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**INSTITUTION'S
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COUNCIL**
(Ministry of Education Initiative)

OVERALL ACTIVITY REPORT

Academic Year	:	2023-2024
Title of the event	:	“Mentoring Event: Demo Day/Exhibition/Poster Presentation of Business Plans & linkage with Innovation Ambassadors/Experts for Mentorship Support.”
Duration of activity	:	15 Hours
Date of Activity	:	12 th to 13 th April 2024
Objective	:	1. Showcase student innovations using computer vision and generative AI, fostering entrepreneurial thinking. 2. Encourage students to explore project commercialization addressing societal needs. 3. Foster collaboration among students, faculty, and industry professionals. 4. Develop students' presentation and pitching skills for effective communication.
Event Details	:	Location: Seminar Hall 1, Alliance University
Participant Details		
Number of Student Participants	:	255
Number of Faculty Participants	:	57



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years
of Alliance Education



Photographs:



Inauguration



During the session



During the session



Group Photo



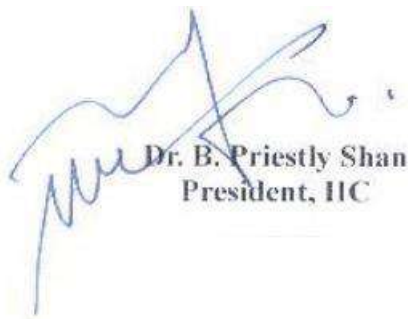
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- Key outcome** :
1. Development of viable business plans and prototypes for computer vision and generative AI solutions targeting societal needs.
 2. Enhancement of students' entrepreneurial skills, including problem-solving, critical thinking, and business acumen.
 3. Establishment of industry connections and potential partnerships for further development and commercialization of student projects.
 4. Increased awareness and interest among the university community regarding the potential of computer vision and generative AI technologies.
 5. Identification of promising student-led projects eligible for incubation, mentorship, or seed funding opportunities.
 6. Promotion of an entrepreneurial ecosystem within the university, fostering collaboration between academia and industry.

- Media Coverage** : Not Available
- Feedback** : Students from various disciplines and faculty members found the Demo Day Exhibition highly beneficial. A Computer Science student presented a business plan for a computer vision solution to aid visually impaired individuals, appreciating the invaluable feedback from industry professionals and faculty members, and expressing excitement for potential collaborations and funding. A Data Science student gained confidence in pitching a generative AI-based idea for personalized educational content, inspired by the experience and eager to pursue entrepreneurship. A Faculty Member in Entrepreneurship praised the event for showcasing students' innovative spirit and practical applications of computer vision and generative AI, reinforcing the commitment to fostering an entrepreneurial ecosystem. Another Faculty Member in Computer Science commended students' dedication and creativity, highlighting the potential of their projects in addressing real-world challenges and emphasizing the importance of industry-academia collaborations in promoting entrepreneurship and technological advancements.


Dr. B. Priestly Shan
President, IIC





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OVERALL ACTIVITY REPORT

Academic Year	:	2023-2024
Title of the event	:	“Organize an Inter/Intra Institutional Business Plan Competition and Reward Best Innovations”
Duration of activity	:	28 Hours
Date of Activity	:	18 th to 20 th April 2024
Objective	:	1. Raise awareness and understanding of the United Nations' Sustainable Development Goals (SDGs) among university, school, and pre-university students. 2. Encourage collaboration among students from diverse academic backgrounds to develop innovative solutions addressing real-world challenges aligned with the SDGs. 3. Showcase the rich tapestry of Indian culture through vibrant performances, exhibitions, and cultural activities. 4. Acknowledge and celebrate the efforts and contributions of participating students towards sustainable development initiatives by awarding prizes.
Event Details	:	Location: Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	1125
Number of Faculty Participants	:	128



