

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA (EDII),  
AHMEDABAD

in association with

ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)

and

INSTITUTION'S INNOVATION COUNCIL (IIC)

Presents

A One-Day Boot camp on

**“Sustainability Hackathon Challenge (SHC)”**

on 27<sup>th</sup> March, 2023

**Bootcamp Report**



## **Inauguration of the Bootcamp at 2:00 PM at MBA Seminar Hall**

Entrepreneurship Development Institute of India (EDII), Ahmedabad in association with Entrepreneurship Development Cell (EDC) and Institution's Innovation Council (IIC), Alva's Institute of Engineering & Technology, Moodbidri had inaugurated the One-day National Level Boot camp on “Sustainability Hackathon Challenge (SHC)” on 27<sup>th</sup> March, 2023 at 2:00 PM.

The Inauguration was done by Mr. Ronald Silvan D'Souza, Founder & Director, Leksa Lighting Technologies Pvt. Ltd., Prof. Shubin Mohamed T K, Faculty & Trainer, Entrepreneurship Development Institute of India (EDII), Bengaluru, Mrs. Sushma, Project Coordinator, Entrepreneurship Development Institute of India (EDII), Bengaluru in the presence of Mr. Vivek Alva, Managing Trustee, Alva's Education Foundation (AEF), Moodbidri, Dr. Peter Fernandes, Principal, AIET, Dr. Dattathreya, Institute IIC President and Prof. Sudheer Shetty, Institute EDC Coordinator.

Mr. Vivek Alva, President of the inaugural function explained the objectives of the EDC Cell of AIET and the importance of budding entrepreneurs for the society. By his motivational speech, he encouraged the students to come out with the new business ideas which will be financially supported by various agencies. He also explained the benefit of being an entrepreneur.

Prof. Sudheer Shetty, Institute EDC Coordinator welcomed the gathering and Prof. Vasudev Shahapur, Member, IIC proposed vote of thanks.

The HOD's, Faculties and students of various engineering and degree colleges participated in this programme.

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The inauguration was followed by series of expert sessions:



## Session 1

Leksa Lighting Technologies Pvt. Ltd. Founder and Director Mr. Ronald Silvan D'Souza delivered a presentation on "Sustainable Start-ups." When creating a new startup, there are many factors to take into account, including how to validate a concept, where to find finance, and what characteristics the product should have. Finding a market that will pay for the answer even before it is known what it is, however, is one of the difficulties. Although some claim that this renders the concept too nebulous and challenging to commercialize, there is also good news. Angel investors are investing more money than ever before in start-up businesses. We must examine the rapidly expanding businesses if we intend to create a sustainability startup.



Globally, policymakers are eager to create thriving business ecosystems in their cities, especially those that emphasise sustainability. According to research, Boston has the highest concentration of sustainability businesses among entrepreneurial ecosystems, followed by Houston, Seattle, and Lagos, in that order. According to a qualitative comparative analysis of the causal pattern, entrepreneurial ecosystems with comparatively high levels of sustainability enterprises are induced by high GDP in conjunction with either (1) high shares of female founders of startups or (2) high shares of non-religious people in the population.

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Supporting female founders, especially those interested in sustainability companies, through initiatives like the establishment of women-focused incubators is a promising strategy that economically developed regions may undertake in order to draw sustainability entrepreneurs. Such measures would enhance both gender parity in entrepreneurship overall and the number of entrepreneurial endeavours that focus on sustainability.



Some entrepreneurial ecosystems have a high proportion of companies operating in sectors that use innovation to advance the Sustainable Development Goals. Radical

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innovators like startup entrepreneurs who are coming up with innovative solutions to pollution, unsustainable resource usage, and disease transmission are needed to help with today's sustainability concerns. Innovative startup companies frequently integrate scientific discoveries into workable solutions that may be reached by a worldwide audience in a variety of industries, from clean energy to health treatments. Startup companies are creating new business models that are challenging conventional structures, fostering social change, and addressing today's most critical societal and environmental problems.





## Session 2

Dr. Santhosha Rao, AGM of the Manipal Universal Technology Business Incubator (MUTBI), discussed "Value Innovation" in Session 2. Value innovation is the process by which a business implements new innovations or improvements intended to achieve both low costs and product differentiation. By eliminating or cutting back on unneeded components throughout the product lifecycle, the improvements brought about by value innovation not only result in new or improved elements for the product or service, but also in cost savings. Value innovation doesn't always result in the development of an entirely new technology or product. The innovation can enhance current services while lowering the cost of providing those services for both the business and its clients.



Collaboration, ideation, implementation, and value creation are all necessary for innovation.

### Collaboration

To accomplish tasks, collaboration is necessary. Challenges are more complex in today's 24/7 global and digital environment; it's crucial to break down silos and involve more varied minds in decision-making. One group activity that is common in community development is collaboration. There are many projects out there that aim to be collaborative. Because of the prevalence of conflict and competitiveness both inside and across groups, collaboration has never been simple. Due to everyone's tendency to avoid conflict, calm (or less than peaceful) coexistence rather than collaboration may really be what is left in communities. It could be time to reconsider how you work with others.

The three fundamental components of collaboration are relationships, process, and outcomes. Collaboration is the act of cooperating in partnerships to achieve a common goal.

Collaboration involves more than just teamwork. It denotes the capacity for collaborative thought and action on challenging tasks.



### **Ideation**

Innovative new concepts make an organization stand out. Organizations must stand out to thrive in the fierce struggle for resources. Local firms have a considerably greater impact on job generation than national or international corporations. Effective nurturing of second-stage firms is necessary since they are crucial to the creation of new jobs. Compared to business relocation, business expansion has a considerably greater impact on job creation.

