



SRiSHTI

SSSIHL Research

in

Scientific, Humanitarian, & Technological Innovations



A publication of
Institution's Innovation Council
Sri Sathya Sai Institute of Higher Learning

SRiSHTI

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Section I

Vision of the Leadership

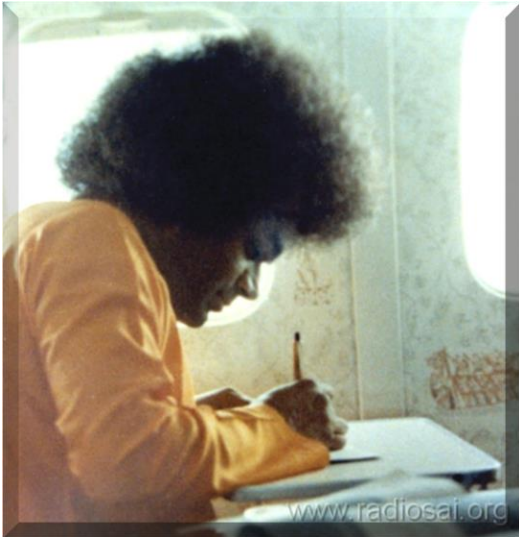


“Acquiring degrees and begging for jobs is a pitiable situation. Develop self reliance and build your life on faith in God.”

- Bhagwan Sri Sathya Sai Baba



VISION OF THE REVERED FOUNDER CHANCELLOR



Students! Teachers! Educationists! Those eager to promote Education!

Undigested food brings about illness in the body; similarly undigested knowledge imparted by the present-day educational system has brought several illnesses in the social organism and the body politic. The disease is promoting contrary feelings that are expressed in mutual conflicts. The educated are reacting with envious emotions towards those who

have secured jobs; when they are unable to get jobs, they impute motives of nepotism, etc. and develop resentment, anger, and hatred. The system of education is the root cause of the prevalent discontent and resentment. In the past, western rulers of this country established a system of education which can produce suitable men for the jobs they could provide for the natives. Today, since we continue the same system, we have to create suitable jobs for the people who are educated on the old lines. This is a strange reversal of the role. It is clear that the agitations, anxieties, fears and frenzies that disturb the country are traceable to education as it prevails today.

Sri Sathya Sai Baba

Sri Sathya Sai Speaks, Vol 15 (1981 - 82)

08 March 1981



Innovation – Driven by Compassion and Passion

Sri K. Chakravarthy

Chancellor, SSSIHL

I am very happy to note the commencement of the Innovation Council at the Sri Sathya Sai Institute of Higher Learning. I wish all those engaged in this endeavour the very best. May your efforts bear fruits which will benefit society and which will please Bhagawan.

Societal benefit should be the very foundation of innovation. In fact, this university is a testimony of Innovation at a conceptual level. Sri Sathya Sai Baba, the Revered founder Chancellor of this University, has offered a unique innovative model in education to the society. By establishing schools and colleges where high-quality education is provided free of cost to the students, He has given a model where one part of the working society invests in the growing society to create an able and conscientious workforce that works for its benefit.

Each of Sri Sathya Sai Baba's projects, whether it be taking healthcare to the doorstep through the Sri Sathya Sai Mobile Hospital, or providing drinking water to hundreds of villages and thousands of households through an innovative partnership between the government (which gave the designs), commercial institution (in this case Larsen & Toubro - which executed the project), a non-governmental organisation, in this case the Sri Sathya Sai Central Trust, which provided the entire funds, and the common people (who gave access to their lands for laying the pipes), He demonstrated that at the heart of innovation lies compassion.

Dr. Raghunath Mashelkar, the former Director General of the Council of Scientific and Industrial Research (CSIR) and also the President of Indian National Science Academy, in one of his talks, spoke about three qualities to be imbibed in graduates - innovation, passion and compassion.

I would like to present these three terms in the following order - Compassion, Passion and Innovation. The foundation of innovation has to be compassion. Compassion flows from a desire to solve a problem. The problem could be a local or global one. Compassion or the intense desire to resolve issues must turn into a passion. By passion, I mean, the effort and skill

necessary to find the solution to the problem. When intent, effort and skill come together, innovation is bound to happen.

In recent years, India has witnessed a significant shift in its approach to education, including academic institutions at the university level. With a growing emphasis on innovation and entrepreneurship, academic institutions must strive to create an environment that fosters creativity, critical thinking, and problem-solving skills among students. By exposing students to real-world problems and encouraging them to develop innovative solutions, academic institutions must promote a new generation of innovators and entrepreneurs.

Furthermore, academic institutions must focus on interdisciplinary research and forge collaboration as a means to drive innovation. By breaking down traditional silos between disciplines, institutions must create opportunities for researchers from diverse backgrounds to come together and tackle complex problems from multiple perspectives. This interdisciplinary approach not only fosters innovation but also helps to address some of the most pressing challenges facing society today, such as climate change, healthcare, and technology.

Traditionally, well-funded academic institutions have been pioneers in innovation whether it be process or product patenting. However, now there is a need, more than ever, that even smaller, more local institutions such as ours, take up local challenges and find high-quality and affordable solutions to resolve these. These challenges could be in the fields of health-care, education, agriculture, industry etc., at local or national level.

In the current times, when technologies are shrinking the world and making it far more interconnected, I believe that the Sri Sathya Sai Institute of Higher Learning will make earnest efforts not only to capitalise on this momentum but also add to it. Let innovation at SSSIHL be driven by compassion for society and passion for studies.



Innovation Ecosystem at SSSIHL

Prof. B. Raghavendra Prasad
Vice-Chancellor, SSSIHL

The Sri Sathya Sai Institutions, comprising the Sri Sathya Sai Institute of Higher Learning (SSSIHL), Sri Sathya Sai Institute of Higher Medical Sciences (SSSIHMS), Sri Sathya Sai General Hospital, and Sri Sathya Sai Mobile Hospitals have several pioneering initiatives. These include Values-based Educational Programs at the university level, free Healthcare and Outreach Programs – a first in the country and possibly the world, at the hospitals. Currently, the institutions are dedicated to consolidating strengths for cutting-edge research, exemplified by investments in Interdisciplinary Translational research and collaborations with global leaders in various fields.

The present focus of SSSIHL spans disciplines of national and international importance, such as regenerative medicine, pharmaceuticals, natural products, nanotechnology, plasmonics, computational modelling, and green technologies for a sustainable environment. Aligned with its vision as an Innovation University, ongoing multidisciplinary projects in Biosciences, Chemistry, Physics, Mathematics, and Computer Sciences, along with collaborations with sister institution SSSIHMS and other renowned organizations, underscore the institution's commitment to advancement.

SSSIHL's forward-looking vision is reinforced by its Institution's Innovation Council (IIC), functioning as a catalyst for creativity, ideation, and implementation. SSSIHL-IIC drives a culture that encourages experimentation, risk-taking, and unconventional thinking. It serves as a platform for brainstorming, hackathons, and innovation challenges, fostering an ecosystem where individuals explore innovative solutions. Moreover, SSSIHL-IIC plays a pivotal role in bridging academia and industry, facilitating knowledge transfer and collaboration, thus contributing to both academic and economic growth.

SSSIHL-IIC also serves as an incubator for startups within Sri Sathya Sai Institutions, providing guidance, resources, and mentorship to transform innovative ideas into viable businesses. Beyond

this, it evaluates and implements best practices in innovation management, ensuring institutions remain adaptable and responsive.

India Startup Day symbolises the country's vibrant entrepreneurial ecosystem, acknowledging achievements and contributions of startups to the socio-economic landscape. It reflects the diverse and inclusive nature of the startup ecosystem, recognizing contributions across sectors like technology, healthcare, agriculture, education, and sustainability. The day serves as a platform for stakeholders to converge, exchange ideas, and explore opportunities through seminars, conferences, and networking events.

India Startup Day also recognises the role of the government and support organizations in fostering the startup ecosystem. Initiatives like Startup India, incubation centres, funding schemes, and regulatory reforms are acknowledged. The day embodies the vision of India as a global hub for innovation and entrepreneurship, inspiring aspiring entrepreneurs, and instilling confidence in investors. It signifies resilience, creativity, and ambition, reminding everyone of the endless possibilities and potential within the Indian startup ecosystem.

To quote Revered Founder Chancellor, Bhagawan Sri Sathya Sai Baba, "The scientific knowledge we acquire today must be used for the benefit of the fellowmen. Unless the results of the research are applied in practice, it will be an expensive futility." Thus, SSSIHL with its multidisciplinary and translational research programs plays a vital role in the startup ecosystem of India to strive towards larger societal benefits.



Section II

Expert Expositions



“Innovation is seeing what everybody
has seen and thinking what nobody
has thought.”

— Dr. Albert Szent- Györgyi



Viksit Bharat, Innovation and Sustainable Development

Bharat Dahiya

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Towards Viksit Bharat @2047

On 15 August 2022, from the ramparts of the Red Fort in Delhi, Prime Minister Narendra Modi gave a clarion call for 'Viksit Bharat' or 'Developed India' by 2047 CE when the nation will celebrate the first centenary of its Independence. This notion provides a long-term vision for the holistic and sustainable development in the country during the 'Amrit Kaal' or 'The Era of Elixir' – a 25-year period spanning from 2022 to 2047.

The idea of Viksit Bharat by 2047 presents a vast canvas on which every Indian could paint the picture of their dreams. To every citizen – and particularly to the youth, this long-term vision provides much needed inspiration for developing new innovations and multi-dimensional pathways towards sustainable development, as called for by the United Nations' Sustainable Development Goals (SDGs) by 2030 and beyond.

Innovation and Sustainable Development

Innovations are understood as new ideas, knowledge, products, methods, applications, behaviours, strategies, processes, and more. Innovations may either be totally novel globally, or the introduction of existing ideas as 'new' to a particular geographical context. Sustainable development is a multifaceted process that could help with (a) meeting the needs of both the current and the future generations, and (b) conserving the life-supporting ecological systems that Mother Earth has provided us.

Innovation and sustainable development are twin processes that have an almost inexhaustive potential to propel a country to new levels of holistic progress and quality of life. Innovations

are an expression of a society's ingenuity in head-on tackling contemporaneous problems and challenges. They provide a much-needed spurt of creative energy to advance economic and societal progress. Thus, innovations empower countries with the prerequisite self-confidence to work towards a brighter future. This is particularly significant for a civilisation like India, which in 1750 CE 'produced about 25 percent of the world industrial output' that declined to two percent by 1900 CE (Clingingsmith and Williamson, 2004).

The Independent Group of Scientists appointed by the Secretary-General (2023) has identified six entry points and levers regarding sustainable development worldwide:

- (i) Human well-being and capabilities
- (ii) Sustainable and just economies
- (iii) Sustainable food systems and healthy nutrition
- (iv) Energy decarbonization with universal access
- (v) Urban and peri-urban development
- (vi) Global environmental commons

Working towards sustainable development requires contextually suited policies, strategies, plans, investments, multi-stakeholder partnerships, accountability mechanisms, technological advancement, digitalisation, and innovation systems.

Holistic and Sustainable Development in India

In an ancient and living civilisation that India is, the idea of holistic and sustainable development will inevitably include spiritual, cultural, social, environmental and economic dimensions. This is because, since time immemorial, Bharatiya Sanskriti, or Indian Culture, is soaked in spirituality. Mother India has given birth to several spiritual traditions, which have nourished the souls of the people of India and beyond. Such spiritual traditions have also orchestrated time and place specific frameworks and models of holistic progress and sustainable development.

Sri Sathya Sai Baba (1926-2011 CE), considered as the 'Avatar' of Kali Yuga, called for and assiduously worked on such a holistic and comprehensive idea of development. Throughout His divine mission, Sri Sathya Sai Baba efficiently and effectively led the creation, design and implementation of innovative and pioneering sustainable development projects even before the term 'sustainable development' was formally used by the United Nations in 1980.

Sri Sathya Sai Baba's holistic and sustainable development work focused on 'Educare', 'Medicare', 'Sociocare', and 'Spirituality and Service'.

- **Educare:** Provision of 'Value-based Integral Education' through the establishment of Sri Sathya Sai Arts and Science College (for Women), Anantapur, Andhra Pradesh (1968); Sri Sathya Sai Arts, Science and Commerce College (for Men), Whitefield, Karnataka (1969); Sri Sathya Sai College of Arts, Science and Commerce College (for Men), Prasanthi Nilayam, Andhra Pradesh; Sri Sathya Sai Institute of Higher Learning (deemed university, 1981); and multiple schools with *pro bono* education services (SDGs 3, 4, 5 and 11).
- **Medicare:** A General Hospital in Puttaparthi (1956); a General Hospital in Whitefield (1976); two Super Speciality Hospitals, one each in Andhra Pradesh (1991) and Karnataka (2001); a Mobile Hospital for remote areas (2006); and Telehealth facility for patients living far from the facilities (2007), where medical services are provided free of cost (SDGs 3, 9, 16 and 17).
- **Sociocare:** Water Supply Project for 1.25 million people of Anantapur district (1995), for one million people in 320 villages in Medak and Mahabubnagar districts (2001), and for 690,000 people in East Godavari and West Godavari districts (2007). These projects continue to serve people and meet targets under SDGs 2, 3, 4, 5, 6, 9 and 11.

- ***Spirituality and Service***: Sri Sathya Sai Baba elaborated the five human values of Sathya (Truth), Dharma (Righteousness), Shanti (Peace), Prema (Love), and Ahimsa (Non-violence). He rejuvenated the old concepts and traditions of spirituality (*Adhyatmikta*) and service (*Seva*) and developed their new forms adapted to the contemporary context, such as Sai Bhajans, Gram Seva, and Sevadal.

These ground-breaking projects continue to act as 'lighthouses of inspiration' for Sri Sathya Sai Central Trust and various Sai organisations to develop innovative programmes and projects for sustainable development.

Innovation and Sustainable Development for Viksit Bharat @2047

The large population (1.4 billion), the diverse geography, and the urgent need to provide livelihoods to and improve the quality of life for each and every citizen pose unique challenges of sustainable development in India. Nevertheless, the country has a young workforce, and its demographic dividend will reach its peak in 2041.

What India needs now is innovation systems that can work on (a) understanding the problems in the local, sub-national and national contexts, (b) developing appropriate innovations, and (c) tackling the multifarious development challenges. Such innovation systems are essential not only at the national and state (i.e., sub-national) levels, but also at the local (e.g., urban and regional) level.

While national and state (sub-national) level innovation systems may be led by designated agencies, local innovation systems may be led by universities in partnership with (pro)active stakeholders from the public sector, businesses, non-profit sector, and the communities. Such local innovation systems may harness traditional wisdom, local knowledge and creativity, and local resources to develop innovations that are rooted in Indian culture and spirituality. For example, Tarun Bharat Sangh, a non-governmental organisation founded in 1975 and led by

Rajendra Singh, helped build 8,600 village 'johads' (water tanks) and other water conservation structures to recharge groundwater. Rooted in traditional wisdom and local culture, this programme has revived five rivers (viz., Arvari, Bhagani, Jahajwali, Ruparel, and Sarsa) in Rajasthan and brought water back to over 1,000 villages. The people of India urgently need to develop and implement such innovations for achieving sustainable development outcomes and building Viksit Bharat by 2047.

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Clingingsmith, David and Williamson, Jeffrey G. (2004) India's De-Industrialization Under British Rule: New Ideas, New Evidence. Discussion Paper Number 2039. Harvard Institute of Economic Research. Available at SSRN.

Independent Group of Scientists appointed by the Secretary-General (2023) Global Sustainable Development Report 2023: Times of crisis, times of change: Science for accelerating transformations to sustainable development. United Nations, New York.



