TRADE TOWER
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WOXSEN UNIVERSITY

February Edition of

LaunchpadX

Trade Tower's Monthly Newsletter

Woxsen University

FEBRUARY NEWSLETTER

TRADE TOWER
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Trade Tower a start-up incubator, accelerator which provides opportunity to aspiring entrepreneurs in kickstarting their journey & developing their business plans. We at Trade Tower accept viable and sustainable business ideas from students of woxsen, guide them in their journey to become a feasible, stable, and a future unicorn company.

A Heartly Message -From

As the chancellor of Woxsen university, I am proud to introduce the Woxsen Trade Tower , a visionary initiative to foster entrepreneurial growth within our academic community. At Woxsen, we believe in creating a sustainable ecosystem where students driven by innovative ideas, Gain access to this remarkable facility.

~ Praveen K Pula

- Founder -
Trade Tower, Woxsen University

At Woxsen, we're not just an institute; we're a dynamic hub of innovation, collaboration, and entrepreneurial spirit. The Trade Tower stands as a testament to our commitment to nurturing the next generation of business leaders and visionaries

~ Dr. Raul Rodriguez

Vice-President,
Woxsen University

Trade Tower is a cradle of creativity, a hub where ideas are not just born but are nurtured, cultivated, and transformed into thriving businesses that shape the future. It's not just about providing office space; it's about fostering an environment where budding entrepreneurs can thrive.

~ Dr. Daya Shankar Tiwari

Head - Trade Tower
Dean - School of Science, Woxsen University

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Happy Reading!

Corporate Currents

THE PRESTIGIOUS UNION BUDGET 2024 - CHARTING A VISION FOR NATIONAL PROGRESS

Finance Minister Nirmala Sitharaman is poised to mark her sixth consecutive budget on February 1, matching Morarji Desai's record. This interim budget is crucial, allowing crucial expenditures until post-election governance. While analysts anticipate a vote-on-account, relief measures for the rural and farming sectors may be proposed, addressing challenges like weather conditions, climate change fallout, and inflation. Stay tuned for essential updates on what to expect from this pivotal budget presentation.

'IIT-MADRAS' FOCUS ON DEEP TECH STARTUPS HAS PAID OFF'

Prof. Mahesh Panchagnula, former Director of IIT Madras Incubation Cell, shared insights on startups making waves in electric vehicles, AI, and more. In an interview with Venkatesh Kannaiah, he emphasized the profound impact of IIT-Madras' incubation ecosystem.

"Discover additional insights by clicking here."

EDTECH STARTUP VERANDA TO ACQUIRE TAPASYA EDUCATIONAL INSTITUTIONS FOR INR 362 CR

Veranda XL Learning Solutions Pvt Ltd, the wholly-owned subsidiary of Veranda Learning Solutions, will snap up Hyderabad-based Tapasya Educational Institutions in three tranches. With this acquisition, Veranda is looking to strengthen its ecosystem by providing additional options in the commerce higher education space. Founded in 2009, Tapasya operates 19 inter/PU colleges and 10 degree colleges in Telangana and Karnataka

OLA ELECTRIC INTRODUCES OLA MAPS WITH UPGRADED EV SOFTWARE MOVE OS 4

Move OS 4 is the latest version of Ola Electric's software platform for its escooters, which, the startup claimed, enables a faster and more accurate search function with improved routing. The announcement on the commercial use of Ola Maps for the first time on Ola EVs comes a year after Ola said it was developing a dedicated maps system for its vehicles and apps

Last month, Ola Electric filed its DRHP with SEBI for raising over INR 5,500 Cr through its initial public offering.

ECOMMERCE STARTUP BUYEAZZY NETS $4.25 MN TO BRANCH OUT INTO REMOTE POCKETS

BuyEazzy raised $4.25 Mn in its Series A funding round led by Info Edge Ventures, with participation from existing investors Incubate Fund Asia and M Venture Partners

The Mysuru-based startup will use the fresh capital to expand to more than 40 cities and adding 2M offline users

BuyEazzy, founded by Rahul Aggarwal and Hariher B in 2021, caters to consumers' unfulfilled beauty and wellness needs in tier II cities, where access to a wide assortment of beauty products is limited

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FOUNDERS OF ZOMATO, PAYTM, 52 OTHER UNICORNS MEET PIYUSH GOYAL; DISCUSS FORMING STARTUP ASSOCIATION

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INSURTECH STARTUP BHARATSURE RAISES $1 MN LED BY CAPITAL-A

Insurtech startup Bharatsure has raised $1 million in a funding round led by Capital-A, with participation from Grip Invest, Inflection Point Ventures, Dexter Ventures, HEM Angels, and We Founder Circle. The Mumbai-based company, which focuses on providing Infrastructure-as-a-Service (IaaS) solutions to insurance distributors, plans to utilize the funds for product development, team expansion, and marketing.

BYJU'S FACES SCRUTINY FOR ALLEGED DELAY IN TDS DEPOSITS: REPORT

Byju's faces scrutiny for alleged TDS deposit delays affecting employees earning over Rs 30 lakh. Employees report discrepancies between pay slips and Form 26AS since April 2023, with potential legal implications and penalties under Indian tax law. Byju's claims to address isolated cases promptly while navigating a legal dispute with BCCI over a sponsorship contract termination, leading to an insolvency petition at NCLT.

BONV AERO, AERIAL DRONE STARTUP, RAISES RS 6CR LED BY INFLECTION POINT VENTURES.

Aerial logistics startup BonV Aero raises Rs 6Cr led by Inflection Point Ventures. The funds will support client demos, team expansion, and R&D for advancing products. BonV Aero, known for India's first logistic aerial vehicle, is actively trialing with the Indian Army for defense logistics and other applications in challenging terrains.

How Cognitive Architecture Revolutionizes Business: 5 Key Roles of AI and Human Collaboration

Introduction: Embracing a New Paradigm in AI Utilization

The rapid rise of Large Language Models (LLMs) like GPT-4.5 and their integration into diverse business domains necessitates a shift in AI approach. Traditionally, companies focused on "prompt engineering," but the emergence of "Cognitive Architects" becomes crucial. This role goes beyond prompt engineering, orchestrating entire LLM-powered workflows to seamlessly integrate human intelligence and machine capabilities.

Key Takeaways

- **Cognitive Architect Role:**
  Examining the need for a specialized role in designing LLM-powered workflows for optimal human-machine collaboration.
- **Beyond Prompt Engineering:**
  Highlighting the limitations of prompt engineering and emphasizing a broader architectural approach.
- **Maximizing LLM Potentials:**
  Demonstrating how a well-designed cognitive architecture can leverage LLMs for business innovation and efficiency.
- **Ethical and Practical Considerations:**
  Addressing the critical balance between AI capabilities and ethical business practices.

