



# अंतः प्रेरणा

**NEWSLETTER**

**ATAL INCUBATION CENTRE-  
RAMBHAU MHALGI PRABODHINI  
(AIC-RMP)**

Supported by Atal Innovation Mission, NITI Aayog



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## 1 KEY NOTE ADDRESS

**By R. Ramanan**

(Mission Director- AIM, Additional Secretary, NITI Aayog, Govt. of India)

**August 8th, 2020, 11:30 Hrs.,  
'Induction Ceremony' of AIC-RMP Cohort-2**

(Transcript) First & foremost, I hope every one of you is safe and healthy under these very difficult times that we're experiencing due to the Covid19 crisis. Some of the finest minds across the world are working on either a vaccine or a curative solution for Covid19 and because of the way the world is networked together and connected, I'm sure the solutions are not too far off and we're going to see better times.



## COVID-19 & INDIAN ECONOMY

At the same time, the Covid19 crisis has revealed to us, several other challenges that are looming over the horizon. A simple virus has paralyzed nations across the world, disrupted supply chains across the world, created lockdowns at a national level, state level, city level and also at an organizational level. This lockdown has created tremendous impact on the lives and livelihood of people.

How does one take a call on what is more important and how do you address this comprehensively and effectively? We are a country with over a billion people and one of the fastest growing economies of the world. We're one of the youngest countries in the world, we've what they call as a demographic dividend. We have a population of more than 65% under 35 years old. And that means access to a tremendously youthful energetic workforce that is available to our country, that has the potential to transform the lives of many, not only in our country but across the world.

After all, Indians have not been second to any in matters of intellectual prowess or other abilities. We don't lack great innovators, thinkers, engineers, scientists, doctors or philosophers or even artists. Whenever Indians go abroad they do extraordinarily well, they rise to the highest levels of eminence and prominence and achievements in those countries. So what is clear is that, if you make available to them an ecosystem of innovation and entrepreneurship, they are able to exercise their full talent and rise to the highest level of their potential in what they are capable of.

## ATAL INNOVATION MISSION (AIM)

This is why the Atal Innovation Mission has been established, to ensure that we can create the same ecosystem of entrepreneurship across the length and breadth of our country. We do want the demographic dividend of 150+ million young students from more than 1.4 million schools, more than 10,500 engineering institutions and from more than 39000 colleges to be able to exercise their capability, their potential to the fullest.

This whole AIM initiative will not just create a culture of innovation, but will also develop the skillsets required in 21st century - skills in creative thinking, design thinking, communication and collaboration skills, leadership skills and the ability to work in teams not just from one place, but from across the multiple offices and across countries. Today is an example of how all of you, who would have otherwise physically gathered to meet at AIC-RMP to make this presentation are now leveraging digital technology which is changing the shape of the world, which is changing how you are experiencing the world and the way the world is experiencing you. Today we're experiencing your innovation through this digital medium and that's a completely different unique experience than you being physically onsite and giving a presentation.

So, we're living in a country, where we have demographic dividend, we have a fast growing economy and we have technology which is becoming affordable, accessible, available and advanced - and therefore you and every one of you who is logged on to this event, have an opportunity, a unique opportunity to leverage all these three things and make sure that we can progress, you can individually progress, you can contribute collectively to your company, and through your contribution the state, the country, the nation. The world can also benefit from your innovation and entrepreneurship - and therefore the Atal Innovation Mission has launched several initiatives to enable the same.

## **ATAL TINKERING LABS (ATL)**

At the school level, AIM has launched thousands of Atal Tinkering Labs, so that young students develop a problem solving innovative mindset through these tinkering labs. They will enable students from GRADE VI to Grade XII to use latest of technologies like 3Dprinters, robotics, IOT, miniaturized electronics, augmented / Virtual Reality through do it yourself kits.

You see, once you expose students to the art of problem solving, to identifying problems in an around the communities they live in, it will help them access these technologies and create prototypes to solve these problem. Once they launch themselves on such an innovation journey, it's a journey where you didn't look back. Once you've been in there and done that, once you have created something of your own, the bug of creating further innovations on your own, creating your own product, creating your own solutions to problems you see in and around the community will never leave you - it's an irreversible journey.

Therefore, it is very essential to cultivate such thinking not only in schools but in the industry, in a company you are joining. When you are part of the company and you're working for the enterprise, you cannot just be doing things in the same way you've been doing it before. You have to look at issues and improve the products/ offerings of the company, the service that is being rendered by the company, the processes being used in the company. You have to deeply think on how can I innovate, how can I improve and when you start thinking about all that you start identifying potential solutions, and then you leverage technology because that becomes an important means to translate your imagination into an innovative workable solution.

## THE ROLE OF INCUBATORS

Let's look at, what an incubator is required to do and what should be your expectation from an incubator. It should be able to provide you with the place where innovative thinking takes root and find it self an expression through a product that can become a successful company and a multinational organization. That's the first expectation from an incubator. The incubator provides you the environment where you can blossom. Your idea has been born, like a new born child. But how does one convert that idea into a full-grown product? That is where the incubator helps you start in your journey.

And just like when a child is born, you have to give it the nourishment, care, mentoring, strategies, inspiration to blossom into a beautiful human being. So the incubator's first role is how do you ensure that every startup that has come through its cohorts, find a place to grow, to be able to be nourished and stand on their own, able to go out to the world to become a beautiful organization that can make an impact on rest of the humanity.

Steve Jobs said "we need to leave a ding in the universe" - so how do you create a ding in the universe - through your product, your innovation and your creation...

The second thing that incubator does is, it provides you with the needed infrastructure to be able to access relevant knowledge, tools, technologies and access to the people who are required to make your startup successful. Every startup has several valleys of death- they need crucial support, during different stages and different types of support. Initially, it is a place to get financial support, then comes mentoring support, then comes business planning and strategy support, then comes HR support, then comes marketing, distribution and communication support. Unless you have all of these various supporting mechanisms, enabled and provided access to, you will not able to succeed and these all become potential valleys of death in a startup life cycle.

An incubator also enables collaboration amongst each other in a peer network. AIM has operationalized over 70 incubators from the 100 that have been selected, but we've very tightly networked all together, so you will have peer network to rely on, best practices to be able to share, and collaborative work environment not only within your incubator space but across other incubators too. Let's say as a startup you are involved in precision agriculture, there are many other precision agriculture startups in AIM incubator network, so you should see how you can leverage the same. An incubator should enable you to connect with others who are like-minded and even who may not be like-minded, but they bring great value to you in your pursuit of innovation to completion.

The next thing that you need is your ability to be combined with agility in your operations. Now, it is not possible for your startup to do everything on your own. To enable that agility you need an Incubator's support. Your agility needs to manifest into a viable, workable and measurable action plan. You will also need a business plan and these business plans and action plan need an appropriate technology roadmap for you to adopt. No product is perfect in the beginning, it goes through several iterations and reiterations, it goes through re-engineering and so you have to ensure that your product continuously evolves. You, therefore, need technology roadmap. You will also need HR plan, you will need marketing and distribution plan, you will need a business and strategy plan and you may need M&E plan. This support is provided by the Incubator.

