



[Activity Report 2024-25]

[The Entrepreneurship Development Cell (EDC) at MITE ignites the spirit of innovation, leadership, and self-reliance among aspiring engineers and managers. By nurturing ideas into impactful ventures, it transforms job seekers into visionary job creators, driving industrial excellence and global competitiveness. With a blend of knowledge, skills, and ethical practices, EDC stands as a catalyst for building future technopreneurs who will shape a self-reliant nation.]

[@MTIE-EDC]
[MITE Moodabidri]



MANGALORE INSTITUTE OF TECHNOLOGY & ENGINEERING

(A Unit of Rajalaxmi Education Trust ®, Mangalore)

Autonomous Institute affiliated to VTU, Belagavi, Approved by AICTE, New Delhi

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The Innovation Ecosystem at MITE

Mangalore Institute of Technology & Engineering (MITE) has built one of the most extensive and vibrant innovation ecosystems in the region, positioning itself as a launchpad for aspiring innovators, researchers, and entrepreneurs. With a vision to transform students into global innovators and job creators, MITE has developed a structured framework that integrates incubation, funding, mentoring, and industry partnerships to nurture ideas from concept to commercialization.

At the center of this ecosystem is the **Entrepreneurship Development Cell (EDC)**, which fosters an entrepreneurial mindset among students of engineering and management. Through workshops, bootcamps, mentoring, and guest sessions, the EDC encourages students to innovate, take risks, and develop sustainable solutions for real-world problems. Complementing this is the Career Guidance Cell (CGC), which bridges innovation, employability skills, and career readiness through corporate mentorship and innovation-driven projects.

MITE has been recognized as a **Host Institute under the New Age Innovation Network (NAIN) 2.0**, Department of IT, BT & S&T, Government of Karnataka. Each year, 10 innovative student teams receive grants of up to ₹5 lakhs to develop prototypes, leading to several successful technology-driven ventures. Earlier under NAIN 1.0, MITE incubated 20 student ideas that went on to secure recognition and external support.

Further strengthening this ecosystem is the **AICTE IDEA Lab**, equipped with advanced tools such as 3D printers, CNC machines, and IoT kits, enabling rapid prototyping and design thinking. This facility allows students to bring their ideas to life through hands-on experimentation and product development.

MITE has also launched **MITE-FIRST (Foundation for Innovation, Research & Startups through Technology)**, which provides incubation, mentoring, and funding support. Through this initiative, up to **12 innovative student ideas are funded every year** with seed support for prototype development. In addition, MITE has successfully hosted the **MSME Idea Hackathon**, where student innovations have been recognized and supported with funding of up to **₹15 lakhs**.

Adding to these achievements, MITE is a **Program Monitoring Partner (PMP) for the Rajiv Gandhi Entrepreneurship Program**, expanding opportunities for young entrepreneurs to gain exposure, mentorship, and startup funding. The institution has also consistently excelled in the **ELEVATE program of the Government of Karnataka**, with MITE startups winning funding successively for the last four years, demonstrating the quality and potential of innovations emerging from the campus.

Beyond infrastructure and funding, MITE actively organizes flagship events such as **MSME Hackathons, SAP Hackfest, Innovation Bootcamps, and Alumni Technothon**, where students pitch solutions to real-world challenges before industry experts and investors.

With nearly **₹5 crores in cumulative funding secured** for innovation and startup projects, MITE has firmly established itself as a **regional hub of innovation and entrepreneurship**. The ecosystem not only fuels creativity and critical thinking but also empowers students to become leaders, innovators, and job creators, aligning with the national vision of Aatmanirbhar Bharat and Viksit Bharat 2047.



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Members of the Entrepreneurship Development Cell for the academic year 2024-25

No	Name of the member	Designation	Role
1	Dr Prashanth C M	Principal	Chairperson
2	Mr. Narendra U P	Director (T&P and Industry Relations)	Convener
3	Dr. Shreekant Naik	Assistant Professor, MBA	Member
4	Dr. Ramalingam	Associate Professor, Dept. of E&C	Member
5	Mr. Swaroop	Assistant Professor, Mechanical Engineering	Member
6	Mr. Subrahmanya Bhat	Assistant Professor, Dept. of IS&E	Member
7	Mr. Shreejith K B	Sr. Assistant Professor, Dept. of CS&E	Member
8	Dr. Maryjo M. George	Assistant Professor, Dept. of AI&ML	Member
9	Dr. Madhanraj V	Sr. Assistant Professor, Aeronautical Engg	Member
10	Dr. Sandesh Nayak	Assistant Professor, Mechatronics Engineering	Member
11	Mr. Shylesh B C	Assistant Professor, MCA	Member
12	Mr. Sandeep Seetaram Naik	Assistant Professor, Computer Sc & Engg (IOT)	Member
13	Dr. Guru Prasad L	Assistant Professor, Physics Dept	Member

GRANTS/FUNDS RECIEVED IN 2024-25 MITE Student Startup Wins ELEVATE 2024



Mangalore Institute of Technology & Engineering (MITE) is proud to announce the outstanding achievement of its student innovator, **Mr. Pradhyumna Murthy**, a final-year Mechanical Engineering student, and Founder of **Yaaska Agrotech LLP**. His startup has emerged victorious at **ELEVATE 2024**, a prestigious initiative under the Karnataka Startup Policy 2022-27, organized by the Karnataka Innovation and Technology Society (KITS), Department of Electronics, IT, BT & S&T, Government of Karnataka.

Through rigorous evaluation and intense competition among some of the state's most promising startups, Yaaska Agrotech LLP stood out for its innovative solutions and impactful vision in the agri-tech sector. As a result, Mr. Murthy has secured a grant of **INR 21 lakhs**, which will provide crucial financial support for scaling up, technology validation, and expanding his entrepreneurial journey.

