

Exciting Updates @ ATF

Welcome to our October'24 newsletter! We've had an eventful month filled with innovative initiatives, collaborative efforts, and remarkable achievements. In this edition, we're excited to share the latest developments and stories that showcase our continued commitment to excellence.

Last Call for ATF Awards '24 Applications!



The countdown is on! we're calling all innovators to apply for the prestigious **ATF Awards'24**, set to take place at [Bengaluru Tech Summit'24](#) – Asia's largest Tech Conclave.

The ATF Awards'24 celebrate individuals and organizations using Assistive Technology(AT) to empower people with disabilities.

We are calling for applications from:

Startups | Educational Institutions | NGOs | Corporates | Government Organizations | Investors

Exciting prizes are up for grabs:

- Startups can win cash prizes up to ₹5 Lakhs!
- NGOs and educational institutions can win ₹1 Lakh each for the first time!

For any queries, reach out to us at awards@atflabs.org

Empowering AT Startups: A Recap of ATF's Two-Day Immersive Session for Cohort 6 Startups



On September 26th and 27th, we hosted a two-day immersion session for the 6th Cohort [ATF Enable Acceleration Program](#) at [Swissnex in India, Consulate General of Switzerland](#).

The event featured interactive workshops and networking opportunities, all designed to help the 12 startups in our cohort refine their products and strategies.

Key sessions included:

- The Art & Science of Achieving Product Market Fit by [Arshad Sayyad](#) (Co-Founder StackGen & Board Member 3dverse)
 - Swiss Startup Ecosystem & Opportunities for Collaboration by [Jonas Brunschwig](#) (CEO & Consul General at Swissnex in India) & [Deepika Prithviraj](#) (Senior Innovation Manager, Swissnex in India)
 - Investment Opportunities with [Vishnu Foundation TBI](#) by [Dr. M.K. Kaushik](#) (CEO of Vishnu Foundation TBI)
 - Stakeholder Development by [Ravi Narayan](#) (ATF Board Member & Ex-CEO, T-Hub, Ex-Global Director (Microsoft for Start-ups))
 - Style Flexing Workshop led by [Anand Vissa](#) (Founder, Vissa & Associates)
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Breaking Barriers with AI: Suket Amin, Founder of Sunbots Innovations Inspiring TEDx Talk

We are excited to share that [Suket Amin](#), founder of [Sunbots Innovations](#), one of the startups in Cohort 6 of the [ATF Enable Acceleration Program](#), recently delivered a powerful TEDx talk at GPCET titled “**Breaking Barriers: Harnessing AI for Inclusive Technology.**”

In his talk, Suket explored how AI is transforming the lives of visually impaired individuals by offering them greater independence.

You can watch the full TEDx talk here:



IlluminATe: A joint initiative of Bajaj Finserv and ATF (Empowering Young Minds with AT)



Here's a heartwarming update for this month. Our IlluminATe initiative, in collaboration with [Bajaj Finserv CSR](#), continues to bridge the gap for children with disabilities, harnessing innovative assistive technologies from ATF portfolio startups: [BleeTech Innovations](#), [PhonoLogix](#), [CogniAble](#), and [Avaz Inc.](#)

Meet Aradhya, a 9-year-old student at [C. R. Rangnathan Residential School](#). With the [Akashar Setu platform](#), she can now access stories in Indian Sign Language, experiencing the joy of reading firsthand. "Now I can read stories like everyone else!" she signed excitedly to her friends. Moments like these embody the heart of IlluminATe: making education accessible and inclusive.

Celebrating Inclusion at Nagarro: PwD Inclusion at the Workplace

ATF was proud to participate in the **Nagarro Global Inclusion Campaign - PWD Inclusion at Workplace**.

Our CEO & Co-Founder, [Prateek Madhav](#), took part in **Session 3: Breaking Barriers**, moderated by [Peter Hammer](#) (*Director of Brand Marketing, Nagarro*). Joining them were:

- [Ashok Pamidi](#) (*Former CEO of NASSCOM Foundation*)
- [Sushmita Jain](#) (*Global Disability Inclusion Lead, Wipro*)

The panel discussed the importance of creating inclusive environments for individuals with disabilities, focusing on the transformative potential of technology and best practices for fostering collaboration, understanding, and advocacy in the workplace.

We commend Nagarro for its commitment to raising awareness and promoting disability inclusion, making strides toward a more diverse and supportive work environment.



Athlete Unleashed Cricket Camp for Visually Impaired'24 (2nd Edition)

We're thrilled to celebrate the success of the second Athlete Unleashed Cricket Camp, held at [IIM-Bangalore](#) on October 12-13, 2024. **ATF partnership with the Shekar Naik Foundation**, this two-day camp brought together 25 talented visually impaired cricketers, mentored by Padma Shri awardee and former Indian Blind Cricket Team captain, [Shekar Naik](#).

The camp was inaugurated by Shri L.S. [Tejasvi Surya](#), Member of Parliament for Bangalore South, who kicked off the event with the first ball hit.

The Inaugural ceremony featured esteemed guests, including:

- Kirik Keerthi (*Actor*)
- [LS Tejasvi Surya](#) (*Member of Parliament, Bangalore South, National President BJYM*)
- [Prof. Rajendra Bandi](#) (*Professor, Information Systems, IIMB*)
- [Ravi Narayan](#) (*ATF Board Member & Ex-CEO, T-Hub, Ex-Global Director, Microsoft for Start-ups*)
- [Prof. Sourav Mukherji](#) (*Dean, Alumni Relations & Development, OB & HRM, IIMB*)
- [Krishnamoorthy Ananthasivam](#) (*ATF Board Member & Ex-VP, Head of Retail, CPG & Logistics, Infosys*)

In addition to intense cricket training, participants experienced live demos from ATF Portfolio startups such as [Smart Vision Glasses](#), [Trestle Labs](#), [Nextskills 360](#), [Sunbots Innovations](#) & [Torchit](#) showcasing AT designed to enhance their daily lives.

This event was more than just a cricket camp—it was a testament to the power of sports and innovation in empowering individuals with disabilities.



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