



NBKRIST ALUMNI ASSOCIATION – NEWSLETTER

IN THIS ISSUE

Foreword

By Muda Rajesh Babu

Greetings! Thank you for being associated with us and welcome to the festival month.

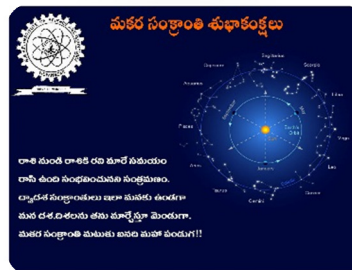
This newsletter is created primarily to focus on our alumni day to day activities, we also interview the entrepreneurs about their success story. I am taking this privilege to present first newsletter on behalf of NBKRIST Alumni Association.

Last year we had an annual meet on Feb 2nd 2014 at Indiranagar, Bengaluru and attended by an eminent crowd. The attendees were not disappointed. It was one of the best meet organized by the executive committee. In fact this event gave us the platform to collaborate in spite of age groups.

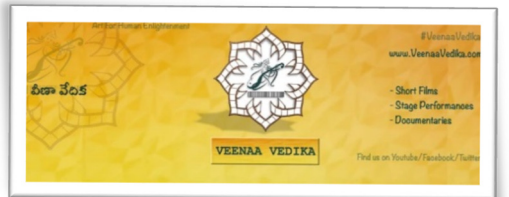
This time I, cordially invite you to the annual meet on behalf of entire team along with your loved ones on Feb 8th 2015 at Royal Orchid Resort & Convention Centre, Yelahanka New Town, Bengalore.

Newsletter team is looking forward for more articles on telugu column, arts, culture, films and technology. Additionally you can advertise/ promote your business with us.

Please post your comments and concerns to nbkristengineers@gmail.com



Please register to the event at <http://www.nbkristaa.org>



Telugu column

Veena Vedika is a story of a dozen NBKRISTians and more in the world full of Telugu arts, culture and films.

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Entrepreneur of the month

Mr. Sastradhar Reddy Punuru and his family had shared entrepreneurship career with us, find more on page 2

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Entrepreneur

By Trivikram Gajulapalli

I, Sastradhar Reddy Punuru pursued my B.Tech in Electronics and Communication, NBKR Institute of Technology, SV University and Master of Technology in Fibre optics and Networking from IIT Kharagpur.

Life before NBKR:

I was brought up in Hyderabad and did all my schooling in Hyderabad. I was fortunate to be introduced to computers and unix in class 9th back in 1989.

During my class 11th and 12th I really picked on physics and wanted to make a career in physics but like most kids came into engineering.

Life at NBKR:

The first year was tough adjusting to new culture and especially doing to the NBKR salute and the tin roofed first year hostel.

The best thing happening to me during the first year was that I got to pick up basketball which enabled me to represent the collage as basket captain in the final year to play at the university and also represent IIT kharagpur in the my masters.

Never can I forget the movies in the smoke filled theatres of kota to which we use to go on rented cycles and had to walk back in the dark from the centre to the hostel in the dark. I still remember reading most of the novels in the English club and also the quiz programs organized by the club.

The biggest give gift NBKR gave me was friends who till to this day are friends with me. Some of the lecturers did inspire us to prepare for GATE and from our batch most of us did end up in the IIT's.

Life after NBKR:

Going to the IIT kharagpur made me realize it is not what you know that matters it is what you can do and what you can do will be only limited by what you think you can do.

I started my career in Hughes software systems in Gurgaon and then went on to work in start-ups in Silicon Valley. Working in the start-ups made me realize how the American ecosystem helped

innovation and also learned from people it is not how many hours you clocked but how productive you are and also time management. Can back to india and started working in service companies and also some product companies.

During these stints I always had an urge somewhere back of my mind that I can do better and I always yearned for a better challenge.

Employee to Employer:

Why: [why did you think you should be entrepreneur]

I never planned to be an entrepreneur (I wish I did so that I could have planned better). One of the star-ups I was working for had tanked I thought why should I not try to start my own company. I felt most of the companies set in India were being set as service companies to cater to the international market.

