

# Start-up fever grips campuses

## More Students Choose To Skip Placements And Start Ventures

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**Ahmedabad:** These days, entrepreneurship is the buzzword on any college campus or in any conversation with students about to graduate. More and more students are giving placement drives on their campuses a miss to start their own ventures.

Two years after graduating, five IIT-Gandhinagar students recently returned to their alma mater to scout for the best talent at the best pay in the market. Their firm, GridAnts Technologies Private Limited, dominated placements at the institute and recruited four students with an attractive annual package of Rs 15 lakh each.

This banded his sounded the bugle for entrepreneurship on the campus, making 10 more students begin their own start-ups this year.

Four engineering students, Preet Shah, Dhyye Shah, Eepsit Tiwari and Ankit Pandole, have started a start-up called 4Dea, where provides virtual walk-through tours for businesses. Incubated on the campus, their software creates story-based virtual tours designed with a 360-degree panoramic images. They have already done projects for Gujarat State Bio-Tech-Technology Mission and IIT-Gn.

Nearly 30% of Cept University students also did not participate in the recruitment drive to plan their own start-ups. A group of sixteen students have come together to convert dead spaces into more vibrant and people-friendly ones. They have formed a start-up, I Believe



Street furniture installed by the I Believe, Amdavad team near IIM-A

Amdavad, and plan to revive 30 public spaces in the city.

Twelve students opted out of the final placements at Indian Institute of Management, Ahmedabad, to start their own ventures. Of these, about 10 plan to start their ventures in the online or technology space. For instance,

Ujwal Sutaria is working on an app to identify the nearest sports facility. Sutaria has developed Athletto, a venture to promote sports among the masses through an app which will help people locate the nearest sports facility and allow them to book it in advance. "The venture is a result of my personal experience of not finding sports facilities in a new city," he said.

### Spicing up public spaces

Even Bachelor of Planning students have formed a start-up 'I Believe Amdavad', that plans to infuse life into 30 dead public spaces in the city. They have already jazzed up public spaces on IIM-Ahmedabad and at Parimal Garden. The group started with 11 students in 2014 and now has 16, some from outside Cept University. They have also identified a few places on Ashram Road and CG Road for makeovers. On IIM Road, IBA painted a parapet and used scrap material like old paint cans, oil tins, clay and concrete blocks to create movable seating. Kerosene lamps were used to light the area, as there is no direct lighting nearby.

### Fragrance heals

IIT-Gn's first social enterprise, started by Keshav G, to enhance the productivity of women workers engaged in incense stick manufacturing. To improve their health, he provided a machine called Doopika that received several awards including Gandhian Young Technological Innovation Awards. Currently housed on the campus, the start-up designs, manufactures and disseminates appropriate, low-cost and high-quality tools and machines which help underserved people to carry out their livelihood activities easily and be more productive.

### Aware switches

Founded by three BTech graduates, Yash Kotak, Pritesh Sankhe and Tarkeshwar Singh, Lumos is currently building smart



Yash Kotak

electrical switches that can automate all electrical appliances in a home. These switches learn from user behaviour and have inbuilt sensors that allow them to track ambient conditions and human presence to take accurate automation decisions.

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