



SRISHTI MANIPAL COLLECTIVE'25

Under Graduate Professional Programme





THE VENTURE STUDIO PROTOTYPING THE WORLDS WE WANT TO SEE VARUN GUPTA



Design Led Entrepreneurship

The project looked at entrepreneurship as an art practice to envision alternative futures and bring these visions to life. We are a space for designing inspirational workplaces—places where you can practice creativity, live your truth, and make a meaningful impact through your work. The studio became an active space to build enterprises. Each of us balances time between building our own ventures and supporting one another's projects, thereby creating an ecosystem that leverages individual strengths and multidisciplinary collaboration.

Think of it as a space to co-build and support each other in bringing visions to life.

Key Words: Rapid Prototyping, Creative Leadership and Impact-Making, Alternative Forms of Capital, Reimagining Meaningful and Purposeful Enterprises

Context

The way we approach enterprise is changing as the cracks in current models of capitalism become more evident.

- Transparency: Customers are seeking more transparency to build trust. They want to know what goes into their products and who made them.
- Sustainable Alternatives: Affordable natural foods, repair solutions, thrifting, and low/no-packaging options remain scarce.
- Fair Supply Chains: Producers and makers receive the least value in traditional supply chains. Systemic interventions to reduce waste and promote product circularity are urgently needed.
- Engaging Workplaces: There is growing discontent with traditional work models. Gallup's 2024 State of the Global Workplace report reveals that only 23% of employees are engaged, while 62% are "not engaged," and 15% are "actively disengaged." Gig economy workers, too, have protested against unfair practices and pay disparities.

As designers, it is up to us to envision new kinds of enterprises. Venture Studio is a space to imagine and prototype such possibilities.

Design Prompts

During the 3 months, entrepreneurs were given prompts like "What Visions Do Your Enterprises Hold?", "What is your Ikigai", "How do you respond to the meta crisis in the world"

During the course, entrepreneurs met the founders of

1. Travellers University, an alternative form of education which is placed based and learner led.
2. Forgotten Greens, a regenerative movement to bring back lost wisdoms of foraging and connecting with alternate food histories
3. Under25 - A global student network created for students' personal, professional and spiritual growth, enabling them to turn Pro!
4. Build3 and RenewCred - creating a comprehensive

methodology for carbon credits transactions that ensures transparency and environmental integrity.

5. Limitless Institute and Program designer of BeVisioneers fellowship- helps unlock human potential in people and communities; an entrepreneurship academy and a fellowship for social entrepreneurs, festivals and experiences for creative communities.

These founders presented alternative forms of building enterprises.

Enterprises carry the potential to shape the world we want. They bring imagination to life, with people engaging through the products, services, and systems we create.

The space challenges us to imagine bold, utopian possibilities—someone once imagined a world of personal computers, rideshare apps, and e-commerce platforms, and they made it happen through enterprises. Why not envision fair prices, circular systems, sustainable practices, and transparent products?

Design for Impact

Design is meant for practice. It moves beyond form, color, and texture to encompass a broader spectrum—from visual communication to filmmaking, business systems, service design, and public space design.

Enterprises act as vehicles for prototyping these designs, embedding visions of the future such as equal pay, dignified work, sustainability, and circular systems. They enable us to engage with real audiences who use these systems and services, making our designs truly impactful.

Project Objectives

By the end of the project, students managed to-

- Build the first version of your enterprise—engage with real customers, develop initial products, and share compelling stories to attract interest.
- Collaborate with other impact enterprises—contribute creative communication, design systems and services, build products, create websites, and more.
- Prototype your ideal practice—as a design entrepreneur, studio owner, or independent practitioner.
- Expand your networks—team up with collaborators, customers, advisors, funders, and more.
- Establish a rhythm for your practice—balancing reflection, deep work, collaboration, rest, networking, and creative nourishment.



Navarasa is an experiential memory-archival brand that transforms personal stories and emotions into tangible, wearable narratives. Rooted in the belief that clothing carries deep memories, Navarasa began as a saree upcycling initiative but evolved into something larger – a design experience where fabric becomes a medium for storytelling rather than the end product itself. Through a thoughtful blend of fashion, narrative writing, music, and visual symbolism, Navarasa creates bespoke pieces that preserve emotions, milestones, and personal histories. Customers can choose between two services: Transformative, where new garments are crafted from personal fabrics, or Archival, where the story and essence of an existing garment are captured and elevated. Every Navarasa experience comes with default storytelling elements like memory cards, scannable narratives, and personalized motifs. By focusing on emotional connection rather than just product creation, Navarasa redefines fashion as a living, breathing archive of life's most meaningful moments..

