

# अंतःप्रेरणा

रामभाऊ म्हाळगी प्रबोधिनी  
Rambhau Mhalgi Prabodhini

ATAL  
INCUBATION  
CENTRE

Supported by Atal Innovation Mission, NITI Aayog



Newsletter

## Atal Incubation Centre – Rambhau Mhalgi Prabodhini (AIC-RMP)

Supported by Atal Innovation Mission, NITI Aayog

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1

## Additional Directors Appointed at AIC-RMP

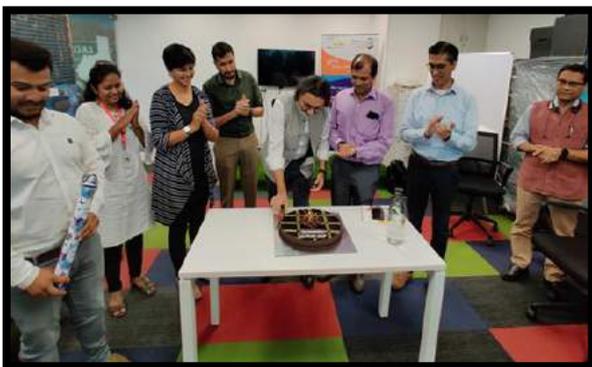


**DR. SYED ZAFAR ISLAM**  
FORMER MANAGING DIRECTOR,  
DEUTSCHE BANK



**MR. KIRIT BHANSALI**  
CHAIRMAN, INDIAN INSTITUTE OF GEMS  
AND JEWELLERY

## 1st Anniversary Celebration



The journey of becoming a World Class Incubator to nurture New Age Entrepreneurs for New India completed one year on 20th January, 2020. AIC-RMP Team celebrated this 1st Anniversary along with Jai Mrug (Director, AIC-RMP), Shashank Randev (Founder VC, 100X.VC & AIC-RMP Mentor) and the Startup Incubatees from the 1st Cohort.

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## Nurturing and Empowering Innovations



**R. Ramanan**

**(Mission Director, Atal Innovation Mission, Addl Secy, NITI Aayog)**

At the outset I would like to congratulate AIC-RMP for being selected by Atal Innovation Mission to establish a World Class Atal Incubator driving socio-economic innovation and for the launch of its अंतःप्रेरणा (Antaha Prerna) Newsletter to share about its initiatives to the rest of the world.

India, over the centuries has never lacked great thinkers, scientists, innovators of the world. Indian intellectual might is second to none as is evident through great scientists and mathematicians like President Abdul Kalam, Sri Ramanujam, Sir CV Raman, Shri Jagdish Chandra Bose and Vikram Sarabhai.

**What India has however lacked is a holistic innovation and entrepreneurial ecosystem** that nurtures, enables and empowers the thinking capabilities of our people to be expressed as great research and practical innovations. Wherever Indians go abroad they excel, and become great innovators, scientists, business leaders, wherever they have had access to an innovative ecosystem that has helped them evolve their aspirations and dreams into realities.

**The Atal Innovation Mission (AIM)** is one such flagship initiative of the Prime Minister of India under NITI Aayog (National Institution for Transforming India) to promote Innovation and Entrepreneurship across the length and breadth of the country, not just in academies of higher learning but also holistically in schools, universities, small and corporate industries, at district, state and national levels.

**The Atal Innovation Mission focus is to create and promote such a vibrant, world class, sustainable, scalable and empowering innovation and entrepreneurial ecosystem in India** that will transform our youth from being just job seekers to job creators and innovators of the future.

