

Issue 7

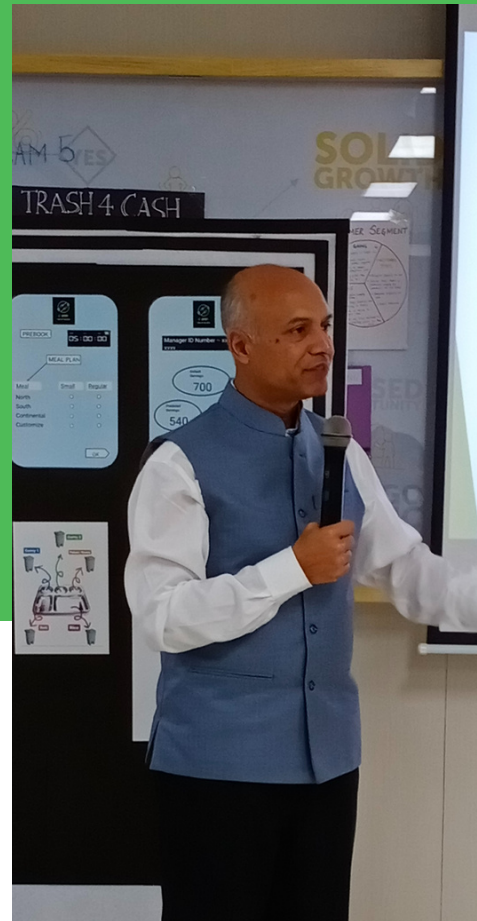
START.

Ideate. Innovate. Inspire.

June 2023

A Glimpse into

CIE



'It's not about ideas. It's about making them happen.'



TABLE OF CONTENTS

- CIE's Five Years at PES
- Foreword By The Vice Chancellor
- Director's Desk
- Learn'n'fun (LNF)
- CIExMicrosoft
- Cisco Thingbator
- Students in Focus
- Sit Down With The Dean
- Clubs of CIE
- Meet The Team



CIE's Five Years at PES



It brings me great pleasure to extend my congratulations on completing five years of the Centre for Innovation and Entrepreneurship (CIE) even as we celebrate 50 years of PES University. CIE's efforts build on the foundational values of PES University to empower students to develop an innovative mindset and entrepreneurial spirit and positively impact society and the world.

Dr M.R. Doreswamy
Chancellor, PES University

CIE turns

5



CIE has lit the innovative spirit of more than 1700 students with its courses and technology innovation programs with industry. By working with academia, industry, and startups, CIE has prepared PES University students to prepare for new opportunities arising out of groundbreaking technologies and the need for scalable solutions at the national and global levels. Congratulations on the 5th-anniversary milestone!



Prof. D. Jawahar
Pro-Chancellor, PES University

CIE's Five Years at PES



With a unique blend of technology, innovation, and teaching, CIE has enabled students to find and pursue their passion at PES University while allowing faculty to interact with industry on technology research and innovation. It's also heartening to note that the Entrepreneurship Cell (ECell), the student arm of CIE, has grown 20x during these five years. I wish CIE the best for years to come!

Prof. Ajoy Kumar

COO, PES University



Hearty congratulations to CIE on completing five years at PES University! CIE has served as a bridge between industry and academia in areas at the intersection of technology, innovation, and learning/teaching. Wishing CIE many more years of fostering students' goals in harnessing technology to create local and global impact.

Dr K.S Sridhar

Registrar, PES University

Foreword by the Vice Chancellor



Dr. J Suryaprasad

Vice Chancellor, PES University

Welcome to PES University, celebrating 50 years of dedicated service in the field of education. We take immense pride in attracting the brightest minds from all over the country. Our students are driven, focused, and determined to achieve their goals. Around 80% of our students aspire to secure job opportunities, while approximately 12% to 15% aim for higher studies. A significant portion of the remaining students dream of becoming entrepreneurs. Over the past five decades, many of our alumni have taken the lead in establishing successful ventures. However, we've witnessed a growing demand for a dedicated platform to nurture these entrepreneurial skills and mindsets.

In response to this need, we have established the Centre for Innovation and Entrepreneurship (CIE). PES University has displayed an unwavering commitment to innovation by offering CIE courses catering to our students' diverse interests. Over the past five years, the CIE program has witnessed remarkable success, with numerous students enrolling in the courses and some even venturing into entrepreneurial pursuits. Our students, exploring cutting-edge technologies, have produced an array of exciting projects in fields like biotechnology, electrical engineering, electronics, computer science, and business management.

Across our university, students are actively engaging in unique and inspiring activities that are making a significant impact in their respective fields. Entrepreneurship is more than just a career choice; it's a mindset. CIE provides students with the opportunity to develop the right attitude and skill set required for entrepreneurship.

Becoming an entrepreneur demands discipline, dedication, focus, and perseverance in the face of failure. CIE provides the right environment for students to develop the skills and mindset necessary for success. Here, each one of us has the potential to be like Columbus, discovering our unique path. We encourage you to unleash your inner explorer and pursue your goals fearlessly. Embarking on the entrepreneurial journey brings excitement and inspiration, and now is an ideal time to do so!

Join us at PES University and let us empower you to make your dreams a reality!

