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(Ministry of Education Initiative)
IC202221887

OVERALL ACTIVITY REPORT

Academic Year	:	2024-25
Title of the event	:	Vision to Venture: Workshop on Business Model Canvas
Duration of activity	:	5hrs
Date of Activity	:	24 th April 2025
Event Details	:	Speakers: Dr.Rebecca Natrajan
Location	:	Moot Court
Associated course name:	:	Family Business Management- (BBA)
Number of Student Participants	:	217
Number of Faculty Participants	:	3
Budget	:	15,000/- INR
Approval	:	As per the approval letter dated 21/04/2025 from Dean's office
Objective	:	Introduction to the Business Model Canvas tool by a professional colleague from an international university in hands-on working style. Two main objectives of the workshop were: 1. To highlight the workshop as an “Entrepreneurial Event” that can help the faculty measure the classroom response to the activity. 2. The workshop will bring together students of different sections studying under different professors and build a cohesiveness in the course learning experience.



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Speaker Profile	:	Freelance Entrepreneurship consultant with over 15 years of experiences as a Senior Lecturer, Programme Leader MSC Business with Online and Face-to-face, SFHEA mentor, Personal branding club, Module leader, Dissertation supervisor for Graduate and Postgraduate students, former Diversity and Inclusion champion, Employee partnership forum representative, Panel Tutor, Pre-Masters University of Cambridge (2020-2021)
Key outcome:	:	The session started as a workshop format, and due to the large number of student groups and active participation, an interactive format was followed by the speaker. The concepts were clarity for 30% of the workshop time and the hands-on session with real and live case studies were used by the speaker for “hands-on-session”. 1. The event offered alliance university BBA final year students a collaborative opportunity to work as a team in a workshop atmosphere. 2. Exposure to an international faculty and listen to the UK experience was an inspiration. 3. The workshop strengthened the new possibility for student networking through the creation of a local chapter of Global Business Club for sharing Entrepreneurship best practices.



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Event poster:



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Alliance School of Business

WORKSHOP

VISION TO VENTURE-

A BUSINESS MODEL CANVAS



SPEAKER

Dr. Rebecca Natrajan

Freelance Entrepreneurship Consultant
Regent College London



April 24, 2025
12:00 PM - 04:30 PM



Moot Court
Learning Centre-1

alliance.edu.in

Photographs:



Feedback:	1. Overall, how satisfied are you with the event?			
	Overall responses 18 (19Responses-1faculty included)			4.42
	Name Of the Student	Email id	Name of the school	Overall, Rating out of 5
1	Ankush kumar singh	"ANKUSH KUMAR SINGH" <kankushBBA22@bus.alliance.edu.in>;	ASOB	5
2	Bhavya sandeep shetty	"BHAVYA SANDEEP SHETTY" <sbhavyaBBA22@bus.alliance.edu.in>	ASOB	4
3	Daaksha b arun	"DAAKSHA B ARUN" <bdaakshaBBA22@bus.alliance.edu.in>	ASOB	5
4	alka raj	"ALKA RAJ" <ralkaBBA22@bus.alliance.edu.in>	ASOB	5
5	Mayengbam dinesh meitei	"MAYENGBAM DINESH MEITEI" <dmayengbamBBA22@bus.alliance.edu.in>	ASOB	4
6	Sai venkateswara abhinav boddu	"SAI VENKATESWARA ABHINAV BODDU" <vsaiBBA22@bus.alliance.edu.in>	ASOB	3
7	N Sree surya pranathi	SURYA PRANATHI" <ssreeBUS721@bus.alliance.edu.in>	ASOB	4
8	Kruthika reddy kalva	"KRUTHIKA REDDY KALVA" <rkruthikaBBA22@bus.alliance.edu.in>	ASOB	5
9	Saksham srivastava	""SAKSHAM SRIVASTAVA" <ssakshamBBA22@bus.alliance.edu.in>	ASOB	5
10	Shreyanshi srivastav	"SHREYANSHI SRIVASTAV" <sshreyanshiBBA22@bus.alliance.edu.in>	ASOB	5
11	Stuti kumar	"STUTI KUMAR" <kstutiBBA22@bus.alliance.edu.in>	ASOB	3
12	Dharani dev keith	"DHARANI DEV KEITH" <ddharaniBBA22@bus.alliance.edu.in>	ASOB	5
13	Hafisa f p	"HAFISA F P" <fhafisaBBA22@bus.alliance.edu.in>	ASOB	3

14	Samprati somvanshi	"SAMPRATI SOMVANSHI" <ssampratiBBA22@bus.alliance.edu.in>	ASOB	5
15	Souvik gupta	"SOUVIK GUPTA" <gsouvikBBA22@bus.alliance.edu.in>	ASOB	5
16	Dasari chandramouli	"DASARI CHANDRAMOULI" <cdasariBBA22@bus.alliance.edu.in>;	ASOB	5
17	Khadar vali shaik	"KHADAR VALI SHAIK" <vkhadarBBA22@bus.alliance.edu.in>	ASOB	4
18	Alvin suraj	"ALVIN SURAJ" <salvinBBA22@bus.alliance.edu.in>	ASOB	4

CP
Dr. Samrita Bal
IDC convenor





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-25
Title of the event	:	Industrial visit to National Dairy Research Institute (NDRI) and ATAL Incubation center
Duration of activity	:	8:00 AM to 5 PM
Date of Activity	:	10 th March 2025, Monday
Objective	:	1. To familiarize students with advanced research and technologies used in the dairy industry. 2. To expose students to real-world applications of scientific and technical knowledge in food and agriculture. 3. To understand the role and functioning of startup incubation centers in promoting innovation and entrepreneurship. 4. To inspire students through interaction with researchers and incubated startups, encouraging innovation-driven career paths.
Event Details	:	NDRI, Adugodi, Bengaluru
Participant Details		
Number of Student Participants	:	70
Number of Faculty Participants	:	4



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EVENT POSTER:



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INDUSTRIAL VISIT

National Dairy Research Institute, NDRI
ATAL Incubation Center

Date: 10th March 2025

Timings 08:00 AM-05:00 PM





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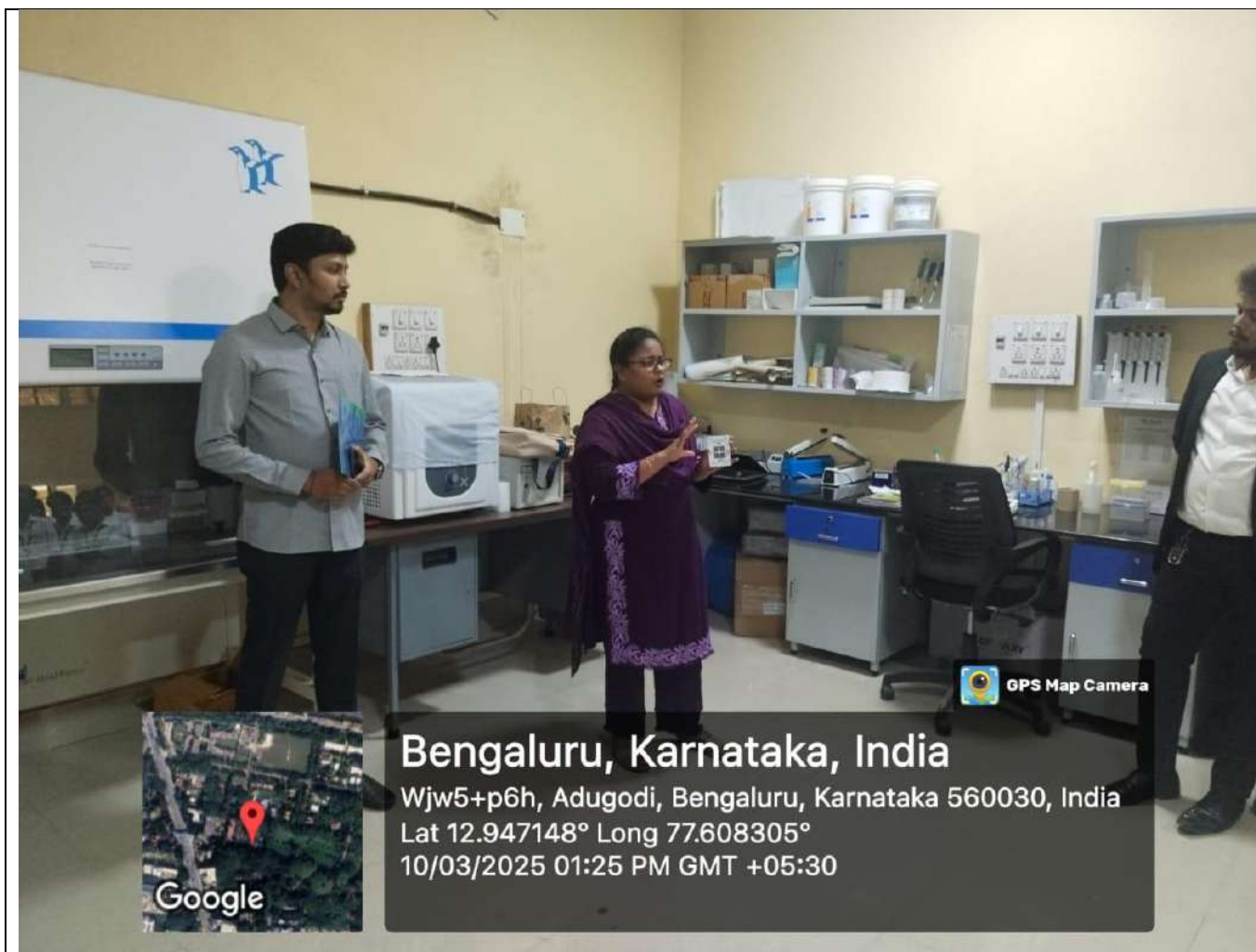
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- Key outcome** :
1. Students gained firsthand exposure to state-of-the-art dairy research, production processes, and quality control techniques.
 2. Participants understood how agri-based innovations are developed, tested, and supported through incubation facilities.
 3. The visit bridged academic learning with industrial practices, enhancing students' awareness of career opportunities in dairy science and agritech startups.
 4. Interactive sessions with research professionals and incubator staff encouraged students to pursue innovative projects and entrepreneurial ventures.

Media : NA
Coverage

Sample of
student :
attendance



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ATTENDANCE SHEET					
VENUE: ICAR-National Dairy Research Institute (NDRI), Bangalore DATE: 08-03-2025					
BTECH (CE & ME)					
Sl No	Registration Number	Student Name	Course	Mobile Number	Signature
✓	PROV/BTECH/LE/7/24/015	Akalesh M	BTECH	93847 92449	<i>[Signature]</i>
✓	2023BCIV07AED008	Akhil G V	BTECH	9110854993	<i>[Signature]</i>
✗	PROV/BTECH/LE/7/24/030	Deeshaprasad	BTECH	7016950238	
✓	2023BCIV07AED009	Kutubki Pandey	BTECH	78297 07079	<i>[Signature]</i>
✗	2023BCIV07AED003	Moin Khan	BTECH	8618184499	
✗	PROV/BTECH/LE/7/24/058	Nakanaboina Rajesh	BTECH	96761 59732	
✓	2023BCIV07AED002	P Guneshwar Reddy	BTECH	95052 35234	<i>[Signature]</i>
✓	2023BCIV07AED004	Prateesh A S	BTECH	9016585830	<i>[Signature]</i>
✓	PROV/BTECH/LE/7/24/077	Prathik R	BTECH	6166614550	<i>[Signature]</i>
✓	2023BCIV07AED010	Ravi Shankar Yadav	BTECH	6200526545	<i>[Signature]</i>
✓	2023BCIV07AED005	Shashwad B Dalalgaon	BTECH	99807 39104	<i>[Signature]</i>
✓	PROV/BTECH/LE/7/24/068	Younus S	BTECH	6362269174	<i>[Signature]</i>
✓	2023BCIV07AED006	Ranjith Venkat	BTECH	6363422243	<i>[Signature]</i>
✓	PROV/BTECH/LE/7/24/096	Tanmay Vedellu	BTECH	7748011321	<i>[Signature]</i>
✓	2023BCIV07AED001	Muzammil Haseem T S	BTECH	9901913707	<i>[Signature]</i>
✓	2023BMEC07AED002	Mithun B	BTECH	7619589137	<i>[Signature]</i>
✓	PROV/BTECH/LE/23/001	Rithu Kithina	BTECH	8139876756	<i>[Signature]</i>
✓	PROV/BTECH/LE/23/008	Akshith M D	BTECH	7994104524	<i>[Signature]</i>
✓	PROV/BTECH/LE/23/012	Jeeva B	BTECH	9655955359	<i>[Signature]</i>
✓	PROV/BTECH/LE/23/015	S Mukesh	BTECH	9343018204	<i>[Signature]</i>
✓	PROV/BTECH/LE/23/016	Nelson Oebbarma	BTECH	8798661203	<i>[Signature]</i>
✓	PROV/BTECH/LE/23/018	Manikandan S	BTECH	8734181881	<i>[Signature]</i>
✓	PROV/BTECH/LE/23/025	Abhijith S	BTECH	8548801134	<i>[Signature]</i>
✓	PROV/BTECH/LE/8/23/033	Saikumar KR	BTECH	9019915439	<i>[Signature]</i>
✓	PROV/BTECH/LE/8/23/029	Shreekantha Naidu K	BTECH	8147457496	<i>[Signature]</i>
✓	PROV/BTECH/LE/8/23/034	Nagendra	BTECH	9133501892	<i>[Signature]</i>



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Sample
Feedback

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INDUSTRIAL VISIT - FEEDBACK FORM

REGISTRATION NUMBER: 2023BCIV07AED005

NAME OF THE STUDENT: S. B. BABALGAON

NAME OF THE COMPANY VISITED: ICAR - NDRI

DATE & TIME:

COMMENTS

It was a good experience. It helped in learning
Fodder crops cultivation Practice of feeding
How to prepare Dairy products About
NDRI of Indigenous cattle genetic Resources of
South India

STUDENT SIGNATURE: [Signature]

Thank You
for this
opportunity.



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Private University established in Karnataka, India by Act No. 17 of year 2015
Recognized by the University Grants Commission (UGC), New Delhi



INDUSTRIAL VISIT - FEEDBACK FORM

REGISTRATION NUMBER

: 2023BCIV07AED010

NAME OF THE STUDENT

: Ravi Shankar Yadav

NAME OF THE COMPANY VISITED

: ICAR - NDRI

DATE & TIME

: 10/03/2025 - 3:20 p.m.

