

K-tech



GOVERNMENT OF KARNATAKA

INNOVATE  
KARNATAKA

Karnataka Innovation and Technology Society

Department of IT-BT

Startup Karnataka

Launches

BOOTCAMP

@

New Age Incubation Network Centre

JAWAHARLAL NEHRU NATIONAL COLLEGE OF ENGINEERING  
SHIVAMOGGA



E-Step

Your First Step Towards Entrepreneurship

who can apply ?

- \* Students (degree & above)
- \* Startups & Entrepreneurs
- \* Startup enthusiasts
- \* Innovators
- \* Faculty & others

Accelerate

Execute

Incubate

DATE : 27<sup>th</sup> AUGUST 2019

TIME : 8:30 AM - 5:00 PM

Incorporate

VENUE

CENTRE FOR INNOVATION & ENTREPRENEURSHIP  
K-TECH INNOVATION HUB - NAIN CENTRE  
3rd Floor, Library Building,  
JNCE, Shivamogga.

To register click here: <http://bit.ly/2LIIXX>

National Education Society @

Jawaharlal Nehru National College of Engineering, Shivamogga.

(Approved by AICTE, New Delhi, Certified by UGC 2f, Accredited by NAAC- 'B',  
Recognized by Govt., of Karnataka, Affiliated to VTU, Belagavi. )

Tel - +91-8182-276707 / 08 / 09 || Email - principal @ jnnc.ac.in

[www.jnnc.ac.in](http://www.jnnc.ac.in)

Organised by



For more details contact,

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Cluster Coordinator,  
Cluster-3 (Boot Camps at  
Shivamogga, Davanagere, & Ballari)

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www.startup.karnataka.gov.in    www.k-tech.org

Connect us with:



Note: Confirm your registration at NAIN Centre, JNCE to block your seats

## About KITS

KITS [Karnataka Innovation and Technology Society] is established on 07/12/2000 under Department of IT, BT and S & T, Government of Karnataka. It implements all the Skill Development Programs in IT, BT & nurtures Entrepreneurship and Technology across Karnataka. It creates an ecosystem to promote startups by Innovation & Technology through Skilling, reskilling & upskilling. KITS has close connects with Industry, Academia and R&D Institutes on various matters of interest, new technologies & collaboration with other countries/cities. KITS is committed to Innovation & Technology through its various policies in focused business domains.

## About E-Step

E-Step is an initiative from Startup cell- Karnataka with a focus to empower the students/ startups in the state towards Entrepreneurship. E-Step focuses on boot camps, mentoring and specific training programs which give cover various aspects of Entrepreneurship. It is specially crafted for students/ startups to understand the basics of entrepreneurship from experienced trainers. The first phase of E-Step will be to organize day long boot camps across all New Age Incubation Network across the state.

## About NAIN

NAIN is a Skill Development Program launched under the startup policy 2015. It focuses on creating an ecosystem to promote innovation and entrepreneurship in Karnataka. Under this scheme K-tech Innovation Hubs are established in all the Districts of Karnataka fully funded by Government of Karnataka. The students studying in different disciplines are motivated by mentoring, developing & project funding so as to set up their own startups or self employment.

Under NAIN the students are encouraged to identify local problems and address those problems using concepts of frugal innovation, and to develop appropriate technology-based solutions and working prototypes. The mentors assigned to the students help them to formulate a Business Model based on this new technology and encourage them to think like entrepreneurs.

So far there are 30 K-tech Innovation Hubs in 18 Districts across Karnataka motivating the graduate students to pursue prototypes and careers in entrepreneurship.

## Objectives of Boot Camp @ K-tech Innovation Hubs

1. Target budding entrepreneurs across districts.
2. Create awareness about Startup Karnataka initiatives, achievements and incentives.
3. Boost registrations on Startup Karnataka portal.
4. Mentor connects for budding entrepreneurs.
5. Ideation workshop to tell about idea validation, pitch deck creation etc.
6. Product Design and Marketing, Product Development, Sales and Customer Engagement, Business Model.
7. Pitching session

## About NES

National Education Society is a registered society under Karnataka State Societies Act 1960 committed to promote quality education to all eligible individuals at Affordable Cost. The society was established in the year 1946 responding to the call by the Father of the Nation, Mahatma Gandhi for private initiative in education.

## About JNNCE

Jawaharlal Nehru National College of Engineering is a flagship Institute of NES, started in the year 1980. JNNCE is one of the premier technical institutions of Karnataka imparting quality technical and management education and training to students from all parts of India. It is one of the most sought-after destinations for technical education in Karnataka.

## About NAIN Centre, JNNCE.

Department of IT, BT and S&T, Government of Karnataka (KITS) has started "New Age Incubation Network Centre" at JNNCE in the year 2014 to build Entrepreneurial mind set and Startup & Business Ecosystem in and around Shivamogga. Innovative Project proposals will be invited from JNNCE students, Alumni, Research Scholars & the public every year. Each selected Project will get upto Rs. 3.00 Lakhs Funding Support and 1 Year time duration for Project Implementation. Best 43 innovative projects in Batch-1 (2015-16), Batch-2 (2016-17), Batch-3 (2017-18) & Batch-4 (2019-20) have been funded and incubated till date.

