



**Name: Dr. C P Lohith**

**Designation: Professor and Head, Department of Mechanical Engineering**

### Professional Skills

Product Design, Project Management, TQM, Entrepreneurship Development

### Research Interests

Product Design & Engineering, Strategy & Innovation, Entrepreneurship, Total Quality Management & Incubation

### Employment Details

Sl.No	Employer	Designation	From	To
1	Indian Institute of Science	Project Assistant	July 2002	Aug 2003
2	Siddaganga Institute of Technology, Tumakuru	Assistant Professor	Sept 1 <sup>st</sup> 2003	31 <sup>st</sup> Jan 2026
3	RNSIT, Bengaluru	Professor and Head	2 <sup>nd</sup> Feb 2026	Till Date

### Research Experience

- Organization : Indian Institute of Science  
Duration : July 2002-Aug 2003  
Designation : Research Assistant  
Job Profile : Design and Development of an electric car for campus postal service  
Funding Agency : Centre for Scientific and Industrial Consultancy, IISc
- Organization : Indian Institute of Science  
Duration : July 2013-May 2016  
Designation : Research Associate  
Research topic : “The Impact of Strategic Marketing on the innovation performance of Organizations: A study with respect to Indian MSMEs under manufacturing sector”

### Administrative Experience

- Deputy Warden in the SIT Group of Hostels, SIT, Tumakuru from April 2007 to July 2013.
- Departmental Placement Coordinator -Sept 2003 till 2013
- Faculty Coordinator of Entrepreneur Development Cell-SIT- 2008 till 31st Jan 2026.
- Faculty Coordinator, MSME-Business Incubator- 2017 to 31st Jan 2026
- Faculty Coordinator, Siddaganga TBI-2017 to 31st Jan 2026

## Educational Profile

Degree	Year	Class
Ph. D.(Strategy & Innovation for MSMEs) Indian Institute of Science	Feb 2017	
M.E (Product Design & Engineering) Bangalore University, Karnataka	March 2003	First class (7.7/10)
B.E (Mechanical Engineering) Bangalore University, Karnataka	July 1999	FCD (78.1%)

## Awards and Recognition

1. Received best paper award for the paper titled “Design & Development of a Body-Blended Carrier Box for a Moped used in Urban areas by Product Design Methodology”, PMGQ-2005 at Thiagarajar College of Engineering, Madurai, Tamil Nadu, 2<sup>nd</sup> to 3<sup>rd</sup> May 2005.
2. Received best paper award for the paper titled “Strategic Marketing and Innovation performance of Indian MSMEs”, PICMET 2015(Portland International Conference for Management of Engineering & Technology, Portland, Oregon, USA, 2<sup>nd</sup> to 6<sup>th</sup> Aug 2015.

## Workshops Organized

1. Coordinator for around 35 workshops on Entrepreneurship since 2003.
2. Coordinator for 21 Entrepreneurship Awareness Camps sponsored by DST-NIMAT (NSTEDB) since 2015.

## Membership of Professional Bodies/Societies

Life Member –Indian Institute of Metals

## Subjects Engaged

Product Design & Manufacturing  
Engineering Design  
Total Quality  
Management  
Entrepreneurship  
Development Project  
Management  
Computer Aided Engineering  
Drawing Computer Aided Machine  
Drawing  
Integrated Product Design & Intellectual Property Rights

## Books published

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1. “Strategic Marketing and Innovation for Indian MSMEs” Published by Springer International in March 2017.
2. “Innovation the key factor for the success of an organization: A study on Indian MSMEs: published by LAMBERT Academic Publishing, Germany in June 2017
3. "Enhancing the Competitiveness of Indian MSMEs through Innovation" published by LAMBERT Academic Publishing, Germany in Feb 2018.
4. “Knowledge Management and its impact on Industrial Design Process” published by LAMBERT Academic Publishing, Germany in Sept 2019.

