



# 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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## FOUNDER'S STAGE (STARTUP ECOSYSTEM) - STARTUPS FOR BHARAT

**FIRESIDE CHAT: RURAL INNOVATION & ENTREPRENEURSHIP IN BHARAT" — AN EXPLORATION OF THE MARKET POTENTIAL, EMERGING SECTORS, AND GLOBAL SIGNIFICANCE OF RURAL STARTUPS IN INDIA.**



As the moderator of the session, Mr. C M Patil, Managing Director of Anvesana and CEO of Krishi Kalpa, steered the conversation with his deep understanding of the rural innovation landscape. He emphasized the importance of building sustainable entrepreneurial ecosystems in Bharat by fostering grassroots-level engagement, cultivating a culture of problem-solving, and leveraging rural talent.

Mr. Ullas Kamath, former Joint Managing Director of Jyothy Labs and Chairman of the Karnataka State Council at FICCI, brought his extensive experience in scaling consumer goods businesses to the discussion. He highlighted the critical need to professionalize

family-run enterprises to unlock their full potential. Mr. Kamath shared actionable strategies for startups to effectively penetrate rural markets, emphasizing the importance of building trust, customizing offerings for rural consumers, and adopting innovative distribution models.

The discussion showcased how empowering rural entrepreneurship could transform Bharat into a vibrant innovation hub and position India as a leader in addressing global challenges through homegrown solutions. This inspiring session serves as a reminder of the immense opportunities that lie beyond urban markets and the collective responsibility of entrepreneurs, policymakers, and stakeholders to nurture the untapped potential of rural India.

**Collaboration among entrepreneurs, policymakers, and stakeholders is essential to unlocking the untapped potential of rural India.**

**– Mr Ullas Kamath**



## FOUNDRERS STAGE (STARTUP ECOSYSTEM) - STARTUPS FOR BHARAT

### PANEL DISCUSSION: ESTABLISHED STARTUPS LEADING THE WAY IN BHARAT MARKET



On 20th November, Anvesana TBI COO Mr Harish and a pannelists had an engaging discussion as part of BTS 2024, featuring visionary founders and industry leaders who are making a remarkable impact in Bharat's dynamic and evolving market. The session brought together pioneers from diverse sectors who shared their stories, strategies, and the challenges they overcame to unlock opportunities in rural and semi-urban India.

#### Insights from Panelists:

- **Mr. Prasanna Kumar C**, Founder of VilCart, who shared how technology and innovative logistics models are revolutionizing rural retail.
- **Mr. Shashi Kumar**, Founder of Akshayakalpa, discussed how organic dairy is empowering farmers and promoting sustainable agriculture.
- **Ms. Yeshodha Karuturi**, Co-founder of Hoovu Fresh, explained how technology is modernizing the traditional floral industry and enhancing supply chains.
- **Mr. Vittal Ramakrishna**, Founder of POD, provided insights into building investor trust and enabling startups to secure funding in less-connected markets.

#### Spotlighting Bharat's Growth Potential:

With rural India contributing over 50% of FMCG sales and accounting for 44% of internet users, the discussion delved into how startups are tapping into this immense potential to drive sustainable growth.





## YUVA STUDENTS OF PES TRUST EXPLORE INNOVATION AT BTS 2024!



Students from the YUVA Program at PESITM had an exciting and enriching experience at the Bengaluru Tech Summit 2024! The summit provided them with an incredible platform to explore startup stalls, interact with founders and innovators, and gain invaluable insights into the dynamic entrepreneurial ecosystem.



The students explored an array of startup stalls, engaging directly with founders and innovators who are at the forefront of transforming ideas into impactful solutions. Through these interactions, they gained invaluable insights into the entrepreneurial ecosystem, including how startups navigate challenges, innovate solutions, and build their businesses. This hands-on exposure offered them a unique opportunity to understand the dynamics of entrepreneurship, network with industry leaders, and learn about the cutting-edge technologies and strategies shaping the future.



