



IIT KANPUR



STARTUP
INCUBATION AND
INNOVATION
CENTRE
IIT KANPUR

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TECHकी बात



Exploring the Multifaceted Innovation
Landscape at SIIC IIT Kanpur:
From Healthcare Startups to Diverse Initiatives



siincubator.com



MENTOR MANTRA



Mr. Sanjiv Verma

LEADERSHIP COACH, MARKET ASSESSMENT, MARKET
CONNECT, PHARMACEUTICAL & MEDICAL DEVICES,
SUPPLY CHAIN & GAP ANALYSIS

My mentorship learning: It's not about me!

My mentoring journey started in 2020, triggered by the first Covid crisis. I had a desire to be useful with nothing else to do other than watch a disaster unfold. Hospitals and doctors were overwhelmed by patients needing Oxygen and Ventilator support, in an environment that lacked essential information and adequate preparation and inadequately prepared. Family and friends experienced the horrors of a hospital experience without care.

A friend and fellow healthcare industry professional inducted me into a task force set up to assist Nocar Robotics, a Pune-based startup. Initially solar-focused, which dried up with the crisis, they were responding to a national call for the design and development of a life-saving ventilator lacking in smaller hospitals outside the metros.

The intent initially was to donate to critical care facilities lacking these life-saving devices. By sheer determination of the founders, ingenuity, and support of the task force, coordinated by IIT Kanpur Incubation Centre (SIIC IITK), as well as Angel Investors of IAN, they succeeded in overcoming daunting odds and delivering a working prototype in an astounding 90 days. The full story has been published and is available in "The Ventilator Story" by Prof Amitabha Bandyopadhyay and Mr. Srikant Sastri (available mail order on Amazon bookstore).

MENTOR MANTRA



The key takeaways from this experience bear repeating, as they capture the essential requirements of making any project successful.

1. First of all, it's not about the experts, their successes and enviable reputations. Front and centre, it's about the Founders, their passions, dreams, and desires. They are in the hot seat, getting things done. All the expertise available from a host of advisors counts for nothing, if not bought into, acted upon, or implemented.
2. Second, and equally important is getting inexperienced and financially naïve youngsters to pay heed to managing limited funds, without acting as dampeners, throwing cold water on enthusiasm and exuberance.
3. Finally, there is the need for Founders to make choices; almost by definition, there is not ever enough money or people available to chase all the ideas generated by fertile minds. Prioritization and focus, probably more than most other techniques, are the need of the hour. This too has to happen from within the team to have ownership of the consequences.
4. The Founders of startups typically are jugglers with too many balls up in the air; As mentors, your role primarily is to help them not drop the fragile crystal balls!

Another IITK incubated startup AIPL, pre-COVID designed and manufactured floating dockside jetties, moorings, and pontoons, pivoted and switched focus to address the challenges caused by a shortage of medical-grade Oxygen. They identified the need for a hospital site located, pressure swing actuated air separation plants to produce breathable oxygen. In short order, they designed and engineered small (500-1000 LPM) Oxygen Plants needed by regional hospitals struggling for Oxygen supplies. The mentoring role in this case was to help identify and screen suitable suppliers, assist in reaching out to technical experts from around the world, and sustain Founder commitment, despite setbacks in design and initial performance. The fact that these were identified and tackled by the team speaks volumes for their 24x7 commitment and unflinching enthusiasm.

AIRTH was born at IIT Bombay and nurtured at IISc Bangalore, before coming to roost at IITK. Its Founder Ravi Kaushik embarked on a journey triggered by fear of airborne virus following COVID-19, and he developed a purification device that was remarkably successful in capturing and eliminating harmful pathogens. The business plan envisaged collaboration with a national distributor of air purifiers but despite best efforts did not progress. A sub-optimal contract manufacturing partner added layers of expense that led to unacceptable product prices. Covid going away also removed a sense of urgency in the public. Meanwhile, dwindling funds forced a business to rethink, to concentrate on coated pre-filters for home ACs as well as a B2B approach to Malls and Institutions with large Air Handling Units (AHU). Mentoring in this instance was all about getting the team to recognize dead ends and aimless activity. The pivot happened due to their recognition of the need to build on customer-focused demonstrations, a data-based marketing pitch, and a well-managed social media campaign which is ongoing.



MENTOR MANTRA

Life and Limb, another startup incubated at IITK has developed an artificial lower forearm limb with novel articulation and mobility features. The product has been in development for an extended period as the Founders believed in ensuring articulation, reliability, and dexterity comparable to global best-in-class. It is currently undergoing user trials before being offered for sale to amputees via orthopedic clinics. In this example, Founders had to guard against “feature creep” or the unlimited and insatiable desire to seek perfection before putting it out for monetization. Ironically a flurry of awards and recognitions from International bodies like ASME and the Swiss Consulate pushes the startup further along this track. There is no defined endpoint in pursuing excellence, only the economic trade-off between the availability of grants and awards for R&D, against the economic compulsion to pursue sales, solicit customer feedback and user experience.