## Abroad Visits

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Presented a paper in PICMET 2015(Portland International Conference for Management of Engineering & Technology, Portland, Oregon, USA, 2<sup>nd</sup> to 6<sup>th</sup> Aug 2015

## Additional Responsibilities

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1. Working as a Departmental Placement coordinator since 2003.
2. Working as Faculty Coordinator of Entrepreneurship Development Cell since 2008.
3. Working as a Faculty Coordinator MSME Incubation Center, SIT since 2017.
4. Working as a Faculty Coordinator, Siddaganga TBI –SIT since 2017

I have undergone various training programmes in Entrepreneurship, conducted by Entrepreneurship Development Institute of India (EDII), Ahmadabad and other various institutes of repute. Further, I am having vast experience of organizing various entrepreneurship related workshops in our institute. I have organized around 35 workshops related to entrepreneurship.

Some of them have been listed below:

1. “Entrepreneurship Development” programme in collaboration with Rotary club Bangalore, Rotary club Tumkur on 4th Nov 2006.
2. “Entrepreneurship Awareness Camp”, in collaboration with Visvesvaraya Technological University on 29th , 30th & 31st March 2008
3. “Entrepreneurship Awareness Camp” in collaboration with ISTE, New Delhi on 20<sup>th</sup> ,21st & 22nd March 2009
4. “EUREKA -2011” a one-day workshop on Entrepreneurship programme in collaboration with Nurture Talent Academy, Mumbai on 28th Sept 2011.
5. “ Entrepreneurship Awareness” on 5th Nov 2011
6. One-day workshop on “Entrepreneurship” in collaboration with Govt. of Karnataka state on 17th Feb 2012
7. CONFLUENCE-2012, “What’s your Big Idea” in collaboration with Nurture Talent academy & IIM Ahmadabad on 28th & 29th Sept 2012
8. “Entrepreneurial opportunity-ANDROID-” – One day workshop in collaboration with Bangalore Android user Group (B.A.U.G),Bangalore on 17th March 2013
9. “Lean Start-up” – one day workshop on entrepreneurship. Conducted by Sri H. S. Krishna, Entrepreneur, Bangalore on 17th May 2014.
10. Sixteen “Entrepreneurship Awareness Camps” sponsored by DST-NIMAT, EDI, Ahmadabad during 2015-16, 2016-17 & 2017-18,2018-19 and 2019-20.

### List of Entrepreneur workshops attended

Sl. No.	Name of the Workshop	Date	Conducting Body
1	FDP in Entrepreneurship	26 <sup>th</sup> Dec 2005 to 7 <sup>th</sup> Jan 2006	EDII-Kerala held at Cochin
2	FDP in Entrepreneurship	9 <sup>th</sup> -21 <sup>st</sup> Jan 2012	ED Cell of RVCE, Bengaluru
3	FDP on MSME Activities, Funding and Competency Building	24 <sup>th</sup> to 26 <sup>th</sup> April 2013	National Institute for Micro, small and medium enterprises, Hyderabad.
4	FDP in Entrepreneurship	11 <sup>th</sup> to 22 <sup>nd</sup> July 2016	EDII, Southern Regional office, Bengaluru in association with BNMIT, Bengaluru.
5	National Faculty Development Programme in Entrepreneurship	19 <sup>th</sup> to 30 <sup>th</sup> Dec 2016	EDII, Ahmedabad
6	FDP in Entrepreneurship	19 <sup>th</sup> to 25 <sup>th</sup> July 2018	NEN, Bengaluru

