



Soundarya Education Trust (R)
SOUNDARYA INSTITUTE OF MANAGEMENT & SCIENCE
Soundarya Nagar, Sidedahalli, Hessaraghatta Main Road, Bangalore- 73



A. About IIC at SIMS

Vision:

- To foster a vibrant innovation ecosystem within the institution by encouraging creativity, entrepreneurship, and problem-solving skills among students and faculty.
- To position the institute as a hub of innovation and a leader in developing solutions to societal and industrial challenges.

Mission:

- To create an environment that promotes innovation through active collaboration between academia, industry, and the community.
- To support and mentor students and faculty in transforming innovative ideas into viable products and services.
- To nurture an entrepreneurial mindset by providing resources, training, and opportunities for startup incubation and development.

Journey of IIC at SIMS:

- **2020–21:** Establishment of IIC at SIMS.
- **2021–22:** Launch of innovation challenges and industry partnerships.
- **2022–23:** Setup of interdisciplinary innovation labs and student startup awareness programs.
- **2023–24:** Collaboration with FKCCI, IPR workshops, and expansion of I&E activities.
- **2024–25:** Strengthening incubation facilities, AI/Tech-based workshops, and introduction of **SPARKATHON 2025**, AI Bootcamps, Data Science sessions, and Business Plan Competitions (Manthan).

B. Key Functionaries at IIC

- **President:** Dr. Vasu B. A
- **Vice President:** Mr. Shivakumar U Ganachari
- **Convenor:** Dr. Roopa Shettigar
- **Coordinators:** Mrs. Prithvi Heggade, Mrs. Ramya Sheshadri, Mr. Yuvaraj Halage, Mr. Sujeesh Surendran, Mr. Vibin Krishnan, Dr. Yatish Kumar, Ms. Divya J, Dr. Shreemathi Giri, Dr. Nagalakshmi
- **Faculty Mentors:** Mr. R. Gopinath Rao (IEDS), Vindhya Malagi, Dr. Neethu Urs & Mr. Muralidhar S

C. Resource Strength

- **Total IIC Members:** 25 (increased from last year)

- **Institution's Innovation Ambassadors (IA):** 25
- **Faculty Mentors:** 4 active mentors guiding student startups
- **Infrastructure:** Ongoing establishment of Pre-Incubation & Incubation Units; MoU with FKCCI, CII, e- Stores & AIC Jyothi Institute of Technology Foundation and exposure visits to Atal Incubation Centres

D. Facilities & Collaborations

- Strengthened collaboration with FKCCI for student industry exposure.
- Student clubs like **E-Cell (Illuminate Club)** and **Tech4Impact** actively promoted innovation and entrepreneurship.
- Visits to **AIC Jyothi Institute of Technology Incubation Centre** expanded student awareness about incubation ecosystems.

E. Highlights & Achievements

- **I&E Courses:** Entrepreneurship & Ethics, IPR Awareness, and AI Innovation Workshops.
- **Ideas Generated:** 10 new student project ideas submitted for prototype development.
- **Prototypes Developed:** 3 (AI Chatbot, Sustainable Packaging, Forensic Analysis Tool).
- **IP Activities:** 2 workshops conducted; 1 provisional patent filed.
- **Startups:** 1 student-led startup incubated (Eco-Collective – Waste to Wealth project).
- **Funding Support:** ₹2,00,000 allocated (increased from ₹50,000 in 2023–24).
- **Events Organized:**
 - SPARKATHON 2025 (Inter-School Innovation Exhibition)
 - AI Bootcamp: *Build Your First Chatbot*
 - Workshop: *Idea to MVP through BMC*
 - Business Plan Competition: *Manthan – FKCCI Collaboration*
 - 5-Day Bootcamp: *Igniting Tomorrow's Creators (Entrepreneurship & E-Commerce)*
 - Data Science Awareness Program

F. Participation in National & State Programs

- **NISP Policy Implementation:** Expanded with faculty training and student entrepreneurship awareness.
- **Smart India Hackathon 2025:** Student teams participated with AI-based and sustainability-focused solutions.
- **ARIIA Ranking:** Report submitted for participation in 2025.

G. Testimonials

There are few Testimonials from IIC External members which depicts the positive change and initiatives from our institute driving entrepreneurship force.

"The Institutional Innovation Council at Soundarya Institute of Management and Science, has truly set a benchmark in fostering a culture of innovation and entrepreneurship among students. The council's initiatives, such as interdisciplinary innovation labs and industry networking sessions, have provided students with practical exposure and hands-on experience. It's inspiring to see the enthusiasm and creativity of the students, which is a direct result of the support and guidance they receive from the council. The collaboration with industry partners, particularly through events with FKCCI, demonstrates the council's commitment to bridging the gap between academia and industry. I am confident that the future leaders and innovators emerging from this institution will make a significant impact in the world."

- By Mr R. Gopinath Rao, IEDS

"As an industry mentor, I have had the privilege of working closely with the students and faculty at Soundarya Institute of Management and Science, through their IIC initiatives. The council's focus on interdisciplinary collaboration and real-world problem solving is commendable. The students are not only encouraged to think innovatively but are also provided with the resources and support necessary to bring their ideas to life. The entrepreneurial ecosystem nurtured by the council is robust and inclusive, making it an ideal environment for budding entrepreneurs. The dedication of the IIC team to continuously improve and expand their offerings is truly impressive, and I look forward to seeing the great innovations that will come from this institution."

- By Vindhya Malagi

"The Institutional Innovation Council at Soundarya Institute of Management and Science, stands out for its proactive approach to nurturing innovation and entrepreneurship among students. The council's initiatives, such as the startup incubation centre and the innovation challenges, have had a profound impact on the students' ability to think creatively and execute their ideas. The collaboration with industry bodies like FKCCI further enriches the students' experience by exposing them to the latest industry trends and challenges. I am particularly impressed with the council's commitment to interdisciplinary innovation, which is essential in today's complex and interconnected world. The developments and initiatives taken by the college through the IIC are paving the way for a new generation of innovators and entrepreneurs."

- By Dr. Neethu Urs

"Attending the IIC event at Soundarya Institute of Management and Science was an enriching experience. The energy, creativity, and innovative ideas presented by the students were highly commendable. I was particularly impressed by their confidence in addressing real-world challenges through thoughtful solutions and entrepreneurial approaches. The institution's commitment to fostering innovation and entrepreneurship is clearly reflected in the quality of events, mentorship, and industry collaborations. Such initiatives not only enhance students' academic learning but also equip them with the mindset and skills required to succeed as future leaders and entrepreneurs. I truly appreciate the efforts of the IIC team."

- By Mr. Muralidhar S

"As the Convenor of the Institutional Innovation Council at Soundarya Institute of Management and Science, I have witnessed firsthand the transformative impact our initiatives have had on our students and faculty. Our mission to foster a culture of innovation is evident in the enthusiasm with which our students engage in activities like innovation challenges, interdisciplinary projects, and industry collaborations. The support from external mentors and industry partners, especially through collaborations like the one with FKCCI, has been invaluable in providing our students with the insights and networks they need to succeed. I am proud of the strides we have made in nurturing an entrepreneurial spirit on campus and am excited to see how our students will continue to innovate and lead in the future."

-By Dr. Roopa Shettigar

- External mentors and industry collaborators appreciated SIMS for focusing on AI, sustainability, and entrepreneurship-based innovation.
- Students highlighted how hands-on workshops (AI chatbot, Business Model Canvas, Zero Waste Collective) boosted their confidence.

H. Social Media Presence

- **Facebook:** <https://www.facebook.com/Soundaryaconnect/>
- **Instagram:** <https://www.instagram.com/soundaryaconnect/>

I. Contact

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Soundarya Institute of Management and Science
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MIC ACTIVITY

MIC Driven Activity (Sem 1 – Quarter 1)

1. MIC Driven Activity – Session on Programmes & Schemes by Dr. Abhay Jere, Chief Innovation Officer, MoE (MIC), organized by Department of MBA, Soundarya Institute of Management and Science on 23rd October 2024 (IP Week, MIC.GOV.IN)

Objectives:

1. To familiarize MBA students with various programs and schemes under the MIC framework, thereby encouraging innovation and entrepreneurship.
2. To create awareness about how students and faculty can actively participate in MIC initiatives and develop an innovative mindset.



Impact:

The session created a significant impact by sensitizing students towards the importance of innovation and institutional entrepreneurship. Dr. Abhay Jere's insightful discussion on MIC initiatives, IIC activities, ARIIA rankings, SIH (Smart India Hackathon), NISP, and National Innovation Contest motivated students to think beyond academics and explore practical applications of their knowledge. The program enhanced awareness of government-led platforms available for students and faculty, enabling them to actively contribute to the innovation ecosystem. The positive feedback reflected a high level of satisfaction, clarity, and career relevance, showcasing the effectiveness of the session in shaping entrepreneurial thinking.

Benefits:

- Exposure to national-level innovation and entrepreneurship platforms.
- Understanding of opportunities like SIH, NISP, and ARIIA rankings for career and skill development.
- Encouragement to actively participate in institutional innovation activities.
- Development of entrepreneurial and problem-solving mindset.
- Networking and interaction with a leading innovation officer for real-time guidance.
- Motivation to align academic learning with practical, innovation-driven applications.

MIC Driven Activity (Sem 1 – Quarter 3)

2. IP Week 2025 – Discover More with Design Registration, organized by MIC at Soundarya Institute of Management and Science, Department of MBA (22nd April 2025), coordinated by Dr. Roopa Shettigar.

Objectives:

- To introduce MBA students to the concept and scope of Design Registration under Intellectual Property Rights (IPR)
- To highlight the importance of protecting innovation through design registration as part of business strategy.
- To familiarize students with the legal framework and procedures involved in design registration.
- To demonstrate how design protection creates competitive advantage in domestic and global markets.

- To provide real-life applications and case examples of successful design registrations.
- To encourage students to appreciate the intersection of creativity, business, and law in entrepreneurial ecosystems.



Impact:

The session created a strong awareness among management students about the significance of protecting intellectual creations through design registration. By providing insights into legal aspects, practical procedures, and real-world case studies, the session bridged the gap between theoretical understanding and business applications. Student feedback reflected high satisfaction, with particular appreciation for the session's relevance to management studies and its effectiveness in sparking interest in further exploration of design-related intellectual property. This impact ensures that future managers develop a strong foundation in IPR, aiding them in fostering innovation-driven business environments.

Benefits:

- Exposure to national-level innovation and entrepreneurship platforms.
- Understanding of opportunities like SIH, NISP, and ARIIA rankings for career and skill development.
- Encouragement to actively participate in institutional innovation activities.
- Development of entrepreneurial and problem-solving mindset.
- Networking and interaction with a leading innovation officer for real-time guidance.
- Motivation to align academic learning with practical, innovation-driven applications.

MIC Driven Activity (Sem 1 – Quarter 3)

3. The Department of MBA at Soundarya Institute of Management and Science organized 'COPYRIGHTS UNCOVERED – MASTERCLASS OF COPYRIGHTS' on 23rd April 2025 from 11:30 AM to 1:00 PM under the Ministry of Education's Innovation Cell (MIC) – IP Week Session for MBA students.

Objective:

- To introduce MBA students to the fundamental principles of copyright laws.
- To create awareness of the role of copyright in business and creative industries.
- To explain the legal and ethical importance of protecting original works.
- To highlight the strategic use of copyright as a tool in entrepreneurship and management.
- To provide insights on leveraging copyright protection for competitive advantage.
- To encourage students to integrate copyright knowledge into innovation, branding, and business practices.



Impact:

The masterclass created a significant impact by enhancing awareness among MBA students about intellectual property rights, particularly copyrights. It bridged the gap between academic learning and real-world application, allowing students to understand how protecting creative and business innovations can prevent misuse and add value to entrepreneurial ventures. Students gained clarity on the role of copyright in safeguarding originality, promoting innovation, and strengthening business competitiveness. The positive feedback results indicate that the session successfully aligned with MBA curriculum needs and improved students' confidence in applying copyright knowledge in their future careers.

Benefits:

- Better understanding of copyright laws and their applications in business and creative fields.
- Awareness of the role of copyright as a tool for protecting originality and innovation.
- Insights into using copyright as a strategic business advantage in entrepreneurship.
- Improved knowledge of intellectual property management, relevant for managerial decision-making.
- Enhanced academic learning through real-world industry exposure during IP Week.
- Motivation to pursue innovative and legally compliant business practices.
- Opportunity to interact with experts and clarify practical doubts on copyright issues.

MIC Driven Activity (Sem 1 – Quarter 3)

4. Mark the Spot: Trademark Talk” – A Masterclass on Trademarks and Geographical Indications Organized by Institution’s Innovation Council (IIC), Department of MBA, Soundarya Institute of Management and Science on 24th April 2025, 11:30 AM to 1:00 PM at Seminar Hall.

Objective:

- To create awareness among MBA students about the fundamentals of Intellectual Property Rights (IPR).
- To provide practical knowledge on trademarks and geographical indications (GI).
- To highlight the importance of IPR in fostering innovation and entrepreneurship.
- To explain how trademarks and GI contribute to business branding and identity creation.
- To demonstrate the role of IPR in gaining competitive advantage in markets.
- To encourage students to strategically apply IPR concepts in their entrepreneurial ventures and career paths.



Impact:

The session had a significant impact on the students by deepening their understanding of intellectual property laws and their commercial applications. Through real-life case studies and discussions, students learned how trademarks and GI play a crucial role in protecting business identity, ensuring product authenticity, and fostering innovation. The interactive learning experience enhanced entrepreneurial thinking and prepared students to integrate IP awareness into their future career and business strategies. Feedback collected from participants reflected high satisfaction, with average ratings above 4.5 out of 5 in terms of relevance, usefulness for career planning, and clarity of presentation.

Benefits:

- Gained knowledge on fundamentals of trademarks and geographical indications.
- Understood the importance of IPR as a strategic business asset.
- Learned through real-life case studies for practical application.
- Enhanced awareness of entrepreneurship and innovation opportunities using IP.
- Improved ability to integrate branding strategies with legal protection.
- Boosted confidence in career and entrepreneurial decision-making.
- Opportunity to engage in a national-level IP awareness session hosted by MIC.

MIC Driven Activity (Sem 1 – Quarter 3)

5. MIC-Driven Session: “Significance of IP Protection and Commercialisation” Organized by the Department of MBA, Soundarya Institute of Management and Science (25th April 2025)

Objectives:

1. To foster innovation and entrepreneurship culture among students.
2. To create awareness on Intellectual Property Rights (IPR) as a tool for business growth and innovation.
3. To guide students on the process of protecting and commercializing intellectual assets.
4. To bridge the gap between academic knowledge and industry practices through real-life case studies and expert sessions.



Impact:

The session on “Significance of IP Protection and Commercialisation” had a transformative impact on MBA students by providing them with a comprehensive understanding of how Intellectual Property (IP) plays a pivotal role in fostering innovation, entrepreneurship, and competitive advantage. Students gained practical insights into patents, copyrights, trademarks, and trade secrets, and learned about the process of IP commercialization through real-world examples. This helped them connect classroom learning with practical strategies relevant for start-ups, business ventures, and management careers. The positive feedback ratings (overall satisfaction: 4.7/5) reflect the session’s success in enhancing both academic and professional competencies.

Benefits:

- Students learned the importance of protecting innovations through patents, copyrights, trademarks, and trade secrets.
- session equipped them with knowledge on how IP can be leveraged for business growth and value creation.
- Real-life case studies provided insights into successful IP commercialization.
- Strengthened their understanding of IP’s role in management, entrepreneurship, and corporate strategy.
- Improved analytical, legal, and strategic thinking capabilities useful in innovation-driven industries.
- Being part of a MIC-driven national initiative gave students exposure to innovation and start-up ecosystems.

6. Patent to Product – *Srujanta Se Samruddhi*: MIC.gov.in IP Week Session Organized by the Department of MBA, Soundarya Institute of Management and Science (26th April 2025, 11:30 AM – 1:00 PM).

Objectives:

1. To sensitize students on the process of converting patents into commercial products and how intellectual property drives economic development.
2. To educate MBA students about government initiatives promoting innovation and intellectual property under the theme “*Srujanta Se Samruddhi*.”



Impact:

The session created strong awareness among MBA students about the significance of patents and their commercialization. It emphasized how innovation and intellectual property can transform ideas into marketable products, thereby contributing to entrepreneurship and economic development. Students were inspired by real-world examples and government initiatives supporting innovation. The interactive discussions motivated them to explore patenting processes, start-up opportunities, and the role of IP in their future careers. The overwhelmingly positive feedback demonstrated the session's relevance and effectiveness in preparing students for innovation-driven business environments.

Benefits:

- Gained practical understanding of how patents can be transformed into commercially viable products.
- Learned about government initiatives that support innovation and start-ups.
- Exposure to entrepreneurship opportunities through IP protection and commercialization.
- Improved awareness of innovation-driven career paths in business and management.
- Motivated to pursue research, patent filing, and product development as future professionals.
- Understood the role of intellectual property in economic growth and sustainable business practices.
- Strengthened engagement and confidence in contributing ideas during innovation and start-up initiatives.

7. Report on the Inauguration of IP UTSAV & Celebration of World Creativity and Innovation Day – A MIC Driven Activity Organized by the Department of MBA, Soundarya Institute of Management and Science (April 21, 2025)

Objectives:

The Institution's Innovation Council (IIC) objective for this session was to raise awareness among students about the importance of Intellectual Property Rights (IPR) and their role in fostering creativity and innovation. It aimed to inspire students to think innovatively, protect their creative ideas through IP laws, and understand the significance of innovation in entrepreneurship and business.

Impact:

The event created a meaningful impact by providing students with real-world insights into intellectual property, including patents, copyrights, and trademarks. It emphasized how innovative ideas can be protected and commercialized, motivating students to channel their creativity into entrepreneurial ventures. The engaging session not only enhanced students' understanding of IPR but also encouraged active participation, as reflected in the overwhelmingly positive feedback. By aligning with World Creativity and Innovation Day, the event reinforced the importance of innovation as a driving force in both personal and professional growth.



Benefits:

- Gained awareness about Intellectual Property Rights and their applications in business.
- Learned the importance of protecting creative ideas through IP laws.
- Enhanced innovative and entrepreneurial thinking.
- Understood practical insights into patents, copyrights, and trademarks.
- Developed confidence to integrate creativity into business and management practices.
- Improved awareness of national-level initiatives related to innovation and IP.
- Encouraged active participation and critical engagement in discussions.

8. Productizing Campus Ideas & Boosting Innovation Funding for Startup Opportunities – Organized by Ministry of Education’s Innovation Cell (MIC), Hosted by Soundarya Institute of Management and Science – Department of MBA, on 20th May 2025 for MBA Students (1st & 3rd Semester)

Objectives:

- To educate students on effectively contributing to the YUKTI Innovation Repository by transforming campus-level ideas into scalable, fundable startup solutions.
- To foster awareness and accessibility of innovation funding and support mechanisms available through the Ministry of Education’s innovation ecosystem

Impact:

The session created significant awareness among students about the role of IIC institutions in nurturing innovation and entrepreneurship. Students learned how to register and upload their projects on the YUKTI platform, strategies to convert academic projects into product-based startups, and funding opportunities available through government initiatives. Real-life examples of student-led startups inspired participation and confidence. The feedback report highlighted that the majority of students found the session highly relevant, useful, and motivating to pursue innovation and entrepreneurial goals.



Benefits:

- Exposure to the YUKTI portal and its innovation submission process.
- Awareness of funding opportunities through MIC and government schemes.
- Hands-on learning with a live demonstration of idea registration.
- Motivation through real-life case studies of successful student startups.
- Guidance on converting academic projects into entrepreneurial ventures.
- Increased knowledge about intellectual property (IP) creation and protection.
- Enhanced confidence to participate in institutional innovation practices.
- Direct pathway to showcasing ideas at the national level through IIC platforms.

MIC Driven Activity (Sem 1 – Quarter 4)**9. MIC Driven Activity Report: Fostering Innovation and Resilience through Podcast Series by MBA Department (Hybrid/Online – 04th July 2025)****Objectives:**

The primary objective of this IIC-driven activity was to inspire and motivate students by bringing them closer to real-life entrepreneurial journeys, leadership experiences, and stories of resilience. Through the “*Rashtra Pratham*” and “*Celebrating Failures*” podcast series, the aim was to cultivate an innovation-driven mindset, encourage students to embrace failures as learning opportunities, and integrate practical entrepreneurial knowledge into the academic framework.

Impact:

The podcast series had a significant impact on students and faculty alike. By listening to eminent leaders such as Mr. Ashish Chauhan (MD & CEO of NSE) and entrepreneurs who turned failures into stepping stones, students developed a deeper understanding of innovation, persistence, and leadership in the real world. The sessions not only enhanced awareness about entrepreneurship and startup challenges but also instilled resilience and confidence in students to face uncertainties in their professional journey. The event fostered a strong culture of learning from setbacks, adapting to challenges, and innovating with courage and vision.

**Benefits:**

- Gained exposure to real-life stories of leadership, innovation, and entrepreneurship.
- Understood the importance of resilience and adaptability in achieving long-term success.
- Learned to perceive failures as stepping stones rather than setbacks.
- Acquired insights into qualities required for leadership in dynamic business environments.
- Enhanced awareness of entrepreneurship opportunities and confidence to pursue them.
- Encouraged innovative and problem-solving approaches to challenges.
- Strengthened motivation and inspiration through direct interaction with industry leaders.

CELEBRATION ACTIVITY

Calendar Activity (Sem 1 – Quarter 1)

1. INNOVATION DAY-Exposure Visit to Aero India Show 2025: Exploring Innovation in Aerospace and Defense (10th to 14th February 2025)

Objective:

The primary objective of organizing the visit to Aero India Show 2025 at Air Force Station, Yelahanka, Bengaluru, was to expose students to the latest advancements in aerospace technology, aviation innovations, and defense systems. The activity aimed to align with the IIC's mission of fostering innovation, entrepreneurship, and industry exposure among students by bridging classroom learning with real-world applications in science, technology, and engineering domains.

