



ANVESANA INNOVATION AND ENTREPRENEURIAL FORUM

ASPIRATIONS MEET ACCELERATION



To build a Vibrant Ecosystem for Malnad Entrepreneurs

YUVA
SHRISTI

DIKSUCHI

VRIDHI

VEGA

Investors & VC Network, Regional Industrialists & HNIs

Access to Infrastructure, Makers Adda, Innovation hub

Anvesana Board, Mentor Network, Entrepreneurial Team, Ecosystem Partners

Anvesana Innovation & Entrepreneurial Forum is a Not-for-Profit, Section-8 company committed to catalyzing the growth of an entrepreneurial ecosystem in the Malnad region.

Our mission is to create a supportive platform for mission-driven entrepreneurs, offering comprehensive 'Mentoring – Market – Money' support.

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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▶▶▶ ANVESANA HOSTS A SUCCESSFUL 4TH STARTUP LEADERSHIP TALK

Anvesana Innovation and Entrepreneurial Forum had the privilege of hosting Kuppulakshmi Krishnamoorthy, Global Head – Zoho for Startups, for an insightful Startup Leadership Talk at PESITM, Shivamogga. The session was a power-packed keynote on “Driving Startups to Success”, where she shared valuable perspectives on navigating startup challenges, leveraging technology for business growth, and building sustainable, scalable ventures.



Introduction to Zoho & Its Philosophy

Kuppulakshmi began by introducing Zoho’s journey as a global tech powerhouse, emphasizing its commitment to privacy-focused, user-friendly, and cost-effective solutions. She highlighted Zoho’s philosophy of building self-reliant and resilient businesses by focusing on long-term value rather than short-term gains.

Zoho for Startups – A Game Changer

She then delved into Zoho for Startups, a dedicated initiative that empowers early-stage ventures with access to Zoho’s comprehensive suite of 55+ cloud-based applications. From CRM, finance, and HR solutions to AI-driven automation tools, Zoho offers startups everything they need to streamline operations, enhance productivity, and scale efficiently.

Live Demo – Leveraging Zoho for Business Growth

One of the session’s highlights was the live demonstration of Zoho’s suite of products, showcasing how startups can optimize their workflows, automate processes, and build a tech-driven foundation without hefty investments. She emphasized that Zoho’s integrated solutions enable startups to focus on innovation while minimizing operational overhead.

▶▶▶ ANVESANA HOSTS A SUCCESSFUL 4TH STARTUP LEADERSHIP TALK



Throughout her talk, Kuppullakshmi provided actionable insights on customer-centric growth, operational efficiency, and data-driven decision-making. She encouraged startups to leverage digital tools to drive sustainable success, ensuring they are well-equipped to scale strategically and remain competitive in dynamic markets.

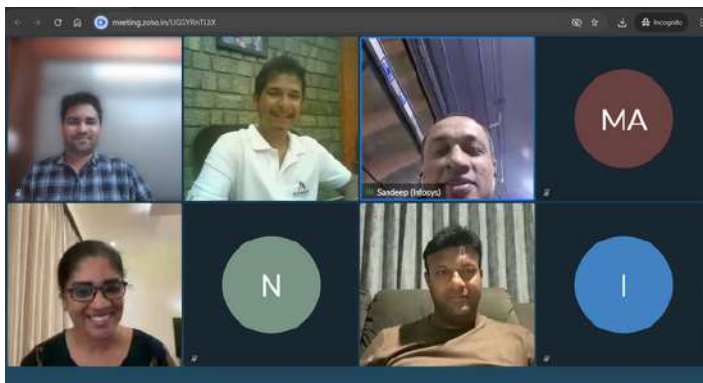
The session concluded with an interactive Q&A, where participants engaged in thought-provoking discussions on startup growth, funding strategies, and technology adoption. Anvesana's young innovators were also recognized during the certificate distribution ceremony, celebrating their entrepreneurial achievements.

This event reaffirmed Anvesana's commitment to fostering a strong entrepreneurial ecosystem, equipping startups with the right mentorship, market access, and financial resources to accelerate their journey.

