



CENTER FOR ENTREPRENEURSHIP

PIONEERING MULTI-DISCIPLINARY ENTREPRENEURSHIP EDUCATION AND PEDAGOGY



Ramaiah University of Applied Sciences
Jan-July 2025



Center for Entrepreneurship – Scaling New Heights

At the Center for Entrepreneurship (CFE) at RUAS, the year 2025 is unfolding as a defining chapter in our growth story - one marked by deepening partnerships, pioneering programs, and a vibrant, multidisciplinary entrepreneurial spirit.

Our collaboration with Babson College, the leading institution for entrepreneurship education worldwide and ranked as #2 College for Undergraduate Education by WSJ rankings, turned a new leaf with the visit of Mr. D.R. Widder, Babson's Vice President of Innovation. His discussions with the Ramaiah leadership team underscored the mutual commitment of RUAS and Babson to co-create world-class curricula and the shared vision for action-based entrepreneurship pedagogy and education. Mr. Widder lauded the progress and impact of CFE initiatives, emphasizing the unique and meaningful partnership between RUAS and Babson College. The leaders discussed avenues of collaboration and explored opportunities to further strengthen the partnership between the two



institutions. Building on the momentum, CFE, in collaboration with Babson College, convened the **Entrepreneurship Educators' Conclave** in January and February 2025. The conclave – a first of its kind dialogue space – brought together entrepreneurship educators, leaders, practitioners, and ecosystem enablers in immersive, thought-provoking sessions led by doyens of education, pedagogy, and entrepreneurship.

At RUAS, CFE is pioneering an ambitious program in India to introduce entrepreneurial education to a multidisciplinary student body. Unlike traditional entrepreneurship curricula that are typically offered to business management students, our course has takers from social sciences, engineering and technology, art and design, food processing and technology, biotechnology, allied health sciences and other disciplines. In a short span, the program has been delivered to more than 2500 students and will be rapidly scaled to wider disciplines.

The Center made its mark on the national stage by securing a highly competitive grant from the All-India Council for Technical Education (AICTE) and the Ministry of Education's Innovation Cell (MIC) to host the inaugural **five-day Faculty Development Program on "Innovation & Entrepreneurship"** (April 7–11, 2025). As the only Bengaluru institution awarded this honor, we welcomed over 60 educators, entrepreneurs, and ecosystem enablers, from 25+ institutions. Together, they explored frameworks such as effectuation and ET&A®, immersed themselves in real-world case studies, crafted teaching strategies for the entrepreneurial classroom, and forged a community dedicated to teaching entrepreneurship not as abstract theory, but as a practiced, purpose-driven craft.

Beyond these trailblazing initiatives, CFE faculty's **practice-driven research** has continued to garner international recognition featuring in top-tier journals, conferences, and paper-development workshops. The CFE faculty also published in practitioner outlets highlighting our deep commitment to research informing practice and practice that inspires research.

CFE's ecosystem engagement has built enduring bridges between RUAS and the wider entrepreneurial community. **The Startup Society (TSS), our student driven entrepreneurship club**, has grown significantly with 33 students in leadership roles and with ever expanding 600 plus members. TSS has set the bar higher for pitching and developmental growth of student-led ventures with the Hult Prize



Campus Finale and our fourth annual Startup Fusion competition, creating a platform where ideas meet action. These **student-led ventures** have carried the RUAS flag by advancing to the national stage at IIM Bangalore, Indian Institute of Science, and IIT Bombay receiving widespread acclaim for entrepreneurial leaders. Their successes spotlight CFE's role not just as an academic center of excellence, but as an enabler for ventures solving real-world challenges.

This period has marked CFE's strategic expansion from internal student-focused programs to nationwide faculty and professional training, with participants from institutions across India and abroad. These initiatives lay the foundation for the Center's upcoming MDPs and specialized programs for mid-career professionals and community changemakers. As we nurture the next generation of changemakers, equipped with an entrepreneurial mindset that extends far beyond venture creation, the Center stands poised to scale new heights in 2025 and beyond. Our story of growth is not merely one of milestones achieved, but of futures imagined and set into motion. And with every partnership, every program, and every student-led venture, CFE reaffirms its promise: to build entrepreneurial mindsets and empower entrepreneurial leaders at scale.

