Start

Ideate. Innovate. Inspire.

CENTRE FOR
INNOVATION &
ENTREPRENEURSHIP
cie

PES
UNIVERSITY

Contents

Director's Desk

Greetings and welcome to the 6th edition of the CIE Newsletter!

Collaboration is never easy, especially for cross-disciplinary efforts. It's heartening to note that the tradition of creative collaboration amongst students from different disciplines is strong at CIE, and this publication serves as a testament. A sense of purpose coupled with passion and zeal to create something of value is a strong motivation for collaboration – something we witnessed as this newsletter took shape with students coming together from Design, Computer Science, Electronics, etc.

In this newsletter edition, I would like to spotlight the theme of student engagement. But before going into the details, I would like to take a quick detour to acknowledge several small but critical steps CIE has undertaken in the last 4.5 years in combining

technology, innovation, and entrepreneurship in technical higher education institutions (HEI).
A few examples are new courses (at the intersection of technology/innovation/entrepreneurship), Industry-University Collaboration, startup ecosystem engagement, research, student exchange programs, and more. Below is a summary of critical outcomes in CIE's journey:

The below-listed six pillars guide CIE around the themes of innovation and entrepreneurship:
1) Courses
2) Industry Connect
3) Programs
4) Startup Ecosystem

5) Consulting
6) Alumni.
Below are infographics that show the six pillars and some examples:

is the autonomous student body of CIE in PES University chartered with ownership of student-led activities related to innovation and entrepreneurship.

CIE at PESU (2018-22)

1432 Students Graduated	**29** Cohorts Graduated
5 New courses at CIE	**₹34 Lakh** Industry Grants/Awards
6 Industry/ Startup Placements	**18** Industry/ Startup Internships
9 Industry Programs	**1000+** Students Participating in Industry Program
3 International Student Publications	**2** International Publication (IEEE & ICL)
1 International Student Exch Program	**2** International Conference Speakerships

Since its inception, CIE has focused on promoting innovation and entrepreneurship for tech undergrads at PES University and serves as a resource to other departments (e.g., Management Studies, Design, etc.). CIE engages with students as early as the 3rd semester and encourages students to be involved until they graduate (8th semester) and beyond (as alumni). We recognized that a critical condition for CIE's success is student participation with a bottoms-up approach. Based on this, we categorized programs and activities into two categories based on ownership and accountability:

Student-Led: The Entrepreneurship Cell (ECell) comprises students (mainly from Engineering) who have full ownership and accountability in conceptualizing, planning, and executing activities. ECell

ECell has a presence on both PESU campuses with 850+ active members and conducts several events like Decypher (48-hour hackathon, 500+ participants), Crisis-Bidding (200+ participants), Shark Tank (300+ participants), etc., and of course its Flagship event, the E-Summit (800+ participants)

Student-Assisted: CIE (led by the Program Manager) is responsible for planning, with resources from ECell and non-ECell student teams (e.g., tech clubs, such as Newolf Society, Change Makers Society, TEDx PESU, Model UN, Apple Developers Group, etc.). This model is primarily used for industry and ecosystem interactions.

Historically, industry-university collaborations (IUC) have resulted in substantial-tech innovation. IUC inspires CIE, resulting in a

strong desire to find meaningful partnerships with the industry as we strive to build a robust platform for student-led tech innovation and entrepreneurship.

Below are a few of the industry-university collaborations at CIE where students play a crucial role as tech innovators and are involved in organizing/executing these innovation programs :

Intel-PESU Industry-University-Collaboration for Innovation: A

unique program (MoU duration 2018-2022) conceived between Intel India and PESU to combine technology and innovation to solve real-world problems given by the industry

Intel-PES MoU
(2019-21)

520 Student Participants	**2** Years of Student Contests	**1** New UG course (1st Intel OpenVINO AI/ML)	**₹4.7 Lakh** Contests Awards Purse
3 Full-Time Placements	**12** Internships	**20** Industry Mentors	**₹7.6 Lakh** Hardware Grants
3 International Technical Conference Papers	**44** Students completing Intel OpenVINO AI/ML Course	**1** Faculty Dev Program (20 Faculty, 3 Depts)	**1** Publication on Novel Industry-Univ Collab (IEEE Educon2021)

with university students and faculty working on innovative solutions.

Cisco ThingQbator Program (2021):
CIE coordinated the engagement of the tech innovation contest conducted by Cisco and NASSCOM Foundation (all-India level, 20 universities by invitation only, nine-month duration). ECell's Student Organizing Committee was responsible for the execution and promotion with support from CIE. This event was meticulously planned and executed by the student team and resulted in seed funding of Rs 500,000 for each of the four teams finishing in the Top Ten! We are proud to announce that 4 of the top 10 teams in this all-India event were from PES University, and all 4 were CIE products!

Other examples of student engagement at CIE are:

Student Engagement in CIE Courses:
CIE gives an opportunity for top-performing students of CIE-Level2 to be Teaching Assistants (TA) to help run subsequent CIE Level1 and Level2 courses and help prepare new content, and cases, etc.

'Learn-n-Fun' Mobile-based Gamified App:
Guided by CIE, an all-student cross-disciplinary team (Computer Science, ECE and Design) created a prototype of a smartphone-based gamified platform for teaching/learning innovation-related topics like Design Thinking and Business Model Canvas. This motivation came from the challenges of teaching CIE's heavily experiential courses during the pandemic.

CIE's student engagement is carefully nurtured by the passionate CIE Program Manager Madhukar Narasimha with whom the students enjoy a strong rapport. Madhukar is also the guiding force behind ECell and the single point of contact for RR and EC campus students.