COMMENTS

gained the knowledge of lactometers,
and lactose paper, and the how
produced dairy product and take
care of animals. To get know about
incubation centre.

STUDENT SIGNATURE:



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Recognized by the University Grants Commission (UGC), New Delhi



INDUSTRIAL VISIT - FEEDBACK FORM

REGISTRATION NUMBER

: 2012MELO7AED007

NAME OF THE STUDENT

: Mani Kandan's

NAME OF THE COMPANY VISITED

: ICAR - NDRI

DATE & TIME

: 10/3/2025 - 1000 - 3:15

COMMENTS

Very good and informative, we learned about
incubation centre.

STUDENT SIGNATURE:



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Recognized by the University Grants Commission (UGC), New Delhi



INDUSTRIAL VISIT - FEEDBACK FORM

REGISTRATION NUMBER

20022MEC07AED008

NAME OF THE STUDENT

Abhinav S

NAME OF THE COMPANY VISITED

ICAR - HRI

DATE & TIME

10/03/25 - 3:00 pm

COMMENTS

Good! It was very good
Iv lots of information abt the
milk products and quality of
milk Research Incubation center

STUDENT SIGNATURE:

Abhinav S

Dr. Samita Bal
ICC convenor





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-2025
Title of the event	:	Alliance One 3.0 - Anvaya Viksit (Protovision Ignite)
Duration of activity	:	3 days
Date of Activity	:	19 th -21 st March 2025
Objective	:	To foster innovation, interdisciplinary collaboration, and problem-solving by challenging students to develop real-world solutions through functional prototypes.
Event Details	:	Speakers: Dr. Priestly Shan Boaz And Dr. Reeba Korah Location: LC - II Lobby, Alliance University
Participant Details		
Number of Student Participants	:	116
Number of Faculty Participants	:	25



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EVENT POSTER:



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Alliance University's
Alliance One

In Collaboration with the

Alliance School of Applied Engineering (ASAE)

Presents

ANVAYA VIKSIT COMPETITION
(PROTOVISION IGNITE)

March 19-20, 2025



Organized by

Alliance School of Applied Engineering (ASAE)



Scan to Register





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OVERVIEW

Anvaya Viksit Competition fosters creativity and problem-solving by encouraging interdisciplinary collaboration to develop practical solutions. It provides a platform to showcase innovative ideas and technologies while promoting sustainable development and environmental consciousness.

COMPETITION THEMES

Participants will develop working models or prototypes based on the following themes:

- **Smart Cities and Urban Innovation:** Solutions addressing traffic management, smart waste disposal, energy-efficient infrastructure, or disaster management.
- **Renewable Energy and Sustainability:** Prototypes utilizing solar, wind, or other renewable sources; waste-to-energy systems; or sustainable water desalination.
- **Health and Well-Being:** Wearable health devices, AI-powered diagnostics, or assistive technologies for differently-abled individuals.
- **Robotics and Automation:** Agricultural robots, autonomous delivery systems, or industrial automation tools.
- **Water Resource Management:** Smart irrigation, flood management systems, or water purification devices.
- **Agricultural and Food Technology:** Hydroponics, smart greenhouses, or automated crop monitoring.
- **Environmental Conservation:** Recycling innovations, air and water quality monitoring, or tools to combat deforestation.

REGISTRATION

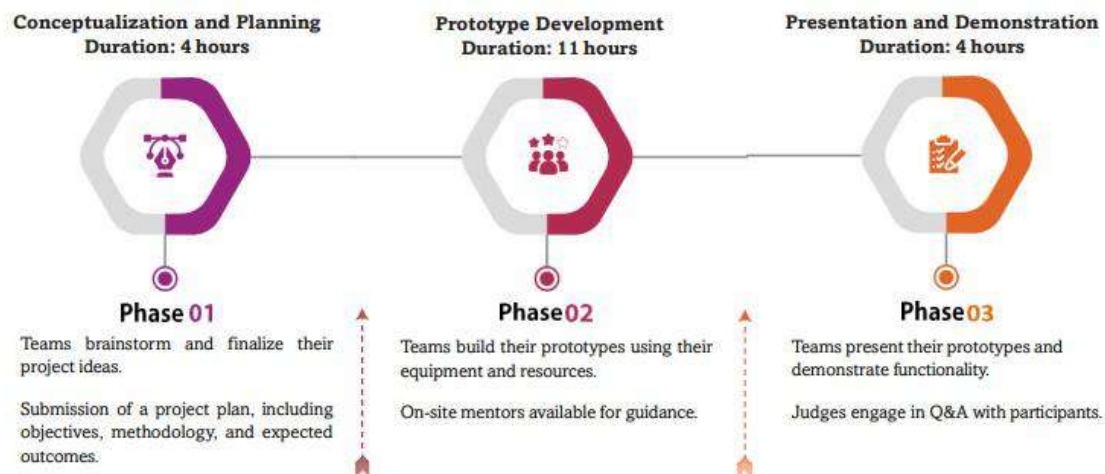
- **Eligibility:** Open to UG and PG students & Participants must register online.
- **Team Size:** 3-5 members per team.
- **Registration Deadline:** 17.03.2025
- **Registration Fee:** 1500/-



- **Top 10 Teams** will receive **Best Innovation/ Engineering project award** (Certificates)



COMPETITION PHASES



JUDGING CRITERIA

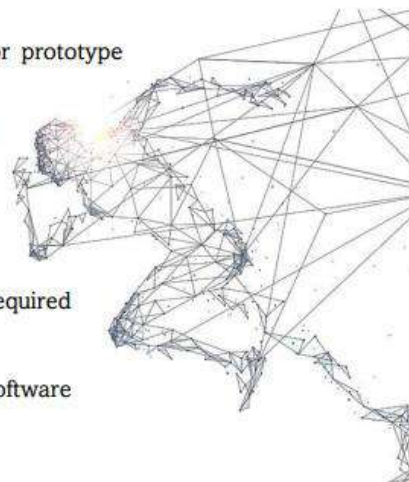
S. No	Category	Weightage	S. No	Category	Weightage
1.	Innovation	20%	4.	Relevance	20%
2.	Feasibility	20%	5.	Presentation and Explanation	20%
3.	Functionality	20%			

RULES AND GUIDELINES

- All prototypes must align with one of the provided themes.
- Teams must adhere to the given timeline.
- Participants must bring their own equipment and software for prototype development.
- Projects must be original and developed during the competition.
- Intellectual property rights remain with the participants.

EQUIPMENT AND SOFTWARE

- Teams should bring tools, hardware, robotics kits, or any required materials specific to their project.
- Participants must ensure they have the necessary licenses for software like CAD tools, programming platforms, or simulation software.





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CORE COMMITTEE

CHIEF PATRON	Mr. Abhay G. Chebbi, Pro-Chancellor, Alliance University
PATRONS	Dr. B. Priestly Shan, Vice Chancellor, Alliance University Dr. Ray Titus, Pro-Vice Chancellor (Incubation & Innovation), Alliance University Ms. Surekha Shetty, Registrar General, Alliance University Prof. (Dr) M. Viswanathaiah, Registrar, Alliance University Dr. Reeba Korah, Dean, Alliance School of Applied Engineering, Alliance University Dr. Sheila Mahapatra, Associate Director, Research (Academics), Alliance University
FACULTY CO-ORDINATOR	Dr. Harinath Aireddy, Director- Makerspace, Associate Professor, Dept. of ECE
PROGRAM CO-ORDINATORS	Dr. Shashank Awasthi, Assistant Professor, Dept. of ECE Dr. Chiranjibi, Assistant Professor, Dept of ME Dr. Mithun Hanumesh, Assistant Professor, Dept of Civil Dr. Rohit Babu, Assistant Professor, Dept of EEE Dr. Raja Munusamy, Associate Professor, Dept of AE Ms. Namitha Papishetty, Technical Officer, Makerspace, AU Mr. Sheshadri K, Technical Officer, Makerspace, AU Mr. Joel Jaimon, Technical Officer, CoE-AM, AU Ms. Shravani N, Research Scholar, Makerspace, AU
STUDENT CO-ORDINATORS	Ms. Nanditha D. N, Makerspace, AU Ms. Sweety Mitra, Makerspace, AU Mr. Pavan Kumar Javvaji, Makerspace, AU Mr. Sudhir R, Dept of ECE, AU Mr. Harshavardhan M, Dept of ECE, AU Mr. Gurramkonda Venkata Sai, Makerspace, AU Mr. Sathya Moorthy, Makerspace, AU Mr. Raja Sai Siddharda, Dept of ECE, AU Mr. Abhijith, Dept of Mech, AU Mr. Mithun, Dept of Mech, AU Ms. Tejaswini Mula, Dept of Civil, AU Mr. Yousuf, Dept of Civil, AU Ms. Sneha Ram, Dept of EEE, AU Mr. Bharath, Dept of EEE, AU Mr. Gnanadeep, Dept of AE, AU Ms. Madhavi Naidu, Dept of AE, AU

Invite extended by: Dr. Reeba Korah, Dean, Alliance School of Applied Engineering

Contact Us: Ms. Nanditha D. N; Mobile: +91-8073600976, Mr. Harshavardhan M; Mobile: +91- 9019829034

Chikkahagade Cross Chandapura - Anekal Main Road Anekal Bengaluru – 562 106,
Karnataka, India



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Key outcome	:	The Anvaya Viksit (Protovision Ignite) competition successfully fostered innovation, interdisciplinary collaboration, and real-world problem-solving among 116 students from 18 institutions through hands-on prototype development and expert mentorship.
Media Coverage	:	https://www.linkedin.com/posts/allianceuniofcl_alliance-one-30-activity-7310523820212113410-I1j-?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAXALAwBTB-egVPLZKodSY8qOuRp081rXas
Feedback	:	The event was well-structured and impactful, offering students a vibrant platform to showcase their creativity and technical skills while promoting teamwork and innovation. The presence of esteemed academic leaders, expert interactions, and significant prize incentives enhanced the learning experience and motivation of the participants. Continued support for such initiatives will further strengthen a culture of applied research and innovation within the student community.


Dr. Samita Bal
IIC Convener





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-25
Title of the event	:	Pitch Deck presentation
Duration of activity	:	9.30 PM – 4.30 PM
Date of Activity	:	April 8, 2025
Objective	:	- To develop students' ability to communicate business ideas effectively through a structured and strategic pitch deck. - To enhance entrepreneurial thinking by encouraging innovation, market analysis, and scalability planning. - To improve students' presentation, storytelling, and persuasion skills in a business context. - To simulate real-world investor interactions, enabling students to anticipate and respond to critical feedback.
Event Details	:	Speakers: Ms. Pallavi Singh, co-foundr MultipliersKraft Mr. Manish Reddy, sci-fi fantasy novelist Location: Alliance University Bangalore, LHE 201 (classroom), LC1
Participant Details		
Number of Student Participants	:	85
Number of Faculty Participants	:	22



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EVENT POSTER:



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PITCH DECK PRESENTATION

APRIL 08, 2025 | 02:30 PM - 04:30 PM



Mr. Manish Ravi Reddy

Upcoming Sci-Fi Fantasy Novelist
Entrepreneur, Public Speaker



Ms. Pallavi Singh

Co-founder at MultipliersKraft Building
Capability Development Solutions



Photographs:





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- Key outcome :**
- Designing impactful SDG-driven software prototypes for global challenges.
 - Innovative solutions can lead to patents, copyrights, publications, research projects and impactful articles.
 - Award recognition, pitching opportunities, and industry connections.
 - Foster collaborations, partnerships, and funding opportunities

Media Coverage : https://www.linkedin.com/posts/allianceuniofcl_startuppitchdeck2025-allianceuniversity-studentleadership-activity-7338150462719700993-E_Zl?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAXALAwBTB-egVPLZKodSY8qOuRp081rXas

Feedback :

Overall, how was the event?

4.36

Average Rating





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How was the difficulty level of the coding challenges?

3.88

Average Rating



How was the communication and guidance from Coordinators?

4.48

Average Rating





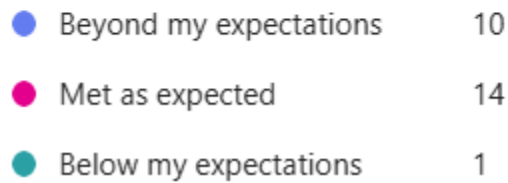
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Were your expectations of the event met?



Which part of the event you enjoy the most and learnt alot?

[More detail](#)

25

Responses

Latest Responses

"Interaction with coordinators"

"Evaluation part"

"Night life in the college with working and exploring teammates"

...

5 respondents (22%) answered night for this question.

[Update](#)





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**INSTITUTION'S
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COUNCIL**

(Ministry of Education Initiative)

IC202221887

What was the most valuable aspect of the event for you?

[More details](#)

25

Responses

Latest Responses

"Learning various things"
"When we completed our project"
"Watching different projects"
...

5 respondents (22%) answered Prize winning for this question.

[Update](#)

nature of the college world challenge new things timely feedback feedback work team industry experts different projects judge of our project time constraints project Industrial Experts valuable aspect Collaboration and hospitality

Prize winning moment

Tell us how we can improve & what we can do better.

[More details](#)

25

Responses

Latest Responses

"Its better the way it is and prepare in advance for arrangements."
"Provide with proper refreshments.."
"Try to provide some hardware components like raspberry pi and electronic e..."
...

8 respondents (17%) answered Better Refreshments for this question.