Join us in shaping the future of entrepreneurship education!

Glimpses of CFE: January–June 2025

Ecosystem Engagement

1. Entrepreneurship Educators Conclave: Rethinking Curriculum and Pedagogy to Foster Entrepreneurship

In collaboration with Babson College, USA, CFE hosted the Entrepreneurship Educators Conclave, an inspiring convergence of educators, scholars, and professionals from across India and beyond. Spread over two weeks, with two action-packed days at our vibrant campus, and virtual sessions led by Babson faculty, the conclave became a hub for bold ideas and forward-thinking dialogue on the future of entrepreneurship education. Through immersive workshops, innovative teaching frameworks, and global knowledge exchange, participants reimaged how entrepreneurship can be taught, learned, and lived. The conclave not only sparked meaningful conversations but also fostered a vibrant, collaborative community committed to shaping the next generation of entrepreneurial minds.



The conclave featured an exceptional lineup of distinguished facilitators, each bringing unique perspectives and deep expertise to the forefront of entrepreneurship education. From Mekin Maheshwari's powerful keynote on scaling entrepreneurial mindsets to Prof. Suresh Bhagavatula's compelling perspectives on redefining entrepreneurship education, each session pushed boundaries and questioned the status quo. Prof. Sourav Mukherji illuminated the underlying drivers of learning, prompting educators to rethink how meaningful outcomes are designed and delivered. In a thought-provoking address, Prof. Sonali Gupta explored the timeless question i.e., Can entrepreneurship be

taught? Her session introduced participants to effectual thinking and Babson's ET&A™ framework as tools for catalyzing a entrepreneurial mindshift. Prof. Sankalp Pratap brought theory to life, energizing the room with a live demonstration of how student enthusiasm can be harnessed for real-world impact. Prof. Thillai Rajan unpacked the expansive spectrum of entrepreneurship education and introduced YNOS Venture Engine as a resource-rich platform for both educators and learners. Dr. Geetha Narayanan's moving reflections on her journey as an institutional pioneer underscored that

educational entrepreneurship demands the same vision, grit, and innovation as building a startup from the ground up.

The in-person conclave was followed by a series of virtual sessions conducted by faculty from Babson College, USA recognized globally as a leader in entrepreneurship education. Professor Heidi Neck shared valuable insights, introducing concepts such as "mindset vitamins," "awe walks," and "mindshift challenges" as part of the five core practices of entrepreneurship. Professor Phil Kim provided techniques for effective ideation, while Professor Eliana Crosina explored the complexities of developing an entrepreneurial identity. Professor Craig Bida offered perspectives on fostering innovation within constraints.