EXPLORING SYNERGIES

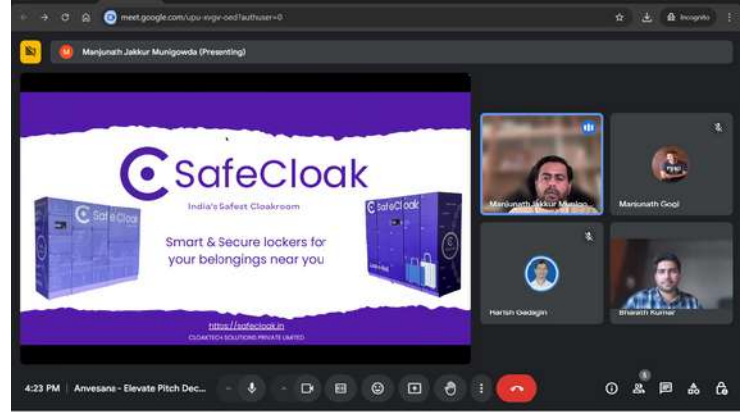
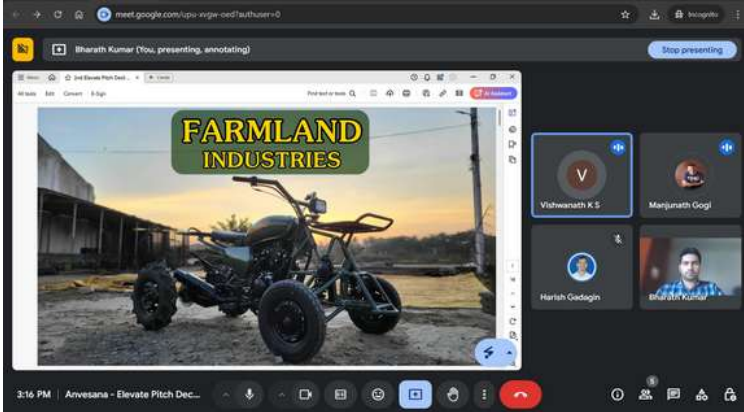


Kuppulakshmi engaged with the Anvesana team to explore collaborations for strengthening the startup ecosystem. She emphasized the need to foster entrepreneurship beyond metro cities through mentorship, technology, and sustainable models. The discussion also highlighted how Zoho's cloud-based tools can enhance startup efficiency in operations, marketing, finance, and customer engagement.

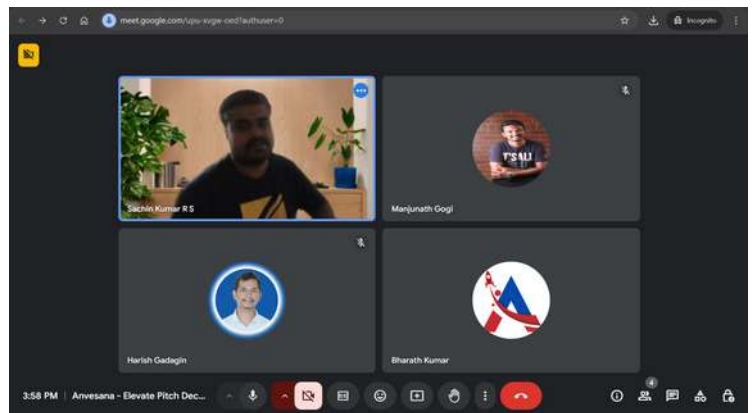
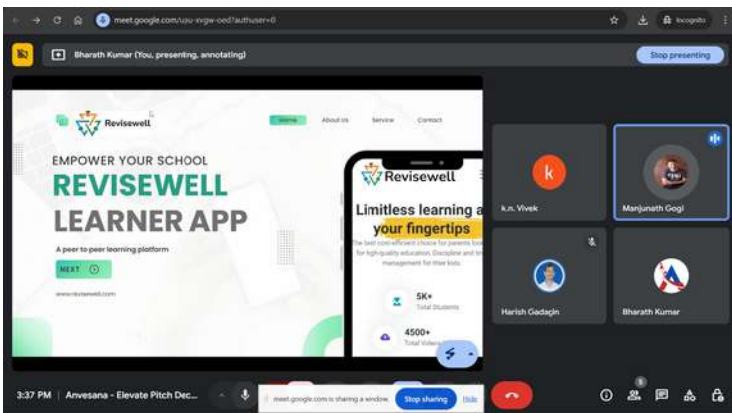


Kuppulakshmi engaged with Anvesana's dedicated mentors, appreciating their role in shaping young entrepreneurs and highlighting the importance of mentorship in startup success. The discussion explored potential collaborations between Zoho and Anvesana, including capacity-building programs, hands-on workshops, and digital transformation strategies for rural entrepreneurs. She was deeply moved by Anvesana's warm hospitality and dynamic entrepreneurial spirit, commending its efforts in fostering a thriving startup ecosystem. Expressing Zoho's enthusiasm for future collaboration, she emphasized the shared vision of empowering startups with the tools, mentorship, and networks needed for scalable growth.

