



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

అవిన్య

AVINYA

**QUARTERLY NEWS LETTER
OF IIC RUAS**

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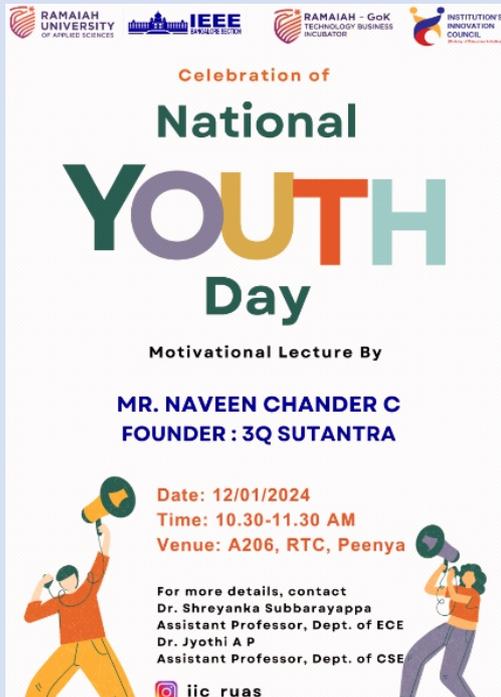


[iic_ruas](https://www.instagram.com/iic_ruas)

National Youth Day Celebration

Date of the event:
10/01/2024

Venue:
RTC campus, Peenya



Celebrating the Birth Anniversary of Swami Vivekananda: Tribute to His Ideals and Teachings

The commemoration of Swami Vivekananda's birth anniversary resonated deeply with attendees as they honored the enduring legacy of this revered philosopher and spiritual leader. On this significant day, heartfelt tributes were paid to Vivekananda's profound ideals and teachings, which continue to inspire generations.

Adding to the solemnity of the occasion, Mr. Naveen Chander, the esteemed Founder of 3Q Sutantra, took center stage to deliver a motivational address. Renowned for his insightful perspectives and ability to uplift spirits, Mr. Chander's presence lent a special aura to the proceedings, enriching the commemoration further.

Attendees gathered eagerly to absorb the wisdom imparted by Mr. Chander, reflecting on Vivekananda's timeless teachings and their relevance in today's world.

The event served as a poignant reminder of the importance of embracing noble principles and striving for personal and societal betterment, echoing Vivekananda's enduring message of unity, compassion, and self-realization.

As the celebration drew to a close, participants departed with hearts full of inspiration and minds enriched by the profound wisdom shared during the commemoration of Swami Vivekananda's birth anniversary.



National Youth Day Celebration

Date of the event:
16/01/2024

Venue:
Online

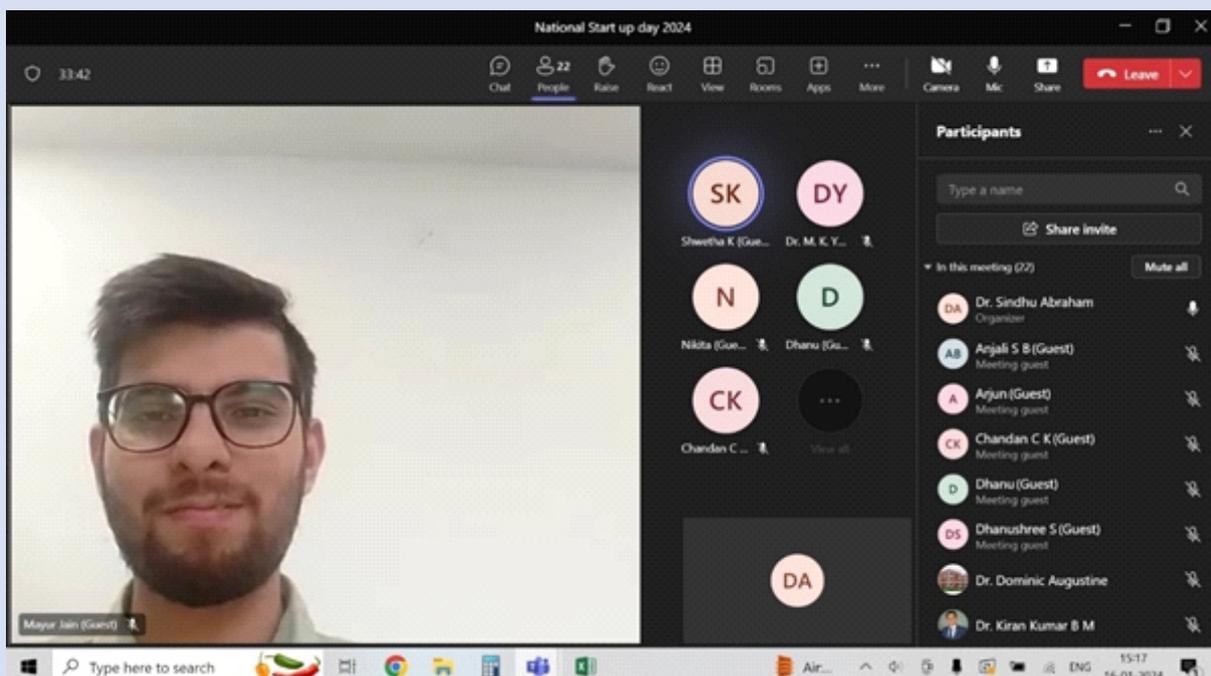


The poster features logos for Ramaiah University of Applied Sciences, Ramaiah - GoK Technology Business Incubator, and the Institution's Innovation Council. The central text reads "National Startup Day 2024" and "How to begin your Start Up Journey". A portrait of Mr. Mayur Jain is shown with the text "Guest Speaker: Mr. Mayur Jain Founder - Parmansh". At the bottom, it lists the date "16th January 2024 (Tuesday)", time "15.00 PM", and the URL "https://shorturl.at/bvOTO". The coordinator is identified as "Dr. Sindhu Abraham".