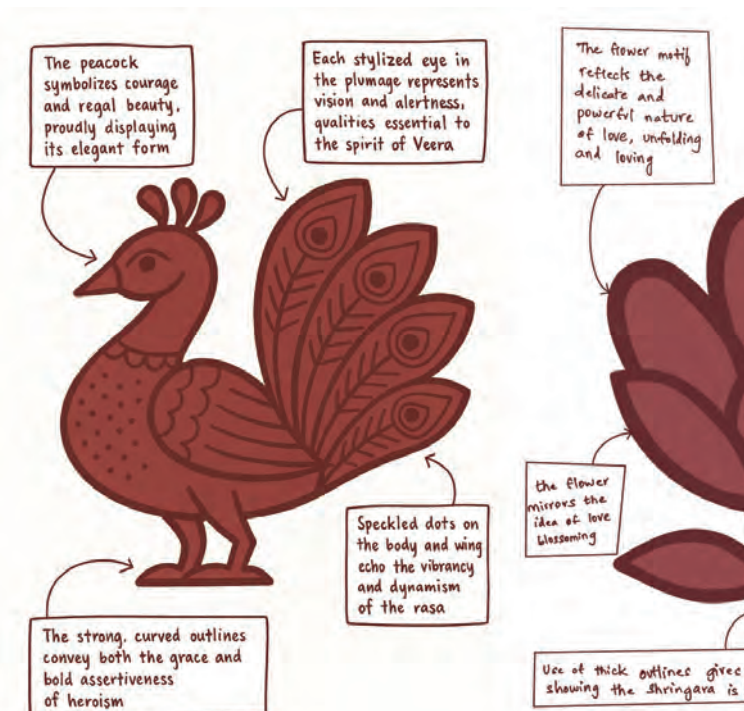


NAVARASA (THE VENTURE STUDIO)

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Zero Given is a function-first sustainable brand that transforms post-consumer denim into high-utility lifestyle products. Focused on creating solutions that are durable, practical, and design-conscious, the brand tackles the inherent challenges of working with repurposed fabrics—such as material inconsistency and sourcing complexities—through thoughtful design systems. This project highlights the realities of venture-building with limited resources, including collaborations, manufacturing struggles, and iterative prototyping. Rather than romanticizing sustainability, Zero Given brings forward an honest, tactile, and process-driven approach where form follows function. The journey embraces both the failures and breakthroughs, positioning Zero Given not just as a brand, but as an evolving vision for accessible, ethical utility..



ZERO GIVEN

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Keywords: Tech & Innovation, Voice-First EdTech, Indic Language Learning, Conversational AI. Bolchal is an AI-powered language learning platform that helps users learn Indian languages through natural, voice-first conversations. It began with a simple insight: many people move across India for jobs, education, or healthcare but struggle to adapt because they don't speak the local language. We started by enabling Kannada learning from Hindi for migrants in Bangalore. Bolchal isn't just a translation tool it's built around friendly AI assistants who talk like locals, teach practical phrases in context (like hailing an auto or bargaining with vendors), and help users settle into a new city like a true local buddy would. As the platform evolved, new user needs emerged medical students learning Kannada for better patient care, and learners exploring cross-language learning paths, such as Telugu to Kannada or Malayalam to Hindi. Our vision is to build India's first Indic language learning platform bridging language barriers with empathy, not just vocabulary..



BOLCHAL

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From Scratch' is a curated starter kit designed specifically for incoming cat parents. It brings together a thoughtfully assembled collection of essential tools—ranging from grooming items and hygiene products to toys and a guidebook—all aimed at helping new pet owners build healthy habits with their cats from the very beginning. The project was born out of personal experience: after adopting two kittens, Elf and Mishti, the need for clear, trustworthy, and accessible guidance became strikingly obvious. With little consolidated support for first-time pet owners, the early days were a challenge. This kit was created to offer that support. Every product included has been hand-selected based on real daily needs during a cat's formative months—prioritizing ease of use, emotional bonding, and routine-building. The accompanying guidebook is designed with colourful, poppy vector art that invites and entices new pet parents to learn with ease and joy. Instructions are kept minimal and clear to reduce overwhelm and empower confidence. Beyond utility, From Scratch is a narrative-driven, emotionally rooted brand that guides users through its origin story, mission to promote healthier pet habits and the love behind its design. It's not just a product—it's a companion for new beginnings. Users can explore the story behind the kit, understand the philosophy of the brand, and browse the three kit variants through the official From Scratch website. While the website focuses on storytelling and guidance, users are redirected to a linked storefront for final purchases. They can choose a kit for themselves or gift one to new pet parents—making it a practical, thoughtful gesture that supports and celebrates the start of a pet's new life. From Scratch is with your pet, from scratch..