## OUR STARTUPS SHOWCASING THEIR PRODUCTS AT BTS 2024

Two of our startups, Oneshell Private Limited and Triangular Innovations Private Limited (iCleanX), proudly showcased their innovations at the prestigious Bengaluru Tech Summit 2024.



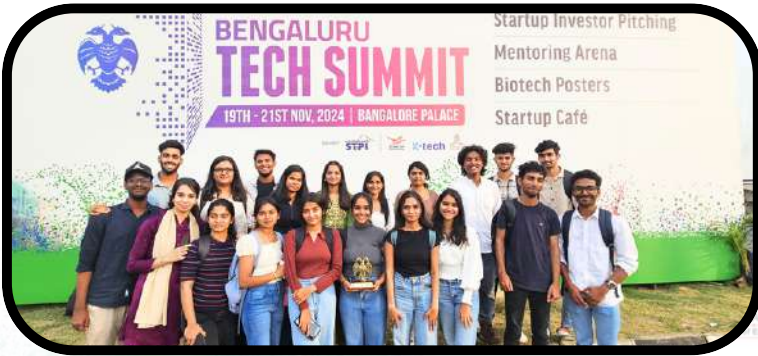
Oneshell captivated the audience with its forward-thinking, cutting-edge solutions, showcasing its vision for addressing real-world challenges with innovation and precision. On the other hand, iCleanX by Triangular Innovations wowed visitors with its groundbreaking approach to cleanliness and hygiene, redefining standards and presenting scalable solutions for pressing sanitation needs.

The summit provided an exceptional platform for both startups to showcase their offerings to a global and diverse audience. They engaged actively with industry leaders, potential clients, and investors, building critical connections and exploring opportunities for collaboration, partnerships, and growth. Their participation not only reinforced their presence in the competitive tech ecosystem but also opened doors to new possibilities, partnerships, and feedback from stakeholders.

At Anvesana, we take immense pride in facilitating their participation by securing prime stalls at this renowned event. Our commitment lies in empowering startups to unlock their potential, offering them platforms for visibility, networking, and innovation. Oneshell and iCleanX are shining examples of how passion and ingenuity can create meaningful impact and drive transformative change.



## GLIMPS OF BTS 2024





## ➤➤➤ **INNOVATION AND ENTREPRENEURSHIP AWARENESS SESSION FOR PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES STUDENTS**

We recently hosted an engaging awareness session on innovation and entrepreneurship for PES IAMS students, aimed at inspiring their entrepreneurial spirit. The session featured a presentation on the significance of innovation in today's business landscape, alongside inspiring case studies of successful entrepreneurs, which highlighted the challenges and triumphs of their journeys.

We also introduced Anvesana and its mission to nurture entrepreneurial talent, explaining the resources, mentorship, and support available through our programs. Students actively participated in discussions, asking insightful questions and sharing their thoughts, creating a vibrant atmosphere of collaboration and learning.

The session concluded with a call to action, encouraging students to explore their ideas and consider the possibilities of entrepreneurship. We are excited to continue our engagement with PES IAMAS students and support their entrepreneurial journeys in the future!



## ACT 2.0 PARTICIPANTS PITCHING THEIR FINAL PROOF OF CONCEPTS



ACT 2.0 participants recently showcased their final Proof of Concepts (POCs), marking a significant milestone in their entrepreneurial journey. These students provided a glimpse into their learnings from the program, demonstrating how ACT 2.0 has helped them refine their ideas, gain clarity, and transform innovative concepts into tangible solutions.

The journey from idea to POC is challenging, but their presentations reflected the skills, knowledge, and confidence they have gained through the program. ACT 2.0 continues to empower aspiring innovators, equipping them with the tools and guidance to build impactful solutions for real-world problems.

Kudos to all participants for their dedication and hard work! We look forward to seeing their ideas take shape as they embark on their entrepreneurial journey.