Director's Desk



Prof. Sathya Prasad

Director, CIE

"Two Most Important Days in Your Life: The Day You Were Born and the Day You Discover Why"

~ Mark Twain

Celebrating five years of CIE's journey in promoting student innovation and entrepreneurship at PES University is truly delightful. CIE, the Centre for Innovation and Entrepreneurship, has become a cornerstone of PES University's entrepreneurial platform. With strong industry connections and collaborations with partners like Intel, Cisco, Microsoft, and NASSCOM, CIE has empowered our students to bring their disruptive technology ideas to life. We've witnessed incredible energy, enthusiasm, and creativity from our students, with many of them launching their startups or joining exciting ventures.

CIE has empowered over 1800 students with innovative courses fostering creativity, business skills, and technology expertise and helping them develop their innovation and entrepreneurship muscle in a safe environment. In actuality, these courses are unlike a 'regular' course – so much so that we call them 'uncourse'! As we continue to evolve, CIE actively contributes to research and collaboration with academic partners in India and abroad, expanding opportunities for our students.

Our affiliated Entrepreneurship Cell (ECell) has grown exponentially, organizing ideathons, pitching contests, and creating a strong presence on social platforms. In the era of AI and ML, CIE encourages students to embrace the digital revolution and drive meaningful change. With consulting, mentoring sessions, industry partnerships, and a range of courses, CIE offers a distinctive platform for student engagement and outcomes.

We express gratitude to PES Management and Faculty and relish the enthusiastic participation of students and alumni who have made CIE's success possible. Looking ahead, we are excited to foster innovation and entrepreneurship at PES University and beyond. Visit CIE, and join us on this inspiring journey!

CIE at PESU (2018-23)

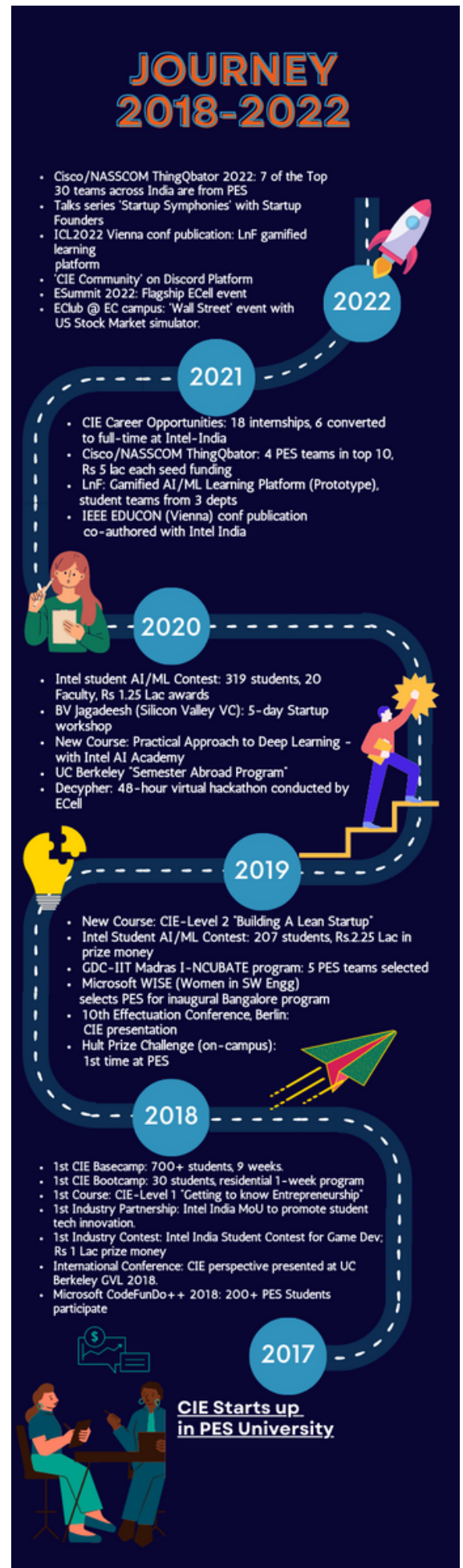


The course provides a canvas for students to boldly develop out-of-the-box ideas, experience the joys and challenges of building a team, evaluate problems to see if they are also a business opportunity, embark on customer discovery, create technology and business model prototypes, and more. CIE operates as a startup and continues to evolve different offerings that can serve students and the entrepreneurial ecosystem. CIE has served as a platform to create internal and external internships and full-time industry/startup placements in addition to helping students kickstart their entrepreneurial journey.

We are fortunate to have built linkages with like-minded academic institutional partners in India and abroad while contributing to the research body on tech innovation and entrepreneurship through publications at international conferences. This allows CIE to share and learn from our peers in combining engineering education and entrepreneurship, which can open up more opportunities for PES University students.

The ECell (Entrepreneurship Cell), a student club affiliated with CIE, has shown incredible strength and growth over the last five years. From a modest 40 students in 2018, it has grown to 800. It has been instrumental in conducting high-quality experiential ideathons, pitching contests, etc. The ECell has built strong communication channels and a presence on key social networking platforms to reach students. The ECell is fully autonomous and testimony to the student's organizational capabilities and interest in innovation and entrepreneurship.

The digital revolution, led by Artificial Intelligence and Machine Learning, is turning many business models upside down, bringing new capabilities, devices, services, offerings, and solutions. This presents a once-in-a-lifetime opportunity for student innovators and entrepreneurs to seize and drive changes like never before. CIE encourages interested students to take on some of these challenges and helps them develop/test game-changing ideas into reality.



CIE STRATEGIC OBJECTIVES



The CIE platform is, in many ways, unique and distinctive based on student engagement, industry/startup feedback, and outcomes. This is primarily made possible by the vision of PES Management, the support of PES Faculty and Administration, and most of all, the enthusiastic engagement and participation of students and CIE and PES University's alumni in all of CIE's activities.