Villgro Enterprises, an incubator launched by the HUL Foundation reached out seeking a mentor for the Founders of Kritsnam Technologies, initially promoted by SIIC IITK . Their dream is focused on Water, usage and conservation. Smart metering using their IP-protected Dhaara, enables real-time data gathering and analysis. Actionable information was their focus, but monetizing their product (is it the device or the data it produces) and technology was the real challenge. Now with two rounds of VC funding and global interest, Kritsnam is well on its way toward sustained growth and ultimately, profitability. Founders embarked on their journey with passion and purpose and fully believed that intelligent people would see benefits as obviously as they did! However in the face of acceptance challenges, they pivoted with purpose and resolve; their marketing efforts were aimed at owning the “technical experts” and “the water people” label, earning them a seat at multiple Central and State Government influencing forums. Their tracking of State Government borewell licences issued to companies consuming more than 1 lakh litres daily gave them specific customer information, as primary targets. On their manufacturing strategy, initial setbacks with unreliable contract manufacturers forced them to embark on capex but this proved to be a blessing, by enabling the capture of the manufacturer’s margin. As their mentor over the past 2 years, I focused on challenging their thinking, building their self-assuredness, and identification of developmental needs. Missteps and rethinking on ways forward enabled Harsha and Vinay to gain confidence in their unique abilities.

Right now I am mentoring two additional young teams, one in healthcare offering a novel AI-driven approach to diagnostics for infants and the elderly, and the other using novel science for groundwater mapping, working with NGOs and Gram Panchayats to enable optimal use of available water. In both these the Founders are yet to see light at the end of their respective tunnels as to the next decisive steps. As hand holder and mirror to their respective aspirations, I patiently wait for their ‘eureka’ moment, knowing that it has to come from within, and not be thrust upon them.

The incubators at IITK and other notable institutions are working closely with Government agencies like SIDBI, TDB, etc. making available avenues for seed funding, encouraging young entrepreneurial talent, and providing exchange platforms for pitching exciting ideas and concepts. But mentoring is personal, entirely built on trust and confidence, and focuses on the individual.

About: Mr. Sanjiv Verma

A graduate of Chemical Engineering from IIT Kharagpur, he joined Imperial Chemical Industries (ICI) as a management trainee. Over the next 25 years, he worked in various divisions and a variety of roles including R&D, manufacturing, and business leadership both in India and overseas. As VP with P&L responsibilities of Pharmaceuticals and Agrochemicals, he developed an understanding of the life sciences sector, its unique commercial channels, and sales/marketing processes. As Managing Director of Baxter Healthcare, he set up the India business for critical care therapies, including the manufacturing of sterile injectable products. This startup and its learnings, trips, and stumbles, helped other startups many years later. After leaving Baxter in 2008 Sanjiv had advisory and consulting stints with Davita (Dialysis clinics), Bengal Aerotropolis (Greenfield Airport in Durgapur) Embrace Innovations (premature infant care). He has also held independent directorships in Whirlpool of India and Zoetis India.

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Latest Incubation at SIIC, IIT Kanpur

New startups with novel and innovative technologies have been incubated at SIIC, IIT Kanpur during August. Read on to learn about the startups.

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Success Stories at SIIC, IIT Kanpur

In August, SIIC, IIT Kanpur startups strengthened our incubation ecosystem by showcasing their achievements on both National and International levels.

Read on to know more!

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Innovators se Baat

In this section, readers are introduced to the innovative mental health technology startup "Manodayam" incubated at AIIDE-CoE, SIIC, IIT Kanpur, through a discussion with its founder.

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Monthly Initiatives at SIIC, IIT Kanpur

The SIIC, IIT Kanpur ecosystem established and enhanced a more promising social impact in the month of August.

Refer to the section for more details.

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Refer to this section to learn more.

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From the IPR and Tech-Transfer Cell

This section provides insight into the key happenings within the IPR domain and Tech-Transfer Cell, which can enhance the understanding of the technology licensing process at SIIC, IIT Kanpur.

Refer to this section to learn more.

19-20





LATEST INCUBATION AT SIIC, IIT KANPUR



Dr. Deepika Singh

FOUNDER



Dr. Gaurav Singh

CO-FOUNDER



DGRakshak Private Limited

DGRakshak is working to develop a non-invasive, portable, radiation-free early breast cancer screening device with a non-invasive blood flow biosensor for population-based computation. Its value propositions are:

1. Accurate tumor depth and size calculation based on sensor input.
2. Multi-modal classification.
3. Cost-effective real-time multi-class classification of female subjects.

