



ANVESANA INNOVATION AND ENTREPRENEURIAL FORUM

ASPIRATIONS MEET ACCELERATION



NEWSLETTER – MAY 2025



To build a Vibrant Ecosystem for Malnad Entrepreneurs

**YUVA
SHRISTI**

DIKSUCHI

VRIDHI

VEGA

Investors & VC Network, Regional Industrialists & HNIs

Access to Infrastructure, Makers Adda, Innovation hub

Anvesana Board, Mentor Network, Entrepreneurial Team, Ecosystem Partners

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

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

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

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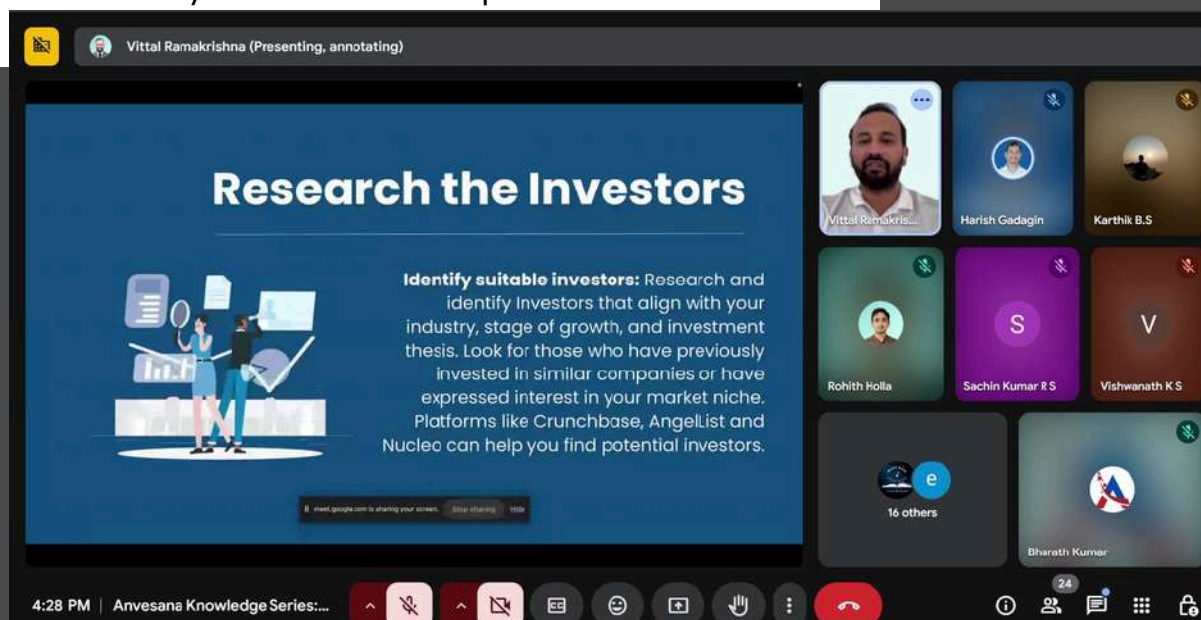
>>> ANVESANA KNOWLEDGE SERIES



4:15 PM | Anvesana Knowledge Series: ...