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Group Photo



During the event



During the event



Overall Championship

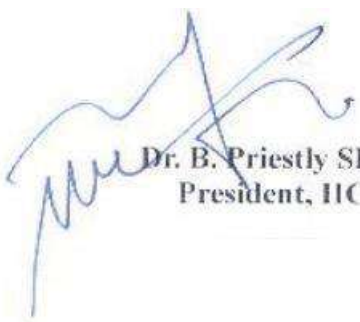


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- Key outcome** :
1. Increased awareness and understanding of the Sustainable Development Goals among students.
 2. Innovative solutions proposed by interdisciplinary teams to address real-world challenges related to the SDGs.
 3. Celebration of India's cultural diversity through performances and exhibitions.
 4. Recognition and encouragement of sustainable initiatives through prize distribution.
- Media Coverage** : Not Available
- Feedback** : Alliance ONE 2.0 was an eye-opening experience that highlighted the importance of the Sustainable Development Goals and how students can contribute to achieving them. The collaborative nature of the event fostered interdisciplinary learning and problem-solving skills by allowing students from different academic backgrounds to work together. Cultural performances and exhibitions celebrated India's rich heritage, promoting appreciation and understanding among participants. Recognition and rewards for sustainable initiatives motivated continued efforts towards a more sustainable future and encouraged creative thinking. Overall, Alliance ONE 2.0 served as a platform for collaboration, innovation, and celebration, embodying the spirit of unity and progress towards sustainability.


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OVERALL ACTIVITY REPORT

Academic Year	:	2023-2024
Title of the event	:	Session on “How to plan for Start-up and legal & Ethical Steps”
Duration of activity	:	8 Hours
Date of Activity	:	7 th March 2024
Objective	:	1. Educate participants about the critical legal and ethical considerations in startup planning, ensuring they are well-informed to navigate the startup ecosystem effectively. 2. Discuss strategies for meeting the practical needs of a startup, including securing necessary resources, managing finances, and ensuring accessibility to essential services for smooth operation. 3. Highlight the importance of incorporating sustainability into business practices, focusing on eco-friendly solutions and reducing the environmental impact of the startup. 4. Provide resources, mentorship, and support to empower budding entrepreneurs, helping them feel confident and prepared to tackle the challenges of starting and running a business.
Event Details	:	Chief Guest: Samarth Mahajan, Film Director and Vijayshree, URSC, Bengaluru Location: Seminar Hall 3, Alliance University
Participant Details		
Number of Student Participants	:	178
Number of Faculty Participants	:	49



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Inauguration



During the session



Device Launch



During the session



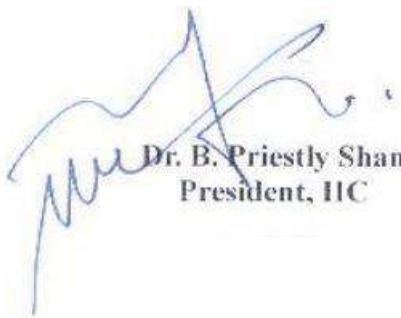
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- Key outcome** :
1. Increased awareness and understanding of the legal and ethical aspects of starting a business among participants.
 2. Enhanced convenience for entrepreneurs in accessing necessary resources and services to launch and sustain their startups.
 3. Reduced environmental impact through the adoption of sustainable practices and eco-friendly solutions within startup operations.
 4. Fostered a supportive and empowering atmosphere for entrepreneurs, encouraging confidence and resilience.
 5. Challenged societal norms and promoted open discussions about ethical considerations and responsible business practices in the startup community.

Media Coverage : Not Available

Feedback : The 'FlowBae' initiative has been widely recognized by both faculty and students as a crucial step towards promoting menstrual health awareness and supporting female students on campus. Faculty members commend the initiative for its insightful sessions on menstrual hygiene and its role in breaking down societal taboos surrounding menstruation. Students have expressed appreciation for the easy access to sanitary pads provided by vending machines, highlighting the convenience, especially during emergencies. Additionally, the university's commitment to sustainability through the provision of eco-friendly disposal units for used sanitary pads has been positively received. The initiative has successfully created a supportive and empowering environment for female students, enhancing their comfort and confidence. Overall, 'FlowBae' is seen as a vital program that addresses practical needs, promotes sustainability, and fosters an open, supportive atmosphere on campus.