▶▶▶ ANVESANA STARTUPS SHINE AT ELEVATE 2024 FINALS



Following a rigorous Pitch Deck Review Session led by the team of Anvesana, is proud to announce that seven of our incubated startups advanced to the Elevate 2024 finals and presented their pitches at the prestigious event. Building on last year's success, our startups leveraged expert insights, honed their storytelling, and demonstrated impactful solutions. Their selection underscores the growing strength of our entrepreneurial ecosystem, and we remain committed to supporting them in securing funding and scaling their innovations.



At Anvesana, we go beyond just providing a platform—we actively mentor and guide startups through their journey to securing grants and funding. From refining pitch decks to conducting mock presentations and connecting founders with industry experts, we ensure our startups are well-equipped to make a compelling case to investors and funding bodies. Our structured approach, combined with real-time feedback and strategic insights, empowers entrepreneurs to confidently present their innovations, increasing their chances of success in highly competitive opportunities like Elevate grant.

SESSION ON FOUNDER READINESS FOR SCALING SUCCESS BY KUPPULAKSHMI FOR ANVESANA INCUBATED STARTUPS

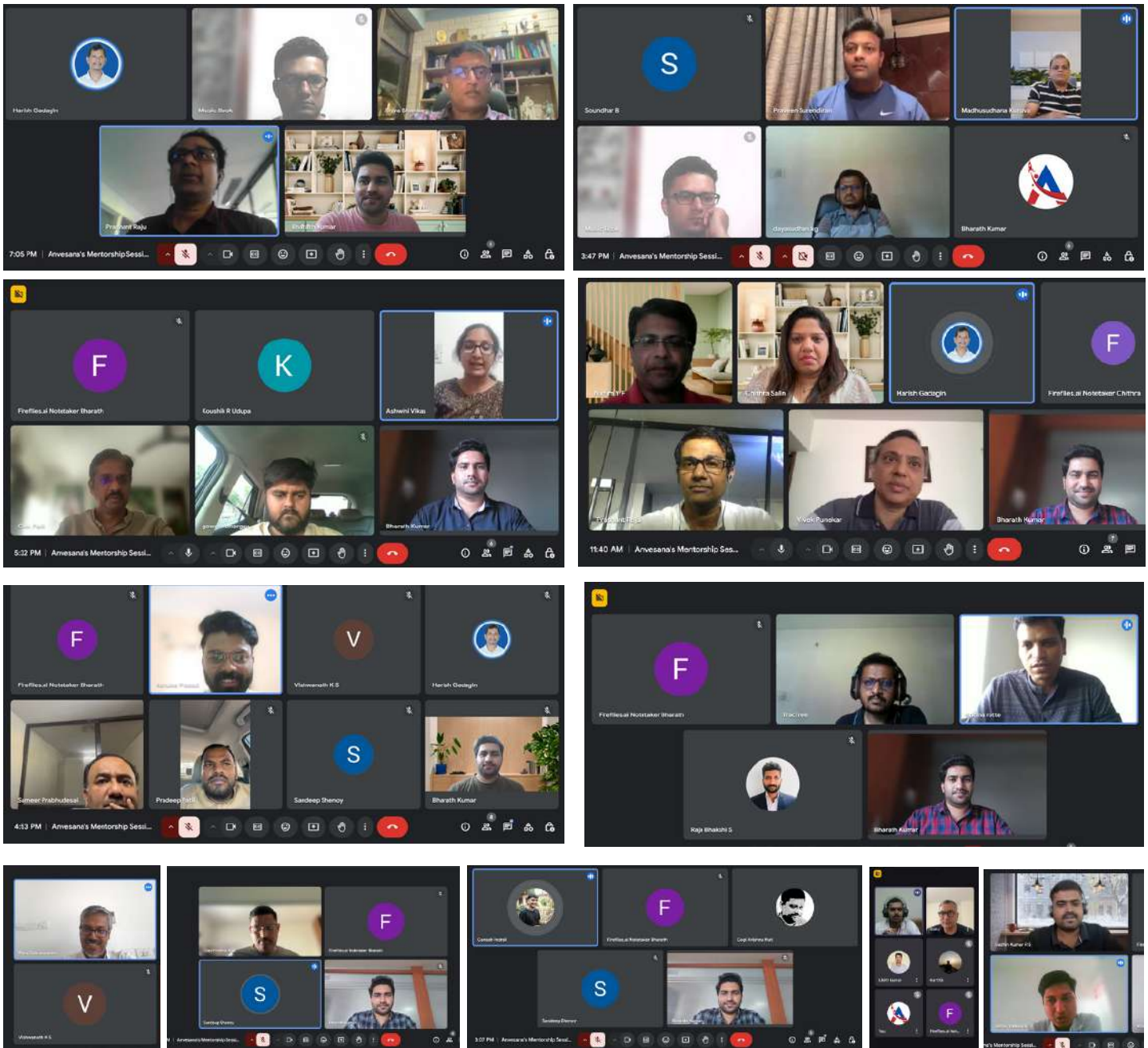


Anvesana hosted an exclusive Founder Readiness for Scaling Success session, designed to equip incubated startups with the essential tools, frameworks, and mindset required for sustainable growth. Mrs. Kuppulakshmi had given a deep insights on essential strategies for growth. The discussion covered vision, strategy, operational excellence, financial readiness, and investor expectations, along with insights on team leadership, market expansion, and leveraging technology. Founders explored ways to streamline operations, build resilient teams, and adopt data-driven, customer-centric approaches for scaling. Emphasizing adaptability and well-being, the session concluded with an interactive fireside chat and Q&A, reinforcing Anvesana's commitment to empowering startups for sustainable success.

