

MSME Idea Hackathon & SEEDBRAINS 4.0

(Organized by Cambridge Institute of Technology in association with MSME-CoE, IISc Bengaluru)

Date: 18th- 21st August 2025

Venue: Cambrian Incubation Centre (CIC), 5th Floor Sir MV block, CIT

Introduction

The **Cambridge Institute of Technology (CIT)**, Bengaluru, through its **Cambrian Incubation Centre (CIC)** and **Cambrian House of Student Startups (CHOSS)**, in collaboration with the **MSME Centre of Excellence (CoE)**, IISc Bengaluru, successfully conducted the **MSME Idea Hackathon – SEEDBRAINS 4.0**.

This initiative was conducted under the **MSME Innovation Scheme**, which aims to identify, nurture, and support innovative ideas with potential for commercialization, focusing on solving real-world challenges of **Micro, Small, and Medium Enterprises (MSMEs)**.

About Cambridge Institute of Technology (CIT)

Established with a vision of creating **globally competent engineers and innovators**, CIT has transformed the lives of more than **15,000 students** since its inception. CIT emphasizes:

- **Quality education** with industry integration
- **Skill development programs** to enhance employability
- **Innovation and research-driven learning**
- **Entrepreneurship and incubation support** through dedicated centers

The institution's commitment to **academic excellence, entrepreneurship, and societal transformation** has made it one of Karnataka's leading engineering institutes.

About Cambrian Incubation Centre (CIC)

The **Cambrian Incubation Centre (CIC)** serves as the **entrepreneurship and incubation hub of CIT**, fostering student startups and supporting innovators through:

- Idea validation and prototype development
- Access to technical mentorship and industry experts
- Networking and funding opportunities
- Collaboration with national bodies like **MSME-CoE (IISc)**

For SEEDBRAINS 4.0, CIC was the **implementation arm**, ensuring that every idea went through a **structured evaluation, mentoring, and recommendation process**.

About CHOSS (Cambrian House of Student Startups)

CHOSS was initiated by CIT to strengthen the **student innovation ecosystem**. It focuses on:

- Promoting creativity, design thinking, and entrepreneurship
- Converting ideas into viable business models
- Encouraging students to align innovations with **Sustainable Development Goals (SDGs)**
- Facilitating exposure to national and global startup ecosystems

Objectives MSME Idea Hackathon & SEEDBRAINS 4.0

- To motivate students and innovators to **seed their ideas** and transform them into impactful solutions.
- To identify ideas that address **MSME sector pain points**.
- To encourage **interdisciplinary collaboration** and align innovations with **Sustainable Development Goals 2030**.
- To recommend promising ideas to the **Ministry of MSME** for further funding, incubation, and commercialization.

Facts & Figures

- **104 ideas submitted** from students, innovators, and startups across domains such as AI/ML, healthcare, clean energy, sustainability, and manufacturing.
- **40 ideas shortlisted** through a **two-stage expert evaluation process**, involving scientists, academicians, and industry professionals.
- The **40 shortlisted ideas** were officially **recommended to the Ministry of MSME** for funding and mentoring under the MSME Innovation Scheme.

Event Highlights

- **Eminent experts and jury members** from academia, industry, and research institutions evaluated the submissions.
- A strong emphasis was placed on **innovativeness, problem relevance, and commercialization potential**.
- The event attracted **wide student participation**, with rigorous outreach through college visits, digital campaigns, and MSME partner networks.
- The shortlisted innovators gained **direct access to CIC and MSME-CoE support systems** for prototype development and scaling.

Impact and Outcomes

- Strengthened **MSME-academia collaboration** for innovation-driven growth.
- Empowered students and young entrepreneurs with **hands-on innovation and startup exposure**.
- Contributed to the **MSME Innovation Scheme's national goals** of supporting ideation, prototype development, and market linkage.
- Reinforced CIT's position as a **regional leader in fostering innovation, research, and entrepreneurship**.

Conclusion

The **MSME Idea Hackathon – SEEDBRAINS 4.0** was a landmark event that showcased CIT's vision of being more than an educational institution — a **platform for innovation and entrepreneurship**. With **CIC and CHOSS** at its core, and strong collaboration with **MSME-CoE, IISc Bengaluru**, the event successfully created a pipeline of **innovative solutions for MSMEs** and positioned CIT as a **key contributor to India's startup and innovation ecosystem**.