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OVERALL ACTIVITY REPORT

Academic Year	:	2023-2024
Title of the event	:	“Session/ Workshop on Business Model Canvas (BMC)”
Duration of activity	:	2 Hours
Date of Activity	:	24 th April 2024
Objective	:	1. To understand the concept and significance of the Business Model Canvas (BMC) in strategy implementation. 2. To explore the key elements of the BMC, such as customer segments, value propositions, channels, and revenue streams. 3. To recognize the advantages and disadvantages of using the BMC. 4. To highlight the importance of understanding customer relationships, key resources, and cost structures in developing robust business models. 5. To provide hands-on experience in applying the BMC framework to different business scenarios through brainstorming sessions.
Event Details	:	Chief Guest: Peter Kogler, Faculty of Business Administration, University of Applied Sciences, Dresden, Germany Location: Seminar Hall 3, Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	174
Number of Faculty Participants	:	74



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During the session



Virtual mode of chief guest



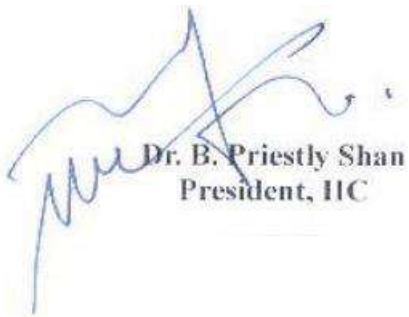
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- Key outcome** :
1. Participants gained a comprehensive understanding of the BMC and its role in strategy implementation.
 2. Participants learned about the various elements of the BMC and their interconnectedness.
 3. Participants were able to identify the strengths and limitations of the BMC.
 4. Participants recognized the importance of customer relationships, key resources, and cost structures in business model development.
 5. Participants had the opportunity to apply the BMC framework to different business scenarios through interactive brainstorming sessions.
- Media Coverage** : Not Available
- Feedback** : The workshop on the Business Model Canvas (BMC) was invaluable and engaging, providing clear insights into its application for strategy implementation. Dr. Kogler's explanations were compelling, and the hands-on brainstorming sessions allowed us to apply the BMC framework to real-world scenarios, reinforcing our understanding through practical learning. Dr. Kogler also addressed the BMC's limitations and the necessity of additional tools for operational implementation, which was particularly insightful. Emphasizing customer relationships, key resources, and cost structures proved crucial for developing sustainable and profitable business models. The workshop was well-organized and comprehensive, with Dr. Kogler's expertise making the session both informative and engaging. Overall, participants gained a solid understanding of the BMC, its applications, and its limitations, with a focus on essential business model elements.


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Academic Year	:	2023-2024
Title of the event	:	“Workshop on Prototype/Process Design and Development”
Duration of activity	:	2 Hours
Date of Activity	:	20 th March 2024
Objective	:	1. Creating an understanding of future challenges faced by multinational companies, such as capturing innovation, accelerating new product launches, and prioritizing environmental sustainability. 2. Highlighting the evolving role of purchasing as a source of value creation within organizations. 3. Addressing the changing role of purchasing professionals, shifting from traditional procurement tasks to actively contributing to future product development. 4. Navigating risks and constraints associated with the current economic climate. 5. Delivering the content in an engaging and humorous manner to enhance the learning experience.
Event Details	:	Chief Guest: Dr. Gordon Crichton, Director, MAI Institute of International Purchasing Management, KEDGE Business School, France Location: Seminar Hall 1, Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	177
Number of Faculty Participants	:	36



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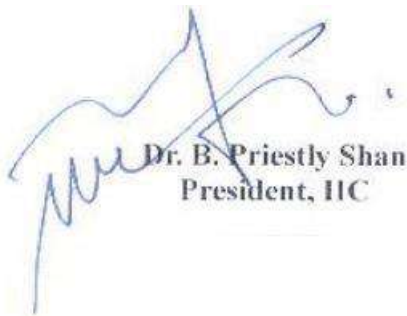


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- Key outcome** :
1. Attendees gained insights into the future challenges and opportunities in the field of design and development processes, particularly in the context of multinational companies.
 2. The workshop shed light on the untapped potential of customer/supplier relationships and how benchmark companies leverage these relationships for value creation.
 3. Participants developed a deeper understanding of the evolving role of purchasing professionals, transitioning from traditional procurement tasks to actively contributing to future product development.
 4. The workshop equipped attendees with a more holistic understanding of the business landscape, enabling them to navigate potential risks and constraints effectively.
 5. The engaging and humorous delivery style ensured that the content was accessible and relatable, enhancing the overall learning experience.