## **ENTREPRENEUR TALK AT INDUR INSTITUTE OF ENGINEERING, SIDDIPET, HYDERABAD**



An inspiring Entrepreneur Talk was recently organized at Indur Institute of Engineering, Siddipet, Hyderabad. The session was addressed by Mr. C M Patil, our Managing Director, who shared invaluable insights on entrepreneurship, innovation, and the importance of building resilient businesses.

Mr. Patil's address resonated with the students, offering them a deeper understanding of the entrepreneurial journey and the skills needed to succeed. The session was an excellent opportunity for aspiring entrepreneurs to gain guidance and motivation from an industry leader who has been instrumental in building successful startups and fostering innovation.

We thank Indur Institute of Engineering for hosting this event and look forward to further collaborations that inspire and empower the next generation of entrepreneurs.



Harish Camera  
14 November 2024 11:28 am





## ANVESANA PARTNERS HOSTS SOLIDWORKS INNOVATION DAY



We had the privilege of attending Innovation Day 2025, hosted by our esteemed partners, CKonnect, at Taj Yeshwantpur, Bangalore. This event focused on showcasing SOLIDWORKS 2024 and the 3D EXPERIENCE platform, highlighting how these tools can streamline design processes and enhance product development.

The event was a great opportunity to connect with industry experts, peers, and innovators, learning about best practices and exploring the latest advancements in CAD, data management, and advanced simulation.

As we continue to nurture innovation, this collaboration with CKonnect enriches our startup ecosystem, providing valuable resources and insights to our entrepreneurs. We look forward to more such engagements that inspire growth and development in the tech community.



## ANVESANA TEAM MEETS WITH VC, UNIVERSITY OF AGRICULTURAL & HORTICULTURAL SCIENCES, SHIVAMOGGA



We recently visited an Agriculture University and had the invaluable opportunity to meet with the Vice Chancellor. Our discussions centered around exploring potential synergies that could lead to mutual benefits for both our organizations, fostering a collaborative environment.



## ➤➤➤ 2ND COHORT OF VRIDHI STARTUP INCUBATION PROGRAM UNDERWAY!

This year, we've received an impressive array of innovative startup ideas, each with the potential to make a significant impact in their respective industries. Our dedicated jury panel is diligently evaluating these promising entrepreneurs to identify the best candidates for our program.



The second set of startups was evaluated this month, and we are excited to continue the process of selecting and onboarding innovative startups in the coming month. We look forward to expanding our ecosystem and supporting the next wave of visionary entrepreneurs.





## UNLOCKING OPPORTUNITIES IN GOVERNMENT E-MARKETPLACE: BASICS AND BENEFITS FOR BUSINESSES



We recently hosted an enlightening session on the Government e-Marketplace (GeM), with Ms. Vinutha CA as the key speaker. The session delved into the core features of the GeM platform, providing businesses with essential knowledge on how to register, navigate the platform, and access a wide range of government procurement opportunities.