Impact:

The visit had a significant impact on the participating students by providing them with first-hand exposure to cutting-edge technologies in aviation and aerospace. They witnessed live aerial displays, static exhibitions of military platforms, and defense innovations, which enhanced their understanding of real-world applications of STEM concepts such as aerodynamics, aircraft design, and space exploration technologies. Moreover, interactions with professionals and industry experts inspired students to explore career opportunities in aerospace and defense sectors. This experience not only nurtured scientific curiosity but also motivated them to pursue innovative ideas in aviation and related fields.



Benefits:

- Gained practical exposure to aerospace engineering, aviation systems, and defense technologies.
- Understood the real-world application of STEM concepts in aircraft design, maintenance, and aerodynamics.
- Opportunity to interact with professionals and industry experts, enhancing their knowledge about aerospace careers.
- Inspiration to innovate and explore entrepreneurial opportunities in aviation, space, and defense technology.
- Boosted awareness of national defense capabilities and the role of technology in strengthening the country's future.

- Developed critical thinking and problem-solving skills by observing advanced engineering solutions.

2. NATIONAL EDUCATION DAY- Bridge Course 2024-25: Strengthening Foundations for Academic Excellence

Objective:

The Bridge Course was designed to support first-year undergraduate students in transitioning smoothly from school to higher education. The primary objective was to strengthen their fundamental knowledge, build confidence, and orient them towards academic and professional goals. It also aimed to instill innovation-oriented thinking and create a platform for students to explore opportunities beyond the classroom through interactive and experiential learning activities.

Impact:

The Bridge Course had a significant impact on students by bridging the knowledge gap between school-level learning and college-level expectations. Students were introduced to the fundamentals of core subjects, practical applications, and essential academic skills such as critical thinking, communication, and problem-solving. The sessions also created awareness about career pathways, innovation, and entrepreneurial opportunities, aligning with the Institutional Innovation Council's vision of nurturing creativity and innovation. This program not only boosted the students' confidence but also helped them adapt quickly to the academic environment and develop a positive mindset toward future learning.



Benefits:

- Strengthened fundamental subject knowledge to cope with higher education requirements.
- Smoothed the transition from school to college through orientation and mentoring.
- Enhanced communication, critical thinking, and problem-solving skills.
- Created awareness about career opportunities, innovation, and entrepreneurship.
- Built self-confidence and reduced academic stress among new entrants.
- Encouraged a culture of collaborative and experiential learning.
- Motivated students to explore interdisciplinary learning and innovation early in their academic journey.

3. NATIONAL ENTREPRENEURSHIP DAY- International Seminar on Global Business: Strategies and Opportunities in Global Markets”-6th November 2024

Objective:

The online International Seminar on “*International Business in Global Markets*” was organised on the occasion of National Entrepreneurship Day to provide students with first-hand exposure to international trade dynamics, global competitiveness, and cross-cultural business practices. It aligned with the IIC's vision of fostering innovation, entrepreneurship, and global academic engagement by creating awareness about opportunities and challenges in international markets and by equipping students with strategic management insights for their future careers.



SOUNDARYA
INSTITUTE OF
MANAGEMENT AND
SCIENCE



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

NATIONAL ENTREPRENEURSHIP DAY
Department of MBA
Organizes
INTERNATIONAL SEMINAR
On
"INTERNATIONAL BUSINESS IN GLOBAL MARKETS."

Resource Person

Kayhan Tajeddini, PhD
Professor of Strategic Management and
International Business
Department of Business Economics,
Tokyo International University, Tokyo





November 6, 2024



2:00 PM to 4:00 PM IST





5:30 PM to 7:30 PM JST



NO REGISTRATION FEE



Impact:

The seminar had a transformative impact on participants by broadening their global outlook and exposing them to the realities of international business. Students gained insights into strategic management, market competitiveness, cross-cultural dimensions, and the role of technology in global trade. The session, enriched by interaction with Dr. Kayhan Tajeddini, an eminent international business expert, gave students practical exposure to the challenges of operating in a globalised environment. The event also demonstrated the effective use of the IIC platform for documentation, reporting, certification, and structured outcome measurement, thereby reinforcing the institution's commitment to innovation-driven academic activities.

Benefits:

- Gained practical understanding of international business strategies and global market dynamics.
- Enhanced their global perspective, preparing them for careers in multinational environments.
- Opportunity to interact with an international expert, enriching academic and professional exposure.
- Learned about cross-cultural trade practices and the role of innovation in global competitiveness.
- Received E-certificates, adding academic value and strengthening their portfolio.
- Experienced how IIC platforms facilitate global engagement, systematic documentation, and outreach.

Calendar Activity (Sem 1 – Quarter 2)

4. NATIONAL SCIENCE DAY 2025: Empowering Youth for Global Leadership in Science & Innovation-28th February 2025

Objective:

The objective of celebrating National Science Day was to commemorate the discovery of the Raman Effect and promote scientific curiosity, innovation, and eco-friendly solutions among students. The program aimed to bridge the gap between academic knowledge and practical applications, encourage sustainable practices, and provide a platform for students to showcase their innovative ideas.

Impact:

The event had a meaningful impact by strengthening awareness about eco-friendly innovations and promoting sustainable thinking among students. The talk by Dr. Maneesh Paul (CEO, Microvioma Pvt. Ltd.) inspired students to recognize the role of science and technology in shaping India's future. Interactive discussions, along with quiz and essay competitions, stimulated scientific curiosity and entrepreneurial spirit. The exhibition on Chandrayaan-3 and sustainable products motivated students to pursue research and innovation with a vision for nation-building.



Benefits:

- Awareness of eco-friendly and sustainable practices.
- Inspiration from space science initiatives like Chandrayaan-3.
- Opportunity to showcase and present innovative ideas.
- Strengthened entrepreneurial and problem-solving skills.
- Encouragement to pursue scientific research and innovation.

5. NATIONAL STARTUP DAY-START-2025: Online Training Program on Space Science and Technology Awareness by ISRO- 09.01.2025 to 29.01.2025

Objective:

The primary objective of START-2025 was to provide students with exposure to India's advancements in space exploration and promote interdisciplinary learning across astronomy, physics, engineering, and technology. It focused on space robotics, lunar missions, and planetary exploration, while also encouraging students to interact with scientists and explore opportunities in space research and future human spaceflight.

Impact:

The program had a profound impact by enhancing students' understanding of space science and technology. Participants gained insights into docking mechanisms, lunar exploration opportunities for Indian astronauts, and advanced astrophysics concepts. The interaction with ISRO scientists allowed students to clarify doubts and develop a deeper interest in research and

innovation. The initiative strengthened students' confidence in pursuing careers in space science and exploration.



Benefits:

- Understanding of space robotics and spacecraft docking mechanisms.
- Awareness of India's lunar missions (Chandrayaan-1, 2, 3) and achievements.
- Opportunity to interact with ISRO scientists and clear academic doubts.
- Promotion of interdisciplinary learning across science and engineering.
- Motivation to pursue careers in space research and exploration.

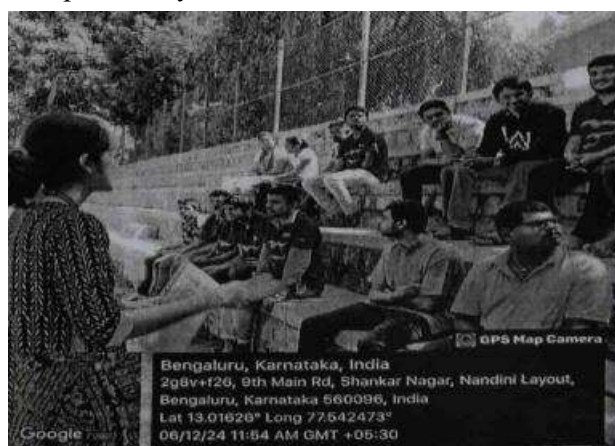
6. NATIONAL ENERGY CONSERVATION DAY(INDIA)-Disability Day Observance: NGO Visit to Voice of Needy Foundation"-6th December 2024

Objective:

The visit to the Voice of Needy Foundation on the occasion of Disability Day was organized to create awareness about disability inclusion, foster empathy, and instill social responsibility among students. The activity aimed to align with IIC's vision by providing experiential learning opportunities where students could interact with specially abled individuals and understand the challenges and strengths of differently-abled communities.

Impact:

The NGO visit had a transformative impact on participating students by sensitizing them to the realities of living with disabilities. Through interactive sessions and discussions, students gained first-hand exposure to the resilience, capabilities, and aspirations of specially abled individuals. This experience broadened their perspective on social inclusivity, community engagement, and mental well-being, while also encouraging them to think innovatively about solutions to societal challenges. The program contributed to nurturing empathy-driven leadership and civic responsibility in students.



Benefits:

- Developed empathy and compassion by interacting with differently-abled individuals.
- Strengthened awareness about disability rights, inclusion, and accessibility.
- Gained experiential learning beyond classroom knowledge.
- Motivated to engage in community service and social innovation projects.
- Learned the importance of social responsibility and civic engagement.
- Inspired to think about innovative solutions for inclusivity and empowerment of specially abled communities.

7. NATIONAL POLLUTION DAY-2nd December 2024**Objectives:**

- To create awareness among students about the causes and consequences of environmental pollution.
- To highlight the importance of sustainable practices in daily life for reducing pollution.
- To encourage students to take proactive roles in protecting the environment through innovative solutions.
- To integrate environmental responsibility with entrepreneurship and innovation.
- To align student initiatives with national missions on sustainability and green development.

**Impact:**

- Students developed a deeper understanding of pollution issues and their impact on health, economy, and environment.
- The event inspired students to think of innovative, eco-friendly solutions for pollution control.
- Created a sense of social responsibility among participants toward sustainable living.
- Strengthened the institution's commitment to environmental protection and innovation-driven awareness programs.

Benefits:

- Improved knowledge of environmental challenges and possible mitigation strategies.
- Enhanced critical thinking and problem-solving skills by linking innovation with sustainability.
- Boosted confidence in contributing to social impact through small but meaningful initiatives.

- Opportunities for project-based learning, such as eco-friendly product design and awareness campaigns.
- Encouragement to integrate sustainability concepts into entrepreneurship and academic projects.

8. NATIONAL YOUTH DAY -15th January 2025

Objectives:

- To commemorate the birth anniversary of Swami Vivekananda and inspire students with his vision for youth empowerment.
- To highlight the role of young innovators and entrepreneurs in nation-building.
- To encourage students to develop leadership qualities, self-confidence, and a spirit of social responsibility.
- To motivate students to contribute innovative ideas for addressing societal challenges.
- To align youth-centric innovation with the mission of IIC and MoE's Innovation Cell.



Impact:

- Strengthened students' awareness of Swami Vivekananda's philosophy and its relevance in today's innovation-driven society.
- Empowered participants to take ownership of their learning, leadership, and social responsibility.
- Motivated students to integrate innovation and entrepreneurship with value-based leadership.
- Enhanced institutional culture of nurturing youth as change-makers and responsible leaders.

Benefits:

- Improved leadership, communication, and problem-solving skills.
- Increased motivation to pursue innovation and entrepreneurship as career paths.
- Opportunities to work on projects inspired by societal needs and community development.
- Development of self-confidence and sense of responsibility as future innovators.
- Strengthened connection between academic learning and practical, value-based living.

Calendar Activity (Sem 2 – Quarter 3)

9. WORLD CREATIVITY AND INNOVATION DAY-Commemorating Space Icons: Inspiring Students through KSTA Celebrations"-15 March 2025

Objective:

The program aimed to honor the contributions of Dr. U.R. Rao and Dr. S.K. Shivakumar to India's space achievements and inspire students to pursue research in space science. The activity also sought to promote awareness of India's space exploration milestones and encourage students to explore hands-on learning opportunities in space education.

Impact:

The celebration exposed students to India's rich legacy in space research and inspired them through direct interaction with ISRO scientists. Talks on the Space Experiential Learning Centre and India's space programs fostered curiosity and career aspirations in space science. Recognition of a student participant (Vishnu) highlighted the value of active student engagement.



Benefits:

- Understood the contributions of Indian space pioneers.
- Interaction with ISRO scientists fostered career inspiration.
- Exposure to technical sessions on India's space achievements.
- Encouraged hands-on learning through experiential space education.
- Recognition of student participation boosted motivation and confidence.

10. NATIONAL TECHNOLOGY DAY 2025: Fostering Innovation through Tech Exhibitions"-15th May 2025

Objective:

The exhibition was organized to celebrate National Technology Day by promoting technological creativity, innovation, and problem-solving skills among students. It aimed to bridge theory with practice by encouraging students to design and showcase AI/ML projects, IoT solutions, and software applications.

Impact:

The event provided a practical platform for 100+ students to showcase innovations ranging from AI chatbots to IoT smart solutions. It enhanced teamwork, peer learning, and application of classroom knowledge to real-world problems. External evaluators and faculty feedback ensured academic rigor and recognition.



Benefits:

- Hands-on experience with AI, IoT, and software projects.
- Opportunity to compete and collaborate in intra- and inter-class categories.
- Boosted innovation, teamwork, and problem-solving skills.
- Recognition from evaluators and awards for innovative projects.
- Strengthened career readiness in emerging technologies.

11. INTERNATIONAL WOMEN'S DAY-Celebrating Women in Science: Digital Poster Making for National Education Day"-10-03-2025**Objective:**

The competition aimed to highlight the role of education in empowering women in science while celebrating National Education Day and International Women's Day. It sought to nurture students' creativity, research skills, and social responsibility through a digital medium.

Impact:

The event successfully combined art, research, and advocacy, inspiring students to explore the achievements of women scientists. It fostered gender-sensitive awareness in science, motivating participants to engage in socially relevant academic pursuits. Feedback revealed that the majority of students felt encouraged to learn more about women's contributions beyond textbooks.

**Benefits:**

- Enhanced awareness of women scientists and inclusivity in education.
- Strengthened digital design, creativity, and research skills.
- Motivated to participate in socially relevant academic activities.
- Blended scientific learning with artistic expression.
- Instilled values of innovation, gender equality, and empowerment.

12. WORLD INTELLECTUAL PROPERTY DAY-26th April 2025**Objectives:**

- To engage and educate students on the fundamentals and importance of Intellectual Property Rights (IPR).
- To raise awareness about the role of IPR in fostering innovation, creativity, and sustainable development.

- To encourage students to protect their innovations by filing patents and utilizing other intellectual property tools.
- To promote a culture of innovation and entrepreneurship through knowledge of trademarks, copyrights, and patents.
- To inspire students to contribute to global challenges by innovating sustainably.



Impact:

- Created strong awareness among students about IPR and its significance in innovation and entrepreneurship.
- Encouraged students to seek guidance from the institutional IPR cell for patent filing and legal protection of their innovations.
- Strengthened the innovation and research ecosystem at the institution.
- Motivated participants by showcasing real-life success stories of innovators and faculty members who filed IPR.
- Promoted a mindset shift among students from just generating ideas to safeguarding and applying them in real-world scenarios.

Benefits:

- Gained practical knowledge of different types of IPR (Patents, Copyrights, Trademarks, Designs, etc.).
- Developed an understanding of how IPR supports academic, professional, and entrepreneurial growth.
- Learned the importance of protecting their innovative ideas and creative works.
- Exposure to real-world examples and best practices, which can inspire future research and innovation.
- Opportunity to connect with experts and faculty mentors for further guidance in innovation and patent filing.

- Empowered to actively participate in creating a sustainable and innovation-driven ecosystem.

Calendar Activity (Sem 2 – Quarter 4)

13. WORLD ENTREPRENEURS DAY-21st August 2025

Objectives:

- To create awareness among students about the importance of entrepreneurship in driving economic growth and social development.
- To inspire students to develop entrepreneurial mindsets and innovative thinking.
- To provide exposure to successful entrepreneurial journeys, challenges, and best practices.
- To encourage students to transform innovative ideas into viable business models.
- To highlight government initiatives, schemes, and support systems available for budding entrepreneurs.



Impact:

- Enhanced entrepreneurial awareness among students and motivated them to consider entrepreneurship as a career option.
- Fostered confidence among students to take calculated risks and explore opportunities in emerging sectors.
- Promoted innovation-driven thinking and problem-solving ability among students.
- Strengthened the institutional ecosystem for entrepreneurship by connecting students with mentors and experts.
- Cultivated an entrepreneurial culture within the campus, encouraging collaboration and idea-sharing.

Benefits:

- Improved understanding of entrepreneurial skills such as idea generation, business planning, and resource management.
- Exposure to real-life experiences of entrepreneurs, helping students learn from practical challenges and success stories.
- Guidance on how to convert academic projects and innovative ideas into start-ups or enterprises.

- Awareness of financial, legal, and institutional support available for start-ups.
- Development of leadership, teamwork, and networking skills essential for entrepreneurship.
- Empowered to become job creators rather than job seekers, contributing to self-reliance and societal growth.

14. WORLD ENVIRONMENT DAY-5th June 2025

Objectives:

- To create awareness among students about environmental protection, sustainability, and climate action.
- To sensitize students on the importance of eco-friendly practices and green innovations.
- To encourage students to take part in activities that promote conservation of natural resources.
- To highlight the role of youth in achieving sustainable development goals (SDGs).
- To foster innovation in environmental management, waste reduction, and renewable energy solutions.



Impact:

- Increased awareness among students about the significance of environmental protection and sustainable living.
- Encouraged students to adopt eco-friendly practices such as waste segregation, recycling, and energy conservation.
- Fostered a sense of responsibility toward society and the planet.
- Inspired innovation in green technologies, sustainable business ideas, and community-driven initiatives.
- Strengthened the institution's commitment to building an environmentally conscious campus.

Benefits:

- Developed knowledge of global and local environmental challenges and possible solutions.

- Encouraged critical thinking and innovative approaches for sustainable entrepreneurship.
- Improved participation in hands-on activities like plantation drives, clean-up campaigns, and awareness rallies.
- Gained insights into career opportunities in sustainability, green business, and environmental management.
- Enhanced leadership, teamwork, and social responsibility through active involvement in environmental activities.
- Empowered to become ambassadors of sustainability within their communities.

15. INDEPENDENCE DAY- CELEBRATING AAZADI KA AMRITKAL-15th August 2025

Objectives:

- To commemorate India's Independence and honor the sacrifices of freedom fighters.
- To instill the values of patriotism, unity, and responsibility among students.
- To create awareness about *Azadi Ka Amritkal* and its vision for a self-reliant and progressive India.
- To encourage students to contribute to nation-building through innovation, entrepreneurship, and social responsibility.
- To foster cultural pride and inspire students to uphold India's democratic values and heritage.



Impact:

- Strengthened the spirit of patriotism and national pride among students.
- Inspired students to align their personal and professional goals with the vision of *Viksit Bharat @2047*.

- Fostered unity, inclusiveness, and respect for India's cultural and historical heritage.
- Motivated students to take responsibility as future leaders, innovators, and entrepreneurs in shaping India's growth.
- Enhanced participation in cultural, literary, and innovation-driven activities related to Independence Day.

Benefits:

- Developed a deeper understanding of India's freedom struggle and its relevance to today's challenges.
- Encouraged civic sense, social responsibility, and leadership qualities.
- Provided opportunities to showcase talents through cultural programs, debates, and innovation challenges.
- Instilled values of teamwork, discipline, and respect for diversity.
- Inspired students to contribute actively to national initiatives like *Make in India*, *Digital India*, *Startup India*, and sustainability goals.
- Empowered students to become responsible citizens and changemakers in society.

IIC Calendar Activity

IIC Activity (Sem 1 – Quarter 1)

1. Workshop on Basics of Intellectual Property Rights and its Importance for Innovation and Entrepreneurs”-28.09.2024

Objectives:

The workshop was designed to introduce students to the fundamentals of Intellectual Property Rights (IPR) and its role in fostering innovation and entrepreneurship. The session aimed to bridge academic knowledge with industry practices by highlighting real-world applications of IPR in protecting innovations and promoting entrepreneurial ventures. It also encouraged students to appreciate the significance of IPR in navigating the future of business and technology-driven growth.



Impact:

The workshop created a strong impact by equipping students with critical awareness about Intellectual Property Rights and their importance in professional and entrepreneurial contexts. The speaker, Dr. Roopa Shettigar (HOD, MBA Department), guided students on the role of IPR in innovation, business competitiveness, and legal protection of ideas. Students also gained exposure to the launch of the book “Intellectual Property Rights”, which emphasised practical insights into navigating IPR frameworks. The session improved students’ ability to critically analyze, innovate, and align their ideas with intellectual property safeguards.

Benefits:

- Developed a comprehensive understanding of Intellectual Property Rights and its applications.
- Gained exposure to real-world industry insights related to innovation and entrepreneurship.
- Learned about IPR frameworks and how they safeguard innovations.
- Enhanced critical and analytical thinking skills relevant to business and research.
- Motivated to pursue innovation and entrepreneurial ventures with IPR knowledge.
- Benefitted from the book launch on IPR, which provided practical learning resources

2. My Story: Motivational Session by Successful Innovators”-19th September 2024

Objectives:

The lecture was aimed at exposing students to real-world industry experiences while motivating them through the success story of a distinguished innovator. The objective was to enhance students’ professional knowledge, leadership mindset, and future talent management skills, aligning with IIC’s vision of nurturing innovation-driven leadership and entrepreneurial spirit among students.



Impact:

The session by Dr. Debolina Dutta (Professor of Practice – OB & HRM, IIM Bangalore) had a remarkable impact on the MBA students. With her 30 years of industry and academic experience, she shared deep insights into talent management, innovation, and organizational behavior, inspiring students to view challenges as opportunities for growth. Students not only understood future HR practices but also developed a progressive outlook on leadership, innovation, and adaptability in dynamic industries. The event enhanced their readiness for real-world business challenges and motivated them to pursue careers with resilience and creativity.

Benefits:

- Gained practical insights into industry requirements and future HR practices.
- Understood the role of predictive analytics, AI/ML, and innovation in talent management.
- Learned from the real-life experiences and accomplishments of a successful innovator.
- Developed critical analytical, leadership, and problem-solving skills.
- Received inspiration and motivation to pursue entrepreneurial and innovative ventures.
- Improved career readiness and adaptability to global business challenges.

3. Global TIE Summit 2024 – Fostering Innovation and Sustainable Entrepreneurship”-11-12-2024

Objectives:

The Global TIE Summit was organized with the objective to expose students to global perspectives on technology, innovation, and entrepreneurship while encouraging them to think critically about solutions for environmental, social, and economic challenges. The program sought to provide students with opportunities to network with global leaders, innovators, and entrepreneurs, thereby bridging academic learning with real-world applications. By participating in such a large-scale platform, students were inspired to embrace an entrepreneurial mindset and innovation-driven approach to address global sustainability challenges.