Media Coverage : Not Available

Feedback : The workshop was an eye-opener, revealing the pivotal role purchasing professionals play in driving innovation and value creation within organizations. Prof. Gordon's real-life examples and anecdotes made the concepts relatable and practical. The session on navigating risks and constraints was particularly insightful, equipping business students to tackle current economic challenges. Prof. Gordon's expertise and industry experience were evident, simplifying complex topics and making the content engaging and accessible. The workshop aligned with our institution's commitment to fostering industry-academia collaboration, exposing students and staff to global best practices and cutting-edge methodologies. The interactive Q&A session allowed participants to clarify doubts and delve deeper into the subject matter. Overall, the workshop was a resounding success, enhancing knowledge and skills for all attendees.


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Academic Year	:	2023-2024
Title of the event	:	“Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre such as Atal Incubation Centre etc.”
Duration of activity	:	6 Hours
Date of Activity	:	26 th March 2024
Objective	:	1. Gain insights into the operations and management of incubation units, patent facilitation centers, and technology transfer centers. 2. Explore how iD Fresh Food utilizes technology transfer and innovation to scale their business. 3. Understand the patenting process and the role of intellectual property in protecting and commercializing innovations. 4. Facilitate interactions with industry professionals, entrepreneurs, and innovators to build valuable connections. 5. Enhance practical knowledge and skills necessary for starting and managing a successful business, focusing on food technology and related industries.
Event Details	:	Location: iD Fresh Food Pvt. Ltd., Attibele, Bengaluru
Participant Details		
Number of Student Participants	:	47
Number of Faculty Participants	:	10



Photographs:

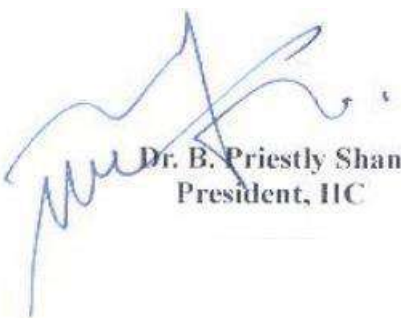




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- Key outcome** :
1. Participants will gain a thorough understanding of how incubation units support startups and foster innovation.
 2. Learn how technology transfer mechanisms can be effectively implemented in food technology startups.
 3. Develop a clear comprehension of the patent process, including application, protection, and commercialization.
 4. Establish connections with industry leaders, entrepreneurs, and fellow participants, fostering a network of support and collaboration.
 5. Students and faculty members explored with an empowered entrepreneurial mindset, equipped with the tools and knowledge to pursue their business ventures.
- Media Coverage** : Not Available
- Feedback** : The visit to the Incubation Centre was incredibly insightful and inspiring. Seeing how iD Fresh Food manages its patents and technology transfer encouraged students to think critically about protecting their innovations. Networking with industry professionals provided invaluable knowledge about the startup ecosystem and navigating market challenges. The exposure visit offered a comprehensive understanding of incubation, patent processes, and real-world applications of classroom concepts. Learning about the technology transfer process highlighted the importance of innovation for scaling a business. The visit reinforced the significance of intellectual property in entrepreneurship, offering practical insights that will benefit students on their entrepreneurial journeys.