FROM SCRATCH

PULKIT KISHORE

Creative and Applied Computation

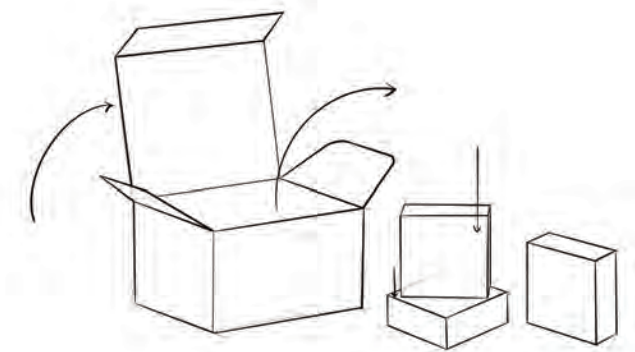
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DOES THE
FOOD YOU EAT
tell a story

DOES THE
STORY YOU TELL
shape the Food

The Second Bite is a design-first venture that explores the intersection of food, storytelling, and brand identity through immersive, sensory-led experiences. Originally rooted in event-based food curation, the brand has evolved to offer thoughtfully designed narrative kits that serve as edible archives of a brand's story. These kits combine culinary elements, tactile design, and brand history to build memorable and emotionally resonant experiences for audiences. At its core, The Second Bite reimagines food not just as a consumable product but as a storytelling medium: one that activates memory, emotion, and cultural connection. Through detailed research, visual storytelling, and small-batch production, the kit functions as a multi-sensory touchpoint, offering a new kind of brand communication that is both personal and collectible. The project focuses on collaborating with independent brands, aiming to preserve, celebrate, and translate their essence into tangible narrative formats..