[Update](#)

networking sessions complete care female teammate raspberry pi male teammates Providing snacks fine Hackathon real time participants electronic equipmentFor hardware components night time teammates was really good night industry experts Hackathon event care events

Better Refreshments

Dr. Samita Bal
ICC Convener





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-25
Title of the event	:	Workshop on Raising Capital and Managing Finance for Startups
Duration of activity	:	8:30 AM to 4:30 PM
Date of Activity	:	21.03.2025
Objective	:	• Fostering Creative Thinking and Innovation: Inspire attendees to think creatively and embrace new ideas, enabling them to develop innovative business solutions that address current challenges. • Learning from The State Plate's Inception: Utilize the story of The State Plate's founding to demonstrate how identifying even the smallest gaps in the market can be transformed into successful business ventures. • Raising Awareness on Startup Financing: Provide attendees with valuable insights into various startup financing options and the associated processes, equipping them with the knowledge to secure the necessary capital for their ventures.
Event Details	:	Speaker: Muskaan Sancheti – Co-Founder CEO, C The State Plate, backed by Antler Shark Tank India S1 Location: LC1, Alliance University
Participant Details		
Number of Student Participants	:	85
Number of Faculty Participants	:	07



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EVENT POSTER:



WORKSHOP ON RAISING CAPITAL AND MANAGING FINANCE FOR STARTUPS



8:30 AM TO 4:30 PM
21.03.2025

SPEAKER:
MUSKAAN SANCHETI
CO-FOUNDER CEO, THE STATE PLATE
BACKED BY ANTLER | SHARK TANK INDIA S1

LOCATION: LC1, ALLIANCE UNIVERSITY



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Photographs:



During the session



During the session



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**Key
outcome** :

- Students gained practical insights into start-up financing, including fundraising strategies and investor expectations.
- Enhanced understanding of real-world entrepreneurial journeys through the case study of *The State Plate*.
- Participants developed a clearer roadmap for managing capital and scaling early-stage ventures.
- The session fostered entrepreneurial thinking and innovation among aspiring student entrepreneurs.
- Increased awareness about funding sources, pitch preparation, and financial planning for start-ups.

Media Coverage : https://www.linkedin.com/posts/harshan-j-45a07b322_allianceone-30-activity-7307935561380478976-SXCr?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAXALAwBTB-egVPLZKodSY8qOuRp08lrXas

Feedback :

:

Overall, how was the event?

4.36

Average Rating





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How was the difficulty level of the coding challenges?

3.88

Average Rating



How was the communication and guidance from Coordinators?

4.48

Average Rating





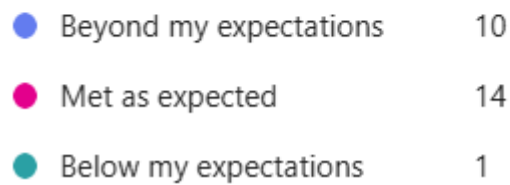
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Were your expectations of the event met?



Which part of the event you enjoy the most and learnt alot?

[More detail](#)

25
Responses

Latest Responses

"Interaction with coordinators"

"Evaluation part"

"Night life in the college with working and exploring teammates"

...

5 respondents (22%) answered night for this question.

[Update](#)

Working through night code sangram problem Night life working hard
company technicians Interaction with the jury Working night code hours friends at night
real-world Starting of the event night time college Evaluation and feedback
Communicate with mentors 3rd place constructive feedback



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What was the most valuable aspect of the event for you?

[More details](#)

25

Responses

Latest Responses

"Learning various things"

"When we completed our project"

"Watching different projects"

...

5 respondents (22%) answered Prize winning for this question.

[Update](#)

nature of the college
world challenge
new things
timely feedback
feedback
work
team
industry experts
different projects
judge of our project
time constraints
solution for the problem
Learnt many things
valuable aspect
Collaboration and hospitality
Industrial Experts
Prize winning moment project

Tell us how we can improve & what we can do better.

[More details](#)

25

Responses

Latest Responses

"Its better the way it is and prepare in advance for arrangements."

"Provide with proper refreshments.."

"Try to provide some hardware components like raspberry pi and electronic e..."

...

4 respondents (17%) answered Better Refreshments for this question.

[Update](#)

networking sessions
complete care
female teammate
raspberry pi
male teammates
Providing snacks
fine
Hackathon
real time
hardware components
night time
participants
electronic equipmentFor
teammates was really good
night
industry experts
Hackathon event
care
events
Better Refreshments

Dr. Samrita Bal
ICC convener





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-25
Title of the event	:	Expert Lecture on " How to Plan for Start-up and Legal & Ethical Steps "
Duration of activity	:	2 hours
Date of Activity	:	April 12, 2025 (Saturday)
Objective	:	1. To understand the foundational steps in planning and launching a startup, including idea validation, business model development, and market analysis. 2. To familiarize participants with the legal requirements for startups such as company registration, intellectual property rights, licenses, and compliance. 3. To equip participants with the knowledge to mitigate legal and ethical risks through proper documentation, contracts, and ethical decision-making frameworks.
Event Details	:	Speakers: Dr. Yoganjaneyulu Kasetti Partner & Patent Attorney at K&S Partners, Bengaluru Location: Moot Court, Learning Centre - 1, Alliance University, Bengaluru Time: 10:30 AM - 12:30 PM
Participant Details		
Number of Student Participants	:	55
Number of Faculty Participants	:	10



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EVENT POSTER:



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Expert Lecture on

How to Plan for Start-up and Legal & Ethical Steps

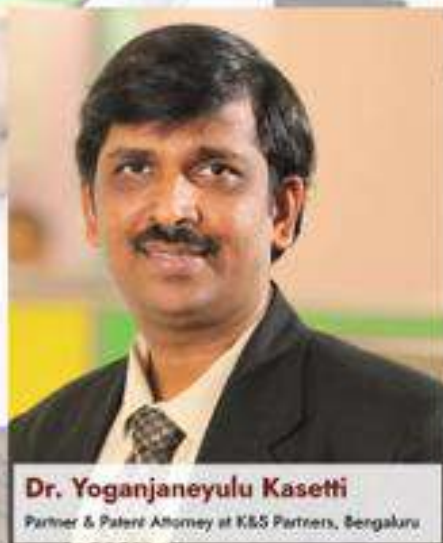
Organized by the Institution's Innovation Council (IIC), Alliance University, Bangalore



12th April 2025 | 10:30 AM - 12:30 PM

Venue: Moot Court Hall, Alliance University

Resource Person



Dr. Yoganjaneyulu Kasetti

Partner & Patent Attorney at K&S Partners, Bengaluru

alliance.edu.in



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Photographs:



During the session



During the session



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Key outcome

- :
- Participants gained comprehensive knowledge of patent search databases and advanced search techniques for conducting thorough prior art analysis
 - Enhanced understanding of patent drafting fundamentals including claim construction, specification writing, and technical disclosure preparation
 - Learned about trademark search methodologies, classification systems, and trademark registration processes
 - Exposure to practical tools and software used in professional patent and trademark practice
 - Understanding of the legal requirements and best practices for drafting patent applications that meet Indian Patent Office standards
 - Knowledge about common pitfalls in patent drafting and strategies to avoid rejection during prosecution
 - Insights into the commercial aspects of patent and trademark practice from an experienced patent attorney perspective
 - Enhanced capability for students and faculty to support their research with proper IP documentation and protection strategies

Media Coverage

: Not Available

Feedback

: The expert lecture received exceptional feedback from participants across different academic disciplines. Students appreciated Dr. Kasetti's practical approach to explaining complex patent search techniques and found the hands-on demonstrations of search databases particularly valuable. Many participants noted that the session significantly improved their understanding of how to conduct comprehensive prior art searches, which is crucial for their research projects and thesis work. The detailed explanation of patent claim drafting methodology provided students with practical skills they can apply immediately in their innovation projects. Faculty members found the lecture highly beneficial for enhancing their research supervision capabilities. The comprehensive coverage of trademark search and classification systems was particularly appreciated by faculty from business and legal studies departments. Many faculty participants expressed that the insights



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into patent prosecution procedures and common application pitfalls would help them better guide students involved in technology transfer and startup ventures. The session provided valuable knowledge about IP documentation standards that faculty can incorporate into their research methodology courses.

Participants from engineering and technology backgrounds highlighted the relevance of technical disclosure writing techniques presented during the lecture. The practical examples of well-drafted patent claims versus poorly constructed ones helped attendees understand the critical importance of precise technical language in IP documentation. Many noted that this knowledge would be directly applicable to their ongoing research and development activities.

The interactive Q&A session was particularly well-received, with Dr. Kasetti providing detailed responses to specific queries about patent landscape analysis and trademark clearance procedures. Overall, the lecture achieved a satisfaction rating of 4.8 out of 5.0, with 97% of participants indicating that the content was highly relevant and immediately applicable to their academic and professional work. Attendees expressed strong interest in follow-up sessions covering advanced patent analytics and IP portfolio management.


Dr. Sarmita Bal
IIC convenor





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-25
Title of the event	:	National Workshop on "IP & MUSIC: LEGAL HARMONIES AND INDUSTRY CHALLENGES"
Duration of activity	:	5 hours
Date of Activity	:	April 25, 2025 (Friday)
Objective	:	To commemorate World IP Day 2025 and explore the impact of digital technologies, AI-driven content, and evolving business models on music copyright and entertainment law. To foster dialogue between academia and industry and enhance knowledge about legal frameworks that drive creativity and innovation in the music sector.
Event Details	:	Speakers: Dr. Neha Yadav IP Specialist, Corporate Governance, SABIC (Saudi Basic Industries Corporation) Mr. Munish Arora Indian Patent Agent and IP Counsel, Corporate Governance, SABIC (Saudi Basic Industries Corporation) Ms. Akshata Kamath Advocate and Patent Agent, Principal Associate, Krishnamurthy & Co. (K Law) Bengaluru Mr. Gaurav Mishra Advocate and Associate Partner, Banana IP Counsels, Bengaluru



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		Location: Seminar Hall 1, Learning Centre - 1, Alliance University, Bengaluru Time: 10:30 AM to 03:30 PM
Participant Details		
Number of Student Participants	:	102
Number of Faculty Participants	:	35

EVENT POSTER:


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NATIONAL WORKSHOP ON

IP & MUSIC: LEGAL HARMONIES AND INDUSTRY CHALLENGES

APRIL 25, 2025 | 10:30 AM 03:30 PM

BLENDED (ZOOM)

About the Workshop
 The AIUP Cell and Alliance Centre for Intellectual Property Rights (ACIPR), Alliance School of Law, Alliance University, Bengaluru, are jointly organizing a one-day national workshop to commemorate World IP Day 2025. Based on WIPO's theme, the workshop will explore the impact of digital technologies, AI-driven content, and evolving business models on music copyright and entertainment law. By fostering dialogue between academia and industry, it aims to enhance knowledge, facilitate discussions, and develop skills essential for understanding legal frameworks that drive creativity and innovation in the music sector.

Resource Persons


Dr. Neha Yadav
IP Specialist
Corporate Governance, SABIC
(Saudi Basic Industries Corporation)


Mr. Munish Arora
Indian Patent Agent and IP Counsel
Corporate Governance, SABIC
(Saudi Basic Industries Corporation)


Ms. Akshata Kamath
Associate and Patent Agent
Principal Associate, KrishnaMurthy & Co. [K. Law] Bengaluru


Mr. Gaurav Mishra
Associate and Associate Patent
Barista IP Counsellor, Bengaluru

Patrons

Mr. Abhay G. Chebbi
Pro-Chancellor
Alliance University

Dr. B. Priestly Shan
Vice-Chancellor
Alliance University

Advisors

Dr. V. Shyam Kishore
Professor & Associate Dean – Academic
Affairs & Dean – Alliance School of Law

Dr. Sheila Mahapatra
Professor & Associate
Director – Research (Academics)

Faculty Coordinators

Dr. Upankar Chutia
Dr. Mohit Hemanth Kumar
Dr. MD Bahrul Islam
Mr. S Chakrabarty Naik
Dr. Sayantani Datta
Ms. Ancy P Anto

Scan to Register External


Scan to Pay


Scan to Register Internal


Registration Fees: Rs. 200
 Last Date of Registration and Payment: April 25, 2025

No fee for Alliance University students and staff members but registration is mandatory.

All registered attendees will receive an E-Certificate
 Contact: Ms. Malavika: +91-9321055249 | Ms. Sahiba: +91-8102003661 | Dr. Upankar Chutia: +91 9717132331
 Email: acipr@alliance.edu.in | www.alliance.edu.in/committees/acipr/



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Photographs:



During the session



During the session



Key outcome	:	• Participants gained comprehensive understanding of the intersection between intellectual property law and the music industry, particularly in the digital age • Enhanced knowledge about music copyright frameworks, licensing mechanisms, and rights management in streaming platforms and digital distribution • Learned about the impact of artificial intelligence and machine learning technologies on music creation, copyright ownership, and infringement detection • Understanding of evolving business models in the music industry including NFTs, blockchain applications, and decentralized music platforms • Exposure to international best practices in music IP protection and enforcement strategies across different jurisdictions • Knowledge about fair use principles, sampling rights, and remix culture within legal boundaries • Insights into industry challenges including piracy, unauthorized distribution, and emerging legal precedents in entertainment law • Enhanced capability to analyze legal harmonies between traditional copyright law and modern digital music ecosystem • Networking opportunities with legal professionals and industry experts specializing in entertainment and IP law
Media Coverage	:	Not Available
Feedback	:	The national workshop received outstanding feedback from participants representing diverse backgrounds including law students, legal practitioners, music industry professionals, and academic researchers. Participants appreciated the timely and relevant topic selection, noting that the intersection of IP law and music industry challenges has become increasingly important in the digital era. The comprehensive coverage of how digital technologies and AI-driven content are reshaping music copyright landscape was particularly well-received, with many attendees



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expressing that this knowledge fills a crucial gap in traditional IP education.

Law students and faculty found the workshop extremely valuable for understanding contemporary challenges in entertainment law practice. The expert presentations on music licensing, streaming platform regulations, and rights management provided practical insights that complement theoretical legal education. Many participants noted that the workshop enhanced their understanding of how traditional copyright principles apply to modern music distribution channels and emerging technologies like blockchain and NFTs in the music industry.

Legal practitioners and industry professionals appreciated the blend of academic rigor and practical application presented throughout the workshop. The discussions on fair use principles, sampling rights, and remix culture were highlighted as particularly relevant for current legal practice. Participants valued the insights into international best practices and comparative analysis of music IP frameworks across different jurisdictions, which broadened their perspective on global entertainment law trends.

The blended format of the workshop was praised for enabling participation from across the country, with attendees from multiple states joining the sessions. The interactive Q&A sessions with expert speakers provided valuable opportunities for clarifying complex legal concepts and discussing real-world case scenarios. The workshop achieved an exceptional satisfaction rating of 4.5 out of 5.0, with 90% of participants indicating that the content was highly relevant and would influence their approach to IP and entertainment law practice. Many participants requested follow-up workshops focusing on specific aspects such as AI in music creation and international music licensing agreements.