In particular, I would like to call out the contributions of Madhukar Narasimha, the CIE Program Manager, who has managed to win the hearts and minds of the students while delivering results and maintaining operational excellence.

As we look ahead to CIE's role, we are excited about the opportunities to foster student innovation and entrepreneurship at PES University and beyond. Do drop by, and we'll be glad to host you at CIE!



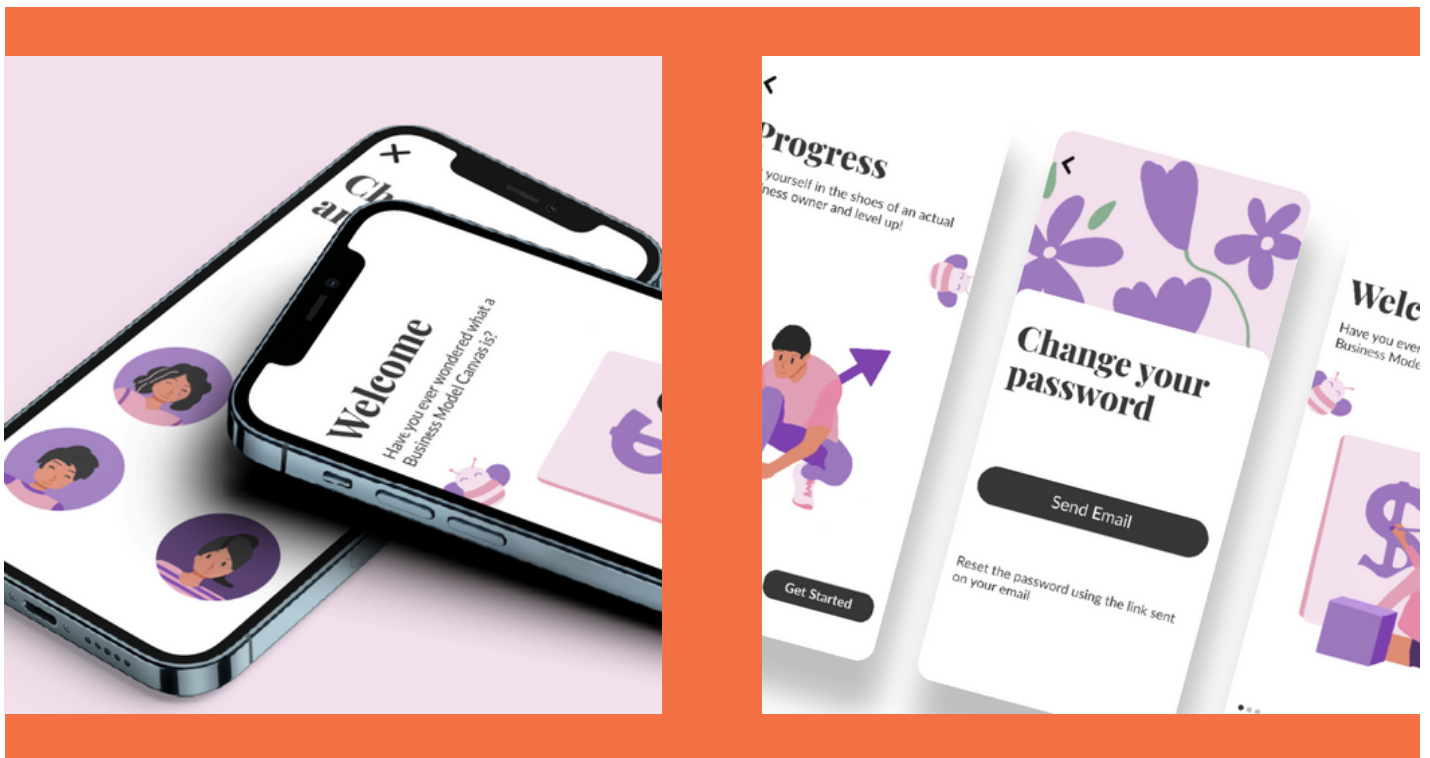
Learn 'N' Fun

A year-long collaborative project brought together students and faculty from different departments at PES University, thanks to the Center for Innovation and Entrepreneurship. Their goal was to create an app-based educational game that explores the effectiveness of virtual learning environments.

This project was a fantastic learning experience for students in various streams and academic years. Instead of relying on tedious textbooks, the game takes a practical approach by illustrating how entrepreneurial principles can be applied. For example, users are asked to choose the best gift for a virtual buddy, and the game demonstrates how the Design Thinking process can help achieve that. It seamlessly integrates these concepts, making learning enjoyable and immersive.

To enhance the learning experience, the game also provides various queries for users to explore. It captures the essence of empathy, a crucial step in the Design process.

Overall, this project has been a valuable opportunity for students to learn, develop, and engage with different domains. It showcases the power of gamification in education and paves the way for future innovative projects.





Shobana Rajagopal

SNEAK PEEK

Shobana Rajagopal, the group finance manager of Microsoft for seven and a half years. By background she's a CA and has 15 plus years of work experience and has worked with companies such as **Oracle** and a few others including a stint in the **US**.

1.) What was your mission when you started, and how has it changed?

Transitioning from student to professional life was thrilling. I could explore different roles and find what I truly enjoyed. Becoming financially independent and using my skills to make a difference became my mission. Initially, I focused on titles and perks, but as I grew, I felt a calling to have a meaningful impact. Now, I'm driven to pursue purposeful endeavours and leave a positive mark on the world.

