

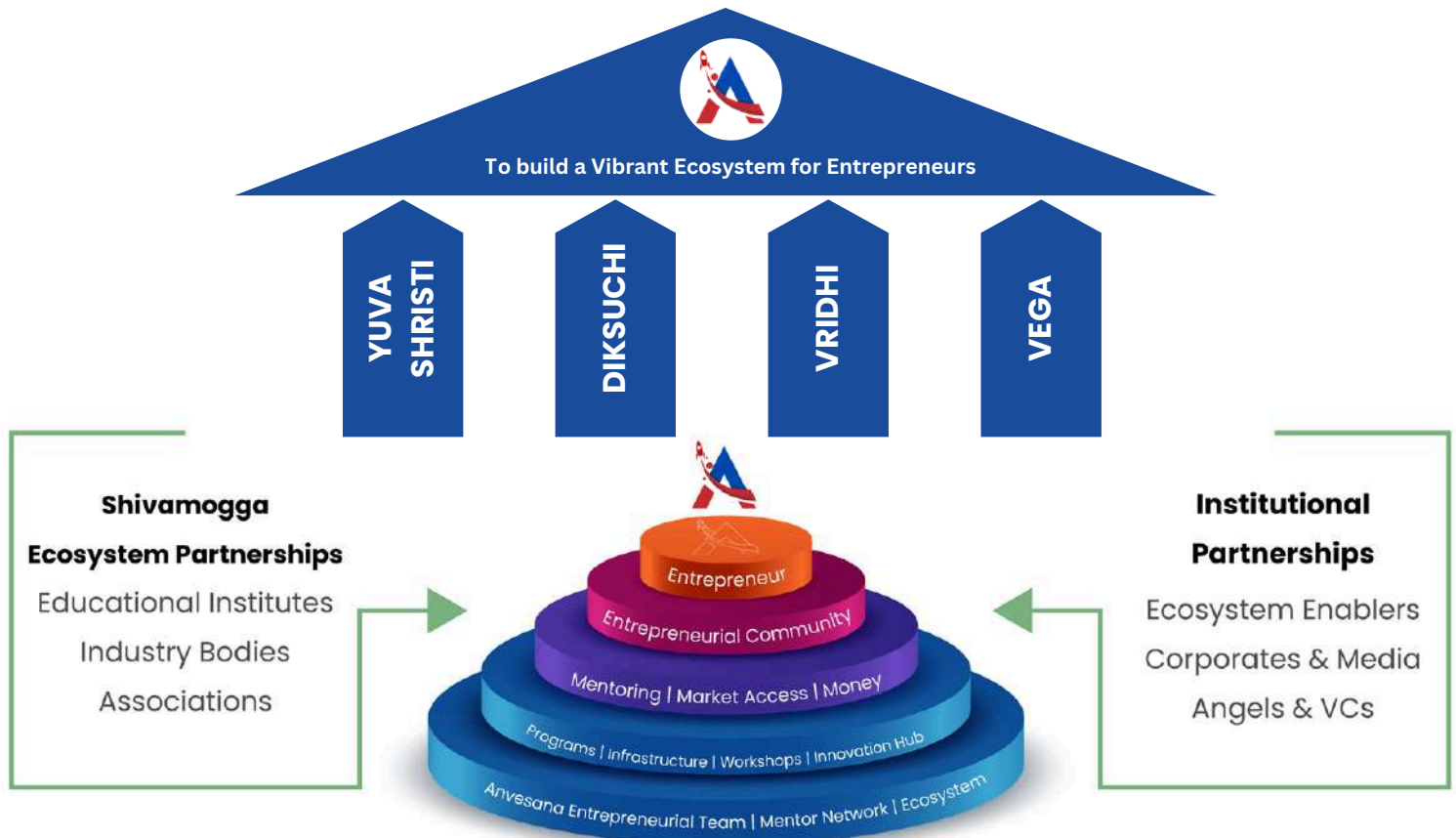


ANVESANA INNOVATION AND ENTREPRENEURIAL FORUM

ASPIRATIONS MEET ACCELERATION



NEWSLETTER – SEPTEMBER 2025



Anvesana envisions a vibrant entrepreneurial landscape in the Malnad region, where mission-driven entrepreneurs from small towns become the backbone of economic progress.

