



SESSION 2020-21

YEARLY NEWSLETTER

Innovation & Entrepreneurship Cell

Established in June 2019

VOL. I



# UDYAMITA

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## Director's Note

# UDYAMITA : MIRROR TO A NEW JOURNEY



The establishment of an Innovation and Entrepreneurship Cell in AIT in Jun 2019 is a great milestone in its history. The cell thereafter has been the driver for creating awareness, motivating students and initiating a movement of “entrepreneurship” amongst AIT students.

It is indeed an honour and privilege for me to write the first message for the inaugural edition of the e-cell periodical “Udyamita”. Udyamita a Sanskrit word that originates from the word “Udyam” which is a noun as well as a verb. This word has multiple meanings such as Entrepreneurship, an entrepreneurial establishment, any work, efforts undertaken etc. Udyamita is the habit or culture of entrepreneurship. As an AITian “UDYAMITA” is conjoining of “Udyam” and AIT (duly anagrammed). This periodical is thus a reflection of AIT culture and expression of students spirit of entrepreneurship.

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A human being by nature is an “Udyami” or an industrious animal. It is this trait, which has been the hallmark of human progress over the years. Till the advent of the “Industrial Revolution,” most of the human earning was through any enterprise small or big. Only after the massive machine-driven manufacturing was introduced by the industrial revolution, did the entrepreneurial nature of humans got curtailed and most people started looking for jobs in these factories. This trend has killed the creativity, desire to innovate and freedom to experiment, especially amongst students and young people. The 21st Century Knowledge economy has again given a boost to highly technology-centric centres of individual entrepreneurship. The predominance of such knowledge and job creators in a nation will determine its progress and prosperity.

India has embarked on the journey of startups and entrepreneurship albeit late. However, with a huge demographic dividend available, it has the potential to catch up and even become a frontrunner. Govt, public, society, students, parents and educational institutes like AIT; all have to work in sync to achieve this position for India. AIT, with all the resources at its disposal, wants to be part of this movement. As is the culture in AIT, such a movement is lead by students and alumni. UDYAMITA, the expression of students entrepreneurial dreams, is another such example.

I wish the periodical a promising future, and let it be the loud voice of passionate entrepreneurial AITians.

Onward to Glory

24 MARCH 2021

# A PATH TOWARDS SUCCESSFUL ENTREPRENEURSHIP

“ Dream with your eyes open,  
Stick out without negotiation and  
Commit Absolutely. Dont make a  
Plan B”

-Mr Ronnie Screwvala, Chairman Co-  
founder upGrad.

## About the Speaker

Mr Ronnie Screwvala is an Indian entrepreneur. He has been named on Esquire's List of the 75 Most Influential People of the 21st Century and ranked 78 among the 100 most influential people in the world on the Time 100. He was also listed amongst 25 Asia's Most Powerful People by Fortune Magazine. Ronnie pioneered cable Tv, built a Media and Entertainment conglomerate (UTV ) that partnered with News Corp, 20th Century Fox, The Walt Disney Company and Bloomberg and later in 2012, he divested the company to Disney for an enterprise value of US \$1.4 billion. He has also co-founded UpGrad which is into Online Education in the higher education and specialization sector.