Towards this end, Atal Innovation Mission is engaged in the following

- **Atal Tinkering Labs** : Setting up state of the art Atal Tinkering Labs ( ATL) in thousands of schools across the country that would enable children from Grade 6 to Grade 12 have access to state of the art Technologies like 3D printers, Robotics, Miniaturized electronics and electronic assembly boards, mobile and IOT sensor Technologies etc. to tinker with, learn from, ideate with, and develop prototype solutions to problems seeking solutions. The students will also be introduced to Design Thinking and other entrepreneurial skills. To date, 10000+ schools have been selected for establishment of ATL Labs across 733 districts and covering all states, out of which 5000+ are already operational and the remaining will be operational by the end of this year. 70% of the selected schools are government and government aided schools. More than two and half million students are being exposed to innovation through this game changing intervention at the school level.
- **Atal Incubators** : For the higher academic / engineering colleges / research institutions / industry Atal Innovation Mission is also enabling the creation of World Class Incubators - Atal Incubators ( AICs) that can effectively promote and create support for Startups in these institutions. AIM is also providing scale up support to existing Incubators in the country. To date 102 Incubators have been selected across the country out of which close to 70 are already operational and 1500+ Startups created through them. The remaining incubators would be operational by the end of current year. These Atal Incubators will spawn more than 5000 Startups in the next four years.
- **Atal New India Challenges** : To stimulate product innovations with national social and economic impact AIM has launched 24 Atal New India challenges in collaboration with various Ministries (Ministries of Agriculture, Drinking water and sanitation, Rail, Transportation and Urban Housing and Development). Upto 1 crore grant would be given to three winners of each of these challenges and the winners will also be supported by Atal Incubators/ network for further commercialisation of the product in the market place. This will incentivize the creation of products and solutions addressing various critical challenges relevant to India from the startups/ entrepreneurs in these Incubators which can benefit the economy as well as society.
- **AIM InnoNet Mentors of Change National Network:** AIM has also created a national network of mentors called Mentors of Change - Mentor India network where more than 10000 mentors from corporate and other professional organisations have registered interest to mentor Atal Tinkering Labs and incubators across the country.

- **AIM ARISE (Applied Research and Innovation in Small Enterprises):** AIM ARISE initiative is work in progress to trigger wide spread applied research and innovation in the MSME industry aligned to Make in India initiatives that will reduce import dependencies and increase futuristic technologies based export industry of India. This is being designed with the help of ministries to provide great impetus to Make in India initiatives in almost every sector of MSME operations

**All of Atal India Mission initiatives are aligned to the Sustainable Development Goals of the UN to create an Innovative Nation that can create solutions not only for India but also for the rest of the world.**

The ultimate aim of all these initiatives is to create and encourage a mindset in the burgeoning youth of this country to be productive job creators of the future rather than just job seekers, and to familiarize / ready them with relevant tools and technologies of the future.

To ensure that these initiatives succeed Atal Innovation Mission is proactively nurturing and developing empowering partnerships with leading Indian and Global academia, global governments, large multinationals and corporates and individual Mentors. Over 10000 mentors of change have registered with Atal Innovation Mission.

It has been amazing to see the fascinating innovative ideas and solutions in the ATL Labs, as well as by the startup incubatees of the Atal Incubators. One can confidently assert that this has now become an irreversible leap forward into a new era of innovative thinking, innovation and potential job creation by the youth of our county.

The COVID19 crisis is an unprecedented one, striking swiftly, mercilessly, disrupting jobs, supply chains and paralysing nations like no other crisis has. But it has also thrown open a world of new opportunities to be addressed in a post Covid world, where innovation and entrepreneurship is the only way nations will rise and humanity will thrive overcoming the odds, creating a new world order of technology and innovation driven peace, progress, societal good and economic prosperity.

I wish AIC-RMP all the very best on this impactful innovation driven journey.

## New Additions to the 1<sup>st</sup> Cohort of Startups



**Mumbai**

<http://fruits.co/>

### Fruits Technologies Pvt. Ltd.

Fruits sells fresh, chemical free, traceable vegetables and fruits through their owned/supervised hydroponic farms.

They bring together learnings from research, growers experiences and technology to create a unique supply chain, ensuring the consumer gets the best quality produce at the doorsteps.

### TradeDoot Agriculture Marketing Solutions Pvt. Ltd.

New Innovative Process of FPO Driven Organized Supply Chain System for Marketing of Agricultural produce of the Small & Marginal Farmers in rural India, thus giving them higher value and revenues.



**Bengaluru**

<https://www.kisansaathi.com/>



**Pune**

### Intech Harness Pvt. Ltd.

This is an Agritech startup that has developed a Patent Granted, IoT Enabled, Pump Controller for Individual Farmers to Operate and Automate the Pump Operation on the farm. It completely automates the farm irrigation based on availability of water and power.