Dr. Samrita Bal
ICC Convener





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-25
Title of the event	:	Innovations Showcase: Demo Day/Exhibition/Poster Presentation of Innovations/Prototypes & linkage with Innovation Ambassadors/Experts for Mentorship Support -
Duration of activity	:	8hrs
Date of Activity	:	3rd March 2025
Objective	:	An event organized for undergraduate students of the university to show case the innovative ideas and product prototype in the poster format.
Event Details	:	Speakers: Dr. Indu Sharma Location: LC 1
Participant Details		
Number of Student Participants	:	50
Number of Faculty Participants	:	15



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- Key outcome :**
1. The event was organized for show casing the talent for entrepreneurship and creativity of new product which is innovative or modified also. The judges gave insight on the product design and improvisation.
 2. The entire session had passion for 8 hours among students in the process they showcased there creativity, passion and enthusiasm to be innovative.
 3. Since it was a team work and the collaboration was exhibited by the students in the full harmony. Students exhibited products team spirit and innovation in creative poster creation.

Media : No

Coverage

Feedback :

S.no	email	Name	Rating
1	sfreyaBBA24@bus.alliance.edu.in	FREYA S	5
2	cagasthyaaBBA723@bus.alliance.edu.in	AGASTHYAA CHAND THAKUR	4
3	rpathaBBA24@bus.alliance.edu.in	PATHA RAMCHARAN	4
4	rsharveshBBA24@bus.alliance.edu.in	SHARVESH R	2
5	tdharaneeshwaranBBA24@bus.alliance.edu.in	DHARANEESHWARAN T	5
6	dnidharshanBBA24@bus.alliance.edu.in	NIDHARSHAN DK	4
7	akshithaBBA723@bus.alliance.edu.in	AKSHITHA	4
8	eangelinBBA723@bus.alliance.edu.in	ANGELIN ELIZABETH JOY	5
9	pangadiBBA723@bus.alliance.edu.in	ANGADI PATAIAH VAISHNAVI	3
10	svidhiBBA723@bus.alliance.edu.in	VIDHI SINHA	5
11	mmunukutlaBBA24@bus.alliance.edu.in	MUNUKUTLA MADHUKARA SARMA	4
12	stanvithaBBA24@bus.alliance.edu.in	TANVITHA SUDHIR	5
13	kibbaniBBA723@bus.alliance.edu.in	IBBANI KAKAL	5
14	tdharaneeshwaranBBA24@bus.alliance.edu.in	DHARANEESHWARAN T	4
15	kjiyaBCOM24@com.alliance.edu.in	JIYA KUMAWAT	5
16	veshwariBBA24@bus.alliance.edu.in	ESHWARI V A	5
17	csharathBBA24@bus.alliance.edu.in	SHARATH CHANDRA R K	5
18	bvadlapatlaBBA723@bus.alliance.edu.in	VADLAPATLA BHUVANESWARI	4
19	grahitaBBA723@bus.alliance.edu.in	GRAHITA	4
20	jriyaBBA723@bus.alliance.edu.in	RIYA JOCELYN DMELLO	4
21	jvasukiBBA723@bus.alliance.edu.in	VASUKI JARDYAL	4
22	ssushmitaBBA723@bus.alliance.edu.in	SUSHMITA SEN	5
23	pabineshBBA24@bus.alliance.edu.in	ABINESH P	4
24	npathuruBBA723@bus.alliance.edu.in	PATHURU NEHA	4
25	rmanushreeBBA24@bus.alliance.edu.in	MANUSHREE R	4



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26	ksuyashBBA24@bus.alliance.edu.in	SUYASH KUMAR PATIDAR	4
27	kmilindBBA24@bus.alliance.edu.in	MILIND KUMAR	5
28	saadeshBBA723@bus.alliance.edu.in	AADESH SINGH ARORA	4
29	vmantenaBBA723@bus.alliance.edu.in	MANTENA VARSHITH VARMA	4
30	sgollareddyBBA24@bus.alliance.edu.in	GOLLAREDDY SIVA TANUHYA	5
31	radityaBBA24@bus.alliance.edu.in	ADITYA R	4
32	lvaibhavBCOM723@com.alliance.edu.in	VAIBHAV LAXMI SINGH	4
33	tradhikaBBA24@bus.alliance.edu.in	RADHIKA T	5
34	aatikBBA723@bus.alliance.edu.in	ATIK ALI MD	4
35	gnoharBBA24@bus.alliance.edu.in	NOHAR GEORGE SINGH MANN	3
36	rmaratiBBA24@bus.alliance.edu.in	MARATI RAHUL REDDY	5
37	rseyaBBA723@bus.alliance.edu.in	SEYA RAJESH KENKRE	4
38	csunkaraBBA723@bus.alliance.edu.in	SUNKARA CHAITANYA	5
39	mantonyBBA24@bus.alliance.edu.in	ANTONY MARTIN A	4
40	dikrishBBA24@bus.alliance.edu.in	KRISH DINESH GORASIYA	3
41	padityaBBA24@bus.alliance.edu.in	ADITYA PANARA	4
42	aandrewBBA24@bus.alliance.edu.in	ANDREW AJIT	4
43	raghavBBA723@bus.alliance.edu.in	RAGHAV	4
44	shathikBBA24@bus.alliance.edu.in	SHATHIK	4
45	danshBBA723@bus.alliance.edu.in	ANSH DIVEDI	5
46	asomisettyBBA24@bus.alliance.edu.in	SOMISETTY ADITHYA CHAKRI	5
47	vtadipatriBBA24@bus.alliance.edu.in	TADIPATRI VENKATA LAKSHMI VAISHNAVI	1
48	jrashishBBA24@bus.alliance.edu.in	RASHISH JHA	5
49	sshreejitBBA723@bus.alliance.edu.in	SHREEJIT SAHA	4
50	rchigullapallyBBA24@bus.alliance.edu.in	CHIGULLAPALLY RISHI RAJ	5
51	hkrishBBA24@bus.alliance.edu.in	KRISH HARESH NIKHARE	5


Dr. Sammita Bal
ICC Convener





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-25
Title of the event	:	Guest Session on "FROM IDEAS TO IMPACT: COMMERCIALIZING INNOVATION THROUGH IP"
Duration of activity	:	2 hours
Date of Activity	:	April 29, 2025 (Thursday)
Objective	:	To educate students and faculty about commercializing innovation through intellectual property rights, in celebration of World IP Day 2025 with the theme "IP and Music: Feel the Beat of IP"
Event Details	:	Speakers: Dr. Bijay Kumar Sahu Senior Regional Manager and Head (Outreach Office), Associate Editor-Invention Intelligence, National Research Development Corporation, Department of Science and Industrial Research, Ministry of Science and Technology, Government of India Location: Moot Court, Learning Centre - 1, Alliance University, Bengaluru Time: 10:00 AM
Participant Details		
Number of Student Participants	:	75
Number of Faculty Participants	:	20



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EVENT POSTER:

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WORLD IP DAY 2025

Theme: IP and Music: Feel the Beat of IP

GUEST SESSION ON

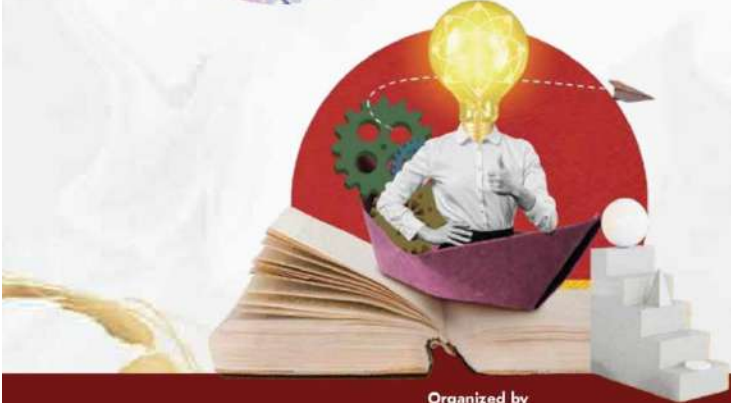
FROM IDEAS TO IMPACT

COMMERCIALIZING INNOVATION THROUGH IP

April 29, 2025 (Tuesday) | 10.00 AM
Venue: Moot Court, Learning Centre - 1



Dr. Bijay Kumar Sahu
Senior Regional Manager and Head (Outreach Office),
Associate Editor-Invention Intelligence
National Research Development Corporation
Department of Science and Industrial Research
Ministry of Science and Technology, Government of India



Organized by
Centre for Research, Alliance University, Bengaluru
in association with
Intellectual Property Rights Cell and Institution's Innovation Council, Ministry of Education, Government of India

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Photographs:



During the session



During the session



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Key outcome	: • Participants gained comprehensive understanding of the innovation-to-commercialization pipeline and the role of intellectual property in transforming ideas into market-ready products • Enhanced awareness about different types of IP protection mechanisms including patents, trademarks, copyrights, and their strategic importance in business development • Learned about NRDC's role in technology transfer and commercialization support for researchers and innovators • Understanding of the World IP Day 2025 theme connecting IP protection with creative industries, particularly music and entertainment • Exposure to real-world case studies of successful IP commercialization from laboratory to market • Knowledge about government schemes and funding opportunities available for IP-based startups and innovations • Networking opportunity with industry expert and potential collaboration possibilities for ongoing research projects
Media Coverage	: https://www.youtube.com/watch?v=hyiKtzAbU5I
Feedback	: The guest session received overwhelmingly positive feedback from both students and faculty participants. Students expressed that Dr. Sahu's presentation significantly enhanced their understanding of the commercial potential of research and innovation. Many participants noted that they gained valuable insights into how patents and other intellectual property rights serve as strategic business tools, which was previously unclear to them. The real-world examples and case studies of successful IP commercialization presented during the session were particularly well-received, with students mentioning that these examples provided clear pathways for transforming university research into market-ready solutions. Faculty members appreciated the comprehensive overview of NRDC's technology transfer mechanisms and found the information highly relevant for guiding their research students and



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ongoing innovation initiatives. The session effectively addressed the gap between academic research and commercial applications, providing faculty with practical knowledge about government support schemes and funding opportunities that could benefit their institutional startup incubation programs. Several faculty members indicated that the insights shared would enhance their ability to mentor students in research commercialization.

The connection to the World IP Day 2025 theme "IP and Music: Feel the Beat of IP" was particularly engaging for participants, making complex intellectual property concepts more relatable and accessible. Attendees expressed appreciation for how the session contextualized IP protection within creative industries, broadening their perspective beyond traditional technology sectors.

Overall, the session achieved an impressive satisfaction rating of 4.7 out of 5.0, with approximately 95% of participants indicating that they found the content highly valuable and directly relevant to their academic and professional goals. The interactive elements and networking opportunities provided during the session were also highlighted as beneficial aspects of the program.


Dr. Samita Bal
IDC Convenor





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-25
Title of the event	:	“International Women’s Day Celebration 2025 On the theme <i>Accelerate Action</i> ”
Duration of activity	:	2 PM – 4 PM
Date of Activity	:	March 7, 2025
Objective	:	To celebrate and honor the strength, resilience, and achievements of women across diverse fields, acknowledging their invaluable contributions to society. To promote awareness and dialogue on gender equity and women’s empowerment, fostering an inclusive environment that encourages progress and equal opportunity. To recognize and felicitate outstanding women through the “Alliance Mahila Spandana Awards 2025”, celebrating role models who have made significant societal impacts. To engage the community through cultural performances, exhibitions, and interactive sessions, creating a vibrant platform for expression, inspiration, and collective celebration.
Event Details	:	Speakers: Dr. Pramod G K, a distinguished civil servant and medical professional Location: Alfresco, Alliance University
Participant Details		



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Number of Student Participants	:	500
Number of Faculty Participants	:	250

Event Poster:

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ALLIANCE CENTRE FOR WOMEN EMPOWERMENT

INTERNATIONAL WOMEN'S DAY 2025
MARCH 7, 2025 AT ALLIANCE UNIVERSITY
4 PM ONWARDS, AL-FRESCO

ACCELERATE ACTION

CHIEF GUEST
PADMA SHRI SHRI (DR.) C. N. MANJUNATH
Member of Parliament
Bengaluru Rural, Karnataka

GUEST OF HONOUR
SHRI N. CHALUVARAYA SWAMY
Minister of Agriculture
of Karnataka

GUEST OF HONOUR
PADMA SHRI SMT. (DR.) BHARATHI VISHNUVARDHAN
Veteran Actress

LIVE MUSICAL EVENING BY
SMT. SANGEETA KATTI KULKARNI
Indian Playback Singer



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INTERNATIONAL WOMEN'S DAY 2025

FRIDAY, 7th MARCH 2025



COMPETITION MANIA: UNLEASH YOUR POTENTIAL!

