



ANVESANA INNOVATION AND ENTREPRENEURIAL FORUM

ASPIRATIONS MEET ACCELERATION



To build a Vibrant Ecosystem for Malnad Entrepreneurs

**YUVA
SHRISTI**

DIKSUCHI

VRIDHI

VEGA

Investors & VC Network, Regional Industrialists & HNIs

Access to Infrastructure, Makers Adda, Innovation hub

Anvesana Board, Mentor Network, Entrepreneurial Team, Ecosystem Partners

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

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

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

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➤➤➤ SGB PVT. LTD. WINS PRESTIGIOUS ELEVATE 2024 GRANT



Anvesana-incubated startup SGB Pvt. Ltd. has emerged as a winner of Elevate 2024, Karnataka's flagship initiative aimed at nurturing startups and driving innovation. This prestigious program, launched by the Department of IT, BT, and S&T, Government of Karnataka, provides financial grants, mentorship, and market access to promising startups across sectors such as technology, sustainability, healthcare, and agriculture.

In Elevate 2024, the Karnataka government has selected 101 startups, awarding a total seed funding of ₹25 crore, with a strong emphasis on supporting women-led ventures and startups from tier-2 and tier-3 cities. Winning this grant is a significant milestone for SGB Pvt. Ltd., reaffirming its commitment to advancing agritech solutions and driving sustainable farming practices through technology. This recognition not only provides vital financial backing but also opens doors to networking, policy support, and collaborative opportunities with industry leaders.

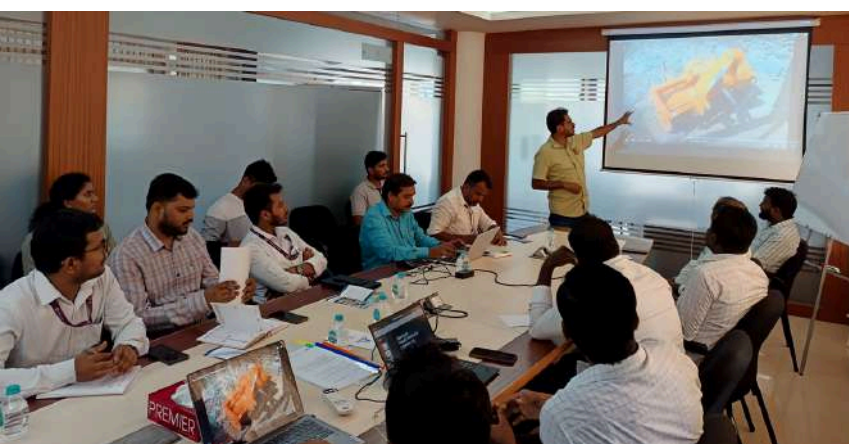
Congratulations to SGB Pvt. Ltd. for this remarkable achievement

➤➤➤ **STARTUP-FPO CONNECT: BRIDGING INNOVATION AND AGRICULTURE**



Anvesana recently facilitated Startup-FPO Connect, fostering collaboration between AgriTech startups, Farmer Producer Organizations (FPOs), and NABARD representatives. This initiative provided startups with a platform to present their innovative solutions, enabling direct engagement with FPO members and agricultural stakeholders.