Based on the B2B model, its device offers a solution with more features and costs comparatively less than existing breast cancer diagnostic methods.



LATEST INCUBATION AT SIIC, IIT KANPUR



VOLTWORKS TECHNOLOGIES PVT. LTD.



Mr. Devendra Chaudhary

DIRECTOR

VoltWorks Technologies, a pioneering electric mobility startup, was founded by visionary IIT BHU and IIT Delhi alumni. Their richly diverse experiences, coupled with technological acumen and exceptional leadership skills, underpin the company's core. Focused on indigenous manufacturing, VoltWorks diligently engineers cutting-edge motors and controllers for electric vehicles, effectively reducing dependency on Chinese imports. These components are meticulously crafted to suit India's diverse climatic and road conditions, embody the essence of technological excellence. Spearheading innovation in the electric vehicle domain, VoltWorks' mission revolves around the creation of integrated electric vehicle skateboards. This approach improves electric vehicle efficiency, cuts production costs, and positions the company as a leader in sustainable mobility innovation.



SUCCESS STORIES AT SIIC, IIT KANPUR



Forensic CyberTech triumphs at MHA's iDEX-DIO DISC 9 challenge with cutting-edge Mobile Forensic Suite.

This startup has made a remarkable achievement by winning the prestigious iDEX-DIO DISC 9 challenge # 26 of the Ministry of Home Affairs (MHA), GOI – Indian Cyber Crime Coordination Centre (I4C) on the problem “Portable Mobile Forensic Suite and a cloud version.”

Forensic CyberTech is a leading global provider of comprehensive digital forensic solutions, specializing in cutting-edge technology and innovative services for both private companies and law enforcement agencies.

Trential Tech secures \$2M seed funding led by Arkam Ventures

This startup, driven by the vision and determination of its founders Tanmay Yadav and Mukul Verma recently secured a noteworthy \$2 million seed funding round led by Arkam Ventures.

Treacle Tech offers complete cyber security packages for IT/IOT infrastructure, covering both offensive and defensive measures. Their advanced solutions, including Red Teaming, Intrusion Detection, and more, protect against malicious attacks.



SUCCESS STORIES AT SIIC, IIT KANPUR



Treacle Tech and Arishti Info Labs win DoT grant for innovation

These startups have won a prestigious grant under the Digital Communication Innovation Square (DCIS) Scheme by the Department of Telecommunications, Government of India.

Arishti Info Labs specializes in cybersecurity solutions and services, focusing on safeguarding India's extensive SME and MSME industries, both domestically and offshore, as they embrace the challenges of Industry 4.0.

Deep Algorithms' adapID, the star at NEP 2023, redefines security with behavioral biometrics.

This startup had the honour of meeting with the Hon'ble PM of India, Shri Narendra Modi, and Minister of Education Shri Dharmendra Pradhan, at the NEP 2023 Exhibition on 29th and 30th July. They introduced their ground-breaking product, adapID – an AI-powered Behavioral Biometrics-based Continuous Authentication Solution.

The unique feature of adapID lies in recognizing individuals by the way they type and swipe, making it an innovative and secure technology for continuous authentication. Their easy integration with existing systems through readily available SDKs and APIs allows for seamless deployment, enabling businesses to strengthen their security measures.



SUCCESS STORIES AT SIIC, IIT KANPUR



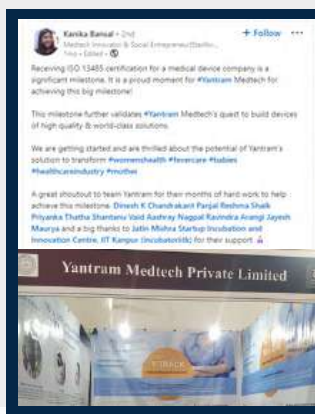
PhotoSpiMedx pioneers affordable, minimally invasive cancer diagnosis with Biophotonics.

This is one of our Startup (BIG Grantees) developing a portable oral and cervical cancer diagnostic device that aims to deliver affordable, accessible, accurate, and minimally invasive diagnostic devices based on Biophotonics technology that uses fluorescence spectroscopy and imaging.

Yantram Medtech Attains ISO 13485 Certification

Attaining ISO 13485 certification marks a substantial milestone for a medical device company. Yantram Medtech takes immense pride in achieving this significant recognition, signifying a momentous step forward on its journey.

This achievement powerfully underscores Yantram Medtech's unwavering pursuit of crafting high-quality devices and world-class solutions.





SUCCESS STORIES AT SIIC, IIT KANPUR



Meukron Tech's Glass Die Innovation Powers Cancer Detection and Pressure Sensors for Leading Research Labs.

Meukron Technologies has achieved a significant milestone by successfully fabricating glass dies utilized as cancer detection probes within the digestive tract region for the Semiconductor Laboratory (SCL), Mohali.

