

**VOLUME 2**

**EDITION - 07**



**JULY 2023**

# TECHकी बात

**SIIC IIT Kanpur : Driving Innovations, Empowering Visionaries, and Cultivating Bright Futures at Startup20 Gurugram Shikhar Summit under India G20 Presidency.**



# MENTOR MANTRA



## Dr. Ritesh Jain

GLOBAL FINTECH LEADER, INNOVATOR,  
FOUNDER, ADVISOR, EXPERT IN PAYMENTS,  
OPEN BANKING, DIGITAL ECONOMY,  
STARTUPS, AND PUBLIC POLICY

### Cybersecurity : An Interesting Ode of Challenges and Opportunities for Startups

On a perfect sunny afternoon on June 27, 2017, while travelling on a train from Schiphol Airport to Dan Hague, I was on a conference call with my Maersk team. Suddenly, someone said their screen went blank, and others faced the same issue. As a tech leader with a cybersecurity background, I knew it was severe. I hurriedly contacted IBM, telling them to shut down some data servers. We were under attack by Not Petya, a ruthless ransomware. More than 750 ships were stuck at sea without data or direction. Chaos gripped our 75 terminals worldwide. It was a nightmare, and my heart was racing. My phone kept ringing with urgent calls from London. I assured them I was on my way back to face the crisis. The damage was enormous, with Maersk facing over \$300 million in losses. But we wouldn't give up. We'd fight back, rebuild, and come out stronger. We were ready to turn the tide in this defining moment. It was one of the best first-hand experiences with remediating a large organisation from ransomware and building up one of the most secured, reliable, and available platforms post Not-Petya at Maersk.



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The rapid advancement of technology has brought immense convenience and innovation to our lives, but it has also exposed us to unprecedented cyber threats. The demand for robust cybersecurity solutions has never increased as the digital landscape becomes increasingly complex and interconnected. Enter cybersecurity Startups, small and agile companies that aim to tackle the evolving challenges cybercriminals pose. While these startups present promising opportunities for addressing cybersecurity risks, they also face several hurdles on their journey to success. This article delves into cybersecurity startups' challenges and opportunities in their quest to secure the digital world.

Startups in the cybersecurity domain are venturing into unexplored territories and optimizing their operations. It's impressive to witness the focused efforts of some startups from IIT Kanpur.

One of the startups stands out for combating complex mobile app cyber threats using the power of Artificial Intelligence (AI) and behavioural biometrics. Their solution addresses various threats, including account takeovers, mobile emulators, malware, VPN and proxy use, social engineering, device theft, and synthetic identity tracking.

Another noteworthy initiative involves tokenizing SME assets and providing software and financial services to enhance operational efficiency and transparency. Their scalable protocol enables SMEs to monetize assets while offering low-risk liquidity options.

Not stopping there, startups offer optimized solutions for IoT devices with limited resources, like RFID tags and smart cards. These solutions efficiently authenticate and encrypt sensitive data, catering to devices with low memory, processing power, network bandwidth, and energy.

Among these startups is one specializing in digital forensics and cyber technology, offering comprehensive services ranging from setting up advanced labs to conducting thorough investigations and specialized training. Their innovative approach assists organisations in handling cyber threats and constructing secure infrastructures.

Furthermore, startups are delving into IT risk assessments and digital security services, combining manual and automated vulnerability assessments. Their thorough evaluations help organisations monitor and enhance risk management practices.



# MENTOR MANTRA

In addition, a notable SIEM (Software Incident and Event Management) tool has been tailored specifically for SMBs (Small and Medium Businesses). This user-friendly, automated tool with rich graphical interfaces features a security data lake for analytics. The company leverages deep learning models, aligning with MITRE ATT&CK, NIST, and cyber kill chain frameworks. This results in real-time visibility, secure data retention, and improved incident response for regulatory compliance, strengthening overall security defences.

Moreover, startups are tackling fraud with patented technologies like the One-Touch authenticator. This technology helps banks and enterprises authenticate genuine users, preventing fraudulent logins and payments by enabling only verified users' login forms, payment forms, ATMs, and POS machines.