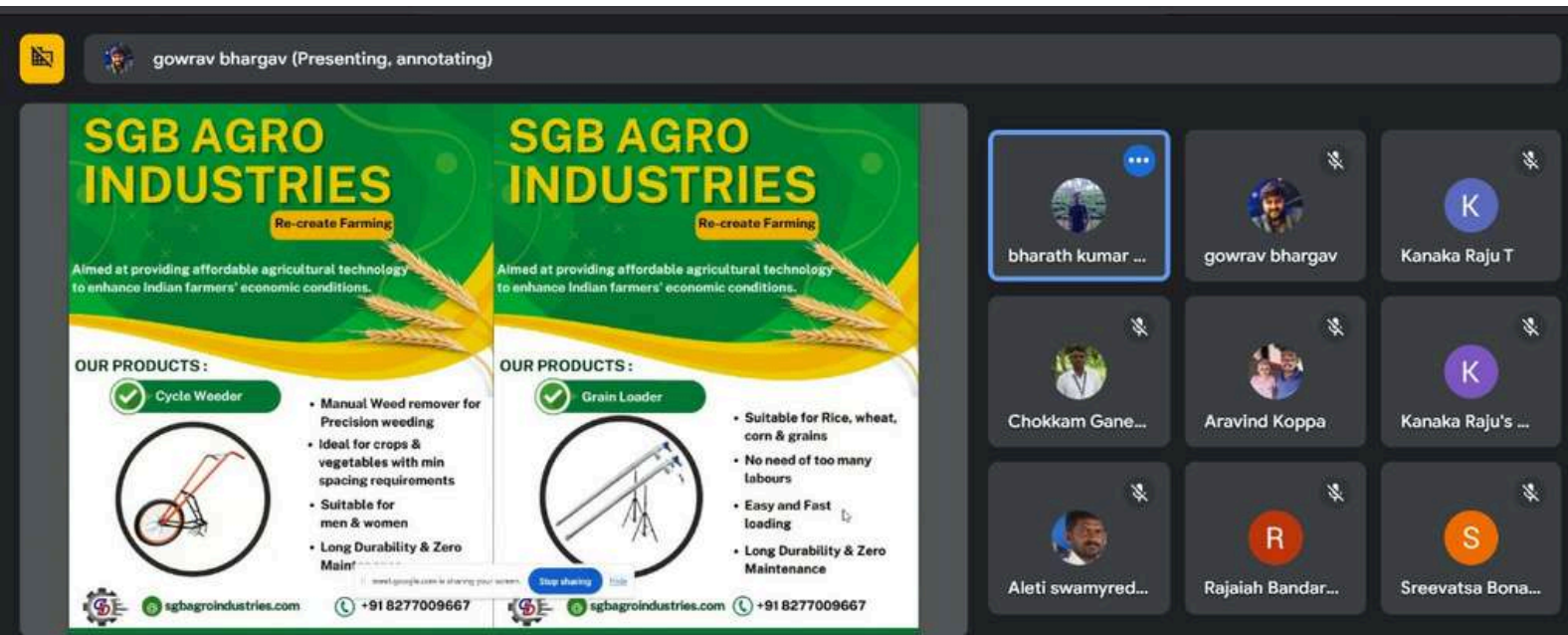
Iranna Rotte, Head of Rural Entrepreneurial Development at KrishiKalpa, shared valuable insights on AgriTech advancements, inspiring new opportunities in rural innovation. The event successfully strengthened market linkages, paving the way for technology-driven agricultural transformation.



Startups gained firsthand exposure to real-world challenges faced by farmers, allowing them to fine-tune their solutions based on practical feedback. NABARD representatives emphasized the role of institutional support and funding in driving AgriTech adoption. This exchange of knowledge and resources laid the foundation for long-term partnerships, ensuring that innovation reaches the grassroots level and contributes to the growth of the agricultural sector.

➤➤➤ SGB PVT LTD ENGAGES WITH SIDDIPET FPO ON AGRICULTURAL MECHANIZATION

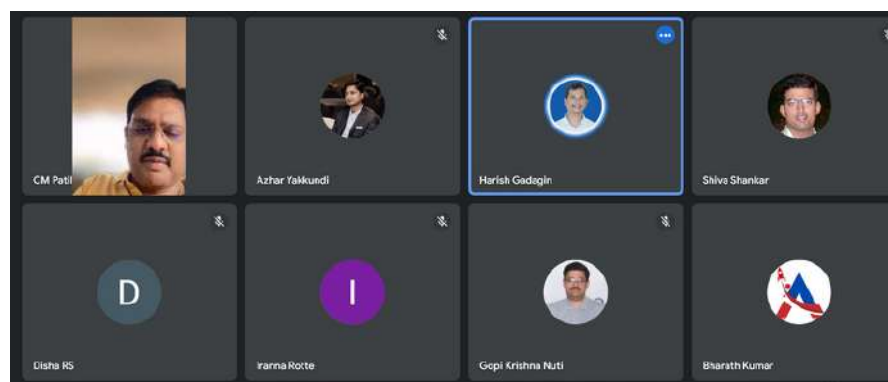
SGB recently conducted an informative session for Farmer Producer Organizations (FPOs) in Siddipet, introducing their upcoming products and discussing the role of mechanization in modern agriculture. The session highlighted advanced farming technologies aimed at reducing labor costs and time, thereby improving efficiency and productivity.



