

Press Release - InUnity Mangaluru's first cohort set out on their entrepreneurial journey

Mangaluru, March 14, 2022 – InUnity, a 4-month youth entrepreneurship program, in Mangaluru, celebrates the graduation of its first cohort on the 14th March at The Ocean Pearl Mangaluru . This will be attended by renowned dignitaries comprising Dr. Karisiddappa, (Vice Chancellor, VTU,), Dr. Kumar, Executive Secretary, (COMED-K.), Mr. Sanjeev Gupta, (CEO, Karnataka Digital Economy Mission (KDEM) and MD & CEO, Lahari - Government of India Initiative) and Mr. Ramesh Ramadurai(CII Karnataka and Managing Director of 3M India)

In alignment with the vision of leveraging the potential of the youth to become job creators, InUnity takes a crucial first step towards developing the next generation of entrepreneurs. Over a period of 4 months, with an outreach to more than 500 students across 15 colleges in Mangaluru, 52 students were able to build a viable solution to solve various local challenges. The program is now poised for further growth and wider adoption across the state

The InUnity pilot program, in partnership with Global Alliance for Mass Entrepreneurship (GAME) and Confederation of Indian Industries Mangaluru, was initiated with a vision of identifying entrepreneurial youth across the Mangaluru region, to solve local challenges. This was launched in September 2021. Prominent organizations and institutions such as Syngenta Foundation, College of Fisheries and the Department of Fisheries, and Krishi Vigyan Kendra of Dakshina Kannada, collaborated with InUnity to identify local problems that needed solutions. The program has 9 teams that are successfully developing their solutions as a business model in the fields of agriculture, finance, education, healthcare & SaaS.

“Today the unemployment rate in India stands at about 23%. There are a limited number of jobs in the government and private sector and clearly the demand does not match the supply. To create enough jobs, I believe youth entrepreneurship can be a vital tool and also provide employment to the community at large. To build an ecosystem for youth entrepreneurship GAME is proud to support the InUnity model, and believes it has the potential to scale across the state” Madan Padaki, Co-Founder, GAME & Strategic Advisor, UNICEF India

“Inunity Mangaluru shall be organised as a biannual event collaborating with all the tech and non tech institutions and industry associations in Dakshina Kannada, Udupi and Uttara Kannada districts. The cohorts shall focus on mentoring the youth that aspire to build an entrepreneurial career. This, we hope will lead to the creation of 100 startups by 2026” - Johnson Tellis (Co-founder, CEO InUnity LLP)

This graduation will recognise the accomplishments of young budding entrepreneurs and felicitate 32 bright and innovative students, shortlisted from a pool of 530 aspirants, who have successfully generated a model to help solve local challenges. The program also aims at creating forward linkages for the current cohort, build a network of Investors and Incubators ready to support student startups, and scale and replicate InUnity's model. This program will also enlarge the narrative around the success potential of

Youth Entrepreneurship and will lend strength to shifting the narrative from job seekers to job creators and problem solvers.

About Global Alliance for Mass Entrepreneurship (GAME):

GAME is a not-for-profit backbone organization that aims to improve enabling conditions for broad-based entrepreneurship in India and rapid and sustainable growth of the MSMEs that propel the economy and create millions of decent jobs by 2030.

About InUnity Mangaluru:

InUnity Mangaluru is a 4-month program that catalyses the process of building solutions with business potential by educating and facilitating the interaction between different stakeholders and students with an inclination towards Entrepreneurship or Problem Solving across tech and non tech institutions of a region.