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OVERALL ACTIVITY REPORT

Academic Year	:	2023-2024
Title of the event	:	“Workshop on Intellectual Property Rights (IPRs) and IP management for Startups”
Duration of activity	:	2 Hours
Date of Activity	:	13 th May 2024
Objective	:	1. Understand how IP can help achieve Sustainable Development Goals in Higher Education Institutions (HEIs). 2. Explore the role of innovation and HEIs in utilizing IP for sustainable development. 3. Facilitate discussions on IP management, technology transfer, and commercialization, focusing on initiatives by the National Research Development Corporation (NRDC). 4. Understand the importance of IP protection for startups and its role in providing a competitive edge. 5. Develop IP strategies that align with a startup's business goals and long-term plans. 6. Implement best practices in IP management and foster collaboration with HEIs, research institutions, and government agencies for better IP and technology transfer.
Event Details	:	Chief Guest: Dr. Bijay Kumar Sahu, Senior Regional Manager & Program Head (East) National Research Development Corporation (NRDC), Govt. of India. Location: Moot Court, Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	25
Number of Faculty Participants	:	125



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During the session



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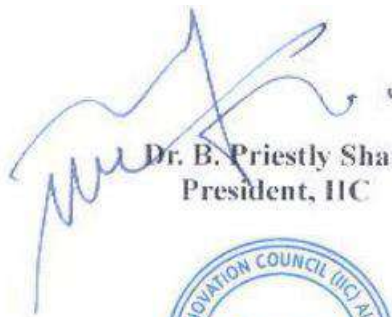
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Key outcome :

1. Enhanced awareness and understanding of the importance of IP in achieving SDGs and the potential contributions of HEIs in this regard.
2. Identification of strategies and best practices for leveraging IP, innovation, and creativity to address sustainable development challenges.
3. Promotion of collaboration and knowledge-sharing among academia, industry, and government agencies in the areas of IP management, technology transfer, and sustainable development.

Media Coverage : Not Available

Feedback : Ph.D. scholars and faculty members from various disciplines found the workshop highly valuable. A Ph.D. scholar appreciated the insights on using intellectual property tools for promoting sustainable development, especially in renewable energy and environmental conservation, highlighting the informative case studies presented by Dr. Sahu. The faculty member found the discussions on IP management and technology transfer relevant, motivating them to seek collaborations with industry and government agencies to commercialize research and support sustainable development goals. A Ph.D. scholar in Computer Science was inspired by the focus on HEIs' role in fostering innovation and creativity, motivating them to explore entrepreneurial opportunities and consider starting a tech-based venture addressing SDGs.


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CELEBRATION ACTIVITY OVERALL ACTIVITY REPORT

Academic Year	:	2023-2024
Title of the event	:	"International Women's Day celebration "
Duration of activity	:	9 Hours
Date of Activity	:	7 th March 2024
Objective	:	1. To celebrate and promote gender equality and women's empowerment. 2. To highlight the importance of investing in women's education, entrepreneurship, and leadership. 3. To encourage increased participation of women in tech-based competitions and STEM fields. 4. To foster discussions and dialogue on achieving work-life balance and holistic well-being for women. 5. To promote inclusivity, unity, and empowerment through various parallel events and activities.
Event Details	:	Location: Seminar Hall 1, Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	619
Number of Faculty Participants	:	77