By engaging directly with FPOs, SGB is driving innovation in agriculture, empowering farmers with practical solutions to optimize their operations and enhance sustainability in the sector.

➤➤➤ STRENGTHENING MENTORSHIP AT ANVESANA

This session offered deep insights into team development, founder challenges especially those from non-metro regions and overall startup progress. Discussions also centered around refining growth strategies to ensure each startup receives tailored and effective support.

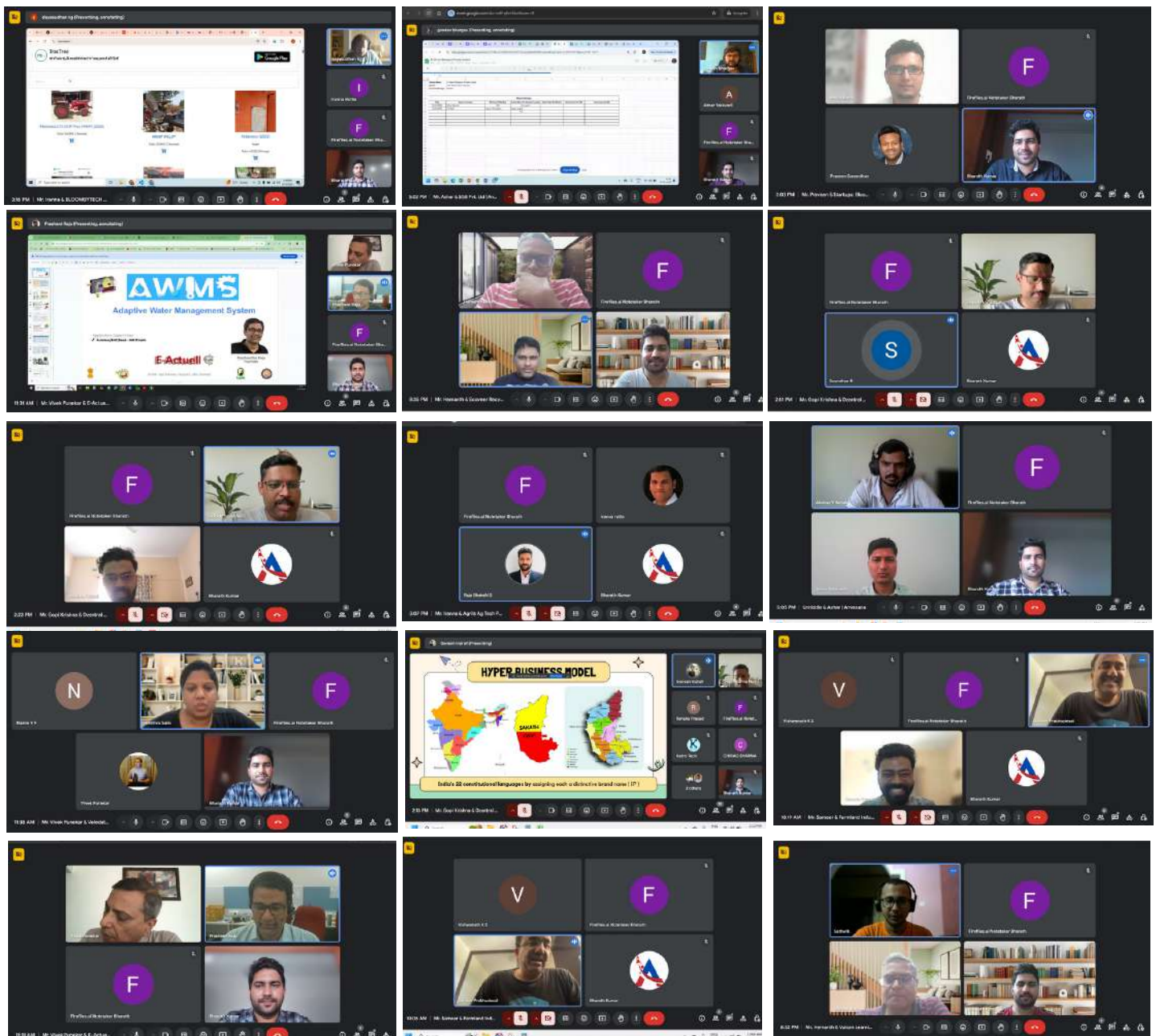


By continuously enhancing our mentorship framework, we aim to foster innovation, enable strategic decision-making, and support sustainable scaling for every founder in our ecosystem.