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STARTUP LEADERSHIP TALK AT ANVESANA TBI FEATURING SHASHI KUMAR, FOUNDER, AKSHAYAKALPA

Anvesana Innovation & Entrepreneurial Forum (Anvesana TBI) successfully hosted the Startup Leadership Talk on 13th September 2025 at PES Campus, Shivamogga, bringing together entrepreneurs, startup founders, industry leaders, students, and academicians for an evening of insights and inspiration. The event featured engaging sessions, interactive discussions, and networking opportunities.



SHASHI KUMAR: PIONEERING AGRI-ENTREPRENEURSHIP WITH AKSHAYAKALPA



Shashi Kumar, Founder of Akshayakalpa Organic, shared his journey of establishing India's first certified organic dairy. He highlighted how sustainable farming and farmer-entrepreneurship models uplift rural livelihoods and inspire the next generation to see agriculture as a dignified and profitable profession. He emphasized the importance of innovation, quality, and community engagement in building a successful agribusiness. He also shared practical tips on overcoming challenges in scaling organic farming operations.



RAFFIC ASLAM: BUILDING BRANDS WITH CLARITY AND PURPOSE



Raffic Aslam, Former Creative Director at Zoho, delivered an insightful session on branding, storytelling, and go-to-market strategies. He emphasized how clarity and purposeful communication can help startups craft impactful brands and scale effectively. He shared real-world examples of successful brand campaigns, highlighting the role of creativity in building strong market presence.



OUTREACH SESSION ON KARNATAKA STARTUP ADVANCEMENT PROGRAMME BY AJISH, C-CAMP



Ajish Kumar R, Associate Project Manager – Entrepreneurship Advancement at CCAMP, led an outreach session on the Karnataka Startup Advancement Programme (K-SAP). He highlighted the state's initiatives, funding opportunities, and support frameworks to help startups grow and scale. Outlining how entrepreneurs can leverage government schemes and incubation networks to accelerate their journey.



➤➤➤ ANVESANA KNOWLEDGE SERIES FOR INCUBATED STARTUPS; FINANCE FUNDAMENTALS FOR FOUNDERS

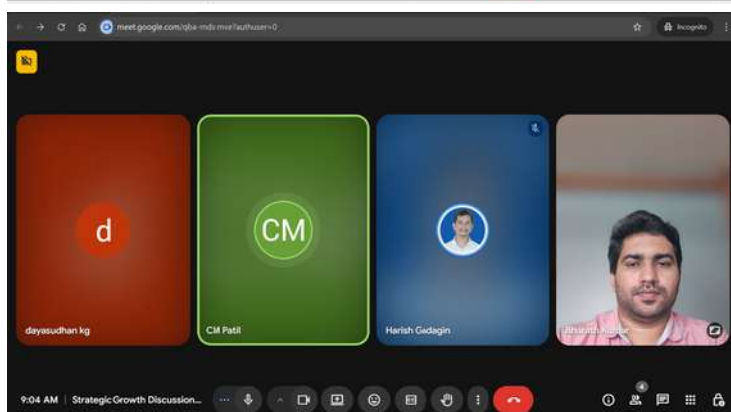
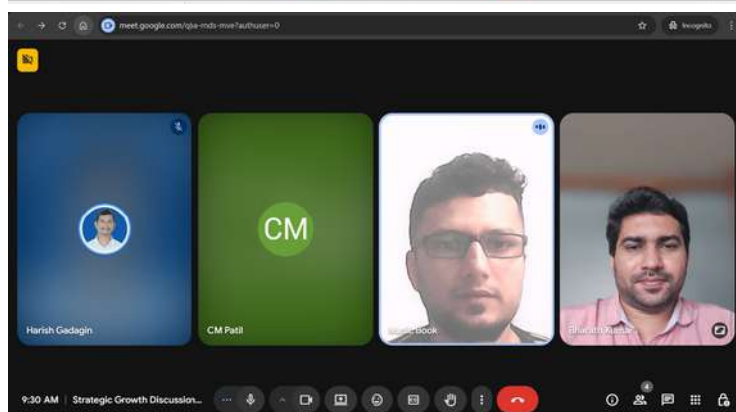
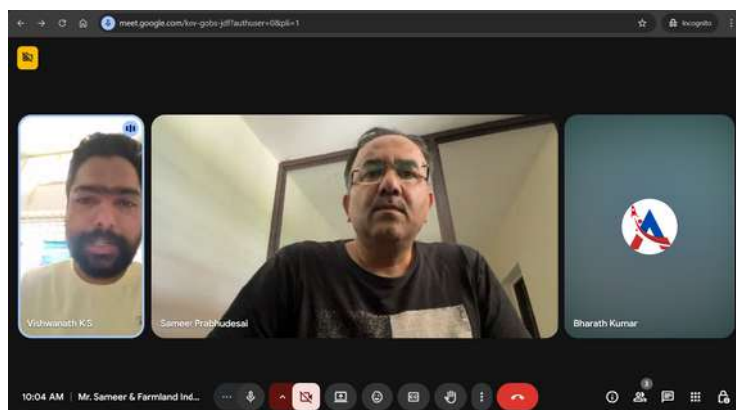


