



## National Start-Up Day Celebration, 2024

organized by

**Institution's Innovation Council (IIC), Sri Sathya Sai Institute of Higher Learning**

**Theme:** EMPOWERING DREAMS, IGNITING INNOVATION

**Date:** January 16, 2024

**Venue:** Sai Hira Global Convention Centre, Prasanthi Nilayam

### **Event Overview:**

The National Start-Up Day Celebration at Prasanthi Nilayam was organized by the Institution's Innovation Council at the Sai Hira Global Convention Centre on January 16, 2024. The event aimed at building up an innovation eco-system within the Institute by inspiring and promoting entrepreneurship among the students and faculty members.

### **Proceedings:**

#### **Inaugural Session:**

- The inaugural session commenced with traditional Vedic chanting, Poorna Kumbam, and the ceremonial lighting of the lamp by Hon. Chancellor Sri K Chakravarthy, Vice-Chancellor Prof. Raghavendra Prasad, Prof. Reddanna (Emeritus Professor, University of Hyderabad; Executive President of Federation of Asian Biotech Associations), Prof. Pallav Kumar Baruah (President IIC, SSSIHL), Dr. Sayee Manohar (Convener IIC, SSSIHL) symbolizing the auspicious beginning of the event.
- Prof. B Raghavendra Prasad, Vice-Chancellor of Sri Sathya Sai Institute of Higher Learning, delivered the welcome address, setting the stage for the day's proceedings. He emphasized on using scientific knowledge for the benefit of mankind, rather than using it just as an expensive futility. He thanked the alumni entrepreneurs for their active support and requested to conduct workshops for the students. He also mentioned about introducing new institutional policies to support entrepreneurship. He wished the programme to be beneficial to all the participants.
- Prof. Reddanna, Professor Emeritus at the University of Hyderabad, Executive President of FABA, and Founder Director of the NIAB, delivered the Keynote Address on the 'Role of University in Promoting Start-ups,' emphasizing various initiatives supporting students and the evolving entrepreneurial environment. He emphasized the role of curriculum in moulding the innovative mind of the students. He also mentioned the role of FABA in creating an innovation ecosystem on campuses.

## **Session 1: Talks by Industry Experts**

- **Speaker 1:** Dr. R. Venkataraman, Founder and CEO of Karkinos Healthcare and Advisor to the Chairman, RIL, provided valuable insights into the 'Societal Impact through Start-up: Role of SSSIHL.' He highlighted the institution's role in fostering an entrepreneurial culture and instilling an innovative mindset in students through the unique Sri Sathya Sai system of education. Emphasizing the significance of execution, he stated that a vision without execution is mere hallucination. Mr. Venkataraman also underscored the importance of humility for entrepreneurs to thrive.
- **Speaker 2:** Mr. Naveen Lakkur, Chief Innovation Coach at the Institute of Inspiring Innovation, captivated the audience with insights into the 'Spirit of Entrepreneurship,' exploring fundamental aspects of nurturing innovation. Through his talk, he ignited the potential of innovation, drawing references from his book "Inseparable Twins". Mr. Lakkur explained the symbiotic relationship between innovation and technology, describing them as two sides of the same coin. He emphasized channeling youth's energy toward job creation benefiting the entire community.

## **Session 2: Panel Discussion - 1**

**Moderator:** Sri Lakshmikant (Co-Founder, ValueCraftz Advisors)

- The panel, consisting of Dr. Shivakiran (CEO of ATAL Incubation Centre, Andhra Pradesh), Sri Manoj Dusanapudi (Master Inventor at IBM: IPR), Dr. Ram Ramdas (Social Entrepreneur), Sri Sathya Pramod (Co-Founder of Inflection Point Ventures) and Dr. Bharati Dhar (Founding Director of Vitasta) provided rich insights about various aspects of innovation and entrepreneurship and shared their personal experiences. Dr. Ram Das highlighted "Sthitapragnya" and "Niskama karma" to be the two most important qualities of a successful entrepreneur. Mr. Shivakiran defined the incubation centers to be "A one-stop solution for converting ideas into business". He explained how the incubators support idea flow from bottom to top and cash flow from top to bottom. Sri Sathya Pramod emphasized on the importance of having a clear vision, the right mindset, and adequate funding for the sustainability of any start-up. While discussing the role of integral education of SSSIHL in raising successful entrepreneurs, Dr. Bharati Dhar mentioned that SSSIHL instills extremely useful entrepreneurial skills like discipline, collaboration, perseverance, and service attitude, in all students through its daily activities. While explaining the role of IPR in entrepreneurship and start-ups, Dr. Manoj advised investing in patent filing only if the innovation is first of its kind, possesses significant business value, and is capable of generating high revenue.

### **Session 3: Expert Talk and Magazine Release**

- Dr. Anshuman Das, CTO and Co-founder of Labby Inc., shared his 'Start-up Journey,' offering valuable insights based on his personal experiences. Despite encountering numerous risks typical of an entrepreneur's journey, he courageously embraced them with a positive attitude. Dr. Das emphasized the importance of having a resilient mindset to confront risks and persevere through challenges, demonstrating the determination to overcome obstacles and begin anew if necessary.
- The first issue of 'SRiSHTI, the quarterly magazine of IIC, SSSIHL, was officially released by the revered Chancellor and Vice-Chancellor, officiated by the editorial board led by Prof. P.L. Rani and Dr. Maitali Khanna.
- The event included an Awards and Recognition ceremony, acknowledging various citations from the institution, and highlighting the commitment to fostering innovation and entrepreneurship. Dr. Murali Ravi from the Department of Physics and Dr. B. E. Pradeep from the Department of Biosciences received awards for their excellence in innovation.

### **Session 4: Panel Discussion - 2**

**Moderator:** Prof. M Sainath (Executive Director, ICFAI)

- The second panel comprised of Mr. Naveen Lakkur (Chief Innovation Coach at the Institute of Inspiring Innovation), Mr. Manoj Nakra (Co-Founder of SCIP.), Mr. L. Ganesh (CEO, iFocus Systec India Pvt. Ltd.) and Mr. Nirbhay Lumde (Head of ESG & Sustainability at CGI), engaged in a comprehensive discussion while answering questions, such as, how important is it to deal with the unexpected. Aren't young students afraid of unlearning formal knowledge and learning from their mistakes? Why should one start a start-up during studenthood? How important is the concept of "responsible innovation"? All panelists emphasized aiming at holistic and sustainable innovations with high authenticity and strong objectivity for establishing a successful start-up. The panel concluded that along the path laid down by Bhagwan Sri Sathya Sai Baba, SSSIHL imparts skills to the students to live life ethically, insists on both creation and application of knowledge, teaches innovation by design and collaboration through culture and trains the young minds to overcome the fear of the unknown.

### **Conclusion and Vote of Thanks:**

The event came to an end with a vote of thanks delivered by Dr. Swetha T, Assistant Professor, Department of Management and Commerce expressing gratitude to the administration, all the participants, organizers, and contributors for making the event a resounding success. The session concluded with Mangala Arathi.

The National Start-Up Day Celebrations at Prasanthi Nilayam provided a platform for meaningful discussions, insightful talks, and recognition of outstanding contributions in the field of entrepreneurship. It served as a diverse hub for innovative ideas and entrepreneurial spirit, reinforcing the belief that each participant possesses the potential to stand out and create a substantial impact. The event successfully promoted the spirit of innovation and entrepreneurship, leaving the participants with valuable lessons and inspiration for their entrepreneurial journeys.