Meukron Technologies has successfully fabricated glass through-holes on 4-inch wafers for making Pressure sensors for the Centre for Nanoscience and Engineering (CeNSE), IISc Bangalore.

Meukron Technologies Private Limited is helping semiconductor and biomedical companies developing MEMS and microfluidic devices to accelerate their product development cycle and market entry, using its innovative manufacturing solution.



Pyinma Tech secures Startup India Seed Fund Grant for IoT innovation.

Pyinma Technologies Private Limited - a DPIIT-recognized R&D startup revolutionizing sensing and automation, especially in IoT technology has been granted the Startup India Seed Fund Schemes Grant from Nehru Group of Institutions Technology Business Incubator (NGI TBI) in July 2023.





SUCCESS STORIES AT SIIC, IIT KANPUR



Proplant Foods Private Limited attended the BonBillo Impact Accelerator Program

Proplant Foods recently had an amazing opportunity to be a part of the BonBillo Impact Accelerator Program in Bangalore. During this transformative journey, Proplant Foods collaborated with 12 dynamic teams spanning across India, with a shared mission to create a positive global impact and align with the United Nations' objectives.

Proplant Foods pioneers plant-based meat technology using indigenous crops for a healthier, cost-effective, and protein-rich chicken alternative, promoting a shift to sustainable smart protein from unsustainable sources.

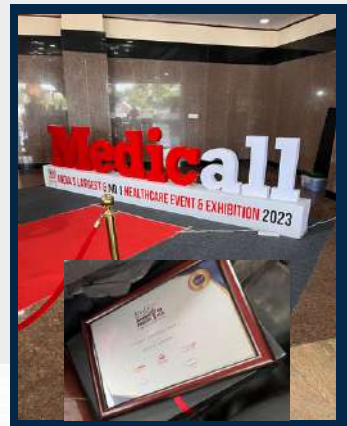
ProMeat
LIFE BETTER
BEE BETTER

Life and Limb Wins Gold for Innovation at Medica11 2023.

Life and Limb clinched the prestigious Gold Award for Innovation at the esteemed 2023 Medica11 event held in Chennai.

Life and Limb is creating an affordable prosthetic hand with innovative features for transradial amputees, including a multi-fit arm, single actuator design, and compound finger mechanism.

Life and Limb
PROSTHETIC CENTER





SUCCESS STORIES AT SIIC, IIT KANPUR



Prachi Kharb, Co-founder of Life and Limb received the prestigious VV Visionaries Fellowship 2023

Prachi Kharb, the Co-founder of Life and Limb, has been honoured with the esteemed VV Visionaries Fellowship 2023. This prestigious program celebrates women visionaries who are boldly shaping the future on their own terms and redefining the path of leadership.

Prachi joined an esteemed global community of 20,000 exceptional women spanning 184 nations.



Agrowsure's Remarkable Journey: A Series of Prestigious Recognitions.

1. Selected for Land Accelerator South Asia (LASA) 2023 program by World Resources Institute (WRI) and Sangam Ventures supported by IKEA Foundation.
2. Selected for AFI Impact Catalyser Program, organized by Action for India (AFI).
3. Got the opportunity to attend and present at G20 Summit, Gurugram, India.
4. Selected for Maker's Asylum's SDG School 2023, a Global Immersion Program for Youth Change-Makers supported by UNDP in India, UNESCO New Delhi, and The Better India.
5. Selected for the 'Grassroot to Global' (G2G) program, by the National Innovation Foundation (NIF), India, Government of India, and TATA Institute of Social Science, Mumbai.



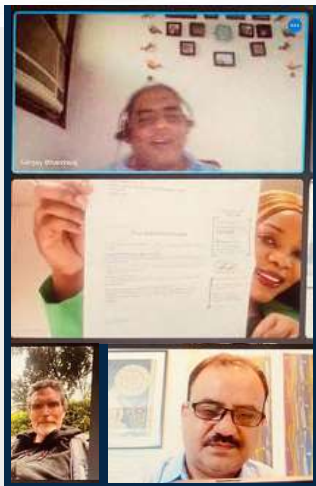


SUCCESS STORIES AT SIIC, IIT KANPUR



Surobhi Agro Industries Private Limited (Farmology): Recognized Globally for Excellence and Innovation.

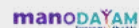
1. Farmology stands out as one of the top 30 selections out of an impressive pool of 1,000 applicants. This validation, especially from the renowned Google India team, underscores Farmology's unwavering dedication and motivation.
2. Farmology ranks among the top 8 Startups in the Dignified Jobs Accelerator.
3. Farmology shines bright among Korea's Top 9 International achievers.



Manodayam collaborates with the UK's National Health Service (NHS).