The incubator should bring and draw your attention to that 'Hey, you have a ready product. But, this is what is missing and to fill that we'll provide you access to tools, resources and mentoring networks, a bunch of venture capital networks, HR networks etc.,' with whom they connect.

You also need a great team. Without a team, you will be limited in what you can achieve. Every incubator is born with an idea of one or two people who are the founders but they are not going to succeed if they don't build a great team around them. Teams who complement their weaknesses and who can fill the gaps that are required in a startup setting... You will need good finance people, you will need good IT people, you will need a good marketing person, you will need some good communication staff, ability to have great strategy incorporated... All of this is required in a team - without that team, this will not succeed. This doesn't mean you have to populate yourself to a large team- sometimes you have multiple skills in the same person. You should have given an opportunity to that person to be able to get exposed and trained on different aspects of startup operations, when you start with a small team.

I've worked in TCS and other companies. I used to run a very large organization. But now I'm with AIM in Government with a small team and a very young team which is of only 15-20 people because I can't afford more than that, yet they have to achieve a lot more. So when I select the team, I try to ensure that there exists the right skills in the team, with each complementing the other, and therefore 2 multiply by 2 doesn't make 4, but it probably makes 22. That sort of multiplying factor is required in a team, and then you need an incubator to enable the build-up of such a team.

It is not enough for an incubator to say "hey, you go and find a customer opportunity and so on". An incubator should help in opening up new doors, finding the potential customers who can validate your product. How do they do that - they do that by hosting webinars like this, and calling a set of customers who are potentially interested in your product, to get exposure to your product, to get exposure to your innovation and to see what role they can play in either supporting you financially or from a manufacturing point of view or a distribution point of view or a partnership point view and so on...

Finally, an incubator provides a robust ecosystem of innovation and entrepreneurship. That is what is required. You have to have a robust ecosystem. An incubator is not just a place or a seat that you occupy and incubator says "you have xx seats available" and "I have filled the 45", that's not the role of an incubator. The role of incubator and your expectation out of incubator is that I'm having access to an ecosystem of robust and innovation & entrepreneurship, in which I can grow and be nurtured and achieve success, and will become unicorn, or a large company making an impact...

Thank you AIC-RMP for organizing this cohort and Thank You for giving me this opportunity to share a few words on this occasion and all the very best to everyone who has embarked on this innovation journey...

May your dreams get fulfilled!

# COVID-19

## RELATED SOLUTIONS BY AIC-RMP INCUBATEES

### 2.1 Omnicuris Healthcare Pvt. Ltd.

(www.omnicuris.com/)

Omnicuris has developed online video based training modules and case studies in Covid19 Management for HealthCare Professionals (HCPs). It helps HCPs to stay on top of Covid19 protocols and guidelines through an easy to use cloud based mobile app and stay on top of latest Covid19 management protocols. 3000+ HCPs were benefited through this module till June 2020.

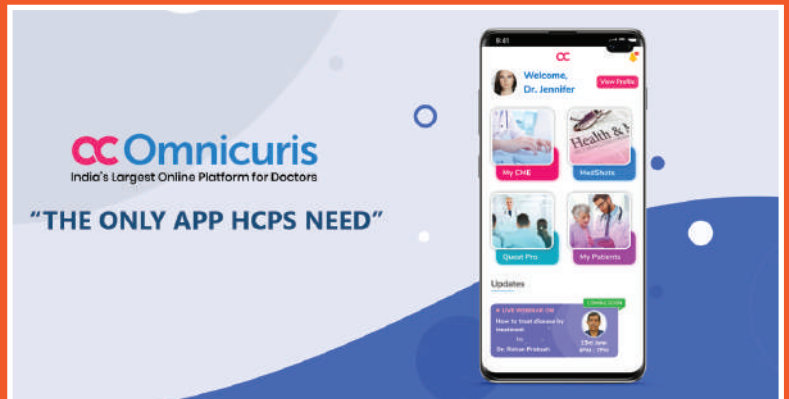
### 2.2 Vasundharaa Geo Technologies Pvt. Ltd.

(www.vasundharaa.in)

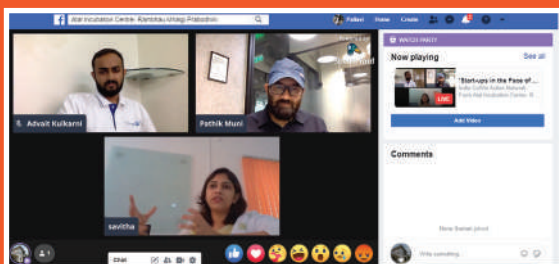
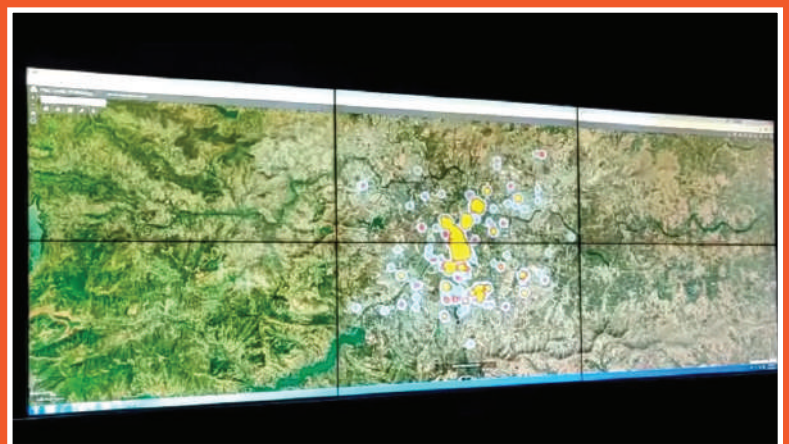
Vasundharaa Geo Technologies is providing geospatial analysis and location intelligence to the Municipal Corporations of Pune, Solapur, Jalgaon and Ulhasnagar under the Cities Covid19 Response. Data of hospital capacity and daily location details of active cases are analysed with respect to the city and its resources and critical insights are provided through the predictive models to the stakeholders for crisis mitigation.



**I-CAN Conversations**  
**'Start-ups in the Face of the Pandemic'**  
**Speakers**  
**Advait Kulkarni**  
 Founder, Vasundharaa Geo Technologies  
**Savitha Kuttan**  
 Founder, Omnicuris Healthcare Pvt Ltd  
**Facilitator**  
**Pathik Muni**  
 Founder, Khaanachahiye and The Stray Project  
**Facebook Live Date- 24th June 2020**  
**Time- 4:00 PM- 5:00 PM**



**Omnicuris**  
 India's Largest Online Platform for Doctors  
**"THE ONLY APP HCPS NEED"**

Spatial spread of Covid-19 cases (As analysed by Vasundharaa)

### 3 ARTICLE BY 1ST COHORT INCUBATEE

## THE POWER OF EATING RIGHT!

- By Shefalika Sharma (Founder, Fruits Technologies Pvt. Ltd.)