How to begin your startup journey

The event was scheduled in online mode (<https://shorturl.at/bvOTO>) and was coordinated by Dr. Sindhu Abraham, IIC coordinator and Assistant Professor in the Faculty of Pharmacy, Ramaiah university of Applied Sciences.

The speaker of the event was Mr. Mayur Jain, Founder of PARMANSH and Alumnus of Faculty of Pharmacy, Ramaiah University of Applied Sciences. PARMANSH focuses on providing marketing solutions to start-ups, Web development, Digital marketing and brand growth. Mr. Mayur gave insights into the nuances of entrepreneurship and startups. The event was attended by forty-three members including students and faculty members and in a span of 1 hour 40 min, Mr. Mayur covered topics like differences between entrepreneurship and startup, building the right team, startup incubators in India, Funding, networking and mentorship, types of funding and phases of startup development process. The attendees who belonged to diverse backgrounds like engineering, management, pharmacy, design, were keen on knowing how their field of study could also result in startup.



Interdisciplinary Orthodontics Symposium

Date of the event:
23-25 JAN 2024

Venue:
GG CAMPUS

Dept of Orthodontics and Dentofacial Orthopedics, FDS, RUAS organised Interdisciplinary Orthodontics Symposium

A three-day symposium on Interdisciplinary Orthodontics was conducted by Department of Orthodontics & Dentofacial Orthopedics and Department of Oral & Maxillofacial surgery. It was an enriching and successful academic program conducted, at the Auditorium of Memorial Hospital, Ramaiah University of Applied Sciences, Bangalore.

Undergraduate and Postgraduate delegates got an opportunity to showcase their original research by paper and poster presentations. A total of 135 delegates including Under graduate students, Post Graduate students, Faculty members and private practitioners attended the event. An array of guest lectures and workshops were conducted. Scientific session for 24th January was concluded by the Inauguration Ceremony from 3:00 pm.

The Inauguration was attended by esteemed Chairman Dr. Jayaram, Vice Chancellor Dr. Kuldeep Kumar Raina, Pro Vice Chancellor Dr. O.P Kharbanda.

The grand Inauguration was graced by Honorable Minister of Higher Education Dr. M. C Sudhakar. He expressed his support and encouragement towards this programme being conducted by Faculty of Dental Sciences as one-of-a-kind endeavor in interdisciplinary treatment of skeletal malocclusions.



Two Day Workshop on Fashion Choreography

Date of the event:
07 & 08 Feb 2024

Venue:
RTC campus, Peenya



The workshop on “Fashion Choreography” was conducted on the 7 February 2024 and 8 February 2024 by the Department of Fashion Design, Faculty of Art and Design, Ramaiah University of Applied Sciences, Peenya Industrial Area, Bangalore. Ms. Smitha S P, Adjunct Lecturer and Ms. Rajasi Das, JRF of Dept. of Fashion Design welcomed the audience and introduced the resource person Shri Santhosh Kumar Naik an Image Consultant, Fashion and Lifestyle Influencer and public speaker addressed the students, staff, and highlighted the importance of fashion choreography styles in the field of modeling.

The training focused on models to present the clothes in an appealing and professional manner. Fashion choreography consists of various movement patterns for the models to walk on the ramp and the steps are matched with a piece of music selected by the designer which adds rhythm to their walk. The session had the lessons on the types of modelling such as fashion, editorial, runway, commercial, print, glamour, promo and so on. It also highlighted the responsibilities of a model the differences between runway & pageant walk and demonstrated the step-by-step walking. He also focused on walking with heels and on ramp walk training. The session included an emphasis on esthetics of skin complexions, face types, shirt & trouser combination, trouser & shoe coordination, accessories & trends.

Outcomes and Learning:

- ⊙ Understanding the different postures & style, facial expressions & body movement.
- ⊙ Learning the skills on creativity, leadership, communication, personality and image development.
- ⊙ Understanding the current trends, knowledge of delivering and atmosphere.
- ⊙ Understanding the challenges of initial struggle, competition & dependencies.
- ⊙ Learning the role in Fashion shows the direction.

INNOVATIFY

Date of the event:
08 Feb 2024

Venue:
RTC campus, Peenya



INNOVATIFY was held at Ramaiah University of Applied Sciences (Technology Campus) on 8th February, 2024. The event was conducted by RUAS Robotics Club and supported by the Mechanical and Manufacturing Engineering Department headed by Dr. Dayanand B S. Innovatify, is an open to all event where they will get their creativity into reality. This event is all about making the manual operations into automation, where the participants were provided with various problem statements, and they have to come up with an automated idea and present it via ppt and a model made of cardboard and thermacol.