Manodayam incubated at AIIDE-CoE, SIIC IIT Kanpur, celebrates a milestone with its UK subsidiary, MIND ANALYTIX Ltd, in Edinburgh. Founder & CEO Mr. Sanjay Bhardwaj's vision and dedication drive success. Mr. Sanjay Dhar, Co-Founder and Director of Business, and Ms. Alison Chiwara FRSA, Director of Sales Operations in the UK, contribute significantly. As Manodayam expands into the UK, it promises innovative solutions for healthcare analytics and operations, benefiting both India and the UK.

This innovative company has successfully developed a technology capable of quickly assessing an individual's mental health in just 90 seconds by analyzing their voice. This achievement represents a significant leap forward in improving mental healthcare in India.



INNOVATORS SE BAAT

“ Exploring Pioneering Mental Health Innovations: A Dialogue with Manodayam Founder.



MR. SANJAY BHARDWAJ
 Founder and CEO, Manodayam

An IIT Delhi alumni holding 25 years of experience in Venture Funding, Artificial Intelligence, Healthcare Technologies, BlockChain Technologies, Medicine 2.0, Genomics, Personalized Medicine (PGX).

manODAYAM
 Jyotirmay Shukla

In an interview, *Mr. Amitabh Ranjan*, Head, Media and Communication, SIIC, IIT Kanpur, engaged in a discussion with *Mr. Sanjay Bhardwaj*, the Founder and CEO, Manodayam. During the conversation, they explored the journey of Manodayam, a startup incubated at AIIDE-CoE, SIIC IIT Kanpur.

This innovative company has successfully developed a technology capable of quickly assessing an individual's mental health in just 90 seconds by analyzing their voice. This achievement represents a significant leap forward in improving mental healthcare in India.

Mr. A Ranjan: As the founder of Manodayam, can you share with us the story behind the inception of your startup and what motivated you to venture into mental health?

Mr. S Bhardwaj: Personally, there had been mental health issues that I grappled with and did not pay any attention to or even consider that I had an issue. The quality of life suffered, which affected relationships with friends and families, and the situation got worse. I thought the situation would improve automatically, but it does not happen like this.

Mental health is a health issue, and it has to be dealt with before it gets worse.

10% of the world's population and 14% of the Indian population suffer from this. There are many more like me who don't even know they have mental health problems. This is now taking on pandemic proportions; it brings trillions of dollars worth of losses to the economy and triggers other comorbid conditions.

"Now it also requires an address for that..."

If we don't address it now, our new generation will suffer even more.

INNOVATORS SE BAAT

Mr. A Ranjan: *As an incubatee at AIIDE-CoE within SIIC IIT Kanpur, how has the incubation process contributed to the growth and development of Manodayam? Are there any specific resources or support that have been particularly valuable?*

Mr. S Bhardwaj: Our technology relies heavily on AI and machine learning. AIIDE-CoE has been instrumental in providing us with the necessary infrastructure. We've also received substantial support from AI and machine learning experts at SIIC IIT Kanpur, including grants and guidance from professors at IITK. SIIC is actively helping us in getting our solutions integrated within IIT Kanpur, given the significance of mental health as an issue addressed by IITs. These inputs have been crucial for our startup's overall development.

Mr. A Ranjan: *It is a very unique approach to tackling mental health issues, so how will you convince people that AI can solve their mental health issues?*

Mr. S Bhardwaj: AI is an enabler. We are just making our solutions more efficient, cost-effective, resource-independent, and online. We already have a big demand and supply gap among mental healthcare providers. We are just enabling them and helping them to have standardized assessments of seekers. We may have encountered problems in adoption, but tech institutes like IITs can lead the way in adoption.

Mr. A Ranjan: *What's your perspective on the awareness of mental health among Indians, and how do you compare it with other countries?*

Mr. S Bhardwaj: In India, mental health issues have long been surrounded by stigma and cultural taboos, in contrast to Western countries where awareness is more mature. Despite these significant challenges, India is gradually making progress, thanks to increased advocacy and media attention. Our self-help solution is well-suited to address this evolving landscape, providing accessible tools to bridge the gap and combat the enduring taboo surrounding mental well-being.

Mr. A Ranjan: *Regarding the recent surge in suicides in Kota, India's coaching hub, what are your thoughts on this matter, and what steps do you believe should be taken to address it?*

Mr. S Bhardwaj: We need to establish a sense of balance and employ effective tools to achieve equilibrium in our lives. While stress, anxiety, and various mental health challenges may persist as triggers, Manodayam is emerging as a valuable tool for restoring mental equilibrium and balance. Furthermore, we are actively engaged in identifying outliers within the seeker community to provide them with specialized support and management.