Impact:

The participation of 94 Forensic Science students in the summit had a transformative impact, enabling them to gain first-hand exposure to international trends in technology, sustainable entrepreneurship, and social innovation. Through keynote speeches, panel discussions, and workshops, students understood how innovation can be aligned with sustainability and responsible business practices. The summit broadened their vision, encouraged interdisciplinary learning, and motivated them to contribute actively to solving real-world challenges using innovation and entrepreneurship. The networking opportunities further enriched their experience, as students connected with entrepreneurs, professionals, and industry leaders who shared practical insights and mentorship opportunities.

Benefits:

- Gained valuable insights into global trends in innovation and entrepreneurship.
- Understood the role of technology in driving sustainability and social impact.
- Developed critical thinking and problem-solving abilities for real-world challenges.
- Strengthened their networking skills by engaging with entrepreneurs and industry leaders.
- Learned from workshops, product demonstrations, and panel discussions.
- Inspired to adopt an entrepreneurial and innovation-driven mindset.
- Motivated to contribute to eco-friendly business practices and sustainable solutions.

4. National Symposium on Forensic Science: From Crime Scene to Court"-10-10-2024

Objectives:

The objective of participating in the National Symposium was to provide students with exposure to interdisciplinary knowledge in forensic science, legal studies, and criminal investigations. The event aimed to bridge academic learning with real-world practices, encouraging innovation and research in forensic applications while fostering collaboration with experts and peers.

Impact:

The symposium created a profound impact on participating students by enabling them to explore the complete journey of forensic science from evidence collection to courtroom presentation. Students enhanced their understanding of forensic protocols, legal frameworks, and interdisciplinary applications. Engagement with experts and peers fostered research-driven thinking, analytical skills, and professional confidence. This exposure strengthened their motivation to pursue innovation and research in forensic and legal sciences.



Benefits:

- Gained insights into forensic analysis and legal procedures.
- Strengthened research and analytical abilities.
- Exposure to interdisciplinary applications of forensic science.
- Developed professional confidence through symposium participation.
- Encouraged to pursue innovation and research in forensic sciences.
- Enhanced awareness of the role of forensic science in the justice system.

5. ILLUMINATE 2024: One-Day Entrepreneurship Workshop-15-11-2024**Objectives:**

The workshop was conducted to introduce young minds to entrepreneurship, create awareness about the steps involved in starting a venture, and provide a supportive platform for budding entrepreneurs. It aligned with IIC's mission of fostering an entrepreneurial mindset, innovation-driven learning, and capacity building among students.

Impact:

The workshop created a strong impact by equipping students with practical insights into entrepreneurship, idea generation, and venture creation. The session by Ms. Divya Jairam motivated students to explore the startup ecosystem, while interactive discussions gave them confidence to think beyond academics and pursue innovation. Feedback indicated high levels of motivation, practical learning, and a demand for more entrepreneurial events.

**Benefits:**

- Learned the basics of entrepreneurship and venture creation.
- Understood the importance of innovation in business planning.
- Gained confidence to pursue entrepreneurial aspirations.
- Opportunity to interact with industry speakers and peers.
- Developed networking skills and teamwork.
- Benefitted from practical sessions and real-world insights.
- Motivated to participate in future E-cell activities and startup programs.

6. Zero Waste Collective: Newspaper Bag Making Workshop"-21-11-2024**Objective:**

The objective of this workshop was to create awareness about sustainable practices by reducing plastic waste and promoting eco-friendly alternatives. It aimed to equip students with hands-on skills in making reusable newspaper bags while fostering collaboration and social responsibility. The activity aligned with IIC's mission of encouraging innovation in sustainability and environmental consciousness.

Impact:

The workshop had a meaningful impact by sensitizing students to the importance of zero-waste living and encouraging them to adopt eco-friendly alternatives in daily life. By learning how to make newspaper bags, students gained practical skills that can be applied in community and entrepreneurial contexts. The initiative also fostered a sense of collective responsibility towards

reducing plastic usage and protecting the environment, motivating students to integrate sustainability into innovation and business practices.



Benefits:

- Learned the process of making reusable newspaper bags.
- Understood the impact of reducing plastic waste on the environment.
- Gained hands-on skills with sustainable applications.
- Encouraged teamwork and collaboration in eco-friendly initiatives.
- Strengthened social responsibility and environmental awareness.
- Inspired to integrate sustainability into entrepreneurial ideas.

7. Session on Effective Communication and Networking Skills”-19-02-2025

Objective:

The session was organized to equip students with essential communication and networking skills that play a vital role in both professional and personal growth. The key focus areas included enhancing verbal and non-verbal communication, developing active listening skills, building self-confidence, and adopting strategic networking practices. The initiative further aimed at creating a conducive learning environment where students could practice building meaningful connections, strengthen interpersonal relationships, and understand how effective communication can be leveraged as a powerful tool for career advancement and innovation-driven opportunities.

Impact:

The session had a remarkable impact on 72 student participants, equipping them with practical insights into the role of communication in academic and professional success. The resource person, Ms. Risshma Banan, highlighted the significance of effective communication strategies and networking in building a strong professional presence. Students gained clarity on the distinction between basic and effective communication and learned valuable techniques for mastering networking skills. The program further enhanced their confidence, listening abilities, and professional readiness, thereby preparing them for future responsibilities in leadership, teamwork, and career advancement.



Benefits:

- Understood the principles of effective communication in professional contexts.
- Learned verbal and non-verbal communication techniques.
- Improved active listening and confidence-building skills.
- Gained knowledge of strategic networking for career growth.
- Enhanced their ability to differentiate between communication and effective communication.
- Built interpersonal skills essential for teamwork and leadership.
- Motivated to apply these skills in academic, professional, and social settings.

8. BITOTSAV 2025 – A Celebration of Talent, Technology, and Teamwork”-27-03-2025**Objectives:**

BITOTSAV 2025 was organized with the objective of fostering holistic student development by integrating academic, technical, and cultural dimensions. The fest served as a platform to encourage interdisciplinary participation, creativity, and collaborative learning, aligning with the spirit of innovation and entrepreneurship promoted by IIC.

Through diverse events, students were provided opportunities to enhance their leadership, event management, and organizational skills, while also nurturing essential competencies such as teamwork, communication, and problem-solving. By showcasing their talents and engaging in cross-functional activities, participants experienced an environment that promoted innovation-driven thinking, unity, and peer-to-peer learning, thereby contributing to the overall vision of building a vibrant and dynamic innovation ecosystem on campus.

**Impact:**

The fest held on 27th March 2025 provided a dynamic platform for students to engage in diverse events such as coding, debugging, technical quizzes, gaming, cultural performances, and creative competitions. The active participation enhanced technical knowledge, problem-solving abilities, teamwork, and leadership skills while fostering creativity and enthusiasm. A well-balanced mix of technical and cultural activities created an inclusive environment that encouraged even first-time participants to showcase their talents. Student feedback highlighted the smooth organization and supportive atmosphere. The fest strengthened the institution's culture of innovation, co-curricular engagement, and student leadership, extending learning beyond the classroom.

Benefits:

- Enhanced technical knowledge through quizzes, debugging, and coding challenges.
- Fostered creativity, confidence, and innovation mindset by engaging in cultural and talent-driven activities.
- Developed event management, leadership, and teamwork skills.
- Created an inclusive and motivating environment that inspired first-time participants to engage in future fests.
- Improved communication and organizational abilities.
- Exposure to problem-solving strategies and innovative thinking.
- Promoted peer-to-peer learning, interdisciplinary collaboration, and knowledge sharing across departments.

IIC Activity (Sem 1 – Quarter 2)

9. Participation in Bengaluru Tech Summit 2024 – Showcasing Innovation in Forensic Science”-19th to 21st November 2025

Objectives:

The objective of participating in the Bengaluru Tech Summit 2024 was to provide students with exposure to cutting-edge technologies and innovation platforms. The program aimed to enhance students’ entrepreneurial skills, creative thinking, and networking abilities by engaging them with industry experts and technology leaders. It also aligned with IIC’s mission of fostering innovation-driven learning and real-world applications in forensic science.



Impact:

The summit had a strong impact on the participants as they were able to present their innovative ideas for the first time on a national platform. Students gained valuable feedback from industry professionals, broadened their perspectives on technology’s role in forensic science, and explored possibilities for future collaborations and projects. The experience boosted their confidence, nurtured a spirit of innovation, and helped them understand how academic concepts can be applied to real-world solutions within the tech ecosystem.

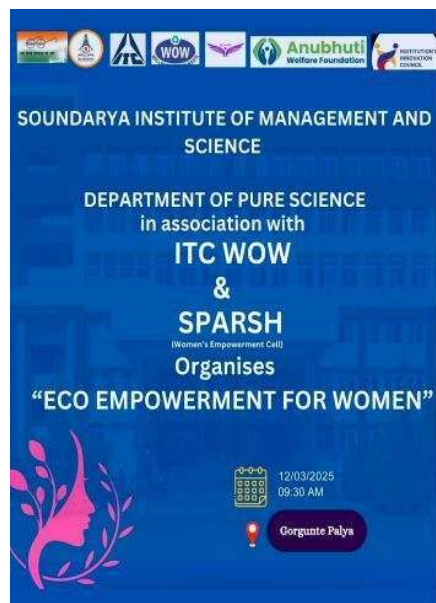
Benefits:

- Opportunity to present innovative ideas at a national-level summit.
- Exposure to industry experts and latest technological trends.
- Enhanced networking and collaboration opportunities.
- Developed creativity, innovation, and presentation skills.
- Understood the intersection of forensic science and technology.
- Motivation to pursue research, innovation, and entrepreneurship.

10. Eco-Empowerment 2024: Driving Sustainable Waste Management Awareness”-12-03-2025

Objectives:

The Eco-Empowerment program was conducted to create awareness about waste segregation and sustainable practices while empowering women as community leaders for environmental initiatives. The activity aimed to combine social responsibility, innovation, and experiential learning by engaging students in real-world awareness drives.



Impact:

The program had a far-reaching impact, with students conducting door-to-door campaigns covering 1,087 households. Women participants gained clarity on eco-friendly disposal methods and sustainable practices. For students, this initiative fostered leadership, teamwork, and communication skills, while also making them agents of social innovation. The activity highlighted the role of academia in creating environmentally conscious communities.

Benefits:

- Acquired practical outreach and communication skills.
- Learned to apply academic knowledge to real-world social issues.
- Developed leadership and teamwork capabilities.
- Gained awareness of environmental sustainability and innovation.
- Strengthened their sense of social responsibility.

11. SPARKATHON 2025: Igniting Young Minds through Innovation and Data Science”

Objective:

SPARKATHON 2025 was organized to encourage school students to apply their knowledge in science and statistics through exhibitions and demonstrations. The event aimed to strengthen collaborations between SIMS and schools while cultivating innovation, creativity, and scientific thinking at an early stage.

Impact:

The exhibition created a strong impact by fostering a spirit of scientific inquiry and problem-solving among participants. School students gained confidence in presenting their projects, while SIMS students and faculty facilitated mentoring, bridging academic concepts with practical applications. The event also showcased SIMS as a hub for nurturing innovation in collaboration with schools, promoting early engagement in research and data analysis.



Benefits:

- Gained confidence in presenting innovative ideas.
- Understood the application of statistics and science in real life.
- Strengthened school-college academic collaboration.
- Inspired towards research and innovation at an early stage.
- Enhanced peer learning and analytical skills.

12. Bootcamp on Python: Building Computational Skills for Innovation"- 21st April to 3rd May 2025

Objectives:

The Bootcamp on Python was organised to equip students with essential programming skills that form the foundation for innovation in technology-driven industries. The primary aim was to enhance students' understanding of problem-solving, algorithmic thinking, and application development using Python, thereby preparing them for advanced learning in artificial intelligence, data science, and automation.



Impact:

The Bootcamp had a significant impact by enabling students to develop practical coding confidence through hands-on exercises and real-world problem-solving tasks. Students were introduced to Python libraries and their applications, fostering an appreciation for programming in research, data analysis, and entrepreneurship. This initiative also enhanced their employability by aligning their skills with industry demand for Python developers and innovators in tech-based domains.

Benefits:

- Acquired hands-on programming skills with Python.
- Strengthened logical reasoning and computational thinking.
- Understood the real-world applications of coding in data analysis and AI.
- Boosted confidence for innovation and project-based learning.
- Improved career readiness in technology and analytics fields.

13. The Present and Future of Data Science – Expert Talk by IBM Leader”- 8th April 2025

Objectives:

The session on “*The Present and Future of Data Science*” was organised with the objective of introducing students to the latest advancements and career opportunities in the field of Data Science and Artificial Intelligence. The event aimed to provide industry insights, enhance awareness of emerging trends, and encourage interdisciplinary learning. By inviting an industry leader from IBM, the program sought to strengthen academia–industry interaction and motivate students to pursue innovation-driven careers in AI and Data Analytics.



Impact:

The talk had a strong impact on the 200 student participants, equipping them with valuable knowledge about current industry practices, tools, and applications in Data Science. The speaker, Dr. Savitha (AI Tech Leader, IBM), provided a clear perspective on how Data Science is shaping the present and future across industries. Students gained awareness of the importance of programming, statistics, and domain knowledge as essential skills for Data Science careers. The event successfully fostered curiosity, built motivation, and encouraged participants to explore AI and Data Analytics as potential career pathways.

Benefits:

- Gained exposure to emerging trends and practices in Data Science.
- Learned about career opportunities in AI, Machine Learning, and Data Analytics.
- Understood the interdisciplinary nature of Data Science (programming, statistics, domain knowledge).
- Enhanced industry awareness through direct interaction with an IBM expert.
- Motivated to pursue higher learning, research, and careers in Data Science.
- Strengthened their engagement with real-world applications beyond classroom learning.

14. Manthan 2025: Showcasing Entrepreneurial Ideas through Business Plans”-31st March 2025

Objectives:

The Manthan 2025 Business Plan Competition was designed to provide a platform for students to present innovative business ideas while gaining exposure to entrepreneurial practices. The event aimed to instill market analysis, idea validation, and pitching skills while promoting innovation and entrepreneurship culture within SIMS.



Impact:

The competition created a dynamic environment where students presented business plans to panels of evaluators and industry experts. Through this, participants developed confidence in financial planning, team collaboration, and pitching innovative solutions. With 149 students participating, the event demonstrated SIMS's commitment to promoting entrepreneurship at scale. Several SIMS teams advanced to higher evaluation rounds, showcasing the quality of innovation and creativity among students.

Benefits:

- Gained experience in developing and validating business ideas.
- Learned financial planning and market research techniques.
- Opportunity to pitch ideas to industry experts.
- Improved teamwork, presentation, and communication skills.
- Boosted confidence and entrepreneurial spirit.

15. Guest Talk: Startup Innovation and Resilience in Changing Economies"

Objective:

The Guest Talk was organized to sensitize students to the challenges faced by startups during economic fluctuations and to highlight how innovation and resilience serve as critical tools for survival. The objective was to nurture entrepreneurial adaptability and problem-solving mindset among students.

Impact:

The session had a transformative impact as students learned about real-world startup strategies to navigate uncertain economic conditions. They gained knowledge of financial planning, investor relations, and innovative approaches to sustain businesses during crises. The program also strengthened students' understanding of the importance of soft skills, innovation, and market adaptability, motivating them to pursue entrepreneurial ventures confidently.



Benefits:

- Gained insights into startup survival strategies.
- Understood the role of innovation during economic shifts.
- Learned about angel investment and venture capital mechanisms.
- Enhanced critical thinking and problem-solving skills.
- Motivation to pursue entrepreneurial opportunities.

16. Exposure Visit to AIC-JITF: Exploring Start-up Ecosystems and Innovation Incubation”-7th October 2024

Objective:

The visit to AIC-JITF Incubation Centre was aimed at familiarising students with startup incubation processes, entrepreneurial support frameworks, and collaborative opportunities. It sought to provide students with first-hand exposure to mentorship, funding, and prototyping facilities, thereby linking academic learning with entrepreneurial ecosystems.

Impact:

The visit had a profound impact by giving students a comprehensive understanding of incubation processes and entrepreneurial challenges. They interacted with incubated startups, explored prototype labs, and understood the role of mentorship and infrastructure in supporting innovation. The signing of an MoU between SIMS and AIC-JITF further strengthened institutional collaboration, creating pathways for future entrepreneurial projects and innovation challenges.



Benefits:

- Understood the operational framework of incubation centres.
- Gained first-hand exposure to prototype development and startup support.
- Interacted with entrepreneurs and industry experts.
- Learned about mentorship, funding, and networking opportunities.
- Inspired to engage in entrepreneurial and innovation-driven projects.

IIC Activity (Sem 2 – Quarter 3)

17. Session/Workshop on Innovating Startups amid Economic Shifts-16th April 2025

Objectives:

- To provide insights into how startups can adapt and innovate during changing economic conditions.
- To expose students to real-world entrepreneurial challenges and strategies for overcoming them.
- To encourage creative and innovative thinking among students towards building resilient business models.
- To foster an entrepreneurial mindset by learning from experienced startup founders and industry experts.



Impact and Benefits:

- Students gain awareness of how economic changes influence business decisions and startup growth.
- Helps students understand the importance of innovation and flexibility in entrepreneurship.
- Inspires students to think critically about sustainable business opportunities in uncertain environments.
- Strengthens entrepreneurial intent among students by learning from practical experiences and case studies.
- Enhances knowledge about startup ecosystems and economic trends.
- Improves problem-solving and decision-making skills in business contexts.
- Builds confidence in students to pursue their own entrepreneurial ventures.
- Provides networking opportunities with industry experts and mentors.
- Equips students with strategies to handle risks and challenges in entrepreneurship.

18. Workshop On Idea to MVP Through BMC-25th April 2025

Objectives:

- To guide students in transforming innovative ideas into a Minimum Viable Product (MVP) using BMC.
- To introduce the Business Model Canvas as a tool for structuring and analysing business ideas.



Impacts and Benefits:

- Students learn the practical process of moving from an idea stage to a working MVP.
- Strengthens analytical and problem-solving abilities in business planning.
- Builds a foundation for students to create sustainable and market-fit business models.

- Inspires students to apply structured frameworks in entrepreneurship and innovation projects.
- Hands-on experience in using Business Model Canvas for innovation.
- Better understanding of market validation, customer segments, and value propositions.
- Increased confidence in developing and pitching startup ideas.
- Prepares students to participate in competitions, hackathons, and incubation programs.
- Provides skills to refine business concepts into actionable plans with MVP readiness.

19. Event On Igniting Tomorrow Creators 5 Day Boot Camp On Entrepreneurship And E-Commerce- 21st to 25th April 2025

Objectives:

- To equip students with knowledge and skills in entrepreneurship and e-commerce.
- To nurture innovative thinking and creativity for building future business leaders.
- To provide hands-on exposure to tools, platforms, and practices in online business.



Impact and Benefits:

- Students develop an entrepreneurial mindset and confidence to start ventures.
- Enhanced understanding of digital business models and e-commerce ecosystems.
- Practical exposure helps students bridge the gap between theory and application.
- Sparks interest in innovation-driven startups, leading to participation in incubation/innovation programs.
- Opportunity to create, validate, and refine business ideas with expert guidance.
- Improved digital, marketing, and business planning skills.
- Networking with mentors, entrepreneurs, and peers.
- Students become better prepared for startup competitions, internships, and real-world ventures.

20. Industrial Visit to Supercomputers Education and Research Centre-28th March 2025

Objectives:

- To expose students to advanced computing technologies and research applications.
- To provide hands-on learning about supercomputers, high-performance computing (HPC), and their real-world uses.
- To bridge the gap between classroom knowledge and industrial/research practices.
- To inspire students towards careers and research opportunities in cutting-edge technologies.



Impact and Benefits:

- Students gain awareness of how supercomputers contribute to solving large-scale scientific and industrial problems.
- Enhances technical knowledge in computing, AI, simulations, and data science.
- Motivates students to explore interdisciplinary research and innovation.
- Strengthens students' interest in emerging fields like HPC, AI, big data, and computational sciences.
- First-hand exposure to real-world supercomputing infrastructure and applications.
- Opportunity to interact with experts, researchers, and industry professionals.
- Improved understanding of computational tools and technologies for innovation.
- Students get insights into career paths in research centers, academia, and industry.
- Enhances problem-solving, analytical, and technical skills for future projects.

21. Event On Financial Game Plan: Revenue Growth and Cash Flow-7th April 2025

Objectives:

- To familiarise students with key concepts of revenue growth, cash flow management, and financial planning.
- To provide practical insights into building sustainable financial strategies for start-ups and businesses.



Impact and Benefits:

- Students gain a clear understanding of how revenue models and cash flow impact business survival and growth.
- Builds financial literacy and decision-making skills among students.
- Inspires students to think strategically about resource management in start-ups.
- Improves the financial awareness and planning skills of students.
- Equips students with techniques to analyse and optimise revenue and cash flow.
- Provides insights into investor expectations, financial forecasting, and business sustainability.
- Enhances entrepreneurial readiness for handling financial challenges.

- Helps students in both career readiness (corporate finance roles) and entrepreneurship.

22. Event On Evaluating Your Idea for Viability and How to Achieve POC- 7th April 2025

Objectives:

- To guide students in assessing the feasibility and market viability of their startup ideas.
- To introduce structured methods for validating ideas through research, customer feedback, and market analysis.
- To explain the importance of developing a Proof of Concept (PoC) as a step toward innovation and entrepreneurship.
- To encourage students to move from ideation to execution with practical approaches.



Impact and Benefits:

- Students gain clarity on distinguishing between an idea, a viable concept, and a scalable business opportunity.
- Encourages critical thinking, innovation, and evidence-based validation of ideas.
- Builds confidence in students to test, refine, and iterate their ideas effectively.
- Promotes entrepreneurial intent and prepares students for incubation, pitching, and prototype development.
- Practical knowledge on tools and frameworks for idea validation.
- Improved ability to design and execute a Proof of Concept.
- Enhances problem-solving, analytical, and decision-making skills.
- Provides exposure to real-world challenges in converting ideas into workable solutions.
- Prepares students to participate in innovation challenges, startup competitions, and incubation programs.