This accomplishment is not just a personal milestone for Mr. Murthy but also a reflection of the robust innovation and entrepreneurship ecosystem at MITE, which has been consistently fostering young innovators through initiatives like NAIN 2.0, MSME Hackathons, the Rajiv Gandhi Entrepreneurship Program, and MITE-FIRST incubation support. The recognition at ELEVATE 2024 highlights the entrepreneurial potential of MITE students and reinforces the institute's commitment to nurturing future-ready leaders and technopreneurs.



New Age Innovation Network 2.0

MITE Secures Funding for 10 Student Innovations under NAIN 2.0

Mangalore Institute of Technology & Engineering (MITE) has added yet another milestone to its innovation journey by being selected as a **Host Institute under the New Age Innovation Network (NAIN) 2.0**, an initiative of the **Department of Electronics, IT, BT & S&T, Government of Karnataka**. Under this program, MITE has been sanctioned a **total grant of ₹3.86 crores**, wherein **every year 10 student ideas will be selected and funded up to ₹50 lakhs for the next three years**.

As part of the first cycle under NAIN 2.0, MITE witnessed an enthusiastic participation from its students, **with 127 innovative ideas submitted** across domains under **UN Sustainability Development Goals (SDGs)**. These ideas underwent a **rigorous pitch presentation process** at the institute, where an eminent panel of industry jury members reviewed and evaluated the proposals on parameters like innovation, feasibility, societal impact, and scalability. Following this exercise, **15 shortlisted ideas were forwarded to the Government** for the final evaluation.

The **Government-nominated jury panel**, consisting of experts from industry, academia, and the startup ecosystem, conducted the final screening. After detailed scrutiny and presentations, **10 innovative ideas from MITE were sanctioned with a cumulative grant of ₹44 lakhs**. These ideas will now be supported with prototype development, mentoring, and incubation facilities at MITE to transform them into impactful and scalable solutions.

This achievement strengthens MITE's commitment to building a **vibrant innovation and entrepreneurship ecosystem**. Earlier, under NAIN 1.0, MITE successfully incubated and funded 20 student ideas, several of which gained state and national recognition. With NAIN 2.0, the institute is set to nurture **30 high-potential student innovations over the next three years**, significantly enhancing opportunities for young entrepreneurs in the region.

The success under NAIN 2.0 adds to MITE's legacy of fostering innovation through multiple initiatives and through this MITE has established itself as a **regional hub for entrepreneurship and startup culture in coastal Karnataka**.

By securing **10 funded projects worth ₹44 lakhs in the very first cycle of NAIN 2.0**, MITE continues to empower students to become innovators, entrepreneurs, and job creators, driving forward the national vision of **Aatmanirbhar Bharat and Viksit Bharat 2047**.



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List of Ideas Selected for Grants under NAIN 2.0 in 2024-25

No	Idea Title	Innovator Team	Grant
1	AI Powered Medical Emergency Detection System	Sufiyan Khan	5 Lakhs
2	Pro-mech	Pranam Naik	5 Lakhs
3	Smart Home Solutions	Sujal M H	5 Lakhs
4	Signum Verbum	Rohan Gowda S	4.5 Lakhs
5	Tech kabaddi	Sheshaprasad Bhat	4.5 Lakhs
6	Nutritech - Empowering farmers through AI	Naik Madhavi Ramchandra	4 Lakhs
7	MEDCONNEC+	Uttam Acharya	4 Lakhs
8	VRITARA	Swasthik Shetty	4 Lakhs
9	Smart Waste Management System: IoT-Enabled Waste Collection, Sorting, and Recycling.	Nivedith.S	4 Lakhs
10	Auto Agro Aircraft	Vaibhav uppoor	4 Lakhs
		TOTAL GRANT	44 LAKHS



Rajiv Gandhi Entrepreneurship Program (RGEP)

MITE Becomes Program Monitoring Partner for the Rajiv Gandhi Entrepreneurship Program

Mangalore Institute of Technology & Engineering (MITE) has added another prestigious feather to its cap by being selected as a **Program Monitoring Partner (PMP)** for the **Rajiv Gandhi Entrepreneurship Program (RGEP)**, an initiative aimed at fostering innovation, entrepreneurship, and startup culture among youth across Karnataka. This recognition highlights MITE's proven track record in nurturing student innovators, creating a thriving entrepreneurial ecosystem, and supporting the Government's vision of building a self-reliant and innovation-driven economy.

The **Rajiv Gandhi Entrepreneurship Program (RGEP)**, launched under the Karnataka Innovation & Technology Society (KITS), Department of Electronics, IT, BT & S&T, is designed to identify, mentor, and support early-stage entrepreneurs in translating their innovative ideas into successful startups. The program not only provides stipend of INR 3 Lakhs for one year but also ensures sustained mentoring, networking opportunities, and access to infrastructure, thereby strengthening the state's innovation ecosystem.

As a **Program Monitoring Partner**, MITE plays a pivotal role in mentoring and guiding selected entrepreneurs, monitoring project progress, and connecting them with industry, academia, and government support systems. This aligns seamlessly with MITE's larger vision of empowering students and young innovators through initiatives such as NAIN 2.0, MITE-FIRST incubation, AICTE IDEA Lab, MSME Hackathons, and consistent success in programs like ELEVATE.