Digital Construction Breeding: Innovation, Ethics & Quality

Date of the event:
20/02/2024

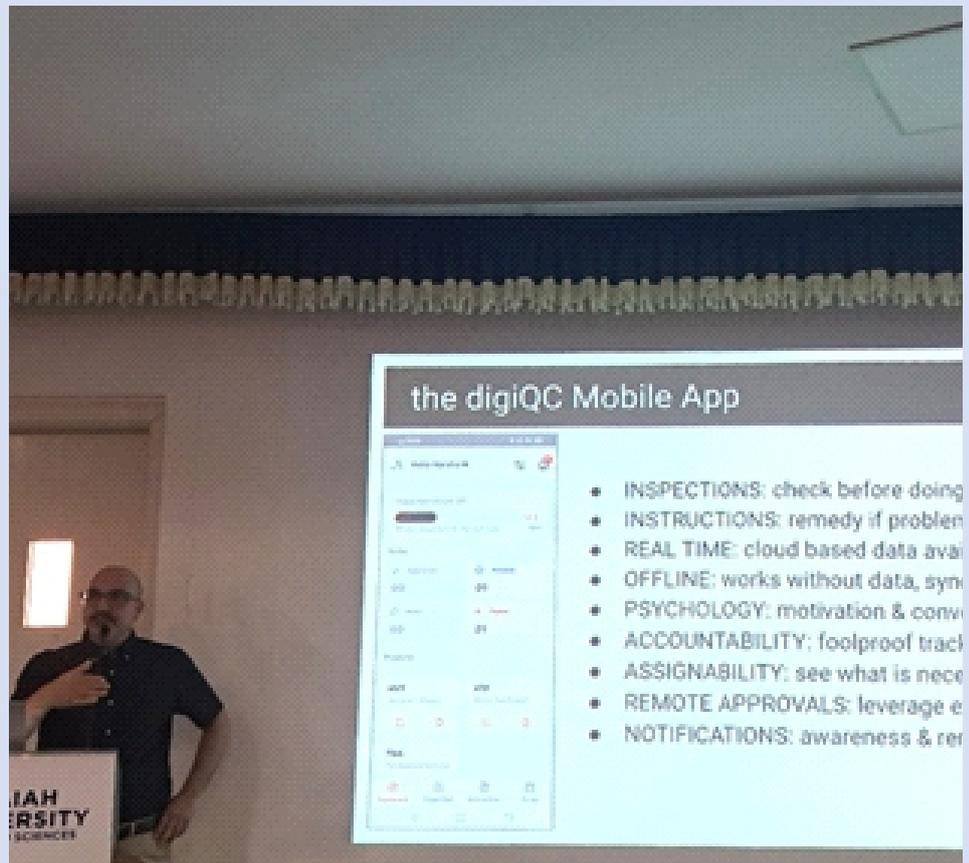
Venue:
RTC campus, Peenya

The poster features the logos of Ramaiah University of Applied Sciences, Faculty of Engineering and Technology, and the Institution's Innovation Council. It is organized by the Department of Civil Engineering. The title is "Digital Construction Breeding: Innovation, Ethics, & Quality" with a subtitle "Process of Innovation Development, Technology Readiness Level (TRL)". The speaker is Sumant Kachru, Founder & CEO of digiQC, with the tagline "focus on quality". The venue is Ramaiah Technology Campus, Peenya, Bengaluru-560058. The date is 20th February 2024, from 10:30 am to 12:30 pm. The faculty co-ordinator is Dr. S P Sreenivas Padala, with contact number 7042869207.

The expert talk on "Digital Construction: Innovation, Ethics, Quality" was a comprehensive exploration of the critical aspects shaping the future of construction management. The discussion, led by Mr. Sumant Kachru, Founder & CEO of digiQC, provided valuable insights into the pivotal role of digitalization, innovation, and ethics in ensuring construction quality.

Mr. Kachru began by emphasizing the transformative impact of digitalization on the construction industry, particularly in streamlining processes and enhancing efficiency. He highlighted the need for construction projects to embrace digital technologies to stay competitive in the modern landscape. The talk also delved into the ethical considerations surrounding digital construction, emphasizing the importance of transparency, accountability, and responsible use of technology. Mr. Kachru stressed the need for ethical guidelines and standards to govern the use of digital tools in construction, ensuring that they serve the best interests of all stakeholders.

One of the key highlights of the talk was the discussion on the innovation process development and technology readiness levels of digiQC. Mr. Kachru shared insights into the journey of digiQC, from its inception as a startup to its current position as a leader in digital construction quality management. He emphasized the importance of continuous innovation and adaptation to meet the evolving needs of the industry. The talk also touched upon the concept of technology readiness levels (TRLs) and how they are used to assess the maturity of a technology. Mr. Kachru provided examples of how digiQC has progressed through various TRLs, showcasing its commitment to innovation and technological advancement.



Session on Achieving Problem-Solution Fit and Product-Market Fit

Date of the event:
22/02/2024

Venue:
A206, RTC, Bangalore



On February 22, 2024, the Institution's Innovation Council at the Ramaiah University of Applied Sciences (IIC RUAS) hosted a highly informative session centered around the crucial subject of "Achieving Problem-Solution Fit and Product-Market Fit." This session, held in room A205 at the RTC building, commenced at 10:30 AM.

The distinguished speaker for this significant event was Mr. Kovid Mittal, an expert in the field. Mr. Mittal's extensive experience and insights added immense value to the discourse, providing attendees with valuable perspectives and strategies for navigating the complex landscape of problem-solution fit and product-market fit.

Throughout the session, attendees had the opportunity to delve into the intricacies of identifying and addressing market needs effectively. Mr. Mittal's expertise illuminated the pathways to understanding customer pain points, designing appropriate solutions, and aligning them with market demands seamlessly.



The event served as a platform for participants to gain invaluable knowledge and practical insights, fostering a deeper understanding of the dynamic interplay between product development and market dynamics. Attendees left the session equipped with actionable strategies and a renewed clarity on achieving optimal problem-solution fit and product-market fit in their respective endeavors.