2.) What are your thoughts about the growth of startups over the past few years and finance as a critical aspect of startups' growth?

Startups are all about solving problems or filling gaps in the market. At first, it's about testing your ideas and finding a real problem to solve. Once you validate your concept and find a market fit, the focus shifts to acquiring users and raising funds to build the right solution. The Lean startup approach is often used for this. It's crucial to invest your resources wisely and stay focused on the right problem. While investors and funding may come and go, financial prudence and business acumen are key to staying afloat and scaling your startup.

3.) What word of advice would you give someone who is just starting?

Stay focused on your end goal. While it's tempting to chase immediate growth in your career, it's crucial to hold onto your long-term aspirations. Whether it's entrepreneurship, innovation, or making a social impact, find your purpose and stay committed to it. When faced with choices like working for a big company or a startup, remember that you make a greater impact when you're doing something you genuinely enjoy. That's when you bring out your best self.

4.) In your experience, how would you say finance and technology go together? How have you seen them progress over the years?

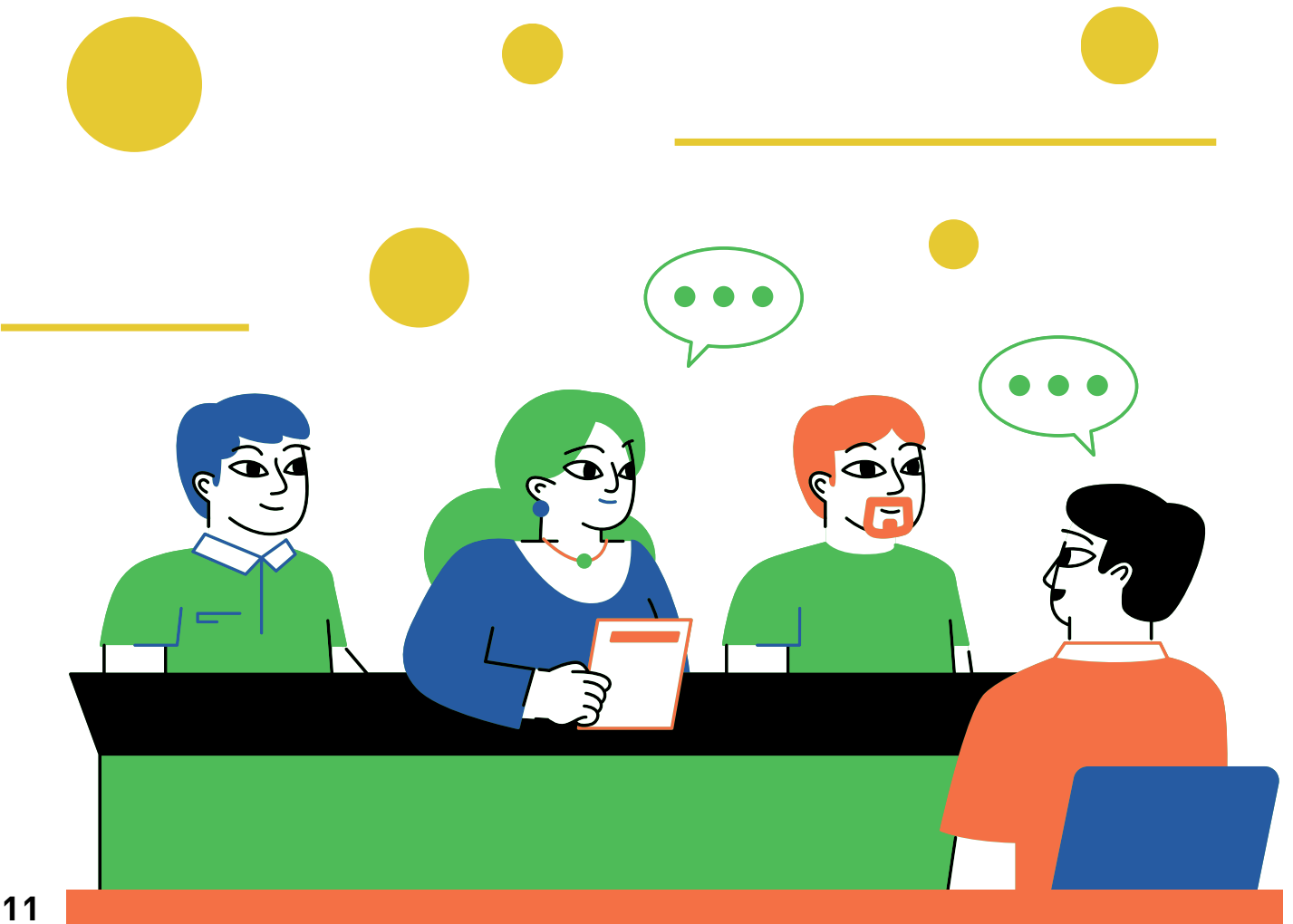
Despite not having an engineering background, I extensively use ML models to forecast financials and more. Technology has become essential, especially in the wake of Covid, and has compelled



me to understand technology, even without deep technical expertise. I'm passionate about applying technology in various domains as it has become indispensable in both professional and personal spheres.