Interpreting Entrepreneurship at SSSIHL

(Reproduction of a previous publication at SSSIHL)

Bhagawan Sri Sathya Sai Baba has consistently provided guidance to enhance our lives, infuse purpose and meaning into our existence, and evolve into exemplary "*Uttama-purushulu*" (noble and high-minded men and women)¹ emerging from His educational institutions. Although the concept of entrepreneurship may not be explicitly addressed in His teachings, a closer examination allows us to discern how His words can contribute to our excellence in this role.

Why is it important to focus on a skill like entrepreneurship at this university?

Swami highlights the principal aim of education is to enable students to "*shape their careers by their own efforts, standing on their own feet and relying on their own strength*" as against the dominant trend where they "*become degree holders going around begging for jobs*". This is at the core of the attempt to understanding "*the knowledge and the skill*" that can be called entrepreneurship and seen as a pathway to achieving self-reliance.

One of the principal aims of education must be to make students self-reliant². Education must award self-confidence, the courage to depend on one's own strength.³

He wants us to think beyond the road that leads to "*employment exchanges*" and "*wasting...life in despair and distress*":

What are you planning to do after you obtain the Degree from the University? It is no use going in search of a job from office to office with your degree certificate or registering your name in the employment exchange.⁴ The pity is, as soon as one secures a degree, he registers his name in the Employment Exchange and thereafter year in and year out, walks up and down that place, wasting his life in despair and distress.⁵

And distinguish the values based “Bhaaratheeya” Education which “emphasize(s) self-reliance and independent living”:

Indian (Bhaaratheeya) education should ideally emphasize self-reliance and independent living. It should confer on the student the courage to stand up against injustice, indiscipline, immorality and falsehood. It should grant steady faith in the Aathman (divinity) as the reality of man.⁶ Bhaarith had unique goals for education in the past. You must relearn them and revive them. Vidhya, it was understood, caused splendour to emerge from the heart. Vidhya implied dedication for mutual service...Your education must make you self-reliant and self-confident.⁷

This is the aim; self-reliance and independence that confers on us “courage to stand up against injustice, indiscipline, immorality and falsehood”.

Why self-reliance?

We may then ask why self-reliance? Swami reminds us that excessive focus on “monetary returns” and possibly related “dependence on others” for employment and opportunities creates “narrow loyalties and limited vision” to achieve our potential as agents of change.

Monetary return should not be the aim.⁸ The students of this land should not waste their lives in seeking material comfort.⁹ So long as you are caught in the coils of monetary considerations and so long as you think that such benefit alone can make you happy, you will continue to be as you are.¹⁰ Dependence on others should be avoided. Self-reliance is the most desirable virtue. One should always have the future of one's country in view and mould oneself into an ideal for others... Narrow loyalties and limited visions inhibit student minds at the present time.¹¹

...people should develop self-reliance. They should not look to others or to the Government to do what they can do for themselves. You must do as much as possible to help yourself

and enjoy the fruits of your labours.¹²

Do not lean upon others; lean on your own strength and skill. Live on your own earnings, your own resources. Self-reliance is the best food for growing young men. It is best to live with honour for just a day than with dishonour for many decades; better a short lived hamsa (swan) than a century-lived crow...Do not crave for the property of others or for things that can be got by trickery or dishonourable means. Earn by the sweat of your brow, then, you can be proud and happy, when you spend it.¹³

How to develop self-reliance?

What everyone has to learn today is how to be self-reliant and not depend on others. How is one to be self-reliant? By developing Aathma-Vishvaasa (Self-confidence). People have to develop Self-confidence. They must adhere to Truth and Righteousness.¹⁴

God is the basis for all that exists. Rely on God rather than on things which are dependent on God. Develop self-reliance on the basis of faith in God.¹⁵

...implant in the children self-reliance by encouraging them to believe in themselves. Let them not develop a desire for imitating the vanity of others.¹⁶

Where should one look for opportunities to practice innovation and entrepreneurship?

From My earliest years I have been concerned about providing three primary requisites for our people: Free education, free medical aid and free basic amenities like drinking water. Education is for the head. Medical care is for the heart and pure water for the body. These three cover the main requirements of life. To provide these three gives the greatest gratification.¹⁷ Try to provide free education wherever you can. Provide free medicines and treatment for the poor. Co-operate among yourselves, as far as possible to provide drinking water. Go to the villages and serve the poor and the downtrodden...There is no greater

occupation than service to society. Become leaders through service.¹⁸

Service to society and the nation must dominate your thought, word and action.¹⁹ Fill your hearts with the resolve to promote the welfare of the nation. "Sarva loka hithe rathaah" (Rejoicing in the well-being of the entire world).²⁰ Do not succumb to selfishness and careerism. Dedicate your lives to the well-being of the world and the promotion of world peace.²¹

One must be eager to serve others, not eager to be served by them.²²

End Notes

- ¹ Sathya Sai Speaks Vol. 25 Chapter 37, Convocation - SSSIHL, 22-11-1992
- ² Sathya Sai Speaks Vol 20 Chapter 03, Muddenahalli Campus on 8-2-1987
- ³ Sathya Sai Speaks Vol 15 Chapter 34, Vidyagiri, 22-11-1982
- ⁴ Sathya Sai Speaks Vol. 27 Chapter 30, Convocation-SSSIHL 22- 11-1994
- ⁵ Sathya Sai Speaks Vol. 15 Chapter 34, Vidyagiri, 22-11-1982
- ⁶ Sathya Sai Speaks Vol. 14 Chapter 6, Teachers' Training Camp, Brindavan, 25-7-1978
- ⁷ Sathya Sai Speaks Vol 15 Chapter 34, Vidyagiri, 22-11-1982
- ⁸ Sathya Sai Speaks Vol. 15 Chapter 34, Vidyagiri, 22-11-1982
- ⁹ Sathya Sai Speaks Vol. 14 Chapter 6, Teachers' Training Camp, Brindavan, 25-7-1978
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- ¹¹ Sathya Sai Speaks Vol. 15 Chapter 34, Vidyagiri, 22-11-1982
- ¹² Sathya Sai Speaks Vol. 30 Chapter 29, Sai Kulvanth Hall 11-10-1997
- ¹³ Sathya Sai Speaks Vol. 12 Chapter 14, Hyderabad April, 1973
- ¹⁴ Sathya Sai Speaks Vol. 30 Chapter 5, Poornachandra Auditorium, 13-2-1997
- ¹⁵ Sathya Sai Speaks Vol. 30 Chapter 5, Poornachandra Auditorium, 13-2-1997
- ¹⁶ Sathya Sai Speaks Vol. 17 Chapter 31, Prasanthi Nilayam, 31-12-1984
- ¹⁷ Sathya Sai Speaks Vol. 30 Chapter 29 , Sai Kulvanth Hall 11-10-1997
- ¹⁸ Sathya Sai Speaks Vol. 25 Chapter 37, Convocation - SSSIHL, 22-11-1992
- ¹⁹ Sathya Sai Speaks Vol. 27 Chapter 30, Convocation-SSSIHL 22- 11-1994
- ²⁰ Sathya Sai Speaks Vol. 25 Chapter 13, Brindavan, 21-05-1992
- ²¹ Sathya Sai Speaks Vol. 25 Chapter 13, Brindavan, 21-05-1992
- ²² Sathya Sai Speaks Vol 20 Chapter 03, Muddenahalli Campus on 8-2-1987



Innovations for Sustainable and Resilient Societal-Scale Infrastructure Systems

Saurabh Amin

Professor, Massachusetts Institute of Technology

Infrastructure systems are essentially physical structures (facilities and networks), organizational setups and services that a society relies on for daily needs such as electricity, transportation, water, and food. Safe, reliable, and efficient infrastructure systems are crucial for advancing the socioeconomic development of any country. This is especially important for India as more than 40% of the country's population is expected to reside in urban areas by 2030 and the rate of urbanization in next several decades is projected to be much higher than in the developed countries. Today, many urban centers are already witnessing the stress from multi-fold increase in the demand for infrastructure and services but face severe limitations for capacity expansion and organizational restructuring. As a result, our streets get routinely congested, electricity supply is often unreliable, water and air quality are hard to maintain, waste spills into the environment, and prices of essential food items and medical supplies tend to be volatile. Addressing these systematic issues will require bold new innovations and a robust entrepreneurial ecosystem to support and implement government policies and programs on infrastructure.

The key question is: How can we sustainably develop our infrastructure systems to support the needs of steadily expanding urban centers while achieving overall socioeconomic growth for everyone and protecting the natural environment? Addressing this question is important as India is making major efforts to chart the future of its 1.4 billion people by making significant investments in non-fossil energy generation, high-capacity transport corridors, domestic manufacturing in critical sectors, and massive construction projects for provisioning public services. The ways in which India's

infrastructure will grow in the coming decades will also have far reaching implications on the global energy trends and humanity's efforts to meet ambitious emission reduction goals. Here, we argue that recent technological advances in sensing, communication, data analytics, and emerging platforms and services driven by Artificial intelligence (AI) can play a significant role in shaping how we use, operate, and manage our critical infrastructure systems and plan for a sustainable future.

In the last 15 years, AI has influenced just about every aspect of our lives, from enabling friendships and social connections, to AI-assisted route guidance, to sensing and controlling our energy grids, to digital platforms creating sharing economy for transport, housing, and food delivery, to using data-driven approaches to monitor infrastructure assets and repair them. Notably, all these capabilities were enabled by innovations in sensing, control, communication, and data analytics. The ongoing digital transformation of transportation, energy, water, food, and other infrastructures will continue to shape the existing services and create new opportunities to make these systems “smarter” – that is, more responsive to changes in supply and demand, more interactive for users, and easier to manage for operators. Below we highlight opportunities for innovation in two major sectors: transportation and energy.

Multimodal Transportation Systems

Our urban mobility in the last 15 years has been shaped by the widespread adoption of smartphones. This made personal navigation much easier, facilitated traffic congestion monitoring at-scale, and gave rise to ride-hailing services such as Uber, Ola Cabs, Savaari, etc. While travelers are well-connected and more informed via smartphone technology, much needs to be done to better operate and coordinate mobility solutions, utilize available transportation capacity, and reduce traffic incidents and safety risks.

Next-generation transportation systems and mobility solutions are primed for disruptive innovations in how we build and configure our infrastructure (road capacity, fueling

stations, parking lots); how travelers receive information on traffic congestion and navigate through the transportation system (via apps for routing, ride-hailing, and car-pooling); how public transportation is reshaped to provide multi-modal and micro-mobility options; how traffic signals are coordinated to reduce wait times at intersections; how electrified scooters, cars, trucks are deployed to achieve reduction emissions and costs; and how commercially available automation technologies are introduced to improve overall transportation efficiency while reducing safety risks.

Especially important in the context of mobility for Indian travelers is to decongest recurrent hotspots in busy corridors, provide equitable and safe access to transportation for marginalized socioeconomic groups, improve emergency response services, and efficiently manage heterogeneous mix of newly built and old infrastructure. Mobility tech startups can help address these challenges by leveraging communication and automation technologies to provide innovative services to plan, coordinate, and improve accessibility and overall travel experience. Such startups can also help in improving data sharing and coordination between transportation operators, urban planners, and government agencies.

Low-Carbon Energy Systems

Decarbonization of the energy sector is one of the major requirements for reducing global warming beyond the 1.5 °C threshold and mitigating and adapting to the negative impacts of climate change. Our main challenge is to reliably meet increasing energy demand while systematically reducing the environmental impact of energy generation infrastructure. In the last 10 years, electric power systems have witnessed sustained innovations in solar and wind renewable energy generation and energy storage technologies. Simultaneously, innovations in advanced communications, the industrial Internet-of-Things (IoT), AI, and data analytics have improved our ability to monitor and control the electric power grid and created new opportunities for integration of power generation from renewable sources.

To address the unique and multi-dimensional challenges faced by emerging markets and developing sectors in India, we need innovations that can leverage fast-moving improvements in clean-energy technology. These innovations must advance our ability to sustainably meet growing energy demand while simultaneously electrifying and decarbonizing energy systems. Also important is to ensure that large unmet energy needs of vulnerable and socio-economically marginalized communities are addressed in the face of disruptive effects of accelerating climate change.

Specific opportunities for innovation in the energy sector include: analytical and data-driven tools to facilitate climate-resilient energy system planning; development of comprehensive databases and information systems to characterize available energy resources and technologies; tools to reliably operate energy systems under large-scale integration of renewable energy generation; new economic models (pricing and other incentive schemes) to manage demand in both residential and commercial sectors; and technologies to facilitate coordination of distributed energy generation, storage and demand management. India is making significant investments in renewable energy and has set ambitious emissions reduction targets, with the eventual goal of net-zero emissions by 2070. Few imperatives over the next few decades are more necessary than developing an innovation pipeline that can produce measurable impact across the whole energy supply chain.

Closing Thoughts

Fortunately, Indian youth is increasingly understanding the urgency of research-based innovation. Government agencies are receptive to impactful ideas and technologies. Startup and big corporates are interested to accelerate real-world transition in socially impactful areas. Universities and innovation hubs realize the urgency to take up projects at the interface of fundamental research and technology transition. The business case for sustained investments in new technologies that support digital transformation of

critical infrastructure sectors is becoming clear. And closer ties between private industry, nonprofits, policy makers, and infrastructure agencies are gradually developing. All-in-all, we can look forward to an exciting new era for infrastructure systems and services in India.

(The author can be reached at amins@mit.edu)



Fostering Holistic Progress:
How Creativity, Innovation and Entrepreneurship Coupled with Values
Will Propel India to Achieve the Vision of Viksit Bharat

Daaman Hejmadi
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(alumnus of SSSIHL)

In today's rapidly evolving landscape – the interplay of innovation, creativity, and entrepreneurship are propelling societies forward and driving transformative change. However, not all transformations are positive for society at large and hence change needs to be tempered with a broader view of its impact and benefit.

At their core, creativity serves as the wellspring of novel ideas, the spark that ignites the innovative process. It is the ability to think beyond conventional boundaries, connect disparate concepts, and envision possibilities yet unseen. Innovation is the tangible outcome of creative thinking – an applied solution or improvement that addresses challenges or fulfills unmet needs. Entrepreneurs with a strong moral compass act as the bridge between creativity and innovation, embodying the spirit to take risks, bring ideas to life, and navigate the complexities of turning innovation into viable businesses that benefit society. It gives me great pleasure to see that our beloved institute has decided to add a platform to encourage and foster innovation to its already rich curriculum of academic and spiritual excellence. This addition is a wonderful augury of things to come, not just for our students, but also for our society and nation as a whole.

One of the most notable creative insights that I have been privileged to witness is that of Gordon Moore in 1965. Moore postulated that the number of transistors per unit area would double every two years. This intuition drove not just the formation of Intel Corporation, but for the next half-century drove the building of innovative businesses that

form the \$530 Billion semiconductor industry. This is by no means a unique phenomenon – the development of quantum mechanics, the structure of DNA, the creation of the internet, all trace back to persons who had an idea. They had the ability to communicate this idea and the opportunity and ability to galvanize others to build innovative businesses around these ideas. The innovation council will allow students to discuss their ideas in a safe environment that will help shape and support them. Many famous universities – Stanford, Cornell, Berkeley, Oxford have such bodies. I expect that we will join this club and our unique milieu will provide our students with an enviable opportunity to make profound social impact.

Not every idea needs to be a fundamental new way of thinking; for example, breaking down large complex tasks into small easy-to-do steps led to the concept of the assembly line. Similarly, standardizing development processes led to mass production and the advent of big industry. The point here is that creativity and innovation is not limited to any one field of human endeavor – rather these are byproducts of our evolution as intelligent and aspirational beings. This is why it is important for us to ensure that the fruits of our labor benefit more than just us. It is here that the human values propounded by Sri Sathya Sai play a major role in guiding our endeavors. Our value system has at its core the guidance of “Love All, Serve All”; hence our efforts must be focused on societal improvement for more than just the entrepreneur or a narrow segment of people.