The Case for Cognitive Architecture in Business

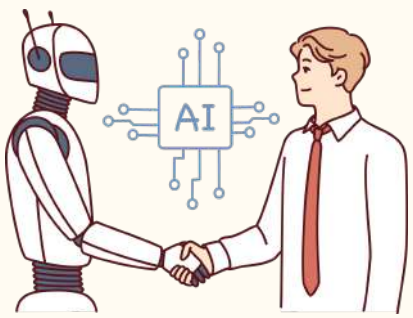
Understanding the synergy between human expertise and AI is pivotal in today's business landscape. LLMs require human oversight to mitigate limitations in critical thinking and ethical considerations. Cognitive Architecture plays a critical role in integrating AI effectively into the business process, ensuring ethical AI practices and strategic decision-making.

Building the Cognitive Architecture: A Blueprint for Success

A robust cognitive architecture involves several key stages, from requirements extraction to ethical considerations. Incorporating LLMs isn't just about technology; it's redesigning processes for a symbiotic relationship between AI and human workers.

Case Studies and Best Practices: Learning from the Frontlines

Real-world examples showcase successful LLM integration through cognitive architecture. Companies harness AI in areas like customer service, streamlining tasks and freeing up resources. These case studies illustrate practical application, challenges faced, and lessons learned, providing a roadmap for businesses.



How Cognitive Architecture Revolutionizes Business: 5 Key Roles of AI and Human Collaboration

Embracing AI in Decision Making

LLMs contribute significantly to decision support, leveraging predictive analytics for informed strategic planning. This enhances operational efficiency and the quality of decisions, leading to better business outcomes.

Ethical Considerations and AI in Business

Navigating the ethical landscape is crucial. Addressing bias in LLMs, ensuring fairness, transparency, and considering privacy in AI processes are paramount. Ethical AI guidelines must be a cornerstone in any cognitive architecture.

Future of Cognitive Collaboration: A Transforming Landscape

LLM evolution promises significant reshaping of organizational structures and workflows. Skilled cognitive architects will bridge the gap between AI potential and practical business application. The future sees more sophisticated human-AI interactions, contributing to creative problem-solving.

Preparing for the Cognitive Revolution

Businesses must cultivate a workforce adept in AI and human-machine collaboration, investing in building and nurturing cognitive architectures for a leadership position in the AI-driven business landscape.

Case Studies and Best Practices: Learning from the Frontlines

Real-world examples showcase successful LLM integration through cognitive architecture. Companies harness AI in areas like customer service, streamlining tasks and freeing up resources. These case studies illustrate practical application, challenges faced, and lessons learned, providing a roadmap for businesses.

Universities and B-Schools: Nurturing the Cognitive Architects of Tomorrow

Education plays a crucial role in preparing professionals for the AI-driven business world. Curricula, training programs, research, and community building contribute to creating future cognitive architects.

Expanding the Scope: The Role of Cognitive Architecture in Diverse Industries

Cognitive architecture has implications across sectors like healthcare and education, revolutionizing societal structures.

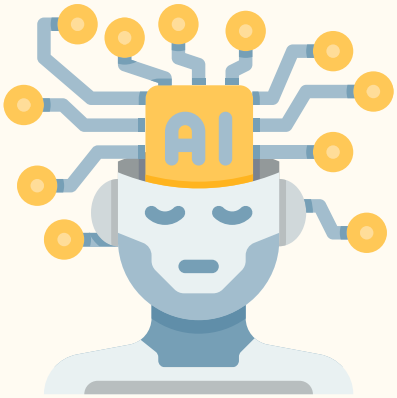
How Cognitive Architecture Revolutionizes Business: 5 Key Roles of AI and Human Collaboration

Conclusion: Forging Ahead with Cognitive Architecture

Cognitive architecture marks a significant step towards a more intelligent, efficient, and ethically responsible business world. As AI possibilities unfold, human insight and expertise remain irreplaceable, guiding AI applications towards meaningful outcomes.

Realizing the Vision: Implementing Cognitive Architecture in Business

To realize benefits, companies must assess, plan, design, train, and continuously evaluate their cognitive architecture. Overcoming challenges such as aligning AI capabilities with objectives is crucial.



Future Prospects: Evolving with AI

As AI evolves, so will cognitive architecture. Adapting and refining cognitive architectures will be key to maintaining a competitive edge in an AI-driven business landscape.

Final Thoughts: The Cognitive Architect's Role in Shaping the Future

The journey towards integrating cognitive architectures in business is just beginning. The cognitive architect, as a role, is set to become increasingly important in guiding businesses through this transformation. By combining human ingenuity with the computational power of LLMs, companies can unlock new levels of efficiency, creativity, and strategic insight.

The cognitive architect's role is not just to implement AI but to weave it into the very fabric of organizational processes and culture. As businesses and societies navigate the complexities of an AI-augmented future, the insights and leadership of cognitive architects will be instrumental in shaping a world where human and machine intelligence coalesce to create a smarter, more ethical, and innovative business environment.

Dr. Raul Rodriguez
Vice President,
Woxsen University

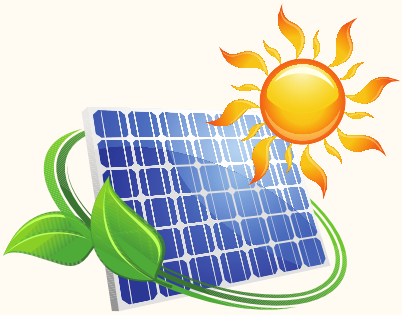
Why 5 Latest Solar Energy Storage Technologies Are Transforming Renewable Power

In an era increasingly favoring renewable energy, the latest solar energy storage technologies stand as transformative game-changers. This guide delves into the world of solar energy storage, a crucial element revolutionizing residential solar systems. Whether you're a seasoned user or exploring solar power, understanding these technologies is essential for maximizing its benefits and embracing a future where solar power is a reliable round-the-clock energy solution.

The Evolution of Solar Energy Storage:

Beginning of Latest Solar Energy Storage Technologies

The journey of solar energy storage has evolved significantly, overcoming initial limitations tied to daytime energy. From rudimentary lead-acid batteries to groundbreaking lithium-ion technology, the landscape has transformed. The latest innovations promise not just efficiency but seamless integration into home energy systems, solidifying solar power as a reliable and sustainable energy source.



Understanding Solar Batteries: Core of Storage Systems

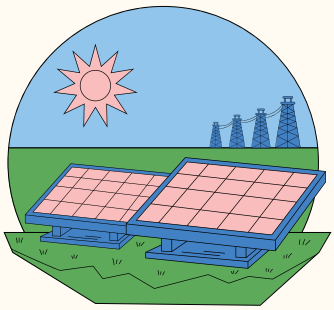
At the heart of every solar energy storage system lies the solar battery. These unsung heroes store energy captured during the day, ensuring a steady power supply during nighttime or cloudy days. Recent advancements in "Cutting-edge solar battery technology" make these batteries more efficient and longer-lasting, proving crucial for any solar-powered home.