Anvesana TBI hosted "Finance Fundamentals for Founders" with Adhitya, KRIBHCO, aimed at helping early-stage startups strengthen their financial foundation. The session covered essential topics including the role of finance in business, accounting basics, compliance, budgeting & forecasting, key financial metrics, cash flow management, and ESOPs. Participants gained practical insights on selecting the right accounting systems, understanding KPIs like burn rate and gross margin, preparing for financial due diligence, and knowing when to involve a CFO, enabling them to make informed financial decisions for sustainable growth.



The workshop also highlighted common financial mistakes startups make and how to avoid them. Case studies and real-world examples made the learning more relatable and actionable. The session concluded with a Q&A, giving founders clarity on managing their startup's finances effectively..

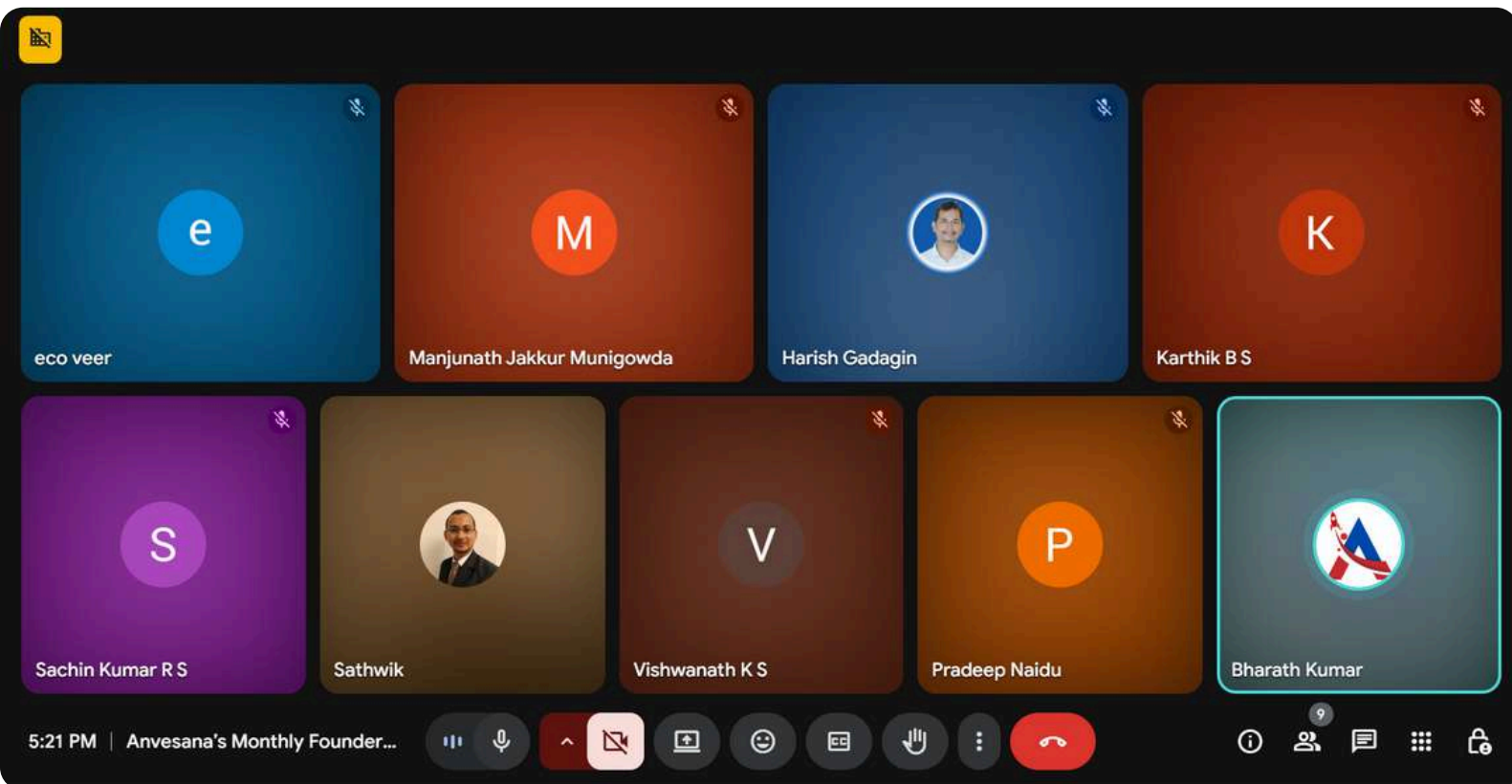
SEPTEMBER MONTH MENTORSHIP HIGHLIGHTS AT ANVESANA