23. Session On Talk by Past Manthan Winner Mr. Sudhindra S Vemakur- 8th April 2025

Objectives:

- To inspire students by sharing the success journey of a past Manthan winner.
- To provide insights into how innovative ideas can be converted into successful projects/startups.
- To motivate students to participate in innovation and business plan competitions with confidence.
- To help students learn practical tips, strategies, and lessons from peers who have achieved success.



Impact and Benefits:

- Students relate more easily as the speaker is a peer/young achiever, boosting confidence.
- Encourages participation in innovation challenges, hackathons, and IIC activities.
- Students gain exposure to the challenges faced during competitions and how to overcome them.
- Builds a culture of innovation, creativity, and peer-to-peer learning.
- Provides real-world learning from someone who has experienced the same journey.
- Enhances motivation and interest in entrepreneurship and innovation competitions.
- Students get guidance on preparing impactful pitches, presentations, and business models.
- Creates networking and mentorship opportunities with past achievers.
- Builds self-belief and enthusiasm to take part in future Manthan and similar competitions.

24. Session On the Importance of Intellectual Property Rights By Geetha Sudheer Hundi- 21-2-2025

Objectives:

- To create awareness among students about the significance of Intellectual Property Rights (IPR) in innovation and entrepreneurship.
- To educate students on different forms of IPR such as patents, copyrights, trademarks, and designs.
- To highlight the role of IPR in protecting and commercialising innovative ideas.
- To encourage students to consider IPR as an integral part of their academic projects, research, and startups.



Impact and Benefits:

- Students understand how IPR safeguards innovations and supports economic growth.
- Builds awareness of legal and ethical aspects of innovation.
- Motivates students to think about patenting and protecting their original work.

- Strengthens the innovation culture within the institution by aligning creativity with protection mechanisms.
- Students gain practical knowledge on filing and managing IPR.
- Encourages innovation-driven entrepreneurship with legal protection.
- Enhances employability and research credibility of students by incorporating IPR awareness.
- Provides insights into opportunities for licensing, commercialization, and startup growth through IPR.
- Prepares students to participate in innovation challenges with stronger, well-protected ideas.

IIC Activity (Sem 2 – Quarter 4)

25. Panel Discussion with Innovation & Startup Ecosystem Enablers-21st August 2025

Objectives:

The objective of the panel discussion was to expose students to the evolving innovation and startup ecosystem by engaging with successful entrepreneurs and industry leaders. The session aimed to highlight the role of technology, leadership, and adaptability in entrepreneurship, while encouraging students to explore opportunities in AR/VR/MR, deep tech, and digital platforms. It was designed to foster innovation culture, problem-solving, and entrepreneurial thinking among participants.



Impact:

The event had a remarkable impact on the 132 student participants, who gained first-hand insights from accomplished ecosystem enablers. Speakers shared diverse perspectives: Mr. Prashant Chiganor emphasized AR/VR/MR applications for industry and social change; Mr. Dinesh Mullapudi highlighted the importance of deep tech and research-led ventures; Ms. Neha Saraogi shared her entrepreneurial journey in digital commerce and mentorship; and Mr. Rahul Chatterjee inspired students on leadership, adaptability, and resilience. The session broadened students' understanding of startup challenges, opportunities, and sustainability strategies, motivating them to consider entrepreneurship as a viable career path.

Benefits:

- Understood the innovation and startup ecosystem through direct interaction with entrepreneurs.
- Gained exposure to AR/VR/MR technologies, deep tech, and digital entrepreneurship.
- Learned about leadership, adaptability, and resilience as key entrepreneurial traits.
- Acquired insights into startup challenges, opportunities, and global competitiveness.
- Enhanced their entrepreneurial mindset and problem-solving skills.
- Connected academic learning with real-world innovation practices.
- Received inspiration to pursue innovative and sustainable ventures.

26. Ideathon 2.0 – Business Plan Competition: Ignite. Innovate. Inspire-21st August 2025**Objectives:**

The Ideathon 2.0 – Business Plan Competition was organized to encourage students to think creatively, develop feasible business ideas, and gain hands-on experience in entrepreneurship. The objective was to cultivate innovation-led problem-solving, real-time business model development, and teamwork through structured pitch presentations. By bringing together eminent entrepreneurs and industry mentors, the event aimed to strengthen the entrepreneurial ecosystem on campus and inspire students to pursue startup ventures with confidence.

**Impact:**

The event had a significant impact on the 59 students who participated, with over 20 teams presenting unique business plans. Students gained valuable exposure through direct interaction with a distinguished panel of entrepreneurs, including Prashant Chiganoor (AR/VR/MR expert), Dinesh Mullanpudi (Deep Tech Innovator), Neha Saraogi (Founder, eSTORES Global), and Rahul Chatterjee (Author & L&D Head, BSS Microfinance Ltd.). The panel discussion, “Millets to Metaverse: Unconventional Ideas That Worked,” encouraged students to think beyond conventional paths and understand the adaptability required in entrepreneurship. The competition not only recognized winners with cash prizes but also fostered a culture of innovation and collaboration. The event concluded with a valedictory session, reinforcing the institution’s commitment to nurturing entrepreneurial spirit among students.

Benefits:

- Gained hands-on experience in business planning, pitching, and presenting ideas.
- Learned feasibility analysis, teamwork, and business model development.
- Understood innovation-led thinking and unconventional entrepreneurial approaches.
- Received mentorship and insights from leading entrepreneurs and industry experts.
- Developed confidence to pursue startups and innovative ventures.
- Experienced networking opportunities with peers, mentors, and judges.
- Strengthened the entrepreneurial culture within the campus.

27. Event Report: Brand and Social Media Marketing: Foundation For Future Entrepreneurial Ventures (8th April 2025)

Objectives

- To equip participants with strategies for building a strong brand presence in a competitive market.
- To demonstrate how social media platforms can be leveraged for storytelling, customer engagement, and market growth.
- To expose students to real-world case studies of innovative branding and digital marketing campaigns.
- To foster creativity, innovation, and entrepreneurial thinking through exposure to modern branding practices.

Impact

- Participants developed a clear understanding of brand positioning, storytelling, and authenticity in business.
- Improved ability to select appropriate social media platforms and design impactful content strategies.
- Gained exposure to analytics, performance measurement, and campaign optimization for digital marketing.
- Encouraged student engagement and innovation through interactive discussions and sharing admired brand stories.
- Strengthened entrepreneurial mindset by linking creativity with data-driven marketing approaches.



Benefits

- Enhanced technical and practical skills in branding and social media marketing.
- Improved communication, creativity, and problem-solving abilities relevant to entrepreneurship.
- Opportunities for peer learning and cross-disciplinary collaboration through discussions and case studies.
- Developed confidence and innovative thinking by analyzing real-time examples and marketing strategies.
- Strengthened the foundation for future entrepreneurial ventures by understanding digital branding dynamics.

28. What Does It Take to Be an Entrepreneur? – Motivational Talk by Dr. Rajdeep Manwani -7th April 2025

Objectives:

The session was conducted to motivate students to understand the mindset, skills, and challenges required to become an entrepreneur. It aimed to break myths around entrepreneurship and highlight resilience, adaptability, innovation, and risk-taking as core

entrepreneurial traits. The program was designed to encourage students to introspect, build confidence, and embrace uncertainties in their entrepreneurial journey.

Impact:

The event made a powerful impact on the 149 student participants. Dr. Rajdeep Manwani delivered an engaging and inspiring talk using real-life stories and practical examples. He emphasized the importance of failures as stepping stones to success, while also focusing on risk-taking and innovation. Students were encouraged to assess their potential as future entrepreneurs, reflect on their strengths, and recognize the perseverance needed in startups. The interactive nature of the session left students energized, motivated, and with a clearer vision of entrepreneurial realities.



Benefits:

- Understood essential entrepreneurial traits such as resilience, adaptability, and vision.
- Gained realistic insights into challenges and opportunities in entrepreneurship.
- Learned how failures shape successful entrepreneurs.
- Motivated to assess their own entrepreneurial potential.
- Acquired confidence to take initiative and embrace uncertainty.
- Inspired by real-life examples and motivational storytelling.
- Strengthened their mindset for future entrepreneurial pursuits.

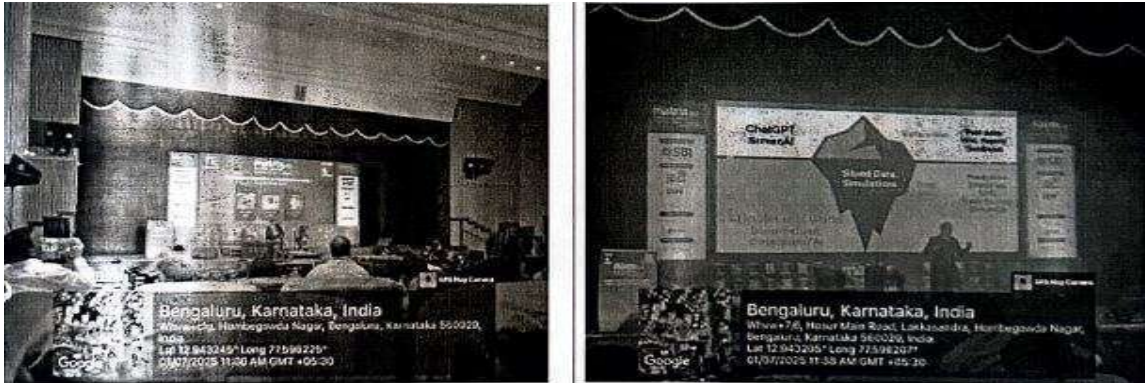
29. Participation in Matrix Global Summit 2025 – Shaping India’s DeepTech Ecosystem-Objectives:

The objective of this activity was to expose students to cutting-edge developments in DeepTech, entrepreneurship, and global innovation ecosystems. By participating in the Matrix Global Summit 2025, students engaged with industry experts, innovators, and policymakers to understand the role of emerging technologies such as AI, robotics, aerospace, agritech, healthtech, spacetechnology, and climate sustainability. The summit aimed to bridge academic learning with real-world entrepreneurial and policy insights, fostering a culture of innovation, collaboration, and technology-led growth.

Impact:

Participation in the Matrix Summit 2025 had a transformative impact on the MBA students of SIMS. The event, attended by 700–800 delegates, provided exposure to conference sessions, workshops, technology exhibitions, startup showcases, and networking opportunities. Students gained first-hand knowledge of how DeepTech drives global competitiveness and sustainability, while also learning about policies and strategies supporting startups. The interaction with industry leaders and entrepreneurs strengthened their awareness of innovation

trends, industry challenges, and global opportunities, motivating them to explore careers and ventures in technology-driven domains.



Benefits:

- Gained exposure to DeepTech and emerging technologies (AI, robotics, spacetechnology, agritech, Industry 5.0, healthtech).
- Understood the role of technology in sustainability and global innovation ecosystems.
- Participated in workshops, master classes, and startup showcases.
- Built awareness of entrepreneurship policies, industry trends, and global challenges.
- Developed networking opportunities with industry leaders and innovators.
- Strengthened entrepreneurial and innovation skills through real-world insights.
- Inspired to apply technology-driven solutions to societal and business challenges.

30. Session on Accelerators and Incubation – Opportunities for Students & Faculties

Objectives:

The objective of the session was to create awareness about the role of incubators and accelerators in supporting early-stage entrepreneurs. It aimed to familiarize students and faculty with mentorship, funding, networking opportunities, and strategic support systems available through incubation programs. The program aligned with IIC's mission to nurture innovation and foster a strong entrepreneurial ecosystem within academic institutions.



Impact:

The session had a significant impact on the participating students and faculty of SIMS, who were introduced to how incubation centres and accelerators act as catalysts for entrepreneurial growth. Experts shared valuable insights on funding models, mentorship, prototype development, and resource mobilisation. The interactive discussions helped participants understand how to bridge the gap between raw ideas and market-ready solutions, instilling confidence to pursue innovation-driven ventures. This initiative strengthened the institution's culture of entrepreneurship in line with IIC's vision.

Benefits:

- Understood the functions and benefits of incubation and accelerator programs.
- Learned how to access mentorship, funding, and networking support.
- Gained clarity on turning innovative ideas into market-ready solutions.
- Learned about prototype development and resource mobilisation strategies.
- Motivated to engage with incubation opportunities for structured growth.
- Strengthened their entrepreneurial mindset and confidence.
- Contributed to building a vibrant startup ecosystem within SIMS.

31. Science Meets Industry: Unlocking Career Potential-15th July 2025**Objectives:**

The objective of the guest lecture was to bridge academic learning with industry applications by highlighting how scientific knowledge can be transformed into successful career opportunities. The session aimed to provide students with industry insights, career guidance, and skill development strategies. It emphasized resume building, interview preparation, adaptability, and innovation, aligning with IIC's mission to foster entrepreneurial and career readiness among students.

**Impact:**

The lecture had a meaningful impact on the 37 B.Sc. students who attended. Dr. Pamidipati Gayatri Hela, with her vast international research experience in phytochemistry, nanotechnology, and industry-oriented R&D, shared valuable insights on aligning academics with industrial needs. Students gained a deeper understanding of industry trends, innovation, and transferable skills required for career growth. The session also focused on cultivating critical thinking, problem-solving, and adaptability to emerging technologies, leaving students motivated to strategically plan their careers and explore innovation-driven opportunities.

Benefits:

- Gained insight into industry expectations and trends in science and technology.
- Learned resume building, interview techniques, and job search strategies.
- Developed awareness of skills required for entrepreneurship and industry careers.
- Strengthened critical thinking, problem-solving, and analytical reasoning.
- Understood the importance of adaptability and continuous learning.

- Motivated to translate academic knowledge into real-world industrial applications.
- Inspired to explore innovation, research, and startup opportunities.

32. Innovation & Entrepreneurship Outreach Program – ATAL Lab (Blink LED using Arduino Uno)-29th July 2025

Objectives:

- To introduce school students to basic electronics and coding concepts using Arduino Uno.
- To provide hands-on exposure to microcontroller programming through the Blink LED project.
- To demonstrate the real-world applications of Arduino in robotics, home automation, and smart systems.
- To spark interest in innovation and entrepreneurship by showing how simple electronic projects can scale into impactful solutions.



Impact:

- Students gained practical knowledge of circuits, coding, and debugging through a real-time activity.
- Fostered early interest in STEM fields, particularly electronics and embedded systems.
- Helped participants develop problem-solving skills by customising code and experimenting with intervals and pin connections.
- Enhanced students' confidence and curiosity to explore more advanced Arduino-based projects in the future.
- Built a foundation for innovation-driven learning among school students, nurturing the spirit of creativity at a young age.

Benefits:

- Improved technical skills in coding, circuit design, and hardware handling.
- Encouraged critical thinking and experimentation through code modification and troubleshooting.
- Strengthened team collaboration and peer learning during the hands-on activity.
- Increased awareness of emerging technologies like IoT, robotics, and automation.
- Cultivated an innovative mindset, preparing students for future entrepreneurial and technical ventures.

SELF-DRIVEN ACTIVITY

SDA (Sem 1 – Quarter 1)

1. Future Leaders in Action: Management Lessons for Government School Students from 7-12-2024 to 12-12-2024

Objectives:

- To introduce government school students to foundational leadership and management concepts such as teamwork, communication, problem-solving, goal setting, and ethical leadership.
- To empower students to become responsible, proactive, and confident leaders within their schools and communities.
- To nurture a spirit of self-discipline, collaboration, and innovation among young learners.
- To build a foundation for lifelong learning and leadership development that contributes to nation-building.



Impact and Benefits

- Enhanced leadership potential among students from underrepresented backgrounds.
- Cultivation of a growth mindset, resilience, and self-confidence.
- Increased active participation in school activities, projects, and community initiatives.
- Development of critical life skills that support higher education, employability, and entrepreneurship readiness.
- Practical exposure to leading teams, organizing events, and managing responsibilities.
- Improved public speaking, active listening, and interpersonal communication skills.
- Strengthened ability to analyze situations, solve problems, and make informed decisions.
- Creation of a pool of young change makers who can contribute positively to society.

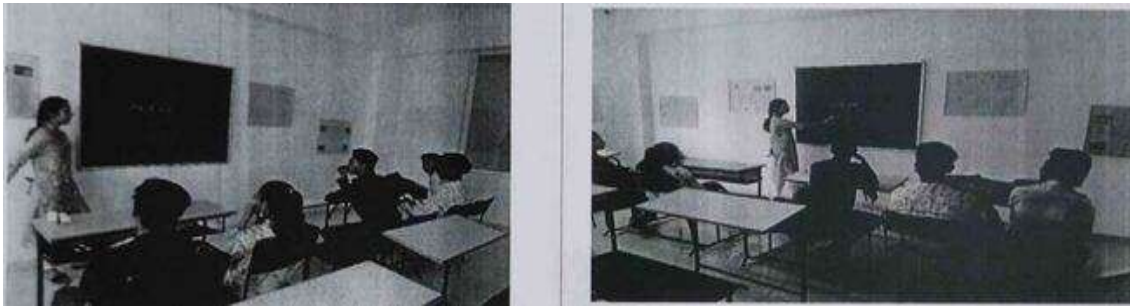
2. Future Leaders for Democracy: Empowering Students through IIC-19-09-2024

Objectives:

- To promote awareness of democratic values such as equality, participation, and responsibility among students.
- To nurture future leaders who uphold ethical decision-making and civic responsibility.
- To encourage active student engagement in debates, discussions, and activities that strengthen democratic thinking.
- To develop a sense of ownership, accountability, and leadership in contributing to school and community development.

Impact

- Students gained practical understanding of democracy and its role in shaping responsible citizenship.
- Encouraged critical thinking, public speaking, and decision-making skills through interactive sessions.
- Fostered a spirit of inclusiveness, respect, and collaboration among peers.
- Enhanced civic awareness by linking democratic values to real-life contexts and community issues.
- Inspired students to take on leadership roles within their schools and local communities.



Benefits

- Improved confidence, communication, and leadership abilities among participants.
- Strengthened analytical and problem-solving skills to address community challenges.
- Increased participation in school governance activities such as student councils, debates, and awareness campaigns.
- Development of ethical leadership qualities essential for future professional and civic life.
- Encouraged a culture of democratic participation where every voice is valued.

3. Future-Ready Leaders: IIC Orientation on Innovation and Entrepreneurship 2024–25-

Objective:

- To develop essential entrepreneurial and innovation-related skills among students.
- To build competencies such as critical thinking, problem-solving, design thinking, and leadership.
- To prepare students to convert ideas into prototypes and eventually into startups.



Impact and benefits:

- Strengthening of student capabilities to take up real-world challenges through innovative solutions.
- Enhanced participation in hackathons, startup competitions, and innovation challenges.
- Creation of a skilled student base ready to contribute to the innovation ecosystem.

- Hands-on experience in tools, techniques, and frameworks like Design Thinking, Business Model Canvas, etc.
- Improved confidence in pitching ideas and working on entrepreneurial ventures.
- Readiness to contribute to or launch startups with the right mentorship and support.

4. Moda Samskrutam: Intra-College Cultural Competition for Celebrating Heritage and Innovation-27-9-2024

Objectives:

- To celebrate and promote India's rich cultural heritage and classical traditions.
- To provide a platform for students to showcase their talents in art, music, dance, literature, and drama.
- To encourage creativity, innovation, and expression through traditional and contemporary cultural forms.
- To enhance awareness of Sanskrit and classical arts among students.
- To foster inter-departmental collaboration, teamwork, and healthy competition.



Impact and benefits:

- Revived interest in classical languages, especially Sanskrit, and traditional Indian art forms.
- Encouraged interdisciplinary talent and cultural literacy among students.
- Strengthened cultural identity, diversity appreciation, and inclusivity within the institution.
- Provided a platform for innovation in cultural expression through fusion, thematic presentations, and contemporary reinterpretation of traditions.
- Fostered institutional unity and student engagement beyond academics

5. IIC Orientation & Bridge Course 2024–25: Empowering Students for Innovation and Academic Excellence-25-11-24 to 30-11-2024

Objectives:

- To familiarize newly admitted students with the institution's academic culture, code of conduct, and campus facilities.
- To bridge the knowledge gap between school-level learning and college-level expectations, especially in core subjects.
- To introduce students to innovation, entrepreneurship, and research ecosystems through IIC and related initiatives.
- To support students in making a smooth academic, social, and emotional transition into higher education.
- To promote values of discipline, ethics, collaboration, and self-learning among students.



Impact:

- Improved student readiness for academic rigor and institutional expectations.
- Enhanced awareness of innovation and entrepreneurship opportunities via IIC.
- Stronger student confidence and motivation in adapting to new learning environments.
- Better integration of students into the academic and social fabric of the institution.
- Reduced dropout or disengagement rates due to early intervention and support
- Strengthening of foundational concepts in core subjects (e.g., Math, Science, English, etc.).
- Understanding of facilities, resources, faculty, and support services.
- Training in communication, time management, goal setting, and critical thinking.
- Building new friendships and peer support groups from the start.
- Introduction to mentors, senior students, and faculty guides for continuous support.

6. IIC Industry Immersion: Innovation and Technology Insights from Hitachi Energy

Objectives:

- To provide students with real-time exposure to modern energy systems, smart grid technologies, and power infrastructure.
- To understand the operations, production processes, and innovations at Hitachi Energy in the power and automation sector.
- To bridge the gap between theoretical knowledge and industrial practices in energy and electrical engineering.
- To inspire students to explore careers in sustainable energy, industrial automation, and power systems.
- To promote industry-academia collaboration through experiential learning.



Impact and benefits:

- Improved understanding of high-voltage products, transformers, and digital energy solutions.

- Awareness of industry standards, environmental practices, and safety protocols in energy sectors.
- Insight into the integration of AI, IoT, and cloud-based systems in modern power infrastructure.
- Exposure to practical applications of electrical, electronics, and energy engineering concepts.
- Understanding of cutting-edge technologies like smart grids, energy storage systems, and HVDC (High Voltage Direct Current).
- Interaction with professionals and engineers for career guidance and industry expectations.

7. Graduation Day: Recognizing Success and Nurturing Future Innovators-30-11-2024

Objectives:

- To formally recognize and celebrate the academic achievements of graduating students.
- To honor the efforts, commitment, and contributions of students, faculty, and staff throughout the academic journey.
- To instill a sense of pride, responsibility, and readiness among graduates as they transition into professional life.
- To inspire students through motivational addresses from dignitaries, alumni, and industry leaders.
- To promote a continued relationship between the institution and its alumni network.