UNLEASH INDIAN COLORS RANGOLI COMPETITION Theme: Women - The Colors of Change / A World with Her Vision Team Size: 4 - 5 members per team Participants need to carry their own items.	EMPOWERMENT THROUGH PAINT POSTER MAKING COMPETITION Theme: Unaid - The Power Within / Accelerate Action Team Size: INDIVIDUAL Participants need to carry their own painting material. Drawing sheets will be provided.
ACE THE CHALLENGE MAD - ADS COMPETITION Team Size: 3 - 5 members per team Time Limit: 20 minutes to prepare, 5 minutes to present.	ARGUE YOUR WAY TO VICTORY DEBATE DOMINATION Team Size: 2 members per team Topic: On-Spot
SHE SHINES THE ULTIMATE WOMEN'S TECH BATTLE Theme: Survival of the fittest coders Team Size: 2 members per team	STRENGTH & STRATEGY TUG OF WAR Theme: Wonder Woman of Strength Team Size: 10 members per team
RHYTHM & RHYME DANCE/SONG Theme: Women Empowerment Team Size: 3 - 10 members per team Duration: 5 Minutes	FASHION FORWARD DRESS THE MODEL Theme: Accelerate Action, Fashion as a Statement Team Size: 5 members per team (designer, stylist, model)

Competitions are open only to women participants from schools (grade 9 to 12), colleges and universities

Chandapura - Anekal Main Road, Bengaluru - 562106, Karnataka, India

Phone : +91 90030 15505, 96611 77215

For more details click the link below

<https://www.alliance.edu.in/au-events/IWD2025>



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ESTEEMED GUESTS



DR. PADMINI PRASAD
Healthcare



SUDHA BELAWADI
Theatre & Films



DR. SHUKLA BOSE
NGO Founder



MADHURIMA AGARWAL
Business Leader



DR. SUMAN SHREE R
Healthcare



KAVITA MISHRA
Agriculture



ANITHA NANDA
Agriculture



DR. HEMA PATTANASHETTY
Literature



DR. SHYLAJAA SURESH
Literature



SHILO SHIV SULEMAN
Artist



YAMUNA K
Education



INDIRA P.G.
Education



POOJA PRASANNA
Media & Journalism



NAVITHAA JAIN
Media & Journalism



PRARTHANA KAUL
NGO Founder



DR. VIJAYA SUBBARAJ
Education



SHOBHA NARAYAN
Sports



RICHA SINGH
Healthcare



SHOBHA RAGHAVAN
Entrepreneur



PAYAL SAKHUJA
Alumni Entrepreneur



SRISHTY JAIN
Alumni Entrepreneur



SANDHYA S
Alumni Entrepreneur



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**Key
Highlights**

1. In a powerful demonstration of community engagement and social responsibility, Alliance University launched the **Alliance Kaushalya Spandana** initiative as part of its International Women's Day Celebration 2025, in collaboration with the Corporate Social Responsibility (CSR) Team. This initiative aims to empower women from the Hakki Pikki Village through skill development and self-reliance.
2. Upon completing the training, **20 selected participants** from the Hakki Pikki community will receive sewing machines, donated to them as part of the initiative. The aim is not only to provide vocational skills but also to foster a sense of self-reliance and confidence among the women.
3. **Padma Shri Dr. Bharathi Vishnuvardhan**, a legendary actress of Indian cinema, attended the event as the Guest of Honour and was presented the **Alliance Mahila Spandana Award** for her extraordinary contributions to the film industry. Among the awardees were **Dr. Padmini Prasad, Dr. Suman Shree R, and Richa Singh** for Healthcare; **Sudha Belawadi** for Theatre and Films; **Dr. Shukla Bose and Prarthana Kaul** for Philanthropy; **Anuja Agrawal** for **Business & Leadership**; **Dr. Shylajaa Suresh, Dr. Hema Pattanashetty**, and **Dr. Vijaya Subbaraj** for Literature; **Yamuna K and Indira P.G.** for Education; **Anitha Nanda and Kavitha Mishra** for Agriculture; **Pooja Prasanna and Navithaa Jain** for Media & Journalism; and **Shobha Narayan** for Sports. **Payal Sakhuja, Srishty Jain**, and **Sandhya S** were honoured for their entrepreneurial excellence as alumni. **Sangeeta Katti Kulkarni** was recognized for her contributions to Art & Culture, she also performed at the event along with her team, adding a vibrant cultural touch to the celebrations.
4. As part of the International Women's Day 2025 celebrations at Alliance University, the **NSS Cell**, in collaboration with the **Women Empowerment Cell**, proudly launched **Mahila Sablikaran** on **8th February 2025**—a transformative initiative aimed at upskilling underprivileged women and girls. This initiative aligns with the year's theme, "*Accelerate Action*", by directly addressing skill gaps and promoting financial and social independence among women.



5. As part of the International Women's Day Celebration 2025 at Alliance University, a series of vibrant campus competitions were organized to engage students, in creative and intellectual pursuits. A series of powerful talks were delivered by thought leaders. Topics ranged from sustainability, entrepreneurship, and women's health to breast cancer awareness.
6. 10+ women-led ventures participated in the exhibition. The showcase attracted 1000+ visitors, promoting local entrepreneurs and fostering collaborations. Products ranged from handicrafts and eco-friendly items to innovative services.

Key

outcome

:

1. Honoured and celebrated women across multiple sectors
2. Promoted inclusive development through skill-building and community outreach
3. Created opportunities for underprivileged communities
4. Recognized blue-collar workers and their contributions
5. Strengthened the university's engagement with alumni and local enterprises

Media

Coverage

:

https://www.linkedin.com/posts/sandhya-sureshkumar_if-someone-had-told-me-back-in-my-mba-days-activity-7303804959366467584-45Zo?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAXALAwBTB-egVPLZKodSY8qOuRp081rXas

Feedback

:

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Dr. Samita Bal
IIC convenor





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-25
Title of the event	:	Alliance One-Code Sangram on the eve of National Technology Day
Duration of activity	:	30Hrs
Date of Activity	:	19-21 March,2025
Objective	:	• Harness coding expertise to create impactful SDG solutions. • Foster collaboration to address global challenges together. • Challenge tech and sustainability with innovative solutions. • Connect changemakers to innovate and create impact.
Event Details	:	Speakers: Mr. Vivek, Mr. Puneet Jain, Mr. Murthy, Mr. Tarun, Ms. Aarsi Location: Alliance University Bangalore, LT-507,508
Participant Details		
Number of Student Participants	:	150
Number of Faculty Participants	:	10



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EVENT POSTER:



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IEEE
BANGALORE SECTION

Register by 17th
March, 2025



SCAN TO REGISTER
FOR ALLIANCE ONE 3.0

Alliance University
Invites you on

Code Sangram

19-21 March 2025

Register by 18th
March, 2025



SCAN TO REGISTER FOR
ACCOMMODATION & FOOD

Guidelines:

1. **About:** A national hackathon to build innovative solutions for real-world challenges.
2. **Team Composition:** 3-5 members (Minimum one female member, Mentor required)
3. **Registration:** Registration of INR 3000 fee for the Final Fight. (per team)
4. **Cash Prizes:** Championship - INR 1,00,000, First Runners-Up - INR 75,000 Second Runners-Up - INR 50,000, Top 10 Teams - INR 5000
5. **Rules:** Open to UG, PG and Research Scholars, participants must bring their own laptops and other devices, strict adherence to deadlines and original work is required.
6. **Round-1:** Online Presentation(8-10 mins) on the problem statements(will be shared after registration)
7. **Final Fight:** All the team selected in round-I will be called for 30 hrs of the hackathon(offline)

Mr. Sachin S Bhumar- Student Coordinator (Tel: +91 8050051655)



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CODE SANGRAM

Jury Panel Member



Friday, 21 March
2025



Time
at 09.00 am
Onwards

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Mr. Victor C.

Founder, MyPathFinder



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**Aarsi
Kumar**

Software Quality

Senior Engineer

Judge Panel Member

@Code Sangram,

AllianceOne 3.0



Dell Technologies

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Empowering startups with innovative talent sourcing strategies because great hiring goes beyond job portals!

Mr. Shivkumar Gurram
Founder & Startup Recruiter Sourcing@rross

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“ Driving Digital Transformation with Scalable Cloud Solutions and DevOps Excellence ”

Mr. Tarun Marwaha
Senior Cloud Architect
ABB

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“ Innovate, mentor, and build—transforming ideas into impact with technology at the core. ”

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Mr. Vivek Sridhar
CTO- Microsoft for Startups



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EVALUATION TEAM



Mr. Abhishek Das
CO-FOUNDER, CTO
SOURCINGXPRESS



Mr. Vishnu Murty
DMTS | Automation Architect
Dell Technologies



Punit Jain
Co-Founder,
Reskill

CODE SANGRAM

Photographs:





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- Key outcome :**
- Designing impactful SDG-driven software prototypes for global challenges.
 - Innovative solutions can lead to patents, copyrights, publications, research projects and impactful articles.
 - Award recognition, pitching opportunities, and industry connections.
 - Foster collaborations, partnerships, and funding opportunities

Media Coverage : https://www.linkedin.com/posts/harshan-j-45a07b322_codesangram2025-hackthefuture-techwarriors-activity-7307938760258658305-NTSe?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAXALAwBTB-egVPLZKodSY8qOuRp081rXas

Feedback :

Overall, how was the event?

4.36

Average Rating





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How was the difficulty level of the coding challenges?

3.88

Average Rating



How was the communication and guidance from Coordinators?

4.48

Average Rating





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Were your expectations of the event met?

Beyond my expectations	10
Met as expected	14
Below my expectations	1

Which part of the event you enjoy the most and learnt alot?

[More detail](#)

25

Responses

Latest Responses

"Interaction with coordinators"

"Evaluation part"

"Night life in the college with working and exploring teammates"

...

5 respondents (22%) answered night for this question.

[Update](#)

Working through night code sangram problem Night life working hard
company technicians Interaction with the jury Working night code hours friends at night
real-world Starting of the event night time college Evaluation and feedback
Communicate with mentors 3rd place constructive feedback



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What was the most valuable aspect of the event for you?

[More details](#)

25

Responses

Latest Responses

"Learning various things"
"When we completed our project"
"Watching different projects"
...

5 respondents (22%) answered Prize winning for this question.

[Update](#)

nature of the college
world challenge
new things
timely feedback
feedback
work
team
industry experts
different projects
judge of our project
time constraints
Industrial Experts
valuable aspect
Collaboration and hospitality
project
moment
Prize winning

Tell us how we can improve & what we can do better.

[More details](#)

25

Responses

Latest Responses

"Its better the way it is and prepare in advance for arrangements."
"Provide with proper refreshments.."
"Try to provide some hardware components like raspberry pi and electronic e..."
...

8 respondents (17%) answered Better Refreshments for this question.

[Update](#)

networking sessions
complete care
female teammate
raspberry pi
male teammates
Providing snacks
fine
Hackathon
real time
hardware components
night time
participants
electronic equipmentFor
teammates was really good
night
industry experts
Hackathon event
care
events
Better Refreshments


Dr. Sarmita Bal
IIC convenor





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-25
Title of the event	:	Technical Seminar on “X-Ray Diffraction” — Unlocking Innovation through Scientific Instrumentation
Duration of activity	:	2 PM-4PM
Date of Activity	:	12 th May 2025
Objective	:	To commemorate the spirit of <i>World Creativity and Innovation Day</i> by fostering scientific innovation through exposure to advanced analytical techniques. The session aimed to: • Instill foundational knowledge of X-ray Diffraction (XRD) • Showcase innovations in XRD instrumentation and measurement methods • Highlight applications in high-impact areas like temperature-based studies and battery research • Inspire researchers and students to creatively apply scientific tools in solving real-world challenges
Event Details	:	Dr. Benedikt Schrode Product Manager – XRD, Anton Paar GmbH, Graz, Austria Location: CFR Boardroom, First Floor, LC2, Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	75



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Number of Faculty Participants	:	40
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EVENT POSTER:



The poster features a lightbulb icon with a blue base and a yellow and orange top, surrounded by small colorful dots. To the right of the lightbulb, the text reads: TECHNICAL SEMINAR ON X-RAY DIFFRACTION. Below this, in orange, is UNLOCKING INNOVATION THROUGH SCIENTIFIC INSTRUMENTATION. The date MAY 12, 2025 is in bold blue. The location is Alliance School of Liberal Arts in collaboration with Center for Research (CFR) and Sophisticated Testing and Instrumentation Center (STIC). The speaker is Dr. Benedikt Schrode, Product Manager - XRD at Anton Paar GmbH, Austria. The event is in Hybrid Mode at CFR Boardroom, First Floor, LC2, starting at 02:00 PM. The Institution's Innovation Council logo is in the top right corner.

TECHNICAL SEMINAR ON X-RAY DIFFRACTION

UNLOCKING INNOVATION THROUGH SCIENTIFIC INSTRUMENTATION

MAY 12, 2025

Alliance School of Liberal Arts
in collaboration with
Center for Research (CFR) and
Sophisticated Testing and Instrumentation
Center (STIC)

SPEAKER:
Dr. Benedikt Schrode
Product Manager - XRD
Anton Paar GmbH, Austria

Hybrid Mode
CFR Boardroom, First Floor, LC2
02:00 PM



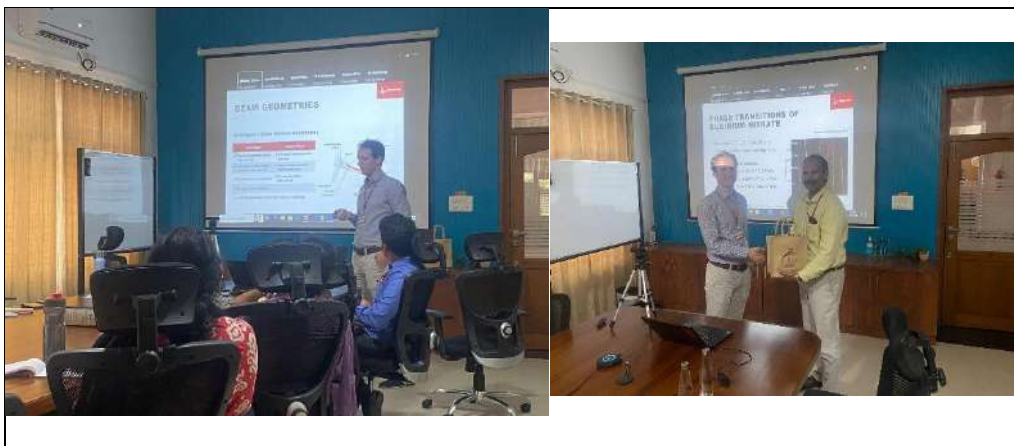
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Photographs:



During the session



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- Key outcome :**
- Reinforced the role of scientific innovation in advancing analytical methods, aligning with the creative and innovative spirit celebrated globally on World Creativity and Innovation Day.
 - Enabled participants to understand both fundamental and advanced principles of XRD, including Bragg's Law, crystallographic planes, sample handling, and beam geometries.
 - Demonstrated innovative applications of XRD such as non-ambient measurements and in-situ battery characterization, sparking new ideas for experimental research.
 - Encouraged interdisciplinary thinking by linking material science instrumentation with real-world challenges in energy, sustainability, and technology development.
 - Facilitated knowledge transfer between academia and global industry, fostering an innovation-driven mindset among young researchers.