Finally, I would like to end this piece by gratefully acknowledging the selfless contributions in terms of time and sharing experiences by senior engineers and professionals from industry and startups. These supporters help mentor, advise, and teach (seminars/workshops) students resulting in a high-quality experience for CIE students looking to harness technology-driven innovation to create a positive impact.
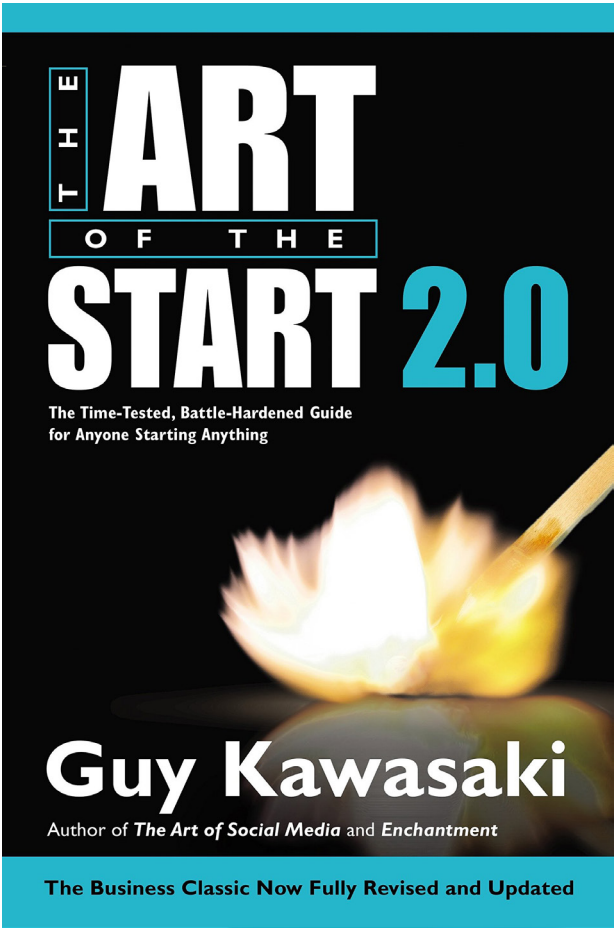
Book Review

The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

This book is an in-your-face type of advice in the world of entrepreneurship and startups.

The author organized the contents into four parts: Conception, Activation, Proliferation, Obligation

This made sure that the content was very concise and corresponded to the key phases of building and running a successful startup. Every chapter is organized around a specific area of establishing a startup. The book was able to cover a wide range of topics like launching, bootstrapping, funding, pitching, marketing, team-building, and many more. The lessons apply to organizations whether they're bootstrapping or seeking funding from venture capitalists or angel investors. The author includes plenty of historical examples and firsthand experience, making this a practical real-world resource that's more valuable than a simple conceptual textbook. This book is composed of lots of digestible nuggets of advice, which he brings to life with stories and quotations. The author's use of language is loose and informal and makes you feel like he is having a relaxed conversation with you. This book is easy to read and well organized.

THE ART OF THE START 2.0

The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

Guy Kawasaki

Author of *The Art of Social Media* and *Enchantment*

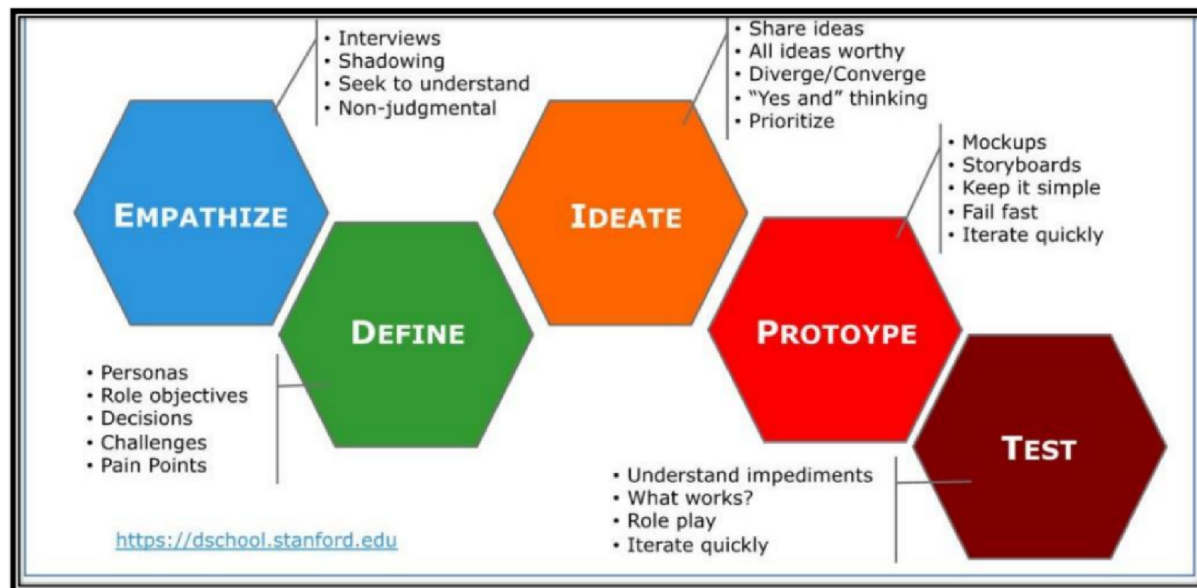**The Business Classic Now Fully Revised and Updated**

Design THINKING

Design Thinking is generally defined as an analytic and creative process that engages a person in opportunities to experiment, create and prototype models, gather feedback, and redesign.