We are truly amazed by the excellent work accomplished by these startups, with support from IIT Kanpur's startup ecosystem. However, despite their remarkable achievements, startups face a variety of challenges:

## **Funding and Resource Constraints:**

Securing adequate funding and resources is one of the most significant challenges for cybersecurity startups. Building cutting-edge cybersecurity solutions demands substantial research, development, and talent acquisition investments. However, many startups struggle to attract the necessary funding, particularly early. They face competition from established cybersecurity firms and may find it challenging to convince investors of the potential value of their innovative ideas.

**Opportunity:** Despite the funding challenges, cybersecurity remains a priority for organisations and governments. Startups can capitalize on this growing demand and explore various funding options, such as venture capital, government grants, and strategic partnerships.

## **Rapidly Evolving Threat Landscape:**

Cyber threats are continuously evolving, becoming more sophisticated and elusive. Startups must constantly adapt to new attack vectors and emerging risks to offer relevant and effective cybersecurity solutions. Failing to keep pace with the threat landscape could leave their clients vulnerable and diminish their market credibility.

**Opportunity:** The rapidly evolving threat landscape allows startups to develop niche solutions tailored to cybersecurity challenges. Specialized products and services that address unique threats can set them apart from larger, more generalized competitors.



# MENTOR MANTRA

## Talent Acquisition and Retention:

Attracting and retaining top cybersecurity talent is an ongoing challenge for startups. The cybersecurity industry is highly competitive, with larger companies often offering more substantial salary packages and benefits. This makes it difficult for startups to assemble a team of experts with the necessary skills and experience.

**Opportunity:** Cybersecurity startups can offer unique incentives, such as a more flexible and innovative work environment, opportunities for professional growth, and a chance to work on cutting-edge technologies. Cultivating a robust company culture that emphasizes collaboration and creativity can magnetize top-tier talent.

## Customer Trust and Credibility:

Establishing trust and credibility in cybersecurity can be arduous, especially for startups without a proven track record. Clients may be hesitant to rely on the services of a relatively unknown company with limited experience, especially when protecting critical digital assets.

**Opportunity:** Startups can gain trust by showcasing the effectiveness of their solutions through pilot projects, case studies, and customer testimonials. Building partnerships with established organisations or obtaining certifications from recognized industry bodies can also enhance their credibility.

## Compliance and Regulatory Challenges:

Complying with ever-changing cybersecurity regulations and standards can be daunting for startups. Non-compliance can lead to significant legal and reputational consequences, making it essential for startups to stay up-to-date with the latest requirements.

**Opportunity:** Startups can turn compliance challenges into opportunities by developing solutions that help businesses navigate complex regulatory landscapes. Providing tools and services that facilitate compliance can set them apart and attract organisations seeking to meet their regulatory obligations efficiently.

Both challenges and opportunities mark the world of cybersecurity startups. While funding constraints, the rapidly evolving threat landscape, talent acquisition difficulties, and building trust present hurdles, these startups are not deterred. They exhibit remarkable innovation and determination,



addressing specific cybersecurity challenges with cutting-edge solutions. Their work combating mobile app threats, tokenizing SME assets, optimizing solutions for IoT devices, and providing digital forensics services is commendable. Additionally, their efforts in IT risk assessments, SIEM tools for SMBs, and fraud prevention technologies demonstrate the vast potential for growth in the cybersecurity domain. Despite the challenges, cybersecurity startups can capitalize on the high demand for secure solutions by exploring various funding options, adapting to evolving threats, and offering unique incentives to attract top talent. By establishing trust through a compelling showcase of their solutions and navigating complex regulatory landscapes. These startups can pave the way for a safer digital world. The support from IIT Kanpur's startup ecosystem has been instrumental in nurturing their success. As these startups continue their journey to safeguard our digital landscape, we look forward to witnessing further innovation and collaboration in the ever-evolving field of cybersecurity.