Media : NA

Coverage

Feedback :

Offline-Participants

Online-Participants

Topic	ID and Host	Duration (minutes)
Technical Seminar on X-Ray Diffraction	7842415308	104

Technical seminar on X-ray Diffraction

Organized by

The Department of Science, Alliance School of Liberal Arts, in collaboration with the Center for Research (CFR) and Sophisticated Testing and Instrumentation Center (STIC)

Speaker: Dr. Benedikt Schrode, Application Scientists and Global Product Manager - XRD at Anton Paar

Date: 12-05-2025

Time: 11.30 am to 1 pm

Venue: CFR Board Room, Learning Centre 2, Alliance University

[illegible]



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	AllianceU ZoomR 13 (zoom.m13@alliance.edu.in)	
Name (original name)	Email	Guest
AllianceU ZoomR 13	zoom.m13@alliance.edu.in	No
Thatheyus Peter (HP)		Yes
Dr. Noel George		Yes
Arun Murugan		Yes
Benedikt Schrode		Yes
Dr.Sasmita Bal		Yes
Pooja S		Yes
Dr. Dibyangana Biswas		Yes
Anjali		Yes
Dr.K.Arun prasath		Yes
JAYNUL ABEDIN KHAN		Yes
Indran Suyambulingam		Yes
sunesh narayanan		Yes
Karthic.s		Yes
Vimal Chanth		Yes
Danish Prabhu		Yes
Dr.B.Muthu chozha rajan		Yes
Dr. Manjul Gondwal		Yes
Indiralekha S		Yes
Dr. Suvarna R		Yes
Sujit Kumar Jha		Yes
Praveena P.		Yes
Debadatta Mishra		Yes
Pritam Batabyal		Yes
brahmini harsha		Yes
Ananth S (vivo V2315)		Yes
Ananth S		Yes



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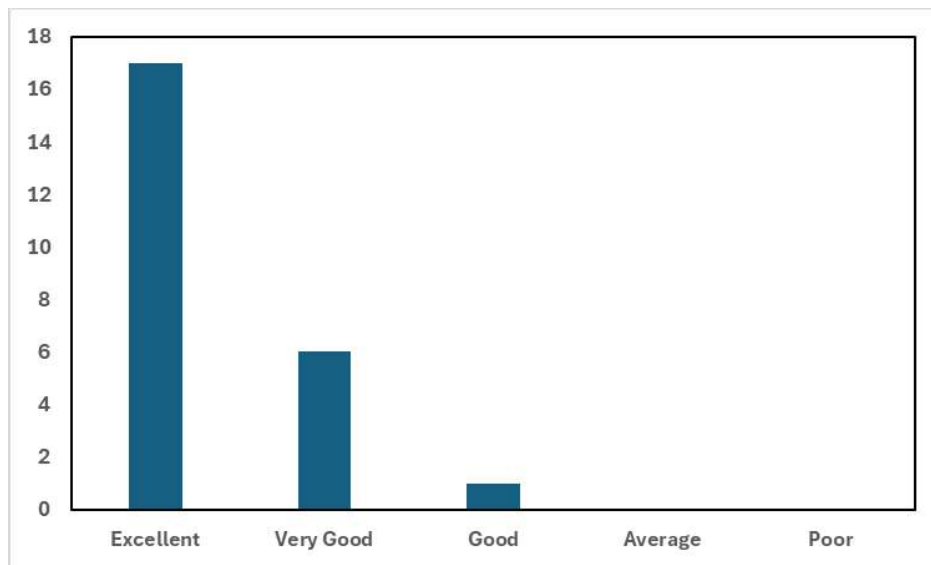


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Participant's Feedback




Dr. Samrita Bal
ICC Convener





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-2025
Title of the event	:	Inauguration of IP UTSAV and Celebration of World Creativity and Innovation Day
Duration of activity	:	11.30am-1 pm
Date of Activity	:	21 st April 2025
Objective	:	1. To highlight the transformative power of creativity and innovation in driving economic, social, and cultural development. 2. To raise awareness of the role of the intellectual property system in encouraging and safeguarding creativity across sectors. 3. To inaugurate IP UTSAV as a national platform fostering IP literacy and engagement among creators, innovators, and the public.
Event Details	:	Speakers: Dr. Sacha Wunsch-Vincent Head of Section, Economics and Statistics Division, and co-editor of The Global Innovation Index (GII) at the World Intellectual Property Organization (WIPO) Prof. (Dr). Unnat P. Pandit Controller General of Patents, Designs & Trademarks Registrar of Copyright and Geographical Indication, DPIIT, MoCI, Government of India Location: Class rooms, Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	75



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Number of Faculty Participants	:	32
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EVENT POSTER:

Ministry of Education
Government of India

MoE's INNOVATION CELL
(GOVERNMENT OF INDIA)

Inauguration of IP UTSAV
IP and music: Feel the beat of IP (21st April – 26th April 2025)

**Celebration of World Creativity and Innovation Day
&
Intellectual Property UTSAV**

21st April 2025
Monday, 11:30 AM

Prof. T. G. Sitharam
Chairman, AICTE
Ministry of Education, Govt. of India

Dr. Abhay Jere
Vice Chairman AICTE &
Chief Innovation Officer (CIO)
Ministry of Education, Govt. of India

Dr. Sacha Vincent
Head of Section, Economics and Statistics
Division, and co-editor of The Global
Innovation Index (GII) at the WIPO

Prof. (Dr.) Unnat Pandit
Controller General of Patents, Designs & Trademarks
Registrar of Copyright and Geographical Indication,
DPIIT, MoCI, Government of India

Join us

LIVE **/MoEInnovationCell**
STREAMING

Photographs:



During the session



During the session



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- Key outcome :**
1. Participants gained a deeper understanding of the importance of intellectual property protection, especially in the context of innovation, creativity, and startups.
 2. The session provided valuable insights into the latest trends in global IP laws, with a particular focus on how they apply to emerging innovations and startups.
 3. The event emphasized how IP protection is crucial for the success and growth of startups, inspiring participants to consider IP strategies when launching new ventures.
 4. The celebration of World Creativity and Innovation Day highlighted the role of creativity in driving technological and societal progress, motivating participants to foster a culture of innovation.
 5. The session emphasized the contribution of strong IP systems to national economic development, especially in the context of technology-driven industries.

Media Coverage : <https://www.youtube.com/live/flcI-l0aLhk>

Feedback :

Name	Name of school	How was the session ? Max.5	Registered Email id
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Dr. Sarmita Bal
IIC convenor





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-2025
Title of the event	:	Discover more with Design Registrations
Duration of activity	:	11.30 am-1 pm
Date of Activity	:	22 nd April 2025
Objective	:	1. To develop a practical understanding of the protection available through patents and industrial designs. 2. To demystify the application and registration process, emphasizing accessibility and strategic benefits for inventors and creators. 3. To demonstrate how design and patent rights contribute to innovation, product differentiation, and competitive advantage in the marketplace.
Event Details	:	Speakers: Dr. Chakravarthy Prof. & Dean School of Design Innovation, Mahindra University Prof. B. K. Chakravarthy is the Founding Dean of the School of Design Innovation at Mahi Prof. Gauri Gargate Faculty, IP Law & Management, IIT Kharagpur Location: Class rooms, Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	72
Number of Faculty Participants	:	22



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EVENT POSTER:

Ministry of Education
Government of India

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IP UTSAV

IP and music: Feel the beat of IP
(21st April - 26th April 2025)

Discover more with Design Registrations

Speaker

Dr. BK Chakravarthy
Prof. & Dean School of Design Innovation, Mahindra University

Prof. Gauri Gargate
Ass. Professor, IIT Kharagpur

Innovation, Startup and IPR

Ministry of Education
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IP UTSAV

IP and music: Feel the beat of IP (21st April - 26th April 2025)

Discover more with Design Registrations

Dr. BK Chakravarthy
Prof. & Dean School of Design Innovation, Mahindra University

Prof. Gauri Gargate
Ass. Professor, IIT Kharagpur

22nd April 2025
Tuesday, 11:30 AM - 1:00 PM

Join us

Live in 116 minutes
April 22 at 11:30 AM

LIVE **Notification on** **tionCell**

Photographs:





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- Key outcome :**
1. Participants developed a clear and applicable understanding of how patents and industrial designs offer legal protection for inventions and product aesthetics. The session helped bridge the gap between theoretical IP knowledge and its real-world application, particularly in innovation-led sectors.
 2. The session successfully simplified the complexities involved in IP filing, making the process appear more accessible and approachable for student innovators, researchers, and entrepreneurs. Strategic benefits such as commercialization, licensing opportunities, and portfolio building were also highlighted.
 3. The event emphasized how IP protection is crucial for the success and growth of startups, inspiring participants to consider IP strategies when launching new ventures.

Media Coverage : <https://www.youtube.com/live/fIcI-l0aLhk>

Feedback :

Name	Name of school	How was the session ? Max.5	Registered Email id
PRABHANJAN P BHARADWAJ	Alliance University of Engineering	4	pprabhanjanbtech23@ced.alliance.edu.in
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OVERALL ACTIVITY REPORT

Academic Year	:	2024-2025
Title of the event	:	Copy That! Copyrights Uncovered
Duration of activity	:	11.30 am-1 pm
Date of Activity	:	23 rd April 2025
Objective	:	1. To enhance knowledge of copyright as a key IP tool protecting original literary, artistic, and digital works. 2. To discuss the legal framework, rights of authors, and enforcement mechanisms available under national and international regimes. 3. To promote respect for copyright and foster a deeper understanding of its role in supporting creative economies. 4. To discuss the legal framework, rights of authors, and enforcement mechanisms available under national and international regimes. 5. To promote respect for copyright and foster a deeper understanding of its role in supporting creative economies.
Event Details	:	Speakers: Ms. Anooja Padhee Partner at K&S Partners, Intellectual Property Attorneys Dr. Hemant Khosla Sr. Examiner of TM, GI & Copyrights and Deputy Registrar of Copyrights, DPIIT Ministry of Commerce & Industry, Gol Location: Class rooms, Alliance University, Bengaluru



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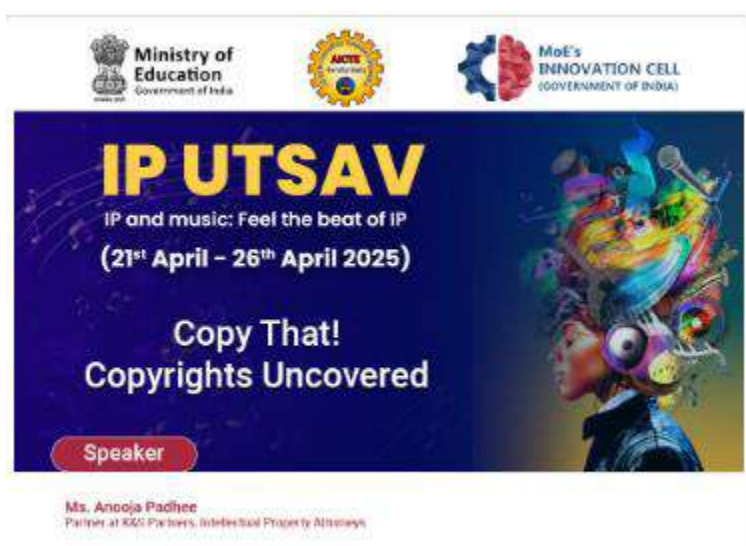
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Participant Details		
Number of Student Participants	:	84
Number of Faculty Participants	:	58

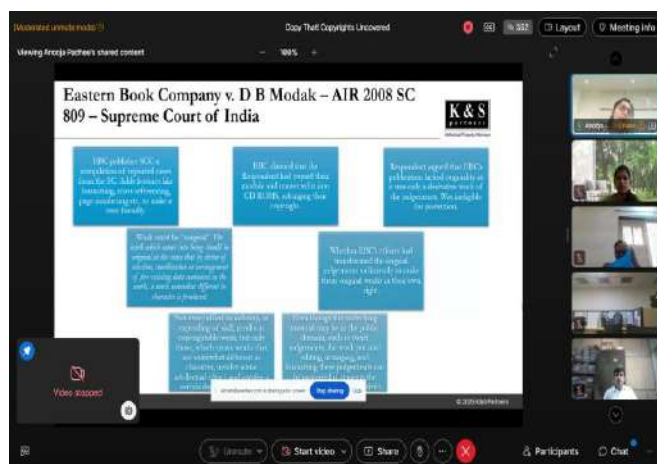
EVENT POSTER:



Photographs:



During the session



During the session



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- Key outcome :**
1. Participants developed the core principles of copyright, including its purpose, scope, and the types of works it protects under both national and international legal frameworks.
 2. Learners able to identify the rights of authors and creators and evaluate the enforcement mechanisms available for copyright protection in various jurisdictions.
 3. Learners developed an appreciation for the importance of copyright in the creative economy and demonstrate the ability to advocate for ethical use and protection of intellectual works.

Media : <https://www.youtube.com/live/vho21ZXwVIs>

Coverage

Feedback :

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OVERALL ACTIVITY REPORT

Academic Year	:	2024-2025
Title of the event	:	Mark the Spot: Trademarks Talk
Duration of activity	:	11.30 am-1 pm
Date of Activity	:	24 th April 2025
Objective	:	1. To understand the fundamentals of trademarks and geographical indications (GIs) and their role in branding and origin identity. 2. To learn the registration process, protection mechanisms, and enforcement of trademarks and GIs. 3. To explore how trademarks and GIs add economic value and promote regional products and heritage.
Event Details	:	Speakers: Dr. Rahul Taneja Scientist B, Haryana State Council for Science, Innovation and Technology, Directorate of Science and Technology (Haryana), and Registered Patent & Trademark Agent Location: Class rooms, Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	75
Number of Faculty Participants	:	115

EVENT POSTER:



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IP UTSAV

IP and music: Feel the beat of IP

(21st April – 26th April 2025)

**Mark the Spot:
Trademarks Talk**

Speaker

Dr. Rahul Taneja

Scientist, Patent Information Centre, Department of Science and Technology



[Link to Join the Session](#)



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IP and music: Feel the beat of IP (21st April – 26th April 2025)



Dr. Rahul Taneja

Scientist, Patent Information Centre,
Department of Science and Technology

**Mark the Spot:
Trademarks Talk**



24th April 2025

Thursday, 11:30 AM – 1:00 PM

Join us

Photographs:





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- Key outcome :**
1. Participants developed a clear understanding of the fundamentals, significance, and legal aspects of trademarks and geographical indications, including their definitions, characteristics, and scope.
 2. Learners able to understand the procedures for registration, legal protection, and enforcement mechanisms related to trademarks and GIs in both national and international contexts.
 3. Learners developed an understanding of the role of trademarks and GIs in enhancing brand value, promoting local heritage, and contributing to regional economic development.