Impact and benefits:

- Boosted morale and motivation among students through recognition and celebration.
- Strengthened alumni engagement and institutional reputation.
- Created lasting memories and emotional closure for graduating students.
- Reinforced institutional values, ethics, and lifelong learning principles among graduates.
- Promoted awareness of future opportunities such as higher studies, entrepreneurship, research, or employment.
- Official recognition of their academic achievement and hard work.
- Smooth transition of students into professional careers as responsible future leaders and innovators.

8. Freshers' Fest 2024–25: Celebrating New Beginnings and Innovation Spirit-13-12-2024

Objectives:

- To welcome and integrate new students into the academic and cultural environment of the institution.
- To foster bonding among freshers, seniors, and faculty through engaging cultural and interactive activities.
- To introduce students to the institution's values, innovation ecosystem (including IIC), and extracurricular opportunities.
- To boost the confidence of first-year students by encouraging them to express their talents.
- To create a positive and inclusive environment that supports a smooth transition into college life.



Impact and Benefits:

- Enhanced sense of belonging and community among newly admitted students.
- Increased student participation in campus activities, including clubs, IIC cells, and student bodies.
- Improved communication and interaction between juniors and seniors, promoting mentorship and peer learning.
- Boosted the enthusiasm and morale of fresher's through celebration and recognition.
- Set the tone for a dynamic and collaborative academic year ahead.
- Fostered a sense of camaraderie and teamwork among students.
- Encouraged intellectual engagement through a Business Quiz.
- Promoted creativity and teamwork through activities like "Cooking Without Fire".
- Provided a platform for new students to interact and get to know each other.

9. AKANKSHA: Celebrating Future Leaders – Farewell Day 2024–25:26-09-24

Objectives:

- To honour and celebrate the achievements of the graduating students.
- To provide a platform for outgoing students to share their experiences and memories.
- To strengthen bonds between seniors, juniors, and faculty.
- To motivate students as they transition from academic life to professional careers.



Impact and benefits:

- Enhanced emotional connection and sense of closure among graduating students.
- Fostered a culture of appreciation and respect between different student batches.
- Boosted morale and confidence of students stepping into new life phases.
- Strengthened alumni relations and institutional loyalty.

10. Innovation and Networking in Action: IIC Field Visit to BIEC-11-12-2024

Objectives:

- To expose students to large-scale event management and exhibition operations.
- To understand the logistics, planning, and infrastructure involved in organizing international exhibitions.
- To learn about business networking, marketing strategies, and technology used in exhibition centers.
- To bridge theoretical knowledge with practical industrial insights.
- To inspire students towards careers in event management, marketing, and related sectors



Impact and benefits:

- Increased awareness of the exhibition industry's scale and complexity.
- Enhanced understanding of event coordination, stakeholder management, and operational challenges.
- Improved student engagement through real-world observations.
- Encouraged innovative thinking related to business and event management
- Hands-on exposure to professional event planning and execution.
- Networking opportunities with industry professionals and organizers.

11. IIC Alumni Connect 2024: Inspiring Careers, Building Networks-14th September 2024

Objectives:

- To connect current students with alumni for knowledge sharing, mentorship, and career guidance.
- To provide insights into career paths, industry trends, and professional challenges from real-world experiences.
- To inspire students through success stories, journeys, and practical lessons from alumni.
- To strengthen the alumni network and foster a culture of collaboration and giving back.



Impact and benefits:

- Enhanced student awareness of diverse career opportunities and industry expectations.
- Motivated students with practical guidance, role models, and inspiration from alumni.
- Improved networking opportunities leading to internships, placements, and mentorship.
- Strengthened institutional alumni relations and long-term collaboration.
- Students gained first-hand knowledge of workplace skills and career development strategies.
- Provided a platform to clarify doubts, seek advice, and interact with experienced professionals.
- Increased motivation, clarity, and confidence in setting future goals.
- Created opportunities for professional networking and alumni-driven mentorship.

12. IIC Awareness Session: Managing Stress for Academic and Personal Growth

Objectives:

- To create awareness about the causes, symptoms, and impact of stress on students' academic and personal lives.
- To provide practical tools, strategies, and relaxation techniques for effective stress management.
- To encourage a culture of mental health awareness and emotional well-being within the campus.
- To help students overcome academic and social anxiety through expert insights and guidance.



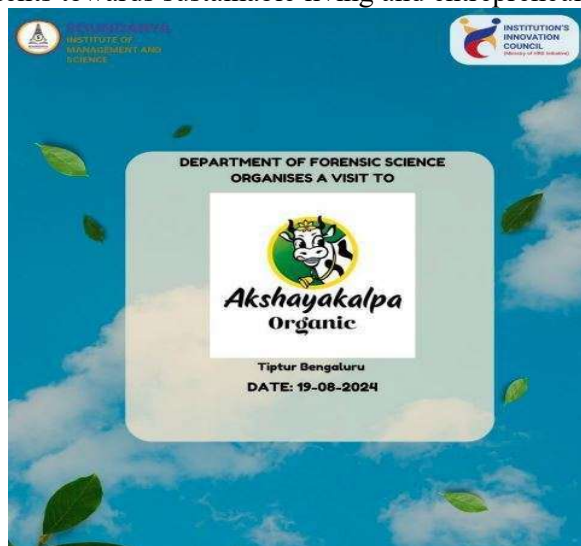
Impact and benefits:

- Improved awareness of stress triggers and development of healthy coping mechanisms.
- Strengthened emotional resilience and adaptability, enabling students to face challenges with confidence.
- Positive influence on academic focus, productivity, and personal well-being.
- Encouraged open conversations on mental health, contributing to stigma reduction and a supportive campus environment.

13. Exposure Visit 2024–25: Sustainable Innovation through Akshayakalpa Organic Farm

Objectives:

- To provide hands-on exposure to organic farming practices and sustainable agriculture.
- To understand the principles and benefits of organic dairy farming.
- To learn about eco-friendly farming techniques and farm-to-table supply chains.
- To inspire students towards sustainable living and entrepreneurship in agriculture.



Impact and Benefits:

- Enhanced awareness of sustainable and organic farming methods.
- Improved understanding of challenges and innovations in organic agriculture.
- Encouraged adoption of eco-friendly practices among students.
- Strengthened linkages between academic learning and real-world agricultural practices.
- Practical knowledge of organic farming and dairy operations.

- Exposure to rural entrepreneurship and agribusiness models.
- Increased environmental consciousness and responsibility.

14. Relevance of Gandhi's Thoughts: Ethical Leadership and Social Innovation through IIC-

Objectives

- To introduce students to the philosophy and principles of Mahatma Gandhi, focusing on truth, non-violence, and social justice.
- To explore the contemporary relevance of Gandhian values in addressing today's social, political, and economic challenges.
- To encourage ethical thinking, peace-building, and responsible citizenship among students.
- To inspire learners to apply Gandhian values in personal life, leadership roles, and societal engagement.



Impact and benefits:

- Increased awareness of Gandhian philosophy and its significance in modern society.
- Improved understanding of non-violent conflict resolution, ethical leadership, and inclusive decision-making.
- Enhanced ability to critically analyze social, political, and ethical issues.
- Motivation to participate in community service, peace initiatives, and social activism.
- Strengthened commitment to values of non-violence, inclusivity, and ethical responsibility.
- Encouraged students to reflect on personal values and social responsibilities, preparing them to be socially responsible leaders.

15. Kannada Rajyotsava Celebration: Preserving Heritage, Inspiring Innovation-23-11-2024

Objectives:

- To celebrate the rich cultural heritage and linguistic pride of Karnataka.
- To instil awareness of Kannada history, literature, and traditions among students.
- To promote unity in diversity through artistic, literary, and cultural events.
- To encourage student participation in preserving and promoting regional language and culture through innovative platforms.



Impact and benefits:

- Enhanced awareness of the role of native language in education, research, and professional development.
- Increased student interest in interdisciplinary fields that merge language with technical and business knowledge.
- Promotion of inclusive learning by making complex subjects more accessible to Kannada-speaking students.
- Initiated conversations around language equity in both academic and industrial ecosystems.
- Provided exposure to career opportunities in translation, technical writing, localization, and publishing.
- Strengthened appreciation for regional language integration in commerce, science, and innovation.
- Empowered students to contribute to educational and research accessibility through translation initiatives.
- Improved communication skills and interdisciplinary understanding, blending language with domain expertise.

17. IIC Industrial Visit: Innovation in Forensic Science – Clue 4 Evidence-4th to 8th October 2024 (1st Batch-Morning)

Objectives:

- To provide students with practical exposure to forensic science tools, techniques, and real-time investigation processes.
- To demonstrate the role of technology and innovation in crime scene analysis and evidence management.
- To bridge the gap between theoretical learning and real-world forensic applications.
- To encourage exploration of career and research opportunities in forensic science, criminology, cybersecurity, and law enforcement technology.



Impact and benefits:

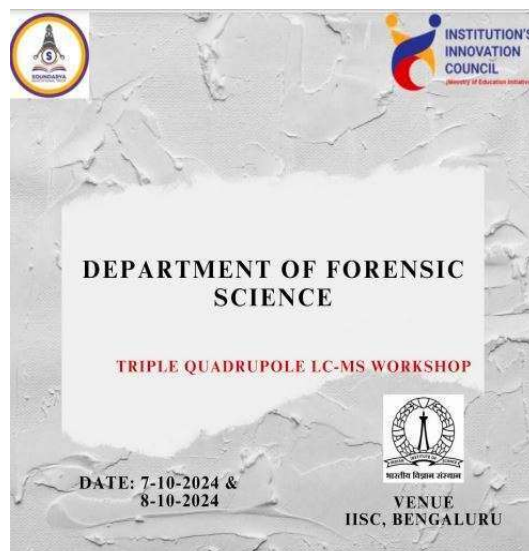
- Strengthened understanding of forensic procedures, evidence handling, and analytical tools.
- Sparked student interest in interdisciplinary fields such as forensic science, biotechnology, cybersecurity, and legal studies.
- Encouraged innovative thinking in investigative methods and use of advanced scientific techniques.
- Built academic-industry linkages in forensic research and criminal investigation.
- Provided hands-on exposure to forensic equipment, laboratory practices, and case study analysis.
- Enhanced awareness of real-time challenges and ethical considerations in crime scene management.
- Offered career insights into opportunities in forensic labs, police departments, legal consulting, and private investigation.
- Improved critical thinking, observation, and analytical skills essential for innovation-driven investigation.

18. Workshop on Advanced Analytical Innovation: Triple Quadrupole LC-MS

Applications-7th and 8th October 2024

Objectives:

- To introduce students to the working principles and applications of Triple Quadrupole Liquid Chromatography–Mass Spectrometry (LC-MS).
- To provide hands-on exposure to advanced analytical instrumentation widely used in research, pharmaceuticals, environmental testing, and food safety.
- To enhance student understanding of quantitative and qualitative analysis techniques using LC-MS in real-world applications.



Impact and benefits:

- Bridged the gap between theoretical knowledge and practical applications in industry and research laboratories.
- Strengthened technical competency and confidence in using modern analytical instrumentation.
- Increased awareness of LC-MS as a critical tool in drug discovery, diagnostics, and cutting-edge scientific research.
- Promoted interdisciplinary learning across chemistry, biology, pharmacy, and environmental sciences.
- Contributed to the institution's innovation and research ecosystem by fostering advanced skill development among students.

19. Innovation Meets Investigation: IIC Forensic Lab Experience-(2nd Batch Afternoon)-4th to 8th October 2024

Objectives:

- To provide students with first-hand exposure to forensic science techniques and crime scene investigation processes.
- To understand the role of scientific methods in evidence collection, analysis, and reporting.
- To connect theoretical classroom learning with practical applications in forensic laboratories.
- To inspire students to explore career opportunities in forensic science, criminology, and law enforcement.



Impact and benefits:

- Gained practical insights into forensic methodologies and technologies applied in real-world investigations.
- Increased awareness of the importance of accuracy, ethics, and scientific integrity in evidence handling.
- Motivated students to pursue interdisciplinary career paths that combine science, technology, and law.
- Strengthened academic–industry collaboration between the institution and forensic laboratories.
- Hands-on exposure to forensic equipment, analytical tools, and evidence management practices.
- Improved observational, problem-solving, and analytical skills relevant to forensic science.
- Opportunity to interact with professional forensic experts and understand their real-life challenges.
- Enhanced appreciation of the role of innovation in modern crime-solving and investigation systems.

20. Future Leaders for Sustainability: Avian Conservation Seminar & Award Ceremony-21-12-2024**Objectives:**

- To educate students about avian conservation, biodiversity, and ecological importance.
- To raise awareness on environmental protection and sustainable practices.
- To recognize and reward outstanding contributions in wildlife conservation and research.
- To inspire students to engage in environmental stewardship and community initiatives.

**Impact and benefits:**

- Increased student knowledge of avian species and their ecological roles.
- Enhanced environmental consciousness and commitment to conservation.
- Encouraged active participation in wildlife protection and related research.
- Strengthened community ties through recognition of conservation efforts.
- Exposure to expert talks on wildlife conservation and environmental science.
- Motivation through awards recognising academic and extracurricular achievements.
- Opportunities to participate in conservation projects and seminars.
- Development of a sense of responsibility towards biodiversity and sustainability.

25. Transform Business Session – Building Legacy Brands -An IIC Initiative to Inspire Strategic Thinking and Ethical Leadership Among Students-3rd September 2024**Objectives:**

- To introduce students to the strategic pillars of brand longevity—innovation, leadership, and vision.
- To emphasize the significance of ethical leadership and sustainable business models in contemporary brand-building.
- To create a dynamic learning environment where students engage with industry leaders and absorb real-world business wisdom.
- To encourage students to explore emerging business opportunities while honoring traditional values and legacy principles.



Impact:

- Students were exposed to the mindset behind building enduring brands, with a focus on strategic patience, ethical leadership, and social responsibility.
- Simplified complex business frameworks into digestible, actionable ideas, helping students connect theory with practice.
- Students actively participated in Q&A sessions, gaining clarity on business challenges and solutions.
- The event fostered peer-to-peer and mentor-level interactions, expanding students' professional horizons.

Benefits:

- Developed a strategic understanding of how legacy brands are built and sustained.
- Learned the importance of ethical decision-making and corporate responsibility in business leadership.
- Gained access to real-world case studies and examples that enriched their academic perspective.
- Acquired a balanced view of innovation and tradition, helping them shape future-ready yet value-driven business ideas.

26. Skill Enhancement Programme on Scaling Startups in Competitive Markets-7-10-24

Objectives:

- To equip students with practical insights into scaling startups within competitive business environments.
- To help students recognize entrepreneurial challenges and apply strategic solutions.
- To inspire future entrepreneurs to identify growth avenues and develop sustainable business models.
- To foster an entrepreneurial mindset and prepare students for dynamic market competition.



Impact:

The Skill Enhancement Programme on "*Scaling Startups in Competitive Markets*" proved to be highly impactful, blending strategic acumen with motivational depth. Mr. Yudister Narayan, the resource person, shared his entrepreneurial journey and hands-on experiences, offering students a real-world perspective on navigating market competition, engaging customers, and leveraging innovation for growth. His session ignited curiosity and confidence among participants, encouraging them to think beyond conventional business approaches.

Benefits:

- Acquired firsthand understanding of startup scaling dynamics in competitive markets.
- Learned to identify, assess, and seize market opportunities with strategic precision.
- Strengthened entrepreneurial thinking, strategic planning, and problem-solving capabilities.
- Were inspired to pursue innovation-led entrepreneurship as a viable and fulfilling career path.

SDA (Sem 1 – Quarter 2)

27. From Ideas to Impact: A Leadership Talk with Abhishek Suryawanshi-17th January 2025

Objectives:

- To provide students with insights into leadership, innovation, and nation-building through the experiences of Mr. Abhishek Suryawanshi.
- To inspire students to take on leadership roles and entrepreneurial initiatives that contribute to India's growth.
- To promote a culture of innovation-driven leadership in alignment with IIC's mission.
- To equip students with the mindset required for problem-solving, creativity, and future-ready skills.

Impact:

The Leadership Talk by Mr. Abhishek Suryawanshi offered students a unique opportunity to learn from his journey as a leader and innovator. His talk highlighted the importance of vision, perseverance, and innovation in shaping impactful careers and contributing to India's progress. Through IIC collaboration, the session created a bridge between academic learning and real-world leadership experiences, encouraging students to think big and work towards meaningful change.

Benefits:

- Exposure to practical leadership insights and entrepreneurial experiences.
- Motivation to pursue innovative projects, start-ups, and leadership roles.
- Understanding of how leadership contributes to national growth and development.
- Strengthened confidence, communication, and decision-making skills.
- Encouragement to align their education with innovation, entrepreneurship, and societal impact.

**28. Science Quiz Competition: Igniting Curiosity Through Knowledge-27-02-2025****Objectives:**

- To encourage students to enhance their scientific knowledge and logical reasoning.
- To promote healthy competition, teamwork, and quick decision-making skills.
- To provide a platform for students to apply classroom learning in a competitive and engaging way.
- To align with IIC's vision of nurturing curiosity, innovation, and problem-solving abilities.

**Impact:**

The Science Quiz Competition created an engaging platform for students to test their knowledge across various fields of science. It fostered enthusiasm for learning, inspired curiosity, and promoted a spirit of inquiry among participants. With IIC collaboration, the event emphasized innovation, critical thinking, and research orientation, motivating students to see science as a tool for creativity and problem-solving.

Benefits:

- Strengthened scientific knowledge and application skills.
- Enhanced teamwork, communication, and time-management abilities.

- Development of quick thinking, logical reasoning, and decision-making skills.
- Encouragement to stay updated with current scientific developments and innovations.
- Cultivation of a spirit of curiosity, creativity, and healthy competition.

29. Honouring Empowerment, Innovation, and Inclusion on the occasion of International Women's Day Celebration-8th March 2025

Objectives:

- To celebrate International Women's Day and acknowledge the contributions of women in various fields.
- To create awareness about gender equality, empowerment, and leadership opportunities for women.
- To provide a platform for students to express creativity and ideas through cultural and interactive activities.
- To align with IIC's mission of fostering inclusive growth, innovation, and leadership development.



Impact:

The Women's Day Celebration created an atmosphere of respect, recognition, and empowerment. Students actively participated in talks, cultural activities, and discussions highlighting women's achievements and challenges. With IIC collaboration, the program emphasized the importance of women in innovation, entrepreneurship, and leadership roles, inspiring students to contribute towards a more inclusive and progressive society.

Benefits:

- Greater awareness of gender equality and women empowerment.
- Inspiration from the achievements of women leaders and entrepreneurs.
- Development of leadership, communication, and teamwork skills through participation.
- Motivation to contribute towards building an inclusive and innovation-driven ecosystem.
- Strengthened values of respect, empathy, and social responsibility.

30. Celebrating Scientific Spirit: Innovation, Inquiry, and Impact-28th February 2025

Objectives:

- To commemorate National Science Day and honour the contributions of Indian scientists, especially Dr. C. V. Raman.
- To inspire students to explore scientific research, innovation, and applications.
- To promote awareness about the role of science and technology in national development.

- To align with IIC's mission of nurturing a spirit of innovation, research, and problem-solving among students.



Impact:

The Science Day Celebration provided an engaging platform for students to learn, showcase, and celebrate science through activities such as seminars, quizzes, exhibitions, and project demonstrations. The event highlighted the importance of curiosity, innovation, and scientific thinking in everyday life. With IIC collaboration, the celebration emphasised the connection between academic knowledge, research orientation, and entrepreneurial innovation, motivating students to pursue science for societal progress.

Benefits:

- Enhanced awareness of scientific discoveries, innovations, and their applications.
- Opportunity to present projects, models, and creative ideas.
- Improved critical thinking, problem-solving, and research orientation.
- Inspiration to pursue careers in science, research, and technology-driven fields.
- Encouragement to apply scientific learning for innovation and societal development.

31. Jury Participation – ELEVATE 2024: Bridging Innovation and Evaluation-6th January 2025 to 26th February 2025

Objectives:

- To provide faculty and student representatives an opportunity to participate in the evaluation of innovative startup ideas at ELEVATE 2024.
- To expose students to the startup ecosystem, evaluation processes, and entrepreneurial frameworks.
- To strengthen academia–industry linkages through direct involvement in innovation-driven initiatives.
- To align with IIC's mission of promoting entrepreneurship, innovation, and real-world experiential learning.



Impact:

Participation in the ELEVATE 2024 Startup Evaluations gave the department and IIC representatives valuable exposure to cutting-edge ideas, business models, and entrepreneurial strategies. Serving on the jury panel not only highlighted the institution's active role in the innovation ecosystem but also inspired students to understand how startups are assessed for innovation, feasibility, and scalability. The experience bridged academic learning with the real-world challenges of entrepreneurship and innovation.

Benefits:

- Direct insight into the criteria and processes of startup evaluation.
- Motivation to develop innovative, market-ready solutions through their own projects.
- Understanding of entrepreneurial challenges, investor expectations, and business model design.
- Opportunities for networking and exposure to startup founders and ecosystem enablers.
- Encouragement to pursue entrepreneurship and innovation-driven careers with confidence.

32. Empowering Communicators: Session on Effective Communication and Networking Skills-19-02-2025

Objectives:

- To enhance students' communication, interpersonal, and presentation skills.
- To build awareness on the importance of networking for professional and personal growth.
- To train students in effective listening, body language, and confidence-building techniques.
- To align with IIC's vision of fostering well-rounded professionals with strong soft skills for entrepreneurship and innovation.

Impact:

The session provided students with practical insights on how effective communication and networking contribute to career success and entrepreneurial growth. Through interactive activities, role plays, and discussions, students learned how to express ideas clearly, build connections, and engage confidently in professional environments. With IIC's support, the session also emphasized the role of communication in pitching ideas, leadership, and collaborative innovation.

Benefits:

- Improved verbal and non-verbal communication skills.

- Greater confidence in public speaking, presentations, and group discussions.
- Understanding the importance of professional networking and relationship building.
- Development of teamwork, collaboration, and leadership abilities.
- Preparation for future entrepreneurial, academic, and corporate opportunities.