Innovation is important for many reasons – it gives us the satisfaction of solving complex problems, encourages inter-disciplinary collaboration, catalyzes progress, can be economically rewarding and hopefully improves quality of life. An Innovation Council that systematically creates a culture of innovation will inspire generations of students to firsthand witness the transformative power of innovation, and this is essential to create a sustainable pipeline of talent that can continue to push the nation and society towards sustainable development and prosperity.

In my experience, innovation is not limited to a small number of gifted individuals. Rather,

it is a mindset and culture that can and must be fostered. Some important steps to creating an innovation-oriented culture include – embracing curiosity and a willingness to go beyond the obvious, the willingness to look for unmet needs or emerging trends, the ability to collaborate with diverse people, be willing to fail and learn from this, and above all, the willingness to actively listen. Success to me is not measured by patents, awards, or economic value – rather by the formation of such a culture of innovation. The rewards will follow in time.

To be effective as a driver of change, an innovative idea needs to be transformed into a successful entrepreneurial venture. In my experience, this transformation is part systematic and part persistence. Some essential steps in this journey include – thorough research including market size, competition, growth, developing a business plan, finding backers who would fund the effort, building a company, protecting your intellectual property and the agility to pivot based on changing market conditions. As a general rule of thumb – 90% of startup companies do not make it past the first year. Thus, resilience and a willingness to embrace the risk of failure is an important part of an entrepreneur's mental makeup. Sometimes your enterprise might have a great idea, a wonderful business proposition, great funding and still fail because regulations or policies make your business non-viable. As an example, a few years ago I co-founded a company to build the brain of an electric car – we targeted the Chinese electric vehicle market, were well on our way to raise significant capital, when a trade war between the US and China made the cross-geography collaboration non-viable. We had to shut down and move on to other things.

As a former student, I am so happy to see the formation of an innovation council that will not only foster creativity, but also create a culture of innovation and provide a platform for entrepreneurship. It is my fond hope and prayer that this council will catalyze a movement that will positively impact the institute, the society and the nation as a whole.



Higher Educational Institutions – Prime Movers for Innovations and Startups

Dr M. Sainath

Executive Director, ICFAI Foundation for Higher Education Innovation &
Entrepreneurship Council
(alumnus of SSSIHL)

The National Innovation and Startup Policy (NISP) was unveiled in 2019 by the Ministry of Education and the AICTE. As a guideline for students and faculty looking to get into the domain of startups and entrepreneurship, it is undoubtedly a compact document. However, the challenge before higher educational institutions (HEIs) is in making the policy operational.

HEIs have for long been involved with their main activity of creating and disseminating knowledge. Converting the knowledge to operational/commercially viable entities has never been their forte because the policy framework, the vision and mission statements of HEIs is more oriented towards knowledge creation and dissemination. And herein lies the chasm that needs to be bridged, which the NISP seeks to address. Let us see, in brief, how HEIs can indeed become the prime movers for innovations and startups.

By virtue of their stated objectives, HEIs are a repository of plenty of research – quite often in emerging and frontier domains. They are, therefore, the natural choice for taking this repository of research to innovations that can benefit society. There is often a misconception that leads us to confuse research with innovation. Every research output is not an innovation, though every innovation begins with good research. What converts research into innovation is creativity. Creativity, on the other hand, thrives among those who are ready to stomach setbacks, learn and move on. Psychologists globally agree that the mid-30s to early 40s is perhaps the age group when creativity blossoms the most. At

the same time, people in the age group of 18-25 are most likely to accept defeat and carry on with their lives. HEIs are one place where you have an excellent combination of those being creative and those willing to take risks. This is a heady combination to encourage a vibrant ecosystem where innovation and entrepreneurship can thrive.

In a recent discussion with an overseas entity that runs academic programs, I heard the guests mention that their pedagogy revolved around “entrepreneurial education.”. We asked them how many entrepreneurs they had succeeded in producing through this. They answered that the pedagogy did not seek to create entrepreneurs, but instead instill the “entrepreneurial mindset” among its students. Indeed, what is the entrepreneurial mindset, and what impact does it have on our students?

Bloom’s taxonomy has 6 parameters on which curriculum is expected to be shaped in an educational institution. Among them, the base skills of remembering and understanding are given the highest priority in our system. Some HEIs also lay emphasis on the mid-skill of applying. However, the higher order skills of analysis, evaluation and creation do not find much emphasis in the scheme of things. This often leads to our graduates becoming job seekers rather than job creators. Entrepreneurial education is an excellent tool to set right this lacuna in our system.

An entrepreneur’s journey begins with applying knowledge and then creating something unique out of his analysis of that knowledge. During this process, failures are inbuilt. Diligence and focus are his constant support. He needs to be persistent and patient with willingness to be flexible and pivot his gameplan. These are all qualities which stand in good stead for any person who wants to make the cut in life, not just an entrepreneur. It is, therefore, very important that such qualities are instilled in young minds in our HEIs by making entrepreneurial education a part of the curriculum.



My Professional Journey in the Direction of Innovation

Dr. P. Vanishree Sah
NewGen & IIC Coordinator
CVR College of Engineering, Hyderabad

My journey at CVR College of Engineering began in 2005 as an Assistant Professor. After I completed my Ph.D. in 2013, I was appointed as the coordinator of the Entrepreneurship Development Cell (EDC) at our college. EDC was established with a fund of Rs 2 lakhs provided by AICTE. The following were some of my key responsibilities and roles as the coordinator of EDC:

- Setting goals and objectives for EDC in alignment with the institution's overall vision and mission
- Identifying opportunities for collaboration with external partners, industry, and other stakeholders to enhance the impact of EDC
- Securing and managing resources, funding, creating facilities, and recruiting staff required for the successful operation of EDC
- Developing and maintaining relationships with alumni entrepreneurs and industry partners
- Designing and overseeing the implementation of entrepreneurship development programs, workshops, and events catering to the needs and interests of students
- Ensuring that programs are comprehensive, covering various aspects of entrepreneurship from idea generation to business scaling
- Facilitating mentorship programs by connecting students with experienced entrepreneurs, industry professionals, and business leaders
- Providing guidance and support to students, helping them navigate the challenges of entrepreneurship
- Building and maintaining a robust network with local businesses, startup communities, and industry experts

- Leveraging networking opportunities to create partnerships benefiting students and EDC
- Advocating entrepreneurship within the institution, promoting the importance of an entrepreneurial mindset and skillset
- Collaborating with academic departments to integrate entrepreneurship education into the curriculum and creating a supportive academic environment for aspiring entrepreneurs
- Regularly assessing and reviewing the effectiveness of programs and making adjustments as needed
- Staying informed about national/international trends and developments in entrepreneurship and incorporating relevant insights into EDC strategies
- Ensuring that all EDC activities comply with relevant legal and institutional policies
- Engaging with students, understanding their needs and aspirations, and creating a supportive environment that encourages them to explore entrepreneurial opportunities

As EDC Coordinator, I have successfully organized several entrepreneurship/start-up/innovation/IPR related workshops, seminars, conferences, entrepreneurship development programs, and entrepreneurship awareness camps. Some of these were organized in collaboration with EDCs of other colleges and incubation centres across the country.

In 2018, our college successfully obtained a grant of Rs 3 crores from the Department of Science and Technology, Government of India for establishing the NewGen IEDC Centre at our college. I was assigned the role of the NewGen coordinator. Since then, the NewGen centre has developed several projects, product prototypes, and commercialized products in various sectors, with most of them aimed at creating a social impact.

In 2022, our college got registered under the Institution's Innovation Council, Ministry of

Education, Government of India. I was appointed the convener of IIC at our college. EDC, pre-incubation centre and IIC play a crucial role in the journey of students who are keen to become entrepreneurs from the ideation stage to the establishment of their start-ups. Although we have been quite successful in guiding and supporting students in their entrepreneurial journey, there have been challenges too. The biggest challenge is that some students, parents, and even educators have a risk-averse mindset, discouraging entrepreneurship due to fear of failure. Convincing stakeholders about the value of entrepreneurship and changing perceptions about failure as a learning opportunity is very challenging. Obtaining approvals for programs, accessing funds, and navigating administrative processes were time-consuming and frustrating until some years ago. However, regular visits by alumni entrepreneurs and heads of other incubation centres to our college have helped remove inhibitions from the minds of students, parents, and educators to quite an extent. There is definitely a bright future for entrepreneurship in India, as it holds significant promise and is being shaped by economic trends, technological advancements, government policies, and cultural shifts.



Empower One to Empower Many: Nurturing Future Entrepreneurs at Sri Sathya Sai Institute of Higher Learning

Dr. Swetha Thiruchanuru

Assistant Professor, Department of Management and Commerce

IIC – Innovation Coordinator, SSSIHL

A *subhashitha* in Sanskrit goes like this:

अमन्त्रमक्षरं नास्ति नास्ति मूलमनौषधम् ।

अयोग्यः पुरुषो नास्ति योजकस्तत्र दुर्लभः ॥

There is no letter that is not a mantra; no root that is not a medicinal herb. There is no person who is unworthy; the rare thing is to find a proper application/process. At the heart of this philosophy is the understanding that everyone has the ability to contribute in their own way. The Institution's Innovation Council (IIC) endeavours to instil this confidence in every student, recognizing and nurturing their distinctive strengths, and fostering an environment where each individual's unique potential is valued.

India, a cradle of knowledge creation, has a rich history steeped in the wisdom of great teachers, the *Maharishis*, who not only excelled in their fields but also shaped society through their profound teachings. In the current era, characterized by rapid technological advancements and evolving societal demands, the responsibility of higher education institutions (HEIs) becomes pivotal in shaping the future. As the global landscape grows increasingly dynamic, there is a pressing recognition that fostering a culture of innovation within these institutions is not just a choice but an absolute necessity.

In the words of Bhagavan Sri Sathya Sai Baba, "What the world badly needs today is not wealth, affluence, and prosperity but students with exemplary character. The progress of

the nation depends on such students alone.” With this profound wisdom guiding us, the IIC at Sri Sathya Sai Institute of Higher Learning has been at the forefront of cultivating a culture of innovation and entrepreneurship among our students.

The mission is not just to impart knowledge but to instil a spirit of creativity, resilience, and entrepreneurship in our students. We firmly believe that fostering an innovation-driven environment within HEIs is not just a choice but a responsibility – a responsibility that extends far beyond the boundaries of our campuses.

Entrepreneurship and Innovation in HEIs

In a world that constantly seeks new solutions to pressing challenges, the role of HEIs becomes paramount. Students, as the torchbearers of change, have the potential to contribute significantly to the nation’s growth through their innovations.

Nurturing Creative Instincts

The journey of student innovation begins with the encouragement to think beyond conventional boundaries. By challenging them to question, explore, and experiment, we empower them to conceive novel ideas that can address real-world challenges.

Innovation is not confined to theoretical exercises within the classroom. Students need to be actively engaged in projects with tangible, real-world applications. These initiatives are not just academic exercises; they are opportunities for students to make a meaningful impact on societal well-being and contribute to economic growth.

The Entrepreneurial Mindset

The importance of coming out of the comfort zone and participating in innovation contests, hackathons, etc., are the first steps in the students’ entrepreneurial journey.

Beyond ideation, the importance of cultivating an entrepreneurial mindset has to be developed. With this mindset, our students are not merely innovators, they will be the future entrepreneurs who understand the transformative value of turning ideas into tangible solutions. This mindset goes beyond academic achievements; it prepares our students for the dynamic challenges of the professional world.

The Wisdom in Failure

In a world that often glorifies success, we must acknowledge the wisdom inherent in failure. John C. Maxwell's words, "Fail early, fail often, but always fail forward," resonate deeply within our community. Failure, when viewed as a stepping stone rather than a stumbling block, becomes a catalyst for growth and innovation. It is through failure that we refine our ideas, learn valuable lessons, and ultimately propel ourselves towards success.

To cultivate a culture of innovation, we must foster a fearless mindset that views challenges not as obstacles, but as opportunities. Attending workshops, seminars, and interaction sessions will instill this mindset, encouraging every member to step outside their comfort zones, take risks, and contribute their unique perspectives to the collective pool of creativity.

Innovation is not a one-time event; it's a journey that unfolds over time. It's a continuous process of ideation, experimentation, iteration, and adaptation. Much like a river that carves its path through diverse landscapes, innovation meanders through various stages, each contributing to its eventual success.

As IIC propels students into the realm of entrepreneurship and innovation, we invite them to be active contributors to the nation's development. Each idea, no matter how small, has the potential to create a ripple effect, leading to transformative change.

In the words of Mahatma Gandhi, "Be the change you wish to see in the world." Today, we call upon our students to be the innovators, the change-makers, and the architects of a brighter future.

Together, let us build a legacy of innovation that transcends the boundaries of our classrooms and resonates far beyond, creating a lasting impact on the world.



Section III

Startup Stories from Sai Students



“Chase the vision, not the money; the money will end up following you.”

- Tony Hsieh



Entrepreneurial Mindset: A Universal Virtue for Problem-Solving

Anshuman J. Das

Cofounder, Labby Inc.

I consider myself extremely fortunate to have been introduced to an entrepreneurial mindset over the many years that I spent at Prashanthi Nilayam, from primary school to post-graduation. Looking back, I clearly reminisce learning about the concept of '*hands in the society, head in the forest*', which expounded the importance of serving the society while being calm and detached. After completing my Ph.D., I was lucky to get a scientist position at MIT (USA), arguably the best engineering university in the world. The motto of MIT is '*mens et manus*', which is a Latin phrase that means 'mind and hand'. This phrase implores a student to utilize the education that he or she has acquired for practical applications. I was pleasantly surprised to see this link between Swami's philosophy and the ideals that MIT stands for.

To be honest, I had not always dreamed of being an entrepreneur. I was content with being a researcher and aspired to work on important research directions in my field, be it in academia or industry. However, I went through a phase of being disillusioned by pure research that was not being translated into products or services, even when there was tremendous potential. Towards the end of my tenure at MIT, I was at crossroads on whether to continue in academia or to transition into industry. By then I did have some clarity on my purpose – it was to make a difference in the society using my knowledge and skills, and in my lifetime. I was able to filter out many career paths based on this objective. For instance, fundamental research was not something I was interested in, as it could take decades for a utility to come out of it. Luckily, it did not take long for me to figure out my path, thanks to the intense entrepreneurial atmosphere at MIT. During my stint there, I worked on a biomedical device and led a student team to pitch the idea at several startup events, even winning a few. The process of developing and maturing a concept was exciting and stimulating. I had the opportunity to work with a

multidisciplinary team of physicians, engineers and scientists, and we enjoyed the discoveries that came along from the exercise. We were able to do a clinical pilot, and the interaction with patients and the prospect of doing something to help them was fulfilling. At the end of the study, I was convinced that the path forward to make a difference was through an entrepreneurial route.

I founded my current company in 2017 as a solo founder with some support from friends and family, which is a common way to raise a startup. The initial phase was quite exciting while I explored what we call a product market fit or PMF. It was not a straightforward process and I spent 6 months without success. I brought on a co-founder and after spending another 6 months, we arrived at a good PMF. It took a year just to figure out the right PMF, which says a lot about challenges in startups! The entrepreneurial journey is highly non-linear and unpredictable, which can be exhilarating at times, but very unnerving at other times. It is a demanding job that could not be confined to the 9 to 5 norm. In addition, the uncertainty of funding, market volatility and supply chain variability make it an extremely challenging endeavour. Thankfully, my early training at SSSIHL came in handy, where qualities like hard work, discipline and perseverance were imbibed in us since an early age. There were times when I had to be at a pilot test site at 3 am after driving for 4 hours. There were other instances where a pilot ran overnight and required monitoring at 4 am when the temperature was -10°C. I recollect the times when we had recording sessions during the sports meet season, which would run from 8 pm to 8 am, after which we would attend classes. I could adapt to these situations due to this training.

