our responsibility in this course was to get out of the building meet and interview potential customers. This allowed us to learn the validity of our product and the solution we intend to implement. The exposure we gained by meeting customers was a truly enlightening experience. It was the first time that our ideas were challenged in the real world and not a vacuum, and the insights we gained from it were invaluable.

Gathering customer insights as opposed to just come feedback was of utmost importance. It was fun to think up the questions and take interviews of multiple customers. If you believe your idea can change the world, then this course will help you define and build your lean startup.



# STUDENT INTERNSHIP AT CIE



**Ayushi Mehta**  
**B.Tech, CSE**



**Siri Prasad**  
**B.Tech, CSE**

CIE 2019 summer interns undertook 2 major projects; the revamping and modularising of the L1 and L2 courses offered by CIE. The modularisation was done with the intention of being able to move around and play with independent topics to suit workshops or any other impromptu sessions. Each module would provide a deep understanding of the topic through theory material, activities, videos and associated questions. The modules are simple to understand and come with instructors notes on how to conduct the session. The facelift of the L1 course was done in preparation for the CIE's summer "CIE Level 1 - Getting Started with Entrepreneurship".

The main goal of the revamping was to make the course as hands on and activity based as possible. The interns compiled relevant activities for each course enabling maximum class participation to reinforce theoretical entrepreneurial concepts. They worked closely with the instructor, Prof. Sathya Prasad, to assemble all videos, activities and other content into modules that covered the topics of importance of Teams, Design Thinking, Customers, Value Proposition, Introductions to Marketing and Finance amongst others. The interns were also present as TAs through the week long summer course and helped in conduction of a few activities and grading assignments for the same. The L2 course was also revisited with the same intention. The activities were replaced with checklists that would give a brief introduction to the Lean Startup Method and encourage students to "Get out of the building".

Through the course of the internship, the interns learnt new entrepreneurial concepts and relearnt old ones through the eyes of an instructor. The experience gained is sure to aid the interns in their own entrepreneurial endeavours. CIE 2019 summer interns would wholeheartedly like to thank CIE for this wonderful learning opportunity!



# DECODING THE ENTREPRENEUR



**Dr. Anand AnandKumar**  
**CEO, Bugworks**

Dr. Anand Anandkumar is the founding CEO of Bugworks, a US and India based company solving Global Antibiotic crisis using novel techniques to design next-generation Antibiotics. He is also Founder and Managing Director of Escape Velocity Accelerator ([www.evaccel.com](http://www.evaccel.com)), a first of its kind accelerator aimed at promoting entrepreneurship in medical technologies.

Anand has more than 28 years of experience spanning Semiconductor, Electronic Design Automation and Bio-pharmaceutical industries and has worked in major semiconductor companies in the US and India.

Dr Anand dreamt of doing something meaningful and impactful. He was always passionate about Health Care and wanted to solve problems in it, using his Engineering Skills.

**YOU  
BECOME  
WHAT YOU  
DREAM**

## **Beginning of CELLWORKS:**

A Health Crisis which nearly took him out, made him realize the fragility of his life and inspired him to do something significant.

The objective of this start-up was to get into health care to help Cancer Patients. His idea was to use Mathematical Modelling to stimulate the circuitry of Cancer Cells, in the same way it simulates Electrical Circuits. Today, 13 years on, about 60000 Patients use this technology.

"He successfully converted Deep Setbacks in life as Catalysts for a Tremendous Transformation in his Career", as summarised by Sathya Sir.

## **Beginning of BUGWORKS:**

The 3 Biggest problems of humanity today are Global Terrorism, Environment and Super Bugs!! Super bugs are basically the bacteria for which none of the existing antibiotics work.

Anyone who is ageing, or going through a surgery or treatment, is vulnerable to pick up these bugs.

# DECODING THE ENTREPRENEUR

As of today, 10 Lakh people in the world die every year, because of Super Bugs. In India itself, 3.5 Lakh of our countrymen die because of this.

The last new Anti-biotic came into effect in 1962, which was almost 60 Years ago! Since then, we have been abusing the use of Anti-Biotics. It's now there in the food we eat, and the water we drink. We have been severely exposing the environment with Anti-Biotic Dust. It's because of this, that Bacteria which used to develop Resistance to an Anti-biotic in 30-40 years, is now doing it in a matter of months. Thus, a Superbug is a bacteria which cannot be killed with the existing Anti-Biotics.