In the academic year **2024–25**, **six entrepreneurs have been selected under RGEP with MITE as the PMP**, representing a wide range of domains from aerospace and robotics to AI, law enforcement, and consumer branding. These innovators exemplify the diversity and potential of young entrepreneurship emerging from the region:

#	Name of the Innovator	Title of the Idea
1	Swasthika Devadiga	Digital Solutions For Law Enforcement Agencies
2	Rohith D Lakshmishaiah	GC (Garbage Collector)-Mobile App
3	Brijesh B S	Sooru.AI
4	Ganesh Bhat	Sakath Brand in Karnataka
5	Uday Kiran Reddy G	Development of Modular Aerospace Systems and Guided Prototypes
6	Aditya Sunil Patil	Smart robotic gripper for robotic arms for dynamic material handling to free humans for dull, dirty and dangerous work

These projects reflect the breadth of innovation—from **digital governance tools and sustainable waste management apps to AI-driven platforms, branding initiatives, aerospace innovations, and advanced robotics**. With mentoring and monitoring support from MITE, these entrepreneurs will have access to infrastructure, guidance from experts, and critical linkages to industry and funding avenues.

MITE's association with RGEP further strengthens its stature as a **regional hub of entrepreneurship and innovation**. By becoming a PMP for RGEP and supporting six promising entrepreneurs in 2024–25, MITE continues to reaffirm its commitment to building a **sustainable and inclusive innovation ecosystem**, nurturing the next generation of leaders, innovators, and job creators for Karnataka and beyond.



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AICTE IDEA LAB

The AICTE IDEA (Innovation, Design, and Entrepreneurship Academy) Lab is an initiative by the All India Council for Technical Education (AICTE) to promote Innovation, Design thinking, and Entrepreneurship among students and faculty members in technical institutions. The IDEA Lab aims to create a hands-on learning environment where students can work on real-world problems using cutting-edge technologies.

Mangalore Institute of Technology & Engineering, Moodabidri, was selected by AICTE to establish an IDEA Lab with a total budget of Rs. 90 lakhs on February 10, 2025.



Vision

MITE envisions fostering a culture of Innovation and Experiential learning in STEM fields by establishing the AICTE-IDEA LAB.

Mission

To nurture creativity, critical thinking, problem-solving, and collaborative learning so that students are equipped to make India a developed country.

To mobilize resources, expand facilities, and engage with industries to address societal problems.

To provide support/mentorship to the students to translate their ideas into products.

To facilitate & promote faculty for working on new-age technologies and eventually take up multidisciplinary research/consultancy projects.

To organize skilling programs/technological awareness workshops/provide internships.



IDEATHON / HACAETHON

MSME Idea Hackathon 5.0



MITE

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MSME IDEA HACKATHON 5.0

Smart and Sustainable MSME

Transform ideas into impactful ventures that
shape the future of our nation

THEMES:

- Low-carbon footprint solutions/technologies
- Stealth, Surveillance, and Cyber-Defense Technologies
- Innovation in the Adoption of Industry 4.0 & 5.0 in MSME ecosystem
- Innovation for business upliftment and sustainability in coastal and hilly areas
- Smart and Resilient Supply Chains

Access to funding
Mentorship
Incubation support

Apply Now

<https://my.msme.gov.in/inc/>

Funding support
upto Rs. 15 lakhs
per approved idea

Select host Institute

Mangalore Institute of Technology & Engineering

Who can Apply?

Any Indian Innovator aged between 18-60 years

Last Date
Extended to
July 31st, 2025

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The MSME Idea Hackathon 5.0, hosted at Mangalore Institute of Technology & Engineering (MITE), provides a vibrant platform for innovators and student entrepreneurs to showcase transformative ideas with potential for societal and industrial impact. Organized under the MSME Innovative Scheme, the Hackathon aimed at encouraging grassroots innovation and fostering an entrepreneurial mindset among youth by providing them with opportunities to transform ideas into viable solutions.

The Hackathon was supported by the Ministry of MSME, Government of India, with a strong ecosystem of mentors, industry leaders, and entrepreneurs serving as jury members. The ideas are evaluated based on parameters such as novelty, usefulness to society, feasibility, scalability, and commercial viability.

The **themes of the Hackathon** encompassed:

- Low-carbon footprint solutions/technologies
- Stealth, Surveillance, and Cyber Defense Technologies
- Innovation in the adoption of Industry 4.0 & 5.0 in MSME ecosystem
- Innovation for Business upliftment and sustainability in coastal and hilly area
- Smart and resilient supply chains.

These themes reflect the government's commitment to supporting sustainable development and technological advancement within the MSME sector.

Total Ideas Received as on 31 st July 2025	50
Ideas Shortlisting and Forwarding to the Govt of India	August 10 - 21 st 2025

A total of 50 Participants have submitted their innovative approaches, many of which demonstrated the potential to address pressing national challenges while also creating new business opportunities. The outcome of MSME Idea Hackathon 5.0 is highly promising, with shortlisted ideas receiving funding support up to ₹15 lakhs. Beyond financial aid, participants also will gain access to mentoring, incubation, and networking opportunities, reinforcing MITE's position as a regional hub for innovation and entrepreneurship.



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MITE-FIRST IDEATHON 2025



AN AUTONOMOUS INSTITUTION

MITE-FIRST

MITE Foundation for Innovation Research and Startups through Technology
(Registered under the Companies Act, 2013 (18 of 2013))

IDEATHON 2025

SERIES I

Transform ideas into impactful ventures that shape the future of our nation

Themes:



Register Here : <https://mite.ac.in/mite-first/>

Last Date
August 10th, 2025



Total Funding
Rs. 30 lakhs

For more details contact: Mr. Narendra U P || Dr. Ramalingam H M || Dr. Raghavendra Shet || Mr. Swaroop

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Launch of MITE-FIRST Ideathon 2025 – Series 1

Mangalore Institute of Technology & Engineering (MITE) proudly announced the launch of the **MITE-FIRST Ideathon 2025 – Series 1 on July 4, 2025**, under the aegis of its flagship initiative, **MITE-FIRST (Foundation for Innovation, Research and Startups through Technology)**. The Ideathon has been conceptualized to provide a dedicated platform for students to explore their creativity, nurture entrepreneurial thinking, and translate innovative ideas into impactful ventures.