INNOVATORS SE BAAT

Mr. A Ranjan: *Do mental health issues impact individuals in blue-collar occupations, and what is the relationship between stress and mental health in white-collar jobs? Additionally, how can AI contribute to addressing these challenges?*

Mr. S Bhardwaj: Mental health challenges affect individuals in both blue-collar and white-collar jobs, with stress being a prominent factor in white-collar professions. AI can assist by detecting issues early and providing virtual support, while adjunct therapies such as meditation, yoga, and sleep-inducing music can be valuable for managing these challenges.

Mr. A Ranjan: *How does Manodayam intend to address the enduring effects of traumatic incidents, including military combat, disasters, and sexual assaults?*

Mr. S Bhardwaj: Manodayam addresses the enduring impact of trauma, such as combat, disasters, or sexual assault, through a comprehensive approach. This involves identifying individuals at higher risk based on their personal histories and behaviors. Mobile-based therapy options, including counseling and stress management, are provided through convenient and accessible mobile channels, ensuring privacy and comfort for users.

The scalability of Manodayam's solutions means they can efficiently reach a broader population and maintain standardized treatment across various settings. The goal is to facilitate healing, equip individuals with coping tools, and reduce the enduring effects of trauma. Proactive support is offered by identifying at-risk individuals early and providing ongoing therapy, contributing to a reduction in trauma-related issues within communities.

Through therapy, individuals regain control over their lives, improving their overall well-being, and the holistic approach of Manodayam addresses the multifaceted nature of trauma, fostering recovery and resilience in those affected.

Mr. A Ranjan: *How can AI software detect depression, and what are the ways it can be used for this purpose, from the perspective of an ordinary person?*

Mr. S Bhardwaj: Manodayam offers a unique fusion of modern medical practices combined with accessible alternatives like yoga, meditation, music, and art. These combined therapies are guided by artificial intelligence algorithms that gauge mental health through voice input, making it user-friendly for individuals with no technical background. AI also assists in suggesting the most suitable blended therapies for your mental well-being. The system is designed to be understandable for the average person and can assess 8-10 mental health conditions while regularly introducing new therapies and remedies.

INNOVATORS SE BAAT

Mr. A Ranjan: *A digital microphone captures sound by converting air vibrations into digital data. How is this digital data then utilized to identify depression?*

Mr. S Bhardwaj: There are four distinct steps involved in this process:

1. Sound (specifically voice acoustics) is recorded using a mobile microphone.
2. Background noise is filtered and removed from the recorded sound.
3. Digital data is extracted, encompassing 30 key features like stability, MFCC (Mel Frequency Cepstral Coefficients), shimmer, pitch, and speech rate, among others.
4. The extracted digital data is then analyzed and trained using established questionnaire-based assessments such as PHQ9, DSM5, GAD7, and similar metrics to identify signs of depression.

Mr. A Ranjan: *Could you please provide explanations for the four services listed on your website: Mano Swayam, Mano Shakti, Mano Lab, and Mano Care?*

Mr. S Bhardwaj: Yes, you are right. We have four services, and these are

1. Mano Swayam

Mano Swayam is an AI-based assessment to find depression levels through 30-second voice inputs.

2. Mano Shakti

It is an ecosystem for providing online therapies, including yoga, meditation, sleep-inducing music, and group therapies.

3. Mano Lab

Mano Lab is a virtual lab for continual research with various institutes. There are 17 different mental health conditions, and we have to continually work with partners. So partners and/or psychologist institutes take voice samples, fill out psychoanalytical questionnaires, and load them into the AI engine. The system ensures the continuity of the sample in different mental health conditions.

4. Mano Care

Mano care is an immediate consultation with a doctor through telepsychiatry services. In case the seeker wants to talk to a doctor regarding his / her mental health, he or she can book an appointment through this facility.

INNOVATORS SE BAAT

Mr. A Ranjan: *As India ranks 136 out of 146 countries in global happiness, do you see this as a huge opportunity?*

Mr. S Bhardwaj: Mental stability is vital for happiness, and India's low global happiness ranking (136 out of 146) signifies a significant opportunity for improvement. However, challenges include societal stigma, limited government budgets, and the imbalance in mental health services. To address this, it's crucial to invest in research, innovation, and technology, making mental healthcare more accessible and effective. By reducing stigma, increasing budgets, and fostering a balance in supply and demand, India can enhance mental well-being, ultimately leading to a happier and healthier population.

Mr. A Ranjan: *In what ways can Manodayam's innovative mental health assessment technology support the National Mental Health Programme (NMHP) in India by bridging the treatment gap and combating the stigma surrounding mental health disorders?*

Mr. S Bhardwaj: Manodayam's innovative technology for rapid mental health assessment through voice analysis can significantly complement the objectives of the National Mental Health Programme (NMHP) in India. Providing a quick and non-invasive means of assessing mental health, can help in early detection and treatment, which is a key component of NMHP. Moreover, its user-friendly and technology-driven approach can reduce the stigma associated with traditional mental health assessments, making them more accessible and acceptable to a broader population. Overall, Manodayam's technology aligns with NMHP's goals of improving mental healthcare.