### Hungry Ogre Technologies Pvt. Ltd. (Readify)

Readify is a Publishing Technology startup. One of their core strengths is story telling. It can provide content in text as well as video formats. They have built complete e-publishing infrastructure and also provide a library management solution.



**Pune**

<https://readify.in/>

## GOVARDHAN

**Delhi NCR**

<http://glcloud.com/>

### Govardhan Learning Cloud Pvt. Ltd.

It is an EdTech Startup, supporting Career Guidance through a portal in 3 states & has Online Teacher Training Program. It also has digital learning tool on Prevention of Sexual harassment guidelines & on NCCPR manual on Child safety.

### Ennoble Social Innovations Pvt. Ltd.

Ennoble Social Innovations is a social enterprise that provides low cost, high impact products. They aim to create a conducive educational environment through YeloGreen Schools.



**Mumbai**

<http://www.ennoble.in/>

**EcoBio Inc**  
For Profit Social Enterprise

**Pune**

<http://ecobiotraps.com/>  
<http://ecobioconsulting.com/>

### EcoBio Products Pvt. Ltd.

Eco Bio is a for profit social enterprise with following Products- O Bio Traps (Biodegradable Mosquito Killer Bucket for Malaria & Dengue), O Straws: (100% Original Natural Drinking Straws that replaces Plastics, PLA and Paper Straws)

### San Eco Vision Pvt. Ltd.

San Eco Vision is developing sanitary and electrical products using bamboo and other agro materials as well as loofah products. They have received prototype development funding from NECTAR.



**Faridabad**

## New India Startup Conclave 2.0

8th February, 2020

In its 2nd edition, **New India Startup Conclave 2.0** organized by AIC-RMP celebrated the potential of **Grassroot Technology Startups** where the theme was **'Transformation of Aspirational Districts'** for New India by 2022, as envisioned by NITI Aayog, Government of India.

The conclave provided a platform to inspire, showcase and initiate a discussion with Tech-led startups having applications in **Healthcare, Education, Agriculture, Water and Sanitation** sectors to drive a developmental change in the society.

It was inaugurated by **Amit Raje** (Managing Director, Goldman Sachs) on **8<sup>th</sup> February, 2019** at Club W, World Towers, Lower Parel, Mumbai. In the key note, while motivating the startups, he gave experiential insights into what is required to build a good startup, why startup should be considered a good business proposition, the reasons for their failure and the ways to avoid the same. He opined as follows -

Businesses succeed when they are scalable, have proper ecosystem to get adequate financing and most importantly, the business model is fundamentally such that it generates positive cash flow making it sustainable.

-**Amit Raje** (Managing Director, Goldman Sachs)



**Dr. Mahendra Nath Pandey** (Hon'ble Minister of Skill Development & Entrepreneurship, Govt. of India) was the Chief Guest and **Santosh Mandlecha** (President, Maharashtra Chamber of Commerce, Industry & Agriculture) was the Guest of Honour of the Conclave 2.0. **Mangal Prabhat Lodha** (MLA, Maharashtra State and Director, AIC-RMP) welcomed the Hon'ble Minister & other dignitaries and expressed that "the startups are not just businesses, but changemakers!" **Deependra Singh Kushwah**, I.A.S. (Commissioner, Skill Development, Employment & Entrepreneurship, Maharashtra State and CEO, Maharashtra State Innovation Society- MSINS) introduced various startup schemes initiated by Govt. of Maharashtra that can help startups propel their growth at this occasion.



The Hon'ble Minister interacted with startups in the audience and noted the challenges faced by them in their entrepreneurial journey. In the speech, he opined that, "our government aims to encourage entrepreneurship so that we have more of 'job creators' than 'job seekers'. It's our young aspiring entrepreneurs who will assist us towards achieving the dream of making India a five trillion-dollar economy."

In the first session- 'Narration of Tools & Strategies to address on-ground Challenges; Experience sharing', the Ecosystem Enablers and Experts from the Partner Organizations, who have successfully impacted the Aspirational Districts, shared their experiences. The speakers included- **Dr. Rupal Dalal** (Associate Professor, CTARA, IIT Bombay), **Dr. Abhijit Sathe** (Head, INVENT Incubator, IIT Kanpur), **Prasanna Deshpande** (Senior Team Lead, MathWorks), **Manglesh Yadav** (Innovation Lead, AIM - NITI Aayog) and **Prof. Sathyanarayan** (Nirman, IIT Madras).