2. Faculty Development Program on “Innovation & Entrepreneurship” in collaboration with AICTE and MOE’s Innovation cell

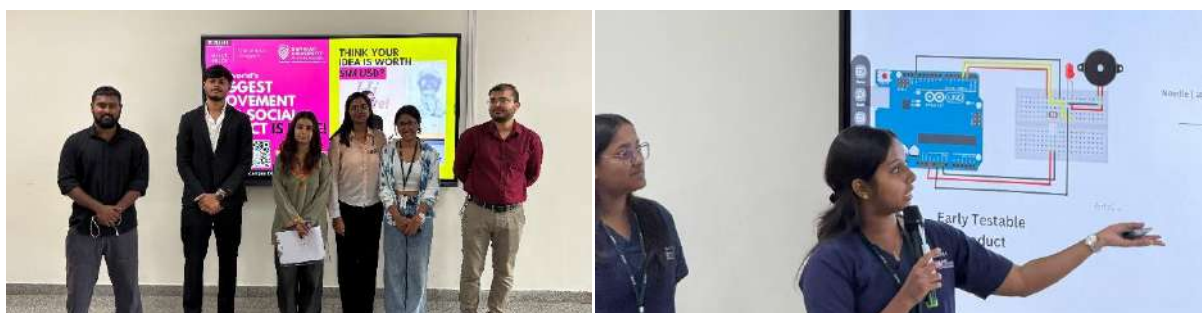
In collaboration with AICTE and the Ministry of Education’s Innovation Cell, CFE conducted a transformative Faculty Development Program on Innovation & Entrepreneurship from April 7–11, 2025. Over five intense days, sessions were delivered by CFE faculty, educators, entrepreneurs, and ecosystem enablers from across India. The FDP brought together **participants from 25+ institutions**, each bringing their unique context and questions. We reflected on pedagogy, wrestled with what it takes to teach innovation meaningfully, and discussed new ways of enabling entrepreneurship on our campuses. From Capt. S Ravi (Retd.)’s keynote on value-driven leadership to Prof. B Ravi’s insights on frugal medical innovation, and Sanjay Anandaram’s vision for India’s \$1T cultural economy, every



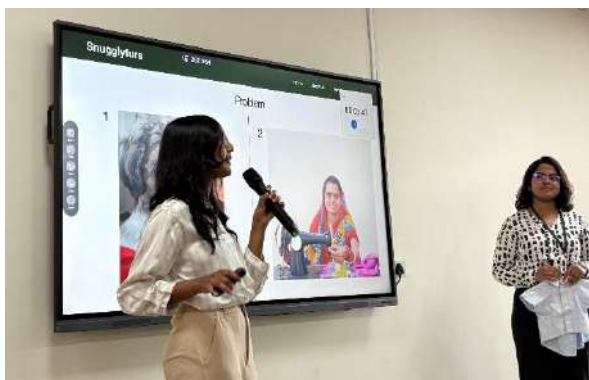
session inspired action. CFE Faculty and Experts across domains shared practical strategies on ideation, pedagogy, market immersion, IP, and finance. A fascinating concept that stood out was the *Purity of Purpose*: participants came to lead, inspire, and transform. The program was of immense value for

educators and incubation managers from HEIs with an interest in fostering innovation and entrepreneurship on campus. By highlighting frameworks like Effectuation and Babson's Entrepreneurial Thought and Action® (ET&A™), the program empowered educators to explore teaching practices that emphasize empathy, creativity and problem-solving – essential tools for entrepreneurship. The program concluded with participant reflections and an action planning session titled “One Step Forward,” encouraging attendees to identify concrete next steps to implement at their home institutions. We also launched Entrep EdVenturers – an exclusive LinkedIn community for entrepreneurship educators who build mindsets, not just modules.

3. Hult Prize Campus Finale - a celebration of multidisciplinary entrepreneurship



The Hult Prize Campus Finale at RUAS was the vibrant conclusion to our celebration of social entrepreneurship, a day where bold ideas met purpose. Students from across disciplines - medical sciences, allied health, food tech, biotech, pharmacy, engineering, management, law, and social sciences, came together to pitch solutions for real-world challenges.



The finalists showcased how diverse expertise can spur into powerful ventures for social good. We proudly congratulate our winners: **Team Ecocubez** (led by Mohammed Saad, FPH), crowned champions; **HealAI** (led by Aditya B V, RMC & RIT), as runner-up; **SnugglyFurs** (led by Harini BL, SSS), in third place; and **Team IVision** (led by Poojitha, FLAHS), who earned a special commendation. These teams remind us that when disciplines intersect, innovation thrives, and impact follows.

4. Visit by Nagaraja (Naga) Prakasam - Author, Angel Investor, Mentor, Fund Advisor

Renowned as the “farmer who grows startups,” Naga Prakasam, Startup Mentor, Angel Investor, Serial Entrepreneur and author of *Back to Bharat – In Search of a Sustainable Future* visited CFE and engaged in a meaningful interaction with the Director and faculty. He commended the CFE team for “having a vision to enlighten every student of RUAS through entrepreneurship.”