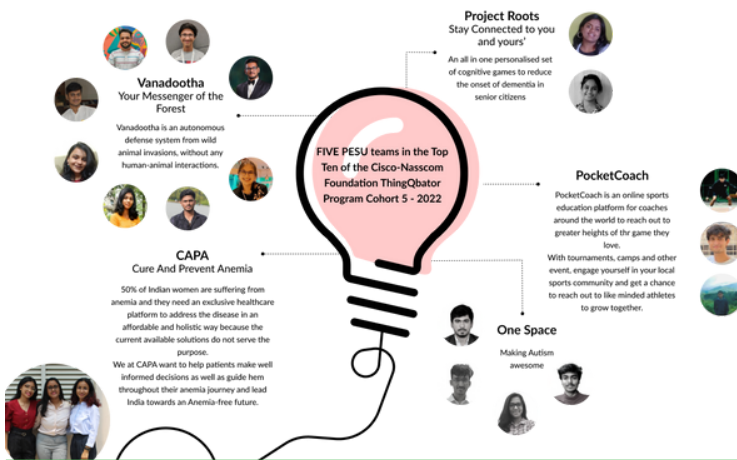
5.) Any advice you have for CIE students ?

I connect with the CIE vision and how it has grown over the years. The energy and passion of the students are truly inspiring. My suggestion for students is to keep exploring real-world case studies even after graduation. It's important to find local businesses where they can apply their knowledge and skills to make a meaningful impact and enhance their problem-solving abilities.



Are you passionate about using technology to solve real-world problems? Do you have a novel idea that could change the game? If so, the Cisco ThingQbator program is a platform for anyone interested in solving real-world problems using technology.

In Cohort 5 of the ThingQbator program, the top 5 teams out of 10 were from PES University. They secured seed funding of 5 lakh rupees to execute their startup ideas. With the completion of Cohort 5, we've witnessed better minds come together to create the best possible solutions.

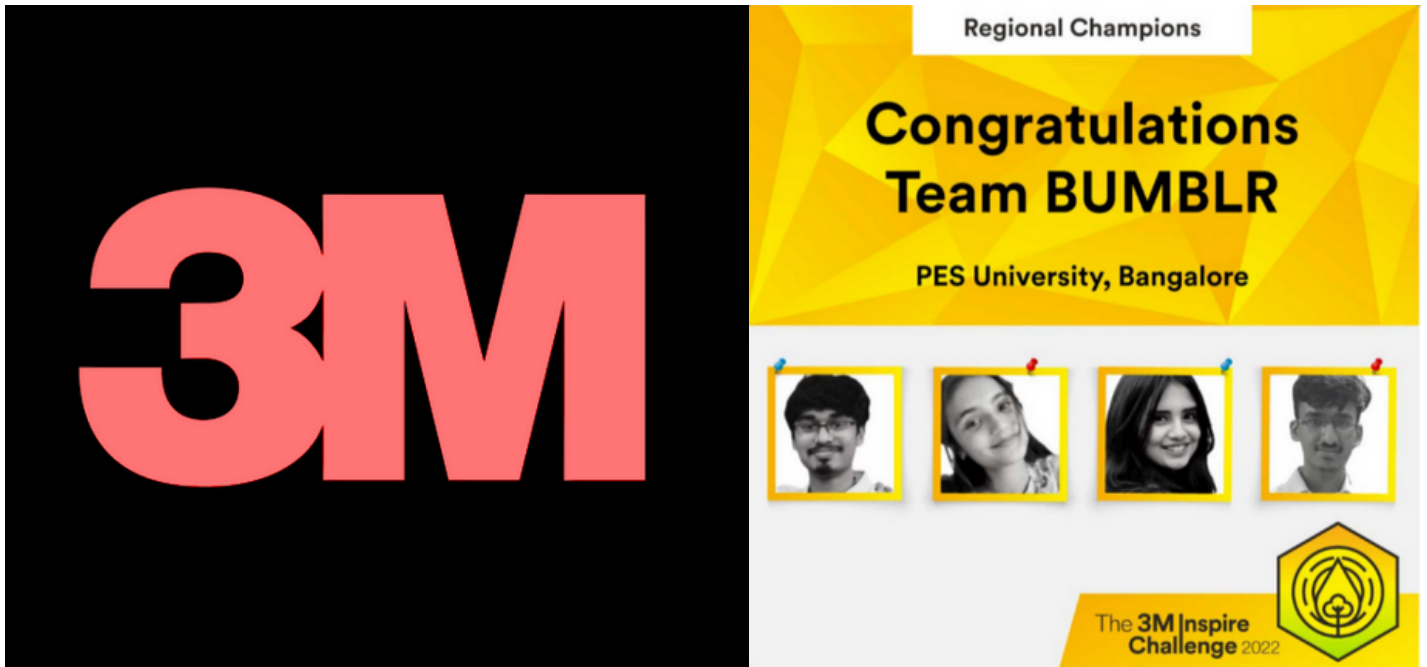


The ThingQbator program stands out due to its structured approach to innovation. It provides a comprehensive curriculum covering ideation, prototyping, commercialization, and scale-up. Participants gain access to cutting-edge technology, co-working spaces, technical support, and business advice. They also have opportunities to network with fellow entrepreneurs and industry experts, gaining valuable insights and connections.

This program empowers early-stage entrepreneurs with resources, mentorship, and funding to bring their ideas to life. With Cohort 6 launching soon, the Cisco ThingQbator program continues to offer an incredible opportunity to jumpstart innovation and make a real impact on the world. Don't miss out!

'STUDENTS IN FOCUS'

3M Inspire Challenge 2022



The **3M Inspire Challenge** is a global case study & pitching competition organized by the global science company 3M. Team Bumblr, from PES University, emerged as the Asia-Pacific Champion in the 3M Inspire Challenge 2022. The team consisted of **Dhruva G, Ishani Bhat, Harshitha Srikanth, and K Anirudh**, they won a total of **USD 7,000** in cash prizes. They are currently in their **6th Semester** from the **Department of Computer Science and Engineering**.