RAISING YOUR FIRST CHEQUE THE FOUNDER'S GUIDE WITH NUCLEO

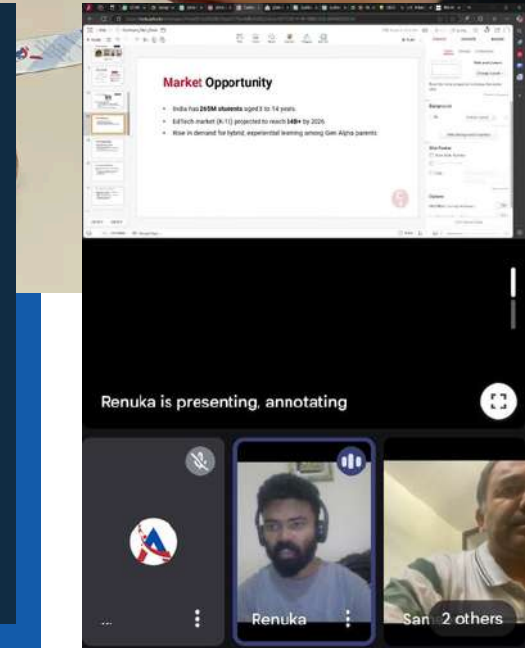
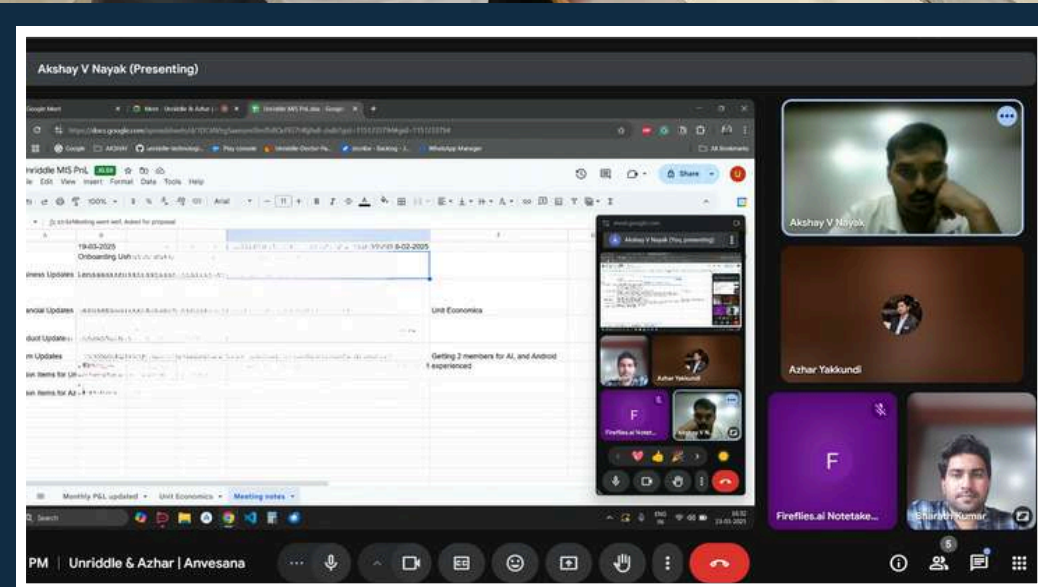
Anvesana hosted a highly engaging session as part of its Knowledge Series titled "Raising Your First Cheque – The Founder's Guide with Nucleo", led by Vittal Ramakrishna, Founder & CEO of Nucleo. The session was designed to help early-stage founders understand the critical aspects of fundraising and was attended by incubated startups



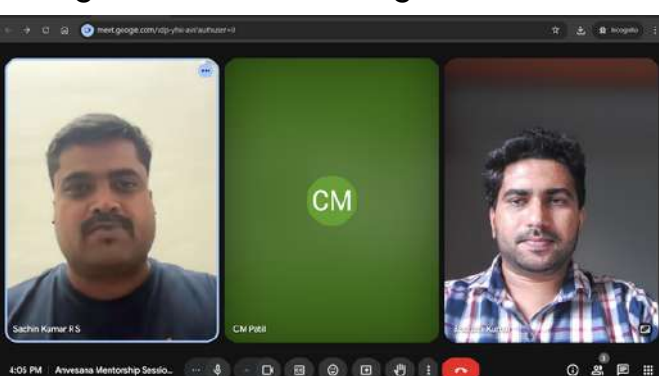
4:28 PM | Anvesana Knowledge Series: ...

**THE SESSION
EMPOWERED EARLY-
STAGE FOUNDERS
WITH ACTIONABLE
INSIGHTS, TOOLS,
AND CLARITY TO
CONFIDENTLY
NAVIGATE THEIR
FIRST FUNDRAISING
JOURNEY.**

»»» MAY MONTH MENTORSHIP HIGHLIGHTS



Mentorship remained a key driver of startup growth at Anvesana in May 2025, with personalized one-on-one sessions led by seasoned experts like Azhar, Iranna Rotte, Guru Nadiger, Sameer Prabhudesai, and Mr. C.M. Patil. Startups including Unriddle Technologies, Agrils Ag Tech, TracTree, Curilearn, Farmland Industries, Infinite Dreams, E-Actuell, Matchmakers, and SGB gained valuable insights to refine strategies, enhance products, and plan for scale. These sessions provided critical feedback and sector-specific guidance, reinforcing Anvesana's commitment to sustained and impactful startup support.



Startups emerged with enhanced focus, refined strategies, and increased confidence to scale, thanks to the tailored mentorship provided by our dedicated mentors.