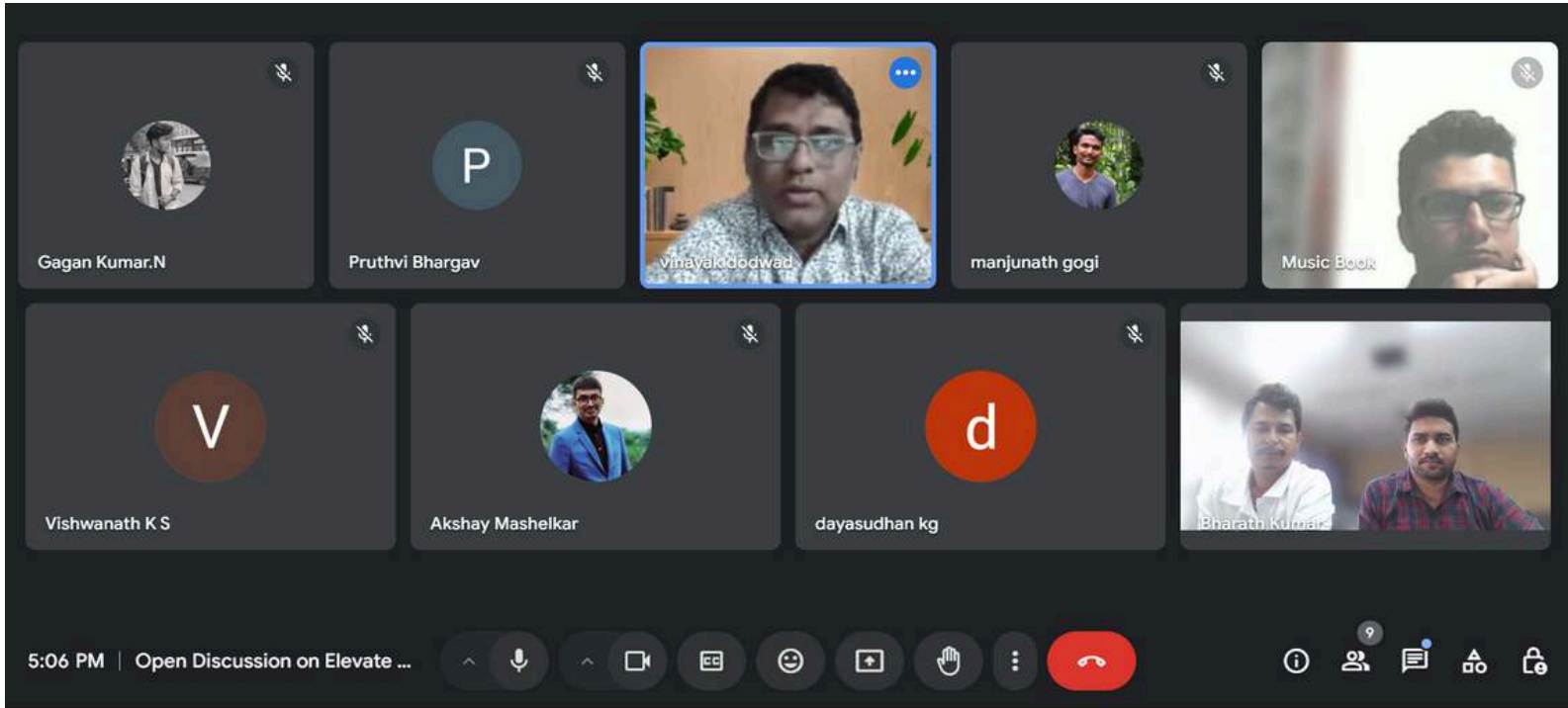
Ms. Vinutha expertly outlined how GeM serves as a powerful tool for businesses of all sizes, offering a simplified procurement process and opening doors to direct government contracts. She emphasized how GeM promotes transparency, efficiency, and fairness in the bidding process, making it easier for businesses to engage with government departments.

The session also explored the long-term benefits of being on GeM, such as access to a large pool of government buyers, faster payment cycles, and the potential for repeat business. This platform offers immense growth prospects for startups and established businesses alike, and we are thrilled to have provided this valuable learning experience to our network.

We look forward to hosting more such sessions that help businesses harness digital platforms to expand and scale their operations.