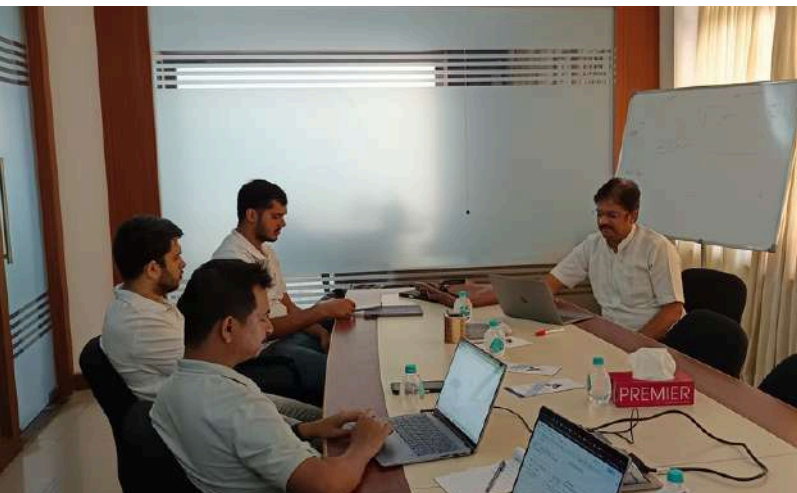


➤➤➤ ANVESANA MENTORSHIP PROGRAM: ENABLING STARTUP SUCCESS

At Anvesana, mentorship is at the core of our startup support system. Through our Mentorship Program, we connect founders with seasoned industry experts, investors, and successful entrepreneurs to provide tailored guidance. Recently, our startups participated in one-on-one mentorship sessions, gaining valuable insights into business strategy, market positioning, and fundraising. These interactions not only refine their approach but also equip them with the knowledge and confidence to navigate the challenges of entrepreneurship. At Anvesana, we believe the right mentorship fuels innovation and accelerates growth.



➤➤➤ MR. C M PATIL ENGAGES WITH STARTUPS, OFFERS VALUABLE INSIGHTS



Anvesana TBI recently organized an interactive discussion session with Mr. C M Patil, Managing Director of Anvesana TBI, where aspiring entrepreneurs had the opportunity to gain firsthand insights into business growth, strategy, and market positioning. This session served as a valuable mentorship platform, enabling startups to engage in meaningful conversations and seek expert guidance on their entrepreneurial journey.

During the discussion, Mr. Patil provided a comprehensive analysis of industry trends, emerging business opportunities, and key strategies for overcoming startup challenges. He shared practical approaches to scaling businesses, emphasizing the importance of market validation, financial planning, and investor readiness. The session also focused on navigating regulatory frameworks, product-market fit, and leveraging networks for growth.