Innovations in Solar Energy Storage

Recent years have witnessed a surge in innovations in solar energy storage. High-capacity batteries and integration with smart home technology mark significant strides. "Efficient solar power storage solutions" not only optimize energy use but contribute excess energy back to the grid. Emphasizing sustainability, these advancements promise a greener future, with ongoing research into "Long-lasting solar power storage" further enhancing the sector.

Efficiency and Sustainability: The Future of Solar Storage

The future of solar storage lies in efficient and sustainable solutions. Modern solar batteries focus on smarter energy use, releasing power steadily for consistent supply. Sustainability, reflected in "Sustainable solar energy storage," embraces eco-friendly practices. Research into new battery types and integrating renewable sources promises an even more efficient, greener future.



Why 5 Latest Solar Energy Storage Technologies Are Transforming Renewable Power

Durability and Longevity in Solar Storage

The longevity of solar storage systems is crucial for their value. Advancements in "Long-lasting solar power storage" make batteries more durable, maintaining efficiency over numerous charge cycles. Improved battery composition, including lithium-ion technology, ensures a sustainable and cost-effective solution, reducing the need for frequent replacements.

Trends and Predictions in Solar Energy Storage

The solar energy storage landscape is marked by a heightened focus on eco-friendly and efficient solutions. Emerging trends emphasize sustainable practices, pushing for storage systems that align with environmental consciousness. As we navigate the future, the phrase "The future of solar battery technology" holds promise, with ongoing research exploring solid-state batteries and the integration of artificial intelligence. These advancements aim to make solar storage more effective and reliable. Staying informed about "Solar energy storage trends" is essential, as the sector evolves rapidly, offering continuous breakthroughs toward a cleaner, greener energy landscape. Embrace the trends; the solar-powered future is closer than ever, ushering in an era of sustainable and innovative energy solutions.

Conclusion

The advancements in solar energy storage represent a significant step towards a sustainable future. From cutting-edge technology to efficient solutions, these innovations make solar power more accessible and reliable. Embracing these technologies is key to maximizing their benefits and transitioning to a solar-powered future.
Share your thoughts below and join us in embracing a brighter, solar-powered tomorrow!

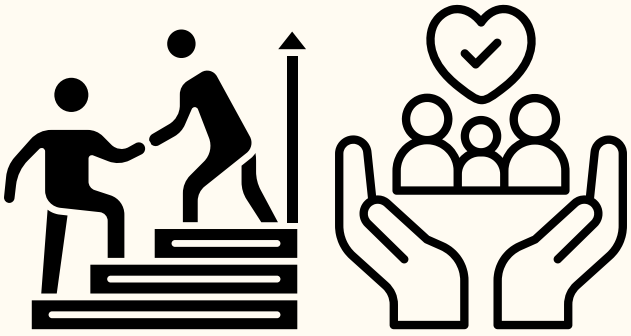
Dr. Daya Shankar Tiwari
Dean - School of Science
Head - Trade Tower

Guiding Your Success: The Crucial Support System for Your Student Startup Journey

Embarking on the journey of starting a student business is an exhilarating experience, and the significance of having the appropriate support cannot be overstated. Initially, it is your **friends** (team) who serve as the driving force behind your aspirations, providing encouragement and keeping you motivated.

Faculty support acts as a guiding force. With mentorship and expertise, they enrich your entrepreneurial experience, ensuring a well-rounded foundation for success.

As you progress further, your **college** becomes a vital hub of support. It extends beyond the realm of academic classes, offering technological resources, mentors, and even financial assistance. The college environment fosters innovation and creativity, making it an ideal breeding ground for your startup concepts. Additionally, invaluable academic support is available to help you strike a balance between your studies and entrepreneurial goals.



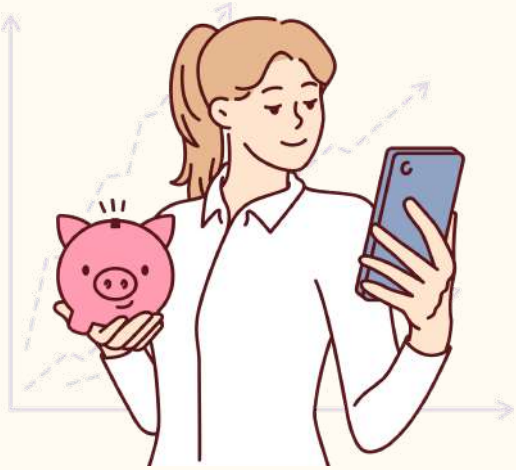
However, the most crucial form of support needs to originate from your **family**. They stand by your side in every aspect – emotionally, financially, and practically. Their unwavering belief in your dreams provides a solid foundation, enabling you to navigate the highs and lows of establishing something new.

In essence, the success of your student startup journey hinges upon a combination of support from **friends, college, faculty, and family.** Each form of support contributes something unique, constructing a robust framework that empowers you to overcome challenges and transform your startup aspirations into reality. With the right backing, not only is making a name for yourself in the realm of student startups possible, but it also becomes an immensely gratifying endeavor

Mr. Charan Sanjeev Tadimalla
Trade Tower Startup Coordinator

From Stats Wiz to Biz Whiz: How Numbers Can Fuel Your Entrepreneurial Journey

Now a days entrepreneurial thinking and related courses are playing a vital role to build a remarkable career for young talented minds. It is not easy to achieve the things an entrepreneur very quickly. Initially you need to face lot of hurdles and you need to observe the successful people's journey. This article explains few insights how statistics can help to your journey. Data is everywhere. Data can help like a fuel to your successful entrepreneurial career. Based on data you can understand the trends in market as well as you got to know the various fluctuations and patterns in the current business market. Additionally, you need to gain statistical thinking related your field because current scenario statistics become essential. It's empowering you to establish an atmosphere that operates in perfect tune with a data-driven tempo. By nurturing a culture based on data across the team, you inspire others to notice opportunities, generate solutions, and add their distinct viewpoints to the journey. Imagine the team members utilising data visualisation tools and data analysis techniques to present compelling insights which influence critical business decisions, powering the innovative voyage forward using their collective experience.



Dr. Boya Venkatesu
Assistant Professor,
School of Business

Embracing Diversity and Inclusion: A Catalyst for Startup Success

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Promoting diversity and inclusion in the fast-paced world of startups is not only morally required, but also a tactical benefit that boosts overall success, creativity, and innovation. As the business landscape changes, progressive companies are realizing how important diverse teams are to promoting development and sustainability.

