



NEWSLETTER

JULY 2026

INSPIRE • INNOVATE • IMPACT



MALNAD COLLEGE OF ENGINEERING ME-RIISE FOUNDATION

(A Section 8 Company)

Elevating Ideas, Incubating Success

JULY 2026

“ Nurturing Innovation
for a **Better Tomorrow** ”



OUR FOCUS AREAS



RESEARCH

Advancing knowledge
through innovation
and inquiry.



INNOVATION

Transforming ideas
into impactful
solutions.



INCUBATION

Nurturing ideas and
empowering early
stage ventures.



STARTUPS

Supporting startups
to scale and
create impact.



ENTREPRENEURSHIP

Building an ecosystem
that inspires and
empowers.

Empowering ideas. Creating solutions. Building a brighter future.



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MARKETING DECODED: EMPOWERING STARTUPS WITH MARKET-DRIVEN STRATEGIES

An Exclusive Workshop for Select Startup and Innovation Teams



10 JULY 2026

25
PARTICIPANTS



IN COLLABORATION WITH
IIITB INNOVATION CENTRE
International Institute of
Information Technology
Bangalore



RESOURCE PERSON
Mr. Manu Gowda M.S.
Program Manager
IIIT B, Innovation Center
Ms. Ramya
Freelancer, Marketing



THEME
Empowering Startups with
Market-Driven Strategies

ME-RIISE Foundation, in collaboration with the **IIITB Innovation Centre**, conducted **Marketing Decoded**, an exclusive workshop for select startup and innovation teams.

The session was led by **Mr. Manu Gowda M.S.**, Program Manager, IIITB Innovation Centre, who shared practical frameworks and real-world insights on how effective marketing can transform ideas into successful, sustainable ventures.

Participants explored key aspects of startup marketing through interactive sessions and hands-on exercises, including customer discovery, market analysis, competitor identification, product positioning, customer journey mapping, marketing content creation, and elevator pitch development.

Each team worked on their own startup challenge—identifying target customers, evaluating competitors, refining value propositions, and presenting their solutions. The expert feedback received helped teams validate their ideas and strengthen their go-to-market strategies.

The workshop concluded with an engaging Q&A and networking session, leaving participants with actionable takeaways to build customer-centric and market-ready startups.

KEY TAKEAWAYS



CUSTOMER-CENTRIC APPROACH
Understand customer needs and validate problems before building solutions.



MARKET & COMPETITOR INSIGHTS
Analyze the market landscape and competitors to identify opportunities.



VALUE PROPOSITION DESIGN
Craft a clear and differentiated value proposition for your customers.



CUSTOMER JOURNEY MAPPING
Map the customer experience to build better products and communication.



ELEVATOR PITCH DEVELOPMENT
Communicate your idea with clarity, impact, and confidence.



SCALABLE GROWTH MINDSET
Build strategies that drive growth, engagement, and long-term impact.



10

JULY
2026

AI NEXUS 2026

Connecting Ideas with Intelligence

Organised by ME-RIISE Foundation | In Association with Department of MCA



Celebrating Student Innovation Through Artificial Intelligence

ME-RIISE Foundation, in association with the Department of MCA, organized **AI NEXUS 2026**, a platform that empowered students to showcase innovative AI-driven solutions to real-world challenges.

A total of 10 student teams presented their projects through live demonstrations and compelling presentations. The projects reflected creativity, technical depth, and practical applicability across diverse domains.

An expert panel evaluated the presentations, offering valuable feedback that will help teams further refine and scale their ideas. The event witnessed enthusiastic participation, insightful interactions, and a strong spirit of innovation.

“AI is not just about technology;
it's about solving problems that matter.”

We are proud to announce the winners of AI NEXUS 2026!



Congratulations to the winning team for their

EVENT HIGHLIGHTS



10
Student Teams



Innovative AI
Solutions



Project Showcase
& Presentations



Expert Evaluation
Panel



Constructive
Feedback



Recognition for
Outstanding Projects



AI Nexus 2026 inspired students to think beyond
boundaries and build intelligent solutions for a better tomorrow.