Startups had the opportunity to ask specific questions and receive tailored advice on their unique challenges, ranging from funding strategies to operational efficiency. Mr. Patil's experience in mentoring and supporting early-stage ventures proved invaluable,

as he provided actionable insights that could help startups refine their vision and approach toward sustainable growth.

The session fostered a culture of collaboration, where entrepreneurs exchanged ideas and gained confidence to build scalable ventures. This engagement underscores Anvesana TBI's commitment to providing expert mentorship and a strong support system for startup growth.

➤➤➤ EMPOWERING YOUNG INNOVATORS: YUVA SHRISTI PROGRAM HIGHLIGHTS



As part of the Yuva Shrishti Program, Anvesana nurtures aspiring young entrepreneurs by providing hands-on exposure to industry practices. Recently, our cohort visited the Department of Post Harvest Management, College of Horticulture, Mudigere, Chikkamagaluru, where they explored food processing, packaging, and value addition techniques.

The session offered insights into innovative betel leaf products, packaging technology, and value-added food items, including jackfruit milkshake, beetroot powder, and pickles. Additionally, collaboration opportunities with Dr. Kanthraj opened doors for engineering students to engage in food technology projects.

This visit not only enhanced their practical knowledge but also fostered industry-academic collaboration, equipping them with the expertise to create impactful solutions in the food processing sector.



Sl.No.	NAME	FROM	TO
1	Dr. B. HEMILA	2013	24-06-2013
2	Dr. V. SRINIVASA	6-2013	25-06-2014
3	Dr. D. MADANAH	7-2014	19-04-2023
4	Dr. SHIVAKUMAR	2023	07-02-2024
5	Dr. KANTHARAJ Y.	2-2024	

➤➤➤ ANVESANA SUPPORTS STUDENTS AT FOSS HACKATHON 2025



FOSS Hack 2025, India's premier open-source hackathon, was successfully held at PES Institute of Technology and Management (PESITM), Shivamogga. Organized by FOSS United in collaboration with the Department of Computer Science and Engineering, TECHFORGE Student's Club, and PESITM Student Branch, the event attracted over 220 participants from various technical institutions.

Anvesana actively supported student teams during the hackathon, providing mentorship on problem-solving, open-source development, and pitching strategies. Our team guided students in refining their ideas, structuring their projects, and effectively presenting their solutions to the judges.

With industry leaders like Prasanna Mavinkuli, Senior Director at SAP Labs India, delivering keynote addresses and highlighting the importance of open-source innovation, the event offered an excellent learning platform, empowering them to excel in competitive platforms like FOSS Hack 2025.



➤➤➤ ANVESANA HOSTS DESIGN THINKING WORKSHOP FOR PES POLYTECHNIC STUDENTS



Anvesana recently conducted an interactive Design Thinking Workshop at PES Polytechnic, equipping students with innovative problem-solving skills. The session kicked off with a Self-Balancing Balloon Tower challenge, fostering teamwork and creativity.

Participants were guided through the five key phases of Design Thinking—Empathize, Define, Ideate, Prototype, and Test—learning to identify user needs, frame problems, brainstorm solutions, build models, and refine ideas based on feedback.

This hands-on workshop empowered students with critical thinking, collaboration, and innovation skills, preparing them to tackle real-world challenges effectively.



➤➤➤ FOSTERING SUSTAINABLE INNOVATION: C M PATIL SPEAKS AT CSSTSS-2025



Mr. C M Patil, Managing Director of Anvesana TBI, delivered an impactful talk at National Conference on Chemical Sciences for a Sustainable Tomorrow: Synergy and Solutions (CSSTSS-2025), held on February 19-20, 2025, at St. Joseph's University, Bengaluru. Organized by the Department of Chemistry, the conference brought together experts, researchers, and industry leaders to discuss advancements in sustainable chemical

Mr. Patil's session emphasized entrepreneurship as a key driver of sustainable innovation, highlighting how startups, academia, and industry collaboration can accelerate the development of eco-friendly technologies. He shared insights on the importance of deep-tech ventures, funding opportunities, and the role of incubators like Anvesana in bridging the gap between research and commercialization.

The event served as a dynamic platform for networking, knowledge exchange, and fostering partnerships to address global sustainability challenges. Mr. Patil's address reinforced the significance of synergy between science and entrepreneurship in shaping a greener and more sustainable future.