THE SECOND BITE

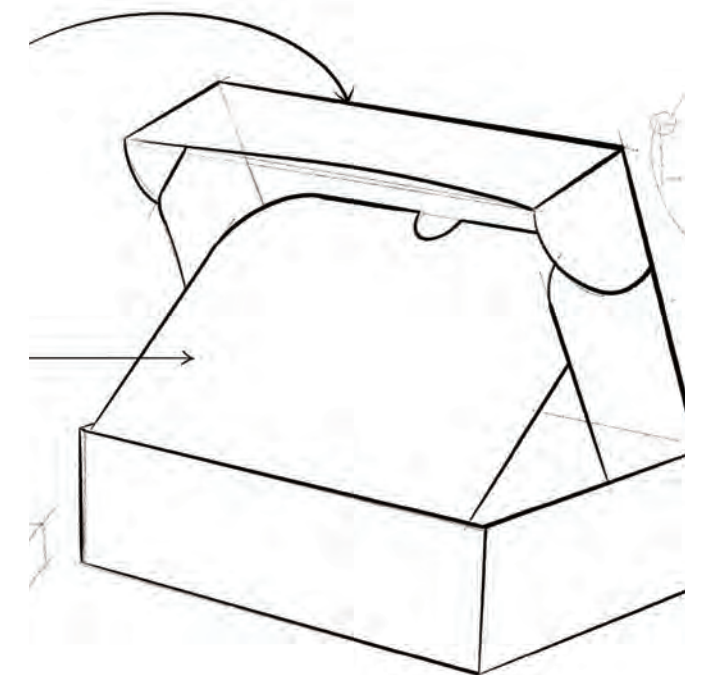
KISHA SURANA

Visual Communication and Strategic
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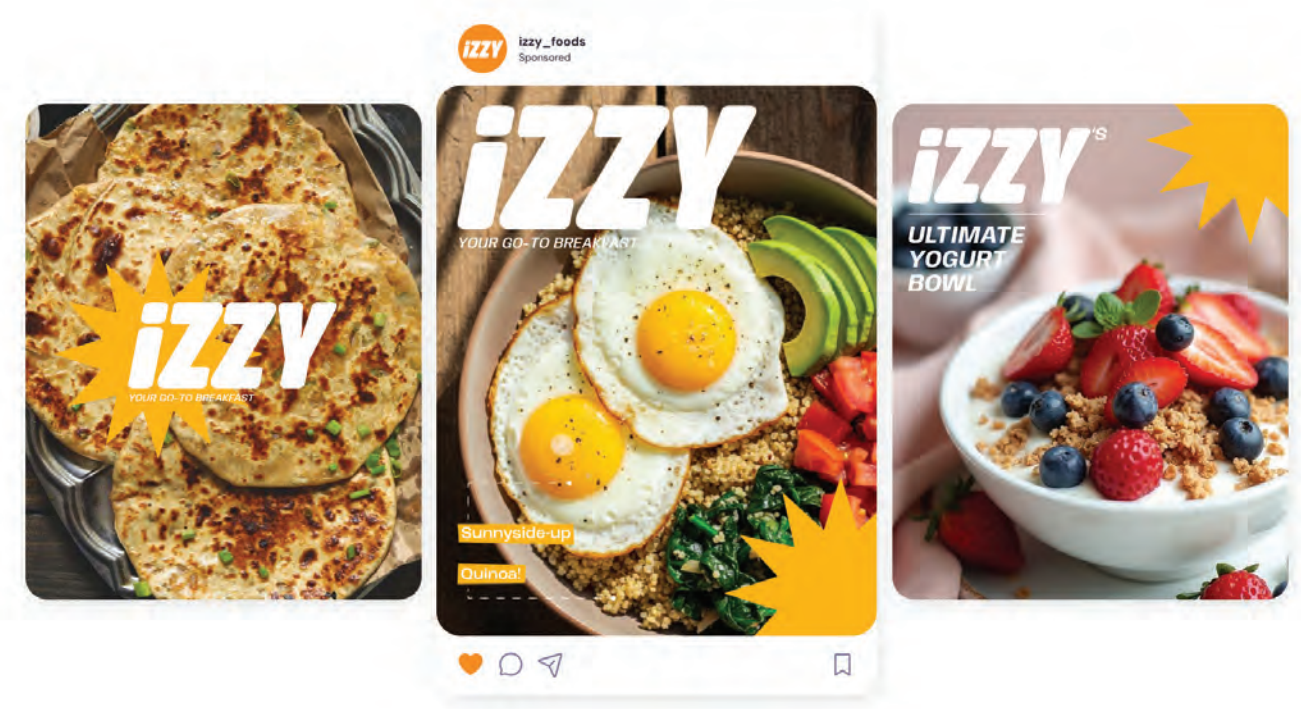
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storytelling
KITS

by *The
second
Bite*



Izzy is my attempt at answering a deceptively simple question: what if eating healthy felt as easy, familiar, and exciting as grabbing your morning filter coffee? Built for students and young professionals who are always rushing but still crave something real, Izzy offers wholesome, protein-rich meals that blend local Indian ingredients with modern formats—think millet wraps, chana salads, and grab-and-go jars of poha or oats. We're not trying to reinvent food—we're just making it more accessible, especially in places where health often takes a backseat to convenience. Through a campus-based kiosk or a preordered tiffin system, Izzy delivers fresh, comforting meals right where you are. Everything's made to travel well, eat fast, and leave you feeling good (not sluggish). At the heart of it, Izzy is about reclaiming local food wisdom in a format that fits the lives we live today. It's playful, flexible, and grounded in the idea that nutritious food doesn't have to be boring or expensive. We're currently piloting on college campuses, and exploring future formats like vending machines, customizable salad bars, and even smoothie drops in the morning. Izzy is still growing, still experimenting. But the goal stays the same: to make healthy food dependable, desirable, and deeply rooted in local culture..