Apart from the challenges, there emerged a quality that I wasn't anticipating or expecting to affect me deeply at a personal level. It was empathy for the problems faced by my customers. Although I related to their difficulties early on, spending a significant amount of time with them, getting to know them personally, and carrying their trust, completely changed my perspective of entrepreneurship. I could not help but think of all the instances Swami has demonstrated this quality in everything he has done – from super-specialty hospitals to water projects and educational institutions, without charging its

beneficiaries a penny. It drives home the point that solving a problem is a noble aspect of entrepreneurship but doing it with a deep sense of empathy for the people who benefit from your product or service is what will keep you motivated.

My entrepreneurial journey has been laden with learnings at every step, and I have found that the survival of a startup depends heavily on the determination of its founders. A keen ear for understanding the problems of customers, and an unwavering resolve to solve those problems innovatively ultimately defines an entrepreneur. Externally, it may seem that this path is glamorous. However, underneath the glitter, there are countless struggles and challenges. Adapting to this unpredictability is a continuously evolving process, which is enabled through resilience developed at the personal and business fronts. No matter how hard the day is, what keeps me going is the promise that solving a problem for someone and making their lives a little bit better – sometimes saving time, money or bringing them a bit of convenience – is the reward for being an entrepreneur.



Navigating the Entrepreneurial Seas: A Voyage of Growth and Discovery

Lakshmikant Sharma
Founder, Valuecraftz Advisors

"The grass is always greener on the other side," a phrase we often use in various contexts, resonates deeply in the world of entrepreneurship. This sentiment frequently crosses an entrepreneur's mind, yet overcoming it marks a significant step forward in the challenging and exhilarating journey of building a business.

My entrepreneurial odyssey began at a modest two-seater table in Starbucks, accompanied by my co-founder, an alumnus of Sri Sathya Sai Institute of Higher Learning. Initially, considerations such as team size, scale of operations, and process efficiency were distant thoughts. My driving force was a singular passion: to deliver work that would earn the confidence and appreciation of my clients. As project after project bolstered my confidence and passion, thoughts and strategies for expansion began to take shape. Seeking a more professional environment, we transitioned to a co-working space, initially affording two pods. Eventually, it was time to expand our team and seek talented individuals to join our venture.

In my experience, modern hiring has evolved into a contest of image building and number bidding. How trendy is the office, what are the amenities, what are the benefits, what kind of team parties are done, what are the perks of working for this company – these are the kinds of questions I often encountered. Seldom was I asked about the learning that would happen or the upskilling that would take place. When it was asked, it was a treat to my ears; I was lucky on a few occasions. Admittedly, we've taken a few hiring missteps, but these are a part of the ongoing learning process.

I've learned that no action or decision is ever flawless. Yet, decisions must be made, and actions taken. The key lies in assessing outcomes, making corrections, and getting back into the game. This continuous process of striking the right balance is where true

adventure lies, for if everything were predictable and scripted, the thrill of entrepreneurship would diminish.

I strongly believe that true innovation often lies not in crafting something entirely new, but in addressing simple, overlooked problems that, when solved, can profoundly impact millions and generate significant business value. This concept is exemplified by the transformation of the cab hiring industry. For a long time, consumers had become accustomed to the inefficiencies and frustrations inherent to traditional cab hiring methods. It was not until companies like Ola and Uber reimagined this service that a significant shift occurred, revolutionizing the way we utilise and perceive cab services. As Shiv Khera insightfully remarks, "Winners don't do different things, they do things differently." This underscores the importance of identifying and creatively filling gaps within existing systems or processes, rather than always seeking to introduce entirely new concepts.

Over the past three years, I've come to understand that a business must be viewed not only in terms of revenue and margins but also from the broader perspective of all stakeholders. Employees, agency partners, tea vendors, water suppliers, office support staff, etc., form an ecosystem that underpins business growth. We grow in our responsibility towards these stakeholders, becoming accountable for their income, quality of life, and well-being. When this reality sinks in, it profoundly alters the concept of responsibility, influencing every decision with an awareness of its broader impact.

Well, the truth is, this journey is far from easy, but then again, no adventure ever is. It brings its share of triumphs and challenges, days of satisfaction and frustration. At times, the allure of a conventional job's comfort and convenience seems tempting, echoing my opening statement. However, when I compare that with the idea of 'building something', the fulfilment derived is unparalleled. The journey continues, and as Swami says, "Life is a game, play it." The game is indeed ON...



Charting the Uncharted Waters: My Journey with nSmiles

Nirbhay Lumde

Head of ESG & Sustainability, CSR Leader - Asia Pacific, CGI

A decade ago, I embarked on an entrepreneurial voyage that was more a leap of faith than a calculated risk. I became an early-stage funder for nSmiles, a startup with a revolutionary vision in the mental health space. This journey, filled with challenges, innovations, and triumphs, is a testament to the power of belief and futuristic thinking in entrepreneurship.

The Dawn of nSmiles

The initial journey was arduous. In 2013, mental health was a topic on the fringes of mainstream conversation. Mental health was an afterthought, a footnote in discussions about physical health. Schools, colleges, and even corporations lacked the awareness, let alone the infrastructure, to prioritize preventative mental health care. Back then, even our flagship app, 'Happy Being', with impressive global downloads, tried to find takers in India. It was a stark reminder of the chasm between potential and reality.

It was then that nSmiles was born, with a mission to enhance individual and family well-being through evidence-based self-awareness, self-care, and support tools, leveraging mobile and AI technologies. This initiative was not just about creating a product but pioneering a much-needed shift in mental health care.

Early Challenges and Steadfast Belief

Despite our 'Happy Being' app's global success, India's initial response was lukewarm. The concept of mental health as a proactive, self-care journey was still nascent. However, I saw potential in this challenge. My conviction in nSmiles' vision was unwavering, and I supported them through early-stage funding, mentoring, and guidance.

Incubation at IIIT Bangalore: Cultivating Growth

Our incubation at IIIT Bangalore under social startups was a crucial phase. We focused on building tools to measure well-being, essential for instilling a culture of self-care. This period was not just about developing a product but nurturing a vision that could transform lives.

The Pandemic: A Turning Point

The COVID-19 pandemic brought mental health to the forefront. By then, nSmiles had developed a curriculum on mental health skills for the Karnataka Skill Department. We adapted to online classes, significantly expanding our impact and outreach.

Reaching New Heights

Today, nSmiles has impacted nearly seven lakh people with our curriculums and workshops. The grant from Fidelity helped us develop assessments with 98% statistical validation, leading to the UNICEF Innovation Award. Our journey, now a decade long, has seen nSmiles grow into a leader in accessible self-care solutions, including workshops, apps, books, and journals.

Staying True to Our Core

Throughout this journey, nSmiles has focused on value creation, guided by integrity, personalization, innovation, and collaboration principles. We have grown with minimal investor funding, emphasizing sustainable growth and high social impact.

As I, an early investor in this phenomenal journey, look back at the past decade, I can't help but feel an immense sense of pride. It wasn't about seeking the most significant returns; it was about taking a leap of faith in a team that dared to dream of a world where mental well-being isn't just a privilege but a birthright.

Accolades and Recognition

Our efforts have been recognized globally. nSmiles was featured among the Global Top 10 Apps on Apple's iStore and won the UNICEF Healthcare Innovation Award in 2021. We also won the Global Startup Battle in 2014, the Innovative Social Impact Award from the Deshpande Foundation in 2015, and were runners-up at Tech in Asia in 2016.

Conclusion

As an early-stage investor, I've witnessed countless startups rise and fall. But nSmiles was different. Its founders, a passionate team of psychologists and tech wizards, weren't chasing trends; they were pioneers carving a path through the wilderness. Their vision – empowering individuals with self-awareness tools, self-care, and holistic well-being – resonated deeply with me.

Reflecting on my association with nSmiles, I realise it was never just about funding a startup. It was about believing in a vision ahead of its time and being integral to a journey that sought to redefine the mental health approach. There are investors like me who, driven by belief and calculated instinct, are ready to support innovative ideas with potential. Taking risks is integral to the entrepreneurial journey. It brings the excitement of showing the world you dared to try, even if it means facing failure.

Remember, success is often just around the corner. Stay committed and focused; your efforts, like nSmiles, will find their rightful place in the world. It is the essence of entrepreneurship – a relentless pursuit of a vision, undeterred by the challenges and fuelled by the excitement of potential success.

Looking back at the last ten years, I feel a sense of profound pride and accomplishment. Our story is one of innovation, resilience, and the power of belief – a narrative I hope will inspire future entrepreneurs to chase their visions with unwavering conviction.



Panchamaata and Purity

Rajani Vaidya Subramanian
Founder, Sattvamaya Wellness

The Foundation

At the inauguration of Sri Sathya Sai Arts and Science College for Women, (July 22, 1968) Bhagawan spoke about The Five Mothers—*Deha Maata*, *Go Maata*, *Bhu Maata*, *Desha Maata*, and *Veda Maata*.

The Beginning

During my career as a Nutritionist, I became aware of how we can improve our health using simple and sustainable steps. The satisfaction has been immense through incorporating this knowledge while advising each patient/client on nutrition and better practices for a mindful lifestyle. However, I felt I was not doing enough. Through the years, I realized that toxins and adulterants enter our homes and lives, impacting our health in many ways.

Bhagawan Baba has spoken about *Paatra Shudhi*, *Paaka Shudhi*, and *Padaartha Shudhi*. Bhagawan also indicated that the thoughts and intentions of the person who grew/sold the ingredients and the cook who infuses the food with their thoughts affect us. In addition to these, I found that our ill-informed choices in our daily lives – types of cookware, crops with different pesticide residues, hormone-injected cow milk, chemical-laden products used on our skin and in our homes – are impacting our health in serious ways. These have been creating ‘ashudhi’ or impurity in our food, life, and health in dangerous ways. Addressing health concerns only through nutrition counselling began to feel incomplete and insufficient.

This led me to augment the consultation protocol with education about safe cookware, non-toxic food storage containers, and eliminating hormone-disrupting chemicals from our foods. Even this did not address all the toxins entering our bodies.

Skin is the largest organ in our body. It absorbs whatever we put on it, and thus, into our bodies. Most of the popular brands of skin care and hair care products contain several hormone disruptors and cancer-causing chemicals. They also leach into the wash water, and pollute the water bodies. Many skin care ingredients are drawn from the Earth's precious resources with scant respect for sustainability. Yet others are extracted from other living beings that include cruelty in many forms. Unconsciously we are making choices that harm our health and hurt 'Bhu Maata.'

The Leap

I took additional courses and learnt to make non-toxic skin care and hair care products. I also took courses to learn about our ancient Ayurvedic principles for skin and hair care. Thus was born *SATTVAMAYA WELLNESS*. The word 'Sattvamaya' in Sanskrit means 'that which heals, nourishes, sustains'.

Sattvamaya Wellness' effort is to create 'shudhi' – in what we *put into* our body as well as what we *put on* it. It has been a constant learning process. We are continuously working on product formulation, testing, and standardizing, to ensure we offer the safest, effective, non-toxic, and environment-friendly products to our clients. This, combined with nutrition and lifestyle counselling, is our humble attempt to impact people's lives for the better.

Having been blessed to receive 'Education for Life', I have always sought to utilize this precious knowledge to serve society in the best way I can.

Today

Every day begins with gratitude to my parents, 'Deha Maata' and to Bhagawan for this life and ability to work.

Eschewing cruelty to animals by steering clear of using animal-based ingredients and animal testing is our offering to 'Go Maata'.

By creating products using environment-friendly ingredients that do not pollute the water bodies or the Earth, we offer respect to 'Bhu Maata'.

Having our Bharat as the base for our organization, and proudly 'Making in India' is our humble tribute to our 'Desha Maata'.

Carrying out each activity to the notes of Veda Chanting and Bhajans is our invocation of 'Veda Maata'.

Prayers to Bhagawan Baba to bless this humble effort with His Grace and constant Guidance!



From Zero to Hero

Ramprasad

Senior Inventor, UnitedHealth Group

When I was serving in Sri Sathya Sai Institute of Higher Medical Sciences, Prasanthigram, I sent three provisional patent application forms to Chennai Patent Office. That was in April 2013. I got a response from Chennai Patent Office within a week or two, I guess. They asked me to present the prototype in front of the controller or adjudicator along with completed patent application form (not provisional) to get them evaluated. I did not proceed. I dropped the idea. Reason was – there was legal fees involved to perform prior-art search and it was costing me at least twice my salary at that point of time! Plus, I could not have built the prototype all by myself – blame it on my lack of interest in building it or lack of resources in excusing it.

Time passed. None of those three ideas were implemented in the popular world even after 5 years. In Aug 2018, I joined UnitedHealth Group, a Fortune 5 company. I saw some of the leaders in this company had their own Wikipedia pages. Some of the most prolific inventors of all times were part of their leadership. When I joined my team, the leader, a Senior Director, had me working on one of the patent applications that the team was working for close to a year. I spent the next two years on refining it, prototyping it, pivoting, improving & repeating that cycle. After two years, one submission & its rejection – we had not moved far. But I wanted to.

My leader wanted to close this patent before moving to the next idea. But I wanted to work on multiple ideas in parallel. So, I reached out to an invention superstar – Gregory Boss (53rd most prolific inventor in the world history) – in July of 2020. He had conducted an in-person invention session in Gurgaon in Feb of 2020 which I had the privilege of attending, owing to my leader. I asked him if he was willing to mentor me – because I

clearly did not know how to patent. And hence, was failing at filing for over 2 years. He responded the very next day in the affirmative, added another person as a co-mentor and we first met in August (based on his calendar availability).

In that first call with them, I presented seven ideas. Three were the same ones that I had sent to Chennai office in 2013 and had subsequently abandoned. They liked one among them and offered to write the Invention Disclosure Form (IDF – a document that clearly describes invention in three sections of Problem Statement, Novelty and Methodology) within 3-4 days. I retorted and told them that I would want to write it myself even if it was in an unacceptable state. The reason was – I wanted to learn. The goal was not to just have an IDF submitted and get a patent granted. No. The idea was – have an IDF submitted in such a way that I learn most in that process and am able to repeat the IDF writing & patent filing successfully all by myself. And I could learn only if I did every step of it, commit mistakes, fail, learn, relearn, redo, recorrect, refine and finally, achieve the level of required standard to go ahead and submit.

It took two months before the IDF was ready to submit. After two months, I had my first successful submission. And banking on its learning, I submitted my next one in half the time – a month. In the following month, I submitted two more IDFs – taking about 15 days for each. When I first reached out to Greg, I had a goal of submitting 12 IDFs in 12 months. But now, I had ended up submitting eighteen instead! Of which, ten were filed and eight were closed.

It was wild. But I was terribly focused on it. There was no Saturday, Sunday, or festival holiday. I remember working on IDFs while everyone in the family and lane outside were celebrating Diwali. There was only one focus – submit as many IDFs as I can. It even meant not bothering about my health, weakness or growing unhealthy habits of sleeping at 3 am and waking up at 11 am to continue with my day-job.