Overall, the session facilitated meaningful dialogue, fostering an environment conducive to learning and collaboration, emblematic of IIC RUAS's commitment to nurturing excellence in entrepreneurship and innovation

HEAL - Exploring Sustainable Living & Gomaya Product Making

Date of the event:
24/02/2024

Venue:
Seminar Hall,
Faculty of Pharmacy, RUAS



The poster features logos for Ramaiah University of Applied Sciences, Institution's Innovation Council, GoPals, and HEAL. The text reads: 'Department of Pharmacology, Faculty of Pharmacy in association with the Institution's Innovation Council organizes HEAL Sustainable Living & Gomaya Product Making'. It lists 'Interactive Sessions' and 'Hands on Workshop' with an icon of people at a table. The date is '24-02-2024' and the venue is 'Seminar Hall, FPH'. A 'REGISTER NOW' button and a QR code are present. A 'Limited Seats!!' callout is shown with a megaphone icon. A central graphic shows a lightbulb with arrows pointing outwards, surrounded by the words 'DESIGN THINKING' and 'INNOVATION'. At the bottom right, it says 'CREATIVE WORKSHOP'.

On February 24, 2024, Department of Pharmacology, Faculty of Pharmacy, in collaboration with the Institution's Innovation Council, RUAS and GoPal Foundation organized one day workshop on Design thinking/Critical thinking and Innovative Product Design entitled - "HEAL - Exploring Sustainable Living & Gomaya Product Making". The workshop aimed to promote sustainable living practices and provide hands-on experience in Gomaya product making.

Mr Rajesh Puri, Manager, Regulatory Affairs - IQVIA, Mr. Ganesh Karthick, Founder - KoDesam-SLI, Mr. Ramakrishnan, National Coordinator, GoPals were resource persons. Interactive session was in alignment with United Nations Sustainable Development Goals for 2030: Session delved into the concept of HEAL, focusing on the interconnectedness of Health, Environment, Agriculture, and Lifestyle choices in nurturing sustainable living practices. Participants were enlightened on how aligning our actions with the UN SDG 2030 can lead to a more prosperous and equitable future for all.

Hands on training workshop was held at Muralivan. In this hands-on workshop, participants learned the art of creating Gomaya products. Gomaya holds significant value in traditional practices, sustainable living, and potential applications in daily life. Participants were provided with a dough mixture containing Cow dung, multani mitti and a binder, allowing them to create unique and artistic products during a 45-minute competition. The creative competition brought out the participants' innovative skills. Each group presented their models, showcasing a diverse range of products. A panel of judges evaluated the entries based on creativity, craftsmanship, and adherence to sustainable principles. Overall, the workshop successfully achieved its goal of promoting sustainable living and showcasing the practical use of cow dung in creating eco-friendly products. Participants not only gained hands-on experience in crafting items but also developed a deeper understanding of the importance of sustainable practices in their daily lives.



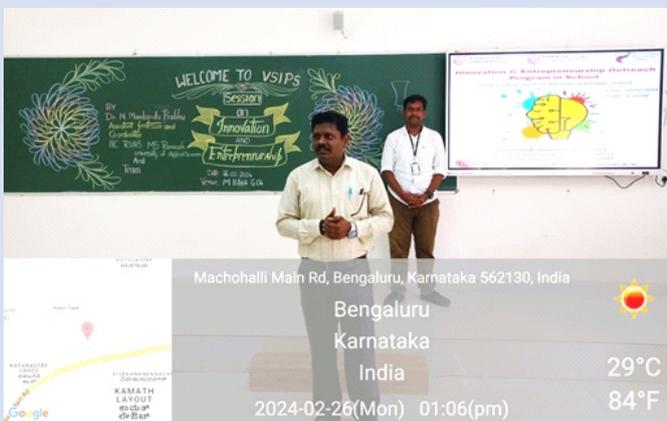
Innovation & Entrepreneurship outreach Program in School

Date of the event:
26/02/2024

Venue:
Vidya Sanskaar
International Public School



Innovation & Entrepreneurship outreach Program in School was organized by Dr. N. Manikanda Prabu, Coordinator of Institution Innovation Council, M S Ramaiah University of Applied Sciences. The program aimed to deliver interactive talks and sessions related to innovation and entrepreneurship to inculcate the concept of innovation in the young minds and to motivate them to come up with their own start-ups or business models in the future. This event was conducted in Vidya Sanskaar International Public School, Machohally Gate, Magadi Main Road, Bengaluru-560091, on 26th February 2024. The team of speakers and faculty coordinator had a round of discussion with the Chief Executive Officer of the school, Mr. Sathish J. Then the event started with a welcome note. Dr. N. Manikanda Prabu delivered the introductory remarks and introduced the speakers. Totally, 4 interactive sessions were organized.



Session on Prototype and Linkage with Innovation Ambassador

Date of the event:
27/02/2024

Venue:
RTC campus, Peenya



Introduction:

The session on linkage with Innovation Ambassadors aimed to explore the crucial role of fostering innovation within organizations by leveraging the expertise and influence of Innovation Ambassadors. Held on [Date], the session brought together industry leaders, innovation experts, and ambassadors to share insights, strategies, and best practices for cultivating a culture of innovation.

Key Points Discussed:

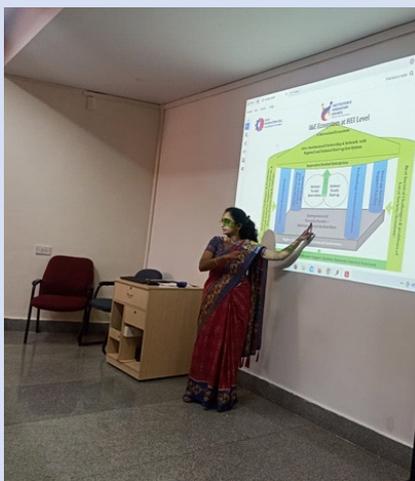
Role of Innovation Ambassadors: Innovation Ambassadors serve as catalysts for change within organizations, driving innovation initiatives, fostering collaboration, and promoting a mindset of continuous improvement.