Mr. A Ranjan: *India is a large and complex economy that faces many challenges, one of which is worker mental health issues. How is this impacting the Indian economy, and what are your steps to solve this?*

Mr. S Bhardwaj: Worker mental health issues in India, particularly anxiety and depression, carry a substantial economic burden. The cost of these conditions alone is estimated at \$1 trillion annually, primarily stemming from reduced productivity. When considering the broader impact of mental health issues, the economic toll rises to an astounding \$2.5 trillion annually. Projections for 2030 suggest a staggering cost of \$6 trillion if left unaddressed. To counteract these economic consequences, comprehensive measures are imperative. These include awareness campaigns, the implementation of supportive workplace policies, training programs, accessible telepsychiatry services, collaboration with healthcare providers, and legal safeguards. These steps, along with initiatives like "Manodayam," which promotes mental well-being, collectively aim to alleviate the economic strain while fostering a more mentally resilient and productive workforce.

Mr. A Ranjan: *Lastly, what is your vision for Manodayam in the next few years, and how do you envision contributing to the overall growth and tackling mental health in India?*

Mr. S Bhardwaj: Our vision for Manodayam in the coming years is to offer affordable mental health services to all 1.4 billion people in India, priced at just Rs. 1 per day. We aim to make a significant, positive impact on mental health by ensuring accessibility and affordability. Incubation with institutions like AIIDE-CoE, SIIC IIT Kanpur will validate our technology's effectiveness, contributing to the nation's overall well-being and productivity.



MONTHLY INITIATIVES AT SIIC, IIT KANPUR



SIIC IIT Kanpur Introduces Hindi Publication Division to Empower Startups, Break Language Barriers for Innovation and Knowledge.

Startup Incubation and Innovation Centre (SIIC) at the Indian Institute of Technology Kanpur is proud to announce the launch of its Hindi Publication Division. This division, initiated on June 24, 2023, is dedicated to spreading innovative work to a broader audience by making SIIC IIT Kanpur's pioneering efforts in innovation accessible in Hindi. The distinguished Professor Abhay Karandikar, Director, IIT Kanpur, gracefully presided over the inauguration, adding to its grandeur. The notable presence of esteemed individuals such as Prof. Ankush Sharma, Professor-in-Charge, SIIC, IIT Kanpur, Dr. Nikhil Agarwal, CEO, SIIC & AIIDE-CoE, IIT Kanpur, Professor Amitabha Bandyopadhyay, Co-Professor-in-Charge, SIIC, IIT Kanpur, and Mr. Piyush Mishra, COO & CFO, SIIC, IIT Kanpur, added significant value to this extraordinary occasion.



Bangalore Meetup Event



SIIC, IIT Kanpur organized a Bangalore Meetup on 18th July at Accel Launchpad. Dr. Nikhil Agarwal, CEO, SIIC & AIIDE-CoE, IIT Kanpur, Mr. Piyush Mishra, COO & CFO, SIIC, IIT Kanpur and Ms. Sudha Selvaraj, SVP, visited Bangalore to meet the IITK folks and to share the stories of tech innovation at IITK. 67 people registered for this meet-up event, where IITK alumni, investors, entrepreneurs, and SIIC startups also participated.

MONTHLY INITIATIVES AT SIIC, IIT KANPUR



SIIC, IIT Kanpur and the Ministry of MSME meet to empower MSMEs

Dr. Nikhil Agarwal, CEO, SIIC & AIIDE-CoE, IIT Kanpur, along with SIIC officials had a productive visit to the Ministry of Micro, Small and Medium Enterprises, Government of India, where they met with Dr. Rajneesh, AS&DC, Ministry of MSME.

The meeting focused on gaining insights into the latest policies and initiatives introduced to support the MSME sector.

The discussion spanned topics ranging from the challenges faced by MSMEs to exploring opportunities for collaborative projects, research, and knowledge-sharing between IIT Kanpur and the Ministry of MSME. The insights gained will further improve the approach to empowering and supporting MSMEs.

PROGRAM HIGHLIGHTS

SIIC IIT Kanpur Promotes BIG Program: Inspiring Entrepreneurs Nationwide



Venturing on an inspiring journey, the BIG Team explored educational and research institutes in Mumbai, Pune, and Goa. Interacting with bright students, faculty, and researchers, this immersive experience ignited SIIC's passion for supporting emerging innovative ideas nationwide. The conversations infused fresh enthusiasm and brought a determination to drive innovation to greater heights.