### Invited/Guest Talks

1. "Entrepreneurship, creativity and innovation", FDP on Entrepreneurship sponsored by DST-NIMAT (NSTEDB),SDMIT, Ujire 12<sup>th</sup> March 2014.
2. "Entrepreneurship process, innovation and marketing opportunities",EAC sponsored by DST-NIMAT(NSTEDB),Jain University,Bengaluru,9<sup>th</sup> Feb 2015.
3. "Role of entrepreneur in building nations economy, Role of innovation in entrepreneurship and Frugal Innovation and its impact on the society" at Centre for Incubation, Innovation, Research and Consultancy (CIIRC) , a joint initiative between Sri Sringeri Sharada Peetham, Sringeri and Jyothy Institute of Technology (JIT),Bengaluru, on 22<sup>nd</sup> July 2017.
4. "Creativity and Innovation, Innovation and Entrepreneurship, Frugal Innovation and it's need and Need of New product development in Entrepreneurship" at Centre for Incubation, Innovation, Research and Consultancy (CIIRC),a joint initiative between Sri Sringeri Sharada Peetham, Sringeri and Jyothy Institute of Technology (JIT), Bengaluru on 29<sup>th</sup> Aug 2017.
5. "Role of innovation in entrepreneurship and Frugal Innovation and its impact on the society"at Centre for Incubation, Innovation, Research and Consultancy (CIIRC) , a joint initiative between Sri Sringeri Sharada Peetham, Sringeri and Jyothy Institute of Technology (JIT),Bengaluru, on 3<sup>rd</sup> Nov 2018.
6. "Strategic Marketing and Innovation for Indian MSMEs"at Centre for Incubation, Innovation, Research and Consultancy (CIIRC) , a joint initiative between Sri Sringeri Sharada Peetham, Sringeri and Jyothy Institute of Technology (JIT),Bengaluru, on 13<sup>th</sup> Nov 2018.
7. "Challenges &Strategies on Brand Building" FDP for Women Entrepreneurs, organised by EDII, Bengaluru in association with WALMART at Gandhi Bhavan, Bengaluru on 18<sup>th</sup> December 2018.
8. "Process of starting a Business and the concept of Intrapreneurship" for Entrepreneurship Awareness Camp sponsored by VTU-TEQIP at Tondarya College of Engineering, Gadag on 26<sup>th</sup> April 2019.

9. “Basics of entrepreneurship & Business plan preparation” for virtual TEDP Program on Food Technology from 19th January 2021, sponsored by NSTEDB, Department of Science & Technology (DST), New Delhi at Jyothy Institute of Technology In Association with Centre For Incubation, Innovation, Research and Consultancy & Atal Incubation Centre- Jyothy Institute of Technology Foundation, Bengaluru.
10. “Idea Generation and Design Thinking” for 2-days National webinar on “Responsibilities of Stakeholders in the changed scenario of education” organized by Aurobindo College, Bengaluru on 30<sup>th</sup> June 2021.

## Research Publications

### International/National/Journal Publications (Scopus Indexed Journals)

Sl . N o	Name of the Author	Year	Title	Journal Name	Volume
	Lohith C.P R.Srinivasan, Rajeshwar S Kadadevaram ath, S Shrisha	2015	“Strategic Marketing and Innovation Performance of Indian MSMEs	IEEE Explore (ISBN USB: 978-1-890843-32-8 ISSN :2159-5100)  DOI; <a href="https://doi.org/10.1109/PICMET.2015.7273230">https://doi.org/10.1109/PICMET.2015.7273230</a>	Vol 24 <sup>th</sup> , pp 127-133
	Lohith C.P R.Srinivasan, , Rajeshwar S Kadadevaram ath, S Shrisha	2015	“Innovation and Marketing Strategy for Medium Enterprises- An Indian Study”	EuroMed Journal of Business (Thomson Reuters) (ISSN: 1450-2194 ISBN: 978-9963-711-37-6)	Vol 8 <sup>th</sup> , pp 1914-1926
	Lohith C.P R.Srinivasan, , Rajeshwar S Kadadevaram ath, S Shrisha	2016	Innovation & Strategic marketing the key factors: A literature review on Indian Micro Small Medium Enterprises	International Journal of Business and Systems Research (IJBSR)  DOI: <a href="http://dx.doi.org/10.1504/IJBSR.2018.088478">http://dx.doi.org/10.1504/IJBSR.2018.088478</a>	Vol 12, No.1 Pp 53-68
	Lohith C.P R.Srinivasan, , Rajeshwar S Kadadevaram ath, S Shrisha	2017	Innovation the key to success: A Literature review on Indian MSME's	Indian Journal of Science and Technology (IJST)	Vol 10(11) pp 1-5