Cross-functional Collaboration: The importance of cross-functional collaboration was emphasized, as Innovation Ambassadors work across departments to break down silos, share knowledge, and encourage diverse perspectives.

Building Innovation Culture: Strategies for building an innovation culture were discussed, including promoting experimentation, embracing failure as a learning opportunity, and recognizing and rewarding innovative efforts.

Empowering Employees: Empowering employees to contribute to innovation efforts was identified as essential, with Innovation Ambassadors playing a key role in providing support, resources, and encouragement.

Measuring Success: The session highlighted the significance of measuring the success of innovation initiatives through key performance indicators (KPIs), metrics, and feedback mechanisms to track progress and identify areas for improvement.



Conclusion:

In conclusion, the session underscored the critical role of Innovation Ambassadors in driving organizational innovation. By fostering a culture of collaboration, experimentation, and empowerment, organizations can harness the collective creativity and expertise of their employees to drive growth, adapt to change, and maintain a competitive edge in today's dynamic business landscape.

Workshop on Entrepreneurship Skill, Attitude and Behavior Development

Date of the event:
29/02/2024

Venue:
RTC campus, Peenya

To Equip each participants with the mindset, skills, and knowledge necessary to successfully launch, manage, and grow their own ventures by fostering an entrepreneurial mindset, enhancing business acumen, and promoting effective communication and leadership skills.

Sessions included understanding entrepreneurial mindsets, ideation, business planning, pitching skills, leadership, and ethical entrepreneurship. These were facilitated by experienced entrepreneurs, industry experts, and faculty. Students showed increased awareness and enthusiasm for technology entrepreneurship. They developed deeper understanding and practical skills applicable to venture creation. The workshop fostered collaboration, innovation, and forward-thinking among participants. Activities were conducted in a gaming manner which help them realize these factors in practical.



WOMENS DAY CELEBRATION

Date of the event:
06/03/2024

Venue:
RTC campus, Peenya



The International Women's Day celebration organized by the Institution's Innovation Council (IIC) was an inspiring and empowering event that brought together members of the institution's community to commemorate the achievements and contributions of women. Held on March 6th, 2024, we organized a heartfelt event titled **"Empower HER: Shining Light on Women's Cancer Awareness."** The event featured a diverse range of activities aimed at raising awareness about women's health.

The celebration commenced with an inaugural ceremony graced by distinguished guests, including prominent women leaders from various fields. Amidst the festivities, an enlightening learning session took place, led by Ms. Ramya, an Assistant Professor from the Faculty of Nursing at Ramaiah Nursing college came down to RTC campus. Ms. Ramya a wonderful speaker of the session shed light on various types of cancers affecting women, empowering them with knowledge on prevention, coping mechanisms, and the significance of vaccinations. She also elaborated on government schemes available for cancer treatment, offering invaluable support and guidance. The session was not only informative but also captivating, leaving a lasting impact on all attendees.

We ensured that every attendee was treated to delicious food, fostering a sense of community and support. Additionally, we distributed sarees as tokens of appreciation, symbolizing strength and resilience in the face of adversity. It was a touching gathering dedicated to empowering and uplifting women in their fight against cancer.

One of the highlights of the event was the recognition of women achievers within the institution. Awards were presented to faculty members, staff, and students who have made significant contributions to their respective fields and have served as role models for others. Their stories served as sources of inspiration and motivation, showcasing the potential for excellence and leadership among women in the institution.



Exhibition on Control of Actuators in Automobile, Aerospace and Robotics

Date of the event:
07/03/2024

Venue:
RTC campus, Peenya

The exhibition showcased a diverse range of prototypes employing various control systems, emphasizing the practical applications and benefits of automation technology across different domains.

Finally, the exhibition demonstrating actuator control in automotive, aerospace and robotic applications was an amazing memorial to the students' creativity, inventiveness, and dedication. They have proved their mastery of control system applications through precisely created physical models and informative demonstrations, as well as the vital role of actuators in determining the future of transportation technologies. The exhibition demonstrates the interdisciplinary nature of engineering and the potential for collaboration between academia and industry to create significant advances. When we consider the brilliance demonstrated here, these students are set to be the driving force behind the future generation of automotive and aerospace breakthroughs.



World Innovation and Creativity Day

Date of the event:
23/04/2024

Venue:
RTC campus, Peenya

On April 23, 2024, the IPR and IIC Cell of RUAS organized a session to mark World Innovation and Creativity Day at RTC, Peenya. The event featured Mr. Manigandan Kumarappan, an entrepreneur, who shared his journey of founding Evlogia Eco Care, a successful startup. He provided a detailed overview of building a startup, covering essential topics like ideation, market research, and business planning. He also discussed legal structure, securing funding, and government support for entrepreneurs. Mr. Kumarappan explained the benefits and risks of entrepreneurship and offered insights into product development, marketing, sales, and scaling. The session was both informative and inspiring for the students.