➤➤➤ MONTHLY FOUNDERS CONNECT – MAY 2025



Anvesana hosted its monthly Founders Connect event, where incubated startups shared their progress, achievements, and challenges. Each founder gave quick updates, receiving valuable feedback from the Anvesana team. Strategic guidance and key connections were provided to help address growth obstacles. The session encouraged collaboration, peer learning, and a sense of community. Startups gained clarity and renewed confidence in their journey ahead. The event reinforced Anvesana's commitment to nurturing innovation and entrepreneurship.

The session strengthened peer connections and empowered startups with insights and support to drive their next phase of growth.

ANVESANA INCUBATED STARTUPS



“FROM CAMPUS TO CORPORATE” A MNC EXPERIENCE SHARE

**STUDENTS
LEFT
MOTIVATED**

Anvesana hosted a Yuva Talk titled “From Campus to Corporate: A MNC Experience Share” by Mr. Satish, AWS Developer at TCS, for pre-final year PES students. Sharing his own journey, he offered practical insights on transitioning from college to corporate life, covering work culture, expectations, and skill readiness. The interactive session helped students gain clarity on industry preparedness and build the right mindset for a successful career.

**AND BETTER
EQUIPPED TO
PREPARE FOR
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WORLD WITH
ACTIONABLE
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A GROWTH
MINDSET.**



➤➤➤ INTRODUCTION TO DESIGN THINKING FOR FIRST-YEAR AI/ML STUDENTS



Anvesana Innovation and Entrepreneurial Forum recently conducted an engaging session on Design Thinking for first-year students of the AI/ML department at PES. The session aimed to introduce students to the fundamentals of human-centered problem solving, a core skill in innovation and product development.

The session sparked early interest in innovation, equipping students with foundational skills to approach problems creatively and empathetically.



Through interactive examples and relatable scenarios, students were guided through the five stages of Design Thinking—Empathize, Define, Ideate, Prototype, and Test. The session encouraged students to think creatively, collaborate in teams, and consider user-centric perspectives while solving real-world problems. This initiative is part of Anvesana's ongoing efforts to nurture innovation and entrepreneurial mindset from the early stages of academic life.

YUVA SHRISTI INNOVATORS PARTICIPATE IN FKCCI'S MANTHAN 2025 BUSINESS PLAN COMPETITION



Several young innovators from Anvesana's Yuva Shruti program recently participated in the prestigious Manthan 2025 – the 17th edition of Karnataka's premier statewide business plan competition organized by the Federation of Karnataka Chambers of Commerce and Industry (FKCCI). Manthan is renowned for fostering entrepreneurial thinking among students across undergraduate, graduate, postgraduate, and diploma programs by providing workshops, mentoring sessions, networking opportunities with industry experts, and avenues for funding. Our students showcased innovative ideas with strong social and market relevance, gaining valuable real-world experience in business planning. Through this competition, they enhanced critical skills such as market analysis, financial planning, and pitching to expert panels. This participation highlights the growing entrepreneurial spirit nurtured by Anvesana's early-stage support programs and reinforces our commitment to empowering student entrepreneurs from rural and semi-urban regions, guiding them from idea to enterprise.

Their participation reflected the growing entrepreneurial mindset fostered by Anvesana, empowering rural and semi-urban youth to transform ideas into impactful ventures.

➤➤➤ MR. HARISH GADAGIN ADDRESSES ROTARY CLUB ON DIGITAL MARKETING'S ROLE IN STARTUP GROWTH



Mr. Harish emphasized digital marketing as a vital growth lever for startups aiming to scale efficiently in today's entrepreneurial ecosystem.

In his insightful address, Mr. Harish emphasized the transformative power of digital marketing for startups, explaining how a well-crafted online presence can dramatically enhance brand visibility, foster meaningful customer engagement, and ultimately drive sales growth. He stressed that in today's highly competitive market, startups must leverage digital tools strategically to build credibility and scale their businesses effectively.

He shared success stories from two Anvesana-incubated startups:

- Farmland Industries India Pvt. Ltd. – leveraging digital platforms to expand market reach for their innovative agricultural machinery, including a versatile four-wheel quad bike.
- SGB Agro Industries Pvt. Ltd. – using digital strategies to enhance brand recognition and drive sales growth for their agricultural equipment.