Guided by the vision “*Transform ideas into impactful ventures that shape the future of our nation*,” the Ideathon is closely aligned with the **United Nations Sustainable Development Goals (SDGs)**. This alignment ensures that student-driven innovations not only address pressing societal and industrial challenges but also contribute meaningfully to the global agenda of sustainability, equity, and inclusive growth.

A key highlight of the program is the **funding support of ₹30 Lakhs**, earmarked for promising student ideas. This financial backing will significantly empower participants to validate their concepts, develop prototypes, and move closer to commercialization, giving young innovators a much-needed launchpad to pursue entrepreneurial dreams.

The **MITE-FIRST Ideathon 2025 – Series 1** also promises a host of benefits for participating students. These include:

- **Platform for Innovation** – Turning ideas into scalable solutions.
- **Alignment with Global Goals** – Driving projects that address SDGs.
- **Mentorship and Guidance** – Support from industry experts, entrepreneurs, and faculty mentors.
- **Recognition and Funding Opportunities** – Exposure to investors and funding agencies.
- **Skill Development** – Building problem-solving, teamwork, and entrepreneurial skills.
- **Networking** – Collaborating with peers, alumni, and industry professionals.
- **Building a Culture of Innovation** – Strengthening MITE’s innovation ecosystem.

With the last date for registration set as **August 10, 2025**, the Ideathon is expected to attract a large pool of student innovators from diverse disciplines. Participants will undergo a structured process of ideation, pitching, and evaluation by expert jury members drawn from industry and academia. The most impactful ideas will be provided not only with funding but also with incubation support through **MITE-FIRST**, ensuring continued mentorship and growth beyond the competition.

The launch of **MITE-FIRST Ideathon 2025 – Series 1** reaffirms MITE’s commitment to empowering students as innovators, problem-solvers, and entrepreneurs. By providing funding, mentorship, and a platform for real-world innovation, MITE-FIRST continues to strengthen its vision of positioning MITE as a **regional hub for innovation and entrepreneurship**, nurturing the next generation of leaders who will shape India’s future.



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Date	Topic
05.09.2024	Idea Competition
18.09.2024	Internal Hackathon - SIH 2024
24.10.2024	Mangalore Technovanza
9.11.2025	National Entrepreneurship Day
19.11.2025 to 21.11.2025	Bengaluru Tech Summit 2024
22.02.2025	Effective sales & marketing strategies for early stage entrepreneurs
25.02.2025	Exposure visit to Incubation unit, MIT, Manipal
26.02.2025	Innovation Development & Commercialization of Lab Technologies
29.03.2025	Accelerating Innovation : Navigating the TRL Landscape for Entrepreneurs
21.04.2025	World Creativity And Innovation Day
08.05.2025 & 09.05.2025	Innovation Design Thinking
19.05.2025	How to plan for start ups and legal & ethical steps
31.05.2025	Field Visit to Incubation Unit & Patent Facilitation Centre
4th & 5th August 2025	Innovation & Entrepreneurship Outreach Program in Schools
21.08.2025	World Entrepreneurs Day
23.08.2025	Lean Start-up & Minimum Viable Product/Business- Mentoring Session
25.08.2025	Incubation -Opportunities for Students & Faculties – Early-Stage Entrepreneurs
26.08.2025	Innovation Validation – Converting Innovation into a Start-up

ACTIVITIES / EVENTS

IDEA COMPETITION

05.10.2024

An introductory session for the Idea Competition was held on **October 5, 2024**, to generate excitement and provide participants with a clear understanding of the event. The competition aims to foster a culture of innovation and entrepreneurship by offering a platform for students to showcase novel solutions to real-world problems. The session, attended by a large number of students, highlighted the significance of innovative thinking in today's world and outlined the competition's structure and benefits.

The event began with a warm welcome and an explanation of the competition's core theme, which is focused on generating original and feasible ideas. Attendees were given a concise briefing on the various stages of the competition: **idea submission, shortlisting, mentoring, and final presentations**. Clear instructions were provided regarding the submission process, including the required format, content, and evaluation criteria. The evaluation will prioritize the originality, clarity, and potential impact of each idea.

The session emphasized the valuable skills participants stand to gain, such as **critical thinking, problem-solving, and presentation skills**. The organizers also highlighted the opportunities for networking and collaboration with individuals from diverse backgrounds. To motivate participation, the potential for prizes, recognition, and seed funding was also announced. The overall objective is to cultivate a culture where innovation is valued and encouraged, helping students develop into effective problem-solvers and creative thinkers.

The introductory session successfully provided a comprehensive overview, ensuring that all potential participants had the necessary information to prepare and submit their ideas effectively. The competition is expected to be a key driver for fostering innovation and skill development among the student community.

INTERNAL HACKATHON - Smart India Hackathon SIH 2024**18.09.2024**

The Internal Hackathon for Smart India Hackathon (SIH) 2024 was successfully organized by the Mangalore Institute of Technology & Engineering (MITE) on September 18, 2024. The event, with its core theme of "Innovation & Design Thinking," provided a vital platform for students to develop and showcase innovative solutions to real-world problems.

The primary objective of the hackathon was to foster a culture of problem-solving among young minds. A total of 95 ideas were submitted, from which 45 were shortlisted and 5 were placed on a waitlist. By focusing on challenges posed by government ministries and various industries, the event ensured that the solutions were not only creative but also practical and implementable. This alignment with real-world needs is a significant outcome, contributing to the development of solutions that can genuinely improve various sectors. The hackathon also served as a crucial catalyst for skill enhancement. Participants gained valuable experience in technical development, collaborative problem-solving, and teamwork, which are all essential attributes for future careers.