Robotic Workshop

Date of the event:
24/04/2024

Venue:
RTC campus, Peenya

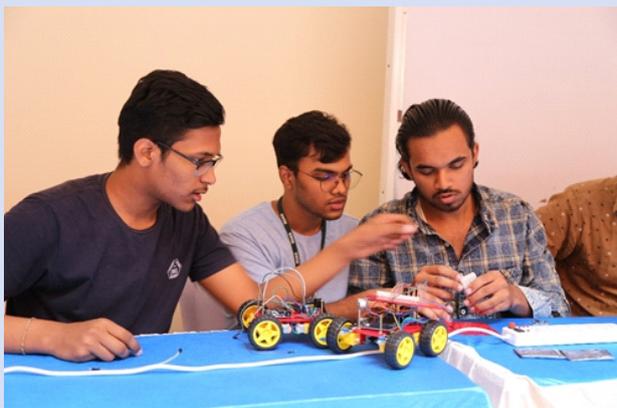
On April 24, 2024, IIC RUAS and IEEE SB RUAS, in collaboration with Comedkares, hosted a dynamic robotics workshop to celebrate World Creativity and Innovation Day. The event attracted a diverse group of over 150 students, all eager to learn and engage in hands-on robotics activities.

The workshop's primary focus was to guide participants through building a human-following robot. Throughout the day, students learned the fundamentals of robotics, including sensor integration, programming, and machine learning techniques. Experienced instructors from RUAS, IEEE SB RUAS, and Comedkares led sessions on the technical aspects of robot construction, providing valuable insights into the engineering processes behind autonomous robots.

The atmosphere at the workshop was electric, with students from various backgrounds displaying boundless enthusiasm and creativity. The event created a collaborative environment where participants could brainstorm, experiment, and troubleshoot together. As they worked on their robots, students had the opportunity to exchange ideas and learn from each other, fostering a sense of community and teamwork.

Beyond the technical skills acquired, the workshop also served as an inspiration for creativity and innovation. The success of the event demonstrated the potential for collaborative learning and showcased the benefits of blending technology with creativity. By the end of the day, each group had a functioning human-following robot, which they proudly presented to their peers and instructors.

The event's success was a testament to the hard work and dedication of the organizers and the enthusiastic participation of the students. It was a remarkable celebration of World Creativity and Innovation Day, embodying the spirit of innovation and the potential for transformative ideas through collaboration and technology.



Startup Fusion

Date of the event:
30/04/2024

Venue:
GG Campus, Peenya

Startup Fusion 2024, hosted by Ramaiah University of Applied Sciences, Centre for Entrepreneurship, showcased 15 diverse teams of aspiring entrepreneurs presenting their innovative ideas and ventures. The event, held on April 30th, featured an online registration phase followed by in-person pitch sessions. A panel of judges evaluated the pitches, selecting the top 4 teams for the final round. These finalists delivered compelling elevator pitches, with 4 teams ultimately winning cash prizes and recognition. Startup Fusion 2024 served as a platform for learning, networking, and inspiration, emphasizing the university's commitment to fostering innovation and entrepreneurship among students.

Startup Fusion 2024 offered students a rich opportunity to explore entrepreneurship. Through the event, students could present their ideas and receive valuable feedback from experts, faculty, and successful entrepreneurs. This feedback helped them refine their concepts and understand the practicalities of starting and growing a business.

Networking was another key aspect of the event, allowing students to connect with potential collaborators and mentors within the university's entrepreneurship community. These connections could lead to future partnerships or investment opportunities, enhancing students' entrepreneurial journey.

Participating in Startup Fusion 2024 also provided students with valuable experience in pitching their ideas effectively. From crafting detailed presentations to delivering concise elevator pitches, students learned how to communicate their vision and business model clearly and persuasively.



Startup story Bramhansh Technologies An Incubate of RTBI



Bramhansh is a commercial health tech startup advancing the field of neurostimulation.

Bramhansh's patented technology platform leverages neuro-stimulation on the trigeminal, sympathetic, and vagus nerve structures. Bramhansh's non-invasive and targeted approach to the treatment of inflammatory chronic health conditions gives consumers and providers drug-free therapeutic solutions with high safety profiles, low risk, and broad applications.

Bramhansh's first commercial product MIGRAELIEF is an CDSCO registered, award-winning, wearable bioelectronic migraine relief device. MIGRAELIEF is clinically proven, doctor recommended, and is available through online retailers and commercial distributors. Bramhansh mission is to advance neurostimulation to improve health, fight diseases and increase vibrancy of life.

1. Can you share the story of how your startup came to be? What inspired you to start this venture?

Jaythip and I have been friends since college and have worked on multiple projects together since 2014. Jaythip, diagnosed with general anxiety disorder, discovered the potential of neurostimulation devices beyond medication through a psychotherapist. Despite facing challenges in accessing such devices due to regulations, we aimed to develop similar devices in the future. Our opportunity came during their final year in college when we participated in the Smart India Hardware Hackathon. We proposed a project addressing import substitution in technology, which won them the competition and provided their first government grant. With this support, we established a company and relocated to Pune to focus on developing devices for neurological and mental health issues. This initiative stemmed from our personal experiences and the desire to create solutions for such problems.

2. Role of RTBI setting up or start up in this campus?

The journey began in Pune, where the founders encountered hardware fabrication limitations. We decided to move to Bangalore in January 2020, but our plans were disrupted due to the COVID-19 pandemic. After returning to Bangalore for several months, we discovered RTBI in Bangalore. We pitched our idea and secured a space for two years without rental costs, a significant advantage. RTBI's workshop provided essential support in fabricating materials, conducting research and development, and iterating on prototypes, crucial for their startup's development.