The 2<sup>nd</sup> session was about experienced Government officials and Professionals who are involved in the developmental projects, sharing their insights on the 'Challenges and Opportunities for Startups' in the respective sectors. The dignitaries included **R. Vimala**, I.A.S (CEO, Maharashtra State Rural Livelihoods Mission- Umed), **Abhay Mahajan**, I.A.S (Deputy Secretary and Project Director, Water supply and Sanitation Department, Govt. of Maharashtra) and **Dr. Vijay Kandewad** (Joint Director- Tech, National Health Mission, Maharashtra State). The session was chaired by **Rama Kamaraju** (Senior Consultant, NITI Aayog), who manages real time monitoring and monthly data ranking of Aspirational Districts.



The Conclave 2.0 gave showcasing opportunity to **7 startups** working towards Transformation of Aspirational Districts. The august gathering of around 175 people included Mentors, Experts, Representatives from Government, Corporates, Investors, CSR representatives, Students and Startups who got the opportunity to network with the stakeholders having common interests, gain exposure and propel their causes further to benefit the Aspirational Districts with their products and services.

The Conclave 2.0 gave showcasing opportunity to 7 startups working towards Transformation of Aspirational Districts. The august gathering of around 175 people included Mentors, Experts, Representatives from Government, Corporates, Investors, CSR representatives, Students and Startups who got the opportunity to network with the stakeholders having common interests, gain exposure and propel their causes further to benefit the Aspirational Districts with their products and services.



## Learning the New Tools to Hone the Skills

### Workshop on Social Media



Conducted by Vibhor Garg (Co-Founder, Supermark Agency)  
On 20th January, 2020

### Workshop on Business Communication



Conducted by V C Karthic (Investor & Founder of Buzzworks Business Services)  
On 26th February, 2020

## Mentoring Sessions

The mentors play an important role in the entrepreneurial journey of startup incubatees. They guide them in streamlining Business Processes, aligning Business Model with Vision & plan to Scale, addressing their challenges, providing Industry Connects and most importantly motivate them on this path. Here are some of the glimpses of mentoring sessions at AIC-RMP...



## Partnerships

### MACCIA

Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA) plays a pivotal role in supplementing and augmenting the efforts of government for the economic development of the State and advancement of its people. The collaboration is for nurturing entrepreneurship and developing joint programs to support innovators & startups.



### ZOHO One

Zoho One is an innovative and comprehensive suite of business applications that supports in managing Sales, Marketing, HR, Operations, Accounting, etc. The platform places complete administrative control in the hands of users at an affordable price.



## Milestones Achieved by few of the AIC-RMP Incubatees

**8.1** The Gamification Co. was recognised as CIO Company of the Year 2019



**8.2** Team Prayaas (pre-incubated at AIC-RMP) was selected in top 15 from across the country for the final round of Youth Co:Lab Challenge, organized by UNDP in collaboration with AIM-NITI Aayog from 17<sup>th</sup> -19<sup>th</sup> January, 2020 in New Delhi

**8.3** Divyam Leather Crafts has partnered with Mahila Arthik Vikas Mahamandal (MAVIM) for the skill development of the Scheduled Class women and also with Leather Council for Skill Development for certifying leather craftsmen and their family members.



**8.4** Vasundharaa Geo Technologies has partnered with ESRI as their Emerging Business Partner and with UP42 (an AIRBUS company) as Processing Solution Partner.