Diversity in the workplace includes variances in gender, race, ethnicity, age, sexual orientation, and more, and extends beyond simple numerical representation. Conversely, inclusion entails fostering a setting in which each person is treated with respect, feels appreciated, and has an equal chance to contribute. This entails utilizing a multitude of diverse viewpoints, experiences, and skill sets for companies. Enhanced innovation is one of the main advantages of a varied and inclusive workforce for businesses. Diverse teams develop a culture of creativity and unconventional thinking by bringing together people with different backgrounds and points of view.

Furthermore, startups can connect with a wider client base by understanding and representing a variety of perspectives. This leads to more successful product development and marketing tactics. To put it simply, inclusiveness and diversity allow entrepreneurs to develop goods and services that appeal to a wide range of customers around the world.

A dedication to diversity and inclusion also has a favorable effect on employee engagement and retention. People are more likely to be content with their work environment and exhibit greater loyalty and productivity when they feel appreciated and included. This is particularly important for startups. Adopting diversity also promotes a positive workplace atmosphere and draws in a diversified application pool. People looking for an inclusive environment will be drawn to a workplace that values and promotes diversity.

To sum it up, inclusiveness and diversity are essential elements of a thriving startup ecosystem. Startups can unleash a plethora of creativity, innovation, and a more profound comprehension of their target consumers by embracing diversity. By doing this, they present themselves as dynamic, forward-thinking companies ready for sustained growth in a constantly changing business environment, in addition to being a socially conscious businesses.

Ruthvika
BBA 2026

Navigating the Dynamic World of SEO: Unraveling the Secrets to Online Success

In the ever-evolving landscape of the digital age, Search Engine Optimization (SEO) stands as the linchpin for online success. As businesses, content creators, and individuals strive to establish a robust online presence, understanding the intricacies of the world of SEO becomes paramount. This article aims to shed light on the dynamic nature of SEO, exploring its key components, recent trends, and the strategies that can propel you to the forefront of search engine results.

The Foundations of SEO:

In the ever-evolving landscape of the digital age, Search Engine Optimization (SEO) stands as the linchpin for online success. As businesses, content creators, and individuals strive to establish a robust online presence, understanding the intricacies of the world of SEO becomes paramount. This article aims to shed light on the dynamic nature of SEO, exploring its key components, recent trends, and the strategies that can propel you to the forefront of search engine results.

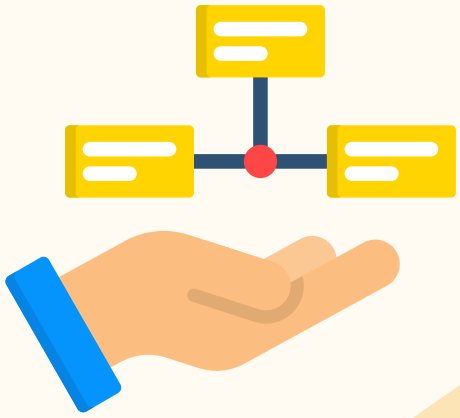
Keywords are the building blocks of SEO. They serve as the bridge between user queries and relevant content. A strategic keyword selection process involves identifying terms and phrases that align with the target audience's search intent. Keyword placement in titles, headers, meta descriptions, and throughout the content is key to signaling relevance to search engines.

Backlinks are another cornerstone of SEO. These are links from external websites that point to your content, signaling to search engines that your site is reputable and authoritative. Quality often trumps quantity in the realm of backlinks, as search engines prioritize links from trustworthy sources.

Navigating the Dynamic World of SEO: Unraveling the Secrets to Online Success

The Evolving Landscape

SEO is a dynamic field, and staying abreast of its changes is crucial. One of the recent shifts in SEO is the emphasis on user experience. Search engines increasingly prioritize websites that provide a seamless, enjoyable experience for users. Factors such as page load speed, mobile responsiveness, and user-friendly navigation have become critical in ranking algorithms.



Voice search is another game-changer in the SEO arena. With the rise of virtual assistants and smart speakers, users are shifting from typed queries to spoken ones. Optimizing content for natural language and conversational queries is now essential to capture the growing demographic using voice search.

Strategies for Success

Crafting high-quality, relevant content remains the bedrock of effective SEO. Content that addresses user queries comprehensively and engages the audience is more likely to receive backlinks and social shares, boosting its visibility in search results.

Local SEO has gained prominence as businesses increasingly recognize the importance of catering to local audiences. Optimizing for location-specific keywords and ensuring consistency in business information across online directories can significantly enhance local search visibility.

Technical SEO, often overlooked but critical, involves optimizing the technical aspects of a website to make it more search engine-friendly. This includes aspects such as site structure, XML sitemaps, and schema markup. Ignoring technical SEO can hinder a website's crawlability and indexing, negatively impacting its visibility.

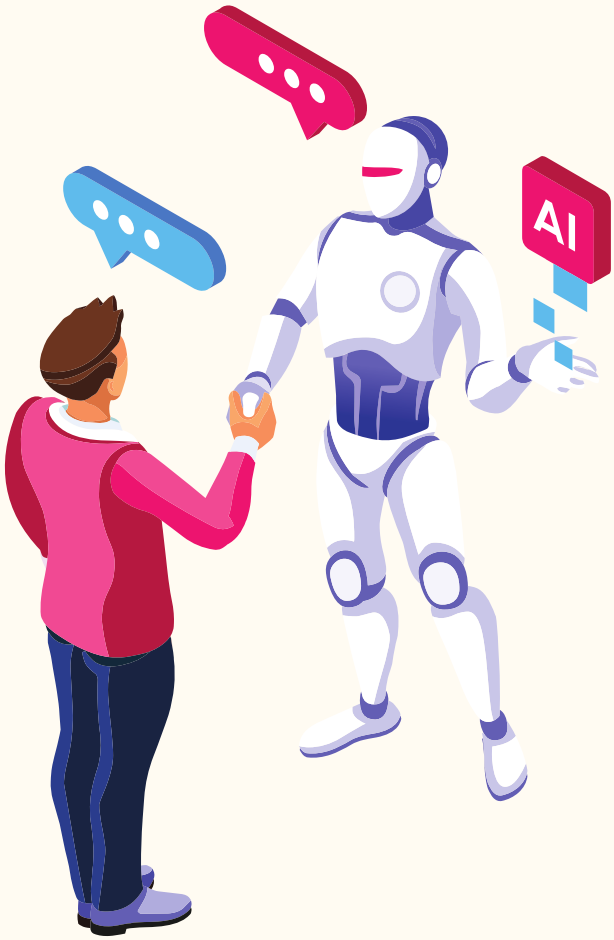
Conclusion

As the world of SEO continues to evolve, adaptability and a proactive approach are essential for success. The intersection of technology, user behavior, and search engine algorithms creates a dynamic environment where staying ahead of the curve is key. By understanding the foundations of SEO, keeping abreast of industry trends, and implementing effective strategies, individuals and businesses can navigate this intricate landscape and unlock the doors to online success.