In September, Anvesana TBI strengthened mentorship support for startups, helping them refine strategies and scale confidently. Sessions included strategic growth discussions with Mr. C M Patil, mentoring by Azhar, Vivek Punekar, Mr. Ramana, and guidance for Farmland by Sameer Prabhudesai.



➤➤➤ MONTHLY FOUNDERS CONNECT



Founders Connect at Anvesana is a space for startup founders to share experiences, learn from peers, and gain clarity through open dialogue. These sessions allow the Anvesana team to provide personalized guidance and strategic connections, much like the focused mentorship offered throughout the month.

ANVESANA INCUBATED STARTUPS

 plughire	 VULCAN	 TracTree	 FARMLAND	 Suryanirbhar Agritech Electrifying Traditional Agriculture	 SafeCloak
 Snow-Zoe Technologies Pvt. Ltd	 Sri Gowri Bhargav Pvt. Ltd	 MatchMakers	 Rosette Smart Life	 HYPER BHARAT	 E-Actuell Where passion drives possibilities
 Snow-Zoe Technologies Pvt. Ltd	 DScribe.	 AYYASENSE	 AGRILS	 Curilearn with curiosity	 RevuteAi Tech Perfect

➤➤➤ INNOVATOR'S MINDSET: GUIDING STUDENTS FROM IDEAS TO IMPACT BY MR. RAMANA, CEO, KASURA TECHNOLOGIES



Mr. Ramana shared his entrepreneurial journey and insights on business development, innovation, and leadership. He interacted with students and faculty, engaged with ambassadors from previous ACT cohorts, and mentored selected startups. The sessions gave students valuable exposure to industry-first perspectives and created a strong platform for startup engagement and mentorship.

He emphasized the importance of resilience and adaptability in navigating entrepreneurial challenges. Real-life examples from his journey inspired participants to think beyond conventional boundaries. The session also encouraged students to pursue innovative ideas and actively explore entrepreneurial pathways.



➤➤➤ INTERACTION WITH ANVESANA CAMPUS AMBASSADORS



During his visit, Mr. Ramana engaged closely with the Campus Ambassadors, providing guidance on idea validation, entrepreneurship, and leadership. He offered constructive feedback on ongoing initiatives and shared strategies to strengthen their roles in nurturing student innovation.



