



Learn Lead Serve

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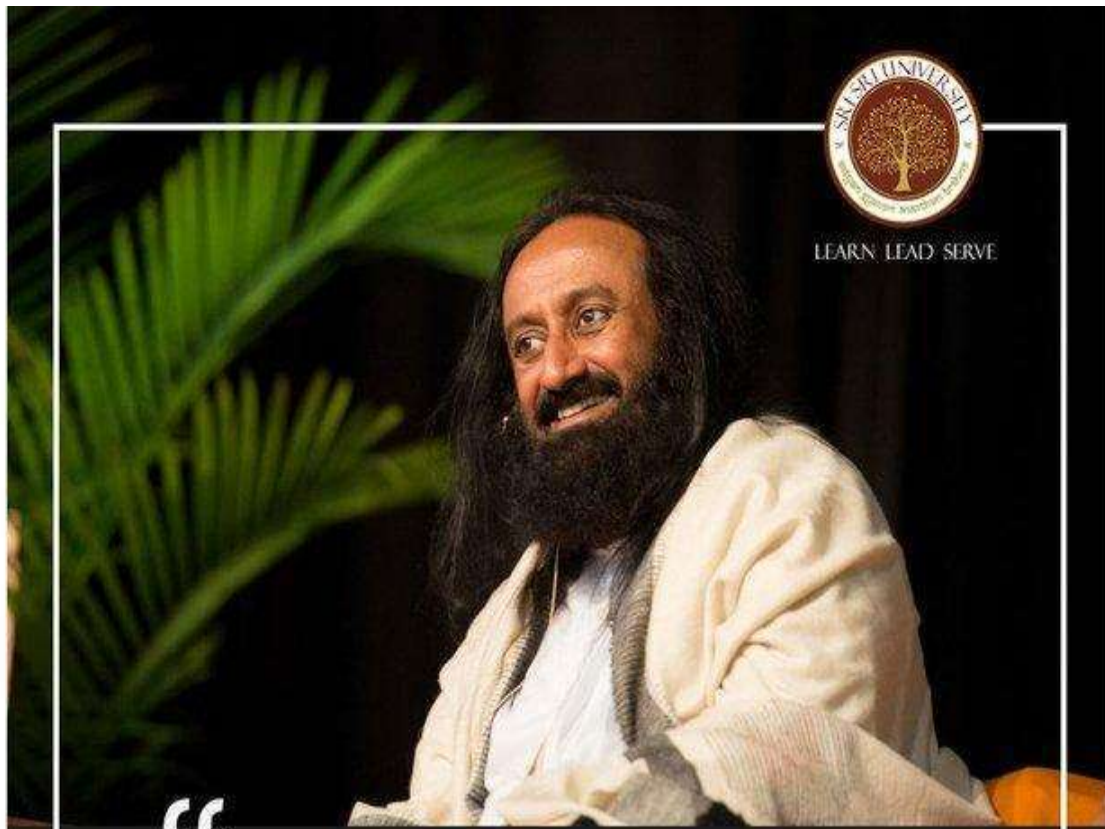
*Industry,
Innovation
and
Infrastructure*


9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



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LEARN LEAD SERVE

“

If you can win over your mind, you can win over the whole world.”

Gurudev

www.srisriuniversity.edu.in

About Us

Sri Sri University was established as a State Private University in Odisha, India which started its first academic year in 2012 and has been envisioned by Global Humanitarian, Gurudev Sri Sri Ravi Shankar ji. The University offers a range of pivotal, unique, and cutting-edge undergraduate, postgraduate degree programs under eight Faculties, short-term, diploma, and certificate courses, Doctoral studies (Ph. D.), that offers the best of the East and offers the best of the West.

The impressive list of undergraduate programs offered at Sri Sri University includes B. Sc. (Data Science), B. Sc. (Osteopathy), B. Sc. (Psychology & Contemplative Studies), B. Sc. (Food, Nutrition, and Dietetics), B. Sc. (Agri-business), Bachelor in Interior Design, etc., and that of post graduate programs offered includes M.Sc. Osteopathy (first time in Asia), MBA (Entrepreneurship), MBA (General Management), MBA (Agri-Business Management), M.Com., M.A./M.Sc. in Psychology and Contemplative Behavior, M.Sc. Environment Science, B. Tech. & M. Tech. (Artificial Intelligence & Machine Learning), etc.