Vansh Jain
BBA 2026

The Rise of Artificial Intelligence in Our Everyday Lives

The Dawn of AI Convenience



The first hints of artificial intelligence came through handy gadgets like Alexa. With voice commands, we could effortlessly play music or set alarms. AI was personalizing and easing our home routine. Soon, Netflix and YouTube also caught on, nudging people towards customized content choices. Fraud alerts declined credit card hassles. GPS apps optimize everyone's commutes. In small but impactful ways, AI was quietly optimizing and smoothing our daily experiences. But interactions with this helpful technology leave us contemplating its broader influences. Would increase reliance on AI alter how we make decisions or perceive our roles? As AI permeates our lives, we must consider where to draw boundaries. A friendly home robot was welcomed but represented a powerful wave capable of reshaping society's foundations in both promising and precarious ways.

The Swift Integration of AI

We've come to rely on these AI conveniences so quickly that we barely notice them anymore. Artificial intelligence is transforming our world in front of our eyes. Consider self-driving cars, one of the most hyped AI applications. Every other day we hear about how companies like Tesla are inching closer to delivering fully autonomous vehicles to the masses. These cars help increasing road safety, as these vehicles won't drive drunk, distracted, or recklessly like humans can. In healthcare, algorithms analyze CT scans, MRIs, and other medical images to uncover early symptoms of disease and develop better treatment plans. This assists doctors in making faster, more accurate diagnoses.

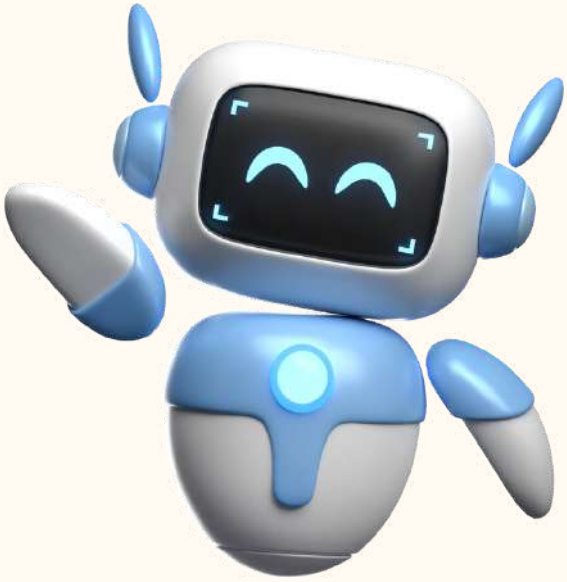
Retailers utilize AI to track customer data and create personalized product recommendations. One example is chatbots that can respond to buyers' questions 24/7. In finance, robot-advisors automate investment management and financial planning, providing services for a fraction of what human advisors cost. AI streamlines back-office banking, insurance, and accounting processes as well. But amidst the hype, we must consider AI's downsides. Most algorithms inherit the biases of their programmers, often leading to discrimination. Close monitoring is required to ensure transparency and ethics. There are also concerns about AI displacing human employees, especially those performing routine physical and cognitive tasks.

The Rise of Artificial Intelligence in Our Everyday Lives

4

A Call for Ethical Guidance

Artificial Intelligence (AI) stands at the forefront of a transformative era, poised to revolutionize our lives akin to past innovations. Yet, in the relentless pursuit of progress, we must tread carefully. The potential benefits of AI in medicine and business are vast, promising unprecedented advancements. However, this technological leap forward comes with inherent risks that demand our immediate attention.



I am a staunch advocate for steering the development of AI thoughtfully. The responsible use of personal data to prevent unfair bias in AI algorithms is paramount. Governments play a crucial role, requiring smart regulations to ensure the ethical and secure deployment of these technologies. Unchecked, AI could inadvertently perpetuate societal imbalances.

Our choices today will shape the future of humanity. We stand at a crossroads, where open conversations about AI's ethical dimensions are imperative. Crafting an uplifting AI era necessitates careful consideration, diligence, and the establishment of wise safeguards. Human values must be the compass guiding the evolution of AI, ensuring that our decisions ripple positively across generations. As we embark on this AI revolution, let ethical principles and thoughtful governance be our guiding lights, steering us toward a future where innovation aligns harmoniously with human welfare.

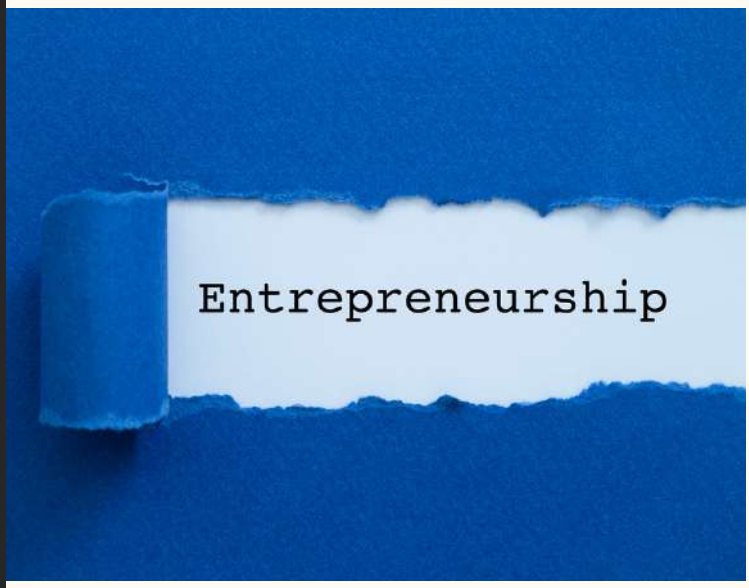
Rishabh Gumdavelly
BBA 2026

IIC - Unnati Club's Say on Entrepreneurship

5

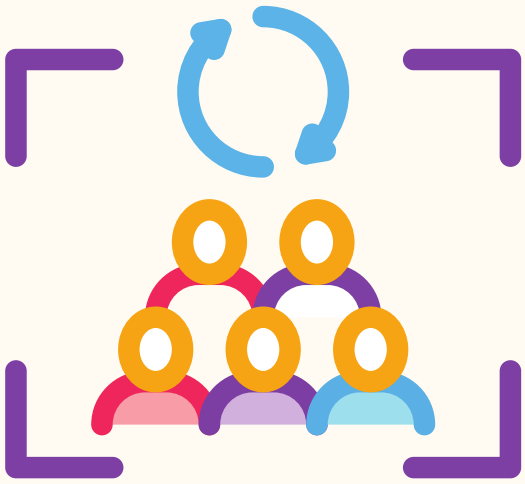
Entrepreneurship

The process of launching, running, and expanding a brand-new commercial enterprise is referred to as entrepreneurship. It is a crucial engine for the expansion of the economy, the production of new jobs, and the development of innovative practices. Those who recognize gaps in the market's supply and demand and are willing to take calculated risks in order to establish new firms to fill such voids are known as entrepreneurs. They are essential to the functioning of the economy as well as the generation of new jobs and overall economic expansion.