This interaction inspired the ambassadors to take more proactive steps in mentoring peers and supporting campus-level entrepreneurial activities. The session encouraged them to explore innovative approaches for campus projects and startup ideas. It concluded with actionable takeaways to enhance engagement and leadership among student innovators.

➤➤➤ AWARENESS SESSION ON INNOVATION AND ENTREPRENEURSHIP



An awareness session on Innovation and Entrepreneurship was conducted for first year engineering students at PESITM. The session introduced students to entrepreneurial thinking, innovation fundamentals, and pathways to transform ideas into ventures.



Through interactive discussions, students were encouraged to think creatively, identify opportunities, and cultivate an innovation-driven mindset early in their academic journey. Students also learned the importance of problem-solving, risk-taking, and resilience in entrepreneurship. Real-life examples of successful startups helped them understand the practical applications of innovative ideas. The session highlighted available resources, mentorship opportunities, and support systems to help students pursue their entrepreneurial goals. It concluded with exercises inspiring students to generate and evaluate their startup concepts.

➤➤➤ DISCUSSION WITH PRINCIPALS OF PES INSTITUTIONS



During his visit, Mr. Ramana Somasurya discussed strengthening industry-academia collaboration, enhancing student employability, and integrating entrepreneurial thinking into the curriculum with PES principals and the CDC team. He shared insights on mentoring frameworks, startup ecosystem engagement, and skill development initiatives. The session concluded with actionable suggestions to support student-led innovations and improve campus-industry linkages.

➤➤➤ PES STUDENTS SHINE AT FKCCI MANTHAN AWARDS



For the second consecutive year, Anvesana's student innovators represented Shivamogga at the FKCCI Manthan Awards, with Team CPR, led by Mr. Poorvik, winning ₹50,000. Their innovative product is under ethical review, and FKCCI may fund it if taken to market. This recognition highlights the talent of young innovators in Malnad and reinforces Anvesana's commitment to nurturing the next generation of entrepreneurs.

➤➤➤ KAKUD POST HARVEST PVT LTD UNVEILS ITS LATEST INNOVATION



During the Startup Leadership Talk at Anvesana, Kakud Post Harvest Pvt Ltd unveiled its latest product, demonstrating its commitment to innovation and empowering farmers with advanced post-harvest solutions. The launch highlighted the product's features, market potential, and Kakud's vision for sustainable agricultural growth, engaging industry experts, stakeholders, and startup ecosystem partners.

➤➤➤ ANVESANA STARTUPS SHARE THEIR JOURNEY ON AKASHAVANI BHADRAVATHI



In a recent radio interview with Akashavani Bhadravathi, startups like SGB Pvt. Ltd., Farmland Industries, and Unriddle Technologies nurtured under Anvesana shared their journey. Guided by Anvesana mentors, they have raised funding, scaled impactful solutions, and addressed real-world challenges in rural and non-metro communities. The interview highlighted the role of mentorship, innovation, and strategic planning in building successful, socially impactful startups.

➤➤➤ PRODUCT DEMO BY FARMLAND & SGB PVT. LTD.



During the recent Startup Leadership Talk organized by Anvesana, incubated startups Farmland Industries and SGB Pvt. Ltd. showcased their products through live demos, highlighting affordable quad-bike attachments and labor-saving agricultural trolleys, giving attendees a first-hand view of local startups solving real-world agrarian challenges.



➤➤➤ VULCAN COLLECTIVE LEARNING LLP SHOWCASES INNOVATION AT PAN-COMMONWEALTH FORUM



Vulcan Collective Learning LLP showcased its upcoming product, Vulcan Interview Master, at the Pan-Commonwealth Forum in Botswana, attended by delegates from 20 countries. The demonstration received strong interest from the U.K., South Africa, Kenya, etc. The feedback confirmed the product is robust, nearly market-ready, and ready for global impact.