### Boot Camp Schedule

**E-Step, by Startup Karnataka**

(Your 1st Step Towards Entrepreneurship)

Date	Day	Districts	College & Location
05-08-2019	Monday	Mysuru	National Institute of Engineering
06-08-2019	Tuesday	Mysuru	SJCE
07-08-2019	Wednesday	Mysuru	Vidya Vikas Inst. Of Engg. & Tech.
08-08-2019	Thursday	Mysuru	SBRR –Mahajana's
09-08-2019	Friday	Mandya	Govt. College(Autonomous)
10-08-2019	Saturday	Ramanagara	Ghousia College Of Engg.
11-08-2019	Sunday	<b>HOLIDAY</b>	
12-08-2019	Monday	<b>BAKRID</b>	
13-08-2019	Tuesday	Chikkaballapura	SJCIT
14-08-2019	Wednesday	Tumakuru	SIT
15-08-2019	Thursday	<b>INDEPENDENCE DAY</b>	
16-08-2019	Friday	Hassan	Malnad College of Engineering
17-08-2019	Saturday	Dakshina Kannada,Puttur	Vivekananda College of Engg. & Tech.
18-08-2019	Sunday	<b>HOLIDAY</b>	
19-08-2019	Monday	Dakshina Kannada,Ujjire	SDM Inst. Of Tech.
20-08-2019	Tuesday	Mangaluru	PA College Of Engg.
21-08-2019	Wednesday	Mangaluru	Sahyadri College of Engg.
22-08-2019	Thursday	Mangaluru	St. Joseph Engg. College
23-08-2019	Friday	Mangaluru	Mangalore Institute Of Tech. & Engg.
24-08-2019	Saturday	Mangaluru (UdupiDist.)	NMAM IT
25-08-2019	Sunday	<b>HOLIDAY</b>	
26-08-2019	Monday	Shivamogga, Bhadravathi	Sir MV Science College
<b>27-08-2019</b>	<b>Tuesday</b>	<b>Shivamogga</b>	<b>Jawaharlal Nehru National College of Engg.</b>
28-08-2019	Wednesday	Davanagere	Bapuji Institute of Engg. & Technology
29-08-2019	Thursday	Ballari	Rao Bahadur Y Mahabaleswarappa Engg. College
30-08-2019	Friday	Ballari	Ballari Institute of Tech. & Management
31-08-2019	Saturday	<b>HOLIDAY</b>	
01-09-2019	Sunday	<b>HOLIDAY</b>	
02-09-2019	Monday	<b>Ganesh Chaturthi</b>	
03-09-2019	Tuesday	Dharwad	SDM College Of Engg.
04-09-2019	Wednesday	Uttara Kannada,Haliyal	VD Rural Inst. Of Tech.
05-09-2019	Thursday	Belagavi	KLS Gogte Inst. Of Tech.
06-09-2019	Friday	Belagavi	KLE Dr. MS Sheshagiri College of Engg. And Tech.
07-09-2019	Saturday	Bagalkot	Basaveshwar Engineering College
08-09-2019	Sunday	<b>HOLIDAY</b>	
09-09-2019	Monday	Vijayapura	B.L.D.E.A's VP College
10-09-2019	Tuesday	<b>Muharram</b>	
11-09-2019	Wednesday	Vijayapura	College Of Agriculture
12-09-2019	Thursday	Kalaburagi	PDA College of Engg.
13-09-2019	Friday	Bidar	Guru Nanak Dev Engineering College
<b>14-09-2019</b>	<b>Saturday</b>	<b>End of Bootcamp</b>	

## Boot Camp Program

Duration & Time	Activity
08:30 - 09:00 AM	Registration
09:00 - 09:15 AM	Overview of Startup Ecosystem
09.15 - 10.15 AM	Ideation <i>TeamWorks on various ideas and place it on the canvas based on Problems, Solutions, Customer &amp; Competitors</i>
10:15 - 11:15 AM	Product Design and Marketing <i>Team works on the look a like design of the product</i>
11:15 - 12:00 PM	Product Development <i>Find all the requirements of Product Development by Understanding the functions and features of user need</i>
12:00 - 12:30 PM	Sales & Customer Engagement <i>Team will pitch the product to the other team</i>
12:30 - 01:00 PM	Mentor Talk <i>Local Entrepreneur Nominated by NAIN - His/ Her Startup Story</i>
01:00 - 02:00 PM	LUNCH
02:00 - 02:45 PM	Business Model <i>Make a Business model for your idea in Business model canvas</i>
02:45 - 03:30 PM	How To Create Pitch Deck
03:30 - 04:00 PM	Mock Pitch Session
04:00 - 04:30 PM	Karnataka Startup Policy & Startup India Policy, Initiatives & Schemes
04:30 - 05:00 PM	Validation - Group Photo

### Boot Camp Teammates @ Skilling, KITS



**Mr. Mallesh Kumar K S**

Incubation Centre Manager,  
K-tech Innovation Hub - NAIN Centre,  
JNNCE, Shivamogga.

**Dr. Manjunath P**

Prof. & Head, Dept. of ECE,  
College Coordinator, NAIN Centre,  
JNNCE, Shivamogga.

**Dr. H R Mahadevaswamy**

Principal,  
JNNCE, Shivamogga.