Addressing the theme of **Sustainable Materials**, Team **Bumblr** reformulated traditional adhesives used in **Post-it Notes**, one of 3M's most iconic products by replacing them with **adhesives** formulated from **beeswax**.

"The world is facing tougher problems every day, but the ingenious ideas presented today gives us hope. With the aim of unlocking the power of people, ideas, and science, we were quite excited to bring this case competition to India with its active science and innovation eco-system."

-Mr Ramesh Ramadurai,
Managing Director, 3M India

Alumnus of CIE



Alumnus of CIE



'STUDENTS IN FOCUS' - Medha Koppam



Medha Koppam a student from 6th semester, CSE was appointed as the "British Deputy High Commissioner for a day" a prestigious moment for our university.

The pan-India contest was organised by the British Deputy High Commission in Bangalore for women aged between 18 and 22. Medha is very passionate about the cause of mental health and is working on a technological solution which provides access of mental healthcare to members of all strata of the society. Her day in the office covered exchanges on various domains such as Space Technology, Healthcare, Citizen-engagement, trade and culture.

Medha also holds various leadership positions across the university such as being one of the heads of the student council, Co-president of PES E-Cell and Space Warrior of Under25pircube.



'STUDENTS IN FOCUS' - Alokpunj Bagrodia & Chirag Anirudh S



Alokpunj Bagrodia and **Chirag Anirudh S**, Two students from 6th semester of ECE have organized talks (**AMA series**) from esteemed members from the tech industry. The AMA talks were organised with the aim of educating students on the **dynamics** involved in running a **successful startup**. The talks consisted of members from **pCloudy** and **True Beacon** who shared their experiences and knowledge on building and managing a company. They hosted a team of experts from **Intel** where the students were introduced to the concept of firmware and the career prospects that are there in the field of **firmware design**.

They were also one of the Top **7** teams for **Cisco Thingbator- Cohort 5** with their startup **Interra**. A social platform for **Brands** and **Influencers** to connect with each other. Alokpunj and Chirag have also successfully published a paper in **IEEE SSCI 2022, Singapore** on **Customer Churn analysis using Machine Learning Techniques for the Telecommunication Industry**. The **27th** edition of this conference was attended by over **400** delegates worldwide who presented their works in the field of **Deep learning** and **Computational Intelligence**.



AVINASH TIWARY
Co-Founder, pCloudy



Team from TRUE BEACON
with Chirag

Smart India Hackathon-2022

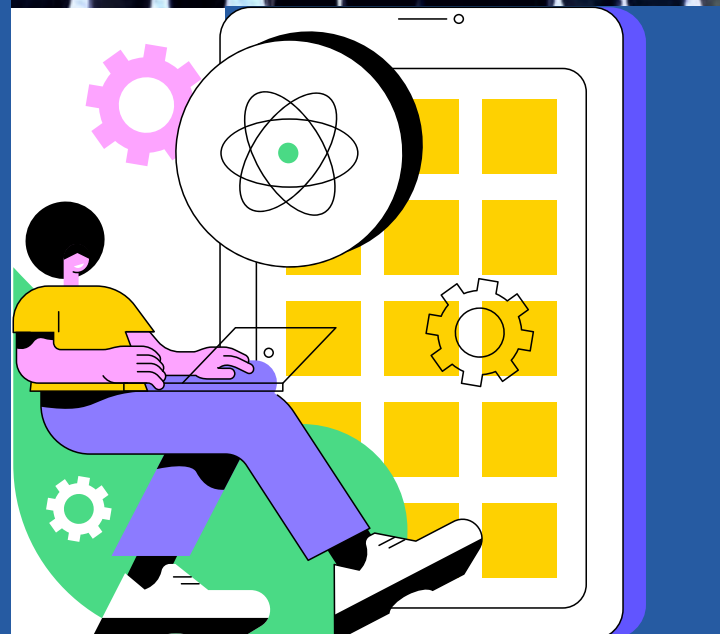
SIH is a nationwide initiative to provide students a platform to solve some of the pressing problems we face in our daily lives, **SIH 2022** has been considered the largest hackathon in the world, with **15 lakh** participants across the country, out of which **12,000** got selected for the Finale, with less than a **1%** selection ratio. There were **476 problem statements** in a variety of domains including **health, aviation, agriculture** etc., and an awarding cash prize of Rs. 1,00,000/- to the winner.

10 teams are selected from each university, including PES University. Two teams from PES University went to the Grand Finale, HACMAN being one of them. This team of 6th semester students was led by Om Divyatej, a student from EEE. This team worked on the problem statement of "Improving fitness experience". They were declared winners for their category and were awarded the cash prize of for their work. The team was elated to represent PES at SIH 2022 and made PES University proud.



TEAM MEMBERS

- Om Divyatej, EEE 5th Sem, Team Leader
- Pratyush Kumar, EEE 5th Sem
- Joseph Alwin Kulathara Ajimon, CSE 5th Sem
- Mohammed Anas Danish, CSE 5th Sem
- Sai Nagendran J, ECE 5th Sem
- Poorvi Raddi, ECE 5th



Sit Down With The Dean



Dr. V Krishna
Dean of Student Affairs

1.) An insight into what goes on in the day-to-day life of the Dean of Student Affairs.