About Jury Members

1. Srinivas M. Jamkhandi

*Project Scientist (Centre of Excellence)
Dept of Electronic Systems Engineering
Indian Institute of Science
Bangalore (India)*

Shri S. M. Jamkhandi, is currently working as a Project Scientist, in the Dept of Electronic Systems Engineering, at Indian Institute of Science, Bangalore, coordinating all the activities of the MSME Centre of Excellence at IISc, Bangalore. His current assignments include identifying challenging design projects from the industry, especially MSME sector and supporting them till successful prototype. He also coordinates innovation-led design projects for M.Tech Students at the Institute. At present, he is...

1. Fellow of the Institute of Engineers (India).
2. Member, Board of Governors, National Design & Research Forum (NDRF).
3. Member, Advisory Board, Dassault Centre of Excellence, Vellore.

Shri S. M. Jamkhandi is a 1982-batch electrical engineering graduate from BMS College of Engineering, Bangalore and later on continued his graduate research in high power, short-circuit arc-interruption techniques in vacuum media at USA. He was earlier the graduate member of the prestigious Society of Manufacturing Engineers, Ohio, USA. He was a recipient of 'Best Graduate Research Student' award from the then Governor of the Ohio State for his research in Short circuit arc interruption in vacuum-media. His vast experience includes working in industry, teaching and research in academic institutions and policy planning and implementation, including promotional scheme development at the Ministry of MSME, Govt of India.

His long career includes successful design and development of a medium voltage Vacuum Circuit Breaker, for which he received an award from the then Karnataka Government. This product was, at that time, the world's lowest energy content breaker developed at 88-Joules. This Vacuum Circuit Breaker is now currently being extensively used throughout Karnataka.

Later on, he joined Crompton Greaves Ltd as Corporate Technical Marketing Manager before joining Civil Services at Government of India as Director in the Ministry of Industry (MSME) in the rank of Deputy Secretary to Government of India. During this tenure in the government, he was involved in the development and implementation of many promotional schemes to support technology and innovation. He has also worked as Director (MSME) in charge of Maharashtra, Karnataka, Tamilnadu and Pondicherry, before he took retirement in 2017.

2. **B. S. Srinivasan**

Managing Partner, Vipprof Electronics

Chairman – Programs, Industry Academia Connect, Laghu Udyog Bharati – Karnataka

With over **four decades of pioneering leadership**, B. S. Srinivasan has been a driving force in India's indigenous technology ecosystem—spanning **Telecommunications, Defence Electronics, Embedded Systems, and IoT**. As **Managing Partner of Vipprof Electronics**, he has led the company's transformation into a trusted partner for mission-critical projects in **secure communication, custom lithium-ion battery solutions, solar-powered systems, and smart IoT devices**.

His work embodies the spirit of “*Make in India*”, long before it became a national vision, emphasizing **technological self-reliance, quality, and ethical innovation**.

A **technically astute and visionary leader**, he is known for his hands-on approach, mentorship of young engineers, and commitment to nation-building through sustainable innovation and strong industry-academia collaboration.

3. **Abishek Samuel**

FCTO-as-a-Service – CodeMarks | Venture Studio – NXCRW | Cross-Border Banking – Zunofy | Creator Communities – Hoverbean

Abishek Samuel is a **dynamic tech entrepreneur, venture architect, and innovation strategist** with a diverse portfolio spanning **AI, blockchain, fintech, and the creator economy**. With a rare blend of technical depth, creative expression, and strategic foresight, he has built ventures that merge technology, business, and human experience in powerful ways.

At **CodeMarks**, he leads as **FCTO-as-a-Service**, helping startups and enterprises scale their technology capabilities by providing expert guidance in architecture, development, and digital transformation. Through **NXCRW Venture Studio**, Abishek identifies high-potential startups, co-creates their product strategy, and helps them evolve from concept to scalable, investor-ready businesses—bridging the gap between innovation and execution.

His fintech venture, **Zunofy**, is reshaping **cross-border banking** by addressing inefficiencies in traditional finance systems. With features like zero FX markup, no hidden fees, and crypto-friendly virtual IBANs, Zunofy aims to create a truly global, borderless financial experience for individuals and businesses alike.