Being successful in today's highly technical and globally competitive world requires a person to develop and use a different set of skills than were needed before. One of these skills is Design Thinking. Design has been widely considered to be the central, distinguishing activity of engineering. It has also been said that engineering programs should graduate engineers who can design effective solutions to meet social needs. Like problem-solving, design is a natural and ubiquitous human skill. Needs and dissatisfaction with the current state combined with a determination that some action must be taken to solve the problem is the start of a design process.

Design Thinking Process

- **EMPATHIZE**
  - Interviews
  - Shadowing
  - Seek to understand
  - Non-judgmental

- **DEFINE**
  - Personas
  - Role objectives
  - Decisions
  - Challenges
  - Pain Points

- **IDEATE**
  - Share ideas
  - All ideas worthy
  - Diverge/Converge
  - "Yes and" thinking
  - Prioritize

- **PROTOYPE**
  - Mockups
  - Storyboards
  - Keep it simple
  - Fail fast
  - Iterate quickly

- **TEST**
  - Understand impediments
  - What works?
  - Role play
  - Iterate quickly

https://dschool.stanford.edu

The 5 stages of Design Thinking

STAGE 1

Empathize—Research Your Users' Needs
Here, you should gain an empathetic understanding of the problem you're trying to solve, typically through user research. Empathy is crucial to a human-centered design process such as Design Thinking because it allows you to set aside your assumptions about the world and gain real insight into users and their needs.

STAGE 2

Define—State Your Users' Needs and Problems
It's time to accumulate the information gathered during the Empathize stage. You then analyze your observations and condense them to define the core problems you and your team have identified. These are called problem statements. You can create personas to help keep your efforts human-centered before proceeding to ideation.

STAGE 3

Ideate—Challenge Assumptions and Create Ideas
Now, you're ready to generate ideas. A solid background of knowledge from the first two phases means you can start to "think outside the box", look for alternative ways to view the problem, and identify innovative solutions to the problem statement you've created. Brainstorming is particularly useful here.

STAGE 4

Prototype—Start to Create Solutions
This is an experimental phase. The aim is to identify the best possible solution for each problem found. Your team should produce some inexpensive, scaled-down versions of the product (or specific features found within the product) to investigate the ideas you've generated. This could involve simply paper prototyping.

STAGE 5

Test—Try Your Solutions Out
Evaluators rigorously test the prototypes. Although this is the final phase, Design Thinking is iterative: Teams often use the results to redefine one or more further problems. So, you can return to previous stages to make further iterations, alterations, and refinements – to find or rule out alternative solutions.

Every year CIE hosts an event/workshop on Design Thinking where the students make an innovative keyboard based on the concepts of Design Thinking. Using the 5 steps of Design Thinking the students empathize, define and ideate about the specifics and design of the keyboard. After this is done the students interview the other students for more insights and add these insights to their products.

Then this process is repeated once more for the betterment of the product. Finally, the students proceed to make a prototype of the keyboard and start the testing process. The main goal was to validate their assumptions and features through interviews and try to gain insights from these interviews to make a better product.

CIE L1 A student's perspective

With the wave of entrepreneurship, ideas are emerging in every corner of the world. The 'Getting started with entrepreneurship' course, an introductory course offered by the Centre for Innovation and Entrepreneurship, (CIE) is the perfect course that helps entrepreneurs to give flight to their idea. During the course, CIE chose a very unique approach to instilling a sense of business in us through a variety of hands-on teamwork activities, business systems, and other necessities for the fruitful entrepreneurial journey that we will embark on. The curriculum at CIE is flexible and open to new innovative ways of teaching and to new topics that need to be discussed even outside the syllabus to provide a well-rounded entrepreneurship course. At every step of the way, CIE helped us understand every aspect of how an entrepreneur would think. Right from the problem statement to the customer segment to the BMC, the course is extremely comprehensive. In my opinion, this course has altered my perception of entrepreneurship and provided me with the right way to enter the entrepreneurship world. I have started paying attention to marketing campaigns, advertisements, and press releases more, and my curiosity has definitely increased. One of the biggest changes this course has brought about is a belief that entrepreneurship is not something that is inherited but can be built which knows no bounds.

CIE L2 Building a Lean Startup

Building A Lean Start-up (CIE L2) course emphasizes deploying the mindset, and business acumen gained in CIE L1 and implementing it through action. This course helps transform basic day-to-day ideas into reality, by testing the key features of your ideas or products through character development. The pivotal focus of L2 involves speaking directly to potential consumers and iterating multiple times on the idea until we found the product-market fit. This involves in-depth research on various domains including finance, design, and coding.

The course is fundamental for developing and strengthening a diverse set of skills like communication, critical thinking, teamwork, and much more!

CIE - Learn 'n' Fun Project
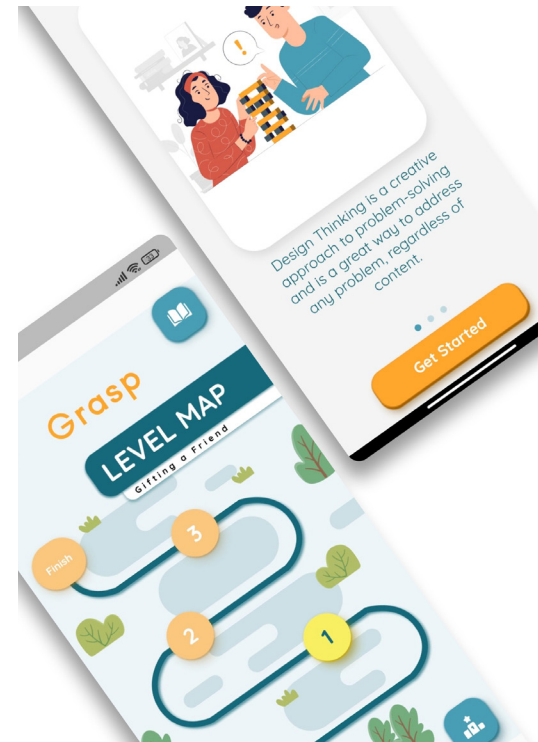
Learn 'n' Fun: A CIE project to gamify the entrepreneurial learning process. The Learn 'n' Fun app is one of the most exciting projects of the Center for Innovation and Entrepreneurship. It is a student-developed, homegrown remedy to the difficulty of learning entrepreneurial concepts like Design Thinking outside of a guided course.