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Session 1



Inauguration



Award Ceremony

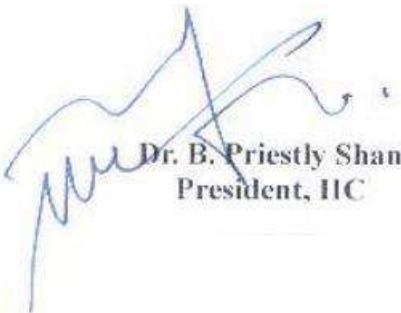


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- Key outcome** :
1. Raised awareness about the significance of International Women's Day and its theme, "Invest in Women: Accelerate Progress."
 2. Provided insights and inspiration from accomplished women professionals like Smt. Vijayasree M. K. (ISRO) and Mr. Samarth Mahajan (filmmaker).
 3. Encouraged introspection and dialogue on strategies for achieving work-life balance and holistic well-being for women.
 4. Promoted inclusivity and empowerment through parallel events like Blind Programming, clue hunt, self-care workshop, fitness session, and makeup competition.
 5. Fostered a sense of unity and celebration among the Alliance University community, acknowledging the contributions and potential of women.
- Media Coverage** : Not Available
- Feedback** :
- The International Women's Day event was truly inspiring, featuring accomplished speakers like Smt. Vijayasree M. K. from ISRO, whose journey motivated attendees to pursue their dreams with determination. The parallel events, such as the Blind Programming competition and self-care workshop, highlighted the spirit of inclusivity and empowerment. Alliance University's celebration was commendable, not only celebrating women's achievements but also emphasizing the importance of their education, entrepreneurship, and leadership. Keynote speeches and interactive sessions provided valuable insights into work-life balance and holistic well-being, making the experience thought-provoking and enriching. The diverse range of events showcased the university's commitment to empowering women from all walks of life, making it a truly inclusive and inspiring celebration.


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CELEBRATION ACTIVITY OVERALL ACTIVITY REPORT

Academic Year	:	2023-2024
Title of the event	:	"National Technology Day Celebration"
Duration of activity	:	5 Hours
Date of Activity	:	11 th May 2024
Objective	:	1. To highlight the importance of cyber security and its growing relevance in the digital age. 2. To create awareness about career opportunities in the field of cyber security. 3. To provide insights into different career paths, such as cloud computing, data networking, and risk management. 4. To emphasize the significance of certifications and practical skills in pursuing a career in cyber security. 5. To promote the adoption of advanced technologies and encourage students to explore cutting-edge fields like cyber security.
Event Details	:	Location: Seminar Hall 3, Alliance University
Participant Details		
Number of Student Participants	:	112
Number of Faculty Participants	:	46



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PHOTOGRAPH



Inauguration



During the session



During the session



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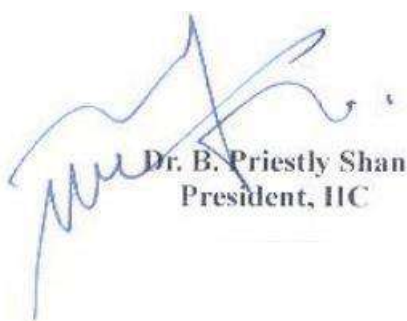
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- Key outcome** :
1. Increased awareness among attendees about the importance of cyber security and the need for data protection in the digital world.
 2. Enhanced understanding of various career paths and job roles in the cyber security domain, including cloud computing, data networking, and risk management.
 3. Practical advice and guidance from industry experts on starting a career in cyber security, different career tracks, and the value of certifications.
 4. Promotion of advanced technologies and encouragement for students to explore emerging fields like cyber security.
 5. Fostering collaboration and knowledge sharing between academic institutions and industry partners like the India Israel CyberSpark Academy (IICA).

Media Coverage : Not Available

Feedback : The workshop on 'Cyber Security as a Career' provided invaluable insights into the field's significance and career opportunities. Mr. Orzach's guidance on certifications and career paths was highly appreciated. Aligning with National Technology Day, the session encouraged exploration of cutting-edge fields like cyber security. Organized with the India Israel CyberSpark Academy (IICA), the workshop was timely, offering comprehensive understanding of cyber security landscapes and risk management. It emphasized the importance of advanced technologies and bridging academia-industry gaps, empowering students for emerging fields.


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CELEBRATION ACTIVITY OVERALL ACTIVITY REPORT

Academic Year	:	2023-2024
Title of the event	:	"World Creativity and Innovation Day Celebration"
Duration of activity	:	2 Hours
Date of Activity	:	8 th April 2024
Objective	:	1. To explore research prospects and promote collaboration in science and technology between India and Germany. 2. To highlight the significance of partnerships between institutions and foreign countries in advancing research and innovation. 3. To discuss potential benefits, opportunities, and fellowship programs available for researchers interested in Indo-German collaborations. 4. To emphasize the importance of a transdisciplinary approach and collaborative efforts across various departments within the university. 5. To provide a platform for attendees to raise queries and engage in discussions on topics related to research collaborations, ethics, intellectual property rights (IPR), and more.
Event Details	:	Location: Seminar Hall 1, Alliance University
Participant Details		
Number of Student Participants	:	158
Number of Faculty Participants	:	123