33. Ethics, Innovation, and Rights: Navigating Consumer Protection in the Metaverse-28-03-2025

Objectives:

- To create awareness about the emerging role of technology in consumer rights and protection within digital spaces.
- To explore the challenges and opportunities of consumer protection in the evolving Metaverse ecosystem.
- To familiarize students with legal, ethical, and technological frameworks safeguarding consumers in virtual environments.
- To align with IIC's mission of promoting innovation-driven learning and responsible use of technology.



Impact:

The session highlighted how the Metaverse is reshaping consumer experiences while also creating new risks related to privacy, security, and consumer rights. Experts discussed the importance of technological interventions such as blockchain, AI, and digital governance tools in ensuring transparency and accountability. With IIC collaboration, the session encouraged students to critically analyze technology's dual role—as an enabler of innovation and as a safeguard for consumers in virtual economies.

Benefits:

- Understanding of consumer protection laws and digital rights in the Metaverse era.

- Awareness of technological tools like blockchain, smart contracts, and AI for secure consumer transactions.
- Development of critical thinking and ethical awareness in adopting emerging technologies.
- Inspiration to innovate consumer-friendly digital solutions for future challenges.
- Preparation for careers in law-tech, digital governance, cybersecurity, and innovation-driven industries.

34. Guiding Innovation: Empowering Start-Ups Through Mentorship-18-04-2025

Objectives:

- To emphasize the importance of mentorship in guiding start-ups from ideation to growth.
- To make students aware of the role of mentors in shaping entrepreneurial journeys, reducing risks, and building sustainable businesses.
- To provide exposure to real-world entrepreneurial insights and industry experiences.
- To align with IIC's mission of promoting entrepreneurship, innovation, and start-up culture among students.



Impact:

The session highlighted how mentorship acts as a bridge between academic knowledge and industry practice. Students understood how mentors contribute by providing guidance, networks, strategic advice, and emotional support to start-up founders. With IIC collaboration, the session reinforced the idea that successful entrepreneurship requires not just ideas and funding, but also strong mentoring support to navigate challenges and scale effectively.

Benefits:

- Awareness of the role and significance of mentorship in entrepreneurial success.
- Insights into real-world start-up challenges and how mentors help overcome them.
- Motivation to seek guidance, networking opportunities, and collaboration for their own innovative ideas.
- Inspiration to develop leadership, problem-solving, and decision-making skills.
- Preparation for entrepreneurship and innovation-driven careers with the support of mentor networks.

35. Empowering Innovators: MIC's Leadership Talk with AICTE-31st January 2025

Objectives:

- To provide students with insights into leadership, innovation, and the role of AICTE in shaping higher education and entrepreneurship.
- To inspire students to pursue innovation-driven projects and entrepreneurial initiatives aligned with national priorities.
- To strengthen awareness about government support systems, policies, and opportunities for start-ups and innovators.

- To align with IIC's mission of fostering an entrepreneurial ecosystem within academic institutions.



Impact:

The Leadership Talk with the Chairman of AICTE provided students a unique opportunity to learn from a national leader in education and innovation. The session emphasized the importance of creativity, resilience, and entrepreneurship in building India's future workforce. With IIC's collaboration, the talk inspired students to actively engage in start-up activities, innovation challenges, and research-led projects, bridging academics with real-world opportunities.

Benefits:

- First-hand exposure to leadership insights from a national policy-maker.
- Awareness of AICTE initiatives, funding opportunities, and innovation platforms.
- Motivation to actively participate in start-up and incubation programs.
- Development of a visionary and entrepreneurial mindset for career growth.
- Strengthened confidence to align education with nation-building and innovation goals.

36. Empowering HR Innovators: Trends, Tools, and Readiness for the Job Market-14th February 2025

Objectives:

- To introduce students specializing in HR to the latest trends and practices shaping the HR domain.
- To prepare students for career readiness by bridging academic learning with industry expectations.
- To provide insights into emerging HR technologies, talent management strategies, and future skills required in the job market.
- To align with IIC's vision of fostering innovation, employability, and industry-oriented learning.



Impact:

The session gave students an in-depth understanding of current HR practices, future workforce challenges, and evolving career opportunities. Experts highlighted the importance of digital HR tools, employee engagement, diversity and inclusion, and data-driven decision-making in shaping the future of HR. With IIC's collaboration, the orientation also motivated students to align their specialisation with innovation, adaptability, and entrepreneurial skills needed for the modern workplace.

Benefits:

- Awareness of current HR trends and industry expectations.
- Guidance on developing career-ready skills for employability in HR roles.
- Exposure to HR technologies, analytics, and strategic workforce management.
- Motivation to cultivate adaptability, leadership, and innovative problem-solving.
- Stronger alignment between academic learning and real-world HR practices.

37. Leadership in Action: Shri Ajit Doval's Address on Security, Strategy, and Nation-Building- 16th January 2025

Objectives:

- To provide students with insights into national security, leadership, and strategic decision-making from Shri Ajit Doval, National Security Advisor.
- To inspire students to understand the importance of discipline, resilience, and ethical leadership.
- To expose students to real-world challenges in governance, security, and policy-making.
- To align with IIC's vision of nurturing leaders with innovation, responsibility, and problem-solving abilities.



Impact:

The talk by Shri Ajit Doval offered students a rare opportunity to learn from one of India's most respected leaders in security and strategic affairs. His words highlighted the value of courage, clarity of thought, and service to the nation as core elements of leadership. With IIC's collaboration, the session bridged the gap between academic learning and real-world strategic leadership, motivating students to develop a sense of responsibility, innovation, and commitment to national progress.

Benefits:

- Inspiration from the experiences and vision of a national leader.
- Understanding of strategic leadership, decision-making, and crisis management.
- Motivation to develop discipline, resilience, and a problem-solving mindset.
- Broader awareness of how leadership impacts governance, security, and society.
- Encouragement to pursue responsible leadership roles in careers, entrepreneurship, and public life.

38. First Leadership Talk Series with Prof. Anil D. Sahasrabudhe, Chairman, AICTE-Objectives:

- To provide students with leadership insights and innovative perspectives from distinguished national leaders.
- To inspire students to contribute towards nation-building through innovation, entrepreneurship, and responsible leadership.
- To create awareness about emerging opportunities and challenges in India's growth journey.
- To align with IIC's mission of fostering entrepreneurship, innovation, and leadership qualities among students.

**Impact:**

The *India First Leadership Talk Series* gave students the opportunity to learn from eminent leaders and change makers who shared their experiences, challenges, and vision for India's progress. The talks emphasised the values of integrity, innovation, resilience, and social responsibility as essential qualities of leadership. With IIC's collaboration, the series motivated students to think beyond academics and channel their knowledge into entrepreneurship, innovation-driven solutions, and leadership for national development.

Benefits:

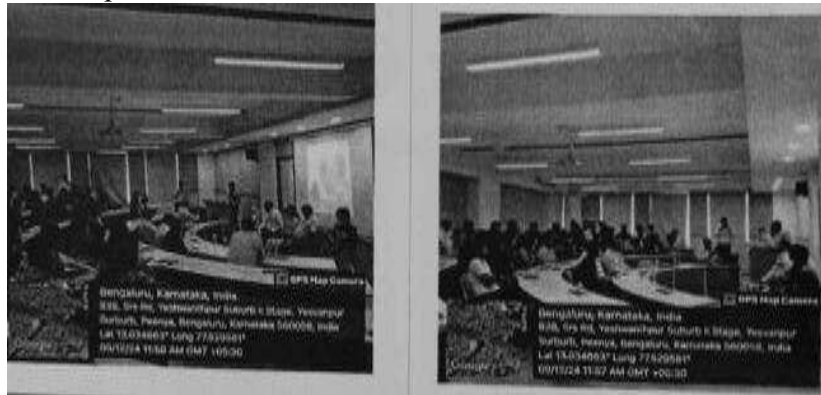
- Exposure to real-life leadership journeys and success stories.
- Motivation to adopt an innovation-driven and problem-solving mindset.

- Awareness of the role of youth in entrepreneurship, governance, and nation-building.
- Development of confidence, communication, and leadership skills.
- Inspiration to align academic learning with societal impact and national growth.

39. Empowering Youth for Democracy: Voter Awareness and Civic Responsibility-9-12-2024

Objectives:

- To create awareness among students about the importance of voting in a democratic system.
- To educate students on the rights, responsibilities, and ethical practices of voters.
- To encourage active participation of youth in the electoral process and civic engagement.
- To align with IIC's mission of fostering responsible citizenship along with innovation and leadership.



Impact:

The guest lecture on voter awareness provided students with valuable insights into the electoral process, voter rights, and the role of youth in strengthening democracy. The resource person emphasized the importance of informed decision-making, responsible participation, and ethical voting practices. With IIC collaboration, the session connected the values of leadership, responsibility, and innovation with the active role of students in nation-building.

Benefits:

- Increased awareness of voter rights and responsibilities.
- Understanding of the significance of youth participation in democracy.
- Motivation to be responsible and informed voters in future elections.
- Development of a sense of civic duty, responsibility, and national pride.
- Encouragement to integrate active citizenship with leadership and innovation.

40. From Rights to Responsibility: Building Ethical Leaders for Tomorrow-21-11-24

Objectives:

- To enhance students' understanding of the Fundamental Rights and Duties enshrined in the Indian Constitution.
- To encourage students to research, present, and discuss constitutional values in a collaborative setting.
- To promote awareness of civic responsibility and democratic participation.
- To align with IIC's mission of fostering critical thinking, leadership, and responsible citizenship.



Impact:

The inter-class presentation session created an interactive platform where students explained and discussed various aspects of Fundamental Rights and Duties through presentations. The activity strengthened their knowledge of constitutional values and highlighted the importance of balancing rights with responsibilities. With IIC collaboration, the session emphasized how responsible citizenship and leadership go hand-in-hand with innovation and nation-building.

Benefits:

- Improved knowledge and clarity on Fundamental Rights and Duties.
- Development of public speaking, presentation, and teamwork skills.
- Encouragement to become responsible citizens with respect for democratic values.
- Strengthened critical thinking and analytical abilities.
- Motivation to integrate constitutional awareness with leadership and innovation in their future roles.

41. Pitch. Build. Lead: Empowering Entrepreneurs on a National Stage –IIT Bombay- 29th Jan to 4th Feb 2025

Objectives:

- To provide students exposure to a national-level platform for entrepreneurship and innovation.
- To encourage participants to develop, refine, and pitch their start-up ideas.
- To foster teamwork, leadership, and problem-solving skills through competitive tasks and mentoring.
- To align with IIC's mission of building an entrepreneurial ecosystem and innovation-driven culture within academic institutions.



Impact:

Participation in the National Entrepreneurship Challenge (NEC) Finals at IIT Bombay gave students an opportunity to compete with peers from across India, showcasing their innovative ideas and entrepreneurial spirit. The event included mentorship, workshops, and evaluation by experts, which exposed students to the real-world start-up ecosystem. With IIC collaboration, the experience strengthened the department's commitment to promoting innovation, entrepreneurship, and start-up readiness among students.

Benefits:

- Exposure to a national innovation and entrepreneurship platform.
- Guidance and feedback from industry experts, mentors, and entrepreneurs.
- Enhanced skills in pitching, business model development, and teamwork.
- Networking opportunities with aspiring entrepreneurs and innovators across the country.
- Motivation to transform ideas into market-ready ventures and start-ups.

42. Creative Roots: Inspiring Innovation through Regional Literature-Celebration of D. R. Bendre's Birthday-31-01-2025

Objectives:

- To commemorate the birth anniversary of D. R. Bendre, the renowned Kannada poet and Jnanpith awardee.
- To create awareness among students about his literary contributions and cultural significance.
- To encourage students to appreciate and promote regional literature, poetry, and artistic expression.
- To align with IIC's vision of fostering creativity, cultural awareness, and holistic learning.



Impact:

The celebration of D. R. Bendre's birthday provided students with an opportunity to reflect on his life, poetry, and influence on Kannada literature. Activities such as poetry recitation, talks, and discussions helped students understand the value of literature in shaping cultural and social consciousness. With IIC collaboration, the program encouraged students to blend creativity, innovation, and cultural heritage in their academic and personal growth.

Benefits:

- Enhanced appreciation of Kannada literature and Indian cultural heritage.
- Inspiration from the life and works of D. R. Bendre.
- Development of creative expression through poetry, recitation, and cultural activities.
- Motivation to integrate art, literature, and innovation in holistic learning.
- Cultivation of respect for regional language, culture, and traditions.

43. Voices of Innovation: Reimagining Kannada for the Next Generation-Challenges Facing the Kannada Language-21-02-2025

Objectives:

- To create awareness among students about the rich heritage and contemporary challenges of the Kannada language.
- To highlight issues such as declining usage, influence of globalization, and reduced interest among younger generations.
- To encourage students to contribute towards the preservation and promotion of Kannada literature, art, and culture.
- To align with IIC's mission of fostering innovation while respecting cultural and linguistic diversity.

**Impact:**

The session shed light on the linguistic, cultural, and societal challenges faced by Kannada in today's globalized world. Discussions emphasised the need to preserve Kannada through education, digital platforms, and cultural initiatives. With IIC collaboration, the event inspired students to see language not only as a medium of communication but also as a tool of identity, creativity, and innovation.

Benefits:

- Awareness of the historical importance and current challenges of Kannada.
- Encouragement to use and promote Kannada in academic, cultural, and digital spaces.
- Development of critical thinking on how globalization impacts regional languages.
- Inspiration to integrate language, literature, and innovation in creative projects.
- Strengthened respect for cultural diversity and linguistic heritage.

44. Future-Ready HR Leaders: Bridging Academia and Industry through Innovation: Student Enrichment Program – Emerging Trends in HR and Preparing HR Students for the Job Market-15-2-2025**Objectives:**

- To familiarize HR specialization students with the latest trends, practices, and technologies shaping Human Resource Management.
- To equip students with the necessary skills, knowledge, and mindset for employability in the modern HR job market.
- To bridge the gap between academic learning and industry requirements.
- To align with IIC's vision of fostering industry-oriented learning, innovation, and career readiness.



Impact:

The enrichment program gave students valuable insights into emerging HR practices, including digital HR, HR analytics, employee engagement strategies, diversity and inclusion, and talent management in a changing workplace. Resource persons emphasized the need for adaptability, technological awareness, and continuous upskilling. With IIC collaboration, the program motivated students to prepare themselves not just as HR professionals but as innovative, future-ready leaders capable of addressing organizational challenges.

Benefits for Students

- Awareness of emerging HR trends, tools, and practices in the industry.
- Better understanding of skills and competencies required for HR careers.
- Exposure to real-world case studies and expert guidance on career readiness.
- Motivation to develop adaptability, innovation, and problem-solving skills.
- Stronger alignment between HR specialization learning and job market demands.

45. Synergy 2025: An Interdisciplinary Exhibition of Ideas & Innovation-5th and 6th Feb. 2025

Objectives:

- To provide a platform for students to showcase innovative projects, prototypes, and research across multiple disciplines.
- To encourage interdisciplinary collaboration and knowledge sharing among students and faculty.
- To nurture a spirit of creativity, problem-solving, and entrepreneurial thinking.
- To align with IIC's mission of fostering an innovation-driven ecosystem within academic institutions.

Impact:

Synergy 2025 brought together students from diverse disciplines to present their innovative solutions, working models, and research-driven ideas addressing real-world challenges. The exhibition created an environment of creativity, collaboration, and experiential learning where participants exchanged knowledge and explored new perspectives. With IIC collaboration, the event strengthened the link between academia, innovation, and entrepreneurship, inspiring students to transform their ideas into scalable solutions.



Benefits:

- Opportunity to present and demonstrate projects before peers, faculty, and experts.
- Exposure to interdisciplinary learning and collaboration.
- Development of communication, presentation, and teamwork skills.
- Motivation to refine ideas into start-up or research opportunities.
- Recognition of innovative talent and encouragement to pursue entrepreneurship and applied research.

SDA (Sem 2- Quarter 03)

46. Skill Enhancement Program on Crime Scene Management and Ballistics: Bridging Science and Law Enforcement-25th & 26th March 2025

(Two-Day Intensive Workshop on Crime Scene Management and Ballistics Investigation – Where Science Meets Justice)

Objectives:

The objective of this workshop was to provide students with practical exposure to forensic science applications in crime scene management and ballistics investigation. The program aimed to bridge academic knowledge with real-world investigative practice, enhance interdisciplinary learning, and instill research-driven approaches. By engaging with eminent forensic experts, students were encouraged to explore scientific rigor, innovation, and applied research in solving modern-day crimes.

SOUNDARYA INSTITUTE OF MANAGEMENT AND SCIENCE
SIDDAHALLI, SOUNDARYA NAGAR, 560073

DEPARTMENT OF FORENSIC SCIENCE PRESENTS
Two Days Intensive Workshop on
Crime Scene Management & Ballistics in Investigation

Where Science Meets Justice:
Mastering Crime Scene and Ballistics Investigation

Wednesday
25-26 March 2025
10:00 am-5:30 pm
Sri Ratan TATA Auditorium

RESOURCE PERSONS

SRI. V G NAYAK
Forensic Expert,
Retd. Dy. Director
Forensic Science Laboratory
Bengaluru

SRI. B C RAVINDRA
Forensic Expert,
Retd. Asst. Director
Forensic Science Laboratory
Bengaluru

#SOUNDARYACONNECT

Impact:

The two-day workshop created a transformative impact on the 77 participating students by immersing them in hands-on training sessions, mock crime scene simulations, and interactive discussions. Students learned key aspects of crime scene documentation, evidence

preservation, blood pattern analysis, and ballistic examination, gaining deeper insight into forensic procedures. The event also emphasized interdisciplinary connections across physics, chemistry, biology, and digital forensics. The participation of experienced forensic experts enriched the sessions with real-world case studies, helping students to develop critical thinking, analytical skills, and professional readiness. The highly positive feedback further confirmed the effectiveness of the workshop in strengthening practical skills and academic enrichment.

Benefits:

- Received hands-on training in crime scene management and ballistics investigation.
- Learned protocols, ethical considerations, and forensic evidence handling techniques.
- Gained experiential learning through mock crime scene reconstruction.
- Developed critical thinking, problem-solving, and decision-making abilities.
- Strengthened readiness for real-world forensic challenges.
- Built awareness of interdisciplinary research and innovation in forensic science.
- Inspired to pursue academic research, thesis work, and applied forensic innovations.

47. "Session on Campus-to-Corporate Transition: Navigating Opportunities in the Global Technology Sector"-7th March 2025

(Guest Lecture on “From Campus to Corporate: Navigating the Global Tech Industry”)

Objectives:

The session was organized to bridge the gap between academic learning and corporate expectations in the global technology industry. It aimed to prepare students for the professional world by enhancing their communication, problem-solving, and leadership skills, while also equipping them with strategies for networking, career development, and leveraging digital platforms like LinkedIn.



Impact:

The lecture by Mr. Rajiv Srinivas provided 2nd and 3rd-year students with firsthand insights into the evolving global tech landscape. Students gained a clear perspective on corporate expectations, industry-ready skills, and career pathways.

The interactive session inspired participants to align their academic learning with industry demands, improve their resume building, interview performance, and online visibility, and adopt a structured approach to career growth. The impact was evident in the enthusiasm and feedback received, with students expressing greater confidence to pursue opportunities in the competitive tech world.

Benefits:

- Understood corporate expectations and industry skill requirements.
- Learned to leverage LinkedIn for professional networking and visibility.
- Improved awareness of effective communication and presentation skills.
- Gained insights into problem-solving, critical thinking, and leadership qualities needed in the tech sector.

- Developed strategies for resume building, interview preparation, and career advancement.
- Strengthened motivation to transition smoothly from academic to corporate environments.

48. "Training Orientation on Full-Stack Development: Bridging Front-End and Back-End Skills for Innovation and Employability"-3rd March 2025

Objectives:

The orientation session was conducted to introduce students to the fundamentals of full-stack development, covering both front-end and back-end technologies. The objective was to familiarize students with essential tools, frameworks, and version control systems widely used in the industry, while also providing an overview of building, deploying, and maintaining complete web applications. This aligns with IIC's vision of equipping students with emerging technology skills for innovation and employability.



Impact:

The session, facilitated by Mr. Umesh (Project Manager, EduBridge) and Mrs. Bindu (Regional Manager, EduBridge), had a strong impact on the 100 participating students. They gained clarity on the roadmap of becoming a full-stack developer, including the technical skills, industry practices, and project workflows required.

By interacting with industry experts, students understood how front-end and back-end integration works in real-world projects. The orientation also emphasized the importance of hands-on practice, version control, and deployment strategies, which motivated learners to pursue career opportunities in software development, IT services, and entrepreneurship in digital solutions.

Benefits:

- Gained an overview of front-end and back-end technologies in a full-stack environment.
- Learned about essential tools, frameworks, and version control systems used in the industry.
- Understood the workflow of developing and deploying complete web applications.
- Strengthened technical readiness for IT and software development careers.
- Boosted confidence to explore hands-on coding, database integration, and project deployment.
- Motivated to pursue entrepreneurial opportunities in digital solutions and web applications.

49. "Capacity Building Program for Faculty on Digital Marketing: Enhancing Pedagogy, Innovation, and Entrepreneurial Mentorship"-24th to 28th March 2025

Objectives:

The FDP on Digital Marketing was organized to equip faculty members with contemporary knowledge, tools, and practices in digital marketing. It aimed to bridge the gap between academic instruction and rapidly evolving industry practices in online marketing. By engaging

faculty in structured sessions, the program fostered a culture of continuous learning, innovation, and industry-academia collaboration, in alignment with IIC's vision of strengthening entrepreneurial and innovative capacities.

**Impact:**

The five-day FDP made a significant impact by enhancing the digital competency and teaching capabilities of participating faculty members. The sessions covered SEO, SEM, content marketing, social media strategies, analytics, and digital branding, providing participants with practical knowledge to integrate into both classroom teaching and research. The collaboration with ICT Academy and industry experts ensured that the participants gained hands-on exposure to tools and case studies. This not only enriched faculty knowledge but also indirectly contributed to student learning outcomes, as faculty became better equipped to mentor students in entrepreneurship, e-commerce, and innovation-driven projects.