I've genuinely enjoyed my time as the Dean of Student Affairs and continue to do so. I've always been passionate about reaching out to students, building connections, and giving back to the student community. Each day is a wild ride as I strive to encourage students to make positive changes without being overly punitive. Managing student teams, supporting their endeavors, and granting approvals while teaching them how to write proposals, reports, and brainstorming creative ideas for future goals have been enriching experiences.

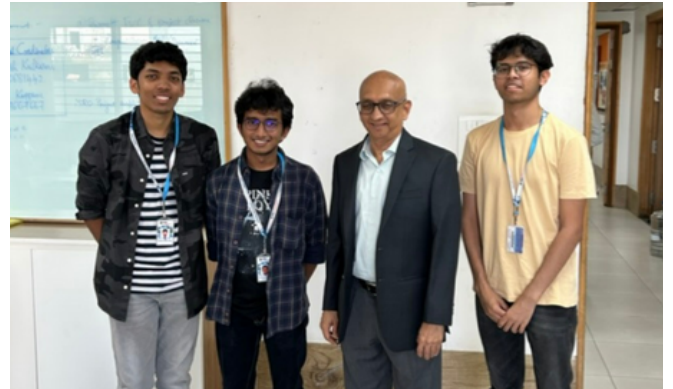
***FUNFACT - Dr Krishna is a renowned Mrudungam Artist.**

2.) In your 25 years here, there have been many clubs, and there have been all kinds of students; how have you seen students and clubs evolve and grow over time?

In 1997, mobile phones and the internet were not widespread, so teachers were the primary source of information for students. They would absorb information in classrooms without many distractions. Without any interruption, I once taught sessions with 150–180 students. Of course, with knowledge so readily available today, we can't even conceive it occurring. As for clubs, participation was limited to a prominent student team that organized the flagship event known as "Techniché," which later evolved into "Aatmatrisha" in 2000. However, the prevalence of student clubs is a relatively recent development, gaining popularity over the past 10 to 12 years. Today, we boast an impressive number of 87 clubs and counting, all thanks to the enthusiastic engagement of our students!

3.) What has been your favourite part about working with students regarding the various events that have been organised and the various ventures that have been?

I prioritise instilling the value of transparency in all student teams and individual students. To emphasise this, I conduct all financial transactions in front of the student teams. This practice aims to underscore the importance of accountability in our decision-making processes. I strongly encourage all student teams to carry out significant monetary transactions in the presence of the entire group, thereby reinforcing this principle. By promoting transparency, we have observed our students engaging in innovative and ethical deal-making. Through their experiences, they develop valuable skills in reaching out and negotiating with others. These interactions provide abundant opportunities for learning, and I am consistently impressed by the insights and ingenuity displayed by our student community.



4.) Could you tell us a little about our flagship event, 'Aatmatrisha'?

The success of Aatmatrisha relies on the active involvement of students and their leadership. I believe in maintaining a minimal role to ensure the team remains driven by its values. Ethical and value-driven teams naturally influence their members. Team formation is led by students, with each team selecting the next. Although advised to participate, I believe it should be solely student-led. Organizing an event of Aatmatrisha's scale, which involves over 5000 people, requires significant effort to ensure smooth operations and meticulous organization. Despite the challenges, the dedication and hard work of our student teams have made Aatmatrisha a resounding success. It serves as a testament to their commitment and determination to make the event a memorable experience.

5.) What is that one event you have always wanted to host or would like to see the student teams host?

The Garba night we hosted was definitely a highlight for me, as was the Dandiya night that followed. However, I'm also keen on reintroducing the concept of Yamini to our campus. In the past, we partnered with SPIC MACAY to organize an all-night music festival featuring performances by legendary musicians like Hari Prasad Chaurasia, Kadri Gopal, and TV Shankar. I recall how, even at three in the morning, the MRD auditorium was packed to the brim with people enjoying the music. Events like these bring a sense of nostalgia and mark a significant milestone in our campus culture.



E-Summit 2022 - By PES E-Cell



The PES Entrepreneurship Cell successfully hosted the annual E-Summit on the 26th and 27th November 2022, consisting of a multitude of events and workshops to ignite the spirit of entrepreneurship.

ECell Jam

Participants had one minute to speak about any topic on entrepreneurship whilst being able to impress the judges.

Hard Sell

Participants were given a weird spin – off and a reputed company that would never sell this product. They would have to advertise this product on behalf of the company in the most innovative way possible.

Best Manager

This event put each participant's managerial skills to the test while pushing each of them to think critically and be decisive. With case studies, board room discussions and a final stress interview round, participants were pushed to be the best manager.

Valar Morghulis

Set in the fantasy world of the popular show Game of Thrones, the participants were asked to step into the shoes of a variety of characters and solve complex situations set in the universe.

E-Summit'22 also showcased an impressive lineup of live speaker sessions, providing invaluable guidance for those looking to embark on their own entrepreneurial journeys.

E-Summit 2022 - By PES E-Cell



Jodi Anoorabh, a social media dance pair, created by Anoosha Shetty and Saurabh, provided the audience with new insights into how content creation might be a rewarding career choice. With over 600K followers, this dancer and choreographer duo discussed their transition from their secure tech careers to pursue dance on social media.

Ankit "V3nom" Panth, a popular figure in the gaming community, addressed the audience on how he began gaming professionally. With a wish to alter society's perception on e-sports, the audience were left impressed with the skills he acquired through content creation and marketing.