The Importance of Entrepreneurship

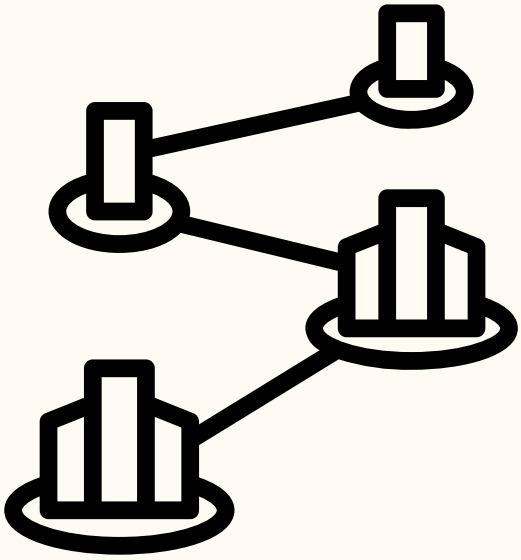
The spirit of enterprise is essential to the expansion of a nation's economy. Creating new jobs, fostering innovation, and expanding the economy are all outcomes that can be attributed to entrepreneurial activity, as stated in a report by the Global Entrepreneurship Monitor. In point of fact, entrepreneurs are credited for the creation of more than fifty percent of all new jobs in the United States. In addition to this, entrepreneurial activity encourages innovation because it leads to the introduction of new goods and services that are tailored to the evolving requirements of customers. In emerging countries, entrepreneurial activity also plays an essential part in the process of economic growth and expansion. According to research published by the World Bank, the promotion of entrepreneurial activity in emerging nations is critical to the alleviation of poverty and the expansion of economic growth. Entrepreneurs have the ability to boost productivity, generate new jobs, and stimulate economic growth through the establishment of new firms.



IIC - Unnati Club's Say on Entrepreneurship

Characteristics of Successful Entrepreneurs

Entrepreneurs who are successful in building and growing their firms share a number of important attributes that make them uniquely qualified to do so. These attributes include the following: Successful business owners have a crystal- clear picture in their heads of what it is they want to accomplish and how they plan to get there. They have the ability to recognize possibilities in situations where others see difficulties. The journey of entrepreneurship is difficult and frequently unpredictable; therefore, resiliency is essential. Entrepreneurs who are successful are resilient individuals who are able to recover quickly from both successes and mistakes. Taking Chances: Being an entrepreneur demands you to regularly take some chances. Successful businesspeople aren't afraid to take chances and have a high tolerance for ambiguity in their environments. Creativity is essential for entrepreneurs, as they are the ones responsible for coming up with new goods and services to satisfy the ever-evolving requirements of customers. Ability to Adapt: In order to be successful, entrepreneurs need to be able to adjust their businesses to meet the ever-changing demands of their clientele.



The value of entrepreneurship

Being a successful entrepreneur isn't an easy path. It can often take far more hard work, ingenuity and perseverance than the typical 9-to-5 job and yet still not pan out in the long run. However, succeeding as an entrepreneur can be one of the most rewarding experiences, because you're doing so on your own terms and affecting society at the same time. For many, those rewards are invaluable. There's never a guarantee that an idea will succeed, but you'll still see many people starting their own businesses anyway. After all, failure is just as uncertain.

Sathwik Reddy
MBA 2025
President,
Unnati Club

Navigating the Startup Landscape

6

Starting a startup involves several key steps

1. **Identify a Problem:**
Find a problem that needs solving. Successful startups often address real-world issues.

2. **Market Research:**
Understand your target audience, competition, and market trends.
This helps in shaping your product or service.

3. **Develop a Solution:**
Create a prototype or minimum viable product (MVP) to test your concept.
Iterate based on feedback.

4. **Create a Business Plan:**
Outline your business model, target market, revenue streams, and marketing strategy. This is crucial for attracting investors.

5. **Legal Structure:**
Choose a legal structure for your startup (e.g., LLC, Corporation) and register your business.

6. **Build a Team:**
Assemble a skilled team with diverse expertise. Team cohesion is vital for success.

7. **Create a Brand:**
Develop a strong brand identity that reflects your company's values and resonates with your target audience.

Glimpses from January

Quiz

The Admin Block buzzed with excitement as sharp student teams tackled questions on finance, marketing, global trends, and business ethics. The atmosphere was electric, filled with friendly competition and a thirst for knowledge.

We were impressed by the intelligence, passion, and quick thinking of all participants, witnessing the next generation of business leaders showcasing their understanding of commerce. Kudos to the winners and participants! Your A-game made Business Brainiacs a resounding success. We hope you enjoyed it as much as we did!

Winners of the quiz are as follows:

1st - Akhilesh Ram
2nd - Vasim Hunani
3rd - Shubham Tak

Glimpses from January

Talks from the top

Glimpses from January

Pinnacle

Click here or scan the QR to know more

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గ్రామీణ పాంతాల్లో 'ఐక్యవిద్య'

హరేకృష్ణ మూవ్‌మెంట్, వోక్సన్ విశ్వవిద్యాలయం ఒప్పందం

బంజారాహిల్స్, న్యూస్‌టుడే: విద్యాదానం, శారీరక, ఆరోగ్య, మానసిక పరిపక్వత సాధన ద్వారా సమాజం, దేశం సుసంపన్నమవుతుందని హరేకృష్ణ మూవ్‌మెంట్ హైదరాబాద్ అధ్యక్షుడు సత్యగౌర చంద్రదాస ప్రభుజీ అన్నారు. విన్ననాటినుంచే ప్రమశిక్షణతో పాటు సంప్రదాయ వారసత్వ పద్ధతుల్లో పెరిగితే మంచి పౌరులుగా ఎంతారని పేర్కొన్నారు. తెలుగు రాష్ట్రాల్లో గిరిజన, గ్రామీణ నిరుపేదల సంక్షేమం, అభివృద్ధి కోసం హరేకృష్ణ మూవ్‌మెంట్, నంగారెడ్డి జిల్లా కందిలోని అమెరికాకు చెందిన వోక్సన్ విశ్వవిద్యాలయం 'ఐక్య విద్య' పేరిట భాగస్వామ్య ఒప్పందాన్ని కుదుర్చుకున్నాయి. మంగళవారం బంజారాహిల్స్‌లోని హరేకృష్ణ సన్నిధేవాలయంలో నిర్వహించిన కార్యక్రమంలో దండ్రదాస, విశ్వవిద్యాలయం ఉపాధ్యక్షుడు డా.రాల్ విల్లామరిన్ రోడ్రిగ్, విశ్వ