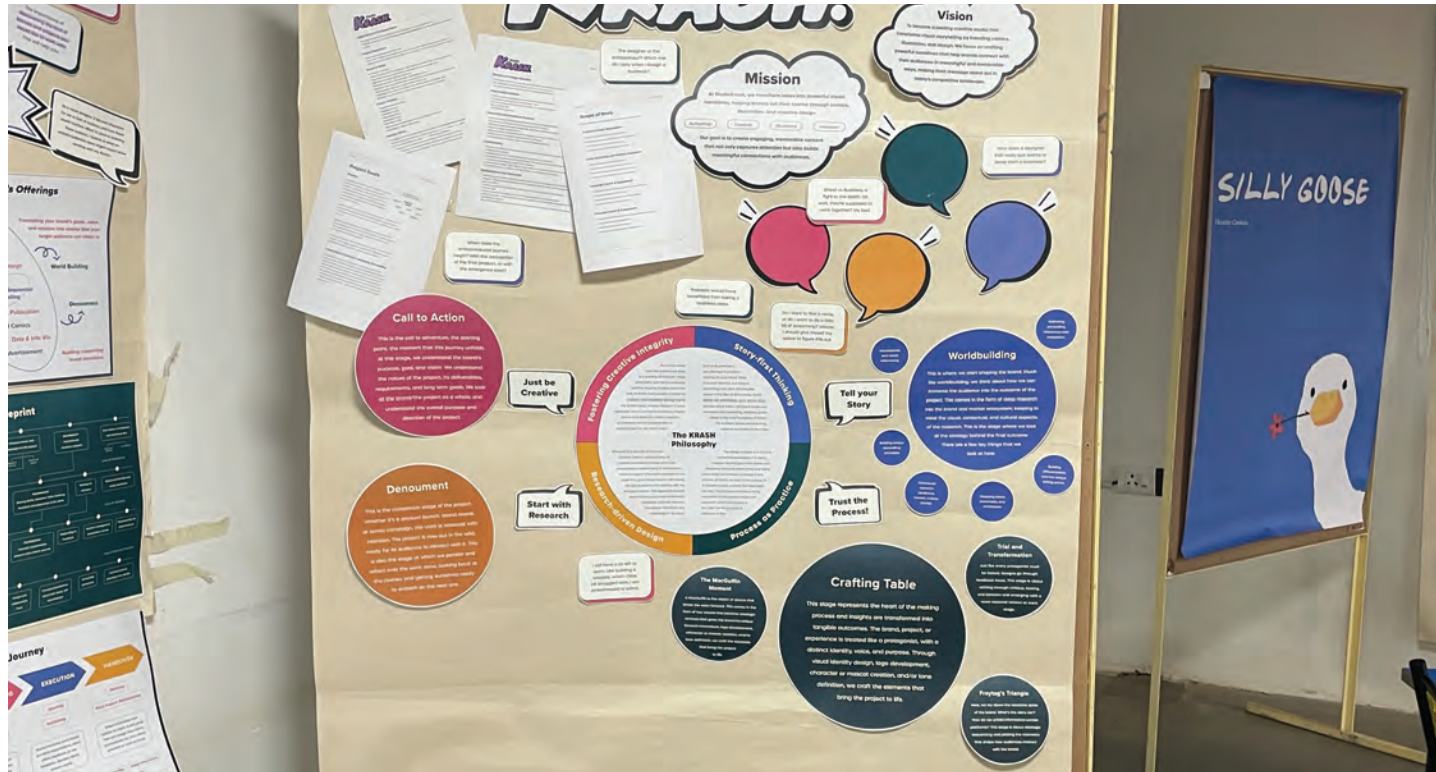


IZZY

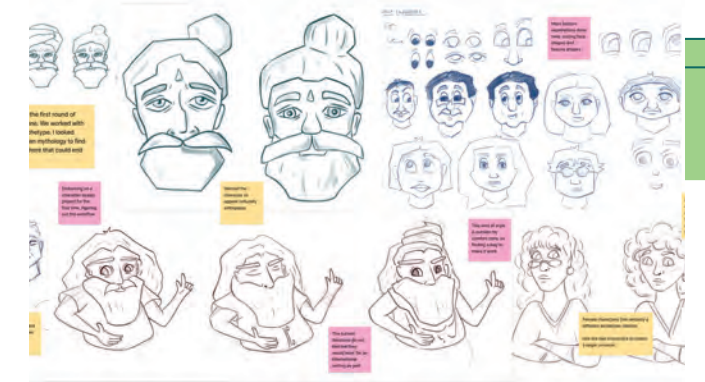
AARUSHI KAKKAR

Creative and Applied Computation





Studio Krash is a multidisciplinary creative studio that uses the power of comics, illustration, character design, and visual storytelling to craft compelling and immersive brand experiences. With a focus on narrative driven design, Studio Krash specialises in developing visually engaging marketing and advertising materials tailored for brand campaigns, personal storytelling, and other design needs. Using the principles of story-telling, and a focus on building myths and personas around brands, Studio Krash offers its clients unique, story-driven design solutions that elevate their messaging and enhance their visual identity..



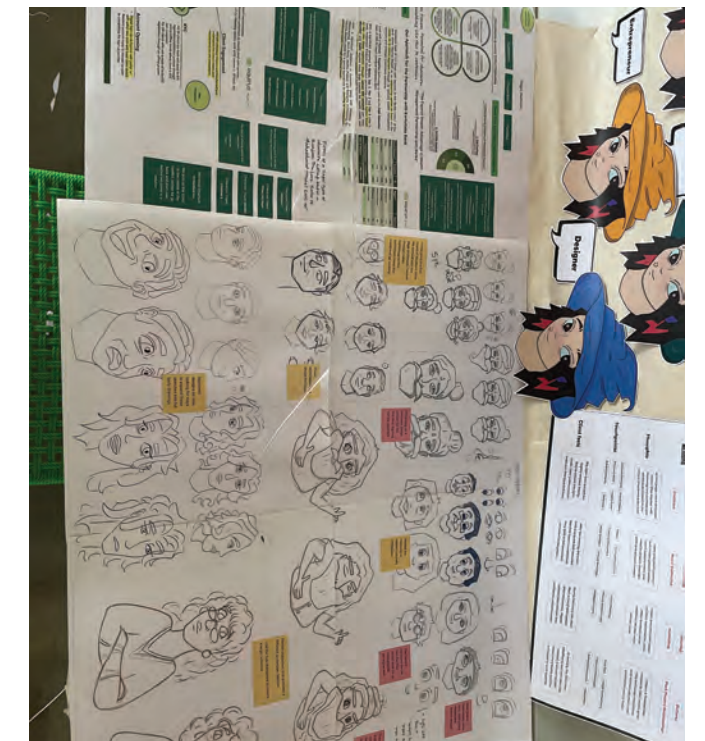
STUDIOKRASH

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Studio KRASH.





