

IIC Online YouTube Session (3)

Organized by MHRD Innovation Cell

List of Speakers with Designation:-

1. Ms. Vandana Thakur- Female Innovator cum Entrepreneur, Canada India Acceleration Program 2020
2. Mr. Amit Sanjay Lokhande- Innovator cum Entrepreneur, India-South Korea Startup Exchange Program, 2020

Topic of the Session:- Hangout with Emerging Innovator & Entrepreneurs supported through MIC & AICTE ([Link](#))

Youtube Channel Link:- [MHRD Innovation Cell's YouTube channel](#)

Date:- 30.04.2020

Time:- 03:00 PM to 04:00 PM

Participants from JU:-

Gargi Sinha Sarkar, Atreyee Chakraborty, Elina Haque, Garvit Poddar, Pritha Chowdhury, Kushal Chakrabarti, Sambit Sinha, Sachin Kumar, Tahseen Bilal, Yash Gupta, Ayush Pareek, Arghadeep Sadhu, Soumalya Kundu, Ananya Banerjee, Shuvayan Dutta, Aditya Das, Aneek Chakraborty, Sneham Das, Dibyangana Misra, Baibhab Ganguly, Shouvick Joardar, Abhisekh Gupta, Akriti Jain.

Snapshots from the session:-



Live chat
Top chat 1.9K

- 15:00 pavithra m.p pavithra Good afternoon
- 15:00 Dr.Benny Joseph 🙌
- 15:00 apurva thakur This is Apurva Thakur from ITS Engineering College Greater Noida
- 15:00 HIMANI GANDRE I m himani from KJ Somaia Institute of engineering and information technology, Mumbai
- 15:00 Sridevig AVC Engineering College hi, sridevi from AVC College of Engineering
- 15:00 Thavasi Subramanian Thavasi, AP/CSE, Mepco Schlenk Engineering College, Tamilnadu

E-Session on Hangout with Emerging Innovator cum Entrepreneurs
1st Session by **Ms. Vandana R. Thakur, PhD Scholar**
IIC - Innovation Ambassador
Female Innovator cum Entrepreneur
L. M. College of Pharmacy
Email: thakursmlnaza2@gmail.com
03.00 PM - 03.30 PM
April 23, 2020, at 3.00pm

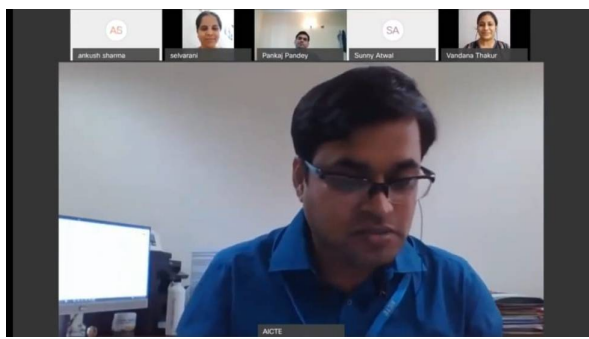
My Entrepreneurial Journey: Creating Ground to Takeoff
Regional Mentoring Session for Proof of Concept of IIC- MHRD's Innovation Cell
Held on 9th August 2019 at EDII, Ahmedabad

Entrepreneurship Development Institute of India (EDII)

Ideation, Validation, Prototyping, Mentoring & Skilling

My Learnings and Your Take Home Points
Technology Readiness Level (TRL)

- TRL 0: Idea. Unproven concept, no testing has been performed.
- TRL 1: Basic research. Principles postulated observed but no experimental proof available.
- TRL 2: Technology formulation. Concept and application have been formulated.
- TRL 3: Applied research. First laboratory tests completed; proof of concept.
- TRL 4: Small scale prototype built in a laboratory environment ("ugly" prototype).
- TRL 5: Large scale prototype tested in intended environment.
- TRL 6: Prototype system tested in intended environment close to expected performance.
- TRL 7: Demonstration system operating in operational environment at pre-commercial scale.
- TRL 8: First of a kind commercial system. Manufacturing issues solved.
- TRL 9: Full commercial application, technology available for consumers.



Live chat
Live chat 6.3K

BVRIT HYDERABAD College of Engineering for Women.

15:25 Kaur Khuttan gud afternoon sir... i am rupinder kaur, student of Sant Baba Bhag Singh University.....

15:25 Astha Sharma Good Afternoon All ! This is Dr. Astha Sharma, Assistant Professor, IILM-AHL College of Engineering & Technology, Greater Noida. Thanks for this wonderful session.

