



I-CUBE: Inception, Imagination, Innovation

The Department of Management and Commerce at the Muddenahalli campus, in collaboration with the Institution's Innovation Council (IIC), hosted a three-day entrepreneurship development workshop titled i-CUBE from March 14th to 16th, 2024. This event aimed to blend the themes of inception, imagination, and innovation, featuring insights from seasoned entrepreneurs.

The workshop commenced on March 14th with the traditional lighting of the lamp and invocatory chants. **Sri S. Sai Manohar**, Assistant Professor in the Department of Management & Commerce, welcomed participants and distinguished speakers. **Prof. Pallav Kumar Baruah**, Dean of Sciences and President of the IIC delivered the inaugural address, followed by a keynote address from **Prof. B. Raghavendra Prasad**, Vice-Chancellor of SSSIHL.

The guests of honor, Sri C.N. Ram, Co-Promoter of FYNDNA TechCorp (P) Ltd., Mumbai, and Sri Debasish Chakraborty, Co-Founder & Board Member of Perfios Software Solutions (P) Ltd., Bangalore, provided valuable insights from their entrepreneurial journeys.

Sri C.N. Ram – Guest of Honor

Sri C.N. Ram's compelling address set a high standard and tone for the workshop. His talk covered various themes, with a focus on innovation and implementation.

Main Themes and Insights:

- 1. Innovation in Times of Necessity:** Sri C.N. Ram emphasized that the greatest inventions often emerge from necessity, highlighting the importance of impeccable character in transforming these inventions into reality. This perspective underscores the integrity required in the innovation process.
- 2. Entrepreneurial Journey:** He shared his experiences with Rural Shores Business Services Pvt Ltd, illustrating the cyclical nature of entrepreneurial ventures. His journey underscored the resilience and perseverance needed in the competitive business landscape.
- 3. Importance of Human Capital:** Sri C.N. Ram stressed balancing financial capital with human capital. He highlighted the critical role of "Man Management" in organizational success, advocating for the harmonious integration of resource management and human interaction.
- 4. Empowerment through Enterprise:** His venture, Rural Shores Business Services Pvt Ltd, focuses on empowering women, demonstrating how enterprises can drive positive community changes and contribute to social betterment.
- 5. Philosophy of Delivery and Promise:** He advocated for the principle of "under-promise and over-deliver" to build trust and credibility. This principle emphasizes setting realistic expectations and consistently exceeding them.
- 6. Communication and Execution of Ideas:** Sri C.N. Ram highlighted the gap between having innovative ideas and effectively communicating and executing them, stressing the value of clear communication and execution capabilities.



Conclusion and Recommendations

Sri C.N. Ram's address was both inspirational and instructional, offering a comprehensive overview of essential principles and practices for entrepreneurial success. For future events, exploring these themes further through workshops or breakout sessions could provide deeper insights into their practical applications.

Sri Debasish Chakraborty - Guest of Honor

In an address that captivated and inspired the audience, Sri Debasish Chakraborty, a distinguished unicorn founder, shared the riveting narrative of his entrepreneurial journey. Spanning over three decades, his odyssey is a testament to relentless innovation and perseverance in the face of adversity.

Technological Innovations and Milestones

Inception with Technology:

At the heart of Sri Chakraborty's journey lies a profound passion for technology. His early work in developing compilers revolutionized routine work processes, setting the stage for a series of technological advancements that defined his career.

Evolution into Application Servers:

Creating application servers marked a significant milestone in his journey. This strategic pivot underscored his ability to anticipate and adapt to the evolving needs of the digital landscape.

Overcoming Challenges:

Throughout his career, Sri Chakraborty faced numerous challenges that could have derailed his path to success. His unwavering mantra, "Never Give Up," fueled his journey and served as a beacon of motivation for aspiring entrepreneurs.

Perfios: A Case Study in Innovation and Trust-Building:

Perfios, the unicorn startup founded by Sri Chakraborty, exemplifies innovation in the Fin-tech sector. Specializing in loan optimization, seamless banking processes, and effective pooling of customer data, Perfios represents the successful integration of technology and financial services. The startup's ascent was marked by the gradual building of trust, highlighting the importance of reliability and customer satisfaction in the entrepreneurial landscape.

The Path of Entrepreneurship: A Realistic Perspective:

Sri Chakraborty provided a candid insight into the entrepreneurial path, likening it to a journey through rose plants, complete with their thorns. This analogy highlights the inherent challenges of entrepreneurship and underscores the beauty and fulfillment found in overcoming obstacles.