To feed the growing population, we ushered in an era of the much needed Green revolution in the 1960s. However, our solutions were short-lived. They opened a plethora of other problems related to excessive use of chemical fertilizers, pesticides and mechanization. We did more harm than we ever imagined to the whole ecosystem.

Our current food system is witnessing rising agronomic, health, environmental, social and economic concerns. Now, the veggies we eat are chemical laden, tasteless, toxic, flavour-less and lack nutritional content. Many of these chemicals are carcinogenic and have a slow poisonous effect on our bodies.

To add to that the food we eat travels from far to reach us. Leafy vegetables suffer the most nutrient loss when being transported.

Not only the transit time but also the stage of harvest impacts the nutrition the fruits and vegetables hold. Studies report higher Vitamin C content in papayas, tomatoes and red pepper when they are harvested from the plant when they ripen.

Prolonged exposure to air, light and temperature fluctuations increases chances of contamination. Apart from common physical changes like sprouting, which is common in root vegetables, there can be serious bacterial, viral and parasitic infestations making these fruits and vegetables unfit for consumption. These microorganisms being invisible to our human eye, can cause serious damage to human health.

Improper handling can cause bruising, crushing and wilting in fruits and vegetables leading to changes in texture and moisture ultimately resulting in spoilage. Poor hygiene and improper sanitary methods and practices throughout the supply chain can lead to contamination which can cause biological hazards like growth of pathogens (bacteria, yeasts, moulds, parasites, viruses) if food has to travel really far to reach us.

What we put inside our body defines how our body reacts in the long run. It is not just the quality of food we eat, but the challenge lies at the very origin of human food chain – soil, water, seed and everything that we add to grow our food!

We, at FROOTS - Food with good Roots, believe in safe and healthy food, grown with utmost love and care in front of your eyes! We are creating an ecosystem for producing safe, traceable, nutrient-rich and residue free food, using sustainable modern farming techniques.



We are there to support you in your growing journey with all the resources, knowledge and skills you need. You don't have time to grow, no worries. We get the freshest possible, safe and high quality veggies to your doorstep directly from the farm.

We bring together learnings from research, growers experiences and technology to create a unique shorter supply chain. Short supply chain ensures minimum handling (less number of hands touching it), lesser time from harvest to consumption and least miles travelled.

The shorter the travel time to your plate, the healthier the food is. Being closer to you, they can be harvested optimally and we can minimise the chances of contamination.

As post-harvest cycle time is relatively smaller for fruits and vegetables grown in the vicinity, it reduces a lot of food wastage. Less intervention of machine, while harvesting and handling fruits and vegetables, renders them to be natural in real sense.

Little or minimal treatment is done on fruits and veggies grown in the neighbourhood, as there is no pressure to increase shelf life. This enhances its nutritional value as they ripen longer and more naturally.

Food grown closer to you is a lot tastier and full of flavour, apart from being healthier, more ecological and sustainable. That is what Fruits is all about.

FROOTS, the idea of living healthy and doing our bit to save environment!

(For more information visit: <http://fruits.co>)

*Eat Right to stay Bright...*

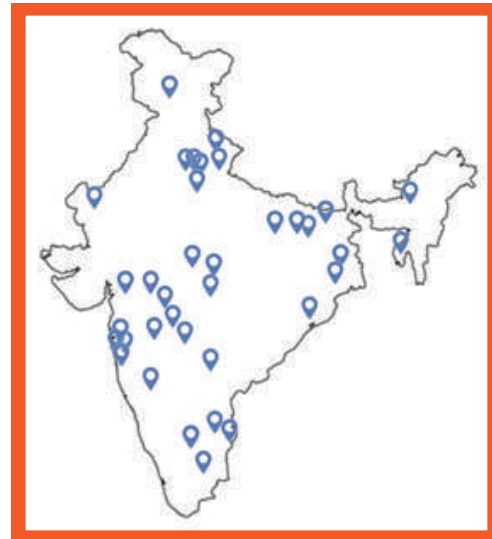


## 4 SCREENING PROCESS FOR COHORT 2

AIC-RMP invited applications from Startups and conducted multiple Screening Rounds during April-July, 2020 to form its Cohort 2. The response received from Startups across the country, their innovations, and eagerness to embark on the entrepreneurial path was amazing. Three online orientation sessions were conducted for shortlisted applicants. Around 20 Mentors & Experts were involved in this process to evaluate potential incubatees.



Screening Process for Cohort 2



Various Locations from where Applications were Received

### Induction Ceremony | 8th August, 2020

The 2nd Cohort of AIC- RMP was virtually launched in August, 2020. The Directors of AIC-RMP- Ravindra Sathe, Jai Mrug and Kirit Bhansali; and Ravi Pokharna, the Chief Advisor of the Centre welcomed the Incubatees, gave an introduction to Rambhau Mhalgi Prabodhini' culture and wished them the best for the 2-year incubation journey with AIC-RMP. R. Ramanan (Mission Director, Atal Innovation Mission- NITI Aayog) was the Chief Guest of the Event. Through his inspiring speech, he introduced AIM' initiatives, startup ecosystem in India and explained how entrepreneurs can draw value from the incubators. (You can find the transcript of R. Ramanan' speech in this Newsletter)

### Meet & Greet | 29th August, 2020

At Meet & Greet event, new Cohort 2 Incubatees were virtually introduced to AIC-RMP' Ecosystem including Cohort 1 Incubatees, Mentors, Experts and Partners. There were lively interactions & networking among these diverse set of stakeholders. The event was followed by an enriching session by Prof. Milind Atre (Professor of Mechanical Engineering, Dean (R&D) Industrial Research & Consultancy Centre at IIT Bombay) on the topic- 'Mentoring & Networking | Key to Startup Success'



Prof. Milind Atre

**(You can watch Prof. Milind Atre' Session here -**  
[https://www.youtube.com/watch?v=mJpIM\\_NCYkA](https://www.youtube.com/watch?v=mJpIM_NCYkA))

## 2ND COHORT INCUBATEES



## AGRICULTURE



### NEW LEAF DYNAMIC TECHNOLOGIES PVT. LTD.

New Delhi

[www.newleafdynamic.com](http://www.newleafdynamic.com)

Inventor of refrigeration technology powered by farm waste; New Leaf, expertise's in establishing cold chain at farm and aggregation point to reduce supply chain losses. GreenCHILL™ an off-grid, compressor-free, farm waste powered cold storage to store 10MT – 20 MT of horticulture produce at farm or aggregation point.



### SARAS AGRI VENTURES PVT. LTD.

Hyderabad

[www.perfarmin.com](http://www.perfarmin.com)

Viewing an individual farm of a small/ marginal farmer as a business unit & using PerFarm as a platform to contribute across all the CSFs. This perspective combined with extensive use of technology starting with market linkage and developing into all other critical areas, with impact transparently bringing out focus on highlighting every rupee (spent and earned) clearly on the mobile app interface & move towards demonstrating the per farm profit.