## Overview of the Seminar

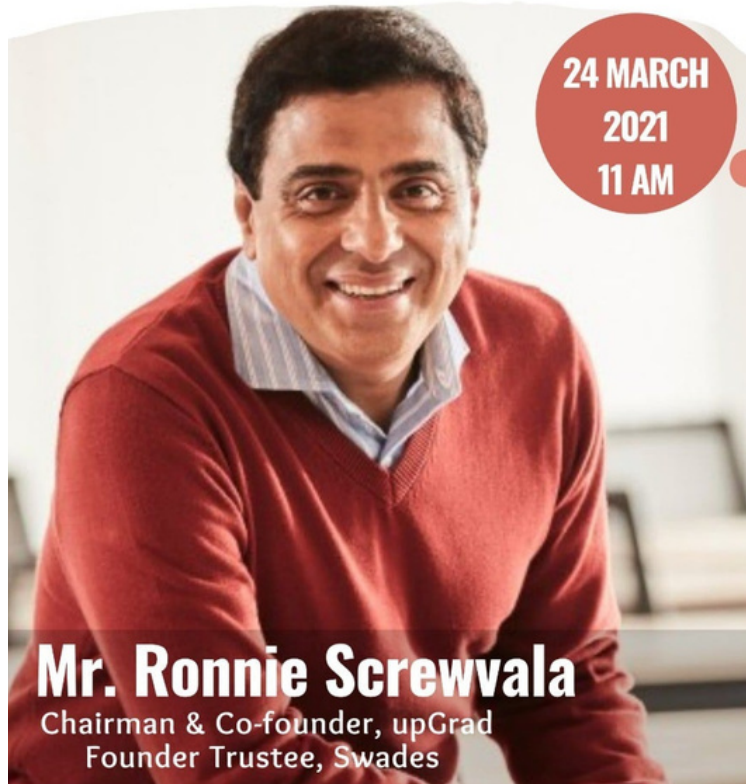
Mr Ronnie Screwvala has been on the journey of entrepreneurship from his young age. He shared his initial journey in the television content business and how it took a year to get his first customer. This with his persistent efforts, passion and conviction was built into a Media and Entertainment Conglomerate (UTV). He also shared how he started a non-profit organisation "Swades Foundation" with an aim to improve the standards of living in rural areas. He highlighted the significance of "Power of Communication" in the journey of an entrepreneur. He said that the ability to connect with individuals around, with empathy, is a key to success. He further added that if answers to the questions like "How badly I want it?", "Am I ready to sacrifice?", is a "YES", then only one is ready to be an entrepreneur. He insisted that for being an entrepreneur one should be absolutely committed without a plan B. When asked about investor mindset, he said that initial investment has to come from self, family, friends. The investor would expect a market-ready proven prototype with a certain credibility.



**ARMY INSTITUTE OF TECHNOLOGY**  
Dighi Hills, Alandi Road, Pune - 411015



## A path towards successful ENTREPRENEURSHIP



13 MARCH 2021

# SEMINAR ON "INNOVATION, ENTREPRENEURSHIP AND IPR"

**ARMY INSTITUTE OF TECHNOLOGY**  
an initiative by E-Cell, Army Institute of Technology

**INSTITUTIONS INNOVATION COUNCIL**  
Rotary

**A SEMINAR ON**  
**"INNOVATION, ENTREPRENEURSHIP AND IPR"**  
 Organized and Conducted By Rotary Club of Pune South in association with  
 M/s Bhate and Ponshe

**Speakers**

**Rtn. Mr. Sudarshan Natu**  
(Nital Computer Systems Pvt Ltd)

**Rtn Mr. Abhijit Deshpande**  
(Sarvavid Software Solutions)

**Mr. Vinit Kulkarni**  
(Greenovative Energy Solutions)

**Mr. Ashutosh Parasnis**  
(NewBox Consulting)

**Rtn. Mr Anand Kulkarni**  
(Mind Coach, Corporate Trainer, HRD Consultant, iTransforMission)

**TEAM Bhate and Ponshe**  
(Mr. Raghavendra Ponshe)  
(Mr. Prafulla Wange)  
(Mr. Ajit Raul)

**DATE 13TH MARCH, 2021**  
**TIME 10:00 AM TO 1:30 PM**

For more info visit  
[www.aitecell.in](http://www.aitecell.in)

\*Session is only for students of Army Institute of Technology, Pune

## Overview of the Seminar

The seminar was organised and conducted by the Rotary Club of Pune South in association with M/S Bhate and Ponshe only for the students of Army Institute of Technology, Pune. The speakers were eminent Industry experts in their respective domains. The purpose of the seminar was to give a holistic view of a successful enterprise in terms Innovation, Entrepreneurship and Intellectual Property Rights (IPR). Right from the opening remarks of Rtn. Mr Sudarshan Natu to understanding the "New age Patents" by the team Bhate and Ponshe everyone shared their expertise in the respective domain.