Conclusion and Reflections

Sri Debasish Chakraborty's narrative is more than an entrepreneurial success story; it is a profound reminder of the power of resilience, technological innovation, and the critical importance of trust and customer focus. His journey, marked by both achievements and challenges, offers invaluable lessons for all aspiring entrepreneurs.



For those embarking on their own ventures, Sri Chakraborty's story emphasizes perseverance, adaptability, and continual innovation. His journey serves as an inspiration, encouraging us to navigate the thorny paths of entrepreneurship with resilience and determination.

Day 1 Highlights

Speaker 1: Sri B.G. Venkatesh - "Starting Up Dilemma and Entrepreneurship Mindset"

At the recently organized i-CUBE workshop by the Institution's Innovation Council, Sri B.G. Venkatesh delivered a thought-provoking session on the dilemmas of starting up and cultivating an entrepreneurial mindset.

About Sri B.G. Venkatesh:

A passionate entrepreneur with over 25 years of experience, Sri Venkatesh specializes in traditional foods and herbs, people management, product development, and marketing communications. His diverse ventures include Youventus Consulting, a marketing technology enterprise; The Kingdom of Arni, a D2C platform for global silk wear; and Cosmos Football Academy, a grassroots training academy.

Key Takeaways:

Indelible Points of the Workshop:

Sri Venkatesh emphasized the importance of traditional foods and herbs for enhancing quality of life. He discussed the impact of high sugar content in snacks consumed by students and its detrimental effects, such as rising sugar levels at an early age.

Inspiring Experiences:

Sri Venkatesh shared his journey with MBG Shakti, a D2C platform for traditional nutraceuticals and functional foods, serving over 30,000 customers nationwide. His commitment to transforming national food habits and promoting health and wellness was evident. Additionally, he inspired students to embrace sports and fitness through the Cosmos Football Training Academy.

Conclusion:

Sri Venkatesh's session left a lasting impact on the audience, urging students to lead healthier lives. He provided valuable insights into making informed food choices and incorporating physical activities to maintain a fit lifestyle.

Speaker 2: Prof. M. Seshasayee - "Soil and Me"

Another notable session at the i-CUBE workshop was conducted by Professor M. Seshasayee, offering insights into agriculture and innovation.

About Prof. M. Seshasayee:

A visionary leader, Prof. Seshasayee has significantly contributed to various fields, including his role as the District Rotaract Committee Chairman. He founded "Farm Guru," an institution dedicated to educating urban youth about agriculture and farming practices.



Workshop Highlights:

Empowering Innovation Among Young Minds:

Prof. Seshasayee emphasized the unique potential of young minds to drive innovation. Their curiosity, creativity, and fearlessness make them ideal for challenging the status quo and achieving breakthroughs in various fields.

Following One's Calling in Life:

He discussed the importance of following one's heart and listening to the inner voice that resonates with passion and purpose. Despite societal expectations or uncertainties, pursuing one's true calling leads to profound fulfillment and alignment with one's values.

Entrepreneurship: Building a Better World:

Prof. Seshasayee highlighted how entrepreneurship can contribute to society and the environment. True entrepreneurs identify challenges, innovate solutions, and strive to make a positive impact, driving economic growth, social change, and the betterment of lives.

Conclusion:

The i-CUBE workshop left an indelible mark on participants, igniting passions, fostering connections, and instilling newfound knowledge and confidence. Through dynamic discussions and practical exercises, participants gained valuable insights into entrepreneurship and innovation, while developing a deeper understanding of their own capabilities and potential.

Day 2 Highlights

Speaker 1: Sri B. Ramesh - "Leadership Qualities for an Entrepreneur"

On Day 2 of the i-CUBE workshop, Sri B. Ramesh, a seasoned industry professional with long-standing affiliation with the Sai Organizations, delivered an insightful session on leadership qualities essential for entrepreneurs.

About Sri B. Ramesh:

A person of ethics and integrity, Sri B. Ramesh has extensive experience in the industry and has been affiliated with Sai Organizations for several decades.

Session Highlights:

Real-Life Examples:

Sri B. Ramesh enriched his session with personal anecdotes and examples of leadership principles as emphasized by Swami. This approach made the topic relatable and engaging for the students.

Leadership Qualities:

He discussed various qualities of great leaders, emphasizing the importance of ethics, integrity, and self-sacrifice. He stressed that true leadership involves making others capable of becoming leaders and prioritizing the team's needs over personal interests.

Interactive Session:

Sri Ramesh's interaction with the students made the session highly engaging. He emphasized that a leader's greatest contribution is to enable others to lead, inspiring students to uphold integrity and ethics in their own leadership journeys.