Located in a sprawling 188- acre green lush campus, Sri Sri University takes pride in offering a curriculum that enriches both domain expertise and life skills. It provides a unique social culture that nurtures a rich learning environment and aids excellence in students through its virtually smoke-free, alcohol-free, drug-free, and completely vegetarian campus. The University defines Excellence as an academic process of motivating the students to learn in ways that make a sustained, substantial, and positive influence on how they think, act, and feel which defines our core value of **Learn-Lead-Serve**.

To inculcate the entrepreneurial culture among the students, Sri Sri University has started a centre for Entrepreneurship and Innovation namely 'SSUInnovation Pvt. Ltd' with all required infrastructure like computers, office room, multimedia equipment, LCD and discussion tables. We are organising meeting and seminars with various industry officials and successful entrepreneurs. Sri Sri University has a tie-up with National Innovation Foundation (A Wadwani group) to create awareness among the students on entrepreneurship. Sri Sri University also has a tie-up with Ministry of Corporate Affairs, Government of India to offer their courses on Corporate social Responsibility and Social Entrepreneurship. For the last two years Sri Sri University organising the five days workshops

on “**Product and Process innovation**” with Ms. Gayathri Gopal an alumna of Singapore Management University (SMU), Singapore. University boasts of diverse set of students ranging from fresher’s to experienced professionals with as much as 10 years of work experience. University has been able to attract students from premier colleges including IIT Kharagpur, IIT Delhi, IIT Indore, Thapar University, St. Xavier’s and Manchester University. Apart from attracting students from more than 20 states of India, we also have a few international students enrolled in our various courses. Our university students have performed distinctively and have left their mark by delivering top performances in competitions at premier B Schools like IIM–Calcutta, IIFT – Kolkata, Start Weekend at XIMB University, IMIS and ASBM, Bhubaneswar. Three students from the second batch (2013-2015) of the Department of Management completed their summer internship with the WFEB’s organizing committee for the 1st World Summit on Ethics in Sports which will be held at the FIFA Headquarters in Zurich.

SSUInnovation

Inspired by Sri Sri Ravi Shankar Ji’s initiatives to create entrepreneurs, we have started MBA in Entrepreneurship. Sri Sri University (SSU) is the only university in Eastern India, which has a two years full time programme in Entrepreneurship, which is approved by AICTE, Govt. of India. Many of our alumni have started their ventures in the areas of solar energy, IT, agriculture, organic food trading, skill development, education and have achieved noble turnover with in a period of 3-4 years of time. The startup activities were promoted at SSU from the inception of the university with the brand Srinovation, then the incubation centre, i.e. SSUInnovation Pvt. Ltd., was incorporated in 2018.

Currently, Srinovation acts as an Entrepreneurship Club for pre-incubation support and SSUInnovation Pvt. Ltd. act as an incubation centre for startups. SSU has created and supported more than 40 startups in the areas of agriculture, food processing, eco-tourism, renewable energy, edutech, fitness and healthcare. SSUInnovation Pvt. Ltd. is recognized as a Nodal agency for registering, evaluating and recommending for funding for startups registered in Odisha in the areas of Agriculture, Food Processing and Social Entrepreneurship. Sri Sri University got awarded with ‘Best Boot Camp Startup Award’ by the CM of Odisha, Sri Naveen Patnaik as a part of Start-up India Yatra, Odisha chapter. Sri Sri University is also approved in principle as Host Institute (HI) for Establishment of Business Incubator (BI) by the Office of the Development Commissioner, MSME, Govt. of India. SSU is committed to create startups for employment generation in post pandemic world.

Strength of SSU in Entrepreneurship Development:

- SSU has a dedicated programme i.e. MBA-Entrepreneurship, a two years full time programme approved by AICTE, Ministry of HRD, Govt. of India. We have adequate

number of faculty members to mentor startups in the areas of design thinking, entrepreneurship finance, marketing, IT, human resource management, operations, etc.