Furthermore, a key focus of the event was entrepreneurship. MITE actively encourages students to view their innovative ideas as a foundation for viable startups. This initiative provides a clear pathway for students to transition from conceptualization to execution, turning their hackathon projects into potential business ventures. The overall success of the event underscores its importance in bridging the gap between theoretical knowledge and practical application, while simultaneously fostering a spirit of innovation and entrepreneurship within the student community.

Field Visit “ Mangaluru Technovanza 2024 “**24.10.2024**

On October 24, 2024, a group of 49 students from Mangalore Institute of Technology & Engineering (MITE), accompanied by two faculty members, participated in the Mangaluru Technovanza 2024 event. Organized by the Karnataka Digital Economy Mission (KDEM) and K-TECH, this exposure visit provided a valuable platform for students to engage with the technology and entrepreneurship landscape of coastal Karnataka. The event brought together industry leaders, startup founders, and various stakeholders, offering a comprehensive and insightful learning experience.

The primary objective of the visit was to bridge the gap between academic learning and industry demands. Students had a unique opportunity to interact directly with early-stage startup founders and their team members. This interaction was instrumental in helping students gain a brief but crucial understanding of the process of developing products and services. The experience went beyond theoretical knowledge, providing a real-world perspective on innovation and business creation.

The event's focus on "Expanding Growth Beyond Bengaluru" resonated with the students, as they learned about initiatives aimed at fostering technological and economic growth in emerging regions like Mangaluru. Key takeaways for the students included understanding the importance of building startups that address local problems using deep technologies, and the role of industry-academia collaboration in boosting creativity and job opportunities. The discussions on internships and training also enhanced their understanding of career pathways, making them more aware of the skills and readiness required for immediate success in the workforce. This field visit proved to be an invaluable educational experience, equipping students with practical insights and a renewed sense of purpose.

National Entrepreneurship Day**09.11.2024**

A special report on the "National Entrepreneurship Day" event held on November 9, 2024, at the Mangalore Institute of Technology & Engineering (MITE) highlights the growing emphasis on fostering an entrepreneurial mindset among students. The event featured Mr. Pradhyumna Murthy K, the Co-Founder of YAASKA AGROTECH LLP, who delivered an insightful talk on the practical aspects of transforming innovative ideas into successful ventures.

Mr. Murthy's presentation centered on the critical role of innovation, especially in the early stages of a startup. He emphasized that a vibrant startup culture encourages students to think creatively and develop novel solutions to real-world problems. He underscored the importance of resilience, adaptability, and the willingness to learn from failures—essential traits for any aspiring entrepreneur. Furthermore, he highlighted the value of interdisciplinary collaboration, as startups often require a diverse range of skills to succeed.

The talk provided students with a detailed understanding of how to identify viable business ideas and validate them through market research and customer feedback. Mr. Murthy also briefed attendees on the importance of pitch competitions, which offer invaluable experience in presenting business plans and receiving constructive feedback.

The event successfully elevated awareness of entrepreneurship as a viable and rewarding career path. It served to empower and inform students, leaving them inspired to pursue their own entrepreneurial aspirations and contribute to the local and national economic ecosystem.

Field Visit to Bengaluru Tech Summit 2024**19.11.2024-21.11.2024**

On November 19-21, 2024, 65 students from MITE participated in an exposure visit to the Bengaluru Tech Summit (BTS) 2024, a premier event focused on technology and innovation. The visit, organized by the Entrepreneurship Development Cell, provided an invaluable opportunity for students to gain firsthand insights into the latest industry trends and the entrepreneurial ecosystem.

A primary learning outcome was the exposure to cutting-edge technologies. Students interacted with over 680 exhibitors, including 400+ startups, and witnessed the practical application of emerging innovations firsthand. This experience went beyond theoretical knowledge, offering a real-world perspective on how technology is transforming various sectors. They learned about current industry trends and the skills that are highly sought after by tech companies.

Furthermore, the summit proved to be a significant platform for networking and professional development. With more than 4,775 business meetings held, students had the chance to interact with industry professionals, researchers, and startup founders. These interactions fostered valuable connections that could lead to mentorships, internships, and future collaborations.

Finally, the students benefited from knowledge acquisition and inspiration from industry leaders. Attending 84 engaging conference sessions featuring over 500 speakers, they gained a deeper understanding of the challenges and opportunities within the tech field. This exposure to expert insights served to broaden their perspectives and inspire innovative thinking for their own projects and future careers.

Workshop - Effective sales and marketing strategies for Early stage Entrepreneurs**22.02.2025**

The workshop on "Effective Sales and Marketing Strategies for Early-Stage Entrepreneurs," held on March 22, 2025, provided 97 students with a comprehensive overview of crucial business concepts. Led by Mr. Ravikiran Papthimar, the program focused on equipping participants with practical, cost-effective strategies for sustainable business growth.

A key takeaway was the importance of understanding and adapting to recent market trends, particularly the rise of digital marketing and the need for data-driven decision-making. Mr. Papthimar emphasized that effective sales and marketing are not merely supporting functions but are critical drivers that can determine a company's success or failure.

Students learned about the foundational elements of a successful business plan, including how to identify customer needs and develop a unique value proposition. The workshop also underscored the significance of targeting the right audience by understanding their demographics, preferences, and behaviors. By providing real-world case studies from companies like Old Spice and Whirlpool, the session made these complex concepts relatable and applicable. The interactive nature of the workshop ensured that participants could engage in discussions and apply their newfound knowledge to real-world scenarios, empowering them to build a solid foundation for their entrepreneurial ventures.