I learnt a lot of things during this period – how to think of ideas, how to convert a routine

idea into a patentable idea, how to discard an idea if it doesn't get converted into seemingly patentable idea, how to quickly write-up an IDF within a few hours and make it ready for submission, how to present the invention to the Review Board, how to answer their queries, how to be fearless while being humble (and to not mistake humility for fear), how to accept the verdict of the Board gracefully even if it wasn't in your favour while the Board was showcasing their lack of understanding of basic concepts, how to get back to the Board with an improved version of the IDF even if you & your team were convinced that the previous version itself was world-class, etc.

Even today, after having mentored over 100 people across the globe, having created over four dozen first-time inventors over past two years, I still continue to learn. Because every now and then, I realize that I do not know a lot of things.

(To be continued...)



An Entrepreneur in the Making

Dr T Usha Rani

Founder/Director, TFF-The Food Formula, TFF Labs Pvt. Ltd.

1. THE EARLY RAMBLE

When we want to follow our passion or start something new, the only worthwhile moment that gives us the thrust for it comes when we challenge ourselves and throw ourselves out of our comfort zone and try to stand alone. Like millions of budding and established entrepreneurs who have chosen this journey for purpose or profits, my story also revolves around finding my passion and more importantly, the courage to follow it.

Very early on in my journey, I found knowledge – be it academic or practical – to be very empowering. I chose the conventional path of pursuing a doctoral program after completing my Masters in Food Science and Nutrition from Anantapur campus, SSSIHL. It was during my early PhD years that I got sensitised to the concept of entrepreneurship as a means to providing the consumer different solutions for the same problem. The idea of being able to use my academic knowledge to address an existing gap in the market by my own means seemed like a very fascinating vocation to me. It excited me so much that I found myself swelling up with ideas to start a business.

And that wasn't the beginning of finding my true north!

I followed the conventional norm of getting a corporate, well-paid job, for financial stability. But here I learnt the finer nuances of entrepreneurship, having faced with situations that demanded learning the fundamental aspects of converting a raw product idea into a commercially viable one. That is where I realized how there are multiple facets to selling a product or a service and that having just an idea doesn't suffice!

This still wasn't the first step towards starting my own business!

Three years passed and I had started to equip myself with different skill sets that comprised building a business – market research, R&D, procurement, machinery, regulations, amongst others. I got myself involved in several smaller but significant incidents too, like trying out my ideas on smaller audience like my immediate family and friends, taking their feedback and building on it. And then, the Covid lockdown happened. I had enough free time to spend on my ideas and refine them. That's when I decided to quit my job and start working on my ideas. I resigned from my job and started with the initial processes.

And yet, this wasn't the time I started my business!

Two months after my resignation, there was an interesting FSSAI project that was started in ICMR-National Institute of Nutrition. Both the organizations were too alluring for any aspiring food scientist to ignore. So, I decided to join the project. During this period, there was immense learning on the regulatory aspects of a business. This time, I started to hustle my regular job with my business ideas during the weekends. I began to work more seriously on starting my business. I decided to register my business and get the required licenses to kick-start the processes. I contacted my teachers from the college and several alumni of SSSIHL who were in this business, got their guidance on the processes. Having a supportive husband working in a similar area of work added to my strengths.

So, this time, I really did start the first step towards my business!

I worked on the product manufacturing, packaging and started out with selling initially within my circles. Eventually, by word of mouth, news of my products started spreading further. It reached a point where my time and efforts as well as the returns in my business were better than my regular 9 to 5 (literally) job. The confidence boost was precisely what I needed to reassure myself that I would be just fine even without a regular salary influx into my account!

And that's when I decided to quit my job finally, and this time for good, and got into my business full-fledged!

I realised my fear for financial stability, and needed a validation of my capabilities. My mind needed a reinforcement that it's ok to take the risk and go out there with a NIL backup, trusting the fact that I had the capability to land a job anytime later also, if I failed now in this venture. But the chance had to be taken, the risk to invest in my capability, the risk to allow myself to try and succeed or fail. It would have been a lost cause if I myself hadn't given myself the opportunity to follow my passion!

At the risk of sounding cliché, I would use the quote that aptly sums up my journey so far- "The journey of a thousand miles begins with one single step!"

(To be continued...)



Interview with Mr. Gunaranjan, Founder, UC

Part I on Palliative Care and Post-Pay

(Interview conducted by Sri J. Sai Govardhan, Asst. Prof. of English, SSSIHL)

Interviewer: Sairam. We are now here with Sri Gunaranjan sir, the founder of UC, and also the person whose brainchild is the Sri Sathya Sai Palliative Care Centre in Puttaparthi. So, Sir, firstly, why palliative care? What made you start this centre?

Mr. Gunaranjan: Palliative care is a universal need, and though its access is still limited—very limited in our country—it's still, I would say, in a nascent stage. And the understanding of the scope of palliative care and its availability is very limited, not only to the general public but even within the medical community. I've been associated with a palliative care program since 2016, working with an organization that's providing one of the largest palliative programs in Hyderabad—a very integrated program covering home care, inpatient care, and also support for the government cancer hospital. So, since then, there has always been a desire that we should be able to bring this service to Puttaparthi as well. And that opportunity came in the year 2022. The idea emerged in April, and by July 2022, we were able to commence the palliative care services in a small way in Puttaparthi. And that's only a small beginning. And in a year and a half now, in January 2024, this centre has grown to a full-fledged ten-bed centre, offering very comprehensive palliative care services and also having a home care program supported by two home-care van teams, through which we now cover a little over 470 patients in offering them palliative care services at home, largely within a radius of about 50 kms. from Puttaparthi.

Interviewer: That's really impressive—470 people in just one and a half years! Let's go back in time to when you started UC. I actually read up a little bit on your UC career. You talked about education, health for people and the planet, disaster relief, and income-generation activities. So, how do you think UC is actually making a mark in all of these? Can you explain a little bit of the activities in each of these sectors?

Mr. Gunaranjan: When we set up UC in June 2009, the idea was to set up a platform that plays the role of a philanthropy exchange, basically facilitating resources to various causes, especially those offering free health care, education, and also some impactful support for environmental work. Well, the vision is broad. Obviously, when we get down to the ground, we have to be more specific and thorough on a few projects. So, over the years, we have had the opportunity to engage with a few projects. Now, in about 14 years since we started, most work has centred around healthcare-supporting institutions that are running free health care programs, right from simple clinics in outreach things like mobile clinics or fixed clinics to hospitals that are providing single specialty or multi-specialty services, all of which are free. So, largely, we have engaged with institutions, whether it is nonprofits, government hospitals, or other voluntary organizations that are providing these services. And in the education field, it's been on a much smaller scale in comparison, just because there's a limited amount of work we can do in a thorough manner. So, though the vision may be there, we have to really be able to deliver. I think over a span of time, with the kind of engagement we've had, most of our effort has focused on health care. And in terms of going back to the idea of a philanthropic exchange, at its inception, we largely looked at bringing in financial resources. But very soon, because of its deep engagement model with projects, we couldn't miss the fact that there's so much more we can achieve with other resources as well, such as welcoming contributors to give in kind and, most importantly, to give their time. I think that's the most valuable resource one can bring to these causes. For the scale of problems, we have in these areas, or the challenges we have, I think the most critical resource is to be able to get consistent time from people who can make a difference to this cause. So, over the years, while we continue to be able to facilitate resource mobilization as a platform, be it financial resources or in-kind resources, our significant effort has been on how we bring in volunteer engagement, which has really made a significant difference to many projects based on our experience. So, that remains a mainstay.

Interviewer: Sir, you talked about financial resources, and you also got an idea of Post-

Pay. So, how does Post-Pay work, how did you get the idea, and what are the challenges you faced in getting people to believe in this model?

Mr. Gunaranjan: So, a few years after I passed out of my MBA at Sri Sathya Sai University, (from 2002 to 2009), I had the opportunity to work with a large nonprofit organization called Basix. It was a place where I had an opportunity to see firsthand charity work and philanthropic work done in different places and in different ways—not just what we did through the Basix, but because of its deep engagement with several other institutions, I had the opportunity to look at the delivery of services through philanthropic organizations. And a common challenge across many scenarios is bringing financial resources, whether it's a big or small organization. The challenge remains common across the board, and one aspect is that, based on that experience, a lot of donors, be they individuals or institutions, often hold back because they're a little uncertain about what the outcomes will be. There's always an element of risk involved in any form of financial transaction, whether it's an investment or a charity. Charity is also a kind of investment here. You're not looking for financial returns to yourself, but you're looking forward to some positive social returns to emerge from your giving. It's a kind of investment, but with the associated risks. So, a lot of people hold back from taking that risk because they're not too sure what the outcomes will be. So, the idea behind the Post-Pay model was that if you can first spend some money out of your own pocket, do some work, document what you've spent, what you've done, and whatever outcomes may be, it could be even modest outcomes and be very transparent about it, and then reach out to donors and say that this is the story; this is what you spent and this is what you've done and this is what has been achieved, and if you can replenish that resource through post-pay philanthropy, we can get into the next cycle of reusing it. The essence of this idea is that you're essentially removing that element of risk. You're letting the owners have a very transparent view of what's happened and what's achieved, and they can take credit for that action and support the organization to take the next step. That was the idea. And so essentially, what this model led to was a very deep engagement in execution—not only did we spend money out of our pocket initially, but we made sure we got the best out of

it so that we could confidently tell donors that this was the outcome as an idea. Yes, it is very nice, but my own personal understanding over the years has been that while they see risk, not everybody is in a position to absorb data and understand it. A lot of giving can be very irrational. It's just that you've made that activity very rational by being able to see everything in a very transparent way. I also realized that that's a very small segment of donors who can actually appreciate that whole process and come forward to do a post-pay. And it did help doing that model, because there is that segment of givers who would like to see it that way. But the realization has also been that not everybody may have the time and patience to look at data. So, often, it's giving by gut, trust, whatever you can call it. So, we know there's a segment that would really appreciate it, and there is scope for this model. So, we weren't limited to that. As I said, that model led to a very deep engagement in whatever we were doing. And when you have that kind of dealing, so many ideas come that it's just not financial resources. You can make good with so many other forms of support, like I said, in kind and individual time volunteering. And of course, another aspect of UC has been the recognition of the fact that collaboration, though it may not be very easy, if one is patient and can create that kind of understanding with not just individuals but also with organizations, so much more can be achieved. It takes a little bit of effort, understanding, and coordination, but you can really multiply the impact by collaborating, which brings in a lot of efficiency in resource sharing between organizations. So, that's the path that has evolved at UC, not limited to just amplifying the Post-Pay model. It has its role, and it continues to use that model. But truly, the amplification has happened in terms of our efforts to bring in much deeper and larger volunteer engagement, and we've seen the impact it has made. And one example of it—a very, I think, consistent and fairly large impact example of that—has been our effort in developing an open-source health application called Health4All. This has been a ten-year journey. We started it in 2012, and today, almost after ten years as an application, it has evolved. We've had many volunteers over the years, but we can easily count on about 20 to 30 volunteers who have made significant contributions to the code. And at any point in time, we always have two to three volunteers to give their very valuable time to continue to enhance the application. And what this application is able to provide is to a large

number of free healthcare institutions a very important tool to organize their work, manage their patient data interactions, and in a way improve their efficiencies, which in many ways will contribute to improved patient care for these organizations working on this effort. So, right now, I can count on at least 20+ healthcare delivery institutions. Some of them are run by one organization, or some of them are just single clinic facilities run by one organization. So, it's really on a large scale. At its peak, almost 10,000–12,000 patient interactions are captured per day by this application, with over 100 to 150 simultaneous users at a given point in time. So, I think it's been a great example of what very consistent long-term engagement and volunteer engagement can deliver. The entire effort has been made by a lot of volunteers in developing and training several end users to make use of it.

(In the next issue we will have Part II of the interview on Mr. Gunaranjan's concept of *Char Daan*, finding an anchor, and the role Swami played in shaping his career.)



Section IV

**Faculty and Students
on Viksit Bharat**



“If the 540 million youth work with the spirit “I can do it”, “We can do it”, and “India can do it” nothing can stop India from becoming a developed country.”

- A. P. J. Abdul Kalam



Steps Towards Viksit Bharat

Prof. R. Gangadhara Sastry

Dept. of Humanities & Social Sciences, SSSIHL

A country with a civilization, culture and history unparalleled in the world, is singly fortunate and blessed to be a confluence of world civilizations and religions of various hues. Mother of inexplicable systems of administration, starting from kingships across the nation to pristine democracy, is suffused with indescribable spiritual heritage that is hard to be found in any other part of the world. India is a wonderland that accommodated people from various continents for centuries and has become a home for peace and tranquillity of a rare kind.

As the world is torn into pieces that are at war with each other constantly for decades and decades, India stands out as a shining example of the most sacred principles of “unity in diversity” and “vasudhaiva kutumbakam”. Historically, a country that has been exploited for centuries by conquerors from not only central Asian region but as well from other parts of the globe, today stands out as a very powerful country with exceptional accomplishments of great repute to its credit. Having gained independence from the British rule and being left economically, politically and culturally exploited beyond description, in the year 1947, India has come a long way in standing out as “the fastest developing economy” in the world, overtaking many so-called advanced nations. Indian diaspora contributes to the world nations’ economic prosperity, including that of the US in a rich way. As a knowledge hub with Indians heading highly reputed and most popular multinational software companies all over the world, India at once is Sanatana and absolutely modern. Withstanding all kinds of challenges that include territorial integrity, internal peace and its sovereignty itself at large, Indian democracy has proved vital and deep-rooted.

In the seven decades of its functioning as a parliamentary democracy, India proved

Churchill wrong on a number of counts, though it has got to strengthen its “core” democratic factors.

Some of the significant factors that are very much vital and need to be factored in for reinforcing the working of parliamentary democracy as visualized by the founding fathers of the Constitution are:

1. Reforming the organization and working of political parties: Understanding the fact that political parties are indispensable for the working of a democracy, a healthy debate has to be encouraged to dissect whether political parties themselves are playing a dangerous role, which might result in the failure of democracy. For example, law-breakers making laws, bribing/threatening the voters to vote for either a particular contestant or a party, rising number of members with heinous criminal record in Legislative Assemblies and Parliament, increasing role of money in electioneering at all the three tiers, political rivalries between parties, killing the “spirit” of democratic and healthy functioning of “parliamentary institutions” etc., has to be prioritized and tackled by putting in place remedial measures as recommended by several Commissions and Committees, appointed from time to time.

2. National integration: During the past seven and odd decades, the issue of national integration has not received as much attention as it should have. Evidently, the disintegrating tendencies that posed a vital challenge continue to rock the nation even today. Though thwarting the attempts of the separatist elements by invoking various provisions of the Constitution and ordering military action as and when required certainly proved successful to a large extent, yet those elements are active. For example, the unrest rising in the North-East is an issue of critical importance in the years to come. Strategic importance of North-Eastern states poses complex problems from our neighbourhood. And hence, securing the borders and strengthening these vital states demands immediate attention and special focus. Also, China’s ambitious expansionist designs across borders, towards Tibet, Nepal and Bhutan are to be watched and checked

with critical attention. It is heartening to note that the government is seriously seized up with these issues and is not sparing any effort to keep such attempts of the anti-national and other divisive forces at bay by bringing unbelievable diplomatic pressure on countries which are protecting, supporting and encouraging such elements, both from within and without. However, keeping the latest attempts by various countries like China, Pakistan, Canada and many others, India will have to be more diplomatic.

3. Multipolar World Order: India has been playing a global role for many decades and is in favour of a multipolar world order. Foreign policy of India based on non-alignment is considered as its major contribution to world peace even as the bipolar world has always been a threat to world peace. Though India suffered a humiliating defeat at the hands of China in the year 1962, “cautious optimism” guides relations with China. However, external threats from various neighbours and advanced countries on various counts and on several issues continue to threaten India. But India moves ahead working towards world peace without compromising on its “national interest”. Without being pulled into the expansionist designs of the great powers, such as Russia, USA, China, Israel, North Korea, Iran, Pakistan etc., resulting in global unrest, while protecting its self-interests, India should work towards the establishment of a multipolar world order.