PROGRAM HIGHLIGHTS

SIIC IIT Kanpur organized Bootcamp Waste to Value Startups under Startup Gateway for Garbage-Free Cities



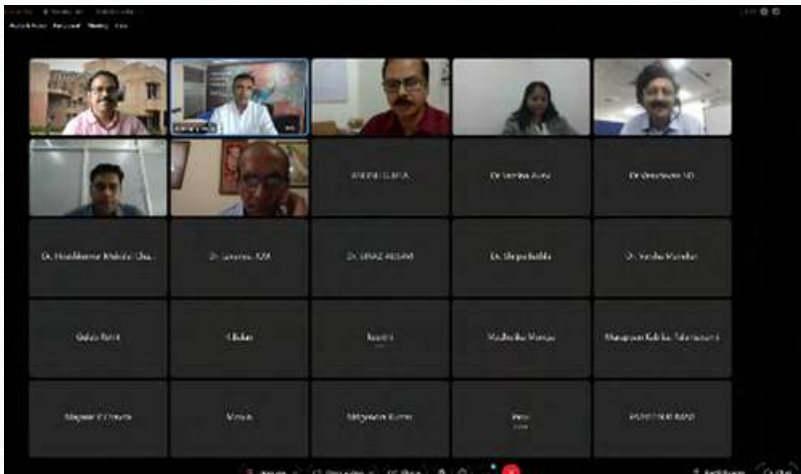
SIIC IIT Kanpur hosted a significant event on waste management and sustainable entrepreneurship at IIT Kanpur Outreach Centre in Noida, UP, on July 14, 2023, uniting stakeholders from startups, government, investors, and industry. The event was graced by the presence of notable individuals, including Shri. Binay Kumar Jha, Director of Swachh Bharat Mission-Urban, Ministry of Housing and Urban Affairs; Smt. Vandana Rao IAS, Deputy Commissioner, Municipal Corporation of Delhi (MCD); Shri Satya Prakash Singh, *Chief General Manager*, Small Industries Development Bank of India (SIDBI); and Mr. Kushal Kumar Banerjee, *Chief General Manager*, Hindustan Petroleum Corporation Limited (HPCL).



The Bootcamp aimed to showcase exceptional startups supported in the Startup Gateway for Garbage-Free Cities program and provided an opportunity for entrepreneurs to present their ideas and connect with investors, banks, urban local bodies, and sector experts. The event witnessed active participation from government officials, urban local bodies, investors, and various stakeholders, fostering collaboration and showcasing the potential for sustainable entrepreneurship in waste management.

FROM THE IPR AND TECH-TRANSFER CELL

An interactive session on “L2Pro IP E-Learning Platform” on 12th July.



Dissemination of intellectual property knowledge among innovators is crucial for encouraging creativity and entrepreneurship, leading to an overall increase in the country's innovation climate. A webinar organized by Qualcomm and the Centre for Innovation, Intellectual Property and Competition (CIIPC) at National Law University Delhi (NLUD) in collaboration with the Cell for IPR Promotion and Management (CIPAM) of the Department for Promotion of Industry and Internal Trade (DPIIT), Government of India to create the L2Pro IP e-learning platform was conducted for capacity building amongst the youth, innovators, entrepreneurs and small and medium industries (SMEs).

The speaker of this webinar, Mr. Ravi Pandey, Research Establishment Officer, SIIC, IIT Kanpur addressed the participants by educating them about the fundamentals of Intellectual Property Rights and how one can protect, secure, and maximize their innovative ideas.

FROM THE IPR AND TECH-TRANSFER CELL

**A webinar on
 “Deriving Value from Intellectual Property: Insights for Startups and Academicians”,
 was organized by SIIC, IIT Kanpur on 18th July 2023.**



The IPR had an enlightening session on "Deriving Value from Intellectual Property: Insights for Startups and Academicians," led by Mr. Ravi Pandey, Research Establishment Officer, SIIC, IIT Kanpur in the presence of more than 70 participants. He emphasized on establishing a brand identity to attract investors and partners through IP and ways to monetize innovations. On top of that, we had the privilege of delving into the inspiring success stories of licensing of technologies such as Gene Therapy, BHU Parikshak, and Haptic Smart Watch, which is counted as a breakthrough achievement by IIT Kanpur.

The following were the key takeaways of the session:

- Discover the right time to protect your ideas - file a patent at the ideation stage. Don't wait for the product development.
- Unveiling the different TRL levels for technology readiness.
- Collaboration is the key: Master the art of successful collaboration and technology transfer. Remember signing an NDA is a top priority.
- Unleash the potential of IPR: Unlock the power of patents, designs, trademarks, trade secrets, and copyrights to elevate innovations.

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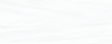
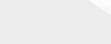
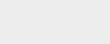
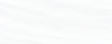
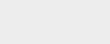
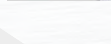
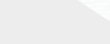
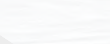
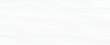




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