➤➤➤ STRENGTHENING INDUSTRY-ACADEMIA COLLABORATION: PESITM HEADS OF THE DEPARTMENT ENGAGE WITH ZOHU FOR STARTUPS



During her visit, Kuppulakshmi engaged in an interactive session with the heads of various departments, exploring opportunities to bridge academia and industry for fostering innovation and entrepreneurship. The discussion highlighted PESITM's commitment to developing future-ready engineers, emphasizing skilling programs, industry linkages, and research-driven learning. Kuppulakshmi shared insights on Zoho's approach to building a self-reliant ecosystem and how its suite of cloud-based tools can enhance digital transformation in education and startup ecosystems.

The discussion emphasized nurturing student entrepreneurship, fostering campus innovation, and adopting global startup practices. It highlighted faculty roles, emerging technologies, and preparing graduates for a dynamic job market. The session explored potential collaborations between Zoho and PESITM in skilling, research, and industry readiness. Zoho's expertise in digital transformation and business solutions was a key focus. The event reinforced the importance of academia-industry partnerships in driving innovation. It set the stage for future initiatives to empower students and entrepreneurs.



▶▶▶ **MEDIA COVERAGE OF STARTUP LEADERSHIP TALK**

ಪಿಇಎಸ್‌ಎನ್‌ಆರ್ ಸ್ಫೂರ್ತಿದಾಯಕ ಸ್ಟಾರ್ಟ್‌ಅಪ್ ಅಧ್ಯಕ್ಷತೆ ಚರ್ಚೆ

■ ಕಿವಿಮೊಗ್ಗ, 14:

ನಗರದ ಪಿಇಎಸ್‌ಎನ್‌ಆರ್ ಕಾಲೇಜಿನಲ್ಲಿ ಅನ್ವೇಷಣಾ ಇನ್‌ಫೋರ್ಮೇಷನ್ ಮತ್ತು ಎಂಟ್ರೆಪ್ರೆನೂರಿಯಲ್ ಫೋರಮ್ ಆಯೋಜಿಸಿದ ಸ್ಟಾರ್ಟ್‌ಅಪ್ ಲೀಡರ್‌ಶಿಪ್ ಚರ್ಚೆ ಯಶಸ್ವಿಯಾಗಿ ನೆರವೇರಿತು. ಕುಪ್ಪಳಾಕ್ಷ್ಮಿ ಕೃಷ್ಣಮೂರ್ತಿ ಸ್ಟಾರ್ಟ್‌ಅಪ್ ಲೀಡರ್‌ಶಿಪ್, ತಂತ್ರಜ್ಞಾನ ಬಳಕೆ ಮತ್ತು ಸ್ಕೇಲಬಲ್ ಬಿಸಿನೆಸ್ ಮೌಲ್ಯಗಳ ಬಗ್ಗೆ ಅಮೂಲ್ಯವಾದ ತಿಳಿವಳಿಕೆ ಹಂಚಿಕೊಂಡರು.

ಕುಪ್ಪಳಾಕ್ಷ್ಮಿಯವರು ಸ್ಟಾರ್ಟ್‌ಅಪ್ ಎದುರಿಸುವ ಸವಾಲುಗಳು, ಹೊಸ ಆವಿಷ್ಕಾರಗಳ ಮಹತ್ವ ಮತ್ತು ದೀರ್ಘಕಾಲಿಕ ಬೆಳವಣಿಗೆಗೆ ತಂತ್ರಜ್ಞಾನದ ಸದುಪಯೋಗ ಬಗ್ಗೆ ಚರ್ಚಿಸಿದರು. ಅವರು ಅತ್ಯಂತ ಪ್ರಮುಖ ಸಾಧನಗಳನ್ನು ಲೈವ್ ಡೆಮೋ ಮೂಲಕ ಪ್ರದರ್ಶಿಸಿ, ಸ್ಟಾರ್ಟ್‌ಅಪ್‌ಗಳು ತಮ್ಮ ವ್ಯವಹಾರ ಅಭಿವೃದ್ಧಿಗಾಗಿ ತಂತ್ರಜ್ಞಾನವನ್ನು ಹೇಗೆ ಬಳಸಿಕೊಳ್ಳಬಹುದು ಎಂಬುದನ್ನು ತೋರಿಸಿದರು. ಮಾರ್ಕೆಟಿಂಗ್ ಮತ್ತು ಬಿಸಿನೆಸ್ ಡೆವಲಪ್‌ಮೆಂಟ್