4. International Organizations: In recent decades, organizations like, UNO, WHO, ILO, IMF, World Bank, International Court of Justice and many other alliances like, NATO, BRICS, G20, G5, QUAD, AUKUS etc., have been playing a vital role in the emerging world order. On its part, India, by contributing extensively, continues to work with many such organizations and alliances in bettering the lives of millions of people in various developing and downtrodden countries across continents. Recent developments like Russia-Ukraine war, Israel-Palestine holocaust, China’s ambitions in South China sea, its threats to Taiwan and many other countries in the Asia Pacific, Afghanistan-related issues, North Korea’s threats to South Korea and many other such issues provide ample opportunities to India to play a vital role. The G20 success, its support to a host of countries during Covid times, economic assistance to Sri Lanka, Nepal and a host of

countries across continents prove that India is gearing up for a vital role. Reforming international organizations is vital for such a role and India should not allow it to be delayed any further.

5. Diverse Strengths: India has got to focus and strengthen itself in various fields of immense importance in modern times like, “skill development”, “data analytics”, “generative AI”, “manufacturing”, “research and development”, “infrastructure development”, “latest defense equipment” and “transportation and communications” to be worthy of a big role by 2040.



Circular Economy to Tackle Climate Change

Om Anirudh Ch.

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Purpose

In this article, I outline my thoughts on Viksit Bharat. Our honourable Prime Minister, Shri Narendra Modi Ji envisions transforming Bharat into a fully developed country by the centenary anniversary of our Independence. I also offer my ideas on what role I can play in contributing to making our nation reach its potential.

Scope

Today, there are numerous noteworthy economic, technological and policy success stories emerging out of our country – India as the global delivery centre, bio-tech success most notably during COVID pandemic, our space successes are a few. At the same time, we face a few significant and persistent challenges such as creating a large number of high-quality jobs, maintaining the quality of education systems, addressing the problem of climate change, and the like. My focus is on the problem of climate change and how to address this problem using the concepts of Circular Economy and Entrepreneurship.

Understanding where we stand today

We have had three decades of rapid progress since the economic liberalization of 1991. With the growth slowdown and geo-political tensions with China and an aging west, the international community is looking at India to lead world GDP growth.

The world believes that India, the largest democracy, with the able leadership of our honourable Prime Minister Shri Narendra Modi Ji, is at an inflection point, poised for at least a decade of consistent high growth.

However, I would like to point out that the growth discussions even at the highest levels today refer to the linear economic growth model, the underlying assumption being that India *can* afford to adopt the same growth models of the West, or China more recently, without devastating consequences.

I beg to differ on this and, in my opinion, replicating the linear economy characterized by (historically) poorly regulated industrialization is an option India can ill-afford at this juncture.

Today, in front of the world, lies a grave challenge! I would like to quote the UN Secretary General António Guterres to support my statement: “The era of global warming has ended; the era of global boiling has arrived. Leaders must lead. No more hesitancy. No more excuses. No more waiting for others to move first. There is simply no more time for that. It is still possible to limit global temperature rise to 1.5 degrees Celsius and avoid the very worst of climate change. But only with dramatic, immediate climate action.”

Hence, the time and circumstances India finds itself in, as it contemplates its rise to the pinnacle of its people’s potential, are highly different from that of China and its eastern sister economies of Singapore, Malaysia and South Korea. Their ascent was in the time of global warming, while today is the era of global boiling.

Challenges to achieving the vision of Viksit Bharat

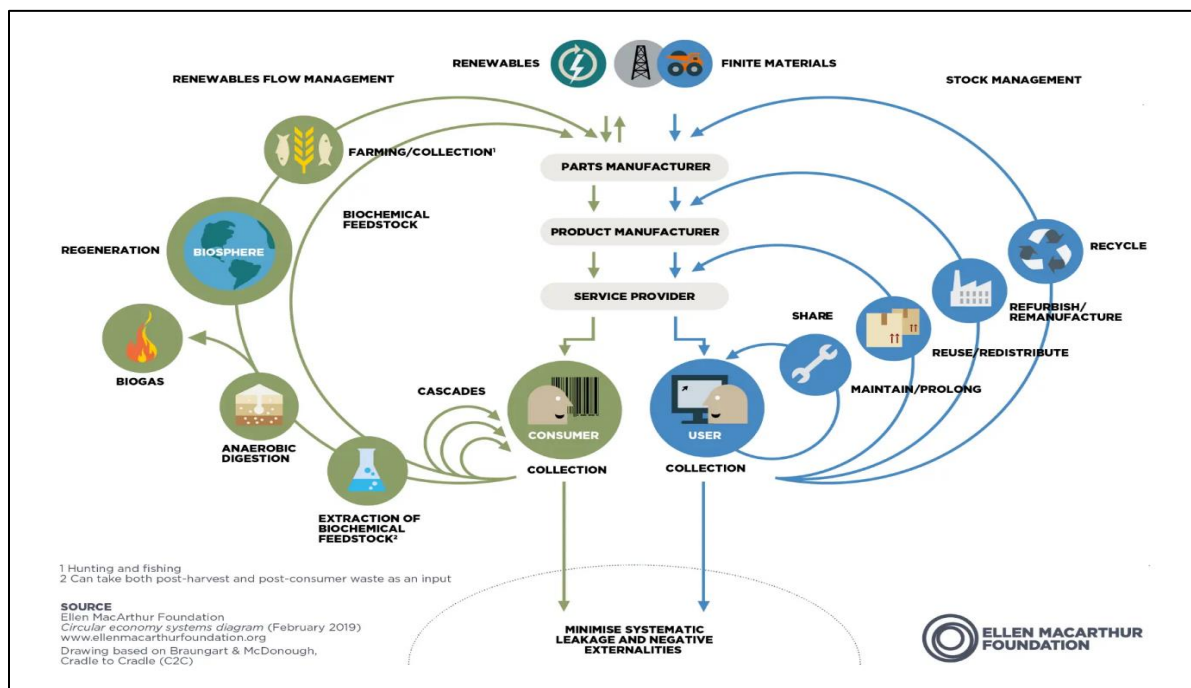
Here I would like to make a reference to former minister, Sri Suresh Prabhu’s foreword to the Teri-Yes bank report titled “Circular Economy: The Business Imperative for India”. While India boasts about 18% of the world population, it occupies only 2.4% of the world’s surface. India has access to only a small share of the world’s resources.

The key challenges India faces as a growing economy with high density of population and shifting consumption patterns are:

- Generation of huge wastes due to shifting consumption pattern
- Difficulty in getting new landfills

The circular solution to climate change

India holds in its hands the opportunity to change the course of history by being the first nation to embrace circularity and to be sustainable in business practices and lead the world back to nature-restorative and regenerative practices.



The Ellen McArthur foundation, one of the pioneers in promoting the concept in the international community, defines a circular economy as a system where materials never become waste and nature is regenerated. In a circular economy, products and materials are kept in circulation through processes like maintenance, reuse, refurbishment, remanufacture, recycling, and composting.

Circular business models for entrepreneurs

I would like to present some of the technologies and business success stories that are ready for a scaled-up implementation

- Anaerobic digestion
- Organic farming
- Digitization of waste management

Anaerobic digestion, technically referred to as bio-methanation to produce bio gas, which is ultimately used to produce electricity, is a market-ready technology worldwide and also in India from CSIR's Indian Institute of Chemical Technology.

Organic farming is a natural regenerative method of farming where crop rotation and select agroforestry practices are combined to manage the cycle of nutrient fixation. Organic farming, initially started in the west, is, now, widely adopted by agro-exporters of India.

Digitization of waste management ecosystem



Source: Niti Aayog/MoSPI

A major revolution in municipal waste management is underway with digitization of the waste management ecosystem leading to *smart* centres, i.e., digitally powered material

recovery facilities, connected to a waste exchange, which connects producers and processors of waste with recyclers and co-processors, i.e., the companies that can take waste as input for their production process like new cement or steel companies.

This model is already piloted in the municipality of Latur in Maharashtra, and the leading start-up in this space, *Recykal*, got recognized as a technology pioneer at World Economic Forum in 2022.

Recykal helps brands in their EPR compliance process with their software. Recykal has also onboarded recyclers and created a marketplace for brands to source recycled plastic from authorised and certified recyclers.

The role I would like to play in achieving the Viksit Bharat vision

I would like to utilise my strategy and consulting skills, acquired in my MBA journey, and be a circularity transition consultant. I would like to offer companies, both for-profit and not-for-profit, my services in evaluating the product level circularity and company level circularity. I would like to assess their needs and evaluate their preparedness for the circular economy as the government brings forth newer policies such as the Extended Producer Responsibility (EPR).

I would like to empower organizations to make responsible material and product service design choices through my circularity consulting services.

Additionally, I would also like to spread awareness among my batch mates and student community, inclined towards entrepreneurship of the tested and market ready circular business opportunities ready for implementation. I would like to hone my skills further in this area and offer my expertise in setting up and running of these micro entrepreneurial ventures.

With a bachelor's degree in engineering, and my background in science, coupled with a technical bent of mind, I would like to offer advisory services to technologies in the making and prepare reports on them as they are piloted especially in the technical

material circularity, such as recycling/recoverability of polymers, PVC, etc.

Acknowledgements

I would like to thank Bhagawan Sri Sathya Sai Baba and the environs of the SSSIHL that uplifted me.

I would like to thank my guide Sri Sukumar Narasimhan, for his insights and mentorship through my journey.

I would like to thank Sri Vivek Kapoor, whose instructions and directions I have always found inspiring.



India of My Dream in 2047

M. Sai Saranya, II BA
SSSIHL, Anantapur Campus

The land that has witnessed protests, revolts and bloodshed of brave and mighty citizens – citizens who let patriotism soar high in the wind of colonial rule – that land is our very own India – an India which broke off the handcuffs of British rule to become independent. We are approaching the milestone of 100 years of this incredible independent India. It is time to level up and live in an India which is beyond being just an independent one. Just as magnificent architectural structures have a strong foundation beneath, so do great countries. The journey of development begins with fulfilling the basic needs in an effective manner.

Advanced healthcare in India is at its budding stage right now. A bird's eye view of the health industry will reveal the stark difference in the quality of healthcare offered by private and government hospitals. Definitely, government hospitals are getting equipped with necessary staff and technology but the population density of rural areas poses a challenge in effective treatment. A solution to this could be public and private partnerships and collaborations of hospitals. Government could provide subsidies to the private hospitals in exchange for rebates in medical expenses of patients referred from government hospitals. In this manner, healthcare can become more accessible and affordable.

Education is another industry which has a vast scope for expansion. With the implementation of the new education policy, India has begun its journey to revolutionise education. Equal educational opportunity across the country is the need of the hour. Good education is a combination of smart and dynamic educators, curious and interested students, and adequate infrastructure and resources. Existing educational institutes need

to be upgraded to achieve this, before building more. As NEP 2020 is progressing towards holistic knowledge and vocational education, a prerequisite to this is definitely upgrading the basic elements.

My dream, like every other citizen's, is to live in an India which has overcome the challenges it is facing and has grown to become a global leader. To reach that goal, citizens must join hands with the governments and let Bharat's flag soar high for eternity.



My India in 2047

Samragi Gurung, II BA
SSSIHL, Anantapur Campus

The Golden Bird – Bharat, which once was stripped off her feathers, is now on the rise just like a phoenix. India has always been a land of geniuses bubbling with innovative ideas. However, it is the implementation that suffers a delay.

By 2047, India should be at the forefront of the fourth industrial revolution, where rural population leads with the perfect blend of ancient techniques and modern science. Secondly, I see India as an established global leader with strong international ties and as a key player in internal and external affairs. Also, in the already developing sectors, one being the education sector, I see a significant advancement in both academic and spiritual prospects. In my opinion, Bharat owes the progress of its civilization to the prowess of its deep-rooted culture. In the future, I see efforts fructifying towards bringing education closer to its Vedic roots and the wisdom of antiquity.

Overall, I visualise India prioritising education, innovation and international cooperation. India has the potential to become a beacon of hope and motivation for the world. To witness and to contribute to this phenomenon is my dream for Bharat@2047.



My Vision for India – 2047

Amuktha Malyada, I BA
SSSIHL, Anantapur Campus

I see India as a global leader in the fields of technology, economy, infrastructure, political policies, health and education by 2047.

Technological Advancements – India is already stepping towards greater technological developments via ideas like India Semiconductor Mission (ISM) which aims to make it a major manufacturer of semiconductors in the world. India has already developed diverse missiles and rocket systems, remotely piloted vehicles, light combat aircraft, etc. Brahmos is a great example of Indian prowess in strategic technology.

Developments in Economy – Currently of 3.73 trillion GDP value, I envision an India with at least a 5 trillion-dollar economy in the near future. Fifth in the world ranking today, India should progress towards the first position.

Infrastructural Progress – India should emerge as a major infrastructural hub by 2047, having the most technologically efficient infrastructure - metro rail, high speed trains like the Vande Bharat Express are a few examples that give hope.

Political Growth – Developmental governance ensuring multidimensional progress in various arenas is my vision for India by 2047.

Health Care Facilities – One of the noble features of 2047 should be its improved health care facilities and decline in the Infant Mortality Rate (IMR), Maternal Mortality Rate (MMR) and increased life expectancy.

Better Education – Education should offer more vocational courses to create opportunities for students. Education in the ethical and moral aspects will contribute to the development of one's personality.

In conclusion, I wish, India will emerge as a global leader by 2047 with stronger international relations, and make the predictions of Nostradamus come true.



Section V

**SSSIHL – IIC
Report of Events
from Sept. – Nov. 2023**



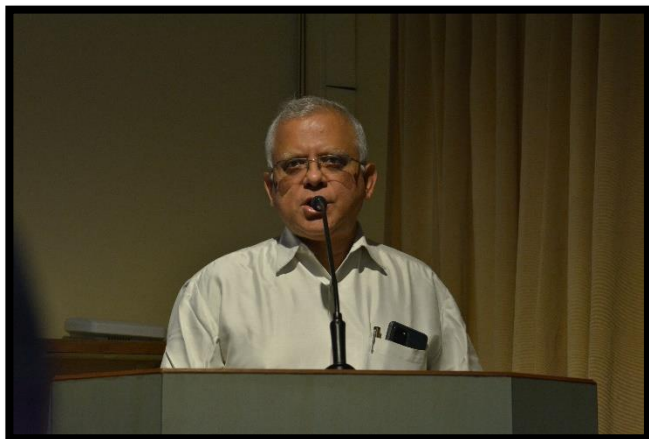
“Innovation is the ability to see change
as an opportunity - not a threat.”

- Steve Jobs



SSSIHL – IIC Events: September to November 2023

Innovation Day Celebrations



“Innovation Day” was celebrated to commemorate the birth anniversary of former President of India, Bharat Ratna Dr. A. P. J. Abdul Kalam to inspire young innovators to take inspiration and innovate for India. As part of the celebrations, the IIC, along with the Department of Physics, organized a seminar on 14th October 2023. The seminar included a talk by Prof. M. Sainath, Executive Director, ICFAI

Foundation for Higher Education Innovation & Entrepreneurship Council, Hyderabad, Telangana, on the topic “Creating an Ecosystem for Innovation and Entrepreneurship in Academic Institutions”. The talk, true to its topic, was replete with examples of innovations that shaped the world.