- Adequate number of faculties from various industries, with rich experience to mentor Startups.
- SSU has a four years BSc (Agriculture) and BSc (Horticulture) programme and has adequate resources to mentor Startups in Agri and Food Processing sector. We have faculty members in the areas of Agronomy, Entomology, Plant Pathology, Horticulture, Soil Science, Plant Breeding, Agriculture Economics, Agriculture Extension, etc to mentor agri and allied startups.
- Dedicated laboratory support for Startups in Agriculture and Food Processing.
- Access to more than 50 sector specific mentors in India.
- Access to Venture Capitalists, Angels and Seed funding agencies to support Startups.
- SSU is shortlisted as a nodal centre for AIC RAISE Programme and SSU has tied up with different ecosystem partners such as; Million Minds, Ambuja Neotia, Samunnati Financial Intermediation and Services Private Limited, Google Business Group Europe, Lexmantra, Startup India for mentoring, networking, legal and funding support for Startups.
- Patent Facilitation Centre: SSU has an IP cell consists of committee of members from various faculties having knowledge on IP. Awareness/training programs are conducted by inviting resource persons from various sectors. Patent Facilitation Center provides guidance to aspiring & budding entrepreneurs by the faculty members trained in entrepreneurship. Six of our incubated startups have filed patent through our support.
- SSU has access to Central Horticulture Experiment Station (CHES) Bhubaneswar, Central Tuber Crop Research Institute (CTCRI), National Rice Research Institute (NRI), Regional Plant Resource Centre (RPRC) for technology and mentoring support.

Support Provided by SSUInnovation Pvt. Ltd.

- Mentoring Support- SSU provides mentoring support to the budding entrepreneurs. A dedicated sector specific mentor is allotted to each startup and weekly mentoring sessions are organized for the budding entrepreneurs.
- Product Development and IPR – The creation of products with new or different characteristics that offer new or additional benefits to the customer. Product development may involve modification of an existing product or its presentation, or formulation of an entirely new product that satisfies a newly defined customer want or market niche. The incubation centre provides adequate laboratory support for prototype and product development and also provides patent filing, copy right, trademark filing support through its IPR facilitation centre.

- Market Linkage – Mentoring support on market testing, customer satisfaction study, pilot testing of MVP/product is provided to the budding entrepreneurs. SSU also connects its students as interns for the startups to promote and market the product.
- Pitch deck Development Support – A pitch deck is a brief presentation, often created using PowerPoint, Keynote or Prize, used to provide your audience with a quick overview of a business plan. Entrepreneurs use your pitch deck during face-to-face or online meetings with potential investors, customers, partners, and co-founders. SSUInnovation has dedicated mentors to guide the budding entrepreneurs for development of pitch-deck along with business plan.
- Investor Linkage – The entrepreneurs are groomed on Pitch-deck development, B-Plan and Elevator pitch and then connected to a group of prospective investors. SSUInnovation conducts two investors' meet in a year for its incubated and alumni startups.
- Seeds fund linkage – SSU connects the incubated startups to its alumni, seed funding agencies, angel investors for initial round of funding requirement.

List of Patents filed by our Student / Alumni Start ups

Sl. No.	Name of the Startup and Founder	Detail about the Innovation for Patent Filing	What to be Patented	Status of the Patent
1	Team Aarambh by Lipsa Behura,	Straw made up of fodder crop, which will replace plastic straws	Product (Straw variety)	Patent has been filed
2	Masakali by Gourav Baghel,	Room freshener made up of natural ingredients	Product composition	Patent has been filed
3	Somya Care by Somya Harsora	Beauty products from natural ingredients	Product	Patent has been filed

Sl. No.	Name of the Startup and Founder	Detail about the Innovation for Patent Filing	What to be Patented	Status of the Patent
4	Udvaban Tech. Pvt. Ltd by Satyabrat Jena	Internet of Thing based Apiculture	Product (Apiculture box)	Patent has been filed
5	Alphaev Tech. Pvt. Ltd. by Chinmayee Patra	Automated paddy harvester and cow dung cleaner	Product (Bike operated paddy harvester)	Patent has been filed
6	Unik Incense Sticks, by Jissan Akthar	Incense sticks (Agarbati) made up of natural ingredients	Product composition	Patent has been filed

