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IIT Gandhinagar centre to give business lessons

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While graduates from Indian Institute of Technology, Gandhinagar (IITGn) have landed themselves plum jobs in top-notch companies, the institute has recently launched an incubation centre to bring out entrepreneurial skills in students studying on its campus.

Currently operating from IITGn's temporary campus in Chandkheda, IITGn Incubation Centre (IIC) aims to train their students in starting their own ventures. Like other incubation centres, IIC will provide budding entrepreneurs with mentors as well as infrastructural help.

As per Sudhir Jain, director of IITGn, "IIC will enable our students incubate their ideas and set up their own companies.

This is in line with objective that graduates of IITGn should be 'job providers' rather than being 'job seekers'. We hope for a good beginning with a good percentage of our graduates opting to be entrepreneurs."

IIC already has its first success in form a nascent company formed by six students – Prathmesh Juwatkar, Prashant Borde, Kundan Suguru, Sarthak Jain and Nitin Kumar.

Their company – GridAnts Technologies – is a technology innovation aimed at providing smarter data collection. The work focuses on distributed computing which entails data analysis and its processing which happen at different geographical locations, said the students.

"We are developing a system which uses cameras to analyse consumer's expressions, body language and gaze as they go shopping in a mall," says Prathmesh Juwatkar, one of the students.

"With this, we can analyse what all products consumers look at, their reaction towards it and eventually what made them choose that item. The compiled data can be used by companies to study consumer behaviour," adds Juwatkar.

Another student, Prashant Borde says they can even analyse human emotions and behaviour by extracting their information from social networking websites like Facebook, Twitter and blogs.

"We can also record overall crowd sentiments about a product, which can be of much value for businesses as it will give them a dekho into consumer behaviour," says Kundan Suguru.

The 'entre-students' are keen on developing intelligent systems in education sector. Interests of students, their weakness and other behaviour can be tabulated and then used by institutes for determining areas of concern and emphasis.

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