What is Design Thinking?

In simple words, Design Thinking is a process for solving problems by prioritizing the customer's needs above everything else.

Design Thinking uses evidence of how the customer will engage with a product/service.

Started off with a simple idea: To make a gamified learning platform that enables students and professionals to get a better grasp of basic, yet essential concepts like Design Thinking. And today, the prototype born from this concept manages to achieve just that. This was done with a student team spanning more than 3 departments. This encompasses a wide range of ideas and areas of expertise, which is essential for any initiative to be successful; something the app itself teaches us in its initial modules!

The structure of the app is designed keeping in mind to simplify the learning process as much as possible, and thus does a great job at providing ease of access. The user interface is structured with a larger progress map with tasks to complete to reach the next stop on your journey. As the metaphor goes, the journey is more important than the destination.

The app opts for a more indirect method of teaching: Rather than having pages of text to delve through, which would deem it no more than a mere text file, it provides the user with a real-life example where the concepts of entrepreneurship can be applied. For example, the system asks the user to select the ideal gift for a virtual friend. It then goes on to showcase how the Design Thinking process would help the user in achieving this goal. It blends these concepts in such a seamless manner that you naturally imbibe the concepts being presented. It provides you with multiple questions you can ask a user to further integrate learning. This is a perfect encapsulation of the Empathy stage of the Design Thinking process.

The application is currently in the prototyping phase but it's a living project with multiple minds collaborating to make it a well-polished final product.

Cisco Launchpad Interview
with Sruthi Kannan

Introduction:

Sruthi Kannan heads Cisco LaunchPad where she works with deep tech startups for co-creating end-to-end digital solutions focused on technology areas like IoT, Collaboration, Security, Network and Infra, Analytics, etc. Over the last 4 years, she has worked closely with over 100 CXOs of deep tech start-ups as well as mentors across various organisations. Managing an accelerator poses a unique challenge and Sruthi juggles her time with multiple founders and teams that have diverse requirements and schedules. Sruthi has impeccable managerial skills and has handled this challenge admirably and continues to drive Cisco Launchpad creating immense value for the startups she works with.

Sruthi is also a member of the Expert Advisory Committee - Startup India Seed Fund.

1) What do you look for in a new business idea? What would make you choose an idea to provide your help?

Ideas are much like the seeds that take shape, grow into trees, and bear fruits. To gauge its success, I firmly believe that one must assess how big an idea can grow. Additionally, each idea serves a different purpose in a different ecosystem, and therefore, it is just as essential to know its target segment and its eventual destination. Resource acquisition such as onboarding investors and interactions with partners, technologists, etc. are extremely crucial for an idea to scale. The main criteria for an idea to scale are its potential to create large-scale impact, and passion plays a pivotal role in scaling meaningful ideas.

2) What were the challenges you faced when starting the Cisco Launchpad and what were the subsequent challenges you faced along the way?

The Cisco Launchpad initiative is like a startup in itself. Cisco Launchpad consists of multiple faculties right from technology to partnerships, to marketing to operations. This structure was the first step to effectively & meaningfully engage with startups that work with us. The second step was to find and level the asymmetry: startups often come on board with views that are very different from the way a corporate thinks. Cisco Launchpad acts as the gateway for startups to be in consonance with the corporate scheme of things (and vice versa).

3) Being an advisory committee member at NIDHI, Startup India Seed Fund, mentor at TIE, and head at Cisco Launchpad how do you effectively manage time?

Managing time is like a Rangoli with dots and it is all about connecting dots in a meaningful way so that one benefits from the other directly or indirectly. Prioritisation is a key strategy in effectively managing time. From a startup point of view, it is constant pivoting of what one's priorities are at any given point in time. Juggling multiple tasks with constant pivoting and allocation of time is essential, and this is how the rangoli is made.

4) How optimistic are you about the future of entrepreneurship in India?

What direction do you think the entrepreneurship culture of India is heading towards?

One must start with not just one fixed goal, but rather be flexible and open-minded. Start with what is already in hand and as one grows and interacts with new opportunities, new goals are set, and different trajectories are charted out. Cisco Launchpad engages in the life cycle of the startup and ensures they are plugged in and are redefining their solutions and offerings constantly. The growth of Meta from just an AR/VR solution to remote maintenance, and remote training highlights the immense growth technology provides in terms of building solutions that are seamless and intuitive. India is heading towards a brighter future in the entrepreneurial world, and I foresee immense potential in India for entrepreneurship.

5) What are the qualities an entrepreneur must possess to be successful? What are the important values you think are required to be a successful start-up?

Entrepreneurs as the new age of Freedom fighters as they are taking a step towards fighting some of the world's biggest problems and in the process making our lives much easier.

Entrepreneurs continue to face hurdles & challenges, but if their fundamental values & vision are solid, they can focus on conquering bigger challenges without getting distracted.

To achieve a goal, one needs aspiration, and the ability to identify opportunities and pinpoint the gaps in existing solutions. An entrepreneur requires empathy and passion to find a void and build a bridge. Finally, creativity helps entrepreneurs find the most viable and practical solutions.

6) How to beat the risk of failure of start-ups?