## Platforms from the Ecosystem

9.1. At NMIMS School of Design (NMIMS SOD), SVKM, Vile Parle as an Evaluator for 'Creative Entrepreneurship' projects



4th January, 2020



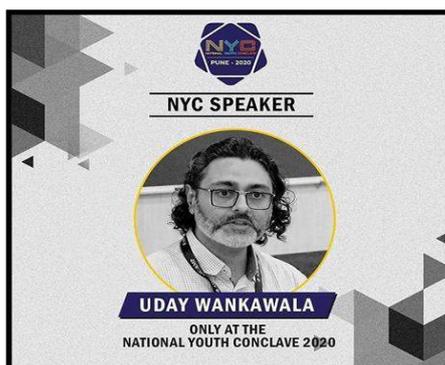
11th January, 2020

9.2. At the Inaugural Session of 1st HEF Entrepreneurship Day hosted by Durgadevi Saraf Institute of Management Studies (DSIMS) in partnership with Higher Education Forum (HEF) at RSET campus, Mumbai

9.3. Uday Wankawala (CEO, AIC-RMP) participating in Jai Hind Global Entrepreneurship Summit as a Jury



11th January, 2020



12th January, 2020

9.4. Uday Wankawala (CEO, AIC-RMP) chaired the session on topic 'World of Start Ups: From Ideas to Execution' at JITO National Youth Conclave 2020 in Pune

**9.5.** AIC-RMP was one of the evaluators in the screening rounds of 'Social Fest', a flagship event/ competition of Abhyuday, a student run social body of IIT Bombay, encouraging social entrepreneurship in the country.



**18th- 19th Jan 2020**



**28th- 29th January, 2020**

**9.6.** At TiEcon Mumbai 2020 in NCPA with Team TGC.

**9.7.** At PTVAIM-COEI's B-Plan Exhibition, where the resources & mentors instrumental in its success were leveraged from the Faculty Development Program conducted in collaboration with AIC-RMP in Dec 2019



**22nd February, 2020**



**22nd February, 2020**

**9.8.** At Semi-finals of Connect N Change 2019-2020 of Connecting Dreams Foundation, motivating the college students working towards Community Development & Sustainable Development Goals

**28th February, 2020**

**9.9.** Uday Wankawala (CEO, AIC-RMP) participating in the Panel Discussion on the topic 'Fine-tuning Your Incubator's Performance Strategy' at Incubation & Startup Centre Congress at SP-TBI



**29th February, 2020**

**9.10.** Uday Wankawala (CEO, AIC-RMP) participating in Festival of Future 2020 Pitch fest organized by Pimpri Chinchwad Municipal Corporation as a Jury

**9.11.** AIC-RMP had contributed during panel discussion on the topic 'Role of Incubation Centres in Engineering Institutions' at DIPEX 2020 in Sangameshwar College, Solapur, represented by Pallavi Ramane (Incubation Manager, AIC-RMP)



**9th March, 2020**



## Aha... Moments!

**11.1.** With J. P. Nadda (Member, Rajya Sabha & National President, BJP), Parshottam Rupala (Minister of Agriculture and Farmers welfare, Govt. of India), and Mangal Prabhat Lodha (MLA, Maharashtra & Founder, Lodha Group) at AIC-RMP



15th January 2020



28th January 2020

**11.2.** With Padma Vibhushan Narayan Murthy, an Businessman, Philanthropist & Co-founder of Infosys at TiEcon Mumbai 2020



9th March 2020

**11.3.** With Chandrika Chauhan, an award winning Entrepreneur, Politician & Founder of Udyogvardhini NGO that supports & nurtures women entrepreneurs through SHGs in Solapur

## Compliments from the Stakeholders



“Heartiest congratulations Uday (UD) Wankawala – Persistence that is unyielding under any circumstance, passion that is consistent or growing in your efforts, process that continually improve to world class levels and set the bar for others, and product excellence focus that is better than the best in each of the Startups will surely make the Atal Incubation Centre-Rambhau Mhalgi Prabodhini succeed in its goals and the objectives of #AIMtoInnovate #AtalInnovationMission and #NitiAayog.”

**-Mr. Ramanan Ramanathan  
(Mission Director, Atal Innovation Mission,  
Addl Secy, NITI Aayog)**



“AIC is managed by professionals who are helpful in disposition and that trait is very much required for helping startups. I'm confident that this AIC would be best in the country.”

**-Prof. N. N. Sharma  
(Faculty, BIMTECH & Mentor at AIC-RMP)**



“It is astonishing to see that a five-number execution team works seamlessly to provide a nice experience.”

**-Dr. Rutwik Thengodkar  
(Scientist, Cyanofarm, Keshav Srushti)**



“Was indeed a pleasure participating in the conclave on many aspects. Great networking, showcasing and on top of all fantastic learnings from this event. The hard work you had put in and the attention to details were quite evident in the excellent execution of the event.”