Benefits:

- Faculty trained in industry-relevant digital marketing tools and practices can mentor students more effectively.
- Improved curriculum delivery with practical insights into online business and marketing strategies.
- Exposure to emerging trends in digital branding and analytics through faculty expertise.
- Enhanced support for student-led startups and entrepreneurial projects.
- Opportunities for students to engage in real-world digital campaigns guided by trained faculty.
- Strengthened industry-academia linkages, creating scope for internships and projects.
- Long-term benefits in building a digitally skilled, innovation-driven campus culture.

50. "Skill Enhancement Training on Digital Literacy: Bridging the Digital Divide through Responsible Tech Use"-22nd April 2025**Objectives:**

The Digital Literacy Training was organized to empower students and faculty with fundamental digital skills required to thrive in academic, administrative, and professional environments. The objective was to bridge the digital divide, ensure responsible use of technology, and equip participants with competencies in productivity tools, online collaboration, cybersecurity, and emerging digital platforms.



Impact:

The training program had a significant impact on both UG and PU students by enhancing their confidence in using technology effectively and responsibly. Participants gained hands-on experience with MS Office, Google Workspace, cloud tools, and LMS platforms, improving their ability to engage in blended and online learning environments.

The sessions also instilled awareness of cyber hygiene, data privacy, and digital ethics, preparing students to act responsibly in the digital world. Faculty and students alike recognized the importance of adaptability in using AI and cloud technologies, ensuring readiness for future academic and workplace challenges. The program played a vital role in fostering digital inclusion and technological equity across the institution.

Benefits:

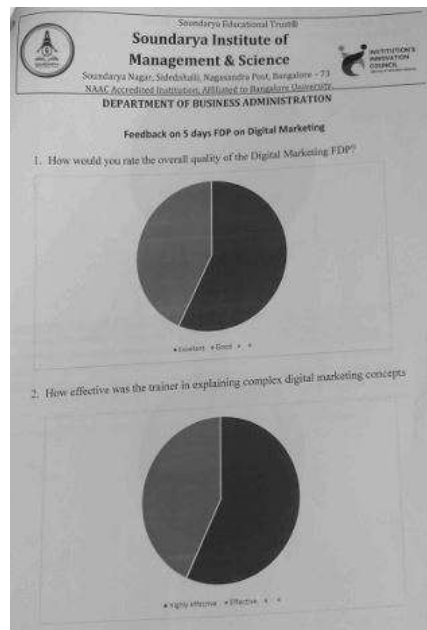
- Gained proficiency in productivity tools such as MS Word, Excel, PowerPoint, and Google Workspace.
- Learned safe digital practices, including cybersecurity awareness, data privacy, and cyber ethics.
- Improved communication and collaboration using email, video conferencing tools, and shared platforms.
- Enhanced adaptability to online and blended learning through use of LMS and virtual classrooms.
- Participants developed competencies in using email, video conferencing, and shared platforms, enabling effective engagement in academic and entrepreneurial ecosystems.
- Strengthened employability and workplace readiness through digital proficiency.
- The program contributed to career preparedness by equipping students with digital skills relevant to contemporary job markets and innovation-driven roles.

51. "Faculty Development Program on Digital Marketing: Strengthening Academic-Industry Linkages for Innovation and Entrepreneurial Mentorship"-24th to 28th March 2025

Objectives:

The FDP on Digital Marketing, organized in association with ICT Academy and the Media & Entertainment Skills Council, aimed to equip faculty members with advanced knowledge, tools, and strategies in digital marketing. It sought to strengthen academic-industry linkages by exposing participants to the latest trends in SEO, social media marketing, content creation, analytics, and digital branding. The program aligned with IIC's vision of fostering innovation,

entrepreneurship, and digitally skilled educators capable of guiding students toward future-ready careers.



Impact:

The five-day FDP made a transformative impact by offering a structured, day-wise learning progression:

- Day 1: Fundamentals of digital marketing, ecosystem overview, and market trends.
- Day 2: Deep dive into social media platforms, content creation, and real-world campaign case studies.
- Day 3: SEO techniques and content marketing strategies with hands-on practice in keyword research and content optimization.
- Day 4: Email marketing strategies and use of analytics for measuring campaign success and improving outreach.
- Day 5: Designing a comprehensive digital marketing strategy and implementation roadmap.

Faculty participants acquired hands-on skills, practical exposure, and case-based insights, enriching their ability to integrate digital marketing into teaching, research, and student mentorship. The impact extended beyond faculty development, as the knowledge gained will cascade to student learning and entrepreneurship guidance.

Benefits:

- Faculty mentors equipped with industry-relevant digital marketing expertise.
- Exposure to SEO, analytics, and branding strategies via improved teaching modules.
- Better guidance for student startups and entrepreneurial projects.
- Access to real-world case studies, campaign analysis, and tools through faculty support.
- Increased opportunities for projects, internships, and innovation-driven collaborations.
- Strengthened institutional capability to build a digitally skilled student community.

52. Project-Based Learning Workshop – Transforming Ideas Through Project-Based Learning-14th March 2025

Objectives:

The workshop was organized to bridge the gap between academia and industry by encouraging students to adopt project-based learning approaches. It aimed to foster hands-on, solution-driven learning, motivate students to convert academic projects into real-world applications or

startups, and expose them to industry expectations and innovation trends. By bringing together academia and industry experts, the program aligned with IIC's mission to cultivate entrepreneurial thinking and practical skill development among students.



Impact:

The workshop made a significant impact on the 93 participating students by immersing them in an engaging process of project presentations, mentoring, and feedback. Students showcased innovative academic projects that were critically evaluated by the guest speakers. The interaction provided them with real-time industry guidance, feasibility assessment, and insights on scalability. The event also highlighted entrepreneurial journeys, case-based learning, and research-driven practices, inspiring students to move beyond classroom learning toward impactful applications. According to the feedback report, over 80% rated the workshop as “Excellent” and more than 90% acknowledged its role in helping them understand how academic knowledge can be transformed into real-world projects, confirming its effectiveness.

Benefits:

- Gained first-hand exposure to industry practices and project-based learning approaches.
- Received mentoring and constructive feedback from industry experts on their project ideas.
- Strengthened problem-solving, analytical, and innovation skills.
- Learned to align academic projects with real-world industry applications.
- Developed confidence to pursue research, internships, and entrepreneurial pathways.
- Inspired to think beyond textbooks and adopt an innovation-driven mindset.
- Reinforced understanding of the importance of academia-industry partnerships.

53. "Interactive Forensic Science Exhibitions on National Science Day: Advancing Scientific Literacy and Innovation Culture"-28th Feb to 1st March 2025

Objectives:

The objective of the National Science Day celebration was to commemorate the discovery of the Raman Effect while showcasing the real-world applications of forensic science. By integrating scientific demonstrations with interactive exhibits, the program aimed to inspire innovation, research orientation, and public awareness. The initiative also aligned with IIC's vision of promoting interdisciplinary learning, hands-on innovation, and student engagement in research-driven activities.



Impact:

The two-day celebration had a significant impact on the 93 participating students as well as visiting faculty and attendees. Students curated indoor and outdoor crime scene models, FSL and courtroom simulations, and forensic sub-discipline exhibits covering chemistry, biology, dermatoglyphics, psychology, and questioned documents. These practical demonstrations helped participants understand the role of forensic science in criminal investigations, justice delivery, and public safety.

The event successfully created a scientific and innovation-driven environment, sparking student curiosity in research and entrepreneurship opportunities within forensic science. According to feedback, 94.6% of participants reported improved understanding of forensic applications, and 97.3% expressed motivation to pursue forensic projects or research, confirming its transformative role.

Benefits:

- Gained hands-on learning in forensic techniques through models and live demonstrations.
- Enhanced understanding of crime scene management, chain of custody, and evidence analysis.
- Learned practical applications of forensic chemistry, biology, psychology, and document analysis.
- Developed research curiosity and interest in forensic science as a career path.
- Strengthened teamwork, creativity, and communication skills by presenting exhibits.
- Exposure to interdisciplinary problem-solving and innovation.
- Encouraged to explore entrepreneurial opportunities in forensic applications.

54. "Exposure Visit to NCBS–TIFR: Fostering Innovation and Research Orientation in Life and Forensic Sciences"-17th March & 24th April 2025**Objectives:**

The objective of the visit was to expose students to advanced research infrastructure and technologies in biological and forensic sciences, including Electron Microscopy, Next Generation Sequencing (NGS), and Research Collections. The initiative aimed to bridge academic learning with real-world research applications, cultivate interdisciplinary perspectives, and foster curiosity, innovation, and research motivation among students, in line with IIC's mission to enhance experiential and innovation-driven learning.

**Impact:**

The visit had a transformative impact on the participating 77 students, giving them first-hand exposure to high-end research facilities and methodologies. Students observed advanced imaging techniques, genomic sequencing, and biological sample curation, gaining clarity on

their relevance in both biological research and forensic applications. Interaction with researchers enhanced understanding of how foundational science is applied in forensic DNA profiling, biodiversity studies, and interdisciplinary innovations. According to the feedback analysis, 91.7% rated the visit as “Excellent”, while 75% acknowledged its strong role in connecting classroom learning to practical applications. Importantly, over 91% expressed motivation to pursue higher studies or research, demonstrating the visit’s long-term academic and career impact.

Benefits:

- First-hand exposure to state-of-the-art research facilities (Electron Microscopy, NGS, Research Collections).
- Better understanding of cutting-edge laboratory techniques in biology and forensic science.
- Strengthened ability to connect theoretical concepts with real-world applications.
- Enhanced critical thinking and curiosity through live demonstrations and expert explanations.
- Motivation to pursue higher studies, research, or careers in advanced sciences.
- Appreciation of the interdisciplinary nature of modern research and its societal impact.
- Encouragement to participate in future academic-industry research collaborations.

55. "National Startup Day – Experiential Workshop at Core Research Facility: Fostering Research Motivation and Startup Culture in Life Sciences"-2nd May 2025

Objectives:

The Core Research Facility Day was conducted to provide final-year students with first-hand exposure to advanced research infrastructure and interdisciplinary innovations. The aim was to bridge academic knowledge with real-world research practices, enhance understanding of high-end scientific tools, and inspire entrepreneurial thinking by demonstrating how core research facilities contribute to innovation. It aligned with IIC’s mission of fostering experiential learning, research motivation, and innovation-driven startup culture in science and forensic domains.



Impact:

The visit had a strong impact on the 16 participating students by immersing them in the cutting-edge laboratories of the BLiSc campus, including genomics platforms, mass spectrometry, biophysics tools, and advanced imaging systems. Through guided tours and expert interactions, students gained a clear understanding of interdisciplinary applications of biology, forensic science, and molecular research. The experience highlighted the collaborative nature of research, motivating participants to pursue higher studies, internships, and research careers. Feedback analysis showed that 87.5% rated the program as excellent and 100% agreed that the

visit enhanced their understanding of how advanced research facilities support innovation. Importantly, many students also expressed interest in applying research exposure toward future entrepreneurial initiatives in life sciences and forensics.

Benefits:

- Direct exposure to state-of-the-art research infrastructure.
- Understanding of genomics, imaging, and molecular biology tools.
- Strengthened research orientation and higher education aspirations.
- Appreciation of the role of core research facilities in driving innovation.
- Motivation to apply theoretical knowledge in practical, interdisciplinary research.
- Encouragement to explore startup ideas in forensic and life sciences domains.
- Development of a research-driven and entrepreneurial mindset.

56. "IISc Open Day Exposure Program: Fostering Innovation, Interdisciplinary Science, and Research Motivation"- 1st March 2025

Objectives:

The visit aimed to provide students with first-hand exposure to cutting-edge research, innovations, and interdisciplinary applications across various scientific domains during the prestigious IISc Open Day. It sought to bridge academic learning with real-world research practices, stimulate curiosity, innovation, and scientific inquiry, and motivate students to pursue higher studies, research, and innovation-driven careers. The initiative directly aligns with IIC's mission of promoting experiential learning, research culture, and scientific entrepreneurship.



Impact:

The IISc Open Day had a significant impact on the 49 participating students, who explored research exhibits in water technology, biology, chemistry, advanced materials, robotics, and AI. Students interacted directly with researchers, Ph.D. scholars, and faculty, witnessing live demonstrations and hands-on experiments. This immersive exposure enhanced their understanding of how theoretical knowledge evolves into practical solutions for real-world challenges.

Benefits:

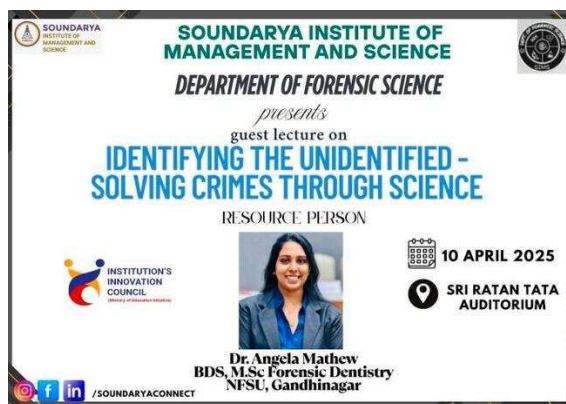
- Direct exposure to cutting-edge research and innovations across multiple disciplines.
- First-hand understanding of how science solves real-life problems (e.g., water purification, genetic engineering, robotics).
- Strengthened interdisciplinary learning by connecting biology, chemistry, physics, and technology.
- Improved research orientation and innovation-driven mindset.
- Enhanced curiosity, critical thinking, and appreciation for scientific inquiry.

- Motivation to pursue research, higher education, and innovation-focused careers.
- Greater awareness of the role of science and research in societal development.

57. "Forensic Science and Innovation: Guest Lecture on Human Identification Techniques and Real-World Applications"-10th April 2025

Objectives:

The objective of this guest lecture was to expose students to forensic odontology and its critical role in crime investigations, particularly in cases involving unidentified individuals, mass disasters, and missing persons. It aimed to enhance practical knowledge of scientific identification techniques while inspiring students to explore innovation, research, and interdisciplinary approaches in forensic sciences. This aligns with IIC's mission of fostering applied learning, research culture, and problem-solving through science-driven innovation.



Impact:

The session had a strong impact on the 45 participating students, as it introduced them to forensic dentistry techniques such as dental profiling, bite mark analysis, age estimation, and craniofacial reconstruction. Dr. Angela Mathew enriched the discussion with real-world case studies, illustrating how science brings justice to the unidentified. The lecture emphasized emerging tools like AI-based imaging and digital methods, expanding students' vision of forensic research.

Benefits:

- Gained in-depth understanding of forensic odontology and its role in human identification.
- Learned practical applications of dental profiling, bite mark analysis, and craniofacial methods.
- Strengthened ability to connect scientific evidence with justice delivery.
- Inspired to pursue research and innovation in forensic sciences.
- Developed critical thinking and appreciation for interdisciplinary applications.
- Understood the real-world significance of forensic science in human rights and justice.
- Motivated to consider advanced studies or careers in forensic identification.

58. Lead to Succeed: Women in Business” – Workshop on Women Entrepreneurship & Leadership

Objectives:

The workshop aimed to empower students with entrepreneurial and leadership skills, highlighting the role of women in driving innovation, decision-making, and sustainable business practices. It provided exposure to real-world challenges faced by women leaders and promoted gender inclusivity in business and management. This aligns with IIC's vision of fostering entrepreneurship, leadership development, and inclusive growth among students.



Impact:

The event created a transformative learning environment, where students interacted with renowned leaders across business, entrepreneurship, and technology. Sessions covered entrepreneurship as a career path, corporate leadership challenges, and empowering women CXOs in boardrooms. Panel discussions allowed students to critically analyze leadership issues and learn practical solutions.

Benefits:

- Enhanced understanding of women entrepreneurship and leadership challenges.
- Gained decision-making and problem-solving skills through simulations and discussions.
- Exposure to real-world corporate leadership strategies.
- Motivation to pursue entrepreneurial opportunities and leadership roles.
- Awareness of the importance of gender inclusivity in corporate and entrepreneurial ecosystems.
- Developed confidence to take independent decisions and manage professional challenges.
- Strengthened networking with industry experts and thought leaders.

59. "Experiential Visit on Forensic Pathology: Strengthening Research Orientation and Medico-Legal Awareness"-24-4-25

Objectives:

The visit aimed to provide students with direct exposure to medico-legal autopsy procedures, enhancing their understanding of forensic pathology and its role in criminal investigations. It also sought to bridge theoretical knowledge with real-world forensic practices, cultivate awareness of ethical and legal standards, and encourage research interest and innovation in forensic methodologies.



Impact:

The autopsy visit created a transformative learning experience for the 16 participating students, who observed real-time medico-legal autopsy demonstrations under the guidance of expert forensic pathologists. Students learned systematic methods for determining cause, manner, and time of death, along with evidence handling and medico-legal documentation practices.

The visit also included a tour of the Forensic Science Museum, showcasing pathological specimens, skeletal remains, weapon injuries, and models of forensic anthropology. This comprehensive exposure deepened students' understanding of forensic science beyond classroom teaching.

Benefits:

- Direct exposure to real medico-legal autopsy procedures.
- Enhanced understanding of cause-of-death determination and evidence handling.
- Insight into professional ethics and medico-legal standards.
- Practical knowledge of post-mortem examinations and forensic documentation.
- Visit to the Forensic Science Museum, broadening conceptual understanding.
- Strengthened interest in research, forensic careers, and medico-legal practice.
- Improved ability to connect academic concepts with real-world forensic applications.

60. "Legacy of Innovation: Online Session on Historical Perspectives in Technical and Management Education"-12-5-25**Objectives:**

The session aimed to enrich students' understanding of the historical roots of technical education in India, highlighting how pioneering leaders and institutions shaped its evolution during pre- and post-independence eras. It also sought to draw connections between historical perspectives and contemporary educational practices, encouraging students to appreciate the vision, reforms, and innovations that continue to influence India's technical and management education. This aligns with IIC's mission of nurturing academic enrichment, contextual learning, and innovation awareness among students.

**Impact:**

The event had a significant impact on the 110 participating MBA students, who gained insights from eminent academic leaders and historians. Discussions covered colonial-era reforms, the visionary contributions of Sir M. Visvesvaraya, and the establishment of IITs, offering students a contextual lens on how technical education evolved into its modern form.

Benefits:

- Gained awareness of the evolution of technical education in India.
- Understood the visionary contributions of leaders like Sir M. Visvesvaraya.
- Appreciated the role of IITs and historical institutions in shaping modern education.
- Connected historical perspectives to present-day academic and professional contexts.
- Developed a deeper appreciation for reforms and innovations in education.
- Strengthened their ability to critically analyze education systems and policies.
- Motivated to seek knowledge beyond textbooks and embrace contextual learning.

61. Empowering India: Role of Policy, Partnerships and Technical Education” – Online Session-24-4-25**Objectives:**

The session aimed to educate MBA students on how policy frameworks, institutional partnerships, and technical education contribute to India's development. It sought to align

academic learning with national priorities and industry needs, foster an understanding of the policy–industry–education nexus, and encourage students to appreciate how collaborative frameworks strengthen innovation, entrepreneurship, and sustainable development.



Impact:

The session had a significant impact on the 85 participating students, who gained valuable insights into the role of public policy, educational reforms, and industry-academia partnerships in driving national progress. It highlighted how technical and management education must adapt to evolving industrial requirements and developmental priorities.

Benefits:

- Understood the impact of policy and partnerships on technical & management education.
- Learned how education can align with industry needs and national goals.
- Gained perspective on the importance of public-private collaboration.
- Enhanced awareness of national development frameworks.
- Developed ability to connect theoretical learning with real-world policies.
- Strengthened critical thinking on the role of education in economic progress.
- Motivated to contribute towards policy-aligned innovation and entrepreneurship.

62. Technical Education Shaping India’s Start-Up Revolution” – Online Session-4-4-25

Objectives:

The session aimed to highlight the role of technical education and managerial skills in nurturing India’s start-up ecosystem. It sought to create awareness among students on leveraging academic knowledge, innovation, and incubation facilities to build sustainable ventures. The program also aligned with IIC’s vision of fostering entrepreneurship, innovation-driven culture, and industry-academia collaboration to support start-up growth in India.



Impact:

The session made a significant impact on the 120 participating students, providing them with insights into how technical knowledge and management acumen together accelerate entrepreneurship. Discussions covered government schemes for entrepreneurs, case studies of student-led start-ups, and the role of incubation centres and industry linkages.

Benefits:

- Understood the role of technical education in building start-ups.
- Learned about government schemes and incubation opportunities.
- Gained exposure to real-life case studies of student entrepreneurs.
- Strengthened knowledge of industry-academia collaboration for innovation.
- Developed entrepreneurial mindset and confidence to pursue start-up ideas.
- Enhanced awareness of funding, mentorship, and incubation support systems.
- Motivated to integrate academic learning with practical entrepreneurial ventures.

63. Face to Face with Sh. Rohit Kumar Singh – The Man Behind ‘Jaago Grahak Jaago’- Objectives:

The session aimed to raise awareness about consumer rights, ethical business practices, and the role of legal frameworks in protecting consumers. By engaging with the visionary bureaucrat behind the ‘Jaago Grahak Jaago’ campaign, the program intended to educate students on transparency, informed decision-making, and responsible business conduct. This aligns with IIC’s mission to foster value-based leadership, innovation awareness, and social responsibility among students.

**Impact:**

The program had a significant impact on the 120 attendees, who were introduced to the real-world implications of consumer empowerment campaigns. Sh. Rohit Kumar Singh shared inspiring insights into the origins and execution of ‘Jaago Grahak Jaago’, emphasizing how ethical marketing and consumer awareness drive sustainable business practices.

Benefits:

- Gained awareness of consumer rights and responsibilities.
- Understood the impact of national consumer campaigns like ‘Jaago Grahak Jaago’.
- Learned the importance of ethical marketing and transparency in business.
- Developed insights into the legal framework supporting consumer protection.
- Improved awareness of public policy and advocacy as career opportunities.
- Strengthened ability to make informed and responsible decisions as future managers.
- Inspired to integrate social responsibility and ethical values into entrepreneurship.

64. India First Leadership Talk Series with Dr. Anand Deshpande”-2nd January 2025**Objectives:**

The session aimed to expose MBA students to thought leadership in innovation and entrepreneurship, while creating awareness about the importance of Intellectual Property Rights (IPR) in building sustainable enterprises. It also sought to inspire students to adopt

innovation-driven strategies and encourage an entrepreneurial mindset aligned with IIC's vision of fostering creativity, leadership, and IP culture.