What you want to achieve is the top of the table, what you need to build is the legs of the table - and as many legs as possible. Legs could be a co-founder, building a strong business plan, identifying the right target market, having a first-hand sense of the problem, aligning investors with the organisation, etc.

PES Institution is playing a pivotal role in nurturing entrepreneurship & ambitious founders. For those who aspire to create successful ventures, I would urge you to use these 4 years to assemble the metaphorical legs in a meaningful manner. You'll be the unicorns of tomorrow. The enthusiasm I have seen in students towards entrepreneurship is unparalleled, and will certainly take you a long way despite occasional hiccups in the journey.

Cisco ThingQbator

The 4 PES teams that are among the overall Top 10

MeViKu Mental Health

Mental health as a subject is something that MeViKu Mental Health has always been very passionate about and had tried to make guides in the past so that people can get access to the right therapy across different specializations. During their research, the team realized how multiple problems stop people from getting access to their mental health needs, with no resources to bridge this gap. With their platform, they aim to break all of these barriers one by one, with a comprehensive set of features at a one-stop destination for all mental health needs.

Team members: Medha Koppam, Kumar Abhimanyu, Vibha Murthy, Vibhav Deepak

Keto

Keto gamifies the process of working out, thus making it fun. The team is right now focusing on B2C and plans to include expanding into wellness programs and working on opening a gym powered by AI.

Team member: Om Divyatej

Sublit

Sublit is a coding assignment submission evaluation platform that is designed to make the task easier for both students and teachers.

The pandemic made the assignment submission process completely online which brought in its fair share of problems.

The plans of Sublit are to distribute the product to a wider market and advance the technological scope of the product (eg: solving microprocessors and DBMS assignments)

The main challenges faced were acquiring new users because users were initially reluctant to change their existing mechanism in the beginning. Another challenge was building the deep tech that the product demanded.

Team members: Rahul S Srinivas, Prithvi Anil Kumar, Ritesh Sapata, Spandan Sar, Pihoo Verma

Enable

Enable is a startup that takes old uniforms and converts them into more useful products. The plans for Enable are to expand into multiple cities and to normalize the concept of mass upcycling.

The ECell Student community was helpful in multiple ways such as helping the members very closely at the initial stages and helping them to recruit qualified interns.

Team Members: Mathangi Krishnamurthy, Vijit Kumar, Aditya NM, Maani Jacob

PES ECell

ECell

PES Entrepreneurship Cell is a student-run organization that encourages its members to adopt an entrepreneurial mindset and establish partnerships with institutions and organizations from a variety of industries. ECell held many insightful events both online and offline, that helped people develop their skills.

Meet our Club Heads

PES ECell is led by three passionate, hard-working, and creative individuals: Om Vasmate, Samyukta Mahesh, and Sachith Prasanna. They are the backbone of the organization, striving to take it higher to new heights. We sat down with them for an interview and here's what they had to say:

How has ECell helped you grow over the past few years?

Om starts by mentioning "For me, the club taught me to be independent and think for myself. I have seen myself grow in a lot of ways, I am still growing, I will keep growing and I know that ECell can give that to me." Sachith added on how he took on responsibilities- "Compared to the person I was a few years ago, I am the same with my antics during hangout sessions. But when it comes to things that require responsibility from my side, I think I have started to put in way more effort than I would have back in my first year. It has turned me into a more responsible person but with the same crazy attitude." Samyukta commented on the complete shift in her persona - "I'm a completely different person now than I was then, anyone who knew me in my first year

will say that. Even though I worked hard as I do now, I was never confident enough. I possessed a lot of qualities that do not show up in a leader and ECell helped me address them. Just how supportive everyone is and how even if I mess up, I know it's okay – that there was an entire community for me to fall back to – that helped me a lot and I can say that I gained confidence."

What would be your advice to the recruits of ECell?

Sachith promised "Just be yourself. Things will work out in the end because ECell brings challenges that turn you into a different type of person." Om added "Anywhere in life, if you assume something that you're doing is not of any significance, you are wrong. In the big picture, you ARE playing an important role. Also, there is a lot more you can learn from people than from a computer - always prioritize networking." Samyukta mentioned "Just put yourself out there – just sign up for everything without really worrying too much about it. Just go for it."

Where do you see ECell in the next five years?

Samyukta said confidently "I can see ECell growing exponentially from where it is to a community of at least a thousand strong. I can see ECell diving deep into the start-up culture – that is why we've started the Pre-Incubator which we believe will scale up in the future." Om states "I see ECell covering every aspect that nurtures a student, not just entrepreneurial skills. ECell will be a platform for any skill its participants want to explore." Sachith also added "I see ECell ECell not just becoming a college club, but a brand. I want people from all over India to have the mindset of joining PES just to be a part of ECell."

How has the growth of this club been in terms of several events and people?

Sachith stated, "The organization of events has been improving by leaps and bounds every time because we learn something new every time we host an event." Om added by saying "We also used to think about the possibility of an event several times before executing it, but right now, we have grown to a point where if there's an idea, we know it IS possible. We just have to figure out how to execute it. " Samyukta observed, "When I joined the ECell, there were about 20 people and there was no vision - It was just 'the ECell' and now we stand with a community that is 800 strong and an active inner circle of 60 members. All this was possible because we have developed the mindset and determination to upscale. Ultimately what I think made this possible is because we started to focus on the development of individuals in the community and when we help individuals grow, they help the community grow."

ECell**Events**

TLOS

The second edition of PES ECell's TLOS - The Last One Standing was organized on the 3rd and 4th of July, 2021. The event aimed to test the entrepreneurial skills of the participants over 48 hours and the last team that stands, wins. Teams were tested based on mental resolve, persistence, teamwork/ team dynamics, Decision making, and spontaneous and creative thinking.