Exposure Visit to Incubation center, MIT, Manipal

25.02.2025

On February 25th, 2025, the Entrepreneurship Development Cell of MITE organized an exposure visit for 47 students to the Manipal-Government of Karnataka Bioincubator. This immersive program was designed to offer students a firsthand look into the world of startups, innovation, and the entrepreneurial ecosystem. The goal was to provide a practical perspective beyond classroom learning, fostering an interest in entrepreneurship as a viable career path.

During the visit, students gained a firsthand understanding of a startup hub's dynamic environment. They observed how early-stage ventures operate, collaborate, and overcome challenges. The program facilitated valuable interactions with startup founders and industry experts, providing insights that could lead to future collaborations or internships. A key learning was understanding the various resources provided by an incubation center, including funding guidance, mentorship, and legal assistance.

The visit provided several key takeaways, solidifying the students' understanding of entrepreneurship. They gained a practical understanding of the startup ecosystem and the resources available to new ventures, such as mentorship and funding guidance. Witnessing passionate founders in action was a powerful source of inspiration, motivating students to take their own innovative ideas more seriously. The exposure also provided practical knowledge on key business development aspects, including idea validation, business model creation, and fundraising, encouraging them to consider entrepreneurship as a viable career path.

The exposure visit was a significant success, providing a comprehensive and inspiring experience for the students. It successfully bridged the gap between theoretical knowledge and real-world application, offering a strong foundation for aspiring entrepreneurs.

Workshop on 'Innovation Development & commercialization of lab technologies'

26.02.2025

The workshop on "Innovation Development & Commercialization of Lab Technologies" was a resounding success, providing valuable insights to 58 student participants. The session aimed to bridge the gap between academic research and real-world application, fostering an entrepreneurial mindset among students.

A key takeaway was the introduction to the Technology Readiness Level (TRL) framework, presented by **Mr. Swaroop Gannamani**. This framework provided students with a structured roadmap for an idea's journey from a concept to a marketable product. By understanding TRLs, students learned to assess the maturity of their innovations, identify the next critical development steps, and appreciate the rigorous process involved in bringing an idea to fruition.



Dr. Ramalingam H.M. further emphasized the importance of intellectual property (IP) protection and technology transfer. His session highlighted the crucial steps in the commercialization pathway, including market analysis and business model development. Students were encouraged to view their scientific knowledge through an entrepreneurial lens, which is vital for translating breakthroughs into tangible solutions for societal benefit and economic growth.



Workshop on 'Accelerating Innovation Navigating the TRL Landscape for Entrepreneurial Success'

29.03.2025



On March 29, 2025, the Entrepreneurship Development Cell at Mangalore Institute of Technology & Engineering (MITE) hosted a workshop titled "Accelerating Innovation Navigating the TRL Landscape for Entrepreneurial Success." The event, led by Mr. Pradhyumna Murthy K and Mr. Swaroop Gannamani, aimed to equip aspiring entrepreneurs and innovators with a structured framework for moving their ideas from concept to

commercial readiness. The workshop was attended by 51 students and 2 faculty members.



The core focus of the workshop was the Technology Readiness Level (TRL) framework, a standardized system for assessing the maturity of a technology. Mr. Pradhyumna Murthy K provided a detailed briefing on the nine TRL stages, from basic research (TRL 1) to a system proven in an operational environment (TRL 9). He explained how a clear understanding of TRLs is vital

for attracting investment and mitigating risks. He also highlighted the importance of strategic innovation road-mapping, which integrates TRL progression with critical business aspects like market entry planning and intellectual property protection.

The key outcomes of the program for the students were significant and practical. Participants gained a comprehensive understanding of the TRL framework, enabling them to accurately assess their own innovations and plan for their strategic progression through development stages. They learned how to align their technology's maturity with suitable funding avenues and resource requirements, which is crucial for securing investment. The workshop also facilitated valuable networking opportunities, connecting students with peers, industry experts, and potential mentors. This collaborative environment is essential for fostering future ventures and accelerating their entrepreneurial journey. In essence, students were equipped with the knowledge to systematically de-risk their projects and navigate the complex path from a novel idea to a viable, market-ready product.

World Creativity and Innovation Day**21.04.2025**

The Mangalore Institute of Technology & Engineering (MITE) celebrated World Creativity and Innovation Day on April 21st, 2025, with a series of competitions and a guest lecture aimed at fostering a culture of innovative thinking among students. The event, held in association with the Institution's Innovation Council, the Entrepreneurship Development Cell, and other student bodies, served as a platform for students to showcase their problem-solving abilities and creative expression. The celebration was presided over by Principal Dr. Prashanth C M and featured **Mr. Gangadhar Sheelavanth, Deputy Director of Engineering at Applied Materials, as the chief guest.**

The event featured two primary competitions under the theme "Innovation & Creativity": a Short Film Documentary and a Poster Making contest. These activities encouraged students to translate their innovative ideas into tangible projects. The participants listed in the document, including Vinayak, Prithvi JK, Shraddha, Shreya Ravishetty, and others from various departments like Information Science & Engineering, Computer Science, and Electronics & Communication, demonstrated a wide range of creative talent. While the document does not specify any monetary prizes for these particular competitions, the emphasis was clearly on the students' intellectual and creative contributions.

The celebration reinforces MITE's commitment to nurturing a forward-thinking environment, preparing students to be future innovators. The day successfully brought together students and faculty to recognize and promote the critical role of creativity in addressing contemporary challenges.

Bootcamp on Innovation Design Thinking

08.05.2025-09.05.2025

The two-day "Innovation Design Thinking" bootcamp, held on May 8th and 9th, featured three distinct sessions led by Mr. Swaroop Gannamani, Dr. Manjula Ramannavar, and Dr. Ramalingham HM. Each speaker employed a delivery style that effectively conveyed complex topics and engaged participants.



