

# JSS College of Arts, Commerce and Science

Ooty Road, Mysuru, Karnataka

Startup Cell under the aegis of IQAC

Organizing

## Ideathon Programme for Startups



### INNOVATRACE-2023

19 October 2023

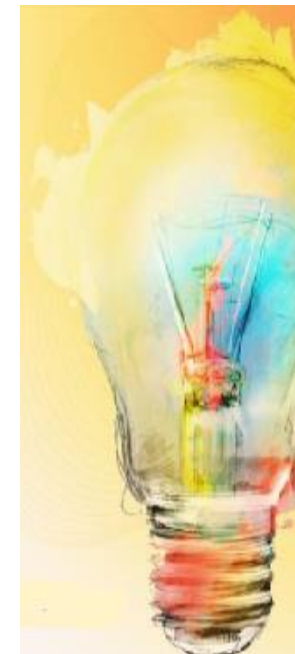
#### MODE OF CONTEST

Registration: From 03 to 15 October 2023

Exhibition- Innovative  
Products - Display  
and Demo

Poster presentation-  
Innovative  
idea/Business plan

PPT Presentation-  
Innovative  
idea/Business  
Plan/Startup idea



Registration fee: ₹ 300 per head

For Registration use the link or Scan

<https://forms.gle/TAY5P9gLSVHCuVQB9>

Contact: 9845972869/9844241010

#### Account Details for Payment of Registration Fee

Bank Name: STATE BANK OF INDIA

Account No.: 64083381481

IFSC: SBIN0040249

Account Holder Name: PRINCIPAL JSS COLLEGE, MYSORE

IFSC: SBN0040249

### **Chief Patron**

**His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji**  
Jagadguru Sri Veerasimhasana Mahasamsthana Math, Suttur Srikshetra  
President, JSSMVP, Mysuru

### **Advisors**

**Dr. C.G. Betsurmamath, KAS (Retd.)**, Executive Secretary, JSSMVP  
**Prof. S.P. Manjunath**, Secretary-I, JSSMVP  
**Prof. S. Shivakumaraswamy**, Secretary-II, JSSMVP  
**Prof. R. Mugeshappa**, Director, CED, JSSMVP  
**Sri. B. Niranjana Murthy**, Assistant Director, CED, JSSMVP  
**Dr. M. Dharma Prasad**, CEO & Chief Scientist, Prosetta Bioconformatics Ltd

### **Organizing Chairs**

**Prof. B.V. Sambashivaiah**, Chief Executive  
**Dr. S. Prathibha**, Principal

### **Organizing Committee**

#### **Convenors**

**Dr. N D Rekha** PG Dept. of Biotechnology  
**Dr. N. Rajendraprasad**, Coordinator, IQAC

#### **Members**

**Dr. K.P Padma Prasad**, PG Dept. of Physics  
**Dr. Navyashree**, PG Dept. of Zoology  
**Dr. Sindhu G M**, PG Dept. of Botany  
**Dr. Shobha**, PG Dept. of English  
**Dr. Savitha Prashanth M**, Dept. of Biochemistry  
**Dr. N. Vijendra Kumar**, PG Dept. of Chemistry  
**Dr. Vikram, K V**, PG Dept. of Commerce  
**Dr. Dharmesha A. G**, Dept. of History  
**Mr. Madhusudhan**, Dept. of Computer Science  
**Mr. Kiran B.L**, Dept. of Botany  
**Mrs. Lakshmi S**, Dept. of Physics  
**Mrs. Asha L**, Dept. of Commerce  
**Mr. Sanjay H.V**, Dept. of Zoology  
**Mr. Srinidhi**, Dept. of Food Processing & Engg

#### **Organizing Secretary**

**Dr. Mahadeva Swamy M**  
Coordinator, Start-up Cell

#### **Contact Details**

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Email ID: innovatrace2023@gmail.com

College website: [www.jsscacs.edu.in](http://www.jsscacs.edu.in)



## **Ideathon Programme for Startups** **INNOVATRACE-2023**

**19 October 2023**

**Organized by**  
**JSS College of Arts, Commerce & Science**  
Autonomous, 'A' Grade & College with Potential for Excellence  
Ooty Road, Mysuru - 570 025, India





## ABOUT G20

The Group of Twenty (G20) is the premier forum for international economic cooperation. It plays an important role in shaping and strengthening global architecture and governance on all major international economic issues. India holds the Presidency of the G20 from 1 December 2022 to 30 November 2023. The G20 Presidency is responsible for bringing together the G20 agenda in consultation with other members and in response to developments in the global economy. The G20 comprises 19 countries (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Türkiye, UK and US) and the European Union. The G20 members represent around 85% of the global GDP, over 75% of the global trade, and about two-thirds of the world population. The theme of India's G20 Presidency - "Vasudhaiva Kutumbakam" or "One Earth · One Family · One Future" - is drawn from the ancient Sanskrit text of the Maha Upanishad. Essentially, the theme affirms the value of all life – human, animal, plant, and microorganisms – and their interconnectedness on the planet Earth and in the wider universe. For India, the G20 Presidency also marks the beginning of "Amritkaal", the 25-year period beginning from the 75th anniversary of its independence on 15 August 2022, leading up to the centenary of its independence, towards a futuristic, prosperous, inclusive and developed society, distinguished by a human-centric approach at its core.