ఒప్పంద పత్రాలు చూపుతున్న డా.దయాశంకర్, రోడ్రిగ్, సత్యగౌర చంద్రదాస, సహదేవ సభాదాస

విద్యాలయం స్కూల్ ఆఫ్ సైన్సెస్ డీన్ డా.దయాశంకర్, ఐక్యవిద్య డైరెక్టర్ సహదేవ సభాదాస ఒప్పంద పత్రాలను మార్చుకున్నారు. చంద్రదాస మాట్లాడుతూ.. సంగారెడ్డితోపాటు 10 గ్రామాలు, హైదరాబాద్‌లోని కొన్ని మురికివాడల్లో 'ఐక్య విద్య' కార్యక్రమాలను చేపడతామన్నారు. డా.రాల్ విల్లామరిన్ రోడ్రిగ్ మాట్లాడుతూ.. చేపపిల్లలకు ఉచిత విద్య, భోజనం అందించి వారి సర్వతోముఖాభివృద్ధికి తోడ్పడే ఈ కార్యక్రమంలో భాగస్వామ్యం కావడం సంతోషంగా ఉందన్నారు.

Date : 24/01/2024 EditionName : TELANGANA(SANGAREDDY) PageNo : 01

THE HANS INDIA

Hare Krishna Movement Hyderabad's 'AIKYA Vidya' Signs MoU with Woxsen University

HANS NEWS SERVICE
HYDERABAD

HARE Krishna Movement Hyderabad's 'AIKYA Vidya' signed a MoU with Woxsen University on Tuesday. This collaboration aims to bring about positive change in the lives of rural and tribal populations and other underprivileged communities.

The MoU was signed by Satya Gaura Chandra Dasa Prabhu, president of the Hare Krishna Movement, regional president of the Akshaya Patra Foundation, and Dr Raul Villamarin Rodriguez, vice president at Woxsen University, in the presence of other dignitaries.

Satya Gaura Chandra Dasa Prabhu stated, "The collaborative efforts include conducting social programmes on education, healthcare, environmental conservation, empowerment, and skill development initiatives, with a focus on tribal areas. We have chosen tribal-dominated Ahobilam village of Nandyal district in AP and Bhadrachalam in Telangana." This collaboration will encourage more universities to adopt backward villages, inculcating a spirit of volunteering amongst the college-going youth.

24/01/2024 HYDERABAD Pg 07

THE NEW INDIAN EXPRESS

HYDERABAD • WEDNESDAY • JANUARY 24, 2024 • ₹9.00 • PAGES 18 • LATE CITY EDITION

Hare Krishna's AIKYA Vidya signs MoU with Woxsen University

Hyderabad: In a move towards the welfare and development of tribal, rural and underprivileged communities in the country, Hare Krishna Movement Hyderabad's AIKYA Vidya signed an MoU with the School of Sciences, Woxsen University. This collaboration aims to bring about positive change in the lives of rural and tribal populations and other underprivileged communities. The MoU was signed by president of Hare Krishna Movement, Hyderabad and regional president, Akshaya Patra Foundation along with Raul Villamarin Rodriguez, V-P at Woxsen University.

ఆంధ్రజ్యోతి — హైదరాబాద్ నగర వార్తలు — బుధవారం 24 జనవరి 2024

ఐక్యవిద్యపై ఎంఓయూ కుదుర్చుకుంటున్న హరే కృష్ణ మూవ్‌మెంట్, వోక్సన్ విశ్వవిద్యాలయ ప్రతినిధులు

గ్రామీణ నిరుపేదల సంక్షేమం కోసం ఒప్పందం

హరేకృష్ణ మూవ్‌మెంట్, వోక్సన్ విశ్వవిద్యాలయం మధ్య ఎంఓయూ

బంజారాహిల్స్, జనవరి 23 (ఆంధ్రజ్యోతి): గ్రామీణ, గిరిజన, నిరుపేదల సంక్షేమం, అభివృద్ధి కోసం హరేకృష్ణమూవ్‌మెంట్ ఏర్పాటు చేసిన ఐక్యవేదికకు తోడ్పాటును అందించేందుకు వోక్సన్ విశ్వవిద్యాలయం ముందుకు వచ్చిం ది. బంజారాహిల్స్‌రోడ్డు నెం. 12లోని హరేకృష్ణ గోల్డెన్ టెంపుల్‌లో మంగళవారం హరేకృష్ణ మూవ్‌మెంట్, అక్షయపాత్ర ఫౌండేషన్ ప్రాంతీయ అధ్యక్షుడు సత్యగౌర చంద్రదాస వోక్సన్ విశ్వవిద్యాలయ వైస్ ప్రెసిడెంట్ డాక్టర్ రాల్ విల్లామరిన్ రోడ్రీగేలు సహకార ఒప్పందాలపై సంతకాలు చేసి మార్చుకున్నారు. అనంతరం సత్యచంద్రగౌరదాస మాట్లాడుతూ గిరిజన ప్రాబల్యం ఉన్న భద్రాచల గిరిజన ప్రాంతం, ఏపీలోని నంద్యాల జిల్లా అహోబిలం గ్రామాలను మొదట ఎంచుకొని కార్యక్రమాలకు శ్రీకారంచుట్టనున్నట్లు తెలిపారు. డాక్టర్ రాల్ విల్లామరిన్ రోడ్రీగే మాట్లాడుతూ విద్య ద్వారా సమాజంలో పరివర్తనాత్మక మార్పును తీసుకురావాలనే తమ లక్ష్యం మన్నారు. ఐక్యవిద్య సహదేవ్ సభాదాస, వోక్సన్ విశ్వవిద్యాలయం డీన్ డాక్టర్ దయా శంకర్ పాల్గొన్నారు.

Upcoming Events

Startup of the Month

Want to turn your Ideas into a successful business? You've come to the right place.

Benefits:

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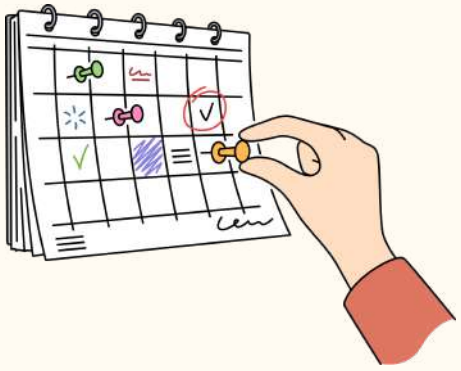

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National Innovation Challenge

Begin your journey of creativity and problem solving! To participate in the National Innovation Challenge, scan the QR code or click the link below. Your ideas can shape the future!