**-Dr. Major. Guruprasad Thimmaiah  
(Omnicuris, Showcasing Startup)**

# Upcoming Programmes



**new age entrepreneurs**  
FOR NEW INDIA

**APPLICATION FOR INCUBATION**  
COHORT 2

**CRITERIA FOR STARTUPS**

- Indian Registered Startup
- Preferably from either of the sectors mentioned below:
  - Agriculture
  - Information, Communication & Technology (Education, Healthcare)
  - Social Enterprise (For Profit/ Non-profit)
- Technology, Innovation & Job creation potential

**WHAT WE OFFER**

- State-of-the art infrastructure
- Milestone-based mentoring
- Corporate & Govt. connects
- Specialized training /sessions by technical & business experts
- Access to Angel Funding network, HNIs & CSR funds
- Showcasing platforms

Duration of the Incubation: **24 Months (12+12 Months)**

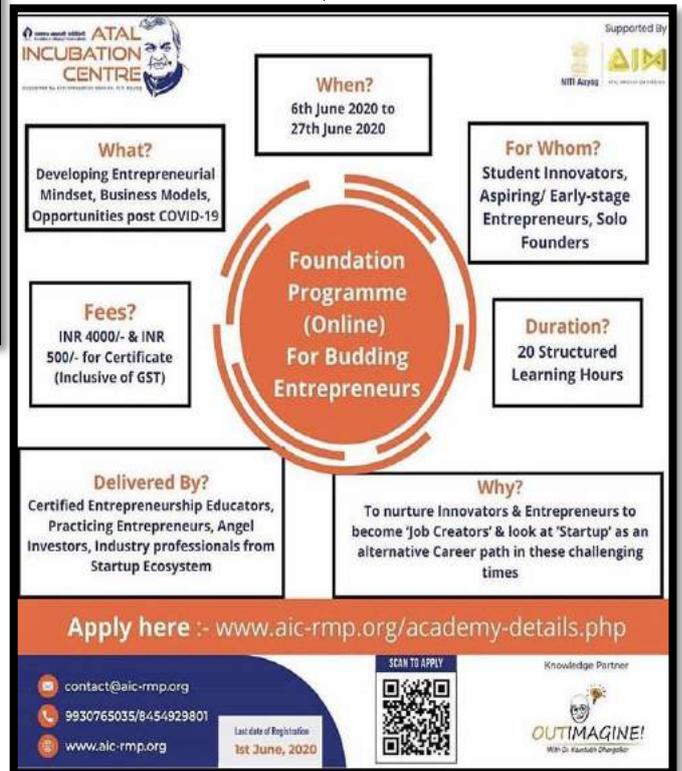
Last Date of Application is: **12<sup>th</sup> May, 2020**

For any queries reach us at:  
 contact@aic-rmp.org  
 + 91 8879061149

SCAN TO APPLY

**Application for Incubation (Cohort 2)**

**Foundation Programme application for Budding Entrepreneurs**



**Foundation Programme (Online) For Budding Entrepreneurs**

**When?**  
6th June 2020 to 27th June 2020

**For Whom?**  
Student Innovators, Aspiring/ Early-stage Entrepreneurs, Solo Founders

**Duration?**  
20 Structured Learning Hours

**What?**  
Developing Entrepreneurial Mindset, Business Models, Opportunities post COVID-19

**Fees?**  
INR 4000/- & INR 500/- For Certificate (Inclusive of GST)

**Delivered By?**  
Certified Entrepreneurship Educators, Practicing Entrepreneurs, Angel Investors, Industry professionals from Startup Ecosystem

**Why?**  
To nurture Innovators & Entrepreneurs to become 'Job Creators' & look at 'Startup' as an alternative Career path in these challenging times

**Apply here :-** [www.aic-rmp.org/academy-details.php](http://www.aic-rmp.org/academy-details.php)

contact@aic-rmp.org  
 9930765035/8454929801  
 www.aic-rmp.org

Last date of Registration: **1st June, 2020**

Knowledge Partner  
**OUTIMAGINE!**  
 With Dr. Karanish Dhangar



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