	Lohith C.P R.Srinivasan	2018	<b>“ Indian MSMEs-Need for Improved Innovation Performance ”</b>	<b>Consulting Ahead Ministry of Science &amp; Technology,Gol</b>	<b>Vol 12- Issue 1 Jan 2018 Doi: 12.1/CA/01.2 018</b>
	Lohith C.P Varshitha B Chandana S R.Srinivasan	2022	<b>A Study on Entrepreneurial Orientation and Innovation on Indian Start-ups - A Literature Review</b>	<b>International Journal of Enhanced Research in Management &amp; Computer Applications</b>	<b>ISSN: 2319-7471, Vol. 11 Issue 2, February, 2022</b>

### International/National/ Conference Proceedings

Sl. No	Name of the Author	Title	Conference Name/venue	Date/ Vol / Page no.
1.	Lohith C.P R.Srinivasan, , Dr.Rajeshwar S Kadadevaramath,	“Strategic marketing and innovation performance of organizations : a study on Indian MSMEs”	International conference (NASMI-North American Society for Marketing in India) 2014, Great Lakes Institute of Management ,Chennai.	Dec 2014
2.	Lohith C.P R.Srinivasan, , Dr.Rajeshwar S Kadadevaramath, S Shrisha	“Impact of Innovation & Strategic Marketing on Indian MSMEs”	Transnational Entrepreneurs and International SMEs in Emerging Economies: Drivers and Strategies Indian Institute of Bangalore (IIMB).	May 2015
3.	LohithC.P R.Srinivasan, Dr.Rajeshwar S Kadadevaramath, S Shrisha	“Strategic Marketing and Innovation Performance of Indian MSMEs	PICMET 2015(Portland International Conference for Management of Engineering & Technology, Portland, Oregon, USA	2 <sup>nd</sup> to 6 <sup>th</sup> Aug 2015
4.	Lohith C.P R.Srinivasan, ,Dr.Rajeshwar S Kadadevaramath, S Shrisha	“Innovation and Marketing Strategy for Medium Enterprises- An Indian Study”	8 <sup>th</sup> Annual EUROMED Academy of Business Conference, Verona, Italy	17 <sup>th</sup> to 18 <sup>th</sup> Sept 2015
5.	Lohith C.P R.Srinivasan, , Dr.Rajeshwar S Kadadevaramath, S Shrisha	Innovation the key to success: A Literature review on Indian MSME's	AMMMT-2016 Siddaganga Institute of Technology, Tumakuru	23 <sup>rd</sup> -24 <sup>th</sup> Sept 2016

6.	Lohith C.P R.Srinivasan	<b>Impact of Social Media on Consumer Behavior in Tourism Industry of Karnataka</b>	National Conference on “Marketing in the Age of Digitalization and Disruption” at Ramaiah Institute of Management, Bangalore	12 <sup>th</sup> Aug 2021
7.	Lohith C.P R.Srinivasan	<b>Impact of Digital Marketing on a</b>	National Conference on “Marketing in the Age of	12 <sup>th</sup> Aug
		<b>Start-up - A Literature Review</b>	Digitalization and Disruption” at Ramaiah Institute of Management, Bangalore	2021
8.	Lohith C.P	“Empowering Rural Indian Women to become an Entrepreneur – A Literature Review”	International Conference on “Women Entrepreneurs from Grassroots to Global” organized by EDII Ahmedabad in association with Ministry of MSME, GoI	24 <sup>TH</sup> & 25 <sup>TH</sup> Feb 2022
9.	Lohith C.P Varshitha B Chandana S R.Srinivasan	“Impact of Entrepreneurial Orientation on Indian Startups”	International Conference on recent Trends in Mechanical Engineering held at Siddaganga Institute of Technology ,Tumakuru	24 <sup>th</sup> & 25 <sup>th</sup> June 2022
10	Lohith C.P Varshitha B Chandana S R.Srinivasan	<b>A Study on Entrepreneurial Orientation and Innovation on Indian Start-ups - A Literature Review</b>	“International Conference on Recent Trends in Mechanical Engineering-2022” held at Siddaganga Institute of Technology ,Tumakuru	24 <sup>th</sup> & 25 <sup>th</sup> June 2022
11	<b>Lohith C.P</b>	<b>Innovation and entrepreneurial orientation – the key influencers on Indian Start-ups- A literature review</b>	“International Conference on Recent Trends in Mechanical Engineering-2023” held at Siddaganga Institute of Technology ,Tumakuru	3 <sup>rd</sup> & 4 <sup>th</sup> March 2023
12	<b>Lohith C.P</b>	<b>Indian startups- issues, challenges and opportunities</b>	International Conference on Recent Trends in Mechanical Engineering-2023” held at Siddaganga Institute of Technology ,Tumakuru	3 <sup>rd</sup> & 4 <sup>th</sup> March 2023