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Event inauguration



During the session



During the session



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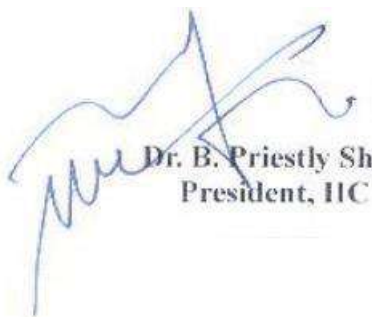


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- Key outcome** :
1. Raised awareness about the opportunities for Indo-German collaborations in science and technology, including industry-funded projects and fellowship programs like the Small Immediate Needs Grants (SING).
 2. Highlighted the significance of partnerships between institutions and foreign countries, as well as the potential benefits and opportunities arising from such collaborations.
 3. Emphasized the need for a transdisciplinary approach and collaborative efforts across various departments within the university to develop comprehensive solutions.
 4. Provided insights into the importance of networking and projects for sustainability, such as waste management.
 5. Facilitated discussions and addressed queries from attendees on a diverse range of topics, including ethics in the liberal arts, intellectual property rights (IPR) in law, and more.
- Media Coverage** : Not Available
- Feedback** :
- The workshop on Indo-German Science and Technology Collaboration was an eye-opener, providing valuable insights into fellowship opportunities for research collaborations between India and Germany. The discussions on transdisciplinary approaches and sustainable projects like waste management were particularly interesting. The platform provided by Alliance University allowed for engaging discussions and query resolution on various research collaboration topics, making it an enriching experience. The initiative by Alliance University was commendable, promoting innovation and knowledge exchange both nationally and internationally. Experts, including Mr. R. Madhan from the Indo-German Science and Technology Centre (IGSTC), offered comprehensive insights into collaboration opportunities. The emphasis on transdisciplinary approaches and collaborative efforts across departments highlighted the importance of breaking down silos to develop comprehensive solutions to complex problems. The interactive nature of the workshop made it a truly insightful experience, and more such initiatives are eagerly anticipated for fostering collaboration and knowledge sharing within the academic community.


Dr. B. Priestly Shan
President, IIC





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**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

CELEBRATION ACTIVITY OVERALL ACTIVITY REPORT

Academic Year	:	2023-2024
Title of the event	:	"World Intellectual Property Day"
Duration of activity	:	6 Hours
Date of Activity	:	26 th April 2024
Objective	:	1. To raise awareness about the importance of intellectual property rights (IPR) in promoting innovation and sustainability. 2. To highlight India's progress and achievements in green energy innovation, green mobility, and sustainable technology. 3. To discuss the role of IPR in driving the adoption and commercialization of sustainable technologies. 4. To provide insights into patent drafting, prosecution, and valuation for sustainable technologies. 5. To foster collaboration and knowledge sharing among students, academicians, practitioners, and industry experts in the field of IPR and sustainability.
Event Details	:	Location: Seminar Hall 2, Alliance University (Online)
Participant Details		
Number of Student Participants	:	89
Number of Faculty Participants	:	32