The expert talk was followed by an award ceremony in which two innovators from Sri Sathya Sai Institute of Higher Learning, Prasanthi Nilayam, were given citations in recognition of their contribution towards the indigenous development of SAIC – 19 Ag kit and SAIC – 19 Ab kit (Rapid antigen and antibody testing kits) which were aimed to provide rapid, reliable and affordable diagnosis of COVID-19 in resource limited setting with the unique and innovative capability of screening the population.



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Invited Talk: R&D and Innovation in Academia for Growth for Sustainability

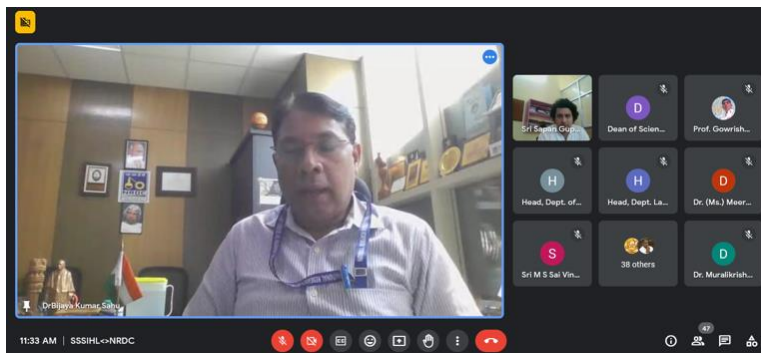
On the 27th of October, the IIC organized an online talk by Dr Bijay Kumar Sahu, HoD – Technology Innovation & Intellectual Property Facilitation, National Research Development Corporation (NRDC), Govt. of India.



Dr. Sahu outlined the purposes behind the Kapila program initiated by the Government of India. KAPILA (Kalam Program for IP Literacy and Awareness) is a scheme that provides financial assistance to Higher Education Institutions (HEIs) for filing patents. KAPILA will create appropriate awareness regarding the need for IP filing, mechanism, and methodology involved in

filing IP in India and globally, especially amongst students and faculty of higher education institutions.

With innovation being a long-term initiative, Dr. Sahu spoke about the methods by which students should be strengthened and reoriented in this direction. He emphasized that every institution has to come up with its innovation policy. The creation, transfer and management of knowledge being critical in this process, he stressed on how innovation is a great solution for a challenging economy. He spent some time talking about the 4 key steps in commercializing technology, namely – invention disclosure, IP protection, commercialization and IP tech match & marketing. Informing the audience that IPR is bridging the gap between academia and industry, he also said that everyone should be able to have a right to protect their own production.



=====

Orientation to IIC members

On 13th Nov. 2023, the IIC organized an orientation session for all the students and faculty members of the SSSIHL-IIC on the various activities to be carried out. Dr. P. Vanishree Sah, Coordinator of NewGen IEDC, CVR College of Engineering, Hyderabad, was present as a guest of honour.

The session began with the welcome address by Prof. Pallav Kumar Baruah, President, IIC followed by the inaugural address by Prof. B. Raghavendra Prasad, Vice-Chancellor of SSSIHL. Thereafter, Dr. K. Sayee Manohar, Convenor, IIC, outlined the functioning of IIC at SSSIHL.



Talking about the various innovation activities that would be taken up at SSSIHL, Dr. Swetha, Innovation Activities Coordinator, and Sri Vivek Kapoor, Start-up Activities Coordinator, drew up a detailed roadmap for various activities which IIC-SSSIHL would take up.

Dr. B. E. Pradeep, IPR Activities Coordinator, talked about IPR, Kapila scheme and highlighted the importance of Kapila scheme. This talk was followed by Dr. Muralikrishna Molli, NIRF – Innovation Coordinator, briefly outlined the various parameters on which the NIRF Innovation Ranking framework is based upon.



The last speaker of the day, the guest of honour, Dr. P. Vanishree Sah, appreciated the efforts of SSSIHL in establishing IIC at SSSIHL, promised to extend her support at any point of time in carrying out the IIC activities and wished IIC-SSSIHL great success.

=====

Invited Talk: Entrepreneurship, Innovation & Business Model Canvas

On the 16th of November, the IIC organized a talk by Dr. Swetha Thiruchanuru, Institution Innovation Coordinator, IIC-SSSIHL, for 70 students of Sri Sathya Sai Higher Secondary School (Girls Wing), Puttaparthi.



Dr. Swetha, delivered an engaging and insightful session on *Entrepreneurship, Innovation, and the Business Model Canvas*. The session aimed to inspire a budding entrepreneurial mindset among the young students and provide valuable insights into the world of innovation. An important segment of the session focused on addressing students' inhibitions about starting a company or even contemplating entrepreneurship. Dr. Swetha encouraged students to embrace challenges, learn from failures, and emphasized that the entrepreneurial journey is a continuous learning process. Dr. Swetha shed light on the concept of frugal innovations, stressing the importance of resourcefulness and cost-

effectiveness in entrepreneurial ventures. She shared inspiring examples of successful frugal innovations that have made a significant impact globally.

The interactive session saw Dr. Swetha resolve many queries related to the challenges and opportunities in entrepreneurship. The event successfully motivated students to cultivate an entrepreneurial mindset early in their academic pursuits, encouraging them to explore innovative ideas and contribute to the ever-evolving business landscape.

=====

Invited Talk: Innovation and Entrepreneurship



The IIC organized a workshop by Mr Viswas Polepalli, Vice President – Account Management Services at Teikametrics, Alumni SSSHSS, and Mr Sunil Kumar, Proprietor, J K Brands & Solutions, Bangalore for the students of Sri Sathya Sai Higher Secondary School (Boys’ Wing), Puttaparthi on the 17th of November.

Intended as a workshop on innovation and entrepreneurship, the event did ignite the young minds on how to think like an innovator, and also gave insights into converting real-world problems into opportunities.

The second half of the session was focused on entrepreneurship and the need for today's youth to look at entrepreneurship and focus on job creation rather than job seeking.



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Start-up Chapter of Sri Sathya Sai Institute of Higher Learning & Its Activities



Promoting innovation and entrepreneurship in Indian higher education is of great importance for driving economic growth, creating job opportunities for the youth of Bharat, and fostering a culture of creativity, problem-solving and critical thinking. Bharat has the potential to become a global leader in innovation and entrepreneurship.

The Start-up Chapter of IIC-SSSIHL under the dynamic leadership of Vice Chancellor

Professor B. Raghavendra Prasad undertook the following initiatives during November 2023.

Engagement with Rural Artisans of Bharat

As a part of the activities of the student-centric start-up club “BREAKTHROUGH”, a three-day workshop on *Rural Artisans: Problems and Challenges* was organised from 15th Nov to 17th Nov 2023. Five Rural artisans (National & State Awardees) demonstrated their art and craft in Prasanthi Nilayam Campus and engaged with the students, sharing their problems and challenges. The members of the SSSIHL student start-up club planned to work on the ideas to create market linkages, provide easy credit, reduce supply chain bottlenecks and improve the socioeconomic conditions of the rural artisans of Bharat.

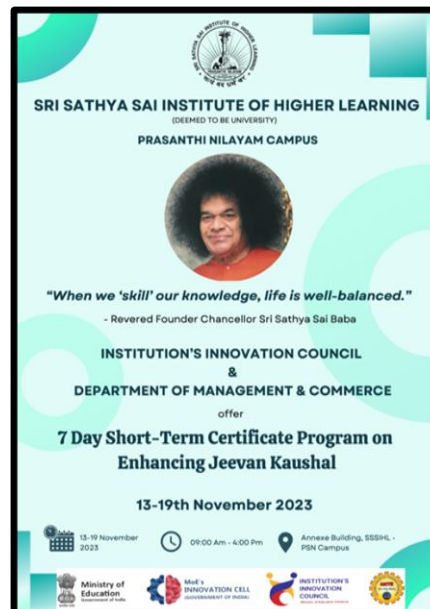


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Short-Term Certificate Program on Enhancing Jeevan Kaushal

Sri Sathya Sai Institute of Learning – Institution’s Innovation Council and Department of Management and Commerce, Prasanthi Nilayam Campus jointly organized a 7-Day Short-Term Certificate Program on Enhancing Jeevan Kaushal between 13th and 19th November 2023 for students of MBA, MA in Economics, & M. Tech.

On the first day, the sessions were conducted by Mr. Krishna Prasad and Dr. L. Goverthanan in the area ‘Contemporary Skills for Emerging Managers’. While, the forenoon session by Mr. Prasad focussed on the skills needed to be an Investment Manager, the afternoon session dealt with strategies and skills to be a Fintech Entrepreneur.



The area for discussion on Day 2 was ‘Human Resource Skills for Budding Managers’. The session, conducted by Shri Sai Kiran Kalluri and Dr. Chandrahaas C. S., focused on building human resource skills like team building, adapting to change, negotiation skills, time management, work-life balance, dealing with stress at work place, work place ethics etc., for budding managers.



Shri Mohan V Raman and Shri Zuben Mukhia organised a session on ‘Corporate Communication Skills’ on Day 3 of the programme. The session focused on training students in building effective corporate communication skills that will focus on aspects like non-verbal communication, cultural sensitivity, crisis communication, presentation skills.

On Day 4, a workshop on ‘Linkedin Optimisation’ was conducted exclusively for the II MBA students by Shri Harshavardhan G. While most business school students own a LinkedIn account, few understand how to effectively use it as a networking tool, business lead generator, and a vital tool for digital eminence building (for individuals and organizations). Alongside, there was a parallel session conducted for the I MBA students on ‘The Right

Way to Handle Cases and Build an Aptitude for Reading' conducted by Prof. Kshetragna C. N.

Day 5 and Day 6 concentrated on 'Transitioning from Campus to Corporate: A Holistic Approach for Final Year Students' which concluded with a Panel Discussion conducted by the alumni and other professionals.



On the last day of the short-term programme, a visit to Proto Village was planned for the students. The visit



exposed and sensitized students to various facets of how development in rural areas can be undertaken through various skill-based activities, collaborations, and so on. The objective of the visit was Problem Discovery – to understand the pain points / needs / requirements of consumers and then work on business ideas which have both commercial and social impact.

Section VI

Alumni Entrepreneurs – A Sneak Peek

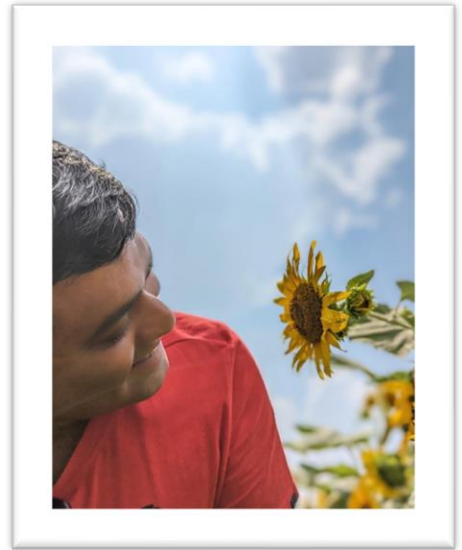


“The secret of getting ahead is getting started.”

- Mark Twain



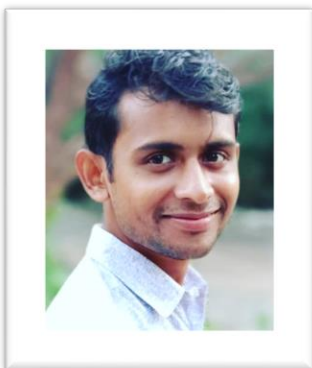
My wife Shruti Kamath is a Homoeopath and Arts Based Therapist. I am a practicing life coach since 2016. Together we commenced ASK (Ask Shruti Kamath) a digital wellness startup in 2017. We offer Homoeopathy, Therapy and Life Coaching digitally across 25 countries with 3500 clients serviced to date (2500 Homoeopathy + 1000 Therapy and Coaching). The entire interaction is done via all digital communication methods and medicines are couriered to every clients' doorstep.



Akshay Kamath
Alumnus, Dept. of Management & Commerce, SSSIHL
Entrepreneur since 2017
Email: aksai87@gmail.com

We develop healthcare diagnosis systems.

Venkata Amaresh Kumar M.
Alumnus, Dept. of Physics, SSSIHL
Entrepreneur since 2012
Company: Osure Care Pvt
Email: amar.grey.biz@gmail.com



Sai Sandeep BVN
Alumnus, Dept. of Management
& Commerce, SSSIHL
Entrepreneur since 2023
Email: sandeepbvns@gmail.com

Conventional understanding of health was confined to physical wellness. The last few years have witnessed a heightened awareness of the mental and spiritual components of health. We provide Inner Child Therapy. A human is approached as an integrated system of 'Thought-Emotion-Body'. With this framework we facilitate achieving empowerment, emotional closures, overcoming debilitating behaviour patterns. Like Swami says the world is 'Reaction Reflection Resound' of what's internal to us, Alternative Healing is the working application of that theory.

Previu isn't just a health platform; it's a paradigm shift. We leverage AI-powered genomics, personalized data analysis, and proactive action plans to empower individuals to previu and pre-empt lifestyle diseases before they take hold. Think of Previu as a pre-emptive strike against healthcare's biggest cost drivers: diabetes, heart disease, mental health issues and even some cancers. Our early detection focus not only improves patient outcomes but also slashes healthcare costs, creating a win-win for individuals, insurers, and society as a whole.



Rakesh Menon
Alumnus, Dept. of Managaemnt & Commerce, SSSIHL
Entrepreneur since 2013
Email: rakesh@previu.health



Hexawel Healthcare LLP was conceived as an innovation led organization to cater to the current and emerging needs of vitamins, minerals and ingredients used in the manufacturing of nutraceutical and human nutrition products. We manufacture stabilized, cold water dispersible, oily forms of vitamins apart from customized vitamin premixes. Our manufacturing facility adopts ISO 9001: 2015 quality standards and has a FSSAI manufacturing license (central). Hexawel Healthcare products are HALAL, KOSHER and FAMI QS certified.

K S S R Manohar
Alumnus, Dept. of Biosciences, SSSIHL
Entrepreneur since 2018
Company: Hexawel Healthcare LLP
Email: manoharkssr@gmail.com



Started this company with lot of hardwork and money. At this stage I realise we cannot run the company with wide speculations but with long term strategies, that are viable in modern times.

RAJARAMRAOTEJ
Alumnus, DCHEM, SSSIHL
Entrepreneur since 1996
Company Name : SREE SAI
SOWMYA NATUROCHEM
Email: rajaramraotej@gmail.com



This is a partnership firm started in the year 2020. We are 4 partners. 1. Translation services from English to Tamil for major multinationals. 2. Finance and accounting services end to end for a US property management company. 3. Health care services starting from March 1, 2024. We operate Work from Home and also focus on Women Back to Work concept.



Sivakumar Seetharaman, Alumnus, Dept. of Management & Commerce, SSSIHL
 Entrepreneur since 2020
 Company: iVAKYA Solutions LLP
 Email: sivakumar.s@ivakya.in



In an age where millions of lives are being threatened by lifestyle diseases like Obesity, Type 2 diabetes, Stroke, Heart Attacks etc., WOW, The Warriors of Wellness aims to radically re-energise the health of our community and restore the beauty in families through our science based approach

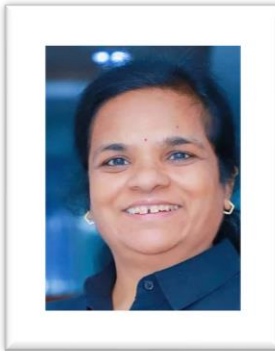
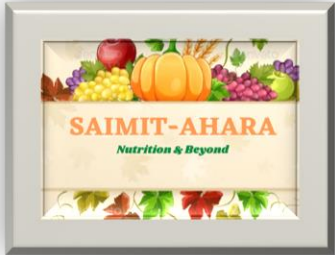


Sandhya Premshankar
 Alumnus, Dept. of Biosciences, SSSIHL
 Entrepreneur since 2020
 Company: Warriors of Wellness (WOW)
 Email: sandhyapremshankar@gmail.com



Working towards reversing clients' present health status to a normal healthy one. Focussing majorly on overweight, hair fall, thyroid health, PCOS, underweight and healthy lifestyle habits.