The 2-day event concluded with a panel discussion on 'How To Make Startups Last?'. The panellists included Mr. Saahil Kamath, Head of Products for AI at Eltropy, Mr Ramesh Phatak, an independent director and angel investor, and Mr. Suresh Narasimha, turnaround fund manager at CoCreate Ventures. The audience was able to hear diverse tales and perspectives from the knowledgeable panellists, after which they were able to ask their own questions and receive insightful replies.





Wolf of Wall Street

BY -PES ENTREPRENEURSHIP CLUB



'Wolf of Wall Street' is an annual overnight Stock Market event organized by the Entrepreneurship Club of PES University, Electronic City Campus. Participants engage in real-time trading on the New York Stock Exchange using the Investopedia simulator, fostering an understanding of investing and financial literacy. On November 18, 2022, over 550 PESU students gathered for a night of fun and learning. The event began with blessings from esteemed faculty members and featured learning sessions with entrepreneur and TEDx speaker Mr. Karthick C S, as well as Mr. Kumar Ranjan, providing valuable insights on investments and financial wellness. The simulation ran throughout the night, aiming to maximize profits. The event concluded with a game of BINGO and an announcement of prize winners, leaving participants informed, engaged, and inspired to make smart investment choices.





TEDxPESU 2022

BY - TEDxPESU



Six eminent speakers, all pioneers in their professions, provided original, thought-provoking speeches on a range of specialised and fascinating themes at TEDxPESU 2022, keeping the audience captivated the entire time.

The list of speakers included:

Ajay Lakhota (Angel investor and founder "StockGro)

Dr V.Krishna (Dean, Student Affairs, PESU and renowned Mridangam Artist)

Dinesh Kashikar (Director, Sri Sri School of Yoga)

Dr Anindita Banerjee (Renowned Quantum Physicist)

Megna Jain (Founder, "Dream A Dozen")

Safdar Adoor (Co-founder SteppinOut and VRO Hospitality)

In addition to this esteemed group of speakers, the event included two amazing performances. Mount Carmel College's Team Samriddhi enlivened the scene with a stunning semi-classical dance performance. Together with his bandmates, Ashwin Mandoth ignited the crowd and lit up the stage with fascinating performances of well-known tunes.

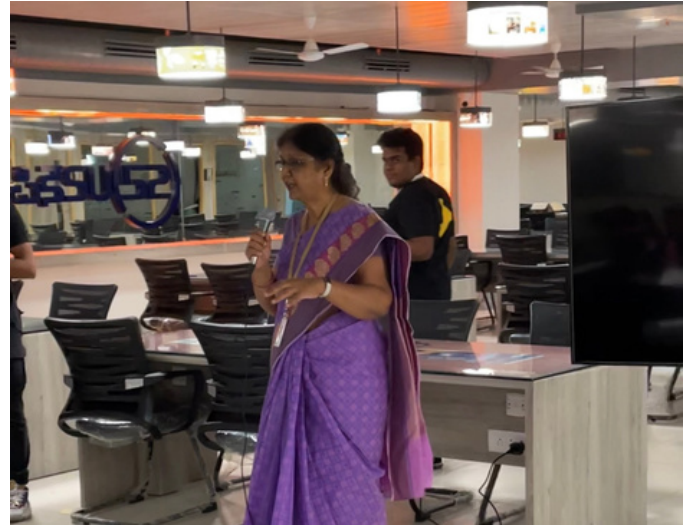
All attendees gave TEDxPESU excellent accolades for ensuring an experience unlike any other. An occasion of this magnitude had a profound effect on the guests and provided the entire organising team with an unforgettable learning opportunity.





E'Ngenious 2022

BY ENACTUS PESU



'ENgenious'22', Enactus' flagship event held on September 29, 2022, brought together 112 passionate participants who aimed to create a better world through entrepreneurship and social innovation. The event focused on brainstorming relevant problem statements and developing Business Model Canvases (BMCs), which were then pitched to a panel. The primary goal was to engage students interested in social work and entrepreneurship, fostering innovative ideas and creative instincts. The event consisted of 3 preliminary rounds, including pitch deck creation, BMC development, and budget proposal justification. In the final round, teams had the opportunity to refine their pitches before presenting to the panel, consisting of Enactus club members and faculty advisors, Mr. Madhukar Narasimha and Dr. Lata Pasupulety, who are especially inclined towards social entrepreneurship. The energetic environment of the event showcased the teams' enthusiasm, determination, and critical thinking skills, resulting in positive feedback overall.





PeCON 2022

By - MUN Soc



PeCon 2022, PES MUN Society's seventh offline edition, took place from October 6th to 8th, 2022. It was a zero-plastic event, attracting over 300 delegates from schools and colleges across India, including Vellore Institute of Technology, Christ, DPS, Navkis, Symbiosis International, Amaatra Academy, St. Joseph's Boys High School and many more. PeCon 2022 also saw the simulation of seven committees — SC-JCC, DISEC, ECOFIN, UNHRC, CCC, AIPPM, and the re-introduction of International Press (IP).

PeCon 2022 had Dr. Rajeev Gowda as the Chief Guest, a prolific Indian politician who has represented Karnataka in the Parliament in the Rajya Sabha and was previously a Director of the Central Board at the Reserve Bank of India. Prior to that, he was a Professor of Economics and Social Sciences at the Indian Institute of Management (IIM) Bangalore. He has also been a Carnegie Council Global Ethics Fellow.

The Executive Board comprised highly respected MUNners, whose dedication led to the success of all seven committees. With over 300 delegates and 2,200 site visits, PeCon 2022 was the most successful edition yet, showcasing the calibre of PES MUN Society members and the Conference's pride.



MEET THE TEAM



CONTENT

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