3. What are some of the biggest challenges you have faced in the early stages of building your startup?

One of the biggest challenges faced by the startup was building a team without initial funds, relying mainly on government grants. While we secured a substantial grant, the lengthy timeline of government funding posed difficulties in maintaining the team, especially during stages of pre-revenue where salaries needed to be paid despite lack of revenue or traction. Additionally, neither the founder nor the co-founder had corporate experience, making it challenging to establish organizational structure and ensure research and development efforts were effectively directed. Mentorship from within the company was instrumental in overcoming these challenges and structuring the project effectively.



Startup story

Bramhansh Technologies

An Incubate of RTBI

4. How did you come up with those challenges and what did you learn from them?

So, the challenges that I was talking about majorly we used to pitch from ourselves itself where we funded those durations from our friends and families that is how we particularly went ahead because it was quite difficult for us to get liabilities outside from the market for example, banks or any other vendors who can loan us such amount. So, that is where we relied on and the major learning that we came across with such type of challenges is that we need to have someone constantly talking about these timelines or basically if something is scheduled to be done on 10th of April we should be prepared for 2 months back in terms of government funds. So, these were some of the learnings that we came across by doing our strategy.

5. What do you think sets your startup apart from others in the same industry?

We reflect on the evolution of the startup ecosystem since 2017, noting a shift towards investment and innovation in niche segments like health and wellness devices. We highlight the significant government investment in supporting such startups, leading to increased consumer trust and adoption of new technologies. This shift in attitude has enabled startups to gain credibility and drive initial sales more effectively compared to earlier years, demonstrating a marked change in consumer acceptance of new devices and technologies.

6. Can you describe a pivotal movement or decision that significantly impacted the trajectory of your startup?

So, this was during our COVID times itself, we had our technology prepared, our technology was done, it had multiple use cases, moon conduction technology, it had multiple use cases for hearing impairment also, for difference also and for other entertaining usage also.

During COVID time, we got a lot of time to study how this particular technology can be more widened or expanded. So, that is when we came across to know that how it can be majorly used for mental health treatment or neurological treatment. So, I particularly think that that particular phase of COVID where we got more time with us to sit and evaluate the device and we also had an opportunity to test it out with limited set of users who can validate the product also. So, that was very pivotal time which shaped the whole organization's future. So, that was our crucial time.

07. How did you go about building your team and what qualities do you look when you are hiring a team?

We outline a company's approach to talent acquisition and management, particularly in the absence of a dedicated HR department. We emphasize the importance of aligning candidates with the company's agenda and culture, valuing trust between founders/managers and team members, and assessing candidates' problem-solving abilities in real-life situations. The company believes in providing transparency and flexibility to our team members rather than enforcing formal processes. Trust is highlighted as a crucial factor in building effective teams and ensuring clarity in work expectations.

8. What strategies did you use to attract investors and secure funding for your startup?

Our organization has predominantly focused on securing government grants, with a recent shift towards private investments. When targeting government grants, we strategically align funding opportunities with the development stages of your product, ensuring they also contribute to social impact for both users and your company. This approach enables us to demonstrate tangible outcomes

Startup story

Bramhansh Technologies

An Incubate of RTBI

to potential future funders, showcasing the number of lives positively affected by our solution. In contrast, when pitching to private investors, emphasis is placed on presenting a compelling vision for the future of your product within the treatment space. These dual strategies help in securing funding from both government grants and private investments.

9. What role has networking and building relationships played in success of your startup?

As founders, we haven't prioritized networking, feeling that it doesn't create significant value in the early stages of building something new from scratch. We believe networking becomes valuable once tangible products are developed. While we acknowledge that networking experiences can be beneficial, we emphasize the importance of having something concrete to offer before seeking out networks. Despite limited benefits from networking in our journey of technology development and research, we've found some value in connecting with fellow entrepreneurs through specific events, such as government grant programs, for assistance in identifying suitable vendors. Overall, we advocate for a targeted approach to networking, focusing on specific needs rather than allocating significant time solely for networking purposes.

10. How do you approach risk taking and decision making in your business?

The approach to decision-making and risk-taking in this organization is centered on individual ownership and collective support. Each person is empowered to make decisions confidently, regardless of their position in the hierarchy. The focus is not on whether the decision is right or wrong, but on the individual's confidence in it. Regardless of outcomes, everyone is accountable for their decisions, and the team's efforts are collectively involved. Risks are assessed based on probability and potential impact, with a willingness to accept even high-risk scenarios if deemed necessary. The overarching principle is to support each other in making decisions and to work together to ensure their success.

11. Can you share any failures or setbacks you have experienced along the way and how you bounce back from them?

The journey of our organization has been marked by challenges in securing government grants and facing funding crunches. Despite delays and setbacks in grants and private fundraising, the co-founders and team members remained committed and resilient. During delays, we relied on support from family and friends to bridge financial gaps. Throughout, we prioritized maintaining calmness and positive energy within the team to prevent panic and ensure commitments were fulfilled. We acknowledged when decisions went awry, emphasizing collective responsibility and transparent communication with team members. Our approach aimed to keep the team united and focused on the organization's goals amid challenges.



Migraelief

Bone Conduction Hearing Aid

Soonyam

Startup story

Bramhansh Technologies

An Incubate of RTBI

12. How do you foster a culture of creativity, collaboration within your startup?

In our approach to creativity and collaboration within your team, we prioritize open communication and a liberal approach to creative expression. Rather than imposing strict guidelines, we encourage team members to articulate their goals and aspirations for their assigned tasks. While we support boundless creativity, we also emphasize the importance of setting realistic boundaries to ensure project feasibility and efficiency. Through effective communication, we aim to foster an environment where team members understand both the freedom and limitations of their creative endeavors, promoting a balanced approach to innovation and productivity.