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*Dr. Ritesh Jain is a renowned figure in the global Fintech and Payments sphere, holding distinctions such as being among the top 100 leaders in the field. With a Ph.D. in Payments Innovation, Open Banking, and Financial Inclusion, he is a multifaceted professional: a startup founder, board advisor to VC funds, an expert with the Digital Euro Association, and a founding member of the World Metaverse Council. Formerly the COO&Global Head of Digital at HSBC, he has also made significant contributions at VISA, including introducing Apple Pay. Post-HSBC, he founded Infynit to revolutionize the credit market in the UK and Europe. A prolific academic contributor, he is an advisor, visiting lecturer, and mentor at prestigious institutions like Harvard, MIT, Oxford, and others, and has a portfolio of global fintech and startups. His expertise extends to public policy advisory, particularly in emerging tech and financial services, including advisory roles in the G20 GPFI and the Centre for Innovation at Public Policy. He is a go-to advisor for payment regulatory bodies, government agencies, major consulting firms, and investment entities.*

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## Success Stories at SIIC, IIT Kanpur

In July, SIIC, IIT Kanpur startups further strengthened our incubation ecosystem by showcasing their achievements at the Startup20 Shikhar Summit held in Gurugram under the India G20 Presidency. Read on to know more!

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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.

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# LATEST INCUBATION AT SIIC, IIT KANPUR

## FOUNDERS



*Mr. Samrat Kaushik*



*Dr. Manisha Dinesh Bhosale*



## Samak Technologies

**Samak Technologies Private Limited** - Samak Technologies is creating Gau Rakshak, an innovative platform designed to empower small and marginal farmers. Gau Rakshak provides farmers with essential tools and resources, such as balanced feed nutrition, veterinary services, breeding support, expert advice, and access to market connections for selling their produce. By utilizing this platform, farmers can enhance their efficiency, boost milk productivity and yields, and ultimately improve their livelihoods.



# LATEST INCUBATION AT SIIC, IIT KANPUR

## FOUNDERS



*Mr. Neelesh Misra*



**Dr. Ark Verma**



*Ms. Anulata Raj Nair*



## Neelesh Misra Ventures Private Limited

Neelesh Misra Ventures Private Limited - Neelesh Misra Ventures Private Limited seeks to address the growing problem of mental health issues, especially anxiety and depression via an API that delivers therapeutically adapted stories in Neelesh Misra's voice.



# SUCCESS STORIES AT SIIC, IIT KANPUR



## napID

### Zero-Factor Authenticator

#### Global Success: napID Wins Korea Startup Challenge's Audition

napID is the Winner of the Global Audition of the Korea Startup Challenge.

*napID cybersecurity secures user id, and payment id to SLEEP MODE & makes it available only to the id owner. It prevents fraudulent login, and payments using our patent-granted Fraud Filter System and Passwordless Authenticator.*



# SUCCESS STORIES AT SIIC, IIT KANPUR



**E-panipurii kartz**

## Water N Spices

**Water N Spices Foodsz Selected for Esteemed India Delegation at VivaTech 2023, Spotlighting Groundbreaking Solutions**

With its outstanding accomplishments and groundbreaking solutions, Water N Spices Foodsz Private Limited has been meticulously chosen to be part of esteemed India Delegation at VivaTech 2023. The selection committee was captivated by its remarkable achievements, earning it widespread recognition and admiration.

*Water N Spices Foodsz Pvt. Ltd. stands as a leading provider of Pani Puri Vending Machines. Through their E-Panipurii Kartz, they empower individuals to delight in delicious panipuri while effectively managing a prosperous and health-conscious panipuri business.*

## Jatayu Healthcare Technologies

**MGMIHS Partners with Jatayu for AI-Based Medical Records**

MGM Institute of Health Sciences (MGMIHS), Navi Mumbai, has partnered with Jatayu Healthcare Technologies to adopt its AI-based Speech to Text Dictation product. This collaboration aims to expedite medical record creation for doctors, ensuring efficiency and precision. Additionally, the MOU opens doors for further product development in areas of mutual interest. India's health tech revolution is in full swing and Jatayu Healthcare Technologies takes pride in contributing to this transformative wave.

*Jatayu healthcare technologies is creating pocket-friendly, speech-based technology platforms using AI, ML, and NLP technologies to transform healthcare documentation and reporting landscape and makes it completely hands-free.*





# SUCCESS STORIES AT SIIC, IIT KANPUR



## Saptkrishi Shines at G-20 Agriculture Ministers Meeting, Inspiring Innovation, and Sustainable Solutions.

Saptkrishi Scientific Private Limited made its mark at the G-20 Agriculture Ministers Meeting held at HICC Hyderabad. Its participation in this prestigious event signifies recognition and appreciation for its innovative agricultural practices. Saptkrishi's Sabjikothi model, focusing on efficient cold storage and market accessibility for farmers, has garnered attention and showcased the potential for sustainable solutions in the agricultural sector.