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ME-RIISE FOUNDATION OUTREACH

MALNAD HIPPOCAMPUS SCHOOL VISIT

The ME-RIISE Foundation (TBI-MCE) team visited **Malnad Hippocampus School** to share our vision and explore collaboration opportunities in innovation, skill development, and student empowerment.



DATE

16/10/2026



TIME

4:00 PM – 5:00 PM



PARTICIPANTS

Stapley VS, Megha HM,
Hemalatha HM - Principal

MEETING HIGHLIGHTS



INTRODUCTION TO ME-RIISE FOUNDATION (TBI-MCE)

Mr. Stapley introduced ME-RIISE Foundation, its vision, key objectives, and our initiatives in innovation, entrepreneurship, and skill development for schools.



ENGAGING DISCUSSIONS

Students enthusiastically interacted with the team, shared their ideas and interests, and were encouraged to think creatively and explore innovation.



AI & ROBOTICS TRAINING FOR FACULTY

The Principal expressed interest in AI and Robotics training for faculty, and ME-RIISE Foundation confirmed its support to conduct the sessions.



FUTURE PROGRAMMES FOR STUDENTS

Discussed exciting programmes for Classes 6 – 9 on innovation, creative thinking, AI, robotics, design thinking, Vedic Mathematics and entrepreneurship to nurture young innovators.



ME-RIISE Foundation remains committed to partnering with schools to nurture young minds, foster innovation, and build a future-ready generation.





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ME-RIISE FOUNDATION OUTREACH

ROYALE APOLLO SCHOOL VISIT

A productive meeting was held with the **Royale Apollo International School** management to introduce ME-RIISE Foundation (TBI-MCE) and explore collaboration opportunities in innovation, skill development, and faculty empowerment.



DATE

22/10/2026



TIME

12:00 PM – 1:30 PM



PARTICIPANTS

Stapley V S, Megha H M,
Darshan H D,
Dr. Ravi Kumar - Principal

MEETING HIGHLIGHTS



INTRODUCING ME-RIISE FOUNDATION (TBI-MCE)

ME-RIISE Foundation was introduced along with its vision, objectives, and key programs for schools.



SHARING PROGRAMMES & OPPORTUNITIES

The Principal showed interest in our programs and requested a brochure with the list of initiatives for students and teachers.



EXPLORING COLLABORATION

Discussions focused on potential partnerships in innovation, skill development, and faculty training.



BUILDING A STRONGER FUTURE

Both sides agreed to work together to empower students and faculty through impactful programmes.

“

Building partnerships today,
nurturing innovators of tomorrow.

”



COLLEGE
ENGINEERING
HASSAN
1960

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AROGYA MANTHAN 2K26

National-Level 24-Hour Healthcare Innovation Hackathon



INAUGURATION



MENTOR INTERACTION



JURY EVALUATION



PARTICIPANTS PRESENTING



TEAM COLLABORATION



WINNERS FELICITATION



CERTIFICATE DISTRIBUTION



GROUP PHOTOGRAPH



PITCH PRESENTATIONS



MENTORS WITH TEAMS



CLOSING CEREMONY



TOP 10 TEAMS RECOGNIZED

EVENT OVERVIEW

Arogya Manthan 2K26 brought together bright minds from across the nation to ideate, innovate, and develop impactful healthcare solutions in just 24 hours.



288
Participants



68
Teams



24-Hour
Innovation
Challenge



Healthcare
Innovation



17
Grand
Finalists



Top 10
Teams
Recognized



₹1,00,000
Prize
Pool

WINNERS OF AROGYA MANTHAN 2K26



FIRST PRIZE
₹ 50,000



SECOND PRIZE
₹ 30,000



THIRD PRIZE
₹ 20,000

SPECIAL RECOGNITION AWARD

Awarded to outstanding teams for excellence in innovation, creativity, and societal impact.