➤➤➤ ANVESANA MENTORSHIP PROGRAM: ENABLING STARTUP SUCCESS

Mentorship is a key pillar of Anvesana's startup support system. Through our Mentorship Program, we connect founders with industry experts, investors, and successful entrepreneurs, offering tailored guidance to accelerate their growth.

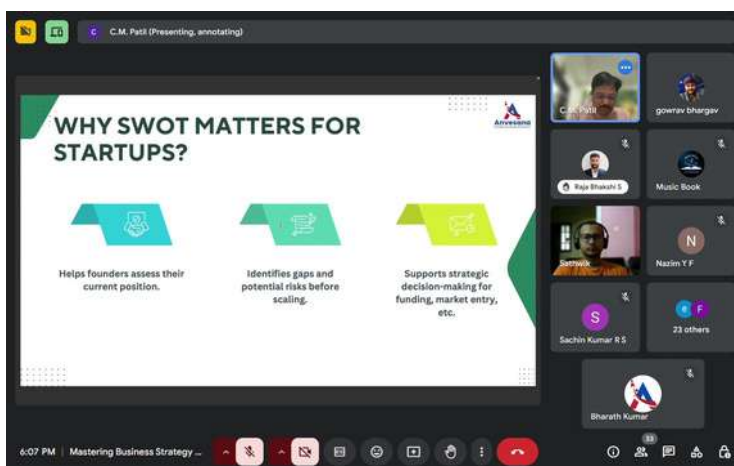
Recently, our startups engaged in one-on-one mentorship sessions, gaining practical insights into business strategy, market positioning, and fundraising. These interactions helped refine their approach, equipping them with the knowledge and confidence to tackle entrepreneurial challenges. At Anvesana, we believe that strong mentorship fuels innovation and drives startup success.



➤➤➤ MASTERING BUSINESS STRATEGY: SWOT & RACI KNOWLEDGE SESSION



Anvesana recently conducted an insightful session on mastering business strategy using SWOT Analysis and the RACI Matrix, equipping startup founders with essential tools to enhance decision-making and operational efficiency. The workshop began with a deep dive into SWOT Analysis, guiding founders to critically evaluate their strengths, weaknesses, opportunities, and threats. Participants were encouraged to reflect on their business models, target markets, and competitive edges while also identifying potential risks and areas for growth. Another key focus of the session was team structure and role clarity using the RACI Matrix. Founders examined their team dynamics, ensuring clear accountability and efficient decision-making within their startups. By understanding the importance of defining responsibilities, participants gained actionable insights into streamlining operations and eliminating bottlenecks.



This interactive session fostered valuable discussions, empowering startups to enhance efficiency, refine strategies, and scale their ventures effectively—reinforcing Anvesana’s commitment to startup growth.

➤➤➤ EXPANDING STARTUP REACH IN TELANGANA: STRATEGIC DISCUSSIONS AND FARMER ENGAGEMENT



In a significant move to expand our startups presence in Telangana, our startups recently engaged with Siddipet District Collector Shri. Manu Choudhary to explore opportunities for business growth and regional collaboration. The discussions centered on leveraging government support, accessing local markets, and driving impactful entrepreneurship in the state.

Additionally, with facilitation from Krishi Kalpa, the startups connected with Farmer Producer Organizations (FPOs) to gain firsthand insights into the challenges faced by farmers. This engagement aimed at identifying innovative solutions to enhance productivity, improve supply chains, and support sustainable agricultural practices. Such collaborations pave the way for impactful interventions in the agribusiness sector, strengthening both the startup ecosystem and the farming community.