5. Startup Adda with Mr. Raghuvamshi Thakur – COO, Prodoc AI

The Startup Society hosted Mr. Raghuvamshi Thakur, Co-Founder & COO of Prodoc AI, for an energizing edition of *Startup Adda* at the RUAS RT Campus. Drawing from his



journey in product management and scaling a tech-driven startup, Mr. Thakur shared sharp insights into the entrepreneurial mindset, covering everything from problem-solving to hypothesis testing and strategic pivots.

6. Startup Fusion – RUAS's Inter-faculty Startup Contest

Held on April 29, 2025, at the RT Campus for the first time, our fourth edition of the flagship Startup Fusion brought together the innovative spirit of RUAS in a vibrant inter-faculty startup pitching contest. The event showcased bold, purpose-driven ideas.



The top honors went to three standout teams: Somya Jha claimed first place with *FarmEasy*, a platform connecting farmers to agri-innovations through partnerships with Krishi Vigyan Kendras. K R Sachin and Sagar G M took second with *Kalisketch*, transforming customer memories into handcrafted art and illuminated decor. In third place, Kruthika B, Sanjeev Janardhan, and B Jagadish impressed with *Aquas*, a biotech startup converting RO reject water into Nano Silver Water for sustainable sanitizers and reusable masks. Startup Fusion proved that when diverse minds come together, innovation truly thrives.

7. Student startup teams pitch at the national stage

Two student startup teams – Heal AI (Gaurav and Vishal from MSRIT, Aditya from RMC) and UrofloEazy (Sri Hari MVP from RMC) – mentored by CFE faculty, were shortlisted for the final round of the prestigious Healthcare Incubation Program at NSRCEL, IIM Bangalore, earning strong praise for their impactful solutions. HealAI was also shortlisted for the MEITY Seed Grant at C-CAMP and is now

competing in NBEC 2025, India's largest bio-entrepreneurship competition. Their success is a testament to CFE's commitment to nurturing entrepreneurial mindsets and empowering ventures that tackle real-world challenges.

Student team of Poojitha, Harsha, Bharath, and Jhanavi from the Department of Allied Health Sciences (FLAHS) stood out at the prestigious Pitch & Win event during Rhapsody 3.0, hosted by IISc with support from INCeNSE and K-tech. Competing against 70 startups from across India, their prototype division was selected among the top 10 finalists.

8. Open Mentoring

CFE Faculty and mentors offer open mentoring sessions to work closely with students, alumni and entrepreneurs to sharpen problem statements, refine pitches, and iterate prototypes. This approach was exemplified in our Hult Prize campus program dubbed as the festival of social innovation at RUAS, where a series of focused mentoring sessions were held: three intensive one-on-one clinics, led by Prof. Vivek Tonapi, our ideation expert, and Prof. Ravi Shankar, our industry specialist, delivered detailed actionable feedback that sharpened each team's concept and ensured alignment with tangible social impact.



Building on this foundation, Dr. Mueen Ahmed delivered a dynamic Startup Adda workshop, sharing his insights on crafting narrative-driven, data-backed pitches, and at the Demo Day, Prof. Rajeev Prasad of FMC-RUAS provided targeted critiques on each presentation. Through iterative feedback loops, structured ideation workshops, and expert mentorship at every step, students refine their problem statements, prototype solutions, and gain the clarity and confidence to tackle real-world

challenges. Center's mentorship initiatives extend far beyond marquee events like the Hult Prize or Startup Fusion, it's a continuous, hands-on partnership aimed at driving real social impact. CFE's faculty also partners with other institutions to offer mentoring and support for their venture ideas.

9. Chief Guest – ICSI Women's Day Seminar

Dr Sonali Gupta was invited as chief guest by the Institute of Company Secretaries of India (ICSI), Bengaluru Chapter for its "International Women's Day" celebration on 8th March 2025. She inaugurated the Full Day Seminar organized for the occasion and delivered the keynote address. The Institute of Company Secretaries of India (ICSI) is a premier professional body of company secretaries in India, with the Bengaluru Chapter having about 3,700 members and 9000 students.