Dr. Manjula Ramannavar's session on the five stages of Design Thinking was highly effective due to her clear and concise briefing style. She provided a structured, stage-by-stage overview that made the abstract concepts of empathy, ideation, and prototyping tangible for participants. Her delivery, captured in photos showing her briefing a group of students, demonstrated a hands-on, interactive approach that facilitated deep engagement and practical application of the methodology.



Mr. Swaroop Gannamani's delivery on the Business Model Canvas was focused on practical application. He demystified the nine key building blocks of a business model with a strategic, hands-on approach. His presentation style encouraged participants to actively map out their own ideas, which fostered clarity and a holistic understanding of how business components interconnect. The session outcomes reflected his success in helping attendees develop a comprehensive and visual representation of their concepts.



Finally, **Dr. Ramalingham HM's** workshop on Technology Readiness Level (TRL) mapping was delivered with a structured, informative tone. He provided a clear framework for assessing technology maturity, which helped participants objectively evaluate their projects. His delivery emphasized the strategic importance of TRLs in de-risking development and guiding commercialization, equipping attendees with a valuable tool for future innovation.

Expert Talk on 'How to plan for startup and legal & ethical steps'**19.05.2025**

On May 19, 2025, the Entrepreneurship Development Cell organized an expert talk titled "How to Plan for Startup and Legal & Ethical Steps," delivered by Mr. Chethan J. Nayak, a Practicing Company Secretary. The session aimed to equip 76 participating students and two faculty members with the fundamental knowledge required to navigate the startup ecosystem in India.

The program provided a clear roadmap for aspiring entrepreneurs. Key topics covered included the crucial steps of idea validation, conducting thorough market research, and creating a robust business plan. The talk also detailed various legal structures for startups, such as Sole Proprietorships, Partnership Firms, Limited Liability Partnerships (LLPs), and Private Limited Companies. Mr. Nayak explained the pros and cons of each, helping attendees understand how to choose the right structure based on factors like liability, tax implications, and funding needs.

A significant portion of the session was dedicated to the legal and ethical aspects of starting a business. Students learned about the importance of regulatory compliance, securing necessary licenses and permits, and protecting intellectual property through trademarks, patents, and copyrights. The session also introduced the benefits of the Startup India Recognition (DPIIT), a government initiative that offers tax exemptions, simplified compliance, and access to funding and mentorship for eligible startups.

A clear roadmap for launching a startup: Students now understand the stages from idea to market. Demystifying legal structures: They gained knowledge of different business registration options and their implications. Understanding government support: They became aware of the significant advantages provided by the Startup India program.

Field Visit to Incubation Unit & Patent Facilitation center

31.05.2025



highlights the key learnings from the visit, focusing on the exposure gained in both the startup ecosystem and intellectual property rights.

The visit offered a two-part immersive experience. At the MITE-FIRST Incubation Center, participants gained firsthand exposure to a dynamic ecosystem supporting early-stage startups. They observed various ventures and learned about the comprehensive facilities available, including co-working spaces, fully-equipped labs, and networking areas. The most significant learning came from direct interactions with startup founders, who shared practical insights into the challenges and triumphs of their entrepreneurial journeys. This provided a tangible understanding of how a supportive environment accelerates the growth of innovative ideas into viable businesses.



The second part of the visit focused on the crucial role of Intellectual Property (IP) at the MITE-KSCST IPR Cell. Dr. Ramalingam H.M., Head of the IPR Cell, detailed the processes of patent filing, searching, and managing IP rights. This session gave students a foundational understanding of how to protect novel ideas and secure a competitive advantage. The exposure to dedicated resources like IP databases and legal

consultation services highlighted the strategic importance of safeguarding intellectual assets. The entire visit provided a holistic view of the innovation lifecycle, from the nurturing of an idea to its legal protection, enriching the students' understanding and inspiring entrepreneurial aspirations.

**Young Entrepreneurship Program :
“Innovation & Entrepreneurship outreach program in school”****04th - 05th August, 2025**

Manager at MITE, and was attended by 168 school students and 44 MITE students, along with 6 faculty members.



This report details the successful execution of the two-day "Innovation & Entrepreneurship Outreach Program," held on August 4th and 5th, 2025, at Government High School, Aliyoor. As part of the Young Entrepreneurship Program, this workshop's primary goal was to introduce students to the core principles of innovation and entrepreneurship. The program leveraged the school's existing Atal Tinkering Lab and School Innovation Council to provide a hands-on learning experience. The workshop was coordinated by Mr. Swaroop Gannamani, Incubation

A key focus of this program was to empower young students by fostering a creative and resilient mindset. The participants were introduced to Design Thinking, a powerful problem-solving framework. Through a five-stage process—Empathize, Define, Ideate, Prototype, and Test—students learned to identify real-world problems and develop human-centered solutions.

The workshop's interactive nature and project-based learning were crucial. Students worked in teams, learning the

importance of collaboration and communication to leverage diverse perspectives. A highlight was the students' ability to move beyond theoretical concepts and create tangible prototypes using charts. This process of pitching their ideas to a jury demonstrated their newly acquired skills in ideation, planning, and problem-solving, preparing them to be the innovators and leaders of tomorrow.

The "Innovation & Entrepreneurship Outreach Program" effectively cultivated a culture of innovation among the young participants. The hands-on application of design thinking principles and the emphasis on teamwork were instrumental in equipping them with practical skills for the future.

World Entrepreneurs Day :

SEED STAGE CANVAS - "A Deep Dive into Angel and Seed Funding Opportunities

21st August, 2025

Entrepreneurship Development Cell organized an expert session on “A Deep Dive into Angel and Seed Funding Opportunities” to commemorate World Entrepreneurs’ Day. The session was led by Mr. Swaroop Gannamani, who provided an enriching and practical overview of securing early-stage capital for startups. His presentation was specifically aimed at inspiring and educating the next generation of innovators on the crucial initial stages of their entrepreneurial journey.