Meanwhile, **Hoverbean**—his venture in the **creator economy**—began as a digital community and networking platform for creators and is now evolving into a **blockchain-based protocol** that empowers creators to own, monetize, and scale their digital presence transparently.

Abishek's career began in **tech consulting**, where he worked on over 200 projects across sectors for MNCs, SMEs, and government bodies. This experience laid the foundation for his entrepreneurial journey—transforming from a problem-solver for others into a **venture builder** who engineers solutions for the future.

Beyond business, he is a **part-time poet, music creator, and storyteller**, using art to interpret his entrepreneurial journey and fuel creative thinking. His philosophy is rooted in **stoicism and continuous learning**—embracing challenges, learning from failures, and finding meaning in the process of building.

Recognized for his contributions to innovation and entrepreneurship, Abishek was recently honoured with the **Bharat Gaurav Ratna Shri Samman Award** at the BGRSSC Seminar in New Delhi.

Driven by curiosity and purpose, Abishek continues to **collaborate with founders, innovators, and creators** across the globe—building ventures that are not only profitable but also transformative for the ecosystem they serve.

Glimpses



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Laghu Udyog Bharati Karnataka MSME Idea Hackathon 5.0 Evaluation



Research Scientist & Principal Investigator, MSME-CoE, IISc

Prof. H.S. Jamadagni, Former Head, MSME-CoE, IISc

Prof. Praveen C Ramamurthy, Chair, Dept. of Materials Science, IISc

Asst. Prof. Chandrashekar C.M. Co-PI, MSME-CoE, IISc

Sri. Srinivas M. Jamkhandi, Project Scientist, MSME-CoE, IISc

Dr. Sundara Murthy, Advisor, LUB Karnataka & MD, Fenc Metallurgical

Evaluation at Cambridge Institute of Technology (CIT)

Simultaneously, the Cambrian Incubation Centre (CIC) at Cambridge Institute of Technology, Bengaluru – a recognized host institution of MSME – received 104 ideations. The evaluation committee

Industry-Academia Connect, LUB

Dr. Arathi Meena, Asst. Professor, MBA Dept., CIT

Mr. Abhishek Samuel, CEO, Zunofy Capital

Mr. Arun Singh, Operations Manager, CIC, CIT

The Cambrian House of Student Startups (CHOSS), an initiative under CIT, also played an active role in supporting student innovators. CHOSS currently incubates 15 start-ups, with two already funded under NIDHI-PRAYAS.

Outcome

Following multiple rounds of scrutiny, 31 proposals from IISc MSME-CoE and 40 proposals from CIC-CIT were shortlisted and uploaded to the MSME Innovative MIS Portal. These projects now stand eligible for financial assistance of up to ₹15

BENGALURU

Laghu Udyog Bharati (LUB) Karnataka played a key role in the screening and evaluation process of the MSME Idea Hackathon 5.0, organized under the MSME Innovative Scheme by the Ministry of MSME, Government of India.

The Hackathon, held between 27th June and 31st July 2025, focused on fostering innovative solutions across five critical themes:

1. Low Carbon Footprint Solutions & Technologies
2. Stealth, Surveillance and

Cyber Defence Technologies

3. Adoption of Industry 4.0 & 5.0 in the MSME Ecosystem
4. Business Upliftment & Sustainability in Coastal & Hilly Areas
5. Smart & Resilient Supply Chains

Evaluation at MSME Centre of Excellence (CoE), IISc

The MSME CoE at IISc Bengaluru received 62 idea proposals. These were rigorously evaluated by a panel of experts including:

Dr. T.V. Prabhakar, Chief



included experts from academia, industry, and entrepreneurship:

Dr. Varalatchoumy M, Chair & HoD (AI & ML), Head – CIC, CIT

Mr. Srinivas M. Jamkhandi, Project Scientist, MSME-CoE, IISc

Mr. B.S. Srinivasan, Managing Partner, Viprod Electronics & Chairman,

lacks each, enabling host institutions to support idea incubation and development into market-ready solutions.

Through this collaborative effort, MSME Idea Hackathon 5.0 has once again strengthened the bridge between academia, industry, and entrepreneurship, driving innovation, sustainability, and technological advancement in India's MSME



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