Rtn. Mr Abhijit Deshpande and Mr Vinit Kulkarni shared their startup journey and how they reached the pinnacle of their sectors. Mr Ashutosh Parasnis shared the concept of innovation and the true meaning of innovation. Rtn. Mr Anand Kulkarni shared his personal experiences and gave some key points to focus on to become successful in our work, and highlighted the psychology of an entrepreneur. Team Bhate and Ponshe clarified the term IPR and why it is important for companies to protect their innovations. After that, they discussed about the patent rights for software, robotics and IoT projects and related to innovations. It was overall a very informative and interactive seminar.



10 MARCH 2021

# SPEAKER INTERACTION

“We fight to win and win with a knock out, because there are no runners up in war  
-General J J Singh, 22nd COAS

## About the Speaker

The keynote speaker of the session was Maj. Anoop Mishra, who has indigenously developed the world's first universal bulletproof jacket 'Shakti', expected to be an incredibly useful addition to the inventory of body armours for the Indian Army. When he was in the field he had received gunshots on his vintage bulletproof jacket along LoC and after that incident, he understood the need for flexible body armour and for their tremendous achievement, he was awarded the Army Design Bureau Excellence Award by then Army Chief General Bipin Rawat at the Army Technology Seminar for developing the bulletproof jacket indigenously.



**ARMY INSTITUTE OF TECHNOLOGY**  
Dighi Hills, Alandi Road, Pune - 411015

**SPEAKER INTERACTION**  
*Advance Composites and Its Military Applications*  
**Flexible BulletProof Vest**

Major Anoop Mishra  
Developed World's First  
BulletProof Vest  
**Shakti**  
Both for Male and Female  
Soldiers

**Speaker**

**Maj. Anoop Mishra**  
(Innovator)  
Alumni of CME

**DATE: 10 MARCH 2021**  
**TIME: 11 AM - 12 PM**

## Overview of the Event

Maj. Anoop Mishra portrayed his journey and showed students how he faced problems and countered them with his presence of mind. Students learned through the exemplary behaviour of the speaker got motivated to further take part in such projects.

The innovations discussed in the sessions made the students realise the work ethic required to accomplish such tasks, also reminding them that they can accomplish anything if one is determined and has the vision with the right mindset.

He explained some of the innovations of the Indian Army which were done under his supervision like bulletproof Jackets, Sarvatra Kavach, Agnirakshak, Padma Kavach and other innovations. He further explained the role and the need for innovations in modern armed forces and discussed the application of such innovations.

The discussion also provided several ideas and suggestions for future learning, growth and overall development.

19 SEPTEMBER 2020

# ENTREPRENEURSHIP DEVELOPMENT PROGRAM

“All our dream can come true, If we have the courage to pursue them  
-Walt Disney

## About the Speaker

Mr Pawan Yadav is an internationally acclaimed Author and a Thought Leader. He writes extensively on Youth, Careers and Entrepreneurship. He is a Market Research Analyst by profession. He is also the founder of Thought Power, a company in Corporate Training. His passion for Entrepreneurship gave birth to Digital Persistent, a company in Digital Marketing. He has recently received an appreciation letter from the PMO of India for his contribution to Skill India Development Program.