## ICT (INFORMATION, COMMUNICATION & TECHNOLOGY)



### BHYVE TECHNOLOGIES LLP

Aurangabad  
[www.bhyve.io](http://www.bhyve.io)

BHyve is a Gamified Peer Learning platform that uses Artificial Intelligence to promote informal learning, collaboration, and approachability between employees at the workplace. BHyve is the first Learning Experience Platform from India. BHyve's goal is to facilitate workplace learning by design and not by chance.



### BIG ART BUSINESS PVT. LTD.

Thane  
[www.globalskillapp.com](http://www.globalskillapp.com)

Global Skills aims to be one of the most respected Social enterprise Ed-tech platforms in the field of Skill development and Career empowerment for the underprivileged youth (Blue and Grey Collared segment). We have a fully automated easy to use platform powered by AI which requires little or no human intervention.



### SOURCING UNITED LLP

Bengaluru

Creating Smart, Safe & Secure solution for health Care Warriors & Indian consumers; Blending technology from various industries into Clothing- garments (Scrub Sets / Aprons / Nursing Uniforms made to last 20 Washes); with unique packaging solution which further reduces bacteria by 95%. The treatment is Anti-Microbial / Anti-Bacterial / Anti-Odor and Moisture Repellant.



### JSR DYNAMICS PVT. LTD.

Nagpur

JSR Dynamics designs and manufactures aerial ordnances and airborne platforms. We have collaboration and marketing agreement with the Indian defence ecosystem for Joint Development of Glide-Weapons, Light weight cruise Missiles and REKs.



### Ground Truth Technology Pvt. Ltd.

Thane  
[www.tathya.earth](http://www.tathya.earth)

Tathya provides near real-time Insights on Economic Indicators like Manufacturing O/P (Metals & Mining production) using Alternative datasets such as Satellite Data. Our vision is to determine Mining activities, Greenhouse gas emissions and monitor Defence activities using Alternative datasets.



## SOCIAL ENTERPRISES



### BEE BASKET ENTERPRISES PVT. LTD.

Pune

[www.beebasket.in](http://www.beebasket.in)

Bee Basket promotes different floral and location-based honey and other bee products in its natural form harvested in a scientific, sustainable and in a non-violent way. At the same time provide livelihood to tribal and bee keepers communities.



### KWICK LIVING (I) PVT. LTD.

Mumbai

[www.letsbeco.com](http://www.letsbeco.com)

Beco uses biodegradable and compostable raw materials like bamboo and corn starch to prepare various SKUs of bags, tissues, straws, toothpicks, cotton balls, and kitchen towels. Beco also claims to use recycled and craft paper to package its finished goods in contrast to the plastic packaging used by most of their competitors, hence we are 100% plant-based, plastic-free supply chain.



### PROJECT SAJAL TECHNOLOGIES PVT. LTD.

Thane

[www.projectsajal.com](http://www.projectsajal.com)

Miniaturizing aquaculture and making it inclusive through Internet of Things/ Machine Learning driven precision aquaculture, enabling backyard aquaculture based resilient livelihoods for small and marginal fishers and low-income households in India.

## 5 MENTORS ONBOARDED

(April-Sept, 2020)

### ADITYA PITTIE

MANAGING DIRECTOR &  
CEO, PITTIE GROUP



### RAJIVE GULATI

UN TECHNOLOGY INNOVATION  
LABS UNTILABS UNOICT



### DR. RUTWIK THENGODKAR

CHIEF SCIENTIST & HEAD,  
CYANOFARM RESEARCH CENTER

### ARCHANA PATNEY ARAVIND

CONSULTANT



### DR. ASHWIN MAHALINGAM

PROFESSOR, IIT MADRAS

### DR. SAPNA MALYA

ASSOCIATE PROFESSOR,  
S.P.JAIN INSTITUTE OF  
MANAGEMENT & RESEARCH



### SANDEEP THENG

DIRECTOR, INDIAN FEDERATION  
OF GREEN ENERGY AND  
MACCFORESTRY

### R. VIMALA (I.A.S.)

MISSION DIRECTOR,  
JAL JEEVAN-MAHARASHTRA



### PROF. SATYAJIT MAJUMDAR

PROFESSOR, TATA INSTITUTE OF  
SOCIAL SCIENCES

### MANISHA PHADKE

FOUNDING DIRECTOR,  
SCHOOL OF DESIGN, NMIMS



### FARZAN GHADIALLY

SENATOR INDIA, WORLD  
BUSINESS ANGELS  
INVESTMENT FORUM

### PRASAD RAJAPPAN

CEO, ZINGHR

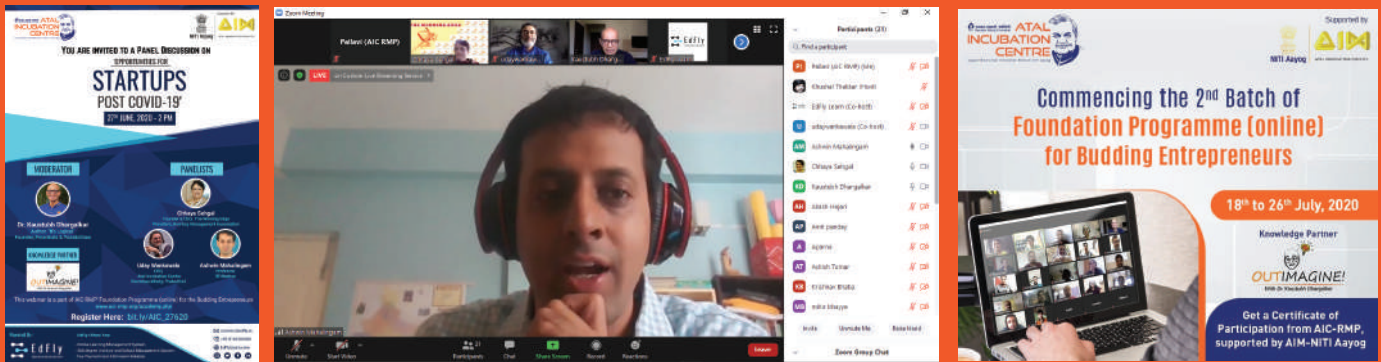


## 6 AIC-RMP ACADEMY

To build a strong Innovation & Entrepreneurship driven Ecosystem, AIC-RMP has launched 'AIC-RMP Academy' ([www.aic-rmp.org/academy.php](http://www.aic-rmp.org/academy.php)) in June 2020. Under this Academy, very unique and comprehensive programmes have been conceptualized. Students, Aspiring Entrepreneurs, Early Stage Startups, College Faculty and other professionals interested in learning fundamentals of innovative businesses are the target audience.

### 6.1 Foundation Programme (Online) for Budding Entrepreneurs

'Innovation & Entrepreneurship' are the keywords in challenging times like Covid19 and as we see job loss, reverse migration, etc., young professionals will have to look at 'Startup' as an alternative Career Path. To familiarize them with the basics of business and take their Startup Journey to the next level, AIC-RMP had launched Foundation Programme (online) for Budding Entrepreneurs.



Batch I	6th June to 27th June, 2020	15 Participants	Knowledge Partner- Outimagine! Ecosystem Partner- MACCIA
Batch II	18th July to 26th July, 2020	20 Participants	Knowledge Partner- Outimagine!