»»» INCUBATION AND FUNDING OPPORTUNITIES FOR STUDENTS AND STARTUPS



Anvesana recently hosted an insightful session in collaboration with Krishik ABI, focusing on incubation & funding opportunities for students & startups.

Session Highlights:

- **Keynote Address by Mr. Malleesh:** He emphasized Anvesana TBI's pivotal role in nurturing regional innovation and entrepreneurship, detailing how structured support systems, mentorship, and funding access have enabled startups to flourish.
- **KRISHIK-ABI Grant Programs:** The session shed light on the RKVY-RAFTAAR funding schemes facilitated by Krishik-ABI:
 - **Pre-Seed Stage Grants:** Offering up to ₹5 lakhs to innovators aiming to transform their ideas into prototypes.
 - **Seed Stage Grants:** Providing up to ₹25 lakhs to registered startups for product development, market research, and scaling operations.
- **Success Stories:** Mr Vishwanath founder of Farmland industries shared his insights and journey with Krishik and Mr. Malleesh shared compelling narratives of agri-tech and rural-focused startups that, through these grants, have turned innovative ideas into impactful ventures.
- **Engaged Participation:** The event witnessed active involvement from startups across Karnataka and enthusiastic students, culminating in a dynamic Q&A session that highlighted the growing entrepreneurial zeal among the youth.

➤➤➤ FARMLAND INDUSTRIES SECURES ₹25 LAKH GRANT FROM KRISHIK AGRI-BUSINESS INCUBATOR



We are happy to share that Farmland Industries India Pvt. Ltd., an Anvesana-incubated startup, has been awarded a ₹25 lakh grant under the RKVY-RAFTAAR Innovation and Agri-Entrepreneurship Programme (Cohort-10) by the Krishik Agri-Business Incubator (Krishik-ABI), UAS Dharwad. This recognition highlights Farmland's impactful work in agri-mechanization, offering affordable, multi-utility farming equipment for small and marginal farmers. The grant marks a significant milestone in their growth journey and reflects Anvesana's commitment to empowering rural innovations that drive scalable solutions for India's agricultural sector.

The grant strengthens Farmland's growth journey and affirms Anvesana's role in nurturing high-impact, grassroots agri-entrepreneurs.



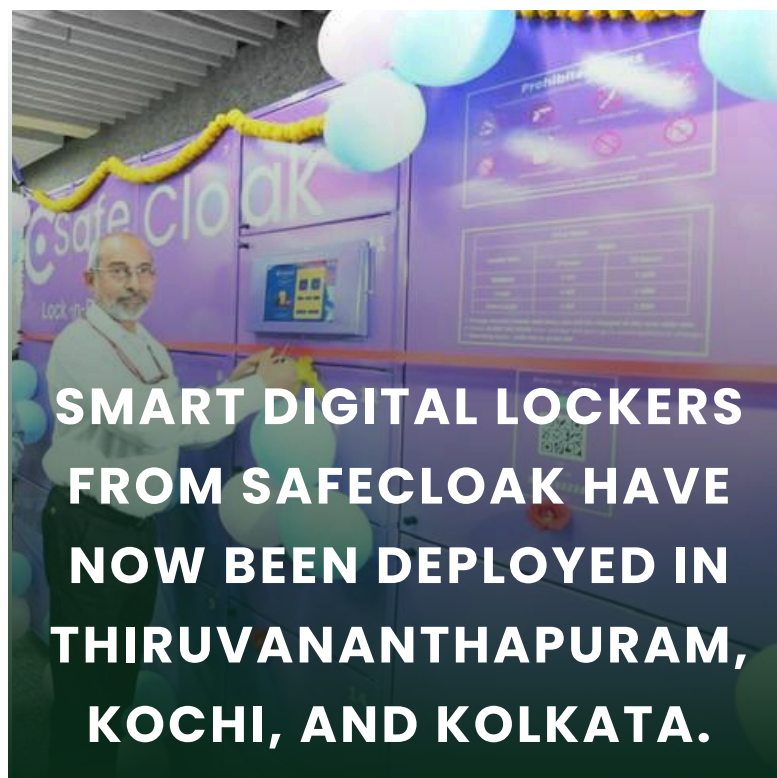
➤➤➤ SAFECLOAK SCALES UP SECURE SMART LOCKERS



May 2025 was a milestone month for SafeCloak, one of Anvesana's incubated startups, as it expanded to three new cities—Thiruvananthapuram, Kochi, and Kolkata. Smart Digital Lockers are now operational at key railway and metro stations, including Thiruvananthapuram and Kochi railway stations, and Howrah and Sealdah metro stations in Kolkata, with plans to cover more Kolkata Metro stations soon.