Media Coverage : https://www.youtube.com/live/e1LS_GpUmlE

Feedback :

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OVERALL ACTIVITY REPORT

Academic Year	:	2024-2025
Title of the event	:	Significance of IP Protection and Commercialization
Duration of activity	:	11.30 am-1 pm
Date of Activity	:	23 rd April 2025
Objective	:	• To explore the economic and strategic benefits of IP protection across sectors. • To understand various IP commercialization avenues including licensing, technology transfer, and startup incubation. • To identify government schemes and support systems available for IP- driven innovation and business growth.
Event Details	:	Speakers: Dr. Sripathi Rao Kulkarni Senior Principal Scientist, CSIR Innovation Complex - Mumbai Location: Class rooms, Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	70
Number of Faculty Participants	:	28

EVENT POSTER:



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Government of India



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INNOVATION CELL**
(GOVERNMENT OF INDIA)

IP UTSAV

IP and music: Feel the beat of IP (21st April - 26th April 2025)



Dr. Sripathi Rao Kulkarni

Senior Principal Scientist, CSIR Innovation
Complex - Mumbai

Significance of IP Protection and Commercialization



25th April 2025

Friday, 11:30 AM - 1:00 PM

Join us

The image is a composite of four panels. The top-left panel shows a Zoom meeting interface. At the top, it says 'Moderated session (only you)' and 'Significance of IP Protection and Commercialization'. Below this is a list of participants: 'Dr. Shree... Unlinked', 'Dhanraj P. JNF Dahi Unlinked', 'Shruti Singh Brato Unlinked', 'Yogesh Brahman... Unlinked', and a video thumbnail of a person. Below the participant list, it says 'Viewing Mr. Shree Anandam, MEd's Innovation Cell's shared content'. The main content area shows a presentation slide titled 'Significance of IP Protection and Commercialization' from the 'Ministry of Education, Government of India'. The slide mentions 'Bharatmala and IP Week celebration' and 'IP Week 2025'. At the bottom of the Zoom window, it says 'No camera'.

The top-right panel is a photograph of a lecture hall. Students are seated at desks, facing a screen displaying the same presentation slide. A GPS overlay at the bottom right of the photo shows the location: 'Anekal, Karnataka, India', 'Pp5+r82, University Campus, Anekal, Karnataka 562107, India', 'Lat 12.73182° Long 77.708272°', and '25/04/2025 11:55 AM GMT +05:30'.

The bottom-left panel is another photograph of the same lecture hall, showing students seated at desks, facing the screen. A GPS overlay at the bottom right of the photo shows the location: 'Anekal, Karnataka, India', 'Pp5+r82, University Campus, Anekal, Karnataka 562107, India', 'Lat 12.731834° Long 77.708052°', and '25/04/2025 11:58 AM GMT +05:30'.

The bottom-right panel is a third photograph of the same lecture hall, showing students seated at desks, facing the screen. A GPS overlay at the bottom right of the photo shows the location: 'Anekal, Karnataka, India', 'Pp5+r82, University Campus, Anekal, Karnataka 562107, India', 'Lat 12.73182° Long 77.708272°', and '25/04/2025 11:55 AM GMT +05:30'.



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(Moderated unmute mode)

Speaking: Dr. Sripathi Rao Kulkarni

Viewing Sruthy Abraham, MoE's Innovation Cell's shared content 100%

CLAIM INFORMATION

- Main Claim
- Dependent Claims
- Independent Claims
 - Compound(s)
 - Composition/Formulation
 - Method
 - Process of preparation
 - Design
 - Use
 - Method of treatment

Dr Kalyani Dasari
Unverified

Dr S Priya
Unverified

Dr Teegala Siva S...

Dr Venkata Sures...
Unverified



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- Key outcome :**
1. Participants developed the understanding of economic significance and strategic advantages of intellectual property protection across various industrial and service sectors.
 2. Learners able to identify key government initiatives, schemes, and institutional frameworks that support IP-driven innovation and utilize them effectively for business development and growth.
 3. Learners developed an understanding of IP commercialization mechanisms such as licensing, technology transfer, and startup incubation, and assess their role in innovation-driven entrepreneurship.

Media Coverage : <https://www.youtube.com/live/8ls1ucvmAeo>

Feedback :

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Dr. Samita Bal
IIC convenor





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-2025
Title of the event	:	Patent to Product (सृजंता से समृद्धि)
Duration of activity	:	11.30 am-1 pm
Date of Activity	:	26 th April 2025
Objective	:	1. To trace the journey from patent filing to product development and market entry. 2. To highlight the role of innovation, entrepreneurship, and ecosystem support in commercializing patents. 3. To inspire innovators by showcasing success stories of patent-led startups and technologies under the “Srujanta Se Samruddhi” (Creativity to Prosperity) theme.
Event Details	:	Speakers: Dr. Dara Ajay Head - Technology Transfer Office Intellectual Property Management Cell IIT Madras Location: Class rooms, Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	70
Number of Faculty Participants	:	25

EVENT POSTER:



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Dr. Dara Ajay

Head - Technology Transfer Office
Intellectual Property Management Cell
IIT Madras

Patent to Product (सृजंता से समृद्धि)



26th April 2025

Saturday, 11:30 AM - 1:00 PM



Sh. Jai Veer

Assistant Controller of Patents & Designs,
Intellectual Property Office,
Department for Promotion of Industry and Internal Trade (DPIIT),
Ministry of Commerce and Industry,
Government of India

Join us





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Photographs:





- Key outcome :**
1. Participants will be able to value and present case studies of successful startups and technologies that emerged through patent-led innovation, reflecting the “*Srujanta Se Samruddhi*” vision.
 2. Learners able Analyze the significance of innovation ecosystems, entrepreneurship, and institutional support in transforming patents into commercially viable products
 3. Learners developed an appreciation for the importance of copyright in the creative economy and demonstrate the ability to advocate for ethical use and protection of intellectual works.

Media : <https://www.youtube.com/watch?v=uBcJ5kVHf48>

Coverage

Feedback :

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OVERALL ACTIVITY REPORT

Academic Year	:	2024-2025
Title of the event	:	Building YUKTI Innovation Repositories in IIC Institutions
Duration of activity	:	11.30 am-1 pm
Date of Activity	:	20th May 2025
Objective	:	1. This session aims to guide IIC institutions in establishing YUKTI Innovation Repositories, an essential step in streamlining innovation support in campuses and enhancing funding opportunities for campus innovations and startups. 2. This session will provide detailed guidelines and participation criteria for two flagship schemes: YUKTI Innovation Challenge 2025 and the AICTE Productisation Fellowship.
Event Details	:	Speakers: Mr. Dipan Sahu Asst. Innovation Director, Ministry of Education's Innovation Cell & AICTE, Govt. of India Location: CFR Board room, Alliance University, Bengaluru
Participant Details		
Number of Student Participants	:	10 (Offline)+110(Online)
Number of Faculty Participants	:	15 (Offline)+75(Online)

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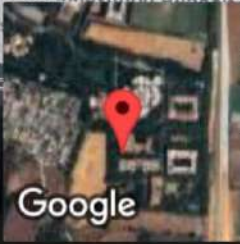
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ENGINE

  
jai gurukul
A digital network that celebrates ideas,
innovations and entrepreneurship

Waiting for Ministry of Education Innovation Cell
May 20, 2025 at 11:30 AM

Building YUKTI Innovation Repositories in IIC Institutions

GPS Map Camera

 Google

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Pph5+pc3, University Campus, Anekal, Karnataka 562107, India
Lat 12.728963° Long 77.708901°
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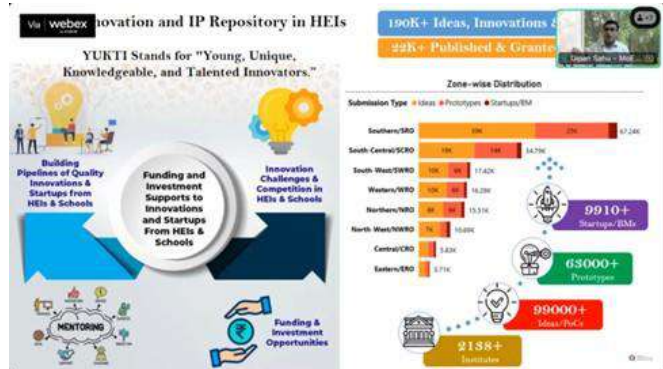
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Photographs:



Building YUKTI Innovation Repositories in IIC Institutions

Number of Fellowships

Stage 1: 500 Teams (Average Students in Each Team = 3).

Stage 2: 150 Teams (Average Students in Each Team = 3).

Processing / Selection Methodology

The proposal shall be submitted in the online mode on YUKTI Portal
(<https://yukti.mic.gov.in/aicte-fellowship>).

Phone: 011-29581149

Email: apf@aicte-india.org



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- Key outcome :**
1. Participants gained a clear understanding of the YUKTI Innovation Repository and its role in documenting, showcasing, and evaluating campus innovations, helping institutions align with national innovation policies.
 2. The session highlighted methodologies to transform student and faculty ideas into viable products, emphasizing prototyping, validation, and market readiness.
 3. Institutions and innovators were guided on how to leverage YUKTI to attract government grants, CSR support, and venture funding, thereby strengthening the financial pipeline for startups.
 4. The session encouraged IICs to institutionalize best practices in innovation documentation, IP registration, and startup mentoring, leading to improved performance metrics and star ratings.

Media Coverage : <https://www.youtube.com/live/t4WDZPgAb7M>

Feedback :

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Dr. Samita Bal
IIC Convener





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OVERALL ACTIVITY REPORT

Academic Year	:	2024-2025
Title of the event	:	Workshop on Advanced AWS Services and Project Implementation
Duration of activity	:	9hrs (8AM-5PM)
Date of Activity	:	24/3/2025
Objective	:	• Educate participants on designing and implementing cloud-based platforms that enhance partner and customer engagement. • Provide hands-on knowledge of AWS services (Lambda, EC2, microservices) for building resilient, high-performance cloud architectures. • Demonstrate techniques for real-time monitoring, automation, and analytics, focusing on large-scale network management best practices. • Showcase how data-driven strategies and automation improve operational efficiency and streamline workflows. • Foster a culture of collaboration, mentorship, and knowledge-sharing, empowering attendees to adopt best practices and drive technological advancements.
Event Details	:	Speaker : Mr. Meehl Maltiar is a Technical Leader and Software Engineering Architect CISCO Bengaluru Location: LT517 – LC2
Participant Details		



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Number of Student Participants	:	60
Number of Faculty Participants	:	12

EVENT POSTER:




SESSION ON
**ADVANCED AWS SERVICES AND
PROJECT IMPLEMENTATION**

 24th March 2025
 9.00 AM - 4.30 PM
 LT 517 LC2

SPEAKER


Mr. Meetu Maltiar
Technical Lead
CISCO Systems Bengaluru

Faculty Co-Ordinator:
Mrs. Nivedita Manohar Mathkunti
Assistant Professor, Dept. of CSE
ASAC, Alliance University, Bengaluru



Register Now



* Students needs to bring their laptop.

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Photographs:

Only Geo-tag photos During the session	Only Geo-tag photos During the session
 Anekal, Karnataka, India Ppj5+r82, University Campus, Anekal, Karnataka 562107, India Lat 12.731836° Long 77.708197° 24/03/2025 09:44 AM GMT +05:30 Google	



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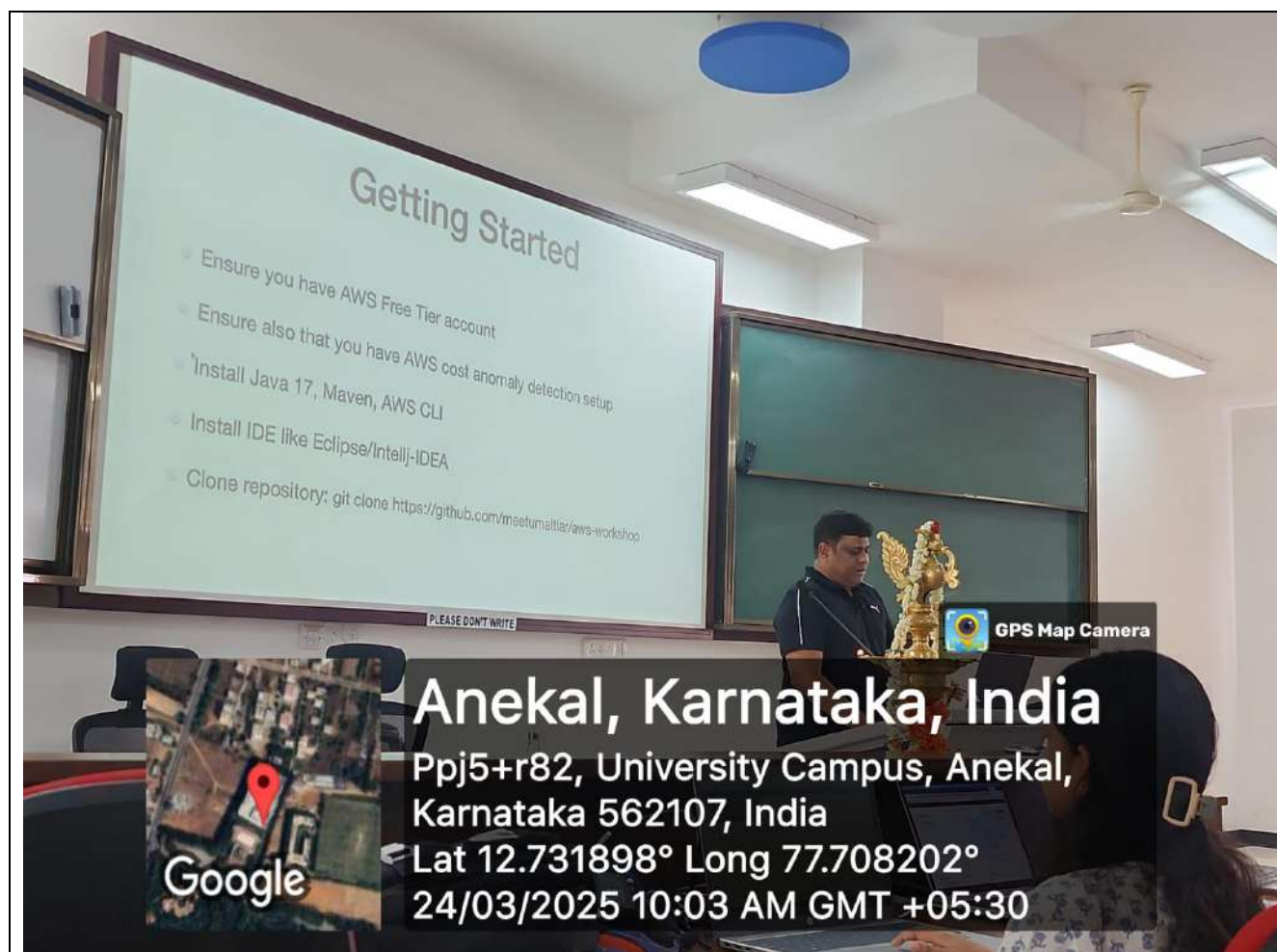
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Anekal, Karnataka, India

Ppj5+r82, University Campus, Anekal,
Karnataka 562107, India

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24/03/2025 04:17 PM GMT +05:30



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- Key outcome** :
- Enhanced Partner & Customer Engagement - The workshop provides insights into developing scalable cloud platforms that enable seamless collaboration and access to critical business data. Optimized Cloud Infrastructure - Participants will learn to design resilient and secure cloud architectures using AWS services (Lambda, EC2, microservices) to enhance system performance.
 - Improved Network Management - The session covers best practices in real-time monitoring, automation, and analytics, using case studies from Phalanx to demonstrate effective large-scale network management.
 - Increased Operational Efficiency - Attendees will explore how to implement data driven insights and automation to streamline workflows and improve decision-making in cloud-based systems.
 - Fostering Innovation & Knowledge-Sharing-The workshop promotes a culture of continuous learning, mentorship, and best practices, empowering participants to drive technological advancements in their organizations.