ಶೋನೆಯಲ್ಲಿ ಪ್ರಶೋತ್ತರ ಅವರಿಗೆ ಆಯೋಜಿಸಲಾಗಿದ್ದು, ಉದ್ಯಮಿಗಳು ಮತ್ತು ವಿದ್ಯಾರ್ಥಿಗಳು ಪ್ರಶ್ನೆಗಳನ್ನು ಕೇಳಿ, ಸ್ಟಾರ್ಟ್‌ಅಪ್ ಗಳ ಬೆಳವಣಿಗೆಗೆ ಮಾರ್ಗದರ್ಶನ ಪಡೆದರು. ಅನ್ವೇಷಣೆ ಯುಎಪ್ ವಿತರಣಾ ಸಾರ್ವಜನಿಕ ಪ್ರಶಸ್ತಿ ವಿತರಣೆ ಮಾಡಲಾಯಿತು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಪಿಇಎಸ್‌ಎನ್‌ಆರ್ ಕುಪ್ಪಳಾಕ್ಷ್ಮಿ ಕೃಷ್ಣಮೂರ್ತಿ ಅರುಣಾದೇವಿ ಎಸ್ ಎಸ್, ಮುಖ್ಯ ಕಾರ್ಯನಿರ್ವಾಹಕ ಅಧಿಕಾರಿ ಉಮಾದೇವಿ ಎಸ್ ಎಸ್, ಅನ್ವೇಷಣೆ ಮತ್ತು ಕಾರ್ಯನಿರ್ವಾಹಕ ಅಧಿಕಾರಿ ಹರೀಶ್ ಗಡಗಿನ,

ಮತ್ತು ಇಂಕ್ಯುಬೇಟರ್ ಮ್ಯಾನೇಜರ್ ಭರಣ್ ಕುಮಾರ್ ಉಪಸ್ಥಿತರಿದ್ದರು.

ಫೌಂಡರ್ ರೆಡಿನೆಸ್ ಸೆಷನ್ " ಅನ್ವೇಷಣೆ ತನ್ನ ಇಂಕ್ಯುಬೇಟರ್ ಸ್ಟಾರ್ಟ್‌ಅಪ್ ಗಳಿಗಾಗಿ ಎಂಬ ಯೋಗ್ಯ ಸಂವಾದವನ್ನು ಆಯೋಜಿಸಿತು. ಈ ವಿಶೇಷ ಸೆಷನ್‌ನಲ್ಲಿ ಕುಪ್ಪಳಾಕ್ಷ್ಮಿ ಅವರು ಸ್ಟಾರ್ಟ್‌ಅಪ್ ಸಂಸ್ಥಾಪಕರೊಂದಿಗೆ ನೇರ ಸಂವಾದ ನಡೆಸಿ, ಅವರ ಸ್ಟಾರ್ಟ್‌ಅಪ್‌ಗಳನ್ನು ಯಶಸ್ವಿಯಾಗಿ ವೃದ್ಧಿಪಡಿಸಬೇಕಾದ ಪ್ರಮುಖ ತಂತ್ರಗಳು, ವೇದಿಕೆಗಳು, ಮತ್ತು ಅನುಭವಗಳ ಬಗ್ಗೆ ಚರ್ಚಿಸಿದರು. ಈ ಸಂವಾದ ಉದ್ದಮೆ ತಂತ್ರಜ್ಞಾನ, ಬಂಡವಾಳ ಸಂಗ್ರಹ, ಉತ್ಪನ್ನ-ಮಾರುಕಟ್ಟೆ ಸೂಕ್ತತೆ, ಮತ್ತು ಸ್ಟಾರ್ಟ್‌ಅಪ್ ನಾಯಕತ್ವಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಪ್ರಾಥಮಿಕ ವಿಷಯಗಳ ಬಗ್ಗೆ ಅಳವಡದ ತಿಳಿವಳಿಕೆ ನೀಡಿತು. ಇದರಿಂದ ಸ್ಫೂರ್ತಿನಿರೀಕ್ಷಿಸಿ ತಮ್ಮ ಉದ್ಯಮ ಪ್ರಯಾಣವನ್ನು ವಿಸ್ತರಿಸಿದ ಮುಂದುವರಿಸಲು ಆಸಕ್ತಿ ಮಾರ್ಗದರ್ಶನ ಲಭಿಸಿತು.