*Saptkrishi Scientific Private Limited is an agritech startup based in Kanpur, India. The company develops and sells innovative agricultural products and services that help farmers increase their productivity and profitability.*



# SUCCESS STORIES AT SIIC, IIT KANPUR



## Startup20 Shikhar Summit held in Gurugram under the India G20 Presidency

At The Startup20 Shikhar Summit held in Gurugram under the India G20 Presidency, our Incubated Startups presented their innovative solutions and revolutionary technologies that are transforming different industries. These startups are at the forefront of change, bringing cutting-edge ideas to life.



### AIRTH Makes a Captivating Showcase at the Startup20 Shikhar Summit

At the Startup20 Shikhar Summit, AIRTH showcased their air purifier technology with the patented SAVE Technology and DCD Mechanism, capable of deactivating SARS-CoV-2 in just 1 minute, as verified by CSIR labs. The AC Air Purifier was rigorously tested by the National Aerosol facility IIT Kanpur, demonstrating up to 80% removal of PM2.5 particles within two hours in a typical Indian home bedroom (50 m<sup>3</sup>), with half the pollution eliminated in just 30 minutes.



### ProMeat Takes the Stage at The Startup20 Shikhar Summit

ProMeat gets a great chance to display their impressive work at The Startup20 Shikhar Summit. This unique startup focuses on creating sustainable smart protein using indigenous crops and advanced technology. Their game-changing approach aims to revolutionize protein production for a greener and more eco-friendly food industry.





# SUCCESS STORIES AT SIIC, IIT KANPUR

## GRIDSentry's Energy Sector Cybersecurity Solutions at Startup20 Shikhar Summit

GRIDSentry presented its technology at the Startup20 Shikhar Summit, focusing on offering streamlined cybersecurity solutions for the energy sector, encompassing risk analysis to managed OT monitoring, providing robust protection for power utilities.



## NadiPulse at Global Startup Summit 'Startup20 Shikhar'

NadiPulse Prognostics, a leading startup specializing in the 'NadiPulse technique' from Vedic sciences is creating NCipher, a fully autonomous and scientific instrument for Nadi Parikshan. NadiPulse recently showcased its innovation as a representative of the Startup Engagement Group at 'Startup20 Shikhar'.



## Life and Limb Private Limited Joins Global Startup Summit 'Startup20 Shikhar'

Life and Limb Private Limited, a leading company specializing in advanced artificial limbs, proudly participated in the 'Startup20 Shikhar' event. This event brings together Startup20, which operates as part of the India G20 Presidency, to shape the future of the worldwide startup ecosystem.



# STARTUP INSIGHTS

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## Offgrid Energy Labs

**ZincGel Battery Offgrid** is a cutting-edge battery technology company specializing in zinc-based sustainable batteries designed for specific stationary and mobility applications.

ZincGel specializes in creating energy storage systems for renewable energy, supporting power grids, and providing backup for industries. Their battery technology includes 15+ intellectual properties, ensuring top performance and safety. They also offer a unique solution for low-powered last-mile mobility.

**Fundamental Technical Mechanism:** The zinc-gel battery operates using Zinc and Manganese Dioxide electrodes, with an alkaline electrolyte suspended in gel form. As the battery discharges, the Zinc Anode undergoes oxidation, releasing electrons, while the Manganese Dioxide cathode undergoes reduction, accepting electrons. The gel electrolyte enables efficient ion conduction between the electrodes, resulting in longer shelf life, reduced leakage risk, and consistent performance.