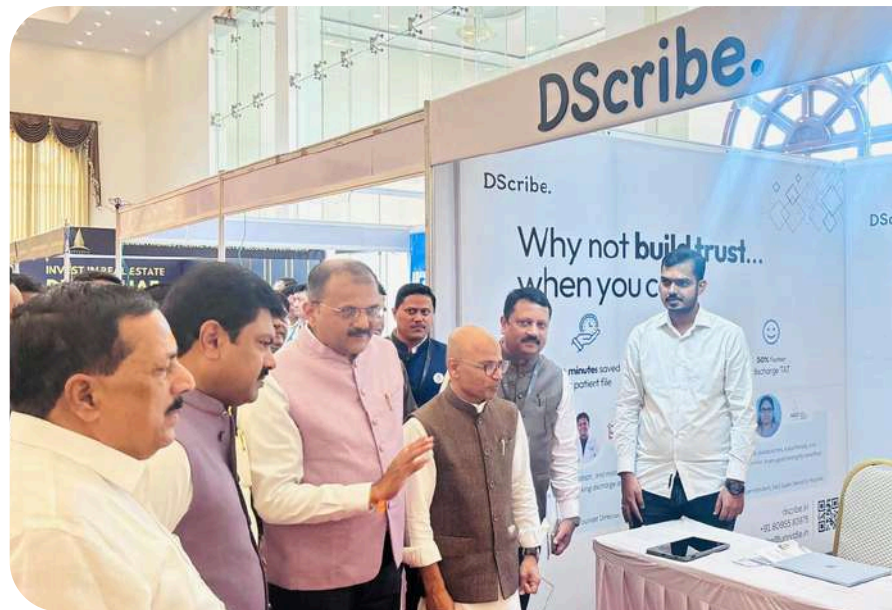
>>> UNRIDDLE TECHNOLOGIES MAKING HEADLINES



Unriddle Technologies Pvt. Ltd., an incubated startup at Anvesana, is gaining strong recognition for its flagship product Dscribe, a tool that digitises hospital workflows without disrupting care. Featured recently in The New Indian Express and in a radio interview with Akashvani, the startup has digitised over 16 lakh hospital records and expanded to 15 hospitals across Karnataka. Anvesana startups are tackling key healthcare challenges, driving impact in non-metro regions, and inspiring future entrepreneurs from Malnad.

>>> UNRIDDLE AT DOCTORPRENEUR 2025

Unriddle Technologies joined Doctorpreneur 2025 as a Silver Sponsor, connecting with doctors, founders, and hospital leaders shaping the future of healthcare. Distinguished guests Dr. Sharan Prakash Patil, B.Y. Raghavendra, and Dr. Dhananjaya Sarji visited the Unriddle stall and appreciated Dscribe – Paperless IPD. The event reinforced Unriddle's mission to empower hospitals with seamless digital solutions and inspire healthcare innovation across India.





ಅಕಾಶವಾಣಿ ಭದ್ರಾವತಿ - FM 103.5 ಮತ್ತು MW 675 KHz

ಪ್ರಸಾರ 2/10/2025 ರ ಬೆಳಿಗ್ಗೆ 8:30am







ಶಿವಮೊಗ್ಗದಲ್ಲಿ ಅರಂಭವಾದ ಹೆಲ್ ಕೇರ್ ಸ್ಕಾರ್ಟ್ ಅಪ್ ಕಂಪನಿಯ ರೂವಾರಿಗಳಾದ ಅಕ್ಷಯ್ V. ನಾಯಕ್ ಮತ್ತು ಕಾರ್ತಿಕ B.S. ಅವರೊಂದಿಗೆ ಸಂವಾದ ಇವರೊಂದಿಗೆ ಅಕಾಶವಾಣಿ ಭದ್ರಾವತಿ ಹಾಗೂ ಚಿತ್ರದುರ್ಗ ಕೇಂದ್ರದ ರಾಯ್‌ಕರಮ ಮುಖ್ಯಸ್ಥರಾದ ಎಸ್.ಆರ್.ಭಟ್.