## ABOUT JSS MAHAVIDYAPEETHA

The JSS Mahavidyapeetha (JSSMVP) was founded in 1954 by His Holiness Jagadguru Dr. Sri Shivarathri Rajendra Mahaswamiji, who took birth in the year 1916, dedicated his entire life for the welfare of the society. JSSMVP has the objective of providing education and health care especially to the rural mass. JSSMVP witnessed enormous growth in the field of Education and today has over 300 institutions under its fold, from kindergartens to postgraduate centres and postdoctoral research catering to the educational needs of more than 1,00,000 students. The range of institutions includes Sanskrit Patashalas, PUC, Degree Colleges, Postgraduate Centers, Agricultural Research Centers, Hospitals, Free Education Schools, Nursing, Medical and Engineering Colleges. Two Universities, namely, JSS Academy of Higher Education and Research (JSSAHER) and JSS Science and Technology University (JSS S&T) are at the top for showing the academic accomplishments of JSSMVP.

## ABOUT THE COLLEGE

JSS College of Arts, Commerce and Science started in 1964, is one among more than 300 institutions run by JSSMVP. It is re-accredited by NAAC with 'A' Grade. DDU Kaushala Kendra and Kaushalya Karnataka scheme have been sanctioned to the college by UGC and GoK, respectively. The college has a Community Radio Station of FM 91.2 which has been sanctioned by Ministry of Information and Broadcasting, GoI. The college has been recognized as 'Research Centre' under

University of Mysore. The College is known to provide need based, skill integrated, cost-effective, quality and holistic education, transforming the students into globally competitive, employable and responsible citizens. A total of 64 programmes including 10-BA, 17-BSc, BBA, BCom, 3-BVoc, 2-MA, 8-MSc, MCom, MSW, 2-MVoc, MCA and 9-PhD are offered in the college. The college has implemented NEP-2020 for all UG programmes from the year 2021-22. Students admitted to study 4-years Bachelor's Degree Honours with multiple exit and entry options.

## ABOUT THE PROGRAMME

As an initiative of IQAC and Startup Cell of the college this **INNOVATRACE-2023** is being organized as one of the 'Jan Bhagidari' events during India's G20 Presidency. The objective of the programme is to provide an opportunity to the young minds in graduation and postgraduation level for showcasing the innovative and value-added ideas to encash for employment. Further, it will be focused to create and make them to grow the new venture and make it as a sustainable, profitable Entrepreneur wing. The forum of startup experts, innovators and young minds will be created to disseminate the recent trends and developments for innovative ideas and their possible implementation. The most important conceptual approach of business ideas and finding the resolving remedy for market gaps on individual venture and so on, are the aspects being projected for exploring and formulating the framework for analysis of the topic in the context of startup problem.

## CALLED FOR IDEATHON

Graduates, researchers and students are invited to: participate, present idea, win the cash prize and get the support to implement innovative thought. Idea presentation may be by an individual or by team of minimum two members.

<b>Awards with Certificates</b> <b>1<sup>st</sup> Prize upto 5000/-</b> <b>2<sup>nd</sup> Prize upto 3000/-</b>	<b>For REGISTRATION (before 15-10-2023)</b>  OR Use the link: <a href="https://forms.gle/TAy5P9gLSVHCuVQB9">https://forms.gle/TAy5P9gLSVHCuVQB9</a>	<b>Or</b> <b>Scan QR Code:</b> 
<b>TARGETED AUDIENCE</b> <ul style="list-style-type: none"><li>• UG Students</li><li>• PG Students</li><li>• Industry persons</li></ul>		

<b>Registration Fee</b> <b>₹ 300/- per participant</b>	<b>Account Details for Payment of Registration Fee</b> Bank Name: STATE BANK OF INDIA Account No.: 64083381481 IFSC: SBIN0040249 Account Holder Name: PRINCIPAL JSS COLLEGE, MYSORE
<b>General Instructions</b> <ul style="list-style-type: none"><li>• Programme venue is Golden Jubilee Hall of the College</li><li>• Certificates will be issued for all the participants who registered and attend the programme in full</li><li>• Outstation participants will be provided accommodation on payment</li></ul>	