Whitenoise: a digital media platform that shares raw, documentary-style short-form videos spotlighting the real life struggles of marginalized communities. It seeks to create a space where unheard voices can be seen and felt through intimate, honest storytelling that challenges bias and build empathy. Inspired by platforms like soft white underbelly, Vice and LADbible stories, whitenoise focuses on humanizing narratives without exploitation or sensationalism.



WHITENOISE

SREEHARI

Business Services Design



Gathering Necessary Information

App Showcase



NexTrip is a location-based community-centered travel safety platform that equips travelers with live scam/ risk alters, localized information, and a place to report safety issues, scams and incidents. As tourism grows globally, travelers will continue to be at risk for behaviors like pickpocketing, being overcharged, and fraudulent services, with little opportunity to obtain verified timely information. Overall existing solutions are fragmented, reactive, and rarely designed to be of immediate assistance to a traveler's personal safety.NexTrip closes this gap by turning multiple sources of safety data to deliver a smooth, context, and user experience. NexTrip enables users to be aware of hazards in real-time with a status-update based reporting mechanism that works alongside educational content made by safety stakeholders and geolocation alerts.The design emphasis was to be clear, tangible, and easily processed without fostering fear based anxieties that rely on easily misused content without clear priority or priority over potential risks.To note, NexTrip is not a substitute for governments or law enforcement but complements and demonstrates what crowd-sourcing can do to raise awareness and put the earliest risk information at a traveler's point of decision.NexTrip also has incremental

value beyond destination safety. It enhances traveler's voices and encourages earlier engagement with safety information, while creating a more significant public safety ecosystem.Ultimately, it changes the narrative of travel safety, by transforming how we view and consume safety information from passive to active community-led prevention strategies that will promote smarter, safer, and more resilient travel experiences world-wide..

Gathering Necessary Information

App Showcase



NEXTRIP

ANURAG SHINDE

Creative and Applied Computation

DESIGN MET BUSINESS,

Purpose emerged



Hapsnap Stroopwafels is not just a street food concept, it's a social entrepreneurship model disguised as a crispy caramel treat. Born from the dream of creating meaningful pathways to ownership, Hapsnap reimagines the QSR (Quick Service Restaurant) experience by offering hospitality workers, especially migrants and frontline staff, the chance to transition from employees to entrepreneurs. Built on the FOFO (Franchise-Owned, Franchise-Operated) model, Hapsnap empowers individuals with low-cost micro-franchise opportunities, complete with training, branding, and a business-in-a-box they can truly call their own. Inspired by the global appeal of Dutch stroopwafels and tailored for Indian palates, Hapsnap offers more than dessert, it offers dignity, aspiration, and autonomy. Whether you're caught in deadlines, burnout, or just a weird mood, Hapsnap is your delicious reminder to slow down and savor the moment. With "sticky moments" as its emotional anchor, the brand blends global flavors with local pride and playful storytelling. Over three months, the brand was built from scratch through interactive prototypes, college fests, and community engagement. Hapsnap isn't just a food cart, it's a launchpad for joyful, inclusive entrepreneurship that creates space for celebration, connection, and ownership..



HAPSNAP STROOPWAFELS

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**FROM
CUSTOMER-CENTRIC
TO *Human-Centric***



outofthebleu is India's first cyanotype accessory brand where we create unique, rare and one-of-a-kind accessories. The artist explores the label OOTB as a dream. A dream full of purpose and will. With unique taste the artist plays with materials to create unique and rare pieces. The artist aims to explore the unique way of wearing fashion. The bleu is the new you. The label aims to provide you something "out of the blue", with exclusivity and aims to make you feel you, a creator, a dreamer, an aspirer. It is a community of individuals who shared a passion for creativity, for beauty, and for living life with purpose. To go big and do something with purpose, a will and an intention. At outofthebleu, every piece is a one-of-a-kind creation, crafted with rare artistry and true craftsmanship—no two are ever the same. We believe that art and sustainability shouldn't come at a premium; they should be accessible, meaningful, and timeless. We believe in slow creation by hands, letting the art flow. outofthebleu brings something "out of the blue" for you, and it's just bleu. It's #OOTB. Out of the box, out of the bleu..