The programme covered topics like Entrepreneurial Mindset Traits, Ideation & Creative User-Research Techniques, New Product Development Framework, Reimagining Business Models, Lean Canvas creation, Team Building, Fundamentals of Finance, MVP creation, Art of Pitching, etc.

The Programme was conceptualized by Certified Entrepreneurship Educators and delivered by Practicing Entrepreneurs, Angel Investors, Academicians & Industry Professionals from the Startup Ecosystem. They included: Dr. Kaustubh Dhargalkar (Founder, Potentials & Possibilities), Dr. Aakash Ganju

(Founder & CEO, Saathealth), Dr.Prasanth Nair (Co-Founder, Asynithis Indus Partner), Dr. Sapna Malya (Associate Professor, S.P.Jain Institute of Management & Research), Bhushan Gajaria (Founder, Beehive Capital Advisors), Pankaj Prakash (Founder, Happa Foods), Prashant Jain (Co-founder, Samisti Legal) & Uday Wankawala (CEO, AIC-RMP)

Moderated by Dr. Kaustubh Dhargalkar, the 1st batch of Foundation Programme was concluded with the Panel Discussion on 'Opportunities for Startups Post Covid-19' on 27th June, 2020. Dr. Ashwin Mahalingam (Faculty, IIT-Madras), Chhaya Sehgal (Founder, The Winning Edge) & Uday Wankawala were the panelists. The session was broadcasted on YouTube, powered by AIC-RMP 1st Cohort Incubatee- EdFly. Around 1800 people registered for this session and over 1000 people viewed it live. *(You can watch the Panel Discussion here - <https://youtu.be/1JE2FvrafN8>)*

## Testimonials from the 1st Batch of Foundation Programme

“

**"AIC-RMP Online Foundation Programme helped me boost-up my confidence and gave me a fresh mindset and a unique strategy to work for my startup!"**

**- Shraddha Chaturvedi**

“

**"Important aspects were covered in this Foundation Program and various topics were covered in depth and it helped me to think differently with a new perspective!"**

**- Akash Hajari**

“

**A huge thanks for making me think out of the box and yet be unique and classic with ideas.**

**This definitely is going to help me when I start on my own. Thank you Uday sir and the whole AIC-RMP team to start this initiative for budding entrepreneurs like us.**

**Looking forward to more interactions in the future.**

**- Sakhshi Dhavle**

“

**"The sessions helped me in knowing the practical conditions that a StartUp has to face in its initial phase. All the speakers are experts in their domain! Kudos to the entire AIC-RMP team for conducting the Program during these times."**

**- Krishnav Bhatia**



## 6.2 Biz-Tech Bootcamp for AI, ML (IoT) Startups

To provide Young Professionals hands-on knowledge and to equip them with the fundamentals of business and technical tools to successfully lead startups and become job creators, AIC-RMP in collaboration with MathWorks launched 'Biz-Tech Bootcamp for AI, ML Startups'.

26 professionals (students, aspiring entrepreneurs, startup founders) participated in this 3-day Virtual Bootcamp, conducted from 30th July to 1st August, 2020. The sessions covered topics like Accelerating Pace of AI - From Concept to Production, Customer Discovery & User Research Techniques, Developing Medical Devices Faster using Modeling and Simulation, Business Model Canvas, and Art of Storytelling/ Pitching.



Supported by  **ATAL INNOVATION MISSION** |  **ATAL INCUBATION CENTRE** |  **MathWorks**

**Calling Out Young Entrepreneurs To Join Our Virtual **biztech** Bootcamp**

- MATLAB & Simulink for Startups
- Accelerating Pace of AI - From Concept to Production
- Customer Discovery & User Research Techniques
- Developing Medical Devices Faster
- Business Model Canvas
- Art of Storytelling / Pitching

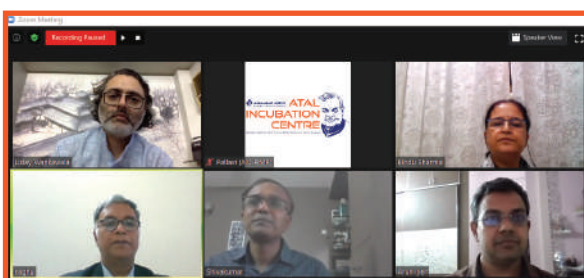
**Last Date of Registration** 24<sup>th</sup> July 2020 | **Programme(s) Date** 30<sup>th</sup> July to 1<sup>st</sup> August, 2020 | **To Register Visit** [www.aic-rmp.org/academy.php](http://www.aic-rmp.org/academy.php)

The Resource persons included Prof. Satyanarayanan Seshadri (Dept. of Applied Mechanics, IIT Madras), Prof. Arun Sehgal (Chairman & MD, Chempro Pharma), and Tanya Bhattacharya (Business Storyteller & Story Coach, Storywallahs), along with Maheen Khan, Jayanth Balaji Avanashilingam, Naga Pemmaraju and Vamshi Kumbham from the MathWorks team.

## 6.3 Innovation & Intellectual Property

The Panel Discussion on "Insights into Innovation & IP Strategies" was jointly organized by Origin IP Solutions and AIC-RMP on 22nd September, 2020. It was moderated by Bindu Sharma (Founder, CEO, Origin IP Solutions). The Panelists included V. Raghu Ram (Senior Advisor, Origin IP Solutions), Shivakumar Nagarajan (Founder, Bionic Yantra), Dr. Murali Mohan (Founder, Radarc Medical Innovations) and Arun Iyer (Innovation Evangelist & Consultant)

*(You can watch the Panel Discussion here - <https://www.youtube.com/watch?v=MOHM6IZrb1k>)*




 **Origin IP Solutions LLP** |  **ATAL INCUBATION CENTRE**

**Panel Discussion**  
**Insights into Innovation & IP strategies**  
 - by practitioners from corporate & start-up eco-system

by AIC-RMP & Origin IP Solutions LLP  
 (Jointly organised)

**Open for registration**  
 (Note: E-certificate for participation will be provided)

**Date: 22nd September 2020 (Tuesday)**  
**Time: 5:00 pm to 7:00 pm IST**

**Mr. Raghu Ram V**  
 Senior Advisor, Origin IP Solutions LLP  
 Opening Remarks

**Mr. Shivakumar Nagarajan**  
 Founder & Director, Bionic Yantra

**Ms. Bindu Sharma**  
 CEO, Origin IP Solutions LLP  
 Moderator

**Dr. Murali Mohan S**  
 Founder, Radarc Medical Innovations Pvt. Ltd.

**Mr. Arun Iyer**  
 Innovation Evangelist & Consultant

Email: [info@originip.com](mailto:info@originip.com) | WhatsApp: +91 7483806607

## 6.4 Online Faculty Development Programme (FDP)

AIC-RMP had organized a Panel Discussion on ‘FDP- Faculty Role in Introducing Entrepreneurship Curriculum at Academic Campuses’ on 13th August 2020. Around 200 people watched it live on YouTube.