13. What advice would you give to the aspiring entrepreneurs who are just starting their journey?

when it comes to entrepreneurship, several personal attributes are crucial for success. Firstly, patience is paramount, as it's essential for managing teams, handling timelines, and navigating the ups and downs of business. Secondly, there's a misconception in the startup community that quick results are the norm, but in reality, it often takes time, experience, and a strong network to achieve significant success. Confidence is also vital, as founders need to believe in their product or idea to inspire and lead their team effectively. Overall, patience, realism, and confidence are key elements for aspiring entrepreneurs to cultivate on their journey.

14. How do you stay updated with industry trends and keep your startup competitive?

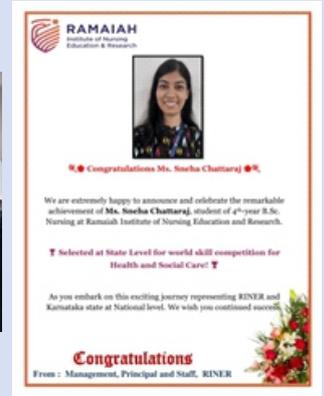
So usually we don't specifically look for such type of works. We usually try to, because being an innovative mind, we draw inspirations from what is the trend going on. But how can we technologically make that trend more advanced? So, we given social medias and such type of activities that has been actively happening within the startup community, it usually helps us. Apart from that, not specifically any such types of activity, but since we are so much embedded in this ecosystem in what we're doing. We try to or try or we get to know about such type of innovations or such type activities that are happening around the world because of the amount of energy or the amount engagement that we have with such types of communities. And personally we both have an interest on such type of technological advancements. So, we particularly follow a lot of things that are being actively happening in the social media community or around the globe. So that comes very naturally to us we do not follow specific path or specific way to keep us updated, but it comes naturally that we want to know what is going on, you want to know how things are happening in the industry.

15. What are your future goals and aspirations for your startup?

So, talking about our future goal, we want to devise such type of medical devices itself for the community, which can be specifically for home, which are specifically home care devices. So you need not need to rely on a doctor or any medical professional for using such devices. That is our future goal and we are looking for, for right now we're working on treatment of such type of problems like we have right now a product which is for neurological problem migraine so it's a treatment of migraine specifically and it helps in acute pain relief also. So in the future also we are looking to embed for mental health also this type of devices. Additionally we also want to incorporate the diagnostic parts also so that the home care diagnosis can be more and more important in this particular segment itself. Our major goal is to bring, decrease the export, decrease import of devices, medical devices and make as much devices that we can in the Indian so that these are devices making in India itself and people can use for their home care. They don't have to rely on a medical professional or a doctor to use such type of devices. So that's the future vision that we have.

Student Achievement Arena

Ms. Sneha Chatteraj, student of final year B.Sc Nursing at Ramaiah Institute of Nursing Education and Research had participated in State level India skills competition, Karnataka 2024 for Health and Social Care organized by Department of Skill Development, Entrepreneurship and Livelihood (SDEL), Karnataka Skill Development Corporation (KSDC), Government of Karnataka on 15.03.2024 and is selected for National level competition.



Runner up position at the Ideathon by HAL Management Academy Saadhna Industry Conclave - 24 conducted on 2nd & 3rd February 2024 for the Dynamic Parking Space project.

The Team members of the group are:

1. Ananya shree [Mechanical]: 21ETME005006
2. Nidhi R Nilekani [Robotics]: 21ETRE409003
3. Tilat Jabeen Noorie [Aerospace]: 21ETAS012403
4. Mohmmmed Shanawaz [Aerospace]: 21ETAS012303



The 7th Semester B.Tech Mechanical & Robotics students of MME department won rupees 10,000 cash prize and certificates at IMTEX 2024 Manufacturing Quiz competition on 20th January 2024 at Bangalore International Exhibition Centre (BIEC). The members of the teams were:

1. Mr. Ashray A (20ETME005005)
2. Mr. Hemanth Gowda S L (20ETME005007)
3. Mr. Rakshith R (20ETRE409019)
4. Mr. Shashank M A (20ETRE409023)
5. Ms. Zeba Sania R (20ETRE409030)



Students from RUAS took part in ROBO VEDA, an ISO-certified event held annually at Srinidhi Institute of Technology in Hyderabad. This year marked the 16th edition of the event, attracting participants from a range of age group. Our students competed in three events at the ROBO VEDA fest:

1. *Sarvagami* - an off-road competition.
2. *Samanvayi* - a pick-and-place robotics challenge.
3. *Gati* - a simple RC bot track race.



Team IIC RUAS

SIno	Name	Designation
1	Dr. Kuldeep Kumar Raina	President
2	Dr. Jagannathrao Venkatrao Desai	Mentor
3	Dr. Sonali Gupta	Mentor
4	Dr. Sharath Kumar K.M	Mentor
5	Dr. Kiran Kumar B M	Convenor
6	Dr. Nayana B R	Coordinator
7	Dr. Sindhu Abraham	Coordinator
8	Dr. N Manikanda Prabu	Coordinator
9	Dr. S P Sreenivas Padala	Coordinator
10	Dr. Ankita Sharma	Coordinator
11	Dr. Chanchala Srivastava	Coordinator
12	Mr. Goutham N	Coordinator
13	Mr. Sandeep N	Coordinator
14	Mrs. Kusum Gurung	Coordinator
15	Dr. Dominic Augustine	Coordinator
16	Dr. Mounika D	Coordinator
17	Dr. Aishwarya	Coordinator
18	Dr. Soumya Ramani	Coordinator

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