

## TECSOK Officials



**Mr. Ramananda Nayak**  
CEO and Chief Advisor  
TECSOK



**Dr. Gururaj M B**  
Chief Mentor  
TECSOK

## Objectives of Centre of Excellence in Entrepreneurship Development

- Strengthen Start-up Ecosystem
- Provide state-of-the-art working space and experience for budding start-ups
- Help corporate to identify suitable budding start-ups for forging business partnerships
- Help investors to select potential budding start-ups for investing
- Build partnership with national and international universities for imparting knowledge to and capacity development of budding start-ups.
- Create a soft-landing platform for innovative start-ups from across the world to co-develop products and services for Indian market
- Special emphasis on deep tech start-ups in pharma and medical devices manufacturing sector by creating a pool of potential start-ups from young researcher community and help them developing business plans
- Serve as a Knowledge Centre for preparing and empowering potential entrepreneurs in the region through various capacity building programs and convert job seekers to job creators



with the blessings of  
**His Holiness**  
**Jagadguru Sri Shivarathri**  
**Deshikendra Mahaswamiji**  
Honourable Chancellor  
JSS Academy of Higher Education & Research

## Directors of SPARKLE CINE



**Dr. C G Betsurmth**  
Executive Secretary  
JSS Mahavidyapeetha



**Dr. Suresh B**  
Pro Chancellor, JSS AHER  
President, Pharmacy Council of India



**Dr. Surinder Singh**  
Vice Chancellor, JSS AHER  
Former Drugs Controller General of  
India, New Delhi  
Former Director, NIB, Noida



**Dr. Dhananjaya M H**  
Technical Advisor  
JSS Mahavidyapeetha



**Mr. Putta Subbappa S**  
Director Finance  
JSS Mahavidyapeetha

## SPARKLE CINE Registered Office Contact



**Dr. Prashanth S**  
Deputy Director (Academics)  
Coordinator, SPARKLE CINE  
JSS AHER

- 📍 JSS Academy of Higher Education & Research  
Bannimantapa, B Badavane, SS Nagar,  
Mysuru – 570 015, Karnataka, India
- ☎ +91 9341816701 ✉ scf@jssuni.edu.in
- 🌐 <https://jssuni.edu.in/jssaaher/sparklecine/>



# SPARKLE CINE, JSS AHER - TECSOK Centre of Excellence in Entrepreneurship Development

Empowering Entrepreneurship





JSS Academy of Higher Education & Research, formerly known as JSS University, is a Deemed

to be University located in Mysuru, Karnataka. It was established in 2008 under Section 3 of the UGC Act 1956 and is part of JSS Mahavidyapeetha, which runs a variety of educational institutions. This deemed-to-be university is recognized by MHRD and accredited by NAAC with A+ Grade (3.48 CGPA). JSS AHER has been graded as Category-I Deemed-to-be University by UGC in the Year 2018. The Deemed to be University has been focusing on teaching, research and health services since its inception. Under the leadership and gracious Patronage and Blessings of His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji, the Chancellor of JSS Academy of Higher Education & Research, Pro Chancellor, Dr. B.Suresh, a noted multifaceted leader of repute and Vice Chancellor, Dr. Surinder Singh, an acclaimed Administrator, the Deemed to be University has made great progress in grooming graduates, postgraduates, and Ph.D. researchers by providing effective value based education across our institutions by focusing on overall development of an individual through state-of-art facilities to make the learner a useful citizen to the society.



**SPARKLE CINE**  
Empowering Entrepreneurship

SPARKLE signifies Science Promotion through Advancement of Research & Knowledge for Life through Entrepreneurship, & CINE stands for Centre for Innovation & Entrepreneurship. Sparkle CINE is a Section 8 company established under the aegis of JSS AHER for promoting translation of educational excellence to ideas and to catalyse the power of the ideas towards innovation and entrepreneurship.



TECSOK: The Technical Consultancy Services Organization of Karnataka (TECSOK) consultancy is driven by top-notch professionals from different disciplines; engineers, management experts, economists and financial consultants. TECSOK partners with reputed national and multinational consultants, outsourcing expertise for professional synergy. TECSOK is a Government of Karnataka organization and works in tandem with Government of India, State & Central Financial Institutions, Commercial Banks, Asian Development Bank and a host of other institutions of the Government and Private as the recognized consultancy agency. TECSOK has been excelling its expertise in a wide range of services which includes feasibility studies, market research, valuation of assets, environment impact studies, energy management and audit, management studies like corporate plan, reorganization and restructuring of enterprises, manpower planning, budgetary control systems, mergers and acquisitions, investment opportunities, technology transfers, diagnostic studies and also designing and organizing training programmes in all related areas.

SPARKLE CINE, JSS AHER - TECSOK

## Centre of Excellence in Entrepreneurship Development

SPARKLE CINE, JSS AHER – TECSOK Centre of Excellence in Entrepreneurship Development, Supported by Technical Consultancy Services Organization of Karnataka (TECSOK) and executed by JSS Academy of Higher Education & Research, Mysuru, is established to provide stronger entrepreneurial ecosystem in the society.

The Centre focuses on creating an entire ecosystem of startups - all the way from taking research from lab to market, looking at innovation that's relevant to society, addressing the societal problems using startups, encouraging funding for both proof of concept as well as initial setting up for the business and capital for scaling the business with the handholding of already established protocols of TECSOK (Government of Karnataka Organization).

### VISION

To be a world-class, state-of-the-art, Government, Industry and Academia driven Virtual and Actual Entrepreneurship Development Resource, Support and Guidance Platform that Enables Foundation and Growth of Successful start-ups.

### MISSION

To evolve and leverage Government, Industry and Academia partnership in development and growth of India's start-up ecosystem with end-to-end support at a single platform aiming to faster transformation of business ideas to successful ventures impacting social and economic development through employment generation and wealth creation.