Sacrifice in Leadership:

A key point highlighted by Sri Ramesh was the significant role of self-sacrifice in leadership. He elaborated that true leaders must learn to put the needs of their team first, a message that resonated deeply with the audience.

Conclusion:

Sri B. Ramesh's session provided students with a clear understanding of the principles of true leadership, emphasizing ethical boundaries and the importance of growing together with subordinates and peers. The session inspired students to become values-driven leaders.

Speaker 2: Sri Prashanth Raju - "The Major Drivers of Entrepreneurial Growth"

As part of the i-CUBE workshop, Sri Prashanth Raju led an insightful session on the major drivers of entrepreneurial growth.

About Sri Prashanth Raju:

Sri Prashanth Raju is the CEO of Trayee Business Solutions Pvt. Ltd., specializing in backend support for retail banking and credit card operations. He is also the Director of Operations at Sai Seva Puttaparthi and a Trustee of the Sri Sathya Sai Trust, Tamil Nadu.

Session Highlights:

Entrepreneurship and Self-Confidence:

Mr. Raju emphasized the importance of self-confidence in entrepreneurship, illustrating this with an anecdote about his mother's journey from making jams to venturing into the saree industry and bulk mailing services.

Importance of Values:

He stressed that honesty and ethical values are non-negotiable in business. Integrity fosters trust and builds enduring relationships with customers, employees, and stakeholders.

Faith and Family in Business:

Mr. Raju highlighted the role of faith and cultivating a family-like bond with employees, fostering a cohesive work culture that drives collective growth and success.

Customer Satisfaction and Growth:

He underscored the importance of nurturing customer relationships and exceeding expectations to ensure sustained business growth.

Key Characteristics of an Entrepreneur:

Drawing from his experience, Mr. Raju outlined characteristics such as strong intent, opportunity identification, self-confidence, customer-centricity, talent acquisition, risk-taking, and a commitment to human values.

Conclusion:

Sri Prashanth Raju's session emphasized self-confidence and values as core components of successful entrepreneurship. His insights inspired students to embark on their entrepreneurial journeys with conviction and integrity.



Speaker 3: Sri Venkataramani Suresh - "Art and Science of Building and Scaling Startups"

In a dynamic session, Sri Venkataramani Suresh shared key elements that define successful entrepreneurs.

About Sri Venkataramani Suresh:

A seasoned entrepreneur, Mr. Suresh is known for his ability to navigate the complexities of building and scaling startups.

Key Elements of an Entrepreneur:

Customer Insight:

Understanding customer needs is crucial. Entrepreneurs must gain deep insights into customer behavior to effectively meet market demands.

Innovative Mindset:

Every problem presents an opportunity for innovation. Entrepreneurs should embrace challenges and seek creative solutions.

The 4Ps:

Price, Product, Place, and Period are foundational elements of marketing strategy. Entrepreneurs must optimize these variables to drive growth.

Culture and Learning:

Fostering a culture of continuous learning and innovation is essential. Entrepreneurs should cultivate an environment where curiosity thrives.

Team Dynamics:

Building great teams through collaboration, communication, and effective management is key to success.

Leadership and Efficiency:

Understanding different leadership styles and maximizing efficiency are critical for effective management.

Embracing Change and Self-Belief:

Entrepreneurs must embrace change, remain resilient, and trust in their abilities to overcome obstacles.

Conclusion:

Sri Venkataramani Suresh's session provided valuable insights into building and scaling startups. His emphasis on innovation, learning, team dynamics, and leadership equipped participants with essential tools for entrepreneurial success.



Speaker 4: Sri Sathya Pramod - "Financial Modelling for Start-Ups"

As part of the i-CUBE workshop, Sri Sathya Pramod delivered a session on financial modeling for start-ups.

About Sri Sathya Pramod:

Co-founder of KayEss Square Consulting Pvt Ltd and Partner at Inflection Point Ventures, Mr. Pramod has extensive experience in finance, including accounting, planning, taxation, and finance operations. His advisory roles in numerous start-ups have been instrumental in their success.

Workshop Highlights:

Startup Financing:

Mr. Pramod offered insights into securing funding from investors, explaining the different stages of financing and the avenues available to start-ups.

Financial Metrics:

He emphasized the importance of financial metrics, such as financial ratios, cash flow statements, and balance sheets, in assessing a start-up's health and performance.

Conclusion:

Sri Sathya Pramod's session on startup financing provided participants with crucial knowledge on securing funding and assessing financial health. His expertise equipped students with the tools to navigate the financial challenges of entrepreneurship confidently.

