



E-CELL-SANKALP@ABBS INAUGURATION REPORT

EXECUTIVE SUMMARY:

The inauguration of E-Cell- Sankalp@ABBS marks a significant milestone in the Group's commitment to fostering entrepreneurship and innovation among students. Held on October 8, 2025, the event brought together distinguished academicians, industry leaders, and enthusiastic students to launch a platform dedicated to nurturing entrepreneurial talent. The E-Cell of ABBS aims to create a vibrant ecosystem where students can transform innovative ideas into successful ventures, supported by mentorship, resources, and industry connections. The inauguration was preceded by extensive student engagement activities including interdepartmental outreach, a logo design competition, corporate walk, flash mob, and poster reveal—all designed to build excitement and participation across the campus. The event featured inspiring addresses from academic leaders and industry experts who emphasized the importance of responsible entrepreneurship, sustainable business practices, and the role of incubation centers in bridging the gap between education and enterprise.



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ABOUT SANKALP@ABBS



Sankalp @ABBS is ABBS's dedicated incubation Centre designed to empower students with the knowledge, skills, and resources necessary to become successful entrepreneurs. The Centre represents a commitment to transforming students from job seekers to job creators, fostering innovation, and contributing to economic development.

Vision: To create a thriving entrepreneurial ecosystem that nurtures innovative ideas and transforms them into sustainable businesses that generate economic value and positive social impact.

Mission:

- Provide mentorship and guidance to aspiring student entrepreneurs
- Facilitate access to funding, resources, and industry networks
- Promote innovation and creative problem-solving
- Encourage responsible and sustainable business practices
- Bridge the gap between academic learning and real-world business challenges

Key Focus Areas

- Technology-driven startups
- Social entrepreneurship
- Sustainable business models
- Innovation in traditional industries
- Digital transformation initiatives

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PRE-INAUGURATION

Interdepartmental Outreach/Engagement

The E-Cell Sankalp initiative began with comprehensive interdepartmental outreach to create awareness and enthusiasm across the campus. Faculty coordinators visited classrooms across all departments—PGDM, MBA, Law, Undergraduate Programs, and professional courses—to introduce the concept entrepreneurship through its E-Cell and its significance in fostering entrepreneurial culture.

Students were informed about the vision and mission of the incubation center, the opportunities it would provide, and the upcoming promotional activities. This grassroots approach ensured that every student, regardless of their academic discipline, understood how the E-Cell could support their entrepreneurial aspirations. The response was overwhelmingly positive, with students expressing keen interest in participating in the various activities planned for the inauguration.



Logo Creation Competition

To build ownership and engagement among students, a logo design competition was announced as one of the key pre-inauguration activities. Students were invited to create a visual identity for E-Cell that would embody its vision, mission, and values. Participants were required to submit their designs along with a detailed explanation of how their logo represented the entrepreneurial spirit and the objectives of the incubation center.

The competition received approximately 30 entries from students across departments, reflecting strong creative engagement and understanding of the E-Cell's purpose. Each design was unique, incorporating elements symbolizing innovation, growth, collaboration, and sustainability. The entries were evaluated by a panel of faculty members and design experts based on creativity, relevance, visual appeal, and alignment with E-Cell Sankalp's values.

Corporate Walk

To generate campus-wide visibility and excitement for E-Cell Sankalp, a corporate walk was organized with participation from PGDM and undergraduate students. Dressed in business casual attire, students marched through the campus carrying banners and placards promoting entrepreneurship and innovation. The corporate walk symbolized the professional journey that entrepreneurs undertake and emphasized the importance of presenting oneself with confidence and



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professionalism in the business world. The event created significant buzz on campus, with faculty and fellow students stopping to engage with participants and learn more about E-Cell Sankalp. The corporate walk served as a visual representation of the institution's commitment to building entrepreneurial leaders who are ready to make their mark in the business world.



Flash Mob

A high-energy flash mob was organized as part of the promotional campaign for E-Cell Sankalp. Students gathered at strategic locations on campus and performed choreographed routines that surprised and delighted onlookers. The flash mob incorporated themes of innovation, teamwork, and breaking conventional boundaries —core principles of entrepreneurship.

The performance featured upbeat music and dynamic movements that symbolized the energy, creativity, and collaborative spirit essential for entrepreneurial success. The flash mob not only entertained but also effectively communicated the message that entrepreneurship is about thinking differently, taking risks, and working together to create something extraordinary. The event was captured on video and shared on social media platforms, extending its reach beyond the campus community.