ಭದ್ರಾವತಿ ಅಕಾಶವಾಣಿಯನ್ನು PrasarBharati 'anvesana' appನಲ್ಲಿ ಹಾಗೂ ಅಕಾಶವಾಣಿ ಭದ್ರಾವತಿ LIVEನಲ್ಲಿ ಪ್ರಸಾರವಾಗಲಿ ಕೇಳಬಹುದು
ಕನ್ನಡ ಶಬ್ದಕೋಶದೊಂದಿಗೆ Dscribe YouTube Channel Link @AkashvaniBhadravathi1945

Mr. Vinay and Mr. B.S. Karthik, founders of Unriddle Technologies Pvt. Ltd., discussed Shivamogga's growing startup ecosystem. The session, coordinated by Mr. S.R. Bhatt, highlighted Anvesana's role in driving regional entrepreneurship. Their insights shed light on how innovation and collaboration are shaping new opportunities for startups in the Malnad region.

SAFE CLOAK EXPANDS WITH NEW INSTALLATIONS IN RAILWAYS AND MALLS



SafeCloak continues its growth momentum with three new installations in September 2025, extending its secure storage solutions across India. Entering Jharkhand for the first time, the company set up lockers at Hatia Railway Station, Ranchi. It expanded further in Uttar Pradesh with installations at Lucknow Charbagh Railway Station, Shalimar Gateway Mall, and the VRL Bus Terminal at Ananda Rao Circle in Gandhinagar, Bengaluru. With these additions, SafeCloak now operates at prime locations, providing safe, convenient, and seamless storage options for travelers and shoppers.

ANVESANA AT TWO YEARS: DRIVING ENTREPRENEURSHIP IN MALNAD



ಆಕಾಶವಾಣಿ ಭದ್ರಾವತಿ - FM 103.5 ಮತ್ತು MW 675 KHz

ಪ್ರಸಾರ ದಿನಾಂಕ 14-09-2025 ಭಾನುವಾರ ಬೆಳಿಗ್ಗೆ 08:30 AM



ಸಿ.ಎಮ್. ಪಾಟೀಲ್

ಸ್ಟಾರ್ಟ್‌ಅಪ್ ಕಂಪನಿಗೆ ಆರಂಭಕ್ಕೆ ಮಾಹಿತಿ ಮತ್ತು ಮಾರ್ಗದರ್ಶನ ನೀಡುವ ಅನ್ವೇಷಣಾ ಸಂಸ್ಥೆಯ ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರಾದ ಸಿ.ಎಮ್. ಪಾಟೀಲ್ ಅವರೊಂದಿಗೆ ವಿಶೇಷ ಸಂವಾದ. ಇವರೊಂದಿಗೆ ಆಕಾಶವಾಣಿ ಭದ್ರಾವತಿ ಹಾಗೂ ಚಿತ್ರದುರ್ಗ ಕೇಂದ್ರದ ಕಾರ್ಯಕ್ರಮ ಮುಖ್ಯಸ್ಥರಾದ ಎಸ್.ಆರ್.ಭಟ್.

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ಹೆಚ್ಚಿನ ಕಾರ್ಯಕ್ರಮಗಳಿಗಾಗಿ Subscribe Youtube Channel link @AkashavaniBhadravathi1965

Mr. C M Patil, Managing Director of Anvesana, recently shared with Akashavani Bhadravathi how the past two years have seen Shivamogga's startup ecosystem thrive through mentoring, market access, and funding support. Local innovators, guided by Anvesana mentors, have raised over ₹10 Crore collectively and scaled impactful solutions for rural and non-metro communities. Programs like the Malnad Startup Summit, Yuva Shristi, and Vridhi continue to connect founders with mentors, investors, and national markets. With the ₹10 Crore TBI 2.0 grant, Anvesana is expanding infrastructure and sector-focused programs, enabling entrepreneurs to grow locally without moving to metros.

ANVESANA INNOVATION AND ENTREPRENEURIAL FORUM



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Managing Director



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CCA, PES Trust



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Chief operating officer



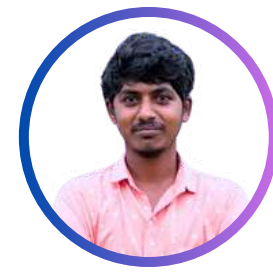
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