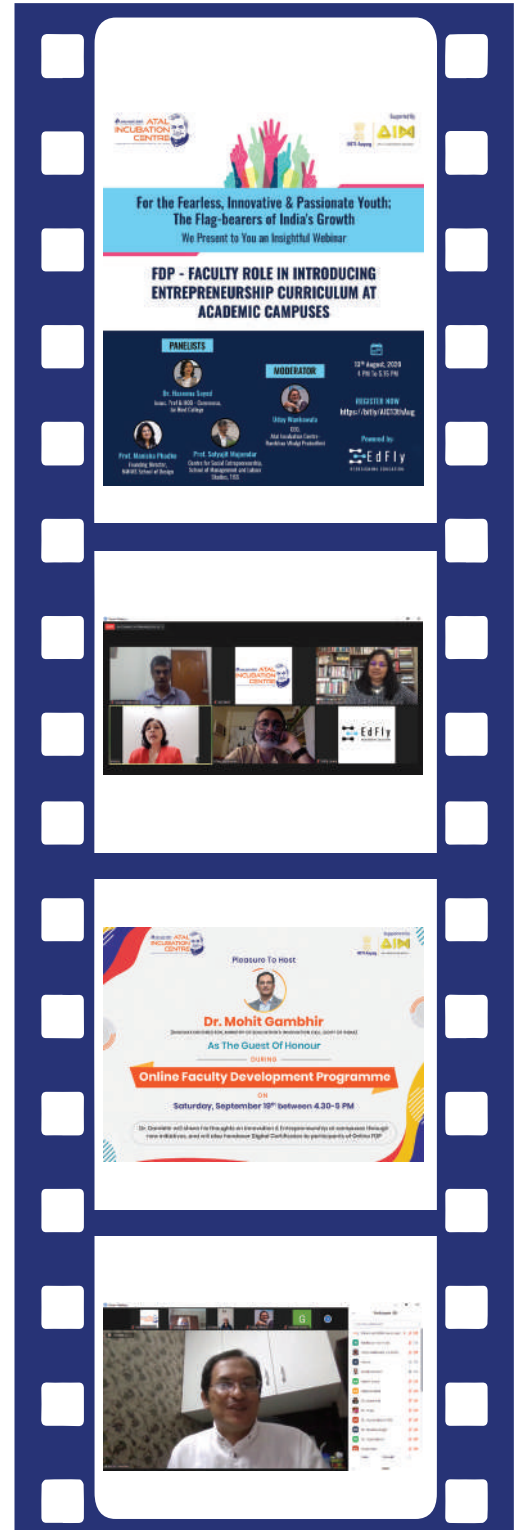
Dr. Haseen Sayed (Prof & HOD- Commerce, Jai Hind College), Prof Manisha Phadke (Founding Director, School of Design, NMIMS) and Prof Satyajit Mujumdar (Professor, Tata Institute of Social Sciences) were the panelists. The discussion was moderated by Uday Wankawala (CEO, AIC-RMP). (You can watch the Panel Discussion here - <https://www.youtube.com/watch?v=JFnMQIEhEZI>)

It was followed by AIC-RMP launching 5-day programme called- ‘Online Faculty Development Programme (FDP): Launching Basic Entrepreneurship Course On Campus’, from 15th to 19th September 2020. The objective was to encourage Faculty Members to develop themselves as Entrepreneurship Educators and help them create an Entrepreneurship Course.

28 faculty members from across India participated in this programme which covered topics like Customer Need Identification & Opportunity Evaluation, Basics of Finance for Entrepreneurs, Business model and Sources of Funds. The Sessions were conducted by Dr. Radha Iyer (Professor, K. J. Somaiya Institute of Management Studies and Research), Prof. Rushi Anandan (Faculty, Strategy & Entrepreneurship, K. J. Somaiya Institute of Management Studies and Research), Dr. Sapna Malya (Faculty, S.P. Jain Institute of Management & Research) and Vikrant Potnis (Director, Fortemagna Advisors & Founder, Fundenable).

On the last day of this programme, AIC-RMP had invited a student entrepreneur- Shubham Goyal (Founder, 24Buy7) to share his experience of starting a company while on the campus. It was followed by interaction with Dr. Haseen Sayed (Prof & HOD- Commerce, Jai Hind College) who shared her experience of running the E-Cell at the campus.

For the Valedictory session, Dr. Mohit Gambhir (Innovation Director, Ministry of Education’ Innovation Cell, Govt. of India) was the Guest of Honour.



## 7 GLIMPSES OF AIC-RMP' INCUBATION PROGRAMME

### 7.1 Online Knowledge Series amidst Covid19

#### **28th & 30th March, 2020**

Interactions with Dr. Vinay Sahasrabuddhe (MP, Rajya Sabha & Vice Chairman, RMP) to make up a mindset to stay positive and look for opportunities to sustain and thrive amidst Covid19

#### **31st March, 2020**

A Session by Dr. Prasanth Nair (Mentor, AIC-RMP) on 'Managing your Business effectively while Working from Home during Lockdown'

#### **6th April, 2020**

A Session on 'Covid19 Disruption: A Start-up Response' by Pankaj Prakash (Mentor, AIC-RMP)

#### **9th May, 2020**

A Session on 'Customers and Channels | The first 1000' by Dr. Rajeev Roy (Professor of Entrepreneurship at XLRI & CEO, XCEED Incubator- XLRI)

#### **30th May, 2020**

Interactive Session with R. Vimala (I.A.S., CEO, Maharashtra State Rural Livelihood Mission)

### 7.2 Workshops & Training Series

#### **4th April, 2020**

Online Workshop on Business Communication/ Pitching (Batch II) by V C Karthik (Mentor, AIC-RMP)

#### **13th June, 4th July & 24th July, 2020**

Series of 3 Sessions on "Entrepreneurial Leadership" by Vikas Bhatia (Mentor, AIC-RMP)

#### **25th August & 5th September, 2020**

2 Sessions on "HR & Team Building" by Dr. Prasanth Nair, with a Fireside chat with Prasad Rajappan (CEO, ZingHR) and one-to-one interactions with the Incubatees as a follow-up