Poster Reveal

As the inauguration date approached, a series of promotional posters were strategically placed across the campus to build anticipation. The poster reveal campaign featured visually striking designs highlighting the inauguration date, time, venue, and distinguished guests. The posters emphasized key messages about E-Cell Sankalp's mission to transform ideas into ventures and create job creators rather than job seekers. Digital versions of the posters were shared across student WhatsApp groups, email lists, and social media platforms to ensure maximum reach. The



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poster campaign successfully created a countdown atmosphere, with students eagerly discussing the upcoming event and making plans to attend. The visual campaign established strong brand recognition for E-Cell Sankalp even before its official launch.



INAUGURATION CEREMONY

Welcome the Gathering

The inauguration ceremony commenced with a warm welcome extended to all dignitaries, faculty members, students, and guests. The master of ceremonies welcomed everyone to this historic occasion marking the launch of E-Cell Sankalp—a platform that would empower students to pursue their entrepreneurial dreams. The welcome address highlighted the significance of the day, emphasizing that E-Cell Sankalp represents more than just an incubation center; it symbolizes ABBS's commitment to preparing students for a future where innovation, creativity, and entrepreneurship are key drivers of

economic growth and social progress. The audience was reminded that every great business begins with an idea, and E-Cell Sankalp would provide the nurturing environment for those ideas to flourish.

Invocation Song & Lamp Lighting

Following the welcome address, the ceremony began with an invocation song performed by the college choir, seeking divine blessings for the new venture. The melodious rendition created a solemn and auspicious atmosphere, reminding everyone of the deeper purpose behind entrepreneurship—serving society and creating meaningful impact.

The lamp lighting ceremony followed, with distinguished guests, academic leaders, and student representatives coming together to light the ceremonial lamp. This symbolic act represented the illumination of young minds with the spark of innovation and entrepreneurial spirit. The lighting of the lamp signified the beginning of a new chapter in ABBS's journey toward becoming a hub of entrepreneurial excellence. As the flames flickered to life, they represented the dreams and aspirations of countless students who would benefit from E-Cell Sankalp's support and guidance.





Address by Dr. Madhumita Chatterji, Director ABBSSM

Dr. Madhumita Chatterji, Director, ABBS School of Management, addressed the gathering with insights drawn from her three decades of experience in management education. She emphasized that entrepreneurship is not merely about starting businesses but about creating solutions to real-world problems with ethical considerations and social responsibility at the core.

Dr. Chatterji highlighted that E-Cell Sankalp must serve as a platform where innovation is guided by values and where entrepreneurial success is measured not just in financial terms but in positive social impact. She encouraged students to think beyond profit maximization and consider how their ventures could contribute to sustainable development, environmental protection, and social equity. Drawing from her work with international research networks on peace and sustainability, she urged students to become entrepreneurs who create businesses that serve humanity and protect the planet for future generations.

Address by Dr. H R Venkatesha, Director MBA

Dr. H. R. Venkatesha, Founding Director - MBA Program, ABBS, brought his 35 years of teaching and research experience to bear in his inspiring address. He spoke about the critical role of marketing, human resource management, and consumer understanding in building successful ventures. Dr. Venkatesha emphasized that entrepreneurs must deeply understand market dynamics, customer needs, and competitive landscapes to create viable business models. He shared insights from his consultancy experience, highlighting common pitfalls that startups face and offering practical advice on how to navigate challenges. Dr. Venkatesha stressed the importance of building strong teams, as no entrepreneur succeeds alone. He encouraged students to leverage E-Cell Sankalp's resources to develop not just business ideas but also the strategic thinking and leadership capabilities necessary for sustainable success. His message resonated strongly with students, many of whom saw their own entrepreneurial ambitions reflected in his words.



Address by Dr. Rajesh C, Principal, ABBS

Dr. Rajesh C, Principal, Acharya Bangalore B-School, delivered an energetic address emphasizing the practical aspects of entrepreneurship. Drawing from his eight years of industry experience in pharmaceutical and manufacturing sectors across India and China, he provided students with realistic perspectives on what it takes to build and scale a business. Dr. Rajesh highlighted the importance of business planning, market research, and financial management—core competencies that E-Cell Sankalp would help students develop. He spoke about his certifications in Six Sigma and Digital Marketing, emphasizing how quality management and digital strategies are essential for modern ventures. Dr. Rajesh challenged students to think of socially relevant projects that address real community needs, aligning their entrepreneurial pursuits with the greater good. His emphasis on experiential learning and industry readiness reinforced the practical focus of E-Cell Sankalp.