Founded by a team of Kannadigas and headquartered in Bengaluru, SafeCloak has rapidly scaled its footprint to over 18 cities across India. Their lockers are deployed across railways, metros, airports, malls, resorts, sports clubs, and soon, temples and pilgrimage centers—making travel and public engagement more convenient and secure.

**SAFECLOAK CONTINUES TO
REDEFINE ON-THE-GO STORAGE
SOLUTIONS WITH INNOVATION
AND RELIABILITY.**



UNRIDDLE TECHNOLOGIES EXPANDS FOR HAVERI AND BENGALURU

DScribe by Unriddle Technologies Private Limited is a tablet-stylus-based software solution that digitizes in-patient documentation (IPD) in hospitals without disrupting existing workflows. Built for Indian healthcare settings, it enables doctors and nurses to record patient information digitally just like they would on paper, reducing errors, saving time, and eliminating physical file chaos. With quick implementation, seamless integration with existing HIS, and audit-ready records, Dscribe offers hospitals a practical, paperless alternative.

UNRIDDLE FROM

SHIVAMOGGA, CO-FOUNDED BY AKSHAY V NAYAK AND KARTHIK B S, IS FOCUSED ON BUILDING INTUITIVE, INDIA-FIRST HEALTHCARE TOOLS

THAT BRIDGE THE GAP BETWEEN USABILITY AND COMPLIANCE.

ಪ್ರಜಾವಾಣಿ



ಹಾವೇರಿಯ ಸರ್ಜಿ ರೇಣುಕಾ ದೇವಧರ ಆಸ್ಪತ್ರೆಯಲ್ಲಿ ಶುಕ್ರವಾರ ಪತ್ರಿಕಾಗೋಷ್ಠಿಯಲ್ಲಿ 'ಕಾಗದ ರಹಿತ ವ್ಯವಸ್ಥೆ'ಯ ಭಾಗವಾಗಿ ಟ್ಯಾಬ್‌ಗಳನ್ನು ವೈದ್ಯಕೀಯ ನಿರ್ದೇಶಕ ಡಾ. ಮಧು ಕೆ.ಆರ್. ಹಾಗೂ ವೈದ್ಯರು ಪ್ರದರ್ಶಿಸಿದರು

ರೋಗಿಗಳ ದಾಖಲೆ ನಿರ್ವಹಣೆಗೆ 'ಕಾಗದ ರಹಿತ' ವ್ಯವಸ್ಥೆ

ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ

ಹಾವೇರಿ: 'ರೋಗಿಗಳ ತಪಾಸಣೆ ಹಾಗೂ ಚಿಕಿತ್ಸಾ ದಾಖಲೆಗಳ ನಿರ್ವಹಣೆಗೆ 'ಕಾಗದ ರಹಿತ ವ್ಯವಸ್ಥೆ' ರೂಪಿಸಲಾಗಿದೆ. ನಮ್ಮಲ್ಲಿ ಚಿಕಿತ್ಸೆ ಪಡೆಯುವವರಿಗೆ ಕ್ಷಣಮಾತ್ರದಲ್ಲಿ ಟ್ಯಾಬ್ ಮೂಲಕವೇ ಸಕಲ ದಾಖಲೆಗಳು ಲಭ್ಯವಾಗಲಿವೆ' ಎಂದು ಸರ್ಜಿ ರೇಣುಕಾ ದೇವಧರ ಆಸ್ಪತ್ರೆಯ ವೈದ್ಯಕೀಯ ನಿರ್ದೇಶಕ ಡಾ. ಮಧು ಕೆ.ಆರ್. ತಿಳಿಸಿದರು.

'ಶಿವಮೊಗ್ಗದಲ್ಲಿರುವ ನಮ್ಮ ಆಸ್ಪತ್ರೆ ಮುಖ್ಯ ಕಾಖೆಯಲ್ಲಿ ಈ ವ್ಯವಸ್ಥೆ ಜಾರಿಯಾದ ಬಳಿಕ, ಹಾವೇರಿಯಲ್ಲಿ ಇದೇ ಮೊದಲ ಸಲ ನಮ್ಮ ಆಸ್ಪತ್ರೆಯಲ್ಲಿ ಈ ವ್ಯವಸ್ಥೆ ಜಾರಿಯಾಗಿದೆ' ಎಂದು ಅವರು ಶುಕ್ರವಾರ ಪತ್ರಿಕಾಗೋಷ್ಠಿಯಲ್ಲಿ ತಿಳಿಸಿದರು.