OUTOFTHEBLEU

HARSH BAHETY

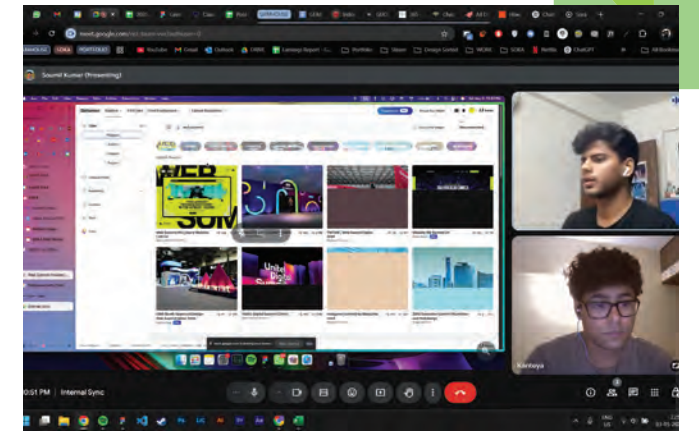
Information Arts and Information Design Practices

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Building a creative studio: SOKA DESIGN – SOKA Design is a student-led creative agency dedicated to providing cutting-edge design solutions for early-stage startups, young businesses, and creators. Specializing in graphic design, web design, 3D animation, and photography, SOKA delivers visually striking and functionally seamless designs built through real-time collaboration. Unlike traditional agencies, SOKA adopts an agile, interactive workflow where clients co-create with designers, ensuring each project is a true reflection of their vision. With a startup-centric approach, we prioritize high-impact, cost-effective branding tailored to the fast-paced needs of emerging ventures. Our diverse team brings expertise across multiple design disciplines, leveraging the latest trends in storytelling, 3D modeling, and digital innovation. At SOKA, we believe in designing with clients, not for them—fostering a culture of collaboration, agility, and creative innovation. Our services range from foundational branding packages to comprehensive brand-building solutions, offering flexible pricing to remain accessible to budget-conscious startups. Through streamlined workflows, real-time collaboration tools, and continuous skill development, SOKA ensures brands are not only visually appealing but also future-ready. We are committed to building meaningful partnerships, helping young businesses move from zero to brand with confidence, creativity, and impact..



SOKA DESIGN

KANTEYA SAHASRABUDHE

Creative and Applied Computation





My Farm is a home-based hydroponic farming system designed to bring fresh, chemical-free food production into everyday urban living. Created for modern households, the system offers a clean, sustainable alternative to traditional agriculture—without soil, without pesticides, and with minimal water usage. What sets My Farm apart is not just its compact, energy-efficient structure, but its deeply personal approach to growing food. The name “My Farm” reflects the project’s core philosophy: ownership, intimacy, and connection. It empowers users to take control of their food source, right from their balcony or living room. Integrated with a companion mobile app, the system provides real-time updates on plant health, water levels, and growth cycles—offering guidance, reminders, and tips tailored to each user’s setup. This fusion of physical farming and digital support ensures that even first-time growers can confidently raise their own greens. Designed using modular principles and inspired by biomimicry, My Farm is easy to maintain, scalable, and beautiful enough to blend into modern interiors. It is more than a product—it’s a movement towards healthier living and self-sufficiency. By making clean, nutritious food accessible at home, My Farm redefines what it means to eat well in the urban age..



MY FARM

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Squibble is a playful reinvention of playtime and mealtime. It is first-of-its-kind playdough that is not only safe to play with but also safe to eat and healthy too. Primarily made with oats which is easy on the tummies and hands, plant based colours and preservations. Designed to be safe, sensory, and snackable, Squibble turns everyday play into a nutritious experience for young children. Its mission is to help kids build a joyful, healthy relationship with food through open-ended, hands-on exploration. Created by a play-inspired industrial designer with a passion for embedding emotion and curiosity into everyday objects, Squibble was born from a simple yet powerful childhood question: "What if you could eat your playdough?" The venture began as a personal journey to reimagine how kids experience food not as something forced, but something they feel excited to engage with. Targeted primarily toward preschools and educational institutions through a B2B model, Squibble also opens doors for premium B2C line too. Its sensory, interactive format encourages motor skills development, creative confidence, and positive food habits. With sustainability at its core from natural ingredients to paper and leaf packaging. Squibble is more than a product; it's a movement that blends nutrition, design, and play. At its heart, Squibble isn't just about eating. It's about discovering joy, building habits, and making childhood a little more magical, one squish at a time..