Economic hunting, a classic strategy for economic growth, places a strong emphasis on hiring and retaining employees. The key is movement. The primary concern is industry clusters; expansion is secondary. Infrastructure and incentives are the main focuses of services. Both large and small firms benefit from the culture. Plans for future activities and business help are its main focuses.

### **Implementation**

What good are new ideas if they are not put to use? Employing the greatest individuals will help organizations champion their ideas and keep them moving forward. There is no shortage of discussions about how technology is altering lives and how advancements are being put into practice at lightning speed.



## Value Creation

If our novel concepts don't add value, we don't have innovation. Organizations must put into practice the concepts and strategies that have been shown to benefit stakeholders. Over the past year, the failure rate of well-established businesses has risen. Nevertheless, despite the recession, some businesses are nevertheless having enormous success. These businesses are successful because they successfully supply goods that customer's value.



The purpose of innovation is to create business value. Value can be described in a variety of ways, including cost reduction, the development of completely new goods and services, and small adjustments to already existing ones. Businesses aim to add value since their capacity to innovate successfully will determine their survival, development, and ability to compete in a market that is changing quickly. Companies cannot afford to limit their attention to their core business in these times of rapid change since the core could easily disappear. A company wants to prototype as soon as possible since it speeds up the process of deciding whether to pursue or abandon a concept. Each idea considered for further investment goes through this process many times and will go through several stages of refinement. The first prototype is never the final one, but as the process continues, the nature of the inquiry results in finer levels of detail.

## Session 3

Prof. Shibin Mohamed T K, Faculty & Trainer, Entrepreneurship Development Institute of India (EDII), Bengaluru, spoke about “Entrepreneurship and Ecosystem” in session 3.

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Entrepreneurship ecosystems are unusual networks of interdependent individuals and relationships that directly or indirectly promote the establishment and expansion of new businesses.



The term "ecosystem" describes the people, organizations, or institutions that are independent of the individual entrepreneur and that either support or limit their decision to start their own business or their chances of success once they do. Entrepreneurship stakeholders are the businesses and people who represent these components. Any organization that has a real or future interest in seeing greater entrepreneurship in the area is considered a stakeholder. The private sector, family companies, investors, banks, entrepreneurs, social leaders, research centers, military, labor representatives, students, lawyers, cooperatives, multinationals, private foundations, etc. are only a few examples of the stakeholders in entrepreneurship.



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In order to promote greater entrepreneurship as part of economic policy, governments or other social leaders may need to enhance multiple of these components at once, according to the development of these ecosystems. Recent research, however, demonstrates that the ability of government policy to foster the growth of entrepreneurial ecosystems is frequently constrained. The most successful entrepreneurs are those who have access to the professional, financial, and human resources they require and work in an environment where government laws support and protect entrepreneurs. This network is described as the entrepreneurship ecosystem.



The ecosystems need cultural characteristics (such as histories of successful entrepreneurship and a culture of entrepreneurship), social characteristics that can be accessed through social ties (such as worker talent, capital for investment, social networks, and entrepreneurial mentors), and physical characteristics rooted in particular geographic locations. (Government policies, universities, support services, physical infrastructure, and open local markets).

There are several key conditions that typically define a healthy ecosystem.

- The ecosystem is designed for its own particular setting; unlike the "next Silicon Valley," it does not try to be something it is not.
- It functions in a setting with fewer bureaucratic barriers, where governmental policies support the special requirements of entrepreneurs and are tolerant of unsuccessful projects.
- Although there are certain obstacles to getting funding for people who are developing new business endeavors, it actively supports and invites financiers to join in new projects.



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- The ecosystem is strengthened by governmental, academic, and commercial institutions, not generated from nothing.
- It is mostly free of cultural biases against failure or running a business or has the ability to modify them.
- It is supported by communication among a number of the entrepreneurial stakeholders.
- It encourages successes, which in turn draw new initiatives.



### **Valedictory of the Bootcamp at 5:15 PM at MBA Seminar Hall**

At the end of the day, a valedictory program was organized thanking the resource persons for the fruitful sessions. The function started with a welcome speech to invite all the dignitaries present in the workshop, guests, resource persons which included Mr. Ronald Silvan D'Souza, Founder & Director, Leksa Lighting Technologies Pvt. Ltd., Dr. Santhosha Rao, AGM of the Manipal Universal Technology Business Incubator (MUTBI), Prof. Shubin Mohamed T K, Faculty & Trainer, Entrepreneurship Development Institute of India (EDII), Bengaluru, Mrs. Sushma, Project Coordinator, Entrepreneurship Development Institute of India (EDII), Bengaluru, Dr. Dattathreya, Institute IIC President, Prof. Sudheer Shetty, Institute EDC Coordinator and all the event coordinators, teaching and non-teaching staff.

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The participants gave valuable feedback about the workshop. Mrs. Sushma, Project Coordinator, Entrepreneurship Development Institute of India (EDII), Bengaluru announced the shortlisted business ideas to be presented at EDII, Ahmedabad on 28<sup>th</sup> and 29<sup>th</sup> April, 2023.

Vote of thanks was delivered by Dr. Dattathreya, Institute IIC President which concluded the function.

### Outcomes of the Bootcamp

- Ready to face any problem or challenge at any situation.
- Ready to face the public without any hesitation.
- Develop skills to become an entrepreneur.
- Skills to validate a product.
- Ability to develop a solid business model.
- Understand the underlying principal of starting a business.
- Generate entrepreneurship skills among the student's to channelize their goals.
- Develop the skills to identify the gaps from the business ideas till the release of the product in the market.
- Ability to improve standards of living and create wealth.



**EDC Coordinator**  
(Prof. Sudheer Shetty)



**IIC President**  
(Dr. Dattathreya)



**Principal**  
(Dr. Peter Fernades)

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