I though why not try to make medical software for India itself because India has different constrains and also I wanted to design my own products.

All my life I cribbed saying I was not getting show my full potential and what better way than to realize than make world class products which other have felt are impossible to be done form India.

When: [When did it start and how long was it thought about]

It was around 2009 June when I started my company in one of the spare rooms in my first floor of our house. I hired 3 engineers and with started our company. Before hiring the engineers I did a Proof of concept and showed it to potential customers.

Idea to Reality Journey:

[Challenges in general and specific to your industry, Support from anyone, Inspiration so on]

The first year we got one customer and beyond that we could not penetrate. We realized that for India we needed to go on a low cost high volume product. We reworked the whole product line and migrated the whole product to be on the cloud and we also optimized our product for low bandwidth conditions.

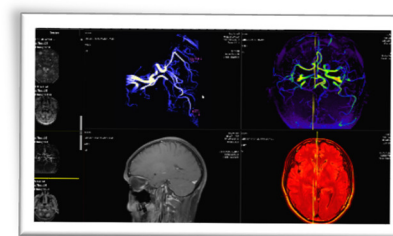
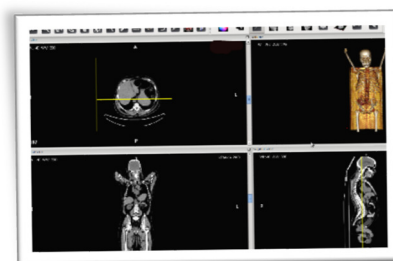


Any key achievements:

[In general and specific to your industry. How is your company different from rest?]

We are the only company in the world to have a flash based jpeg2000 dicom viewer. First to develop html5 dicom viewer for android and ipad in India.

Only 3D client for teleradiology from India.



Lessons learnt:

If you are making products for India you get paid in rupees and don't compare yourself to companies who have dollar revenues. Doing business with Indian customer is a different ball game as in India there is no concept of buying software. Software is expected to be free. So you need to position your products such that they are seen as a value addition to their business and not software.

Be frugal in your approach. Count every penny and save every penny when you are developing your company.

Be careful of the money you spending on marketing as it usually takes more money to market a product than to make it.

Balancing Personal life:

Before you start your own company make sure your family is on board. Because you and your family have to plan to make sure that even without steady income you need to get on. Also try to include as many people from your family as you can in the initial stages to bootstrap your company.

What is success: [in terms of your life]

Success is defined by different people by different parameters to me success is a state of mind. If you are happy with what you do and you are best in what you do I think you are successful.

Closing notes [Suggestions to fellow college mates]

Don't get into entrepreneurship because it is cool or everyone is doing it. It is not every one's cup of tea. Make sure your family is on-board as once you get on to it there is no turning back. If do decide to take the plunge make sure you're going to be hands on till you have enough money to hire others. Don't ever think you can hire people and things will fall into place.

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Telugu Column

వీణా వేదిక

fb/VeenaVedika

వినా ఆగను...

ఒక కిరణం నేను ఈ కళా ప్రభాతం లో
ఒంటరిగా చీకటిని ఎలా ఛేదించను?
ఓ బందువు నేను ఈ మహా సాగరం లో
ఒక్కడిగా భూతాపం ఎలా చల్లార్చను?
ఒక రేణువు నేను అనంత భూతలం పై
సమస్త భారాన్ని ఎలా మోయగలను?
నిలుగురు కలిసి ఏదమంటేనే కదిలే నావ నేను
ఒక్కడిగా ఒంటరిగా నేనేకూ కాను,లేను!!

వినా ఆగను నేను, వందలు నాలా వున్నారని నమ్ముతాను,
కలిసి నడుస్తాను, ఆశయానికి చావు లేదు, తప్పక గెలుస్తాను.

- Sreeram Samji

www.VeenaVedika.com

Kindly post your comments and concerns to nbkristengineers@gmail.com