## Conferences/Short Term Training Programmes Attended

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1. “FDP in Entrepreneurship”, RVCE, Bengaluru, 9<sup>th</sup> to 21<sup>st</sup> Jan 2012.
2. “Design innovation & Creative problem solving”, IIT Hyderabad, 15<sup>th</sup> to 17<sup>th</sup> Jan 2015
3. International conference on “Enabling Make in India”, KLE Technological University, Hubballi, Jan 6<sup>th</sup> to 8<sup>th</sup> 2016.
4. “FDP in Entrepreneurship”, BNMIT, 11<sup>th</sup> to 22<sup>nd</sup> July 2016.
5. National FDP in Entrepreneurship, EDII, Ahmedabad, 19<sup>th</sup> to 30<sup>th</sup> Dec 2016
6. FDP in Entrepreneurship, NEN, Bengaluru from 19<sup>th</sup> to 25<sup>th</sup> July 2018
7. 2-day workshop on “Startup & Entrepreneurship Development” BITS Pilani, 27<sup>th</sup> & 28<sup>th</sup> Feb

## UG Innovative Projects guided

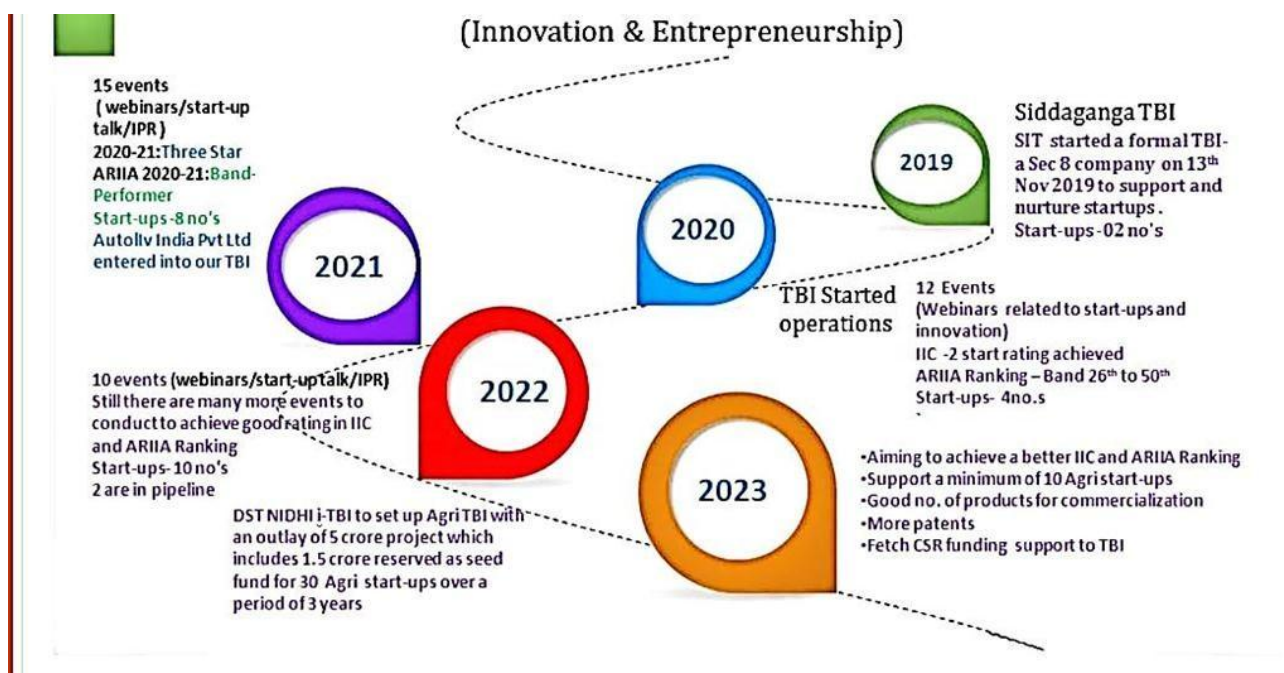
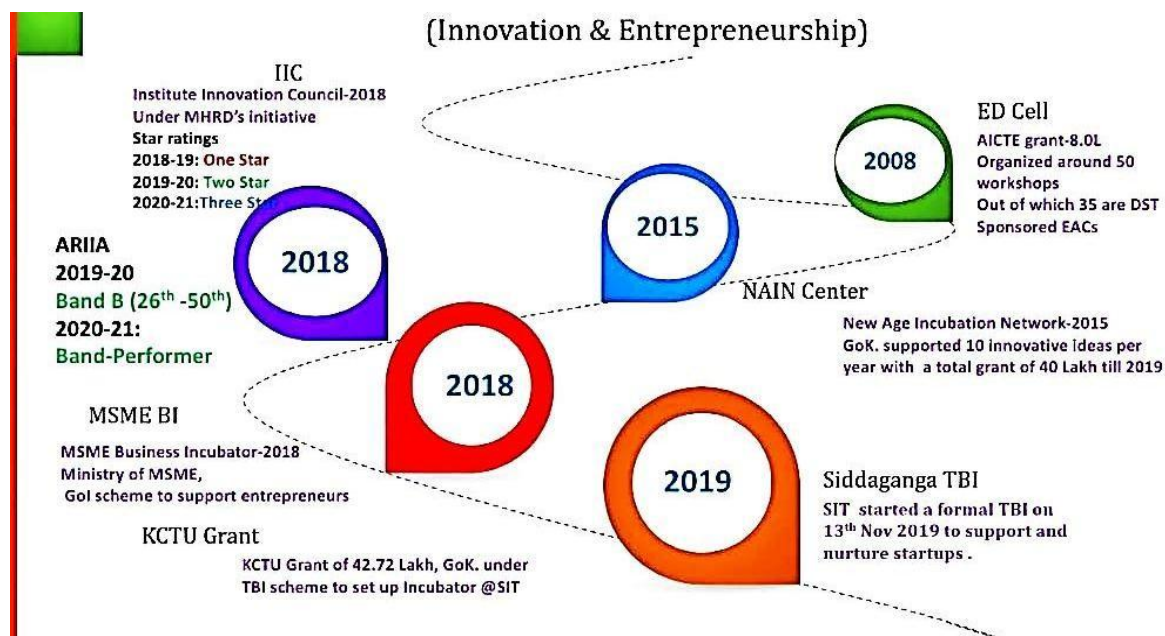
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Design and fabrication of Milling fixtures for weights supporting lever	2003-2004
Solutions to improper timings of hydraulic drag damper	2004-2005
FEM analysis of first stage compressor blade of a helicopter engine	2004-2005
Design of safety devices for Indian railways	2005-2006
Development of Automated Hydraulic Jack	2006-2007
Design and fabrication of Production Line Controller	2007-2008
Design and Development of Ultra sonic dish washer	2008-2009
Mechanical Tin Can Crusher	2010-2011
Design and Development of Wall painting device	2011-2012
Design and Development of Handcart cum ladder	2012-2013
Design and Fabrication of Cross Arm Lift Trolley	2015-2016
Design and Development of Solar Automatic Seed Sowing Machine	2016-2017
Design and Development of Personal Transport Vehicle Design	2017-2018
and Development of Solar Powered Hacksaw Machine	2018-2019
Design and Development of Automated Preheater using Pneumatic Circuits	2019-
2020 Design and development of Automatic metal Cutting Machine Using Geneva Mechanism	2020-2021
Design and Development of Crop Safeguard system using Object Detection Method	2021-2022
Design and development of Android operated sweeping and mopping machine	2022-2023



## Involvement in ED Cell /IIC/ARIIA/MSME BI /TBI under KCTU grant / establishment of Siddaganga TBI/ 5 Crore grant from DST NIDHI i-TBI