Teamwork is paramount when it comes to performing at peak level - said Sai Mihir and Deepthi Dayanand, Team Ozymandias, the winners of this edition of TLOS. "The time-outs between the events were very small, so we had to adapt almost instantly" Sai mentions. "We had to constantly think on our feet," commented Deepthi. They both stated that one of the foremost takeaways of the event was learning how to handle situations spontaneously.

Induction

ECell is an ever-growing bunch of like-minded individuals. After a rigorous recruitment process, and sifting through more than 500 applications, ECell welcomed 26 recruits on the 6th of February, 2022 at Lal Bagh through an induction event. Year after year, the induction ceremony starts off with a bang to make the new recruits feel at home with the members of the Inner Circle.

ECell**Events**

Crisis Bidding

PES ECell's very first offline event after the lockdown was Crisis Bidding conducted on the 13th of November, 2021. The event consisted of three rounds wherein the crises were presented to the contestants at the beginning of the rounds and were pitted against other teams to bid over assets and provide a solution to the crisis. This immediately was followed by a live speaker session on 'Disruptive Innovation' by Sanjay Bhargava, a PayPal veteran and Starlink Country Director at SpaceX.

Shark Tank

PES ECell conducted its very own Shark Tank, providing students with the opportunity to pitch their start-up ideas, however big or small. Teams with ideas of great potential were then offered to be guided by a dedicated team to bring their ideas to fruition by participating in ECell's Pre-Incubator program.

TEDx PESU

TEDxPESU is a non-profit, student-run initiative devoted to organizing events focused on presenting a TED-like experience to the students at PES University. At TEDxPESU, it is believed that ideas can impact and strive to inspire change. The club has over 25 members who enthusiastically participate in all aspects of putting together the TEDx events that are aimed at providing a platform for thinkers and doers to share their "Ideas Worth Spreading". By uniting people from distinct fields of work, who have carved a path less taken, on a single stage, TEDxPESU seeks to produce an electrifying amalgamation of knowledge, impact, and amusement. The club aspires to spread awareness and spark discussions on a plethora of important issues ranging from current affairs, academics, industry, lifestyle, etc to help raise a passionate action-driven community.

A local gathering created in the spirit of TED's mission to discover and unleash new ideas and information, TEDxPESU's annual flagship conference - TEDxPESU 2021 finally culminated into a magnificent show. Months of preparation and anticipation later, it was successfully conducted on the 27th of November, 2021. The audience, comprising of nearly 80 students from PES University, witnessed youth-centric talks and entertainment performances. The stellar line-up of distinguished speakers immersed the spectators with compelling talks on topics ranging from technology and innovation and personal finance to mental health and content creation. There were 6 speakers, 2 of whom shared their insights through a virtual platform. There were 3 performers, each of whom gave an enthralling performance. The event offered the participants an enjoyable yet immensely enriching experience and team TEDxPESU a brilliant learning opportunity.
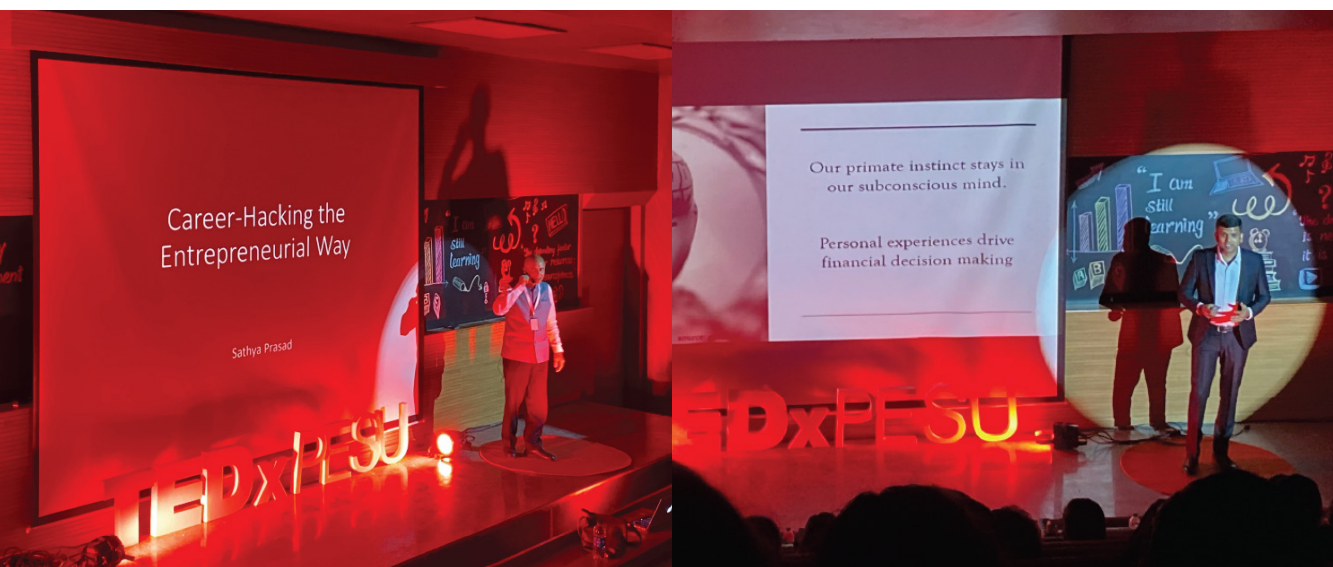
Terrathon

The Changemakers' Society and The Alcoding Club successfully organized "Terrathon", an on-campus, 24-hour Hackathon surrounding the theme of Sustainable Development to encourage innovation to further the cause of sustainability. The event was organized for students of all colleges, across various branches, on the 26th and 27th of March, 2022. The Hackathon was conducted to promote the cause of sustainability and the Sustainable Development Goals through innovation. To further encourage sustainability, the Organizing Committee implemented zero-waste production and upcycled decorations for the auditorium using newspapers. The students were filtered on an initial basis by judging the creativity of their problem statement and their proposed solution. Out of 80 teams that registered, the top 30 teams were selected to participate in the 24-hour Hackathon. After 24-hours of ideating on their solution and developing their prototype, the teams' projects were scored based on their overall progress in the hackathon, sustainability of their project, and technical feasibility. The top eight teams were then selected, where they pitched their solutions to a panel of judges, who scored them on pre-decided criteria and thus, decided the top three winning teams.