➤➤➤ ENTREPRENEUR TALK: ROBY THOMAS SHARES STARTUP INSIGHTS WITH STUDENTS



Anvesana recently hosted an engaging Entrepreneur Talk featuring Roby Thomas, Co-Founder & CEO of ESDO, a fast-growing home services startup. Roby shared his entrepreneurial journey, highlighting the challenges and opportunities of building a tech-driven service platform. He provided valuable insights on navigating the startup ecosystem, emphasizing customer acquisition, operational scalability, and market positioning. During the session, Roby also introduced ESDO, which specializes in on-demand home services such as beauty, cleaning, and pest control. With a vision to become the Quick commerce of home services, ESDO leverages a user-friendly booking system and a network of verified professionals to deliver fast, reliable, and high-quality services. The talk inspired students by offering real-world learnings on startup growth, innovation, and the mindset required to succeed in the competitive market.



➤➤➤ ANVESANA HOSTS DESIGN THINKING WORKSHOP FOR PESIAMS STUDENTS



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

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

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

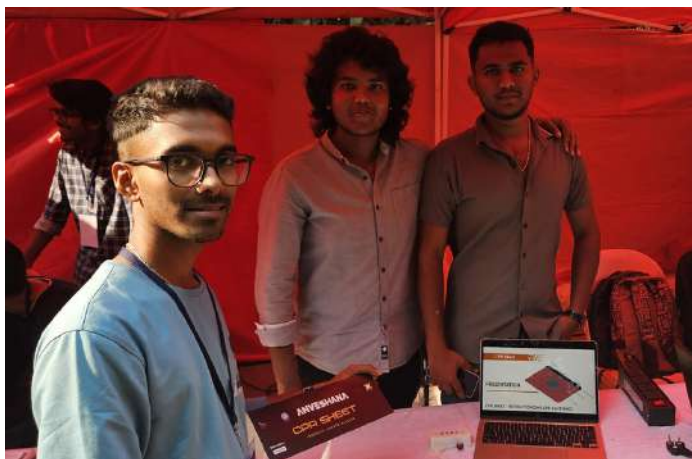


➤➤➤ PESITM STUDENTS EXCELS AT ANVESHANA PROTOTYPE COMPETITION 2024-25



Mr. Poorvik, a student from PES Institute of Technology and Management (PESITM) and a promising innovator under Anvesana's Yuva Shrishti Program, participated in the Anveshana Prototype Competition 2024-25, a prestigious national-level competition hosted by BMS Institute of Technology and Management (BMSIT&M), Bengaluru.

Organized by the Agastya International Foundation in collaboration with BMSIT&M, the Anveshana Competition serves as a unique platform for young minds to transform scientific ideas into working prototypes that address real-world challenges. Mr. Poorvik and his team showcased an impressive project and were recognized with a consolation prize for their innovative contribution. This recognition is a testament to the impact of Anvesana's Yuva Shrishti Program, which nurtures student-led innovation through mentorship and hands-on learning. We congratulate Poorvik and his team on this national achievement and look forward to more breakthroughs from young innovators like him!



➤➤➤ FARMLAND INDUSTRIES INSIGHTFUL DISCUSSION WITH PROF. ASHOK JUNJUNWALA AT IIT MADRAS



Anvesana incubated startup, Farmland Industries India Pvt. Ltd., recently had the privilege of meeting Padma Shri Prof. Ashok Junjunwala at IIT Madras. This meeting was a significant milestone, offering deep insights into India's evolving technology and innovation landscape.

Prof. Junjunwala, a leading innovator in telecommunications, electric mobility, and deep-tech, shared strategic insights with Farmland Industries on agritech and sustainable farming. His guidance reinforced the role of deep-tech in transforming India's agricultural landscape.

➤➤➤ E-ACTUELL EXPLORES MARKET ACCESS WITH CHAITANYA RURAL DEVELOPMENT SOCIETY



Anvesana-incubated startup E-Actuell, specializing in Adaptive Water Management Systems, recently engaged in discussions with Chaitanya Rural Development Society to explore market access and deployment opportunities. The conversation focused on leveraging

technology to enhance water conservation, optimize irrigation, and provide sustainable solutions for rural communities.

