

ST JOSEPH'S UNIVERSITY
PUBLIC RELATIONS OFFICE - THE ENTREPRENEURSHIP CELL

BRIEF REPORT
START-UP MELA 4.0

The Entrepreneurship Cell of St Joseph's University hosted the annual Start-Up Mela 4.0 on 28 October, 2024. This year's event, themed "Seeds to Success," aimed to inspire and support startups focused on sustainable development. Held in a dynamic, carnival-like atmosphere, the Start-Up Mela provided a vital platform for emerging entrepreneurs to connect, network, and present their innovations. The event saw attendance from a diverse group, including students, faculty, entrepreneurs, investors, government officials, media representatives, and the general public. The University's goal was to foster entrepreneurship as a tool for positive social change, empowering young minds to drive India's rapidly growing economy forward. This year, the Mela highlighted collaborations with top government and private institutions, successfully showcasing over 100 startups from various industries.

Breaking previous records, the fourth edition of the Start-Up Mela attracted over 100 startups, along with 20+ investors, venture capitalists, incubation centres, and government partnerships. With significant support from Startup Karnataka and K-Tech, the event proved to be a great success. Noteworthy partnerships with NSRCEL, Wadhvani Foundation, Aron Universal, Draper Startup House, MSME Business Forum India, OutNorm, and Global Incubation Services (GINSERV) brought invaluable resources and exposure to participating entrepreneurs. The collective efforts of these partners strengthened the event's foundation and ensured an enriching experience for everyone involved.

The inauguration ceremony featured a ribbon-cutting conducted by Chief Guest Mr. Raj Waghray, Head of the Entrepreneurship (STEM) Cell, Foundation for Science, Innovation and Development (FSID) at the Indian Institute of Sciences, Dr. PV Venkitakrishnan, Scientist and Former Director at ISRO and the University's Vice Chancellor, Rev. Fr. Victor Lobo SJ, and Mr. Venugopal Padavu, Public Relations Officer (I/C) and Staff Coordinator, Ecell, St Joseph's University. The Chief Guest spoke on the vital role startups play in India's economic growth, highlighting how entrepreneurial innovation contributes to sustainable development. After his inspiring speech, the dignitaries visited each startup booth, learning about the diverse products and services on display. Following the tour, they engaged in a discussion with University Management, delving deeper into how the institution can continue to support entrepreneurial initiatives.

Among the startups showcased, AERS and Orbyt by Sensio Enterprises stood out as prime examples of innovative solutions. AERS introduced a fire detection system leveraging advanced computer vision technology to monitor CCTV feeds in real-time. This sensor-free system integrates with automated sprinklers for swift, accurate emergency response. AERS has achieved 95% accuracy by using over 5,000 images in training its model on diverse datasets, making it a promising solution for various industries. Meanwhile, Orbyt by Sensio Enterprises

introduced a smart ring equipped with medical-grade AI sensors for real-time health monitoring. Compatible with both iOS 14+ and Android 6+, the ring tracks six vital health metrics, including heart rate, respiratory rate, SpO2 levels, skin temperature, ECG, and sleep quality. Designed with comfort and style in mind, Orbyt is both functional and accessible for everyday health tracking.

As the event concluded, each participating startup received a gift hamper in appreciation of their efforts. Mr. Venugopal Padavu, Coordinator of the Public Relations Office, addressed the Entrepreneurship Cell, expressing gratitude for their dedication and hard work. He acknowledged the collective efforts of office bearers whose contributions were instrumental to the event's success.

Looking forward, the Public Relations Office along with E-Cell remains committed to nurturing the entrepreneurial spirit and expanding the impact of Start-Up Mela within the University. With the establishment of the St Joseph's University Innovation Council, future events will further promote innovation and sustainable development within the student community. The positive feedback from attendees, exhibitors, and participants affirmed the success of Start-Up Mela 4.0, solidifying its place as a cornerstone in the University's entrepreneurial ecosystem. With gratitude to everyone who contributed to its success, St Joseph's University is excited to empower the next generation of changemakers and innovators for a brighter, sustainable future.

For the Images of the START-UP MELA 4.0, kindly refer to the Photo Gallery:
<https://sju.edu.in/gallery/112>