The Goal of Bugworks, is to invent the "Next Anti-Biotic for the World, from India".

Their drugs are now going through animal testing. 2 months from now, they are going to launch this new Anti-Biotic, which has been tested to take out about 4000 different Superbugs.

## What is needed for a Start-Up?

Starting up is to solve something of Value, and is not just a Career job. Innovations cannot come from Linear Thinking. Innovation comes from Multi-Disciplinary Teams, bounded by their common goal. Dr Anand talked about how essential it was for all students to develop Multi-Disciplinary Skills, other than their major degree stream. The willingness to learn something out of your comfort zone, is what will make you stand out in a crowd. In the same way, what keeps Dr Anand young and motivated is the ability to create something new, something different!!

## How does one manage the Financial aspects of the Start-Up?

Today, there is something called "Social Innovation". It means you can solve a societal problem, and make a profit out of it. If you are working on a societal problem, then the governments of the world can transfer money in the form of "Grants". Bugworks is not an NGO. It's a start-up, so it also has investors from US, Japan, India and South Africa. When you have a passion, you need to carry a "Begging Bowl". The CEO then becomes the CBO, or Chief Begging Officer. Hence the main sources of income to this start-up is through Grants and Investors.

## How to choose the goal of your Start-up?

Always choose a problem on the Global Scale. Let it be an Indian-context problem, but one which is applicable worldwide. "Think Global and Act Local" should be your tagline while choosing a Start-Up idea. Indian-context problems offer a Competitive advantage. Start with India as your Proof of Concept, and then expand it to markets abroad.

## **Is it better to work and gain experience before Starting-Up?**

Preference is to go work first. If you work for a good company, you pick up the Ethics of Work. Skills like how “to treat people with respect”, “no hierarchy in communication”, “program management”, “understanding all the stakeholders” were all taught in the companies Dr Anand worked for. These Ethics should be part of the Founding Principles of your Start-up. When you take somebody else's money, you need to treat it with much more care than when you use your own. Your Ethics play an important role when you use this money.

## **How to handle Obstacles and Failures?**

You need to pick up skills other than Entrepreneurial ones. Meditation, Yoga, Physical Fitness, are necessary skills for an Entrepreneur. All these Collateral Skills are as important as your Technical Skills. Keep reminding the team, of your goal, and what it means to achieve that goal.

## **When is it time to move on, if your Start-Up is not working?**

You need to think Practically. If you reach a stage where you are finding it difficult to procure the Basic Necessities like Food, Shelter and Clothing, then its better to pause your Start-up idea and get a job. You can always continue with this idea at a later stage.

## **How to build your company's Ecosystem?**

Have a person in every co-founding group as a Chief Eco-System Officer. Draw a Stakeholders' Map. On a huge cardboard paper, write down all the big companies, government agencies and key opinion leaders working on the same idea as your start-up. Dr Anand spent 1 year, just studying all these companies and stakeholders related to Anti-Biotics. He called and tried to connect to each one of them. Today, 80% of the world's ecosystem in Anti-Biotics is connected to Bugworks. A Stakeholders' Map is essential to understand the market situation and also understand your competitors. “You cannot fight a battle without knowing your enemies”, as concluded by Sathya Sir.

# ALUMNUS SPOTLIGHT

## Introduction

### a. Your present company and role.

CEO of Diksha Technologies.

### b. What is your educational background (details regarding year, branch, etc at PES would be helpful)

B.E. Computer Science, 1992 Batch

### c. Your career highlights.

Transforming Diksha into one of India's top telecom IT companies. Diksha today operates out of 10 offices in 15 countries working with some of the top CSPs in the telecom industry. As CTO of Edurite Technologies, I helped build one of India's most successful e-learning companies.



**Bharat Raj**  
**Alumnus, PES**

## How did you start your entrepreneurial journey? What inspired you to start on this journey?

My entrepreneurial journey has been completely inspired by my mentors Prof. Jawahar and Mr. Srikanth Iyer (CEO, Homelane). When I joined engineering, Prof. Jawahar had just returned from the US and was teaching us Engineering Mechanics. His vision, integrity, hard-work and ability to transform thoughts into actions inspired me. Having spent lot of time with him and watching PES grow rapidly, taught me the importance of having a people-centric thought process with a focus on continuous improvement. Mr. Srikanth Iyer is well known and respected in the industry today. His strong business acumen, objective thinking and ability to constantly pivot businesses is truly commendable and inspiring.