### 7.3 Orientation Sessions on Corporate Offerings

#### **2nd April, 2020**

Presentation by SolidWorks Team on their offerings for the Startups

#### **8th May, 2020**

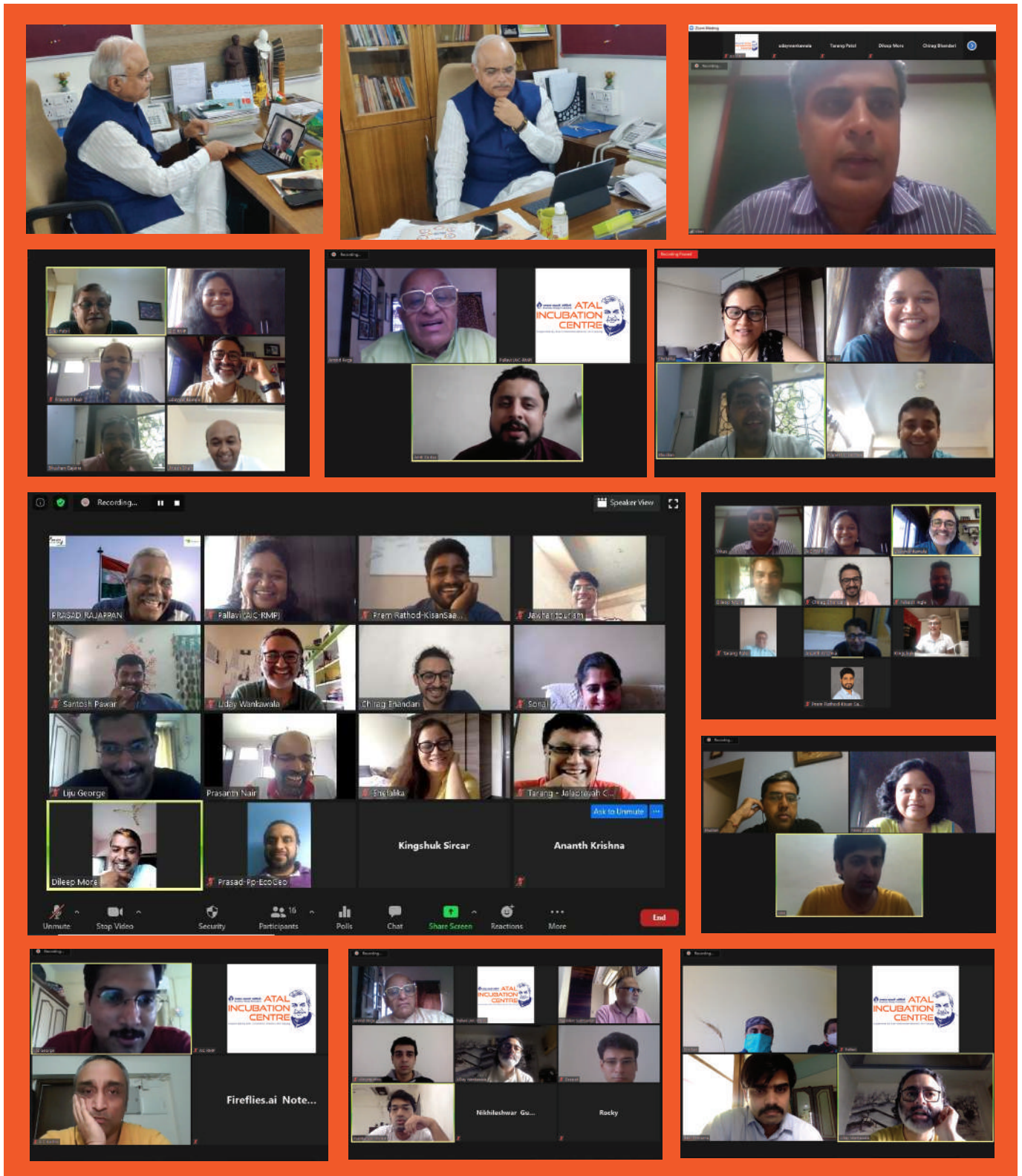
Presentation on "Startup, A smart solution for startup" by Startup Division Team of HDFC

#### **8th May, 2020**

Presentation on "Tech support for Startups" by D10X Team

## 7.4 Mentoring Sessions

Mentoring Sessions played an important role in framing survival strategies and pivoting the business models of incubatees successfully during the pandemic time. Take a look at some of the moments from our virtually conducted mentoring sessions.



## 7.5 Success Stories of Incubatees

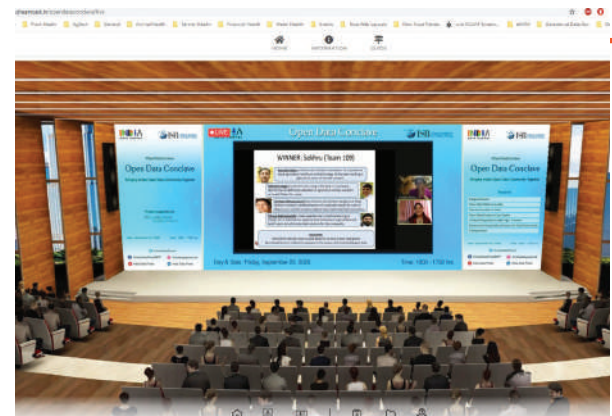


- Omnicuris Healthcare Pvt. Ltd. received pilot opportunity from NITI Aayog to work in 10 Aspirational Districts of India.



- TGC Technologies Pvt. Ltd. was recognized as one of the 20 most promising eLearning & Gamification Solution Providers 2020 by CIO Review India and bagged their first International Order.

- Shekru Dot Foundation won Open Data Hackathon organized by India Data Portal Team, Bharti Institute of Public Policy & Indian School of Business.



## 7.6 Incubatees featured in Media

### Squadl

- Featured in K12 Technology CIO Review India (March-April 2020)  
<https://www.cioreviewindia.com/magazines/k12-technology-march-2020/>

### Vasundharaa

- Featured in Geospatial World (August 2020)  
<https://www.geospatialworld.net/blogs/forest-fires-from-space-looking-at-lockdown-in-india/>

### Bee Basket

- VFeatured in taz.de (August 2020)  
<https://taz.de/Bienen-in-Indien-unter-Stress/!5707315/>
- Featured in Lokmat  
<http://13.233.183.82/pune/bees-gain-free-dom-movement-lockdown-pune-a580/>

### Global Skill

- Featured in YourStory (August 2020)  
<https://yourstory.com/socialstory/2020/08/thane-edtech-startup-globalskill-providing-blue-collar-jobs>

## 8 NEW PARTNERSHIPS

### Corporate Partners



- **Paytm Build for India (May, 2020)**  
Access to subsidised payment gateway & their mini app programme which enables startups to scale their B2C offerings



- **Beehive Capital Advisors (June, 2020)**  
Mentoring support to make startups investible and sustainable business models

### Academic Partners



- **SVKM's NMIMS School of Design (June, 2020)**



- **KES' Shroff College of Arts & Commerce (September, 2020)**

### Programme Partner



- **Wadhvani Foundation (September, 2020)**  
Access to Startup Success Programme which includes online training modules for entrepreneurs based on 12 Critical Success Elements framework

## Endorsing Programmes as Outreach Partner



- GOAL (Going Online as Leaders), a Ministry of Tribal Affairs and Facebook initiative for empowering tribal youths in India in times of Covid19 pandemic



- Fundenable Online Knowledge Series, IAVC



### NURTURE ACCELERATOR PROGRAM 9.0

Nurture Accelerator is a very structured 8-9 months long rigorous initiative for mentoring startups and SME entrepreneurs. Besides helping companies in creating sharply differentiated business strategies, they are also coached in several aspects including - Planning Processes, Competition Mapping, Networking and Fund raising



#### The four pillars to the program are:

- Globality,
- Strategy,
- Team Composition & Leadership
- Business Ethics

#### Who can apply for Nurture Accelerator program -

- Companies who have already been formed
- Companies who are in ideation stage and intend to grow business.
- Entrepreneurs who are passionate and committed to grow

#### Over 150+ startups/ SMEs graduated across 8 batches from India.

Program is not restricted to any geographical boundaries - anyone can apply for the program. If you have an innovative business with scaling potential, Nurture Accelerator team would strive to create positive change by inculcating discipline in all areas of entrepreneurship.