Poojitha Kaushik
 Alumnus, Dept. of Food and Nutritional Sciences, SSSIHL
 Entrepreneur since 2020
 Company: Saimit-ahaara
 Email: bulbogiri@gmail.com



Taevas is a leading market entry specialist company, providing a 360° brand custodianship and supports companies to launch, market and scale businesses globally. We currently extend our competencies to small, medium and large-scale enterprises in Medical Devices, Pharmaceuticals, Food & Dietary Supplements, and Cosmetics.



Ms Sunitha Anumula
 Alumnus, Dept. of Humanities and Social Sciences, SSSIHL
 Entrepreneur since 2012
 Company: Taevas
 Email: harish.k@taevasglobal.com



HANUGEN THERAPEUTICS is a biopharmaceutical company focused on developing innovative oligonucleotide based therapeutics. Our goal is to use the power of science to improve the lives of people affected by rare, infectious and other diseases. Our commitment to the patients and families impacted by rare diseases extends beyond treatment.



Dr. Arun Shastry
 Alumnus, Dept. of Biosciences, SSSIHL
 Entrepreneur since 2017
 Company: Hanugen Therapeutics
 Email: arunshastry@hanugen.com



The Kaptive is a financial services and consulting start-up firm leveraging digital platform solutions, expert domain knowledge, science of operations to offer expert-managed and advisory services to clients in Financial Services and FinTech domains.

Kapil Komal Jawa
 Alumnus, SSSIHL
 Entrepreneur since 2023
 Company: Fintech, IT, Analytics
 Email: kapil@thekaptive.com



Sai Prakash
 Alumnus, DMACS, SSSIHL
 Entrepreneur since 2013
 Company: MindStaq
 Email: sai@mindstaq.com

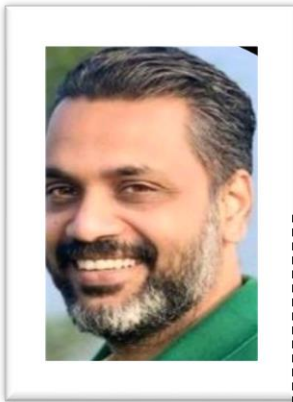
MindStaq stands out in the realm of project management tools with its unique blend of minimalistic design and powerful, AI-enhanced functionality. Tailored for the modern information worker, it offers the flexibility to toggle between Agile and Waterfall methodologies, catering to diverse project needs with ease. What truly sets MindStaq apart is its seamless integration of OKRs (Objectives and Key Results) into the project framework, ensuring alignment of day-to-day tasks with overarching business goals.



Enterprise Cloud Integration Solutions on Workday, Boomi, Salesforce, Oracle, Netdynamics. Bespoke Application development and product-engineering services..

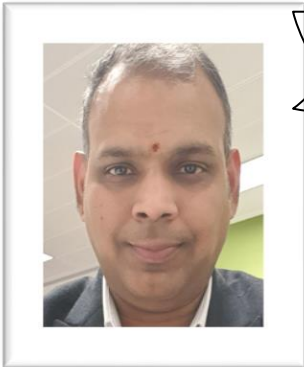


Sai Srinivas Cheemalakonda
 Alumnus, DMACS, SSSIHL
 Entrepreneur since 2011
 Company: Cosmo Synergy Cloud Technologies Pvt Ltd & Gigatude Software Services Pvt Ltd
 Email: saisrinivasc@gmail.com



I am a solopreneur and run an engineering services co. I mostly work with start ups and medium size companies.

Saratchandra Kasivajjala
Alumnus, Dept. of Physics, SSSIHL
Entrepreneur since 2020
Company: Project Mimir
Email: saspidcha@gmail.com



The start-up creates a digital entrepreneurship ecosystem to enable partnerships and funding.

Prof T Jagannadha Pawan
Alumnus DMACS, SSSIHL
Entrepreneur since 2017
Company: iPowerz Ltd, UK
Email: jptamvada@gmail.com



Founded Canarys Automations in 1991, now has gone public, quit company to start AIRA as a social enterprise.

Srihari Boregowda
Alumnus, DMACS, SSSIHL
Entrepreneur since 1987
Company: AIRA SOCIOCARE OPC. PVT. LTD.
Email: srihari.boregowda@gmail.com



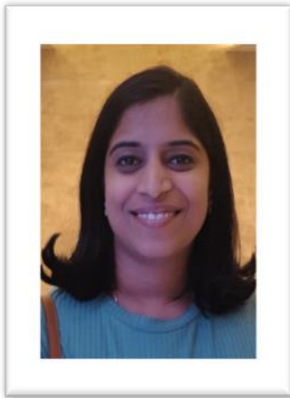
LokiBots is a cloud-native platform with conversational AI, generative AI and document AI to enable conversational automation and RPA.

Lokesh Nandula
Alumnus, DMACS, SSSIHL
Entrepreneur since 2018
Company: LokiBots, Inc.
Email: info.admin@LokiBots.com



Jayanthi P
Alumnus, DFNS, SSSIHL
Company: Saiswaadh
Entrepreneur since 2013
Email: jai.sai.sudar@gmail.com

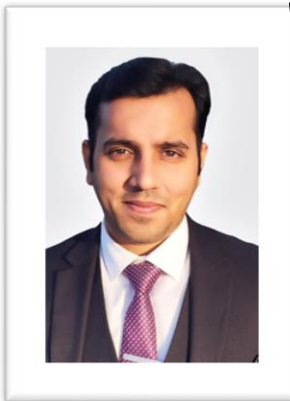
Authentic home made pickles, podis, readymixes, health drinks, medicinal age old podis made with cold pressed seed and nut oils with zero percent preservatives. All products made with the aim to retain maximum nutrition.



Dr T Usha Rani
 Alumnus, DFNS, SSSIHL
 Entrepreneur since 2022
 Company: TFF Labs Private Limited
 Email: director@tfflabs.in



We are a home grown brand built by a passionate team of food lovers who have set up a manufacturing company based out of Hyderabad, Telangana. Our vision is to create a basket of Ready to cook and ready to eat products that are easy, quick and hassle free to cook at the same time are healthy too! Our range of products include ready to cook breakfast premixes, ready to eat chutney powders, flavoured oatmeal, fruit preserves, native chocolates, floral teas to list a few. Our products boast zero preservatives, zero artificial sweeteners, lactose free and 100% vegan.



We are a premium knowledge partner for Investment Banks, M&A Advisors, PE funds, Startups and SMEs helping them with deal and transaction marketing materials. Our research, analysis, and insights provides our clients the required support to pitch a deal/opportunity to potential strategic buyers and investors.



Lakshmikant Sharma
 Alumnus, DMC, SSSIHL
 Entrepreneur since 2020
 Company: Valuecraftz Advisors LLP
 Email: sharmalakshmikant9@gmail.com



We are an authorised education provider with the Financial Planning Standards Board offering coaching for the CFP certification program in India. We also conduct financial literacy programs for students at schools & colleges and Investor Awareness Programs at corporates. Through our offline & online programs we wish to create Financial Abundance in the lives of millions of Indian families as we strongly believe "Money in the hands of the good creates a prosperous society."

Subhash UN
 Alumnus DPHY, SSSIHL
 Entrepreneur since 2008
 Company: SUN Training Academy Pvt. Ltd.
 Email: un.subhash@gmail.com



I switched from construction to providing land for solar projects to Adani, JSW, Thermax, etc., throughout South India.
 Undertaking EPC for Solar projects.

C.M.Sudhakar
 Entrepreneur since 1982
 Company: SSR CONSULTANTS
 Email: peachakin@gmail.com



Subash CV
 Alumnus, Dept. of Management & Commerce,
 SSSIHL
 Entrepreneur since 2012
 Company Name : Regal Unlimited
 Email: subash@regalunlimited.com



Regal Unlimited is a boutique firm into leadership development through Executive coaching, ICF coaching training, mentoring, and certifications, 'Leader As Coach' workshops, and Healing. Over the last 11 years, we have touched the lives of over 1,000 leaders, mentored 400+ ICF coaches, trained over 1,000 leaders on the leader as a coach, and touched many lives through healing. We believe coaching is the future of leadership. We are on a mission to create leaders and coaches at the confluence of #IQ2EQ2SQ (spiritual quotient). We have created a global alumni community of coaches who work on the principles of #I2We2He



Pallav Purushottam
 Alumnus, Dept. of Biosciences SSSIHL
 Entrepreneur since 2019
 Company: RESTOREarth Solutions
 Email: pallav@restoreearth.co.in

Mrutyunjay Dash
 Alumnus, Dept. of Biosciences SSSIHL
 Entrepreneur since 2022
 Company: RESTOREarth Solutions
 Email: mrutyunjay@restoreearth.co.in

We, at Restorearth, offer services related to Carbon projects, CSR Program Advisory, Research, Scientific Assessments, Monitoring & Evaluation and Impact Assessments. We specialize in designing and implementing nature-based solutions with major focus in Regenerative Agriculture, Agroforestry, Improved Cook stove, Biogas generation projects. We specialise on Scientific Assessments, of carbon project, GHG accounting, Regenerative Agriculture, Agroforestry, Sustainability Reporting, CSR Advisory, Impact Assessment, ESG Strategy and Implementation.



N Suryanarayana Murthy
 Alumnus, SSSIHL
 Entrepreneur since 2020
 Company: Surya Associates(Clever Tax Parivar)
 Email: nsnmurthy9999@gmail.com

Our start up is a unique one as compared to the others in the sense of service with low economic fees and quality support rather than quantity.



Sai Lalitha Dhantal
 Alumnus, SSSIHL
 Entrepreneur since 2016
 Company Name : Urban Nari
 Email: sailalli99@gmail.com



Urban Nari - the bold and beautiful you...sustainable and ethical fashion clothing line for woman...bringing the old technique of Indian hand block printing into new fashion trend and incorporating handloom cotton into wardrobe.



My start-up was started on February 3rd 2012 when Swami Himself came in a dream & told me to work on handlooms & promote the spread of handlooms. Our products are fully handmade using all techniques of hand work.



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Sai Acuity kick started as a training company and presently has matured into a consulting organisation. Our niche area is Technical Mentoring apart from our regular Digital learning courses and Instructor led training.



K S Vivek Anand
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Dhvani Research and Development Solutions is a spin-off from the Centre for Non-destructive Evaluation (CNDE) at IIT Madras and incubated at the IITM Research Park, in the year 2008 with an objective of transferring academic research into reliable NDT Inspection solutions for Real World Industrial problems. Dhvani Analytic Intelligence (AI) was created with a mission to provide solutions with reliable output for enabling data-driven decisions in inspections. Powered by software intelligence and automated technology, we have a vision to provide reliability, efficiency, safety and productivity with easy-to-deploy product based solutions.



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Teikametrics is building the first Marketplace Optimization Platform that helps thousands of sellers and brand owners easily optimize their performance, across the most valuable marketplaces and business verticals. With our AI-powered technology and optional managed services, we eliminate tedious work for our customers so they can focus on what matters most — creating products and experiences that bring joy to their customers' lives.



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We are into HR & Business Consulting for MSME Sectors. We help transform start ups, family run businesses into professionally managed organizations. We strategize, implement and help constantly improve best in class systems and processes. We are industry agnostic.



Harsh
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This venture is a culmination of passion, dedication, and the unwavering commitment to enhancing your beauty and confidence.



Green Sense & its investee companies divert dry waste from communities, corporates, industries, dump sites and converts it into (1) feedstock for plastic up-cyclers (2) alternate fuel to cement units.

Guna Ranjan Turaga
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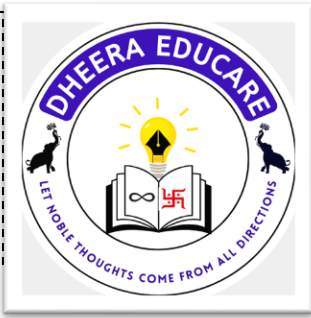
Anshuman Das
Alumnus, DPHY, SSSIHL
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Labby uses advanced mobile spectroscopy to determine milk composition and quality information, including milk fat, protein and somatic cell count (SCC). Our AI cloud platform then translates this raw optical data into meaningful insight on both individual and herd levels. Labby gives farmers the power of fast and precise mastitis detection, enabling them to act before it causes a significant loss of revenue.



Mejari Mallikarjuna
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Entrepreneur since 2022
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Our mission is to inspire and ignite creativity among the students. Also, helping them to do their best in all the activities they take-up by unlocking their creativity. We believe that all of us have unique capabilities and latent talent, however, many of us fail to recognize the uniqueness, which hinders unleashing our true potential. As part of our mission we visited several government schools and colleges and guided students in several aspects like Yoga, goal setting, time management, career opportunities after school and college education etc. We received wonderful response from the students and teachers. We received several requests from students to conduct more and more sessions.



KV Krishna Sastry
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We supply quality raw material to various plants, .steel industries sugar industries. We supply iron ore ,quartz and bauxite. We have a quartz mine with 99.86% silica purity.



Gram Vaani is an award winning Indian social technology enterprise with a vision to empower underserved communities – through contextual conversations & by amplifying their voices. Our mission is to provide hyperlocal & inclusive conversational spaces for the underserved population segments, by building a federated network of community led, vernacular, voice based digital tech interfaces, for people to not just access contextual information, but also benefit from meaningful interactions on topics that matter. Our Theory of Change has organically evolved from the ground up and is based on experience of working in the rural Information, Communication and Technology space over the last fifteen years



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Saraansh Tandon
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URVA is a Field Force App, which enables fast data collection, dissemination of information across a distributed workforce. It is an industry agnostic, use-case agnostic product with widespread capabilities for dynamism using its no-code platform for quick & robust delivery.



Devulapalli Narasimha Murthy
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We are a Professional Services Firm, run by qualified & experienced professionals from MNCs, who provide solutions to our clients. We have 3 service lines CFO Services, HR & Talent Services & Business Advisory Services. We would love to be a Deloitte in the SME, MSME space. We have worked with more than 150 clients since our inception including the top organizations in Professional Services, BFSI, IT, Manufacturing, Pharma as well as startups.



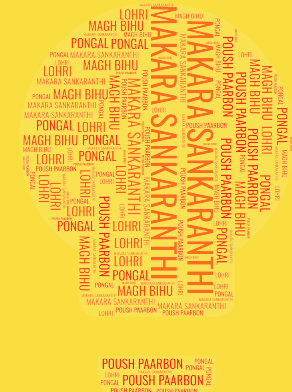
HAPPY SANKRANTI

SUN-NORTHWARD

INDIA-FORWARD

Just like a kite flies high as you let it loose, loosen your inhibitions and let your thoughts fly high to become ideas!

BE A PART OF THE
STARTUP INDIA
INITIATIVE!



IIC-SSSIHL

When the course of studies is over and the pupil has come out of the drill and grill, he is awarded a Degree, at the Convocation! This Degree is, in effect, only a begging bowl! With that in hand, the Graduate can go to every office, and clamour before every door, "Give me a job! Give me a job!" Present day education converts youth into beggars, seeking food from door to door. They cannot stand on their own legs, and earn food, independently. This is not a sign or characteristic of Bharatheeya culture. No. The mistake lies in the teachers and leaders, the leaders and their advisers."

- Bhagawan Sri Sathya Sai Baba
(Sri Sathya Sai Speaks, Vol 10 (1970), 13 May 1970)