## What was your mission when you started? Has this mission stayed on or changed over the years?

The initial years were all about showing year-on-year growth, quick wins and an ever-growing EBITDA. Though EBITDA still remains very important ☺, now my mission is all about making the business resilient. Battling constant change in a very dynamic marketplace and staying efficient as teams grow disproportionately makes the journey really exciting.

## Can you share examples/anecdotes of the impact your venture/startup has had?

The global telecom market which was always dominated by IT giants is now being challenged by nimble-footed players like Diksha. We analysed the process of how bills were being sent out with a Tier-1 CSP and took up the challenge of disrupting it. We were able to send out mobile bills at 1/3rd the time at 1/5th the cost. This success resulting in Diksha sending out bills to 16.5 Million subscribers/month for the past three years. Another satisfying use case was the implementation of an island country's first Mobile Financial System. This Caribbean country has a large cash economy and watching the nation slowly transform to digital payments has been quite rewarding.



### **What do you attribute your success to and how do you measure it as an entrepreneur?**

One important attribute has been to build good simplified data points which constantly measure the business. This helps in taking important decisions quickly and avoiding lot of fixing.

### **What are some of the challenges you've faced throughout this journey?**

Managing cashflow and keeping the company relevant as the market evolved were some of the key challenges that I faced. Understanding a software's shelf life, when to sell, when to upgrade were some aspects that I learnt the hard way.

### **If you had a chance to start your career over again, what would you do differently?**

#### **What is your advice to someone just starting out?**

When I started my career, there were several tasks that I did by myself without delegating sufficiently. I would get personally involved in every single aspect and handhold it to closure. Be clear on the role and scope of each member of your team. Give each team member quarterly targets to achieve and help them achieve those goals. Manage your time well.

### **What advice would you have for aspiring (PES) student entrepreneurs?**

If you are reading this, then firstly congratulations on pursuing an entrepreneurial journey. It is highly energizing, rewarding and filled with unique experiences every day. Listen to as many people as possible but in the end, decisions have to be taken by you. Delaying tough decisions would hurt the business and in turn the people associated with it. PES provides a fantastic platform to budding entrepreneurs. I am a good example of how far a student can grow with the opportunities that the institution provides. If the support I got 27 years ago was so good, I am sure you would be getting a lot more now. Most of your batchmates will end up in top roles across the globe and will help you in your entrepreneurial journey.

### **Any suggestions/guidance for CIE that would help in the overall goal of providing a platform for students while they are still in PES?**

CIE is headed by someone from whom I seek advice/guidance on a regular basis so I don't know what I can suggest here. It would be good if the platform also trains entrepreneurs on statutory compliances, business ethics and few legal aspects.



**The secret of  
getting ahead  
is getting started**

**MARK TWAIN**

# LAGEY LAGORI

## DR. JAYKUMAR

**"LAGORIFIED"...All the way"**  
**"Going Bullish over "LAGORI"**



The Hospitality and Event Management Department hosted the first ever **"Lagori League"**, **in the country in partnership with Red Bull Sports and Events, India on 6th of September, 2019.**

It was a unique combination of taking practical curriculum out of class, making students think out of the box, and empowering them to deliver a unique formatted game.

## IDEATION

The mood-board of the game was curated by the fifth semester event specialization students over a period of two months, as a part of their internship. Countless brainstorming sessions, zeroing in on the thought process of the game; deciding to innovate on the Lagori format, finalise the modification from the traditional standard, and formulating the game rules and regulations, the entire process itself was a game in motion. The pitchdeck was then shared with Red-Bull for approval.

## ASPIRATION

We tied up with Red Bull Sports and Events (trendsetters in India to revitalize indigenous sports)) to give the native competition a global contemporary feel; thereby create a youth centric sports template, to be delivered as a modern alternative sport. It was also an exercise given to the students to execute a live sporting event with Red-Bull and to enhance their corporate event management acumen.

## DELIVERABLES

The League was played as a knockout series. We had a record 43 teams who registered, with an eclectic mix comprising of Colleges, Universities and Corporates. The game began with a qualifier round which was then funneled to a quarter finals, semifinals, and then a final round with a best-of-five series game. There was a separate corporate knockout series.

