



ಕರ್ನಾಟಕ ವಾಣಿಜ್ಯ ಮತ್ತು ಕೈಗಾರಿಕಾ ಮಹಾಸಂಸ್ಥೆ
FEDERATION OF KARNATAKA CHAMBERS OF
COMMERCE & INDUSTRY

MANTHAN-2021 Report:

The 13th edition MANTHAN-2021 Grand Finale was organized on 5th October, 2021 at Sir M V Auditorium. Sri. J C Madhuswamy, Hon'ble Minister for Law & Parliamentary Affairs, Government of Karnataka and Sri. Gurukiran, renowned music director and playback singer graced the occasion.

Sri. Preikal M Sundar, President, FKCCI welcomed the guests & participant and said that the educational institutions are bringing out graduates in large numbers, the industry-ready professionals are very few. Students have talent but there is lack of application of mind for practical solutions in real life situations.

He mentioned that FKCCI conducts Industry-specific events and programs for the benefit of their members and society at large. The central theme of the MANTHAN is "Encouraging young minds to develop the entrepreneurial spirit and motivate them to be a job creator instead of job seeker". MANTHAN-2021 is aimed to motivate Students to initiate the Startups. Through this innovative business plan presentation program, MANTHAN reaches out to the Under Graduate, Graduate, Post-Graduate as well as Diploma students from Institutions all over Karnataka. The student teams are trained, their proposals are evaluated and the best innovative, technically feasible, commercially viable and implementable Business Plans are rewarded by a total cash prize of Rs.6,00,000/-. The startups enables the students to develop an idea, to proceed further, to set up a technically feasible and economically viable project. In the present days of economic slowdown due to COVID, new innovations have been created by the student fraternity and now the platform is available to develop entrepreneurship quality among them, he added

Sri. Perikal M Sundar finally concluded by saying FKCCI in order to develop the skilling of youths as per the needs of the industries, especially in the rural areas, has planned to set up a Skill Training Centre in Dabaspet area in 1.62 acres of land.

CA Dr. I S Prasad, President - Elect while briefing about the MANTHAN said that the aim of MANTHAN is "UDYAMI YAGU UDYOGA NEEDU" and with this noble object FKCCI initiated this venture in 2009 and was inaugurated, then President of India, Late Dr. A P J Abdul Kalam.

Dr. Prasad stated that "Entrepreneurs are made not born" and MANTHAN beneficiaries are under graduate, graduate, post graduate students

who are still in college, often very much focused on academic course-work, exams and internships to secure a good job after graduation. The vision of MANTHAN is to ignite the creativity, innovation and spirit in students to fully utilise their talents and to inspire them to become trailblazing entrepreneurs he added.

Flt. Lt. K P Nagesh, Chairman MANTHAN-2021 informed that so far more than 3000 students have participated in the MANTHAN programme during the past 13 years. It brings him great pleasure to announce that 7-10 MANTHAN participants have started their own companies and are making a contribution to a variety of fields.

He also said that this year we received 197 business plan entries from 637 students from 75 colleges from 20+ districts. We hope in future students from all the 30 districts of Karnataka will participate in this program. This year we have conducted 4 knowledge workshop in various field and during all the knowledge workshops our committee members who are experts in marketing, finance and administration guided the students to convert their ideas into a viable business plan which will help them to become future entrepreneurs.

Sri. J C Madhuswamy, Hon'ble Minister for Law & Parliamentary Affairs, Government of Karnataka in his address said that education is very important which will provide knowledge to lead the life in cultivating entrepreneurship quality among the students. He asked the students, "What makes someone a successful entrepreneur?" He said entrepreneurs must have strong technology skills or expertise in a key area, but these are not defining characteristics of entrepreneurship. Instead, the key qualities are traits such as creativity, the ability to keep going in the face of hardship, and the social skills needed to build great teams. He categorically emphasized to students to do research on water quality & availability as there were lot of agriculture students were the participants and agricultural university have the laboratories & facilities to carry out the research. The Lab to Land system should reach to the farmer so that food processing sectors boom in coming year he added.

Sri. Gurukiran, renowned music director and playback singer congratulated all the Grand Finalists and also every participant who took part in MANTHAN 2021. He expressed his best wishes all the participants.

A total cash prize of Rs.5,70,000/- is distributed among the top 10 teams and also recognized with certificate & memento. The winners details are mentioned below.

Award Status	BP Name	College	Cash Prize	Student Name
Winner	Starvic -India'S First Ai Powered Upskilling And Career Preparation Platform	KLE Institute of Technology, Hubli	Rs.2,00,000 (Two Lakhs)	Diwakar Badiger Anagha Kulkarni
Ist Runner Up	Vision - Novel System To Aid The Visually Impaired	KLE Technological University,	Rs.1,50,000 (One Lakh	Shreyas Dhotrad

		Hubli	Fifty Thousand)	Vishal Teli Prajwal Banagar
2nd Runner Up	"Lowen Women" - Dysmenorrhea Massager Belt	Sahydri College of Engineering & Management, Mangalore	Rs.1,00,000 (One Lakh)	Krithika Shetty Ayesha Rasha
Consolation	Design And Development Of Artificial Intelligence Interfaced Processing System For Detection Of Maturity Indices And Post-Harvest Defects In Mango [Mangifera Indica L.]	College of Agricultural Engineering, UAS, GKVK, Bengaluru	Rs.30,000 (Thirty Thousand)	Rakshita Kamin
Consolation	Game Changing Application To Monitor The Water Level Scenario across The Country	CMR Institute of Technology, Bengaluru	Rs.25,000 (Twenty Five Thousand)	Pratik Mukesh Bharuka Vaishnavi Patil Yashwanth Jain Arpan Abhishek
Consolation	Development Of Hot Air Puffing Machine For Small Millets	College of Agricultural Engineering, UAS, GKVK, Bengaluru	Rs.20,000 (Twenty Thousand)	Shweta F Manik
Consolation	Books & Games With Purpose	CMR Institute of Technology, Bengaluru	Rs.15,000 (Fifteen Thousand)	Vidhyashree V S Swetha Shree
Consolation	Homeato	A J Institute of Engineering & Technology, Mangalore	Rs.10,000 (Ten Thousand)	Sethu S Pillai Karthik V Bhat Sahana Shetty Vishaka Kotecha
Consolation	Crore Cob	College of Agriculture, UAS, Dharwad Hanumanamatti	Rs.10,000 (Ten Thousand)	Shamanth S
Consolation	Companion.Ly Is An App Which Will Focus On Building A Community For Pet Owners And Pet Lovers To Offer And Accept Pet Related Services Such As Care Taking, Feeding, Boarding And Dog Walking.	Narsee Monjee Institute of Management Studies, Bengaluru	Rs.10,000 (Ten Thousand)	Amritha Ramadevu Ria Erramilli Prerna Jha Rhea Verma