The panel of judges consisted of

Mr. Adarsh Dikshit: The Senior Vice President of Finance at HighRadius.

Mr. Ramesh K N: Current Vice President of Marketing at Orb Energy.

Mr. Rishikesh SR: Co-Founder of Rapido, India's largest Bike Taxi platform.

PESU Venture Labs

> **It's a great platform for students to monetize their time, research & experiment with potential unicorns when they are still on campus. With or without ideas bright students always find a home in PVL.** –Mr. Suresh Narasimha, Managing Partner, PESU VENTURE LABS

PESU Venture labs fund the bright ideas of students and convert them into venture-scale start-ups. This Collaboration between CoCreate Ventures and PES University fuels the idea of the Indian entrepreneur and yields better and brighter rewards in terms of prospects for the students at PES University.

PVL has an in-house team of experts to help aspiring Entrepreneurs along the journey to becoming a venture- start-up. Apart from being Entrepreneurs, students can contribute to research, technology, marketing, and design domains while learning about Entrepreneurship. PVL has special programs to help students convert capstone projects to start-ups or even build a VC career while on campus.

With over 24 start-ups already funded, 20 are founded and headed by the students of PES UNIVERSITY.

Here are some of the Start-ups that the PESU Venture labs are currently sponsoring and working with:-

Consuma

Consuma is an AI startup building the future of Market Intelligence. Founded in 2021, Consuma aims to leverage advanced tech to help businesses by identifying critical consumer insights and predicting category trends. Currently, Consuma is in a Private Beta spanning 15+ companies across 7 categories.

For more information visit: consuma.ai

Fond

Fond Solutions is a pet wellness company that aims in making pet parenting easy using deep tech. Fond has 2 products namely Foodie and FlufFit. The Flufit is a pet fitness and health tracker that gives a detailed picture of the pet's lifestyle and helps you keep your pet healthier. Foodie is a smart automatic dry food dispenser for pets that is compatible with almost all dry food products in India.

For more information visit: thefond.co

Frizzle

Frizzle Weather is a hyperlocal weather intelligence company that helps individuals and enterprises drive better mission-critical decisions through actionable weather insights. This leads to better efficiency, margins, and amazing customer satisfaction. Frizzle uses a proprietary AI/ML-based weather forecasting algorithm, called the Hyperlocal Weather Engine (HWE), which uses years of data. The device used comes along with smart sensors that help the HWE to churn out weather insights that are 6 times better than their competitors.

For more information visit: frizzleweather.com

Fond Interview

Q: How did Fond begin? What were the challenges it faced?

The founders observed that for pet parents, feeding their pets was easier but when it came to taking them on walks, busy lifestyles and work pressure tended to lead to its negligence. Obesity in pets is the leading cause of death in urban areas. Dogs come in all shapes and sizes, therefore to be able to customize the collar to suitably fit all breeds was a major challenge they faced. Additionally, calibrating activity and temperature for particular breeds was another hurdle they had to overcome.

Q: What are the roles and responsibilities of each team member in Fond?

Having started only a year ago and being a very small company, the team is naturally small, thus, all three founders worked on tech, supply chain and business, relations with the supplier and customers, and other domains, making them a jack of all trades.

Q: How did PVL help Fond?

PVL provided Fond with a kickstart into their specific domain. From the initial stages of developing the idea, to building a working prototype, PVL has assisted and always been there for Fond. PVL provided them with funding and other resources such like mentorship and guidance in various domains (tech, marketing, etc.)

Frizzle Interview

Q: How did Frizzle get the idea of hyperlocal weather forecasting?

The idea was born when the founders realized two key things. They first identified a personal need for hyperlocal data and then discovered the heart of an untapped market that would benefit both businesses and customers. They saw their competitors were predicting the weather for an entire city while they focused more on the immediate area.

Q: How is Frizzle different from other weather forecast companies?

Currently, weather providers, provide general weather for cities or states where the option of precision is not provided. Frizzle however gives that option. Unlike weather forecasting companies that rely on satellites, Frizzle recognized the significant ground data presence. They devised a method of gathering this information using our hardware sensors, which gave them a high degree of hyperlocal accuracy. Additionally, Frizzle became aware of the flaws in the numerical prediction models that their competitors were using to simulate environmental conditions and predict the weather. They were mindful of how slow and constrained these models are in terms of how hyperlocal they can become. They also need a lot of data, and if any are missing, the forecast may be skewed. That's why we decided to try something different.

Student
In Focus
-Suraj K

The pandemic has us all confined to the four walls of our homes, and our knowledge of the world and source of entertainment became the content consumed via digital media. This proved highly beneficial to content creators like Suraj, who made utmost use of the extensive reach provided by digital platforms like YouTube for his music. He sat down for a conversation on content creation and how it has opened up opportunities like never before.

Q. Hey, Suraj! Could you tell us a little bit about yourself?

Hello! I am Suraj K and I am currently studying Computer Science Engineering at PES University. I am in my fourth semester. Apart from this, I create and upload my music on YouTube.