### Some specified features

**Efficiency :** No side reactions among materials and no gas evolution ensures high coulombic and roundtrip efficiency.

**Design :** Leverages existing battery manufacturing infrastructure ensuring easy adoption and fast scalability.

**Power :** The use of highly conductive electrolyte and carbon-based cathode enables Fast charging and discharging.

**Safety :** The use of eco-friendly, sustainable material & non-flammable electrolyte provides the utmost safety.

**Life :** A self-healing, temperature-stable, and never-evaporating electrolyte that warrants higher life.

**Cost :** The use of commonly available, recyclable materials and energy-efficient manufacturing drives lower cost.

# STARTUP INSIGHTS

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## Jivoule Biofuels

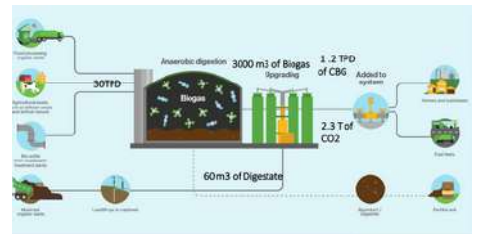


**Jivoule creates biofuels called Compressed Biogas (CBG) and Biochar using organic or biodegradable waste.** CBG is a clean alternative to fossil fuels like CNG, Diesel, and furnace oil, suitable for industrial, transportation, and cooking purposes. Biochar replaces coal and can be used to improve soil health organically. It also finds applications in water treatment, replacing activated coal or charcoal.

**Fundamental Technical Mechanism - Multi-Feedstock CSTR Anaerobic Digestion Biochar**

a) **Bio Methanation Plant** : The technology is utilized to produce Biogas, Compressed Biogas, and ferment organic manure.

b) **Biochar Pyrolysis Reactor**: The Biochar Pyrolysis Reactor produces Biochar, a renewable carbon-rich product capable of replacing activated carbon. When utilized as a soil amendment, it functions as a natural carbon sink.



### Focus on Specific Technology Details :-

- IP driven Technological solution
- Developing a proprietary digital solution that facilitates multi-feedstock technology
- Advanced recycling and food waste management technology
- Our Pyrolysis reactor ensures a consistent and high-quality production of Biochar.
- It achieves optimum Biochar yields.
- The generated gas can be utilized for in-house heating or cooling operations.
- Our technology is scalable, replicable, and modular.
- It operates with zero emissions, contributing to a sustainable environment.
- Our commercially proven technology guarantees reliable results.

# STARTUP INSIGHTS

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## Nkosh

Nkosh is a comprehensive farmer-centric B2B agribusiness platform that employs a hybrid Phygital approach, combining Physical and Digital elements with AI/ML technology at its core. This strategy allows them to expand their reach and encourage digital adoption at the farm gate.



Operating throughout the farming cycle, Nkosh caters to both upstream and downstream aspects with its full-stack tech solution. After harvest, farmers, SHGs, and FPOs can utilize their downstream buyers' platform to sell their produce to traders, retailers, and institutional buyers within the Nkosh network. Similarly, before harvest, farmers can conveniently order high-quality inputs, receive crop recommendations, and access agronomy services through the Nkosh app, all delivered to their farm gate.

### Fundamental Technical Mechanism

- AI/ML deep learning models, convolution (CNN) algorithms, and different architectures with TensorFlow and ONNX framework are utilized for image classification and other tasks on image data.
- They have already developed crop recommendation and crop disease detection models through deep image analysis using mobile cameras.
- They are also developing an agri commodity price discovery module that can assess the crop quality and suggest the price through deep image analysis using a mobile camera.
- Agriculture commodity trading platform and using blockchain for smart contracts and traceability.



## Arktane

Arktane is developing an advanced Data-driven **Digital Baggage Tagging System** for Airlines/Airports to speed up & digitize baggage operations at airports and reduce multiple direct/indirect costs while also opening up new avenues for revenue generation. The business model revolves around serving both government (B2G) and business-to-business (B2B) clients.

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## Brief overview of Products/Services:

**RUEB Tags-** is an advanced Reusable Electronic Tagging System, to replace current, paper-based tags, used in our aviation industry. This technology detects and tracks, the movement of baggage, throughout a passenger's journey, in real-time, from check-in, to baggage claim.

### Fundamental Technical Mechanism –

Arktane provides airports & airlines with EBT (Electronic Baggage Tags) & fulfills all related hardware & software requirements at the airport.

Arktane's software integrates into the baggage handling system, using advanced algorithms and sensors to track luggage movement throughout the airport journey

## Competitors –

- Furthermore, They focus on developing a centralized system that can connect all airports in the country sets us apart from other companies in the industry. This will allow them to offer a more comprehensive and efficient solution for tracking and managing luggage, which they believe will be highly valued by our customers.
- In general, they are confident that their advantages of being located in India, providing an affordable solution, and focusing on a centralized system give them a competitive edge over others in the market.