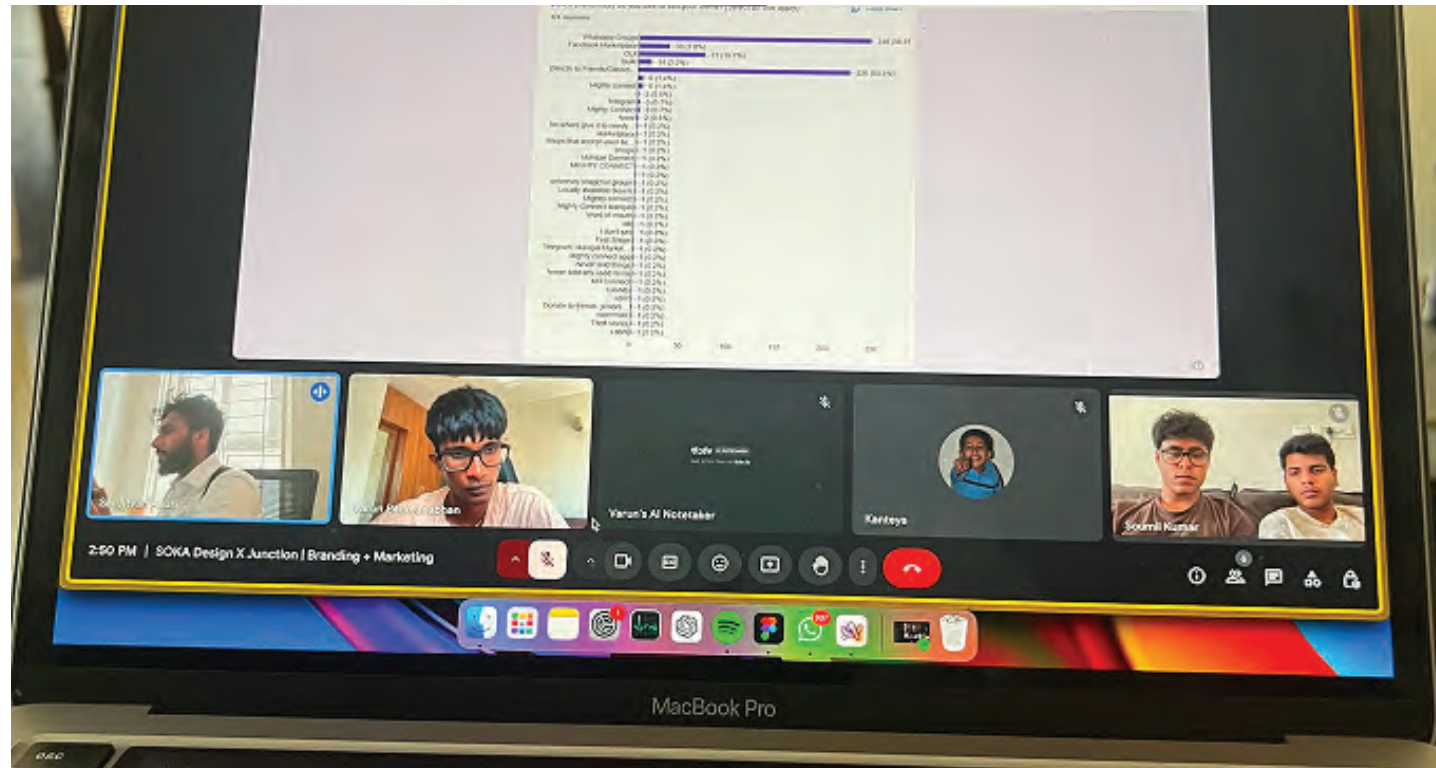


SQUIBBLE

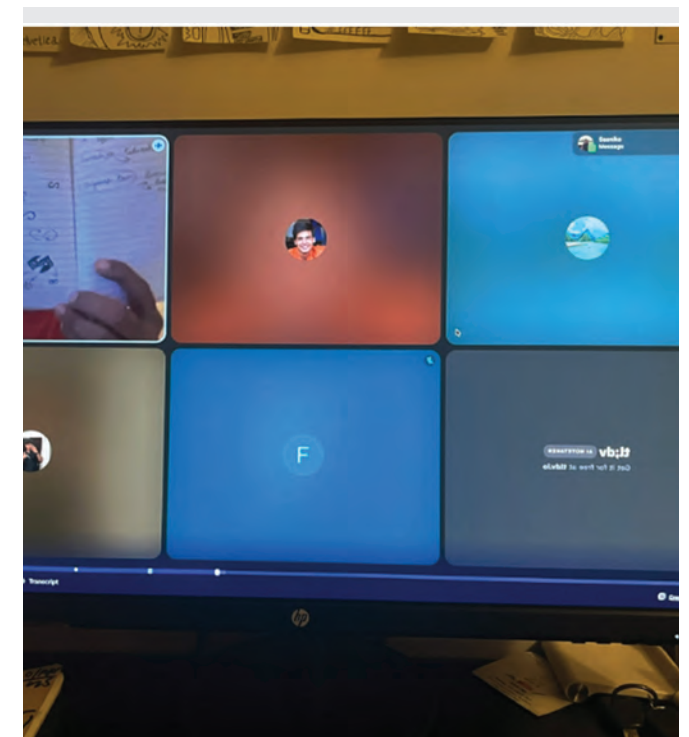
DEVIKA SAJU

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SOKA DESIGN

SOMVIL KUMAR

Creative and Applied Computation