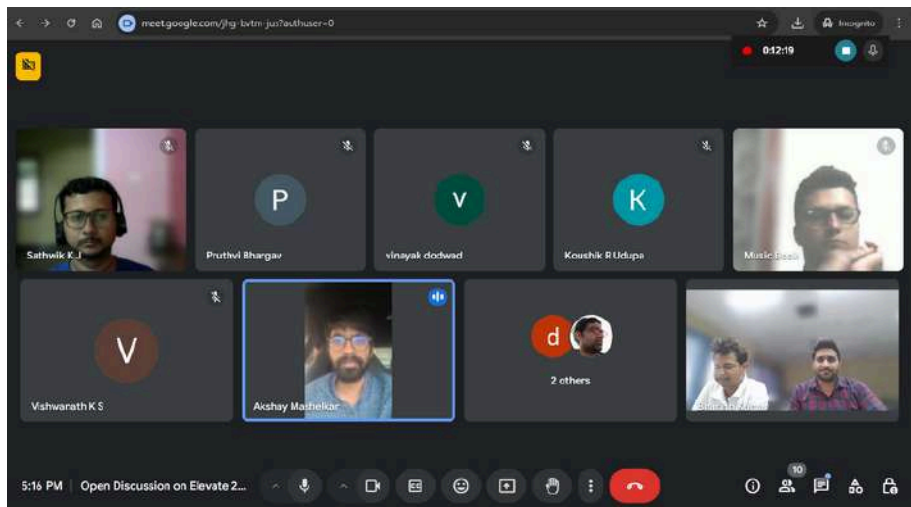


## **>>> ANVESANA SUPPORTED ELEVATE 100 WINNERS SHARES THEIR INSIGHTS WITH ASPIRANTS**



We are thrilled to announce that Mr. Akshay from Experimind Labs and Mr. Vinayak from Ecoveer, both Elevate 100 winners from Anvesana, recently shared invaluable insights with aspiring entrepreneurs on how to effectively pitch their ideas and secure funding. During the session, both entrepreneurs delved into the essential elements of a successful pitch, emphasizing the importance of clear communication, storytelling, and focusing on the problem-solving aspect of their startups. They shared tips on creating compelling PowerPoint presentations, offering practical advice on structuring slides, presenting data, and engaging juries.

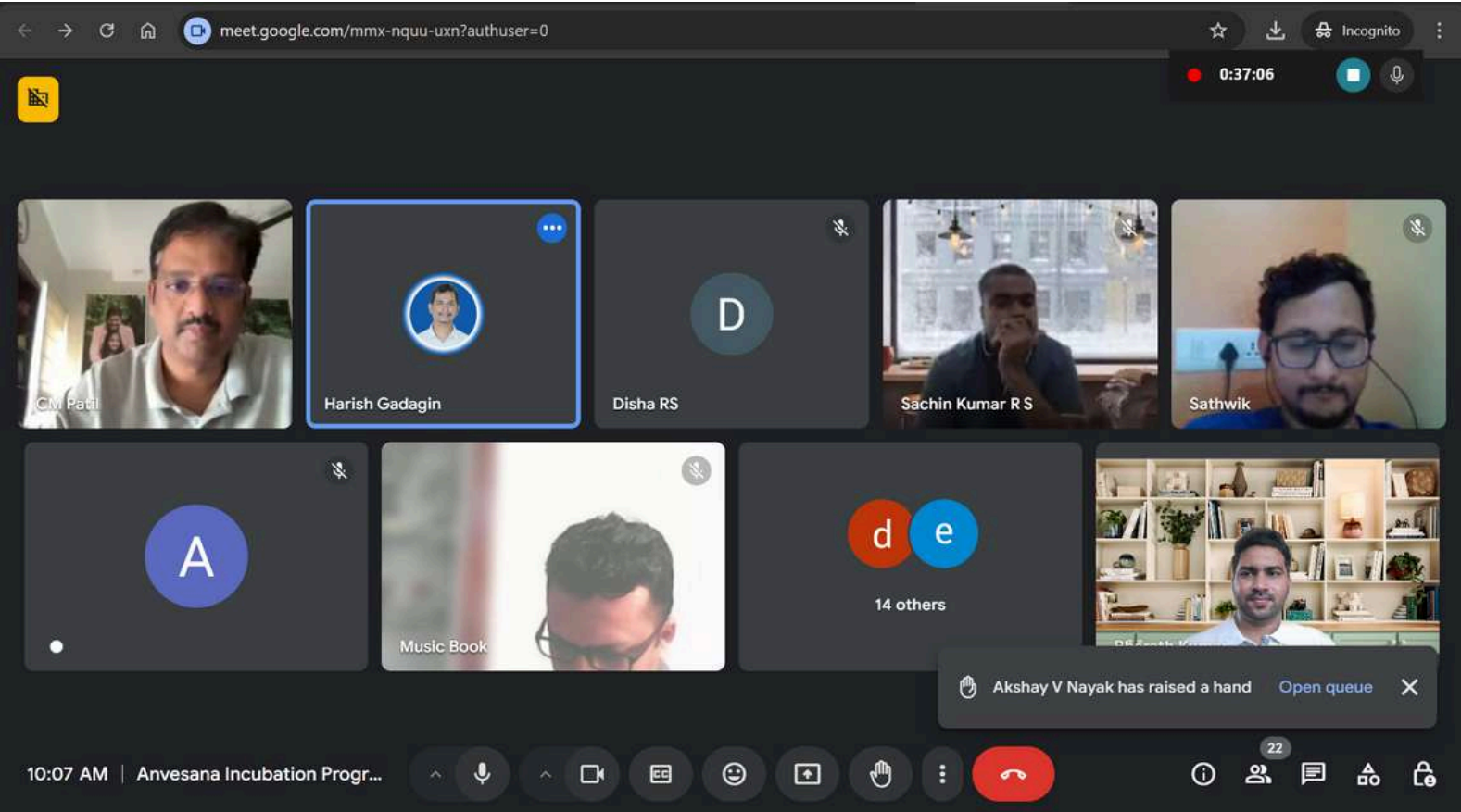
Mr. Akshay highlighted the significance of confidence and clarity when pitching to Juries, while Mr. Vinayak stressed the importance of demonstrating the scalability and impact of the startup. They also provided strategies for addressing tough questions from investors and building a strong business case.