Some of the Success Stories of our Alumni Entrepreneurs:

Leaf Era (India's 1st Moring leaf based Tea Startup)









Founders: Kameshwar Kota, Jil Bhimani, Shweta Sharma

Operational Areas: Delhi, Gujurat, Andhra Pradesh, Maharastra, UAE

About the Company: Leaf Era is a start-up changing the way tea works for most of us. They are taking the age old tradition to entirely new level with a mission to bring about healthy lifestyle changes in the consumers through moringa leaf tea. Leaf Era is continuously working on reinventing the way tea is consumed. They have changed the game with radically simple

approaches. Their objective is that; tea to be Fresh, Rich in taste, and above all endowed with the much needed Nutrition, Vitamins and goodness. So they introduced the best source available in nature, that is, Moringa. Leaf Era's Moringa Tea, friendly Online store and above-and-beyond customer service. Leaf Era has its own manufacturing unit and have served more than 5000 customers in in India and Abroad last one year. They were shortlisted for incubation support by RABI programme of Indian Council of Agriculture and Research (ICAR), Govt. of India.

Lists of Current Incubated Startups

 <p>Gaurav Baghel BBA 2016 - 19 Startup Name : Masakali <u>Brief About The Startup:</u> Room freshner from natural organic ingredients. Product development process is over and patent has been filed by the entrepreneur.</p>	 <p>Prayag K. Samal BSc Horticulture 2019 – Present Startup Name : Xplowe <u>Brief About The Startup:</u> Rural Eco-tourism service. Pilot market testing of the service has been done. Revenue generation has started.</p>	 <p>Lipsa Behura MBA 2018 – 20 Startup Name : Team Aarambh <u>Brief About The Startup:</u> Bio-degradable straw to replace single use plastic straw. The patent has been filed by the entrepreneur.</p>
 <p>Jisan Akthar BSC 2018-2021 Startup Name : Unik Inscence Sticks <u>Brief About The Startup:</u> Agarbati from natural ingredients. Prototype and MVP have been developed with pilot testing of the product. The patent has been filed by the entrepreneur.</p>	 <p>Satyabrat Jena Batch Details Awaited Startup Name : Udvaban Tech. Pvt. Ltd <u>Brief About The Startup:</u> IOT based apiculture. The app can remotely control the feed and light for honeybees. The customer can also remotely know the amount of honey in the box through the application.</p>	 <p>Minushri Madhumita Batch Details Awaited Startup Name : ThinkRaw India Pvt. Ltd. <u>Brief About The Startup:</u> Automated fertilizer dispenser machine for farmers. This equipment helps in judicious application of fertilizer and minimizes the cost of fertilizer application.</p>

Number of sustainability-related start-ups

Sr. No.	Start-up Name	Email	Brief about Innovation
1.	Solitary Farm Planet LLP	info@solitaryfarmplanet.com	Concentrator/isolator from Jackfruit, to be used as ingredient in the plant-based meat segment www.solitaryfarmplanet.com
2.	Rector Flavours Pvt. Ltd.	sjee.rector@gmail.com	Natural flavour concentrate for application in spices. Manufacturer of Garam masala liquide, Meat masala liquide & masala liquide
3.	Sandhyasri Solar Pvt. Ltd.	Sandhyasrisolarprivatelimited@gmail.com	Solar energy service provider for the under-privileged segments of the society. Products are; solar waterpump for farmers, low cost solar lights, street lights, solar lamp etc.

4.	Vatsalya Wellness Pvt. Ltd.	paritosh.iipmb@gmail.com	Low cost anion chip based biodegradable sanitary napkins for under-privileged sections of the society
5.	Turmeric Tattva Pvt. Ltd	turmericattva@gmail.com	Turmeric Tattva Pvt. Ltd. provides naturally nourishing agro-products directly to consumers, produced and processed by local communities. Different types of processed millets and spices are dealt by this startup https://www.zaubacorp.com
6.	Prakriti O Prakritik consumer products private limited	durgaprasad.direct@gmail.com	Vacuum fried ready to eat snacks from Okra, Carrot, Onion, etc. which retains maximum micro-nutrients along with natural colours and flavours with low fat and high health quotient
7.	Nutrimillets Food Pvt. Ltd.	millets.treats@gmail.com	NutriMillets® replaced the added sugars, and other harmful adulterants with lowcost, eco-friendly organic adulterants
8.	Think Raw Pvt. Ltd.	Thinkrawindia@gmail.com	Low-cost Solar Powered fertilizer dispenser for small and marginal farmers