Q. What has been the impact of the pandemic on your music? How have the dynamics of your audience changed?

The pandemic has helped my audience grow tremendously, and the lockdown enabled my outreach to increase exponentially. I was able to connect with people easily as they were using social media apps like YouTube more frequently. And I hope that my music gave solace to people reeling under a painful lockdown.

Q. What are some of the advantages you enjoy while you create content for social media as opposed to performing live?

Although live performance is more engaging, there are some advantages we enjoy while creating content for social media. Creating digital content enables us to reach out to a larger and spread-out audience. Creating content for social media is also feasible and more cost-effective, empowering more creators to start building patronage and support.

Q. What were some of the transitions you had to make to suit your online audience?

To make top-notch music content it became a necessity to have better equipment such as professional cameras, and microphones among others. It is extremely important to know how to use such equipment in order to create professional content. And of course, my experience as a singer helped me smoothly transition to an online content creator.

Q. What are you more comfortable with singing in front of a real audience, offline or on social media?

Singing online is more efficient because when you perform live, there are chances of you making mistakes or you might even get nervous because of the audience's reaction. But whereas while creating content, even if you make mistakes, you can record it twice and publish the video. However, all said and done, I prefer performing live.

Q. How has the support from your friends, and family been, how do they receive it, and do you think such support is essential for creators going forward?

Initially, when I started music as a hobby, my parents were supportive and allowed me to pursue my interest. They gave me freedom and encouraged me but their primary focus was academics. But as it got better and things became serious, I needed to get some good equipment for recording my videos. Their support has been very helpful. And coming to friends without them sharing and engaging with my content, I wouldn't have made it so far. I am immensely grateful to everyone who encouraged me in my journey. This inspires me to get better at what I do.

Top Marketing Campaigns of **2021**

Swiggy's #SantaOpenToWork
Conceptualized by Web chutney

Swiggy's #SantaOpenToWork campaign conceptualized by Webchutney is a quirky and timely way of depicting how gifters can outsource all their delivery tasks to Swiggy. As part of the campaign, Swiggy dropped in Santa's flyers and business cards with a special QR Code with their Genie and Instamart orders. Scanning the QR code led to a delightful video of Santa sharing his video resume on YouTube.

....

CRED's #indiranagarkagunda campaign

A never-seen-before avatar of Rahul Dravid has been a wild ride for a lot of fans and people on social media. In Cred's ad campaign #indiranagarkagunda, cricketer Rahul Dravid showed his uncharacteristic side of anger. By earning CRED coins for paying credit bills on the app, CRED members had an opportunity to win an array of rewards and cashback offers. While it welcomed viewers into the world of CRED and the benefits they can claim, audiences also witnessed their beloved celebrity being caught in an unlikely act.

## Cadbury Chocobakes celebrates 'Cookie-Clipse' on World Cookie Day

Just when Solar Eclipse decided to give India a miss on December 4, 2021, which also happens to be a day where the world celebrates their love for cookies (World Cookie Day), Cadbury Chocobakes Choc-Filled Cookies is back to seize the moment with Cookie-clipse. Through a unique AR Filter on Snapchat that gets activated only against the eclipse sky and eclipses the sun with a Cadbury Chocobakes Choc-Filled Cookie.

'India Ka Apna Mantra': Star Sports campaign for Vivo IPL 2021

2021 saw India dig deep into its reserves of enterprise and "can do" spirit to bounce back. Inspired by this thought, Star Sports, India's leading sports broadcaster, kick-started the VIVO IPL 2021 with their new campaign – 'India Ka Apna Mantra'.

VIVO IPL stars too, faced with on-field challenges, have set aside conventional wisdom to devise their own 'Mantra' to achieve glory. From Rohit Sharma's hunger for continued success to Virat Kohli channeling his aggression to be called 'King', VIVO IPL has spawned many such mantras. It is a hilariously interesting campaign.
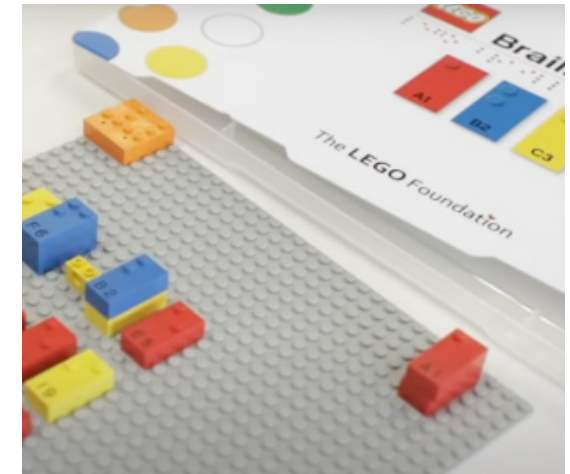
LEGO: Braille Bricks Help Children with Visual Impairments

It's inspiring when brands take the initiative to drive progress and betterment for all. LEGO did just that with their new product, the LEGO Braille Bricks. Their powerful marketing campaign showcases their desire to improve the learning of visually impaired children and create a way for them to learn and play simultaneously. The braille bricks are designed to help teach children individual braille letters and numbers while still being compatible with the entire LEGO System of Play.

IKEA thinks out of the box! - 2022

Instead of sticking to its staple 200-page IKEA catalog that sits in your mailbox, the company decided to give the catalog a place where it can have a longer life.

IKEA has created a shoppable version that uses a product questionnaire built into Pinterest to learn the user's preferences, and to build personalized user boards or products.

According to IKEA's media project manager Kerri Longarzo - The company couldn't showcase the catalog to a lot of people online, and hence, they decided to seek out something different.

And this marketing campaign via Pinterest sure did catch a lot of people's attention and the sales did skyrocket!