This session was an invaluable learning experience for aspiring entrepreneurs looking to refine their pitching skills and prepare for investor meetings. We are proud of the achievements of our Elevate 100 winners and grateful for their willingness to guide the next generation of entrepreneurs.

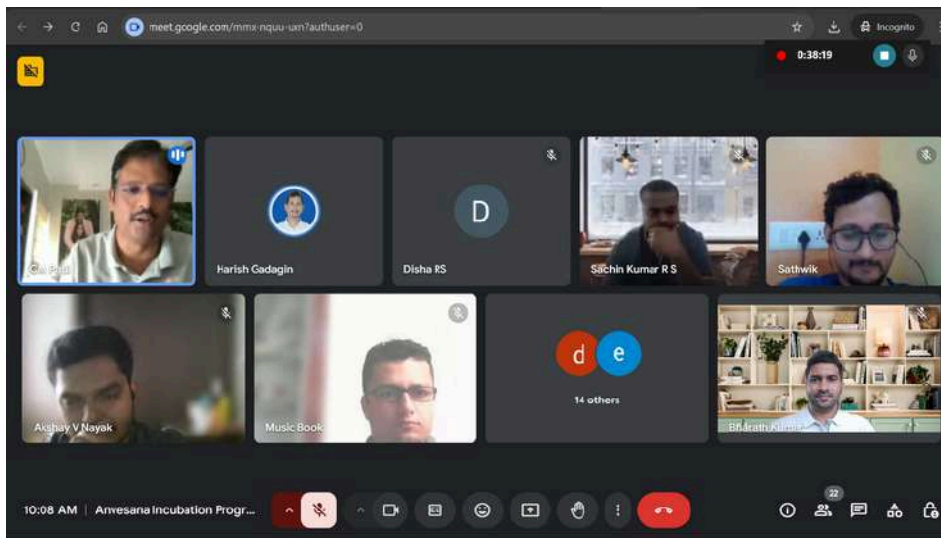


# FOUNDER'S CONNECT: OPEN DIALOGUE ON NEEDS & EXPECTATIONS FOR THE SECOND COHORT



We recently hosted a Founders Connect session aimed at fostering an open dialogue with the startups that will be onboarded into Anvesana's Second Cohort Incubation Program. This session provided an invaluable opportunity for the founders to express their needs, expectations, and aspirations as they embark on their entrepreneurial journeys. The conversation was centered around the key support these startups seek, including access to mentorship, funding, market insights, and networking opportunities. By understanding their specific challenges and goals,

Anvesana is better equipped to tailor its resources, mentorship, and ecosystem to help these startups grow and succeed. We are excited to welcome this new batch of innovators into our program and look forward to providing them with the tools, knowledge, and connections they need to bring their ideas to life and drive impactful change.