Research at Sri Sri University



Coronavirus Spike (S) Glycoprotein (2019-Ncov) Targeted Siddha Medicines Kabasura Kudineer and Thonthasura Kudineer –In silico Evidence for Corona Viral Drug

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Abstract

COVID-19 is the prime threat to the human race since the outbreak of the world since Covid-19 has broken across all continents and it is characterized by the incubation period that is asymptomatic. Siddha Medicine is one of the oldest medical systems in the world which is believed to be originated more than 30,000 years ago which is prevalent in the ancient Tamil Nadu. Siddha medicine classified Kabasura Kudineer and Thonthasura Kudineer are the natural herbs that have been used for more than 5000 years. Among these Kabasura Kudineer and Thonthasura Kudineer are the natural herbs used against COVID-19 using in silico docking methods. The present study was carried out to evaluate these two formulations against COVID-19 using in silico docking methods. For that the active principle/ligand responsible from the glycoprotein of the coronavirus was checked. In silico docking of the glycoprotein to Kabasura Kudineer (PKB) and Thonthasura Kudineer (TKD) using AUTODOCK software. The active compounds observed previously against COVID-19 spike glycoprotein. The study showed that 10 primary compounds which are the ligands to bind with the glycoprotein to prevent the binding of the coronavirus. Of these, Kabasura Kudineer (PKB) and Thonthasura Kudineer (TKD) were observed to have the highest activity. The study demonstrated that Kabasura Kudineer could be a potential siddha medicine for COVID-19 provided further experimental and clinical confirmation is needed.

Research on the Siddha Medicine, Kabasura Kudineer

Scopus

125 document results

AF-ID ("Sri Sri University" 60194958) AND (LIMIT-TO (PUBYEAR, 2022) OR LIMIT-TO (PUBYEAR, 2021))

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Total Number of Scopus Publication:125 for the year 2021-22

Sri Sri University research income for the session 2021-22 is Rs. : 54,46,884. Total Number of employee are 362. The university has 3 spinoff which are

1. Sri Sri Centre for Advanced Research in Kathak (SSCARK) (First and largest in the world)

Launched by Sri Sri University in 2020 with the blessings of Gurudev Sri Sri Ravishankar, the Sri Sri Centre for Advanced Research in Kathak (SSCARK) will be instrumental in bridging Shastra (Theory) and Prayoga (Praxis), through a multi-pronged and layered approach to Kathak combining Parampara (Tradition) and Anusandhaan (Research). SSCARK will fuse together academic thought and performance of Kathak through the creation of a number of research based choreographies. Extensive work will also be undertaken to bring to light a number of hitherto unknown treatises in relation to the evolution of Kathak.

2. Sri Sri Centre for Translation and Interpreting Studies (First in India)

Sri Sri Centre for Translation and Interpreting Studies has signed a Memorandum of Understanding with Calcutta Comparatists 1919 on 6th May 2022. On behalf of SSCTIS, respected Executive Registrar of Sri Sri University, Prof. D.P. Sahoo and on behalf of CC1919, President of Calcutta Comparatist 1919, Dr. Mrinmoy Pramanick have signed the MoU in the august presence of our Hon'ble Vice Chancellor of Sri Sri University, Prof. B.R. Sharma; Director of VC Office, Prof. R. N. Satpathy; Dean of Faculty of Arts, Communication and Indic Studies, Guru Ratikant Mohapatra and Director of SSCTIS, Rindon Kundu.



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3. Sri Sri Centre for Advanced Research in Bharatanatyam

Dr.Sandhya Purecha Director,Sri Sri Centre for Advanced Research in Bharatanatyam highlighted the vision to provide quality dance for inventive opportunities to create a generation next who will carry forward the rich tradition of Indian