Academic Excellence

1. Research and Publications

- a) Dr. Sonali Gupta's article "*Courage or Stupidity? The Many Definitions of Adventure for Women*" was published in Economic & Political Weekly (Vol. 60, No. 6, Feb 8, 2025). It explores how societal norms shape women's pursuit of serious leisure and adventure. It unpacks the term "adventurous" as both liberating and limiting in gendered contexts. The article is available at DOI: <https://doi.org/10.71279/epw.v60i6.40932>
- b) In a research article published by Journal of Public Affairs titled "*Tall Tales or Success Stories? A Scrutiny of the Business Incubation Policy and Landscape in India*" (Vol. 25, Issue 1, Feb 2025), Dr. Sonali Gupta (co-authored with Prof DL Sunder, IIM Indore) examines India's business incubation policies. She highlights the gap between policy promise and real impact, urging evidence-based reform. DOI: <https://doi.org/10.1002/pa.70014>
- c) "*Entrepreneurial Edventures: Methods & Madness in Teaching and Learning Entrepreneurship*", a LinkedIn newsletter that explores the most pressing questions in entrepreneurship education and pedagogy while sharing real-world stories and practical strategies was launched by Dr. Sonali Gupta. With just the first edition it has 1K+ organic subscribers - with some globally renowned experts and academics subscribing to it! The newsletter is available at <https://www.linkedin.com/newsletters/7266414019744276480/>

2. Conferences, Seminars and Symposiums

a) Session Chair – International Conference on Deep-Tech and Policy

Dr Mueen Ahmed chaired a paper presentation session at the International Conference on Deep-Tech and Policy: Building a Sustainable Deep-Tech Startup Ecosystem for Viksit Bharat 2047, organized in collaboration with ICSSR, FMC RUAS, and CNSS RUAS.

b) Academy of Management Learning and Education Paper Development Workshop at IIMB

Dr Sonali Gupta and Dr Mueen Ahmed's paper was selected for Academy of Management Learning & Education (AMLE) Paper Development Workshop, hosted by the Indian Institute of Management Bangalore. AMLE is an FT50 journal and the



workshop was conducted by associate editors Simy Joy, Todd Bridgman, and Diego Coraiola. The paper titled, "*Navigating Benevolent Sexism in Academia: An Autoethnographic Inquiry Through the Lens of Tempered Radicalism*" examined how well-meaning, yet biased behaviors quietly reinforce gender hierarchies in management education. Using autoethnography and tempered radicalism, the paper reveals how women in academia strategically navigate and resist these hidden barriers.

The Startup Society (TSS) – Entrepreneurship Club at RUAS

TSS, the RUAS entrepreneurship club, organizes several initiatives to engage students across disciplines and foster an entrepreneurial mindset. These include the monthly **Startup Adda**, where students participate in startup games, pitch presentations, and brainstorming sessions. TSS also plays a key role in the **Startup Adda Speaker Series**, which features entrepreneurs sharing their journeys and insights with aspiring student founders. Additionally, the club hosts and organizes **Startup Fusion**, a flagship interfaculty competition held twice a year.

Glimpses

Startup Adda: Reel it Right

Student entrepreneurs S. Sreedhar (Founder, LetsXplore) and Haram Qureshi (Content Creator) showcased the power of Instagram reels as a marketing and branding tool for startups and impact storytelling. This student-led workshop taught participants to craft compelling, purpose-driven reels from attention-grabbing hooks to authentic narratives designed for today's digital audience.

Startup Adda: Decode & Escape

"Decode & Escape", organized by TSS RT Campus team, combined the thrill of a Treasure Hunt with the intensity of an Escape Room. Designed to challenge problem-solving and entrepreneurial thinking, the event saw participants race against time, crack codes, and solve puzzles, putting their creativity and quick thinking to the test.







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