This collaboration aims to bridge the gap between innovative water management solutions and on-ground implementation, ensuring efficient resource utilization and improved agricultural outcomes. By aligning with grassroots organizations, E-Actuell is poised to drive impactful change in water sustainability across rural regions.

➤➤➤ Zoho for Startups to Empower Entrepreneurs



The Anvesana team recently visited Zoho for Startups at their Chennai headquarters, exploring new opportunities for collaboration. As a result of this engagement, Zoho has extended an exclusive program for Anvesana-incubated startups, offering a suite of powerful tools and resources designed to streamline operations and accelerate business growth.

This program provides startups with access to Zoho's comprehensive suite of cloud-based applications, covering

areas such as CRM, finance, HR, and project management. By leveraging these tools, entrepreneurs can optimize their workflows, enhance customer engagement, and scale efficiently. This partnership underscores Anvesana's commitment to equipping startups with cutting-edge technology and industry-leading solutions to drive their success.

➤➤➤ ANVESANA TEAM AND YUVA ENTREPRENEURS VISIT TAIYO FEED MILL - INDIA'S FIRST ANIMAL FEED EXPORT UNIT



The Anvesana team recently visited Taiyo Feed Mill, India's first animal feed manufacturing and exporting unit, where they engaged with Mr. Prabhakar, Founder of Taiyo Group.

The visit provided insights into Taiyo's innovative feed production, export strategies, and global market presence. Mr. Prabhakar shared his

entrepreneurial journey, offering valuable lessons on scaling a business in the AgriTech and animal nutrition sectors. This interaction was a great learning experience for Anvesana startups, reinforcing the role of innovation in market expansion.

➤➤➤ ANVESANA TEAM PARTICIPATES IN FACULTY DEVELOPMENT PROGRAM ON INNOVATION & ENTREPRENEURSHIP



Anvesana team recently took part in the 5-day Faculty Development Program on Innovation & Entrepreneurship, hosted by Krishik-ABI, UAS Dharwad, and organized by the Ministry of Education's Innovation Cell & AICTE from March 24-28, 2025. The program aimed to strengthen the entrepreneurial ecosystem in higher education institutions (HEIs) and universities by equipping faculty members and incubation managers with the knowledge and tools to foster innovation.

The program saw the participation of over 50 faculty members and incubation managers, who engaged in expert-led sessions by 15+ domain specialists and entrepreneurs. Through these sessions, participants gained valuable insights into startup development, innovation management, and industry collaboration. Additionally, visits to Krishik-ABI and startups provided hands-on exposure to real-world entrepreneurial challenges and solutions. By the end of the program, participants were empowered with the skills and strategies to nurture innovation and entrepreneurship within their respective institutions.



➤➤➤ POWERING STARTUPS WITH TECH: ANVESANA TBI PARTNERS WITH ZOHO FOR STARTUPS!



Zoho for Startups

Anvesana Innovation and Entrepreneurial Forum is proud to announce a strategic collaboration with Zoho Corporation, a globally recognized provider of cloud-based software solutions. Through this partnership, Anvesana startups will now gain exclusive access to Zoho Wallet Credits, enabling them to utilize a wide array of Zoho's powerful business tools to supercharge their growth.

Under this Memorandum of Understanding (MoU), Zoho has agreed to provide wallet credits to startups associated with Anvesana. These credits can be redeemed to access Zoho's suite of services from CRM and finance management to marketing automation and project collaboration tools all designed to streamline and scale startup operations.



What this means for our startups:

- Access to Zoho's extensive product suite with wallet credits
- Support and technical guidance directly from Zoho
- Seamless onboarding facilitated by Anvesana
- No financial burden on either party — this collaboration is built purely on the intent to empower early-stage innovators

To learn more or to enroll your startup for the Zoho benefits, reach out to us at info@anvesana.co.in or get in touch with our incubation team.



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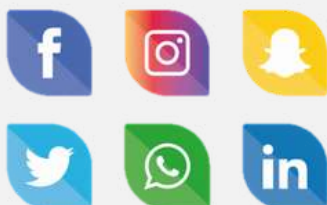


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