## NAMAGAMES

nama.games

A Dynamic Dialogue: NamaGames in Conversation with SIIC IIT Kanpur



In an informative conversation filled with ideas and valuable perspectives, SIIC brings you an exclusive interview with **Mr. Arpit Gupta**, the forward-thinking Founder of NamaGames. The interview is conducted by **Mr. Amitabh Ranjan**, Head of Media and Communication at SIIC, IIT Kanpur. This engaging discussion explores the ever-changing world of mobile gaming in India and the impressive story of how NamaGames has contributed to the growth of the gaming industry

*A Ranjan : As the founder of NamaGames, can you share with us the story behind the inception of your startup and what motivated you to venture into the mobile video gaming industry in India?*

**A Gupta:** The beginning of NamaGames was founded on a mutual conviction with my co-founder regarding the unexplored capacity of the Indian gaming sector. We envisioned a gaming environment where India could thrive as a hub of innovation and ingenuity. This passion emerged as we explored the impressive advancement of mobile technology and connectivity nationwide. We noticed an eager gaming audience and a chance to provide them with culturally enriched experiences through mobile games.

The idea to make a mobile game for India came naturally because we're passionate about it and want to honour our country's rich heritage. This led us to start NamaGames, with a focus on creating fun games that also highlight our history and stories.

# INNOVATORS SE BAAT

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*A Ranjan: How do you see the future of mobile video gaming in India? What trends and opportunities do you foresee?*

**A Gupta:** The future of mobile video gaming in India is poised to be revolutionary, surpassing even the combined influence of Hollywood and Music. It's evident that mobile gaming is emerging at the forefront of the entertainment industry, particularly with the integration of cutting-edge AR/VR and Metaverse Technologies.

Notably, the surge in popularity of multiplayer games is shaping the landscape, inspiring our creation of "Maidaan Mobile," a metaverse-based battle royale game that aligns seamlessly with these trends. This convergence of technology and creativity offers a thrilling glimpse into the limitless opportunities that lie ahead for Indian mobile gaming.



*A Ranjan: Maidaan Mobile sounds exciting. Could you elaborate on the unique features and gameplay that set it apart from other mobile games in the market?*

**A Gupta:** Maidaan Mobile is an enthralling metaverse-based multiplayer game that stands out for its uniquely Indian essence. Set within meticulously crafted Indian cities and heritage sites, the game offers players an immersive experience like no other. What truly sets it apart is its remarkable optimization, ensuring a seamless gaming experience even on entry-level smartphones. Our players' privacy is a paramount concern; thus, we've located our servers in Mumbai to guarantee data security. Furthermore, the dynamic advertisement space within the game is intelligently managed by our server, providing both an engaging experience for players and a platform for advertisers. Maidaan Mobile isn't just a game; it's a cultural journey shaped by cutting-edge technology.

*A Ranjan: As an Indian mobile gaming company, what unique aspects of Indian culture and storytelling are you planning to incorporate into MAIDAAN to make it stand out in the global market?*

**A Gupta:** Maidaan Mobile's actual vision is to promote Indian heritage and culture in the global gaming market. To achieve this, we are meticulously incorporating unique aspects of Indian culture and storytelling into the game. Players can expect to immerse themselves in the rich tapestry of Indian history, with captivating narratives inspired by legendary tales and historical events.

We are infusing the game with authentic elements, including traditional music, art, and architecture, to transport players to ancient India. By doing so, we aim to showcase the beauty and diversity of our culture to a global audience, fostering a deeper appreciation for India's rich heritage. Maidaan Mobile stands out as a testament to the power of storytelling and its ability to transcend borders, bridging the gap between players from different corners of the world.





# INNOVATORS SE BAAT

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*A Ranjan: Esports has gained significant popularity in India. Does Namagames have any plans to integrate esports features or events into MAIDAAN MOBILE to engage the competitive gaming community?*

**A Gupta:** Maidaan Mobile aims to elevate mobile gaming beyond entertainment by paving the way for it to become a professional career option. We recognize the immense popularity of esports in India and its potential to revolutionise the gaming industry. With this in mind, we are actively working on integrating esports features and events into Maidaan Mobile. Our goal is to create a competitive gaming community where players can showcase their skills, compete at a professional level, and pursue gaming as a viable career. By fostering a thriving esports ecosystem, we hope to contribute significantly to the growth of the gaming industry in India and provide talented gamers with exciting opportunities on a national and international stage.