### Incubation and start-up promotion in the campus since 2008 till date



**The following are the start-ups mentored by me and supported through STBI starting from the inception (Nov 2019)**

Sl NO	Incubatees
1	Tvastra
2	CED Labs Pvt Ltd
3	S.M Technologies
4	Nano Watts
5	Nixbees Technologies
6	Ruhm Innovation Pvt Ltd
7	SMARAN Pyrolysis Technologies
8	Urban Biotic[
9	SMARAN Pyrolysis Technologies Pvt Ltd
10	Accelucid
11	NIVAC
12	Autoliv
13	Red lake
14	HOSTEL DAYZ

### **Association with Agri ecosystem**

I have already established association with some of the key Agri ecosystem partners who can be really helpful in collaborative approach to support and promote Agri start-ups. The following is the list

1. Krishi Vigyan Kendra, Herehalli
2. Indian Institute of Horticultural Research center, Bengaluru
3. NABARD
4. FPOs of Tumakuru District
5. Agri Wing of TIE Bengaluru
6. aIDEA, NAARM ,Hyderabad
7. Food Park, Tumakuru
8. University of Agricultural Sciences, Shimoga
9. GKVK, Bengaluru
10. NASCOM Foundation (Agri wing)

### **Significant impact:**

- I have also been teaching Entrepreneurship as a subject to all branches of engineering (3<sup>rd</sup> year) since 2015. There were several students who have started their own ventures. Some of the successful entrepreneurs are listed below:
  1. [Mr Chiranjeevi Yereswamy \(Founder, Rapid DMLS Inc, Bengaluru\)](#)
  2. Mr Saketh Raj ,Co-Founder-Operations ,Bamboo life, Mumbai
  3. Mr Nishanth ,Co-Founder-Product Development, Mumbai
  4. Mr Srivatsha, Founder,Rhum Innovations,Tumakuru
  5. Mr.Kishore Prasad, Founder e-Byke ,Bengaluru
  6. Mr.Chidananda H N, Founder, S.M.Technologies,Tumakuru
- During 2018, I mentored Mr. Srivathsa, Founder of Rhum Innovation to get Karnataka Elevate grant of Rs 30 Lakh for developing IoT device to control the temperature and humidity in silk forming. He is currently an incubatee at STBI.
- Recent achievement of Rhum Innovation under my mentorship is getting **“End 2 End Computerization of Sericulture”** project from Govt. of Karnataka to the tune of Rs 14 crore.

### **Funds received from outside agencies till date to conduct entrepreneurship activities:**

1. AICTE sanction of **Rs 8, 00, 000/-**(Rupees Eight Lakhs) to set up ED Cell in 2008-  
**Project Coordinator**
2. Received DST grant of about **Rs 4,40,000/-**(Rupees Four Lakhs & Forty thousand only) for conducting 20 EACs till date- **Project Coordinator**
3. KSTA grant of **Rs 8.00 Lakhs** to conduct 2 day National Conference on “Science & Technology for Start-ups” -20<sup>th</sup> & 21<sup>st</sup> July 2022- **Convener**  
**Principal Investigator for the following grants from GoK and GoI.**
4. KCTU, Govt. of Karnataka has sanctioned **Rs 42.72 Lakhs** (Rupees Forty two lakhs seventy two thousand only), 2018
5. DST NIDHI i-TBI grant of **Rs 4.98** crore to promote Agri start-ups ,2022.

### **Personal Details**

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Name	:	Dr. C.P.LOHITH
Father's Name	:	C.S.PRAKASH
Date of Birth	:	21-12-1977
Sex	:	Male
Nationality	:	Indian
Marital Status	:	Married
Religion	:	Hindu
Permanent Address	:	#17,NIDHI 4 <sup>th</sup> Cross New Basaveshwara Badavane Kyatasandra Tumakuru-572014 Karnataka, India

### **Languages Adept in**

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English, Hindi and Kannada

I have mentioned all the facts about my involvement in research, teaching and promotion of entrepreneurship in SIT campus and they are true to the best of my knowledge.



**Dr C.P.LOHITH**  
Professor & Head  
Mechanical  
Engineering Dept.  
RNSIT,Bengaluru