## TAKEAWAYS

A simple academic innovation that allowed internship of the students to be assessed through a live learning sporting activity; thereby exposing students to execute and manage unique sporting templates at a University level.

The Lagori league will be now an annual academic activity of the department, with more improvisation to the format as it evolves, and now, Red Bull has agreed to engage with the BBA-HEM department for 2 more sporting concepts related to football and basketball.





# STUDENT IN FOCUS

## JANANE SATHYAMURTHY

### India Mobile Congress

The India Mobile Congress Convention held in Delhi was one of a kind experience. Our training and trip was funded by Qogno, technology vision partner of IMC. It was a perfect hub for tech entrepreneurs, Government, Academia, eco-tech and others.

The opportunity to be present for product unveilings and demonstrations including live bands was unanticipated.



**Janane Sathyamurthy**  
**B.Tech, ECE**

Before boarding our flights to Delhi, we were trained for over a period of 3 days at PES University that provided us with information on future tech and on techniques and methods, companies were adapting to enhance their applications. At the same time we were assessed through GD's, assessments held and the most suitable students were picked based on many prospective qualities including leadership, behaviour etc. to attend the IMC convention. Shortly after the journey started, all of us were working together, filled with our fair share of jokes and fun. We also interacted with individuals from different colleges and branches. It was a really amicable experience.

We were able to meet and interact with professionals from various spheres including telecom, smart city industries. Startup founders were open to questions we had and I learnt that each startup faces a unique set of challenges and that it takes at least 5 years for a startup to stabilize. Most companies presented use cases for 5G, how the lower latency and higher connectivity would lead to more immersive and intelligent devices. One of the many interesting implementations was by Ericsson who had a band broadcasted with members playing from two different areas of the convention while it sounded like they were at the same place without any lag.

This was an unforgettable experience that helped open our minds to the possibilities that the future of technology has to offer and the mindset we would need to rise to the challenge of the global competitive workforce.

# NETWORK LIKE A PRO



# STUDENT IN FOCUS

## DEVASHISH VAISHNAV

**"Leadership has taught me many lessons; the most important one being able to believe in the process more than the outcome, as it creates an intangible difference in helping one achieve long-term success."**

Devashish S. Vaishnav, is currently a final year student from the Department of Computer Science and Engineering at PES University, born in Bangalore and having seen technology developments around him from the start engineering was his first choice.

Though, as he grew up and went to high school he discovered he's a peoples person and that leadership was an innate trait. He was elected as the Joint-Secretary and Cultural-Secretary for two consecutive years with the unanimous support from students at St. Joseph's Pre-University College.

He believes this experience enhanced his leadership qualities and communication skills, which encouraged him to take up the position as the President of Entrepreneurship Cell at PES University today. Recently, he was selected to be a part of the Harvard Project for Asia and International Relations Conference held in Astana, Kazakhstan in the month of August. Where he represented the Indian Delegation in the domain of Global Markets & Economy. He was one of the 200 delegates selected across the world. During the course of the conference he had participated in the Impact Challenge hosted by the Astana Institute of Financial Centre a.k.a AIFC, KZ where he provided them with Business Model Solutions and Reverse Mentorship. He was also awarded during the impact challenge.

Currently, he is selected by Harvard Business School for the Crossroads Emerging Leaders Program 2020. This is one of the highly selective programs where he is learning about What is Digital Humanities, How can we strengthen community health workers, How to launch Breakthrough Technologies, and Entrepreneurship in Emerging Economies. The second phase of this program will be held at the Harvard Business School Gulf Cooperation Council, Dubai in the month of March in 2020.



**Devashish Vaishnav**  
**B.Tech, CSE**

**DEPUTY FOREIGN MINISTER- REPUBLIC OF KAZAKHSTAN**



## STUDENT IN FOCUS: DEVASHISH VAISHNAV

Devashish believes that the future is uncertain and the challenges we face today are different from yesterday and belonging to the millennial community he owes it to bring change and yes he has plans. Recently, he started a social entrepreneurship venture being the President of Entrepreneurship Cell. The first activity planned was to educate children from economically weaker background about Entrepreneurship & Skill-Development.