Mr. Gannamani's talk was structured around three key pillars for early-stage success. Firstly, he underscored the importance of a well-crafted pitch deck, emphasizing that it is not merely a collection of slides but a powerful narrative that articulates a startup's vision and value proposition. Secondly, he offered a comprehensive overview of India's funding ecosystem, providing valuable insights into both government initiatives, such as the Startup India Seed Fund Scheme, and private angel networks. This practical knowledge is essential for founders navigating the complex world of

capital raising. Lastly, the session went beyond technical aspects to focus on the entrepreneurial mindset itself, encouraging attendees to embrace calculated risks and think strategically.



The session provided invaluable insights for the participating students. They gained a clear understanding of what constitutes a compelling pitch deck, learning to view it as a narrative tool rather than a simple presentation. This knowledge is crucial for effectively communicating their ideas to potential investors. A significant takeaway was the overview of India's diverse funding landscape, which gave students a practical roadmap for identifying and accessing various financial resources. Most importantly, the talk instilled a deeper appreciation for the entrepreneurial mindset. Students were inspired to embrace risk and think

strategically, understanding that resilience and a bold attitude are as vital as a robust business plan. The session successfully reinforced that turning an idea into a sustainable reality requires both technical knowledge and a resilient spirit.

Bootcamp :Mentoring session “Lean Startup & Minimum Viable Business”

23rd August, 2025

Entrepreneurship Development Cell hosted a mentoring session titled "Lean Start-up & Minimum Viable Business" for aspiring young innovators and early-stage entrepreneurs. The program, led by industry experts Mr. Gourav Kamath and Mr. Pradhyumna Murthy, provided a strategic roadmap for building and pitching a startup with minimal risk.



A central learning from the session was the adoption of the Lean Start-up methodology, which emphasizes a "Build-Measure-Learn" cycle. Attendees were taught to focus on developing a Minimum Viable Product (MVP) to efficiently test their ideas and gather crucial customer feedback. This approach empowers entrepreneurs to make data-driven decisions on whether to pivot or persevere, thereby conserving valuable resources and improving their chances of success.

The session also offered a fresh perspective on crafting a compelling pitch. Entrepreneurs were guided to reframe their startup's narrative, positioning the people they serve as the "hero" and their startup as the "guide." This storytelling approach emphasizes local impact and community benefit. Other strategic takeaways included the importance of visually-driven presentations, highlighting a team's expertise, and showcasing early traction to demonstrate a product's value. The importance of building a robust and multi-dimensional team was also highlighted as a critical factor for securing funding.



Overall, the program equipped participants with a practical framework and a strategic mindset for navigating the challenges of the startup world. It provided them with the tools to innovate faster and build successful, sustainable businesses.

Session on 'Incubation Opportunities for students & Faculties Early stage Entrepreneurs'**25th August, 2025**

A session on "Incubation Opportunities for Students & Faculties Early-Stage Entrepreneurs" provided a vital introduction to the support systems available for converting innovative ideas into viable businesses. The program, led by Mr. Swaroop Gannamani, Incubation center Manager, was designed to bridge the gap between academic concepts and commercial reality.

Mr. Gannamani highlighted that incubator facilities serve as a living laboratory, nurturing students, faculty, and early-stage entrepreneurs by providing a structured and supportive environment. This crucial support system mitigates the risks of starting a new venture and fosters a culture of innovation. The presentation emphasized four key resources provided by these incubators: mentorship from industry veterans, funding assistance, networking opportunities, and access to essential infrastructure like co-working spaces and labs.

For students, the session underscored how incubators offer a clear path to gaining hands-on entrepreneurial education, applying classroom knowledge to real-world challenges, and acquiring valuable skills in leadership and resilience. For faculty, it provided a clear pathway to commercializing their research and intellectual property, ensuring that academic discoveries have a tangible impact on society. Participants demonstrated a clear understanding of the incubator's role in creating new companies and jobs, as well as the personal and professional skills they will acquire by engaging with such programs. The session was a call to action, inspiring innovators to leverage available resources to build the next generation of successful companies.

Workshop on 'Innovation Validation - converting Innovation into a startup'

26th August, 2025

The Entrepreneurship Development Cell at MITE, in association with the New Age Innovation Network, organized a transformative workshop on "Innovation Validation - Converting Innovation into a Start-up" on August 26, 2025. The event was designed to equip aspiring entrepreneurs with the essential tools and knowledge to turn their innovative ideas into viable businesses. A total of 40 students and five faculty members participated in the program, which featured expert's guidance.



A central theme of the workshop was the rigorous process of innovation validation. Participants gained crucial insights into identifying a real market need for their concepts. Dr. Shreekant Naik emphasized the importance of creating a customer persona, a detailed profile of the ideal customer, as a foundation for a successful Go-to-Market (GTM) strategy. This learning helped participants understand how to develop targeted and efficient plans to reach the right audience.



Furthermore, Dr. Sreeja Rajesh introduced the Lean Canvas, a one-page business plan tool. She guided the participants on deconstructing their business ideas into nine key components, including problem, solution, unique value proposition, and customer segments. This hands-on exercise enabled them to validate their assumptions and focus on building a product that truly solves a customer's problem.



Dr. Sunil Kumar S provided a vital financial perspective, explaining the concepts of Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM). These metrics are crucial for startups to assess their true market potential and present a realistic financial outlook to potential investors. The workshop culminated in a pitching session where young innovators presented their ideas to the experts for review, providing valuable real-world experience and feedback.