'ತಪಾಸಣೆ ವಿವರ, ಚಿಕಿತ್ಸೆ ಕ್ರಮ, ಔಷಧಿಗಳು, ಪ್ರಯೋಗಾಲಯ



ಅಯುಷ್ಮಾನ್ ಭಾರತ್, ಯಶಸ್ವಿನಿ, ಇಎಸ್‌ಐ ಸೇರಿ ಸರ್ಕಾರದ ಯೋಜನೆಗಳಡಿ ರೋಗಿಗಳಿಗೆ ಚಿಕಿತ್ಸೆ ಒದಗಿಸಲು ಅನುಮತಿ

ಪಡೆಯುವ ಪ್ರಕ್ರಿಯೆ ಚಾಲ್ತಿಯಲ್ಲಿದೆ

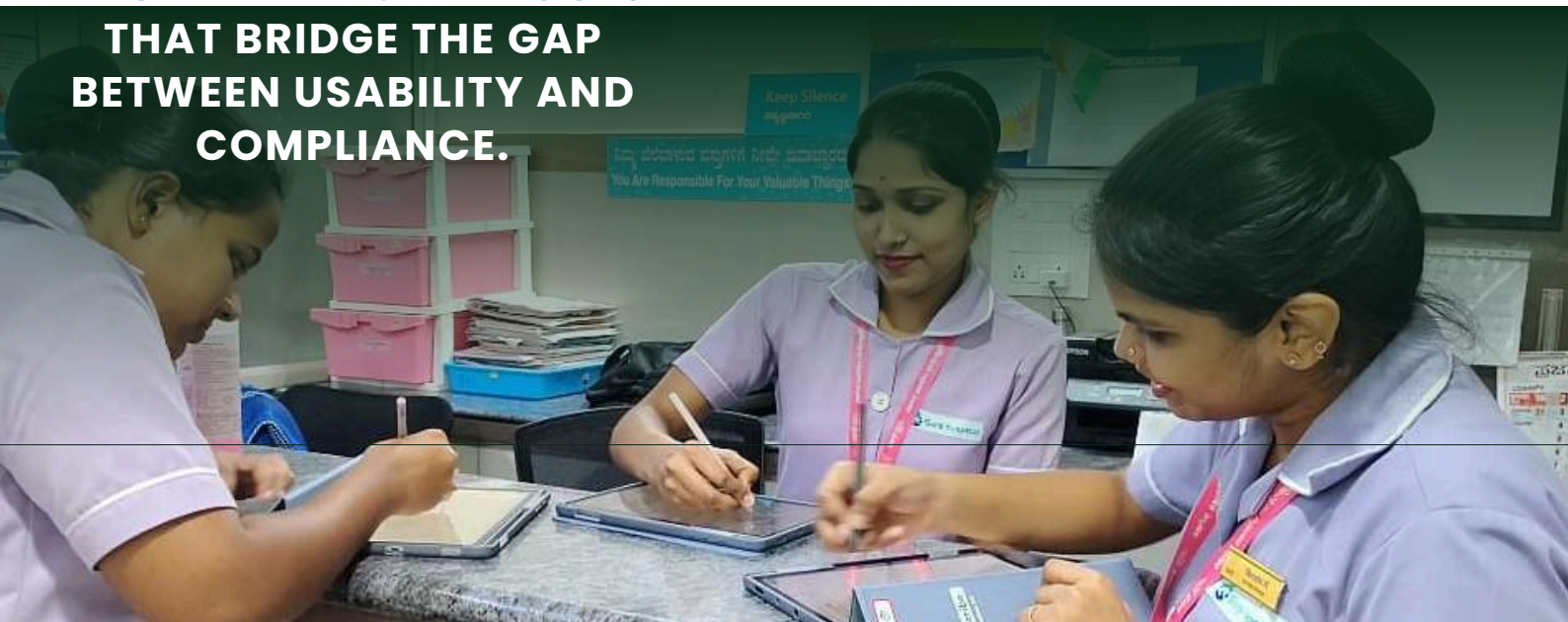
ಡಾ.ಮಧು ಕೆ.ಆರ್., ವೈದ್ಯಕೀಯ ನಿರ್ದೇಶಕ, ಸರ್ಜಿ ರೇಣುಕಾ ದೇವಧರ ಆಸ್ಪತ್ರೆ