15:25 Sheetal Bharadwaj Sheetal from Mysore college of engineering and management, Mysore

Funding Options for Entrepreneurs

- #startupindia
- Department of Bio Technology, Government of India
- ignite Innovate Incubator
- SIDBI (Small Industries Development Bank of India)
- BILL & MELINDA GATES foundation
- MHRD'S INNOVATION CELL (GOVERNMENT OF INDIA)
- <seed fund>
- Angel investors

Do's and Don'ts

Do's	Don'ts
<ul style="list-style-type: none"> Do Your Homework well Realize the product need Try to make very elegant, user-friendly prototype Look at Simplifying the Problems Build an open environment and get the maximum of all the people you cooperate with. Try to build strong team & realize your team strength Define clear objectives and Deliverables Make your effective pitch ready 	<ul style="list-style-type: none"> Hypothetical Poor Market research Poor Ugly prototype Looking at bigger fancy glamorous aspects, which might not required at start Don't fall in love with your idea and protect it Not realizing the strength of your team members Superficial and over claim General presentation

15:49 65.9KB/s

Session 3: Hangout with Emerging Innovator & Entrepreneurs Supported t...

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Journey After
News, Media, Radio Interviews & Nominated Innovation Ambassador

5 Indian Students Participate In Global Innovation Fest At South Korea

महाराष्ट्र चंद्रमूष विज्ञानवीर

Brief Notes from the Session:-

TIME STAMP	TOPICS DISCUSSED
00:25	Brief Introduction by the session's host from AICTE about IIC and its initiatives in various institutions.
01:02	Introduction to speakers who had participated in the National Innovation Contest 2019 (The roadmap of the contest was also discussed briefly).
03:36	Ms. Vandana Thakur starts her session by appreciating IIC and MIC for the e-sessions among their other opportunities.
04:26	She discusses her achievements as an innovator and carries on to discuss her innovation which is called- "An-V Stat", a herbal formulation in the form of medicated gauze which arrests bleeding in less than a minute.
05:50	She starts sharing about her journey and the lessons she learned on the way. She points out a rather important fact: We might suffer from self-ignorance in spite of having immense potential and we need a wake-up call- but this call is required only in the beginning- if it's required at every point of time, one is not really dedicated enough.
07:46	Vandana takes pride in being a woman entrepreneur since women are the best when it comes to analysing a problem and finding cheaper solutions in a patient manner. However, the statistics of women entrepreneurship of the country disturbs her. Women contribute only 14% to the total entrepreneur based in India. She cites the reason to be the still-prevalent societal norms and conditions which expect women to do only household chores.

09:46	She then discusses her entrepreneurial journey and stresses on the fact about how the ideation stage is the most important step since when you start brainstorming, a lot of ideas might pop up in your head, but you need to choose an idea which serves a noble cause, is unique and involves disruptive technology.
10:55	She talks about the first help she received from IIC- MHRD- the Regional mentoring session for Proof of Concept of IIC- MHRD's Innovation Cell, held on the 9th of August, 2019, at Entrepreneurship Development Institution of India, Ahmedabad where Ideation, Validation, Prototyping, Mentoring and Entrepreneurial Skills were discussed by experts.
11:28	She then talks about her participation in Boot camp and Exhibition, where she got selected among the top 5 and received recognition from the honorable minister of HRD on 11th September, 2019, on the occasion of National Innovation Celebration Festival by MHRD's Innovation Cell.
11:59	She discusses her exposure to the International Market as she participated in the Canada India Acceleration Program 2020. MHRD's Innovation Cell and AICTE Program had sent them to Carleton University, Ottawa, to receive Advance Training and Exposure to the Canadian market and to explore market opportunities for her innovation.
12:50	Vandana then speaks about receiving Seed Funding from AICTE and MHRD's Innovation Cell to refine innovation and setting up her enterprise at AIC-LMCP Incubation Unit, L M Pharmacy College, Ahmedabad. She then appreciates MHRD's Innovation Cell for providing her the platform to her and many other students over the country. She further encourages young students to participate in various such competitions like the National Innovation Contest and bring in groundbreaking ideas. One might not win a competition, but there's never anything to lose.
13:58	She discusses the phases of a startup- Ideation Stage, Proof of Concept (Conducting tests to