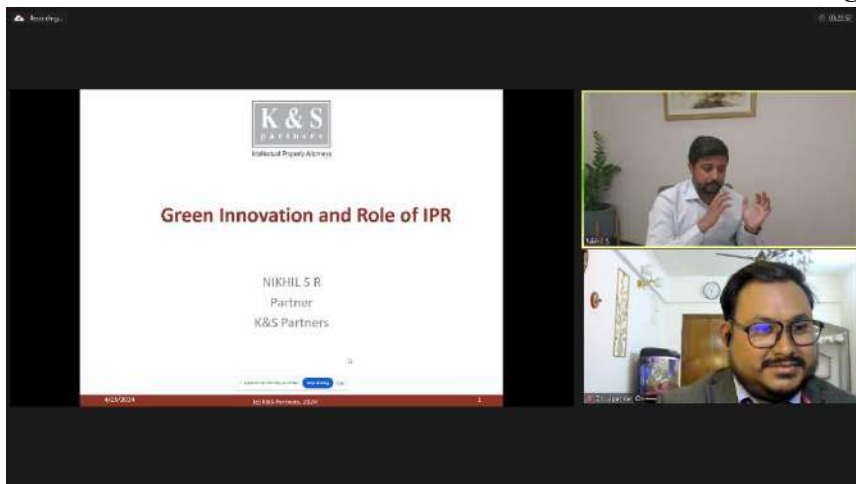


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Celebrating
25
SILVER JUBILEE
years
of Alliance Education



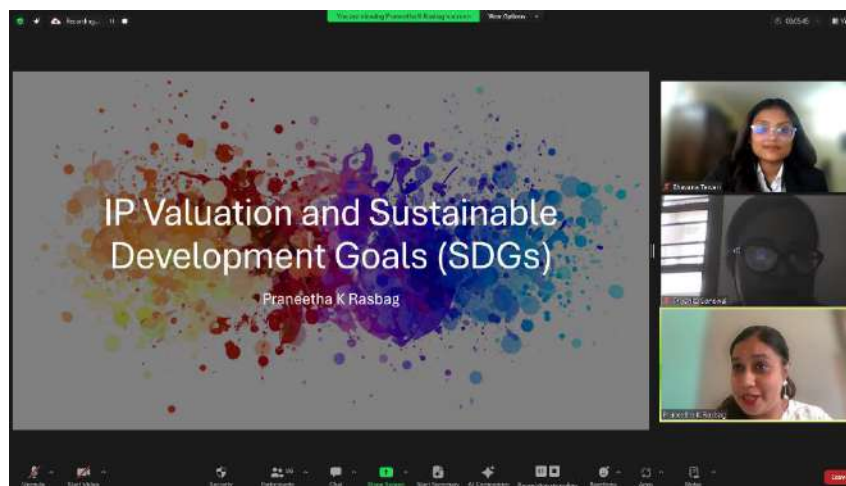
Photographs:



Session 1



Session 2



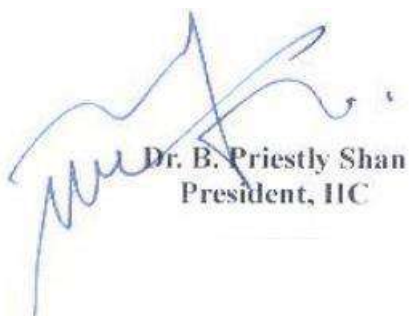
Session 3



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- Key outcome** :
1. Enhanced understanding of green patents, renewable energy sources, and India's strides in green energy innovation.
 2. Insights into the rise of green mobility in India, government initiatives, and the role of IPR in boosting the country's global standing in electric vehicle (EV) production.
 3. Knowledge about IP valuations, commercialization challenges and opportunities, and the significance of IPR in promoting sustainable technology.
 4. Increased awareness of the Alliance University's commitment to sustainable development and its achievement of the first position towards implementation of sustainable development from NITI Aayog in 2024.
 5. Successful collaboration between academia, industry experts, and practitioners, facilitating knowledge exchange and networking opportunities.
- Media Coverage** : Not Available
- Feedback** : The National Workshop on Fostering Innovation and Creativity through Sustainability was enlightening, providing valuable insights into the intersection of intellectual property rights (IPR) and sustainable development. It effectively addressed IPR's significance in driving innovation and promoting sustainable technologies, crucial for our collective future. Organized by ACIPR in celebration of World Intellectual Property Day, the workshop aligned with Alliance University's commitment to sustainable development. The diverse topics covered, from green energy innovation to IP valuations, offered a holistic understanding, enriched by industry experts' practical insights. Such events foster collaboration and knowledge exchange, bridging academia-industry gaps. It was a successful endeavor, with anticipation for more initiatives in IPR and sustainability.


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