## Sessions Conducted

1. Introduction on Entrepreneurship  
- Get geared up ( Session: 1, 2)
2. Communication: Never underestimate its power  
(Session: 1, 2)
3. Market Research- Do your homework? (Session: 1, 2)
4. Business Planning: Giving Shape to your Research (Session: 1, 2, 3)
5. Angel Investing: Locate your finance (Session: 1, 2)
6. Preplanning- Slicing Fund Pie  
(Session: 1, 2)

**ENTREPRENEURSHIP DEVELOPMENT PROGRAM**  
an initiative by E-Cell, Army Institute of Technology

Thought Power  
Inspiring your potential

E-CELL  
AT PMO

www.aitecell.in

Onwards to Glory

**SESSION NO 1/2 OF MODULE 3/8**  
**MARKET RESEARCH - DO YOUR HOMEWORK ?**

Entrepreneur's Inclination & USP's | Socio-Economical needs | Thinking out of the box |  
Customer Centric Solution | Journey from target segment to target market (Demographics) |  
Competition & Product USP's

The program consists of a series of 16 sessions, conducted for 2 hours each alternative week.

Certificate of completion will be provided after the program

**FOR REGISTRATION  
CLICK HERE**

DATE 7TH NOV, 2020  
TIME 11:30 AM TO 1:30 PM

COORDINATOR:  
Kenneth

Mr. Pawan Yadav

## Overview of the Event

This workshop has inculcated the seed of startup among the young students and fresh learners. The program commenced on 19 September 2020 for students of AIT and covers all aspects of an entrepreneurial journey.

The program emphasizes the significance of communication skills, teamwork and leadership qualities to build a successful enterprise. The sessions elaborate in a very simplified and interactive way to discuss the basics of entrepreneurship from Idea to investment for scaling up the business and making it a sustainable business model.

Recently, the Indian Achiever Forum awarded him the "Shiksha Bharti Award". This award is in recognition of his contribution towards the development of the Entrepreneurship Ecosystem through his Books, EDP Program, Consultancy and Mentoring to Startup Founders / Aspirants.

15 JANUARY 2021

# OUR JOURNEY AS ENTREPRENEURS

“A ship in the harbour is safe, But that is not ships are built for

-John A. Shedd

## About the Speakers

### Mr Baljit Singh, Co-Founder and CEO of mTatva and Simbo.ai

Mr Baljit Singh has around two decades of experience in a variety of roles in Technology, business, strategy and management. He is passionate to work in the healthcare IT industry to solve some of the key issues in primary healthcare. He had worked with multiple companies including one of the top semiconductor companies as well as startups.

### Mr Praveen Prakash, Co-Founder and CTO of mTatva and Simbo.ai

Mr Praveen is CTO and Co-Founder at mTatva and Simbo where he is responsible for all aspects of technology development and deployment. He has been in the technology industry for two decades now. He started his career in software engineering at the starting of his career with a masters degree from IIT Delhi, there he transitioned into the semiconductors industry. His corporate career was focused on System-on-chip performance, memory subsystems, processors and benchmarking.

The poster is for an event titled "OUR JOURNEY AS ENTREPRENEURS". It is an initiative by E.CELL AIT PUNE. The event is scheduled for 15 JANUARY 2021 at 3:00PM. The speakers are Mr. Baljit Singh (Co-Founder & CEO of mTatva & Simbo.ai, 2000 Batch - AIT) and Mr. Praveen Prakash (Co-Founder & CTO of mTatva & Simbo.ai, 2000 Batch - AIT). The poster includes logos for the Institutions' Innovation Council, Army Institute of Technology, mTatva, and Simbo.ai. A link is provided to join the session on MS-Teams.

## Overview of the Event

The session amplified the skills to become an entrepreneur as a student, become ready to learn the skills and techniques to accomplish the goals.

It was a session which will long be remembered. Both the speakers - very transparent, genuine and positive in their approach, very humble in spite of such an illustrious career behind - Texas, Intel, ARM - and the successful start up with cutting edge tech innovation. They highlighted significance of "Bonding", "Mutual Trust" between co founders for a successful enterprise. Mr Baljit said that "Your idea may not be unique or your startup may not be a Unicorn - but what is important is - it is YOUR venture build on YOUR idea. - That is what makes one happy." We all were privileged to experience their journey and listen to their precious insights.