Address by Mr. Hanumanthe Gowda, HoD, ABBS School of Law

Mr. Hanumanthe Gowda, Head of Department, ABBS School of Law, provided crucial insights into the legal frameworks that entrepreneurs must navigate. He emphasized that while innovation and creativity drive entrepreneurship, understanding legal compliance, intellectual property rights, contracts, and regulatory requirements is equally important for sustainable business success. Mr. Gowda highlighted common legal pitfalls that startups face, from partnership disputes to intellectual property infringement. He offered to make the Law School's resources available to E-Cell members, including legal clinics where students could receive guidance on structuring their businesses, protecting their innovations, and ensuring regulatory compliance. His address underscored the multidisciplinary nature of entrepreneurship and the importance of E-Cell Sankalp bringing together expertise from across the institution.



Address by Mr. Nakul Basani, Executive Director, ABBS

Mr. Nakul Basani, Executive Director - Operations, ABBS, shared his unique perspective combining academic credentials from the University of Miami and IE Business School with practical experience from the investment banking sector. He spoke passionately about his vision for E-Cell Sankalp as more than just an incubation space—it should be a comprehensive



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ecosystem providing mentorship, funding access, industry connections, and operational support. Mr. Basani emphasized the importance of understanding financial markets, investment strategies, and business valuation—knowledge critical for startups seeking funding. He assured students that ABBS's institutional commitment to E-Cell Sankalp includes providing structural support, strategic direction, and resources necessary for success. He encouraged students to think big, take calculated risks, and leverage E-Cell's network to accelerate their entrepreneurial journeys. His message reinforced that E-Cell Sankalp has the full backing of ABBS leadership.

Address by the Guest of Honour – Mr. Matteo Boffa

Mr. Matteo Boffa, Venture Partner, Zebra Ventures, delivered an inspiring address sharing his remarkable journey from Swiss private banking to impact entrepreneurship. His story of leaving a successful finance career to pursue sustainability and social impact resonated deeply with students exploring their own paths. Mr. Boffa emphasized that the future belongs to entrepreneurs who can balance profitability with purpose—creating "Zebra" companies that are both black (profitable)



and white (purpose-driven), rather than just "unicorns" focused solely on valuation. He shared practical insights on building scalable impact ventures, securing investment, and measuring social returns alongside financial returns. His recognition by Forbes as a 30 Under 30 demonstrated that young entrepreneurs can achieve significant impact. Mr. Boffa offered to mentor E-Cell members interested in sustainability and impact entrepreneurship, providing access to international networks and investment opportunities through Zebra Ventures.

Address by the Chief Guest – Dr. B P Veerabhadrappe

Dr. B. P. Veerabhadrappe, Former Vice-Chancellor, Kuvempu University, graced the occasion as Chief Guest, bringing the gravitas of his distinguished academic career and research expertise in economics. He contextualized entrepreneurship within broader economic frameworks, discussing



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how startups contribute to job creation, innovation, and economic growth. Dr. Veerabhadrappe's research on microfinance provided him with deep insights into startup financing challenges, particularly for ventures led by first-generation entrepreneurs. He emphasized the importance of financial literacy, understanding capital structures, and creating sustainable business models that can withstand economic fluctuations. His work on rural development and inclusive growth encouraged students to think about entrepreneurship as a tool for addressing inequality and creating opportunities in underserved communities. Dr. Veerabhadrappe officially declared E-Cell Sankalp inaugurated, blessing the initiative and expressing confidence that it would produce entrepreneurs who drive economic development while maintaining social responsibility.



Address by Internal Student Entrepreneurs

The stage was then opened to student entrepreneurs already pursuing their ventures while studying at ABBS. These inspiring individuals shared their entrepreneurial journeys, discussing the challenges they faced, lessons they learned, and how



ABBS's supportive environment enabled them to balance academics with business development. The student entrepreneurs expressed gratitude for the launch of E-Cell Sankalp, noting that such formalized support would have accelerated their own journeys and would undoubtedly benefit future student entrepreneurs.