Day 3 Highlights

Speaker 1: Sri P. S. Gunaranjan - "Social Entrepreneurship"

Introduction: The I-Cube workshop, held from March 14th to 16th, was an inspiring and energetic event. Among the many insightful sessions was a talk by Sri P. S. Gunaranjan.

Background: Sri P. S. Gunaranjan is a dedicated philanthropist and entrepreneur, known for his work that diverges from the typical entrepreneurial path. As the founder of YouSee, he aims to provide free healthcare and has introduced an open-source information system called Health4All to improve hospital management.

Key Takeaways:

Social Entrepreneurship vs. Traditional Entrepreneurship:

Mr. Gunaranjan compared social entrepreneurship to "a crown of thorns," highlighting the potential challenges but also the immense rewards of creating positive change. He used the analogy of social enterprises being like bicycles—efficient and environmentally friendly—compared to traditional businesses being like fast cars—quick but resource-intensive.



Inspirational Life Lessons:

Mr. Gunaranjan shared personal experiences that ignited a spark in the students:

- **Balance is Key:** Avoid extremes; social entrepreneurship should not come at the expense of personal well-being.
- **Manage Stress:** Learn healthy coping mechanisms as stress can be detrimental.
- **Focus on the Cause:** Be driven by a passion for positive change, not by the desire for instant gratification or universal praise.
- **Authenticity Matters:** Pursue social entrepreneurship out of true passion, not for external validation.
- **Lifelong Learning:** Continuously learn and adapt to the evolving social landscape.

Conclusion: Sri P. S. Gunaranjan's session provided a thought-provoking introduction to social entrepreneurship, emphasizing the challenges and rewards, and imparting valuable life lessons. His talk instilled in participants a deeper understanding of this impactful field.

Speaker 2: Sri Viswas Polepalli & Sri Sunil Kumar - "Entrepreneurship and Innovative Thinking"

Introduction: During the I-Cube workshop organized by the Institute Innovation Council, a notable session was led by Sri Viswas Polepalli and Sri Sunil Kumar.

Background: Sri Viswas Polepalli is a seasoned professional in the digital marketing industry, having worked with Amazon. Sri Sunil Kumar, also with a background in digital marketing, currently runs his own venture, JK Brands and Solutions, which manufactures bed frames.

Workshop Highlights:

Core Areas of Problem Solving:

The speakers emphasized the importance of identifying problems and using innovative ideas to solve them. For example, Sri Sunil Kumar's use of a dripper instead of an expensive lubricator machine illustrated practical problem-solving.

Inspiring Life Stories:

Sri Viswas Polepalli shared his journey of addressing an address attribution problem in his career, saving significant amounts for his organization. This highlighted the power of small innovations. Their stories of overcoming challenges, failures, and successes resonated with the audience.

Motivation and Inspiration:

Key takeaways from the session included:

- **Belief in Possibilities:** Determination and creativity can enable anyone to become an entrepreneur.
- **Problem-Solving Attitude:** Incremental improvements can effectively address real-world problems.



- **Resilience:** Stories of failure and perseverance inspired students to keep pushing forward.
- **Networking:** The workshop provided opportunities for students to connect and explore collaborative ventures.

Conclusion: The session left a lasting impact, igniting the students' entrepreneurial spirit and encouraging them to think beyond conventional boundaries. They were inspired to believe that even small innovations can lead to significant breakthroughs.

Valedictory Session: Sri T. Parthasarathi - Valedictory Address

Introduction: Sri T. Parthasarathi, a manager and supervisor at Deloitte India, delivered the valedictory address on the final day of the I-CUBE workshop.

Highlights:

Identifying Unmet Needs:

He emphasized that entrepreneurship and innovation allow businesses to uncover and effectively meet unseen market needs.

Disrupting the Status Quo:

Innovation encourages breaking boundaries and thinking outside the box, creating opportunities to satisfy customer wants and needs.

Embracing Agility:

Adapting to change is crucial in entrepreneurship. Success requires embracing new challenges and devising innovative solutions.

Conclusion: Sri T. Parthasarathi inspired students to view entrepreneurship as a journey rather than a destination. He encouraged them to persevere through challenges and continuously evolve their ideas. He stressed the importance of patience, creativity, continuous learning, and building a strong network of mentors and advisors.

His speech provided valuable insights into integrating innovation with entrepreneurship, crucial for future decision-making in business. The students expressed gratitude for his contributions and looked forward to future interactions with him.

The workshop concluded with the Maha Mangala Arathi, leaving students motivated and equipped with the knowledge to embark on their entrepreneurial journeys.