16 DECEMBER 2020

**Orientation Session**  
on  
**National Innovation Start-up Policy**  
with a focus on  
Innovation and Entrepreneurship  
with  
**Mr. Sanjay Inamdar**  
Member NISP India and Chairman – Student Start-up  
Implementation Committee of AICTE

**16 DEC 2020**  
**11:00 AM**  
[fb.com/aitpune](https://fb.com/aitpune)

[Click here to join](#)

**Dreams can be true,  
with courage to pursue**

## ORIENTATION SESSION ON NATIONAL INNOVATION START-UP POLICY

“I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying.

-Jeff Bezos, founder, CEO Amazon

### About the Speaker

Mr Sanjay H Inamdar is an MIT, Harvard, and Carnegie Mellon alumni. He is the founder of Flucon – a Star Export House having leadership in hygienic stainless-steel products and designs for the Process Industry. He is leading this Student Start-up implementation team for 3500+ technical institutes across India.

He aspires to contribute towards making India a better place for an all-inclusive society. His interests are Entrepreneurship, Startups, Skill-development & Leadership. In the classroom, he uses a combination of the ancient Indian wisdom of teaching and Harvard's case study method of learning.

### Overview of the Event

One cannot take the right decision until he sees all the options he has around him”-rightly said by our esteemed guest Mr Sanjay H Inamdar. Saying these words he justified his motive and the topic of the session “National innovation startup policy”

He went on to share his experiences connecting with every student with his simple yet perseverant attitude to improve himself, further being the lead of student startup. His renounce attracted a lot of budding virtual crowd at the event who were getting overwhelmed with the ideas of starting Startups.

He further went on to discuss that the time is ripe for new startups to rise and hence gave us humble ways in which govt also started taking this field seriously and pushing young potential entrepreneurs to take on the lead by introducing new initiatives and schemes designed to help them.



11 SEPTEMBER 2020

## INTRODUCTORY SESSION ON MARKET RESEARCH. COMPANY ANALYSIS. AND MARKETING PITCH



### Introductory Session on Market Research, Company Analysis, and Marketing Pitch

DATE: SEPT 11, 2020  
TIME: 03:00 PM - 05:00 PM



GUEST SPEAKER  
MS. PALLAVI TYAGI  
DIRECTOR AT "26 TECHNOLOGY SERVICES"  
CO-FOUNDER AT "NEEV MAGAZINE"  
AIT ALUMNI (2000 - 04)

### About the Speaker

Mrs Pallavi Tyagi is a 2001 graduate from the Army Institute of Technology, she did her master's in the automotive program from Germany. She then worked as a project engineer for Ford Motor Company in Melbourne, Australia. During her time at Ford, Pallavi began feeling a bit jaded. While she greatly valued the independence afforded to her in her position, she felt as though she'd hit a wall and no longer was learning new knowledge or skills. That's how she went into entrepreneurship. She wanted to start something of her own; not from the perspective of wanting to be her boss but to learn.

### Overview of the Event

The event focused on how market research plays an important role in any business. The session also covered how company analysis needs to be done before stepping into the market. The session was open to all the students and approximately more than 70 students were in attendance.

During the interaction, attendees shared opinions, thoughts, and asked questions. The keynote speaker Mrs. Pallavi Tyagi spoke about marketing and business strategies for adopting while working on an idea. She spoke about the Skills required by a successful entrepreneur and the desire to improve their world, ability to raise money, relieve stress, ability to spot new trends, and to deal with failure. She also mentioned the various things a person can do to become an Entrepreneur. She further encouraged the students to follow their passion according to their skills.