Media Coverage : NA

Feedback :

ID	Completion time	Name	On a scale of 5 (1 being least satisfied and 5 being very satisfied) : How would	On a scale of 5 (1 being least satisfied and 5 being very satisfied): Did you find the session relevant to	On a scale of 5 (1 being least satisfied and 5 being very satisfied): Did the session meet your expectations in terms of	On a scale of 5 (1 being least satisfied and 5 being very satisfied): Did you gain insights that you believe will be valuable for	On a scale of 5 (1 being least satisfied and 5 being very satisfied): How would you rate the overall experience	Is there any specific feedback or suggestion you have to improve the Institution
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			you rate the knowled ge shared by the speaker?	your field of study or program?	learning ?	your future career or studies?	of the session?	n's Innovatio n Council (IIC) events?
1	3/24/25 16:18:24	MARA GANIK UNTLA MOHA MMED NUMA N	5	5	5	5	5	5
2	3/24/25 16:18:25	ABHISH EK DINDA WAR	5	5	5	5	5	5
3	3/24/25 16:18:29	ROHIT RAJ	5	5	5	5	5	5
4	3/24/25 16:18:30	ASHU SINGH	5	5	5	5	5	5
5	3/24/25 16:18:35	ADITYA KUMA R SINGH	5	5	5	5	5	5
6	3/24/25 16:18:37	GUDEP U RAKSHI THA REDDY	4	5	5	5	5	5
7	3/24/25 16:18:46	POOJIT H KUMA R REDDY E	4	4	4	4	4	4
8	3/24/25 16:18:46	HARIG OPAL MR	4	4	4	4	4	4
9	3/24/25 16:18:46	DEEPES H KUMA R JHA	5	5	5	5	5	5



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10	3/24/25 16:18:51	PAKAN ATI PRANA V CHAITH ANYA	3	3	3	3	3	3
11	3/24/25 16:18:57	NATUV A BHAVA NA	4	5	4	5	4	5
12	3/24/25 16:18:57	PRAGY A	4	4	4	4	4	4
13	3/24/25 16:18:59	K ESHITH A	4	3	3	3	4	3
14	3/24/25 16:19:04	AYUSH MISHR A A	5	5	5	5	5	5
15	3/24/25 16:19:06	GAYAT HRI PARVA TALA	5	5	5	5	5	5
16	3/24/25 16:19:11	KANNA PUGAR I GURU PRASA D	4	4	4	4	4	4
17	3/24/25 16:19:17	SHAILE SH SP	3	4	2	4	3	3
18	3/24/25 16:19:18	VISHAL I PURAN IKMAT H	5	5	5	5	5	5
19	3/24/25 16:19:19	ADARS H PRITA M N A	4	4	4	4	4	4
20	3/24/25 16:19:24	SARBOJ IT BISWA S	4	5	4	5	4	5
21	3/24/25 16:19:26	AFWAA N	5	5	5	5	5	5



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		KHAN N						
22	3/24/25 16:19:27	MUSKA AN SINGH	5	5	2	3	3	5
23	3/24/25 16:19:29	GANDL A YOGAN ANDA KUMA R	4	4	4	4	4	4
24	3/24/25 16:19:30	ANNAP UREDD Y DEEPA K REDDY	4	4	4	4	4	4
25	3/24/25 16:19:31	PADM AJA UDAY KOTI	3	3	3	3	3	3
26	3/24/25 16:19:42	SHIVA NAND BALLI	5	5	5	5	5	5
27	3/24/25 16:19:46	CHIMA KURTHI NIKHIL KUMA R	5	4	4	5	3	1
28	3/24/25 16:19:50	MUTTH U R	3	3	3	3	3	3
29	3/24/25 16:20:06	NANDH U S	5	5	5	5	5	5
30	3/24/25 16:20:06	ISHIKA DAS	5	5	5	5	5	5
31	3/24/25 16:20:19	KOMM INA REDDY KRISHN A	4	3	4	5	4	5
32	3/24/25 16:20:29	NEHA RAJ	4	4	5	5	5	5
33	3/24/25 16:20:32	ANUM ANDLA	5	5	5	4	4	4



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		BHARA TH SRINIV AS						
34	3/24/25 16:20:33	ARPITA SINHA	5	5	5	5	5	5
35	3/24/25 16:20:35	VELLOR ESYED ARIFUL LA	5	5	5	5	5	5
36	3/24/25 16:20:49	MANOJ KUMA R KB	1	4	1	3	1	2
37	3/24/25 16:20:50	AMRUT HA S PRASA D	5	4	3	3	4	4
38	3/24/25 16:20:53	CHALL A HARSHI NI	4	4	4	4	4	4
39	3/24/25 16:20:56	JEROM SAMUE L	4	4	4	4	4	4
40	3/24/25 16:20:59	DEVAP RIYA S	4	4	4	4	4	4
41	3/24/25 16:21:03	MANOJ DAS B	5	5	5	5	5	5
42	3/24/25 16:21:08	YASHO DHA MAHA BALES HWAR CHOUH AN	4	4	4	4	4	4
43	3/24/25 16:21:14	DHANU SHKUM AR K	5	5	5	5	5	5
44	3/24/25 16:21:17	SREELA KSHMI M V	5	4	3	5	4	3
45	3/24/25 16:21:24	NITHYA SREE C P	4	4	5	4	4	4



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46	3/24/25 16:21:30	KOTTA PALLI SUBHA NBEE	4	4	4	4	4	4
47	3/24/25 16:21:44	ABEED HUSEN NAZEE R HUSEN NADAF	3	4	2	4	2	1
48	3/24/25 16:21:45	MANIS H KUMA R	3	3	3	3	3	3
49	3/24/25 16:21:51	ANSHU KUMA R SHARM A	5	5	5	5	5	5
50	3/24/25 16:22:14	YASH RAJPU ROHIT	5	5	5	5	5	5
51	3/24/25 19:10:53	MADIR E SATHW IK	5	5	5	5	5	5

Dr. Sarmita Bal
IDC convenor





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OVERALL ACTIVITY REPORT

Academic Year	:	2024 - 2025
Title of the event	:	Guest Lecture on “From Local Action to Scalable Impact: Building Startups with a Purpose-Driven Mindset”
Duration of activity	:	2:30 to 4:30 PM
Date of Activity	:	03.03.2025
Objective	:	• To introduce participants to the principles of sustainability and their direct application in environment-focused startups. • To showcase how individual-led initiatives like lake restoration can evolve into scalable, social entrepreneurship models. • To equip aspiring entrepreneurs with real-world insights into addressing local ecological challenges through innovative business solutions. • To inspire participants to identify startup opportunities within environmental restoration, community engagement, and sustainability tech.
Event Details	:	Speaker: Mithan Subbiah –Founder Hulimavu Kere Taranga Location: LC1 103
Participant Details		
Number of Student Participants	:	50
Number of Faculty Participants	:	8



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GUEST LECTURE

on

FROM LOCAL ACTION TO SCALABLE IMPACT:

Building Startups with a Purpose-Driven Mindset



Time: 2:30 PM – 4:30 PM



Date: 03.03.2025



Venue: LC1 103

SPEAKER:

MITHAN SUBBIAH

FOUNDER, HULIMAVU KERE TARANGA



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Photographs:





- Key outcome** :
1. Participants will understand **how sustainability principles** can be embedded into startup models.
 2. Attendees will recognize the **potential of individual civic action** to become the foundation for a socially impactful enterprise.
 3. Learners will gain insights into **lake restoration as a case study** for building startups focused on environmental technology and services.
 4. Participants will be motivated to **explore startup ideas** that balance ecological preservation with economic viability.

Media Coverage : NA

Feedback :

Overall, how was the event?

4.36

Average Rating





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How was the difficulty level of the coding challenges?

3.88

Average Rating



How was the communication and guidance from Coordinators?

4.48

Average Rating





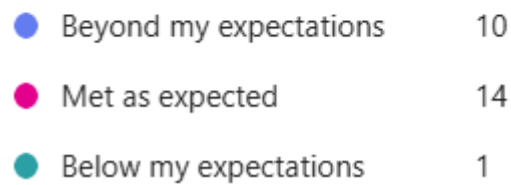
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Were your expectations of the event met?



Which part of the event you enjoy the most and learnt alot?

[More detail](#)

25
Responses

Latest Responses

"Interaction with coordinators"

"Evaluation part"

"Night life in the college with working and exploring teammates"

...

5 respondents (22%) answered night for this question.

[Update](#)

Working through night code sangram problem Night life working hard
company technicians Interaction with the jury Working night code hours friends at night
real-world Starting of the event night time college Evaluation and feedback
Communicate with mentors 3rd place constructive feedback



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What was the most valuable aspect of the event for you?

[More details](#)

25

Responses

Latest Responses

"Learning various things"
"When we completed our project"
"Watching different projects"
...

5 respondents (22%) answered Prize winning for this question.

[Update](#)

nature of the college world challenge new things timely feedback feedback work team industry experts different projects judge of our project time constraints solution for the problem Learnt many things valuable aspect Collaboration and hospitality Industrial Experts

Prize winning moment project

Tell us how we can improve & what we can do better,

[More details](#)

25

Responses

Latest Responses

"Its better the way it is and prepare in advance for arrangements."
"Provide with proper refreshments.."
"Try to provide some hardware components like raspberry pi and electronic e..."
...

4 respondents (17%) answered Better Refreshments for this question.

[Update](#)

networking sessions complete care female teammate raspberry pi male teammates Providing snacks fine Hackathon real time participants electronic equipmentFor hardware components night time teammates was really good night industry experts Hackathon event care events

Better Refreshments

Dr. Samrita Bal
ICC convener



**IIC SELF-DRIVEN ACTIVITY
MINIMUM VIABLE PRODUCT (MVP)**

OVERALL ACTIVITY REPORT

Academic Year	:	2024 - 2025
Title of the event	:	IIC self-driven activity Minimum viable product (MVP)
Duration of activity	:	1:15 PM – 4:00 PM
Date of Activity	:	29.03.2025
Objective	:	• Learn how to turn ideas into functional products • Gain insights from industry experts and mentors • Get practical knowledge applicable to projects and startups • Develop entrepreneurial and problem-solving skill • Inspire students to apply MVP principles in hackathons, projects, and startup ventures.
Event Details	:	Speaker: Mr. Harshit Kumar, Engineering Manager, SmartBear Software, Formerly, corporate innovation specialist at Excubator Consulting Pvt Ltd. Location: Moot Court, LC-1
Participant Details		
Number of Student Participants	:	36
Number of Faculty Participants	:	6

Photographs:





Key outcome

1. Strengthening student-entrepreneurship engagement.
2. Increasing interdisciplinary collaboration.
3. Through interactive sessions and case studies, attendees will improve their ability to think critically
4. Develop creative solutions to real-world business problems.
5. Learn from real-life case studies of startups that succeeded using the MVP approach.
6. Get guidance from industry experts, mentors, and entrepreneurs on product development.

Media Coverage : Available

Feedback

:

Name (according to institute records)	Registration no./ Emp. Code (according to institute records)	On a scale of 1 to 5, how would you rate the event overall? (1 = Poor, 5 = Excellent)	On a scale of 5 (1 being least satisfied and 5 being very satisfied): How would you rate the knowledge shared by the speaker?	On a scale of 1 to 5, did the session meet your expectations in terms of learning?	On a scale of 1 to 5, did you gain insights that you believe will be valuable for your future career or studies?
SAHIBA VERMA	2021BALH07ASL041	5	5	5	4
Shukla Kartik	2.41102E+12	5	5	5	5
Harsha Chalasanani	2023LMEC07AED033	5	5	5	5
V Hitesh	2021BASE07AED036	4	4	4	4
Shreya Mondal	2021BCSE07AED476	4	4	4	4
ROHIT BIRADAR	2023BCSE07AED185	4	4	5	4
Saniha Santhosh	2023BMEC07AED009	4	4	4	4
Salaudeen N	2021BIFT07AED015	4	4	4	4
Ashmit Mishra	PROV/MBA/7/24/063	5	5	5	5
VenuPrakash K	2021BASE07AED031	4	4	4	4
AMAN MUHAMMED K	24110210606+G2:G344 2	5	5	5	4
Poojith Royal	2022BCSE07AED037	4	4	4	4
Shibil ahamed pk	2.41102E+12	4	4	4	4
Armaan S	2.41102E+12	5	5	5	5
Nikhil V		4	4	4	4
Yashas Raj S A		5	5	3	5
Sonu	2.41102E+12	5	5	5	5
Gowshika K	2.41102E+12	5	5	5	5
Rani Haleema	19756	4	4	4	4
Komerla Gowtham Krishna	2.41102E+12	5	5	4	5
Aditya Soni	2.41102E+12	5	5	5	5
Darshan Naresh Pardeshi	2.41102E+12	4	5	5	3

Namita P Gaikwad	2.41102E+12	5	5	5	5
Bharadwaj N	2.41102E+12	5	5	5	5
Aditya R	2.41101E+12	5	5	5	5
Aditya das	2023BDES07ASD020	5	5	5	5


 Dr. Samrita Bal
 IDC convenor