Upcoming Events

Talks from the top

Meet the next speaker for 'Talks from the Top' talks- **Rahul Tirumalapragada**, the visionary Founder of '**Makers of Milkshakes**'. In 2013, Rahul initiated this thickshake chain in Hyderabad, inspired by a unique milkshake experience during his UK MBA. Despite initial skepticism, Rahul's determination led him to spend over 6 months in London perfecting milkshake craft, followed by rigorous local research in Hyderabad. This dedication culminated in the establishment of the first Makers of Milkshake drive-in outlet on a Bangalore highway.

Rahul Tirumalapragada

Cut to 2021, the brand has 75+ outlets in India, UAE and USA. The chain is highly successful in Southern India with outlets in cities such as Hyderabad, Chennai, Bangalore and Vizag. It operates on a franchise model and is well known for its focus on product quality standardisation.

Competition

Business Brainiac

Woxsenites are invited to gear up for the brainpower showdown with "Business Brainiac," presented by Trade Tower's LaunchpadX. The battle for brains is set to commence shortly, offering Blue Embers coupons.
May the smartest brains emerge triumphant!

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WOXSEN UNIVERSITY

Introducing the Team

Dr. Daya Shankar
Head, Trade Tower

Daya Shankar Tiwari

Mr. Charan Sanjeev
Startup Coordinator, Trade Tower

Charan Sanjeev Tadimalla

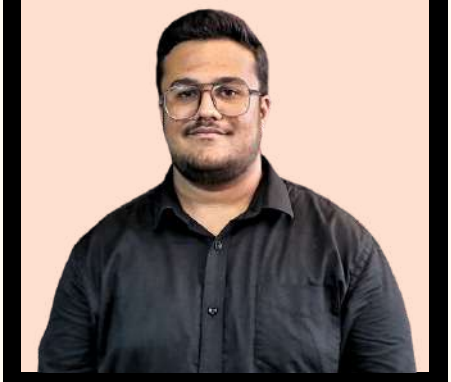
Sawar Lashkari
Student Coordinator, Trade Tower

Sawar Lashkari

Utsav Khodiar
Student Coordinator, Trade Tower

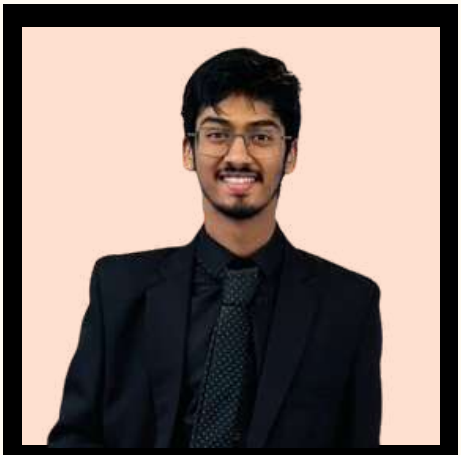
Utsav Khodiar

EDITORS



Varad Prashant Patil
Editor-in-Chief

Varad Patil



Aditya Verma
Content Editor

Aditya Verma

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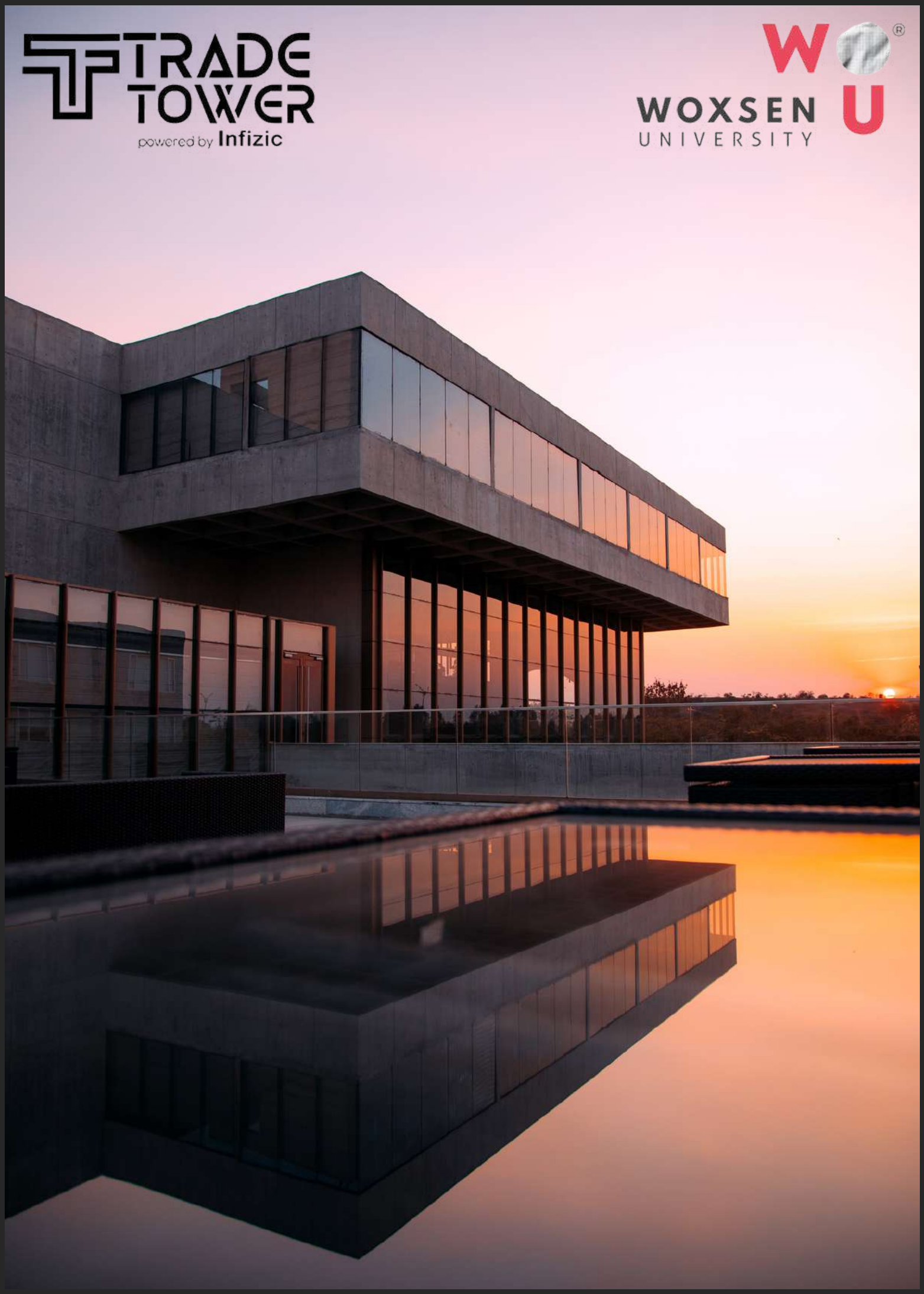
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