	analyse if your idea is working), Prototype (Developing the blueprint of your product) and finally, product development. Participating in a PoC contest implies one person is already on the second step of an innovation.
15:00	She next speaks about her learnings throughout the journey. Firstly, a person should be careful enough to choose an uncommon idea that quenches a necessity. Next, one has to choose teammates since one person cannot work it all out but these people should have the same vision as you. Creating a solid business plan using a business model helps a lot, and so does receiving funds. The most important factor, however, is self-motivation since in an entrepreneurial journey, setbacks are way more frequent than opportunities. Market Research, in order to find the right customer base, size of one's market (this is something the investors look up to) and competitor analysis which is a continuous process, is very important as well. A well-composed and confident pitch is also essential to impress investors for gathering funds
18:10	She talks about the Technology Readiness Level which is basically a 0 to 9 scale to evaluate the stage of an innovation. Vandana says that her innovation presently stands at TRL 4 in just ten months, crediting her team and the support from MHRD and AICTE for the same.
18:32	Vandana concludes her session by emphasizing the importance of teamwork and encouraging her viewers to pursue innovation since "it's all about an idea".
19:25	The session's host from AICTE summarises Vandana Thakur's session and introduces the next speaker of the session.
22:47	Mr. Amit Lokhande starts his session by thanking AICTE and MIC for providing this e-session platform and says that he would be focussing on inspiring student entrepreneurs and sharing his one-year old entrepreneurial journey.

23:56	Amit quotes Dr. APJ Abdul Kalam while talking about student entrepreneurship-"We must teach our students to take calculated risks for the sake of larger gain, but within the ethos of good business". He continues stating how students have an edge over others for being an entrepreneur. Students can easily inculcate new skills, generate abundant funding on getting the right exposure, have a stimulating and resourceful environment from their campus, get advice from mentors, professors and seniors, have alternatives in case their startups fail and finally, don't usually face familial economic pressure.
25:34	He goes about saying about the various questions that turn up when a student is about to start his entrepreneurial journey, which should be answered properly.
27:25	He clears out a basic misconception that ideation is not equivalent to innovation. Everyone can ideate, but every idea is not innovative to the market.
28:12	He talks about the necessity of finding the link between starting out and sustaining the idea. While starting requires effort and proper strategy, sustaining requires a lot more like analysing competitors, satisfying customer compliances and changing the market strategy from time to time.
29:45	Although a startup requires ideas, vision, planning, marketing and the like to grow, a student-run enterprise requires mentoring the most to guide them in the right direction. He goes about discussing various funding options available for entrepreneurs.
30:40	He emphasises on doing our homework well before commencing this journey, failing which, we might face obstacles accordingly.
31:19	Amit next starts speaking about his journey by sharing with us his innovation named "PREG-V-DET Kit", a urine-based simple, rapid and early-pregnancy-detection kit in cattle(cows and buffaloes). A deep red colour yielded by the kit would mean the cattle is pregnant. The kit

	detects pregnancy within 18-20 days of conception with a 95% success rate.
32:05	He speaks about how AICTE and MHRD's Innovation Cell provided them with the great platform and valuable learnings during the regional mentoring and the national bootcamp. He goes about discussing the lessons he learnt during these sessions which included everything from pitch presentation and delivery to market and sustainability, IP generation and its management, fundraising and product design.
35:29	He next discusses the vital Dos and Don'ts that one must keep in mind while going about their entrepreneurial journey (screenshot of the same has been included in the report).
37:12	He speaks about his experience in the India-South Korea startup exchange program and the presentation and exhibition at the Global Innovator Festa. Here, he learnt that if we have to commercialise technology globally, there is a demand of strategic ways of access to profound intellectual resources.
38:25	He talks about the two institutes that he visited which were a part of the South Korean Startup Ecosystem- Electronics and Telecommunications Institute (ETRI) in Daejeon and Keimyung University (KMU). ETRI delighted them with their innovative technologies that they are working on while KMU introduced them to various startups that are working there, their workspaces, training that is provided. These institutes provide market as well as post-market guidance to the startups.
39:18	Amit next speaks about his participation in the 5th Global Innovator Festa which was a huge platform to promote one's innovation and where judges from all over the world accessed their ideas. They also received international collaborations through this initiative.
40:45	He next shares photographs from his visit to CCEI Daegu, which is a partner of AICTE MHRD's Innovation Cell. CCEI or Creative

	Economy Innovation Centre ensures the development for both regional startup ecology and a stronghold for regional innovation. Amit was thankful to the institute for providing comprehensive assistance, among other facilities. Till date, CCEI has supported 95 successful startups.
41:47	He next talks about his lessons from Global Communication Expert and Coach for Investor pitch, Juliana Lee. Pitching sessions could be classified into personal communication and presentation, pitch and speech, and both of these had different requirements. Having good communication skills and the ability to convince people about one's products were important in both cases.
46:10	He shared with us his certificate of completion of the India-South Korea Startup exchange program and the media recognition that he had received during his journey so far.
47:40	He concluded by sharing photographs from the on-field trials of his product and thanking MHRD's Innovation Cell and AICTE India for providing this platform and CCEI Daegu for their support in South Korea.