Anvesana hosts startup leadership talk with Zoho at PESITM S'mogga

EXPRESS NEWS SERVICE @ Shivamogga

ANVESANA Innovation and Entrepreneurial Forum hosted a Startup Leadership Talk featuring Kuppulakshmi Krishnamoorthy, global head of Zoho for Startups, at the PESITM campus recently.

The event brought together startup founders, aspiring entrepreneurs and ecosystem enablers to discuss startup leadership, technology-driven business growth, and cost-effective scaling strategies, stated PESITM. Kuppulakshmi spoke about navigating startup challenges, fostering innovation, and aligning business strategies with sustainable growth. She highlighted the role of Zoho's products in helping startups build scalable solutions

with a secure technology infrastructure. She also demonstrated Zoho's suite of tools, showing how they can support business growth and operational efficiency.

Niveditha Raghuram shared insights on marketing and business development strategies, discussing brand positioning and the use of digital tools for business expansion.

The event concluded with a Q&A session, followed by a certificate distribution ceremony recognising young innovators at Anvesana. Among those in attendance were Arunadevi S Y, trustee member, Umadevi S Y, chief executive officer of PES Trust, and Harish Gadagin, chief operating officer, Anvesana.

Founder readiness session
Anvesana also hosted a closed-

door session on scaling readiness for incubated startups. Kuppulakshmi held one-on-one discussions with founders, offering structured frameworks and practical tools to help prepare their ventures for growth. Topics included business scalability, investment readiness, product-market fit, and leadership's role in long-term success.

Mentorship roundtable
A virtual mentorship roundtable was also held, where Kuppulakshmi engaged with Anvesana's mentors. She acknowledged their role in supporting young entrepreneurs and discussed potential collaborations between Zoho and Anvesana to enhance mentorship and strategic support for startups.



Startup Leadership Talk organised at PESITM campus in Shivamogga recently | EXPRESS



Shri. Prashant Prakash
Chairman



Mr. C M Patil
Managing Director



Mrs. Umadevi S Y
Board Advisor



Mr. Subash BR
Director



Ms. Disha R S
Director



Dr. Nagaraj R
CCA, PES Trust



Mr. Harish Gadagin
Chief operating officer



Mr. Bharath Kumar
Incubation manager



Mr. Likewin Thomas
Program Co-ordinator

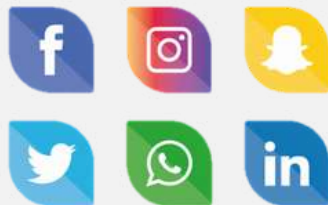


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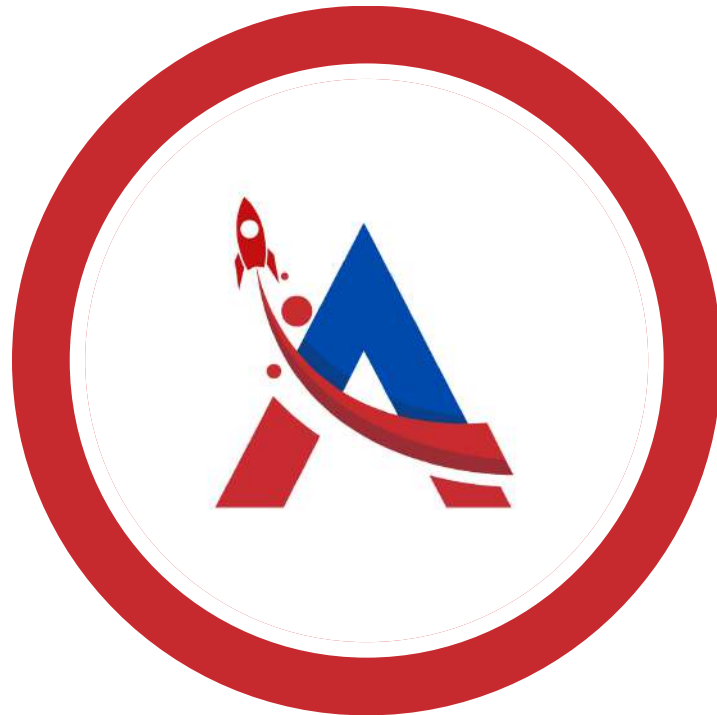


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