18 NOVEMBER - 20 DECEMBER 2020

## SALES STRATEGY 101



### About the Speaker

Mr Nishant Pandey is a 2001 graduate from the Army Institute of Technology and holds an MBA from Northwestern University's Kellogg School of Management. Nishant has played leadership roles spanning Product Strategy, Program and Portfolio Management in Fintech, Banking and Commercial Real Estate. He is passionate about leveraging technology to solve complex business problems. His background includes almost two decades of experience in leading digital transformation. Nishant currently works as Director of Program Management & IT Strategy at a reputed commercial real estate company. Prior to that, he led a product strategy for a global product line of data products for a reputed credit bureau.

### Overview of the Event

The main objective of this workshop was to guide students on how to create leads and how to convert those leads into customers. It also aims towards the sharpening of the sales and the marketing strategies. It started on 8th November 2020 and successfully ended on 20th December 2020. Its emphasis on the strategic plans where one specifies sales goals, tactics, challenges, target market and steps to take to execute the plans. Setting the goals and time frame to achieve them is not the only aim. Give the same importance to working out tactics and a precise sales strategy.

All the startup teams of the institute could gain a lot of insights from this workshop.

31 OCTOBER 2020

## INNOPRENEURS STARTUP CONTEST INAUGURAL CEREMONY

“

The most powerful and enduring brands are built from the heart

-Howard Schultz, CEO Starbucks



### Overview of the Event

Innopreneurs is an established name in the startup community in India and is focused on providing a stage to Innovators, Change Makers, be it startups, non-profits or anyone who is building solutions (tech or non-tech) to solve the real problems. Currently, Innopreneurs is among the top 3 google search results for startup contests in India. This edition of Innopreneurs was an online pitching season spread across 4 months with regional rounds across 25 Indian regions and 9 South Asian countries. Army Institute of Technology was privileged to be "Eco partner" in this venture.

Major highlights of this edition were:

- Online pitching by startups
- Across India and South Asia
- 500+ Startups Presentations
- 10000+ Entrepreneurs / Aspiring Entrepreneurs to witness the contest
- 42+ Rounds to be conducted
- Entrepreneurs from 9 Countries
- 5 Lac + Reach out across various channels
- Special tracks on COVID 19 and Self-Reliant India
- Prominent training boot camp during the contest
- Funding -investment opportunity during all the rounds for partners

Seven AIT students attended the Idea boot camp conducted by lemon Ideas pre event and successfully completed it. Recently the event was concluded with 100 top startups which would be mentored by lemon Ideas.

24 OCTOBER 2020

## AIT ALUMNI CONNECT DRIVE AT ENTREPRENEURSHIP CELL

### Virtual Meet with Alumni

An initiative was taken by the Entrepreneurship & Innovation Cell of AIT Pune to connect its alumni network with the students. The objective of the virtual meet was to connect and take the learnings, experience of alumni in their corporate life and build a strong network with them. Students got an edge over the current sectors, jobs, profession which is emerging daily and understanding the market potential of their preferred field. How specialised knowledge and organised planning help people to grow fast was highlighted upon. It was an informative and fun experience for the students and alumni both. They enjoyed a lot with the interactions of their fellow juniors.



22 -23 AUGUST 2020

## IMPRESSIONS

### Display of Blogging Skills

An online competition conducted on blogging skills among the students of Army Institute of Technology, Pune. The main idea behind the competition was to inculcate the habit of writing blogs and show them that through the blogs how they can create an impact on society. They can connect with like-minded people through blogs, inspire their community and bring innovative quality to their writings. The event was conducted for 24 hrs and there were cash prizes for the winner and runner ups. All the participants had given their best and had written exemplary blogs.





# STARTUPS IN THE YEAR 2020-21 FROM AIT

## Launched Startups

### myAlmate



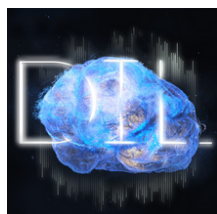
**Co-Founders:** -Mr. Manish Shakya, Mr. Deepak Kumar (Alumni E&Tc Engg 2020), Mr. Mohit Kumar (Alumni Comp. Engg. 2020), Mr. N Ritvik (TE Comp. Engg.).

myAlmate is brought to you by the team of technology-driven innovators from Army Institute of Technology, Pune with specialized knowledge in their domains. Every course outline is designed tested to deliver its outcome. The course is designed by experts to be clear and lucid at every explanation.