**MEETING WITH MR. GOPINATH B, PRESIDENT OF SHIVAMOGGA DISTRICT CHAMBER OF COMMERCE AND INDUSTRIES (SDCCI)**



Our Incubation Manager, Mr. Bharath, recently had a productive meeting with Mr. Gopinath B, the President of the Shivamogga District Chamber of Commerce and Industries (SDCCI). The discussion centered around potential collaborations to further strengthen the entrepreneurial ecosystem in the region.

Mr. Gopinath shared valuable insights into the challenges and opportunities within the local business environment, and both parties explored ways to support startups and foster innovation in Shivamogga. This meeting marks the beginning of a promising partnership that aims to enhance the resources, networking, and growth opportunities for startups in the region. We are excited about the collaboration and look forward to working closely with SDCCI to drive economic growth and support aspiring entrepreneurs in Shivamogga.

**CANARA BANK BRANCH MANAGER VISIT TO ANVESANA OFFICE**



We had the honor of hosting the Branch Manager from Canara Bank at the Anvesana office. During the visit, the manager learned about our incubation programs, startup support, and the entrepreneurial ecosystem we are building.

This visit opened the door for discussions on potential collaborations, focusing on how Canara Bank can support startups with financial resources and guidance. We are excited about the opportunity to strengthen this partnership and enhance the resources available to our entrepreneurs.





**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 - COO



**Mr. Bharath Kumar**  
Incubation manager



**Mr. Nidharshan L**  
ASSOCIATE



**Mr. ShreeVishnu**  
Intern



**Mr. Likewin Thomas**  
Program Co-ordinator

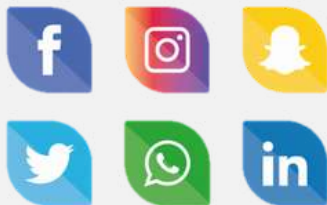


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## OUR PARTNERS



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**SOLIDWORKS**

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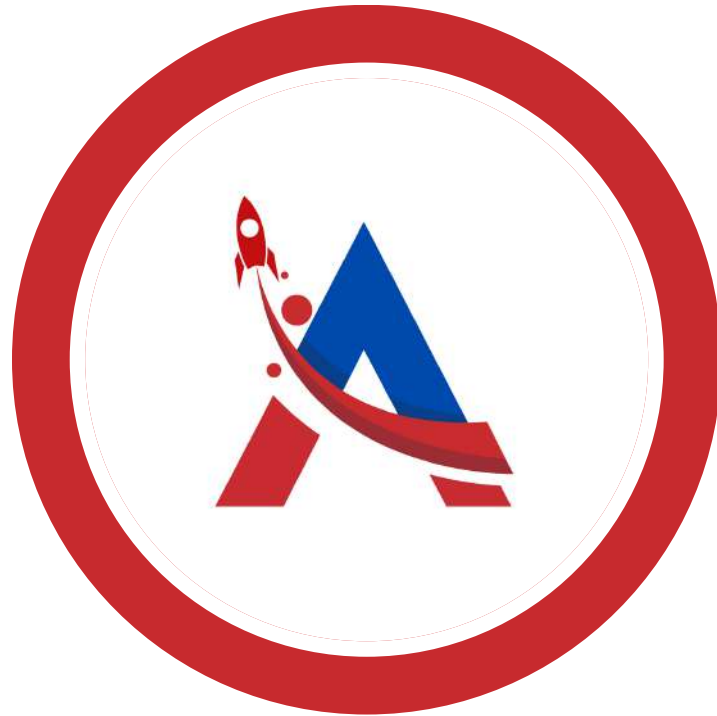


**Krishi Kalpa**  
Uplifting farmers lives



**TIE BANGALORE**  
FOSTERING ENTREPRENEURSHIP

**Conceptia KONNECT**



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