ವರದಿಗಳು, ವೈದ್ಯಕೀಯ ವರದಿಗಳು ಕಾಗದ ರಹಿತ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಸುಲಭವಾಗಿ ಲಭ್ಯವಾಗಲಿವೆ. ತ್ವರಿತವಾಗಿ ದಾಖಲೆಗಳು ಸಿಗಲಿವೆ. ಒಳರೋಗಿಗಳ ದಾಖಲೆಗಳಿಗೆ ಸದ್ಯ ಕಾಗದ ರಹಿತ ವ್ಯವಸ್ಥೆಯಿದೆ. ಹೊರರೋಗಿಗಳ ದಾಖಲೆಗಳಿಗೂ ಇದನ್ನು ಶೀಘ್ರವೇ ಅನುಸರಿಸಲಾಗುವುದು' ಎಂದರು.

21 ಮರಗಳ ಸಂರಕ್ಷಣೆ: 'ಜಗತ್ತಿನಲ್ಲಿ ಕಾಗದಗಳ ತಯಾರಿಕೆಗೆ ಮರಗಳನ್ನು ಕಡಿಯಲಾಗುತ್ತಿದೆ. ನಮ್ಮ ಆಸ್ಪತ್ರೆಯಲ್ಲೇ ಪ್ರತಿ ವರ್ಷ 4 ಅಳತೆಯ 1.74 ಲಕ್ಷ ಕಾಗದಗಳನ್ನು ಬಳಸಲಾಗುತ್ತಿದೆ. ಕಾಗದ ತಯಾರಿಕೆಗೆ ಮರಗಳನ್ನು ನಾಶಪಡಿಸುವುದು ಬೇಡವೆಂದು ನಾವು

ಕಾಗದ ರಹಿತ ವ್ಯವಸ್ಥೆ ರೂಪಿಸಿದ್ದೇವೆ' ಎಂದರು.

ಎಂಜಿನಿಯರ್ ಕಾರ್ತಿಕ್ ಮಾತನಾಡಿದರು. ಆಸ್ಪತ್ರೆಯ ವೈದ್ಯಕೀಯ ಅಧೀಕ್ಷಕ ಡಾ. ರಾಘವಾಂಕ, ಮೂಳೆ ರೋಗ ತಜ್ಞ ಡಾ. ನವೀನ್ ಸಿ.ಆರ್., ತುರ್ತು ನಿಗಾ ಘಟಕ ತಜ್ಞ ಡಾ. ರಾಕೇಶ್ ಎಂ.ಕೆ., ಪ್ರಸೂತಿ ಮತ್ತು ಸ್ತ್ರೀ ರೋಗ ತಜ್ಞ ಡಾ. ಚೇತನ್ ಕೆ.ಎಂ., ಮಕ್ಕಳ ತಜ್ಞ ಡಾ. ಸಚಿನ್ ಸಿ.ಯು., ರೇಡಿಯೋಲಾಜಿಸ್ಟ್ ಡಾ. ಲಿಖಿತಾ ಆರ್., ಕ್ಲಿನಿಕಲ್ ನ್ಯೂಟ್ರಿಷಿನಿಸ್ಟ್ ರಂಜಿತಾ ಬಸೇಗೌಡ್, ಆಡಳಿತಾಧಿಕಾರಿ ಚೈತ್ರ ಗೌಡ, ಸಹಾಯಕ ಆಡಳಿತಾಧಿಕಾರಿ ಪ್ರವೀಣ ಚರಂತಿಮಠ ಇದ್ದರು.





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Chairman



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Managing Director



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Board Advisor



Mr. Subash BR
Director



Ms. Disha R S
Director



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CCA, PES Trust



Mr. Harish Gadagin
Chief operating officer



Mr. Bharath Kumar
Incubation manager



Mr. Likewin Thomas
Program Co-ordinator



Vishwa
Graphic Designer

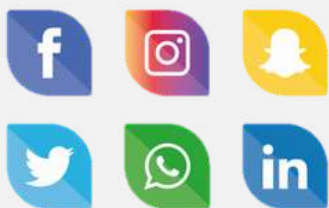


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