#### APPLY FOR NURTURE ACCELERATOR PROGRAM

Visit: <https://www.tiepune.org/nurture>

In case of query please connect us at [nurture@tiepune.org](mailto:nurture@tiepune.org)

#### ECOSYSTEM PARTNERS



- Nurture Accelerator Programme 9.0, TIE Pune

## 9 PLATFORMS FROM THE ECOSYSTEM

During lockdown, Uday Wankawala (CEO, AIC-RMP) represented the Incubator at number of Events, Panel Discussions, Webinars and Competitions virtually and contributed his thoughts on Innovation & Entrepreneurship. The organizers of these platforms included Academic Campuses, Incubators, VC Firms and other Stakeholders from the Startup Ecosystem.

- 13-6-2020 Panel Discussion on 'Why Incubators Matter' organized by 100x.VC
- 16-06-2020 Session on 'Innovation, Technology & Entrepreneurship- From Incubator Lens' organized by NECTAR
- 18-06-2020 Session on 'Ecosystem Role in I2E- Innovator to Entrepreneur Journey' organized by i-Hub, SSIP
- 14-07-2020 Session during 'Online Training cum Workshop on Bamboo Enterprise Financing' organized by Indian Federation of Green Energy
- 18-07-2020 'An Entrepreneurship Competition: Tapping Creative Startups, A Step Towards Atmanirbhar Bharat' organized by Maharashtra College of Art, Science & Commerce
- 23-7-2020 'Journey from Idea to Startup: The Fundamentals' organized by University of Jammu
- 09-08-2020 'Let's talk startups' organized by Granth Express
- 09-09-2020 ITM (Kharghar) E-Cell Inauguration



## 10 TAKING INCUBATOR TO THE NEXT LEVEL

AIC-RMP was proud to be a part of the 1st Batch of AIM iCRESt (Incubator Capabilities enhancement for a Robust Ecosystem for high performing Startups). It is an initiative by Atal Innovation Mission, sponsored by Bill and Melinda Gates Foundation and implemented by Wadhvani Venture Fastrack.

The core objective of this structured capacity building program was to enable Incubators to design and implement world-class entrepreneurship programs, make themselves sustainable, and build credibility. It included access to training, tools & resources to empower incubator as well as key methodologies and frameworks centered on the goal of helping entrepreneurs build the next generation viable, investable startups.

Uday Wankawala (CEO, AIC-RMP) and Pallavi Ramane (Incubation Manager, AIC-RMP) participated in this 12-week online training program from June to August, 2020. It included weekly Experiential Sessions, Group Activity, Guided Working Sessions, etc. In the 2nd phase, AIC-RMP' Startup Incubatees are getting access to 5-month online startup curriculum based on the Wadhvani Venture Fastrack 12 Critical Success Elements framework, to upskill them further.



**BILL & MELINDA GATES foundation**




**AIM iCRESt**

Incubator Capabilities enhancement for a Robust Ecosystem for high performing Startups

Implemented By


**VENTURE FASTRACK**



## 11 SPECIAL MESSAGE ON AATMANIRBHAR BHARAT



“The Hon'ble Prime Minister very eloquently made a clarion call for Aatmanirbhar Bharat and the need for all of us to get together and collaborate to make a Self-reliant India of our dreams. Towards this end, he also identified 5 pillars that would power the same.

First and foremost he said, the pillar of Demographic Dividend. You have an opportunity to leverage young India, who is out there. The IT Sector has grown to a 191 billion USD services by leveraging this demographic dividend. So can others by supporting the growth of innovation and entrepreneurship.

Next is the Pillar of Infrastructure. We are a country of 715 districts, we've more than 600000 villages, more than 8000 small towns, whereas we have only 8 Tier-I cities in our country. The rest are tier II & tier III cities. 65% of our country reside in non-tier-1 cities and that's a large number. And unless they are carried along in our development, we'll have a digital divide, we'll have an economic divide, so we need to be able to build infrastructure uniformly across the country.

Now, what is building up the infrastructure mean- and how does it translate into what you can do. When we talk about building infrastructure is not just physical infrastructure but today we can leverage Technology, which is the third pillar Hon'ble PM has identified to build smart infrastructure, smart cities and smart villages having smart hubs of innovation and job creation. What we need are 1000 smart cities and 1000 centres of job creation rather than 8 tier-I cities. That's what India needs.

22% of our country' population is still below the poverty line and 44% of our country' population is working in Agri based economy, 70% of our country is MSME-based. If we are not taking all these people along, and creating innovation and entrepreneurship and livelihood opportunities for all of these people, we will not succeed as a country either economically or from a societal point of view.

Therefore, activities of RMP in driving the next pillar that Hon'ble PM talked about - socio-economic progress - is very important. We need to be able to focus on social innovations as much as we need to focus on economic growth and remember growing through a social entrepreneurship, or embarking on social innovations is as much impactful as an economic innovations. There is no country which has been able to do well, when they do not ensure that from a social point of a view. A society should provide equal opportunity for growth, for the personal as well as for the professional growth.

There are many opportunities for social innovations. Out of 715 districts, we have 115 aspirational districts, and these 115 districts are at the bottom of the pyramid. You want to make sure that they're raised and they are operating at the same level as some of the average districts are and they have no problems to basic healthcare, access to education, sanitation and hygiene. Some of these districts have one in 3 infant mortality and one in 5 maternal mortality. These are the hard facts of our aspirational district. How can you as an innovator, as a job creator address these and when you address that you automatically create a healthy society, you create a society which can automatically improve dramatically and exponentially...

Socio-economic progress means growth both from a societal point of view as well as economic point of view and that is why AIM is setting up 100s of Atal Community Innovation Centres in rural India, in unserved, underprivileged areas, in tier 3 & tier 2 cities so that they become the hubs of innovation for local communities. If you are in Thane or Bhayander, how do you make the lives there better? What are the technology-led innovations that you can do to make their lives sustainable and community life better and provide greater livelihoods?

We are the largest producer of milk in the world, yet we are not the largest producer of value-added dairy products in the world. A small country like New Zealand is the leader with only 3 Million people and with 33 million sheep- but they have a much larger export market than we have in dairy and agri products. We are the largest producer of nuts and spices in the world, yet we have not been able to create a large export market- and why we have not created is because we have not focused on necessary R&D.

Finally we come to the pillar of Demand that Hon'ble PM talked about. Startups now don't have to look outside for the market. Now, the products and services will be demanded by thriving market, which is within our country's boundaries. We have a demand of 1.3 billion people that are spread across the country, having different languages, different culture and different demography. We have tremendous demand that needs to be fulfilled and that fulfilment of demand means, we need thousands of innovators like you, thousands of jobs creators like you and when we do that Atmanirbhar Bharat will result across the country and become a reality."

**-R. Ramanan**

(Mission Director- AIM, Additional Secretary, NITI Aayog, Govt. of India)



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