**AIM:** To create an ecosystem of technical skills and awareness among school students that will lead to tomorrow's tech world.

**MOTTO:** Start Learning the basics of everything required to achieve your target, Develop and Build Projects using the knowledge, Share the work among the community-driven towards Future Technologies.

### Deep Info Lab



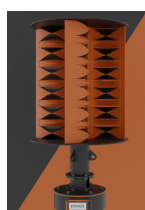
**Founder:** - Mr. Rohan Datta (Alumni Comp. Engg. 2020)

It is an IT firm that believes in tapping the uncharted potential of Deep Learning and Artificial Intelligence, using it to provide smart solutions customized to your specific requirements. It's digitally crafted products range from solutions required by individuals, fledgeling companies to conglomerates.

**Mission:** To employ deep learning and artificial intelligence, the tenets of machine learning into translating information and delivering reliable solutions.

**Vision:** To produce information-based catalytic solutions, facilitating a transformational shift towards leveraging data into creating value for society through collective growth.

### Xefficient



**Co-Founders:** - Mr. Pitambar Panda, Mr. Vishal Singh, Mr. Priyanshu Dayal (BE Mech. Engg.).

It is a wind turbine company which makes a vertical axis wind turbine with improved efficiency. They are focusing to go B2B at the current time. The group was in incubation at Bhau institute Pune and have received seed funds of 10 lakhs from the Department of Science and Technology Govt of India.

# STARTUPS IN THE YEAR 2020-21 FROM AIT

## Startups in Incubation

### Tiltedbooks

*tiltedbooks*

**Co-Founders:** - Mr. Vishal Singh, Mr. Aditya Singh (BE Mech. Engg.)

It is an online portal where people can rent or lend their own books online, they provide books at an economical price and home delivery to the users. As of now, they have a tie-up with 3 libraries in Pune and a customer base of 80 people.

### Cheqit

**Cheqit**

**Co-Founders:** - Mr. Naman Agarwal, Mr. Raj Kumar, Mr. Ritesh Kumar (Alumni Comp. Engg. 2020)

Cheqit is an Anti-counterfeiting solution with track and trace technology. They provide various companies with brand protection and an end to end visibility of their product so that they can track their product from manufacturing till it reaches the end consumer and they can authenticate the product. As of now, the patent has been filed and exploring the client base.



### Momentum Robotics

**Co-Founders:** - Mr. Deepak Kumar, Mr. Bharat Prasad Dixit, Mr. Pankaj Yadav (Alumni E&Tc Engg. 2020)

At Momentum Robotics they developing internal logistics solution for the Auto-warehouse and manufacturing industry using a fleet of Autonomous Robots with analytics. As of now they have received incubation and funding proposal from AIC-ADT Baramati and exploring the deployment of the solution for John Deere.



### AmpV

**Co-Founders:** - Mr. Sahil Uttekar, Mr. Madhusudan Bhosale (BE Mech. Engg.)

The main idea behind this company is to retrofit the conventional vehicle into an electric vehicle in a sustainable manner, which was the solution to people who find it hard to invest in e-scooter. As of now, they have completed the pre-incubation program successfully at Bhau Institute Incubation Center.



### Greenocart

**Co-Founders:** - Mr Saurabh Singh (BE E&Tc) Mr Ameet Rana (BE Comp)

Greenocart is an agri-fresh supply chain company that uses in-house developed sensors and technology to increase efficiency in the supply chain market in order to maintain freshness and quality with minimal wastage. The purpose of this startup is to increase farmers income and provide fresh & quality perishables to businesses.