His future plans are to reach out to a larger audience and educate them about these domains so that when they are on their own they can lead a successful life, he is reaching out to people from different professions to join this noble initiative so that they can educate about various domains such as medicine, sports & fitness, business, etc.

### IMPACT CHALLENGE



**The best way to  
predict the future  
is to create it**

**PETER DRUCKER**



# STUDENTS' CORNER

## YOU'VE TOTALLY GOT THIS!



“

I think this course was different from anything I've ever done before, it was a fun learning experience!

The class is like more interactive, so it's easy to learn and understand things better and the guest lecture also served its purpose.

As there is always room for improvement so I wanted to give 4 stars, but the main reason I gave 5 stars is I got more than what I had expected of the L1 course. I enjoyed each and every session of it, I hope our usual formal classes be like this too.

The class is the perfect blend of theory and its practical implementation. The way of teaching is very effective and interesting, and the hands on part is very unique unlike other mainstream classes.

I loved the content of the course and the way it was structured as well as the hands-on approach used throughout the course. My only real gripe was that we often didn't have enough time to both understand and execute the activities.

Didn't expect it to be such a "quantified" experience, I was glad to be disillusioned about what entrepreneurship actually is. And I can definitely see myself thinking differently.

The concept of entrepreneurship is actually out of context with regard to the engineering syllabus, but this course has helped build up ideologies, to think beyond a normal engineering prospect.

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# PES ENTREPRENEURSHIP CELL

The buzz word being 'entrepreneurship' in the current times, the Entrepreneurship Cell (ECell) of PES University, is primarily focused on helping understand that the word means more than just creating a product/service with innovation. It's about self-discovery, wanting to create a change in the community around, and more essentially, understanding the need for that change. ECell, being a student-run organization, emphasizes on noticing entrepreneurship as a way of life, in everyday life, that people often fail to take notice, and instilling the belief that everybody could be self-made if things were looked at from a different perspective.



## PES ECELL

It suffices to say that everybody dreams of being the next Bill Gates, Mark Zuckerberg, and follow the footsteps of the inspiring Gary Vee to leave their own mark behind. ECell makes this possible for the student enthusiasts who want to embark upon this journey to uncover themselves and make a statement.

What started as an initiative to bring about the entrepreneurial mindset and promote innovation among the student body, ECell has now spread its wings by building partnerships with various organizations from several industries. In the previous academic year, ECell has successfully recruited 30 energetic, budding students, forming a community of 60 dedicated members in total. After which, a networking event called 'Meet, Greet & Connect' was also organized, spreading the culture of entrepreneurship on a different notch. Partnering with the Rotract Club of PES University, ECell has also conducted 'The Gutsy Entrepreneur', which shed light on creating the business model canvas - the root to the beginning of any startup. The ideas that were presented were remarkable, taking ECell on the right path towards making a change.

ECell has been the backbone and a driving factor to market and bring sponsors for one of the biggest annual techno-cultural fests, Aatmatrisha. Even so, ECell had its own events EndGame - Crisis Committee for Business, Shark Tank, and the Business Model Canvas workshop. The community received overwhelming response for the way these events were brought to success, yet again proving its mettle.

### THE TEAM





## MEET, GREET AND CONNECT



Over the months, ECell has had an incredible response for its extremely active and informative social media that has kept every ardent business fanatic engaged and informed. With themes like business news from 'Around the Globe', 'Investing 101', 'Startup Diaries', 'Personal Finance', 'Company Backstories', and several productivity vlogs and testimonials, the social media has never thrived more. What truly changed the course to keep students motivated was the desire to start a webinar series related to entrepreneurship. Established, well-connected, successful young entrepreneurs of today conducted webinars that inspired the student body, propelling them to a path of self-discovery.

Now consisting of a well-rounded community with hustlers, visionaries and capable, talented designers, content creators, researchers, enthusiasts in marketing and finance, and public relations, ECell continues to thrive, and provide the world with leaders of tomorrow. Nevertheless, with a long road ahead, ECell pursues the true meaning behind entrepreneurship and everything it holds.

## THE GUTSY ENTREPRENEUR



## ENDGAME



## BMC WORKSHOP



## SHARK TANK



**You can't connect  
the dots looking  
forward; you can  
only connect them  
looking backwards.  
So you have to trust  
that the dots will  
somehow connect  
in your future.**

**STEVE JOBS**

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