Announcement & Unveiling of Winning Logo



A highlight of the inauguration was the announcement and unveiling of the winning logo for E-Cell Sankalp. After careful evaluation of approximately 30 creative entries, the judging panel selected Vinay.C from the PGDM department as the winner for his innovative and meaningful design. The winning logo was unveiled on stage by the Chief Guest and Guest of Honor,

revealing a design that perfectly captured the essence of E-Cell Sankalp. The logo incorporated elements symbolizing growth, innovation, collaboration, and the transformative journey from idea to enterprise. The design's clean lines and modern aesthetic reflected the contemporary approach E-Cell Sankalp would take toward entrepreneurship education and incubation.

Vinay was invited on stage to share the inspiration and thought process behind his winning design. He explained that the logo represented the convergence of ideas, resources, and determination required for entrepreneurial success. Each element of the design held symbolic meaning—colors representing passion and growth, shapes suggesting upward movement and progress, and overall composition conveying unity and collaboration. Vinay shared that creating the logo deepened his understanding of E-Cell Sankalp's mission and made him feel personally invested in its success. He expressed pride that his design would become the visual identity representing countless entrepreneurial journeys that E-Cell Sankalp would support. His address received enthusiastic applause, and he was awarded a certificate and prize by the dignitaries.

Address by Mr. Akash Upadhyay, HCL Technologies

Mr. Akash Upadhyay, Senior Partner Success Executive, HCL Technologies, provided valuable industry perspective on how startups can successfully engage with large corporations. He emphasized that strategic partnerships with established companies can accelerate startup growth by providing market access, credibility, resources, and scaling opportunities.





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Mr. Upadhyay shared insights on how HCL evaluates partnerships with emerging ventures, what corporate clients look for in innovative solutions, and how startups can position themselves to win enterprise contracts. He discussed the importance of understanding corporate procurement processes, building compelling value propositions, and maintaining high standards of delivery and professionalism. He announced that HCL would be open to exploring partnerships with promising ventures emerging from E-Cell Sankalp, offering mentorship and potentially piloting innovative solutions. His address provided students with actionable frameworks for building B2B relationships and scaling their ventures through corporate partnerships.

Vote of Thanks and National Anthem

The formal ceremony concluded with a heartfelt vote of thanks delivered by a student representative on behalf of E-Cell Sankalp and ABBS. Gratitude was expressed to the Chief Guest Dr. B. P. Veerabhadrappe and Guest of Honour Mr. Matteo Boffa for gracing the occasion and sharing their invaluable insights. Special thanks were extended to Dr. Madhumita Chatterji, Dr. H. R. Venkatesha, Dr. Rajesh C, Mr. Hanumanthe Gowda, and Mr. Nakul Basani for their leadership and unwavering support in establishing E-Cell Sankalp. Mr. Akash Upadhyay was thanked for representing the industry perspective and offering HCL's support. Recognition was given to all faculty members, staff, and organizing committee members whose tireless efforts made the inauguration a success. The ceremony concluded with everyone standing for the National Anthem, a moment of collective pride and commitment to contributing to the nation's progress through entrepreneurship and innovation.



CONCLUSION

The inauguration of E-Cell Sankalp marks the beginning of an exciting new chapter for entrepreneurship for the ABBS group. The event successfully brought together academic excellence, industry expertise, and student enthusiasm to launch a platform that will transform how ABBS students approach their careers and contribute to society. E-Cell Sankalp is now positioned to become a vibrant ecosystem where innovative ideas are nurtured, entrepreneurial skills are developed, and students are empowered to create ventures that generate economic value and positive social impact. The presence of distinguished guests and their inspiring addresses have set a high bar for what E-Cell Sankalp can achieve.



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As we move forward, E-Cell Sankalp will focus on providing comprehensive support including mentorship programs, funding access, industry networking, skill development workshops, and incubation facilities. The center will work closely with faculty, industry partners, alumni entrepreneurs, and investors to create opportunities for student ventures to succeed.

The enthusiastic participation in pre-inauguration activities and the overwhelming student interest demonstrated during the ceremony confirm that there is tremendous entrepreneurial energy waiting to be channeled. E-Cell Sankalp will harness this energy and guide it toward creating successful, sustainable, and socially responsible ventures.

The journey has just begun, and E-Cell Sankalp is committed to making the ABBS group a recognized hub of entrepreneurial excellence where students transform from learners to leaders, from idea generators to job creators, and from aspiring entrepreneurs to successful business owners making meaningful contributions to society.