MENTORS & EVALUATORS



Dr. Nanditha B R



Dr. Supriya M J



Dr. Shashank Lingappa



Dr. Muralidhar



Dr. Prathap P B



Dr. Hemaraju B C



Dr. Ravikiran H K



Dr. Swathi H Y



Prapulla Kumar M S



Stapley V S

JURY



Kiran N G



Dr. Mamatha Shivaram



Dr. Arjun B C

CHIEF GUESTS & DIGNITARIES

- ★ Dr. B. Rajanna
- ★ Sri B R Gurudev
- ★ Dr. D. C. Aravind
- ★ Sri G T Kumar
- ★ Sri G R Srinivas
- ★ Dr. S. Pradeep
- ★ Dr. Tejaswi
- ★ Dr. Praveen
- ★ Mr. Kiran N G



288
Participants



68
Teams



17
Finalists



Top 10
Winners



₹1,00,000
Prize Pool



24
Hours



Heartfelt thanks to all participants, mentors, evaluators, jury members, faculty, volunteers, partners, and well-wishers for making Arogya Manthan 2K26 a grand success.



ORGANISED BY
ME-RIISE FOUNDATION
Malnad College of Engineering, Hassan



www.meriise.org



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Hassan, Karnataka, India

IN ASSOCIATION WITH

Department of Health Sciences & Technology
Malnad College of Engineering, Hassan



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INDUSTRY CONNECT @ ME-RIISE

Infosys Finacle Team Visit

29 July, 2026

We were pleased to welcome **Mr. Krishnaswamy Subbarao** and the Infosys Finacle team to ME-RIISE Foundation, Malnad College of Engineering, Hassan on **29 July, 2026**.

The team interacted with **Dr. Geetha Kiran A**, CEO, ME-RIISE Foundation & Dean – Corporate Affairs, MCE Hassan, and appreciated her efforts in fostering quality placements and a strong startup and innovation ecosystem.

The discussion also covered Infosys Finacle's onboarding process and training framework for newly recruited graduates.



A sincere thanks to **Mr. Krishnaswamy Subbarao** for initiating this valuable interaction.

“ Looking forward to continued collaboration in empowering our students. ”

MEETING HIGHLIGHTS



Introduction to ME-RIISE Foundation (TBI-MCE)
ME-RIISE Foundation was introduced along with its vision, objectives and key initiatives for students and startups.



Focus on Placements & Innovation
Discussion on strengthening quality placements and building a robust startup and innovation ecosystem.



Infosys Finacle Onboarding & Training
Insights shared on onboarding process and training framework for newly recruited graduates.



Collaboration Opportunities
Explored potential areas of collaboration for student development, skill building and innovation support.



ABOUT INFOSYS FINACLE



Infosys Finacle is a global leader in digital banking solutions, powering over 1,300 financial institutions in more than 100 countries. Its solutions help banks drive digital transformation, enhance customer experience and achieve sustainable growth.



Global Leader

Serving 1,300+ financial institutions in 100+ countries



Digital Transformation

Helping banks accelerate innovation and improve customer experience



Sustainable Growth

Enabling financial institutions to achieve long-term value and growth

CONTACT US

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ALUMNI CONNECT @ ME-RIISE

DISTINGUISHED ALUMNUS VISITS ME-RIISE FOUNDATION

30 July, 2026

Mr. Sheshadri Belur, a distinguished alumnus of the **1978 Batch** of the Department of Electronics & Communication Engineering, Malnad College of Engineering (MCE), visited **ME-RIISE FOUNDATION** on **30th July, 2026** to explore opportunities for collaboration.

During the visit, he held fruitful discussions with **Dr. Geetha Kiran A**, CEO, ME-RIISE FOUNDATION on introducing a specialized course in Railway Signaling, leveraging his extensive expertise in this domain.

The proposed collaboration aims to equip students and aspiring professionals with industry-relevant knowledge and practical insights into railway signaling systems, thereby enhancing their employability in the railway and transportation sectors.



“



ME-RIISE FOUNDATION looks forward to working closely with **Mr. Sheshadri Belur** to bring this valuable initiative to fruition and strengthen industry-academia collaboration.