Impact:

The program had a significant impact on the 1st and 2nd year MBA students who participated in the online session via the MIC portal. Dr. Anand Deshpande, Founder & Chairman of Persistent Systems, shared his journey as a technology leader, highlighting the role of innovation, entrepreneurship, and IPR in the knowledge economy.

Benefits:

- Direct exposure to thought leadership from an industry pioneer.
- Awareness of the strategic role of IPR in entrepreneurship.
- Inspiration to adopt innovation-driven career paths.
- Enhanced understanding of leadership challenges in competitive environments.
- Strengthened entrepreneurial mindset and curiosity for innovation.
- Motivation to integrate academic learning with practical leadership insights.
- Reinforced the importance of IP culture in sustainable business success.

65. AICTE IDEA Labs: Nurturing Innovation & Creating a Strong Ecosystem for Technological Advancements” – MIC Driven Activity-26th March 2025

Objectives:

The session aimed to educate MBA students about the role of AICTE IDEA Labs in fostering innovation, design thinking, and hands-on prototyping. It intended to create awareness about institutional frameworks that enable students to convert ideas into prototypes, support problem-solving using emerging technologies, and align innovation with the vision of NEP 2020. The objective also extended to motivating students to use IDEA Lab resources for entrepreneurial solutions.



Impact:

The session had a transformative impact on participating MBA students by exposing them to the national-level IDEA Lab initiative and its potential to support innovation, incubation, and

entrepreneurship. Students learned how IDEA Labs function as a bridge between academia, industry, and innovation ecosystems, offering infrastructure for product design, prototyping, and real-world application of classroom concepts.

Benefits:

- Understood the vision and functioning of AICTE IDEA Labs.
- Gained awareness of how to use institutional innovation frameworks for prototyping and start-up ideation.
- Learned about the integration of NEP 2020 goals with entrepreneurship and technical education.
- Strengthened skills in design thinking, problem-solving, and innovation management.
- Motivated to actively participate in IDEA Lab activities and utilize resources.
- Improved understanding of how academia, industry, and policy converge to support innovation.
- Inspired to develop value-driven entrepreneurial solutions.

66. "Skill Development Program on General Duty Assistant Training: Bridging Academic Learning with Healthcare Practice"-17th March 2025

Objectives:

The program aimed to equip students with essential healthcare support skills, enabling them to contribute effectively as General Duty Assistants. It focused on patient care, medical assistance, safety practices, and operational efficiency in healthcare settings. Aligned with IIC's vision, the activity encouraged skill development, employability enhancement, and real-world application of interdisciplinary knowledge in health and allied sciences.



Training classes in our college regarding GDA



Training classes in our college regarding GDA

Impact:

The training had a transformative impact on the 47 student participants by bridging academic learning with practical healthcare exposure. Students engaged in hands-on training, patient care simulations, and interactive sessions with healthcare professionals, which enhanced their confidence, communication, and problem-solving abilities.

Benefits:

- Gained hands-on skills in patient care, hygiene, and mobility support.
- Understood infection control, safety protocols, and emergency response.
- Learned to coordinate between patients and medical staff efficiently.
- Enhanced documentation, operational, and communication skills in healthcare settings.
- Improved awareness of hospital workflows and medical equipment handling.
- Strengthened professional confidence and employability in healthcare roles.
- Earned a recognized certification, adding value to their career prospects.

67. "Innovation-Driven Industrial Visit: Exploring Manufacturing Excellence at TVS Motor Company"-24th March 2025

Objectives:

The objective of the industrial visit was to bridge classroom learning with real-time industrial exposure. By visiting the TVS Motor Company at Hosur, students were introduced to the manufacturing process of two-wheelers, use of modern machinery, quality control, and automation techniques. The initiative aimed to foster innovation-driven learning, enhance practical knowledge, and inspire students to pursue entrepreneurship and careers in operations, supply chain, and manufacturing industries.

**Impact:**

The visit created a significant impact on the 31 participating BBA students, giving them firsthand experience of an organized production setup. Students observed assembly line operations, robotics in manufacturing, and safety & quality practices. Interactions with industry professionals provided insights into industrial discipline, work culture, and career pathways in the automobile sector.

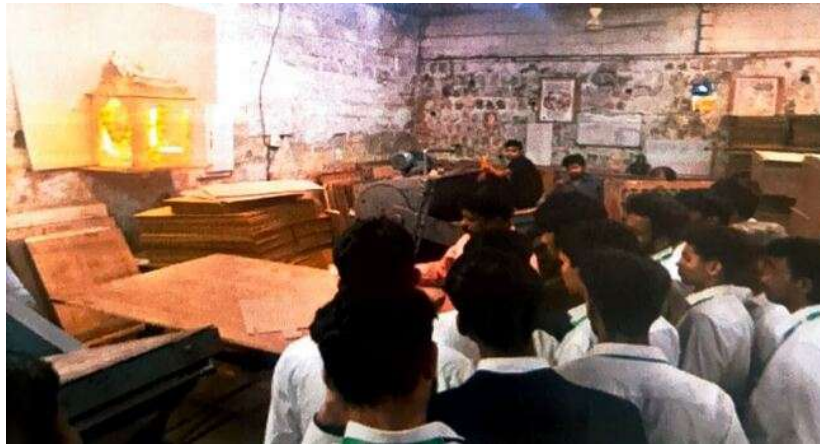
The exposure enhanced their understanding of how management concepts are applied in real-world industrial environments, strengthening their confidence to connect academic theories with practice. The feedback collected reflected high appreciation, with students expressing motivation to learn more about automation, supply chain, and industrial management.

Benefits:

- Gained practical knowledge of two-wheeler manufacturing processes.
- Understood the role of automation, robotics, and quality control in production.
- Observed real-world application of management principles in operations.
- Enhanced awareness of industrial safety protocols and discipline.
- Strengthened knowledge of supply chain and assembly line efficiency.
- Motivated to explore career opportunities in manufacturing and operations.
- Developed a better understanding of industry-academia linkages and innovation culture.

68. "Bridging Theory and Practice: Industrial Visit to Adarsh Packaging for Entrepreneurial and Operational Insights"-25th March 2025**Objectives:**

The visit aimed to bridge academic learning with practical exposure by introducing BBA students to the real-time functioning of the packaging industry. It focused on enhancing students' knowledge of designing, production, machine operation, and quality control in packaging, while also encouraging them to explore entrepreneurial and career opportunities in this sector. The activity aligns with IIC's goal of promoting experiential learning and innovation through industry-academia interaction.



Impact:

The visit had a strong impact on the 31 student participants, providing them with valuable insights into how packaging materials are manufactured and tested. Students observed various stages of the process, from raw material storage to machine operation and quality checks, which reinforced their classroom knowledge.

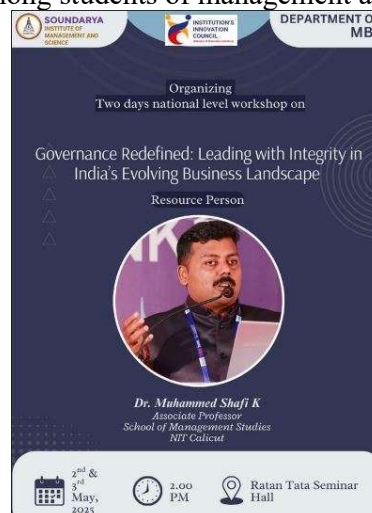
Benefits:

- Understood end-to-end packaging processes including design, production, and quality control.
- Observed the role of machinery and automation in improving efficiency.
- Gained awareness of the importance of packaging in product branding and safety.
- Enhanced their ability to connect theoretical knowledge with industrial practices.
- Strengthened career orientation and entrepreneurial outlook in the packaging industry.
- Learned the value of discipline, teamwork, and precision in manufacturing units.
- Developed greater confidence and motivation to apply management concepts in real-world contexts.

69. Governance Redefined: Leading with Integrity in India's Evolving Business Landscape-2nd & 3rd May 2025

Objectives:

The session was organized to deepen students' understanding of ethical leadership, governance frameworks, and the evolving dynamics of India's business environment. It aimed to highlight the role of integrity, transparency, and accountability in corporate decision-making, while drawing connections between governance reforms and entrepreneurial success. The initiative aligned with IIC's mission to foster values-driven innovation, responsible business practices, and future-ready leadership among students of management and commerce.



Impact:

The two-day program created a transformative learning experience for over **120 participating students**, featuring keynote addresses, panel discussions, and interactive case studies led by industry leaders, governance experts, and academic scholars.

Benefits:

- Developed a strong foundation in ethical leadership and governance practices
- Gained exposure to real-world business challenges and decision-making frameworks
- Enhanced critical thinking and problem-solving skills through case-based learning
- Strengthened awareness of regulatory compliance, stakeholder engagement, and ESG standards
- Encouraged to adopt integrity-driven approaches in entrepreneurship and management careers
- Fostered a deeper appreciation for governance as a pillar of sustainable innovation and national development

70. International Conference on Innovations in Business Practices: Bridging Global Perspectives – 2025**Objectives:**

The objective of the International Conference was to create a platform for dialogue among academicians, researchers, industry practitioners, and policymakers to exchange transformative ideas in business practices. It aimed to explore cutting-edge innovations in management, marketing, finance, and entrepreneurship, highlight their impact on global commerce, and foster collaborative research, networking, and knowledge exchange across borders.

**Impact:**

The conference made a significant impact on 85 participants, including students, researchers, and faculty. With presentations of over 85 research papers and deliberations by distinguished guests such as Dr. Rishikesh Krishnan (Director, IIM Bangalore) and Dr. Celestine Iwendi (Professor, University of Bolton, UK), participants were exposed to global perspectives on AI, IoT, reverse innovations, and sustainable business practices.

Panel discussions and keynote sessions provided insights into how Indian innovations can address global challenges, inspiring students to think critically about the role of entrepreneurship and innovation in shaping sustainable development. The event fostered academic-industry synergy, interdisciplinary research, and a stronger innovation culture on campus.

Benefits:

- Gained exposure to global perspectives on innovation and business practices.
- Understood the role of AI, IoT, and digital transformation in modern enterprises.
- Participated in research paper presentations, enhancing academic engagement.
- Networked with eminent academicians, industry leaders, and policymakers.
- Learned how reverse innovations from India can solve global challenges.
- Developed a research-oriented mindset and an appreciation for innovation-driven growth.
- Strengthened communication, presentation, and analytical skills through participation.

SDA (Sem 2 Quarter 4)

71. “Hands-On Innovation & Electronics Exploration Program – Atal Tinkering Lab”- 01-08-25

Objectives:

- To introduce middle school students (6th–8th standard) to foundational concepts in electronics, coding, and circuit design.
- To foster early interest in STEM through hands-on learning using Arduino Uno and Snap Circuit Kits.
- To promote experiential learning, creativity, and problem-solving through guided innovation activities.
- To align with Atal Innovation Mission goals by nurturing a tinkering mindset and technical curiosity in young learners.
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Impact:

- Successfully engaged three groups of 7th standard students in building and customizing the “Blink LED” project using Arduino Uno.

- Enabled 6th standard students to explore basic electronics through Snap Circuit projects like LED circuits, buzzer alarms, and light-controlled switches.
- Strengthened understanding of microcontroller applications, digital output, and basic coding logic.
- Encouraged students to experiment with delay intervals, pin configurations, and circuit variations.
- Created a collaborative learning environment where students could safely explore, debug, and innovate.
- Sparked interest in embedded systems, robotics, and smart technologies among young participants.

Benefits:

- Gained hands-on experience with Arduino hardware and IDE-based coding.
- Learned the principles of circuit design, component handling, and safe electronics practices.
- Developed logical reasoning, debugging skills, and confidence in modifying code and hardware setups.
- Understood real-world applications of microcontrollers in automation, agriculture, and smart devices.
- Cultivated curiosity and foundational skills for future STEM exploration and innovation challenges.
- Experienced the joy of learning through doing—bridging theory with tangible outcomes.

72. Fostering Innovation Through Arduino and Snap Circuit Projects-Atal lab-5th August 2025

Objectives:

- To introduce middle school students (6th–8th standard) to embedded systems and electronics through hands-on Arduino and Snap Circuit projects.
- To cultivate foundational skills in programming, circuit design, and hardware-software integration.
- To promote experiential learning and innovation aligned with Atal Innovation Mission goals.
- To encourage logical thinking, creativity, and problem-solving in a safe, beginner-friendly environment.

Impact:

- **8th & 7th standard students** successfully built a **digital calculator** using Arduino Uno, keypad, and LCD display—learning arithmetic logic and device interfacing.
- **6th standard students** explored Snap Circuit projects including LED circuits, buzzer alarms, fan control, and light-sensitive switches.
- Students gained exposure to real-time input/output processing, modular circuit design, and embedded programming.
- The activity fostered teamwork, curiosity, and confidence in handling electronic components and debugging code.
- Sparked interest in STEM fields, especially electronics, robotics, and smart technologies.



Benefits:

- Learned to interface Arduino with input (keypad) and output (LCD) devices.
- Understood programming logic for arithmetic operations and real-time display.
- Gained hands-on experience in assembling circuits without soldering using Snap Kits.
- Developed critical thinking and creativity by customizing circuit designs and code.
- Built foundational knowledge for future innovation challenges and STEM competitions.
- Experienced the joy of learning through doing—bridging classroom theory with practical application.

73. Inauguration and Orientation Session – ATL & IIC Collaboration-23rd July 2025

Objectives:

- To introduce students and faculty to the vision and mission of the Atal Tinkering Labs (ATL) and Institution's Innovation Council (IIC).
- To foster a culture of innovation, creativity, and scientific thinking among young learners.
- To orient participants on the infrastructure, toolkits, and opportunities available through ATL for hands-on STEM exploration.
- To encourage active participation in innovation challenges, prototype development, and interdisciplinary learning.
- To build collaborative bridges between institutions for grassroots innovation and mentorship.

Impact:

- Created awareness among students and educators about the role of ATL and IIC in nurturing neoteric innovators.
- Provided a clear roadmap for engaging with ATL resources, including lab access, mentorship, and project-based learning.
- Inspired students to begin ideating on real-world problems and explore prototype development.
- Strengthened institutional collaboration between Soundarya IMS and KV IISC ATL Lab, setting the stage for future joint initiatives.
- Reinforced the importance of innovation ecosystems in academic settings, aligning with national missions like AIM and NEP.



Benefits:

- Gained clarity on how ATL functions as a platform for creativity, experimentation, and innovation.
- Understood the role of IIC in supporting student-led innovation and entrepreneurship.
- Motivated to participate in upcoming workshops, competitions, and innovation challenges.
- Encouraged to take ownership of their learning journey through hands-on exploration and interdisciplinary thinking.
- Positioned to leverage institutional resources and mentorship for future innovation projects.

74. Mega Thinking Lab 2025 – Innovation & Collaboration Event-12th August 2025

Objectives:

- To cultivate creativity, design thinking, and scientific curiosity among students through experiential learning.
- To promote low-cost, sustainable engineering practices using everyday materials.
- To bridge the gap between theoretical knowledge and real-world application through live demonstrations and DIY challenges.
- To foster interdisciplinary collaboration and peer mentoring across institutions.
- To strengthen the innovation ecosystem by connecting students with mentors, innovators, and facilitators.

Impact:

- Over **100 students** actively participated in workshops, brainstorming sessions, and prototype development.
- The **DIY Vacuum Cleaner Challenge** using recycled materials showcased practical innovation and problem-solving.
- Students gained hands-on experience with motors, circuitry, soldering, and mechanical design.
- Multiple teams successfully built functioning vacuum cleaner prototypes and presented design improvements.
- Mentorship interactions enhanced student confidence and technical articulation.
- Reflections revealed increased interest in STEM careers, sustainable innovation, and teamwork.



Benefits:

- Learned engineering principles like airflow, motor mechanics, and suction dynamics.
- Developed prototyping skills using recycled and cost-effective materials.
- Strengthened critical thinking, collaboration, and presentation abilities.
- Gained exposure to real-world innovation challenges and iterative design processes.
- Built resilience through trial-and-error learning and peer-supported problem solving.
- Inspired to pursue future innovation projects and engage with IIC and ATL initiatives.

75. Entrepreneurs Shaping India's Growth – Outreach Program-21st August 2025

Objectives:

- To introduce school students to the fundamentals of entrepreneurship and innovation.
- To create awareness about government initiatives such as the **Mudra Scheme** and startup support systems.
- To foster creativity, teamwork, and problem-solving through hands-on activities.
- To inspire young learners to think entrepreneurially and explore real-world challenges with solution-oriented mindsets.
- To promote inclusive innovation and strengthen community engagement through institutional outreach.

Impact:

- Engaged **100 school students** in interactive sessions and group-based product design activities.
- Students conceptualized and presented innovative product ideas using paper prototypes, showcasing creativity and teamwork.
- The session sparked entrepreneurial thinking and introduced students to the idea of turning problems into opportunities.
- Recognition of best-performing teams boosted confidence and encouraged healthy competition.
- Feedback analysis showed high levels of engagement, clarity, and usefulness of the session, with **80%+ positive ratings** across key metrics.
- Strengthened institutional ties with the local school community, reinforcing IIC's commitment to grassroots innovation.



Benefits:

- Gained early exposure to entrepreneurship concepts and startup thinking.
- Learned about government schemes like **Mudra** that support small business development.
- Developed communication, collaboration, and presentation skills through group activities.
- Encouraged to think creatively and critically about product design and utility.
- Built confidence through recognition and mentorship from faculty and resource experts.
- Inspired to pursue innovation-led learning and explore future career pathways in business and entrepreneurship.

76. "Organic Mandya: A Farmer-Led Model for Sustainable Agriculture and Rural Innovation"- Industrial Visit on 24th July 2025

The industrial visit to Organic Mandya on 24th July 2025 provided significant learning opportunities for 2nd and 3rd year BBA students. A total of 48 students benefited from this experiential learning initiative organized by the Department of Business Administration.

Impacts:

- Students gained first-hand exposure to sustainable agriculture, rural entrepreneurship, and the cooperative business model.
- The visit bridged the gap between theoretical knowledge of agribusiness and its practical applications in the field.
- Interactions with farmers and cooperative members enhanced awareness about grassroots challenges, women empowerment, and ethical enterprise practices.
- Students understood how organic farming integrates production, processing, branding, retailing, and distribution, giving them a holistic view of value chain management.



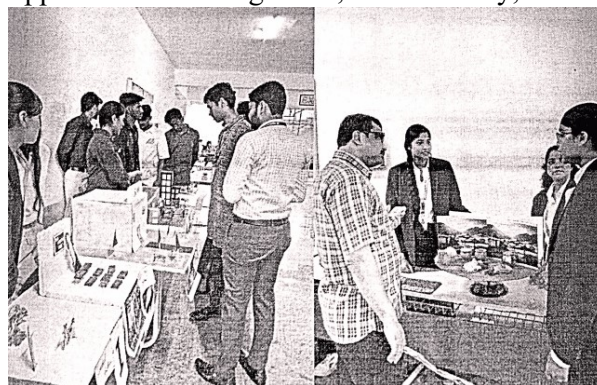
Benefits:

- Developed appreciation for sustainable development and environmental responsibility.
- Improved knowledge of farm-to-market strategies and direct-to-consumer models.
- Exposure to innovative entrepreneurial practices rooted in rural transformation.
- Strengthened critical thinking on how business models can combine profit with purpose.

77. "From Shastra's to Startups "-Exhibition on 7th Aug 2025

The Department of BBA organized an IKS Exhibition titled *"From Shastra's to Startups"* on 7th August 2025, from 10:00 am to 3:30 pm. The event successfully bridged the gap between India's rich traditional knowledge systems and modern entrepreneurial practices by showcasing innovative models, ideas, and business concepts inspired by Indian heritage.

The exhibition created a transformative learning platform for students by enabling them to reinterpret ancient wisdom into practical and sustainable startup solutions relevant to the competitive business world. It highlighted the cultural depth of Indian Knowledge Systems while promoting their application in management, sustainability, and entrepreneurship.



Key benefits and outcomes:

- Students were encouraged to design innovative business concepts by drawing inspiration from Shastra-based knowledge.
- The event fostered teamwork, problem-solving, presentation, and entrepreneurial mindset among participants.
- Students gained hands-on experience in translating traditional ideas into modern solutions, enriching their academic knowledge and industry readiness.

- The exhibition instilled pride in India's heritage while nurturing ethical and sustainable business practices.
- By merging tradition with innovation, students were inspired to become creative, value-driven, and future-ready business leaders.

Overall, the exhibition left a lasting impact by equipping students with holistic skills, connecting them with India's timeless knowledge systems, and motivating them to pursue entrepreneurship with innovation and cultural grounding.

78. Creative Poster Presentation on Sustainable Business-7th August 2025

The Department of Business Administration, Soundarya Institute of Management and Science, under the banner of the IQAC Initiative and in association with the Institution's Innovation Council (IIC), organized a theme-based presentation competition titled "*Present Your Thoughts on Sustainable Business*" on 7th August 2025 at the BBA Quadrangle.

The event created a vibrant platform for students to showcase innovative and eco-friendly business ideas, highlighting the importance of sustainability in modern enterprises. Participants expressed their creativity through posters, drawings, cardboard models, and recycled products, emphasizing the principles of Reduce, Reuse, and Recycle in business strategies.

A total of 15 student teams presented unique concepts such as sustainable packaging solutions, clothing and gift articles made from recycled materials, and green business models. Their efforts reflected a strong blend of business acumen with environmental consciousness.



Photos (without Geo tag)

SWG No:

SWG Title :



Key Impacts and Benefits:

- Fostered awareness of sustainable practices among students.
- Encouraged innovation and creative problem-solving using eco-friendly approaches.
- Highlighted the role of responsible entrepreneurship in shaping a greener future.
- Promoted the culture of "learning by doing" through experiential formats like models and prototypes.
- Motivated young minds to integrate sustainability into mainstream business strategies.
- Recognized student contributions with E-certificates, boosting their confidence and participation spirit.

Overall, the initiative not only strengthened students' understanding of sustainability in business but also inspired them to think as future leaders committed to building an eco-conscious society.