PROPOSED COLLABORATION



SPECIALIZED COURSE IN RAILWAY SIGNALING



Industry-Aligned Curriculum
Designed with real-world industry relevance.



Practical Exposure
Hands-on learning and insights into railway signaling systems.



Enhanced Employability
Building skills for promising careers in railway and transportation sectors.



Industry-Academia Collaboration
Bridging the gap between academic learning and industry requirements.

ABOUT MR. SHESHADRI BELUR



Alumnus: 1978 Batch
Department: Electronics & Communication Engineering
Malnad College of Engineering (MCE), Hassan
Expertise: Railway Signaling Systems
Experience: Extensive expertise in Railway Signaling and related domains.



Together, let's empower innovators and build a stronger future for the next generation!



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ME-RIISE FOUNDATION SECURES ₹3.32 LAKHS UNDER RGEP FOR INNOVATION MENTORSHIP

Dr. Geetha Kiran A, CEO, ME-RIISE Foundation, Dean – Corporate Affairs, Malnad College of Engineering, has secured **₹3,32,500** in funding support under the **Rajiv Gandhi Entrepreneurship Program (RGEP)**, an initiative of the Department of Electronics, Information Technology, Biotechnology & Science and Technology, Government of Karnataka, for mentoring an innovator.



This marks the **9th innovator** assigned under her mentorship through RGEP, taking the total RGEP funding secured to **₹29,92,500**.

The Memorandum of Agreement (MoA) for this initiative was signed on **31-07-2026** by **Dr. Pradeep S**, Principal, Malnad College of Engineering and **Dr. Geetha Kiran A**, CEO, ME-RIISE Foundation, Dean (Corporate Affairs), with **KITS** marking another step forward in empowering innovation-driven entrepreneurship.



Congratulations to **Dr. Geetha Kiran A** on this remarkable accomplishment and her continued dedication to mentoring the next generation of innovators.

KEY DETAILS

	Programme	Rajiv Gandhi Entrepreneurship Program (RGEP)
	Funding Agency	Department of Electronics, IT, BT & Science and Technology, Government of Karnataka
	Implementing Agency	Karnataka Innovation and Technology Society (KITS)
	Mentor	Dr. Geetha Kiran A, CEO, ME-RIISE Foundation
	Funding Secured	₹3,32,500
	Total RGEP Funding Secured	₹29,92,500

FUNDING AT A GLANCE



FUNDING SECURED
₹3,32,500



RGEP INNOVATOR
ASSIGNED
9th Innovator



TOTAL RGEP
FUNDING SECURED
₹29,92,500



MoA SIGNED ON
31-07-2026



MENTOR
Dr. Geetha Kiran A
CEO, ME-RIISE Foundation
Dean – Corporate Affairs

PROGRAMME INITIATIVE



RGEP

RAJIV GANDHI
ENTREPRENEURSHIP PROGRAM

An Initiative of
Department of Electronics, IT, BT &
Science and Technology
Government of Karnataka



KARNATAKA INNOVATION &
TECHNOLOGY SOCIETY



EMPOWERING INNOVATION THROUGH MENTORSHIP, RESEARCH AND ENTREPRENEURSHIP.

JULY 2026 IN NUMBERS

**09**

Major Events
Conducted

**78**

Projects
Evaluated

**60**

Students
Trained in DSA



Investors,
Alumni &
Industry Experts
Engaged



Innovation &
Entrepreneurship
Ecosystem
Strengthened



OUR MISSION

Create innovation-driven entrepreneurs and transform ideas into scalable solutions through mentorship, incubation, and industry collaboration.



CONNECT WITH US

Dr Geetha Kiran A | CEO

✉ ceomeriise@mcehassan.ac.in

🌐 meriise.org



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SCAN TO VISIT OUR WEBSITE



You Can Visit us at ME-RIISE FOUNDATION

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Hassan, Karnataka 573201

Our Partners



“Elevating Ideas, Incubating Success”



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★ TOGETHER, WE RISE HIGHER! ★