*A Ranjan: Monetization is an essential aspect of mobile gaming. What monetization models do you use, and how do you strike a balance between generating revenue and providing a satisfactory user experience?*

**A Gupta:** When it comes to revenue generation in mobile gaming, we employ various monetization models at Namagames, with a focus on delivering a satisfactory user experience. Our "metaverse" approach ensures that our advertisement portals remain dynamic, allowing us to update and change advertisements seamlessly without requiring users to download updates frequently. This enhances user engagement and prevents static and repetitive ads, providing a more immersive gaming experience.

In addition to advertisements, we leverage in-app purchases and merchandising to support our games' development and ongoing improvements. We take great care to strike a balance between generating revenue and prioritising user satisfaction. It is essential to us that players can enjoy the game without feeling pressured to make purchases, as we believe in providing an inclusive and enjoyable gaming environment.

*A Ranjan: In India, internet connectivity and smartphone penetration can vary greatly across regions. How are you addressing this challenge to ensure a smooth gaming experience for users from all parts of the country?*

**A Gupta:** In India, where internet connectivity and smartphone usage vary significantly by region, we are committed to ensuring a seamless gaming experience for users across the country. With India being the global leader in population and mobile game downloads, and ranking second in smartphone adoption and third in affordable internet data, the country presents an ideal opportunity for both local and foreign gaming ventures.

Although India shares similarities with China in terms of population, smartphone and internet users, and mobile gamers, the disparity in esports rankings is evident—India is at 42nd while China leads. **Our dedication to catering to India's gaming audience remains steadfast. Despite these variations, the fact that India's mobile game revenue stands at \$390 million compared to China's \$82 billion underscores our potential and commitment to excel.**

Furthermore, while the Indian gaming industry holds substantial growth, it's worth noting that esports in India is a domain that we aspire to develop further. The statistics speak volumes—India's enthusiasm for mobile video gaming is unmistakable, and our mission is to harness this energy to elevate India's position on the global gaming stage.



# INNOVATORS SE BAAT

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***A Ranjan:** Data security and player privacy are important concerns in the gaming industry. How is Namagames addressing these aspects to ensure players' trust and confidence in MAIDAAN MOBILE?*

**A Gupta:** Ensuring data security and player privacy is a top priority for Namagames in the development of MAIDAAN MOBILE. We recognize the significance of players' trust and confidence in our game.

To safeguard user data, Namagames has implemented robust encryption protocols to protect sensitive information, such as login credentials and payment details. Additionally, we adhere to strict data protection regulations and industry best practices to safeguard player privacy.

We conduct regular security audits and employ a dedicated team to monitor and respond to potential threats promptly. Our commitment to transparency includes providing clear and concise privacy policies, outlining how player data is collected, used, and stored.

By taking these measures, Namagames aims to create a secure and trustworthy gaming environment, fostering a positive gaming experience for all players.

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***A Ranjan:** India is home to a growing pool of talented game developers. Does Namagames have any plans to support the local developer community or collaborate with other Indian studios to foster the growth of the gaming industry as a whole?*

**A Gupta:** Absolutely, I firmly believe that bringing a gaming revolution to India requires a collaborative effort. At Namagames, we understand the significance of partnering with game developers, gaming studios, companies, and industry experts to achieve this goal. Collaboration fosters a dynamic exchange of ideas, expertise, and resources, enabling us to create innovative and culturally relevant gaming experiences.

Through strategic partnerships, we leverage the collective knowledge of the industry to push boundaries and deliver high-quality games that resonate with Indian gamers and beyond. By pooling together talents and insights, we can uplift the Indian gaming industry and put it on the global map. Together, we can shape the future of gaming in India.

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***A Ranjan:** Gaming addiction and increasing daily screen time has been a topic of discussion globally. How does Namagames address these concerns in its game design?*

**A Gupta:** At Namagames, we take gaming addiction and increasing screen time concerns seriously. Our game design principles prioritise player well-being and strike a balance between engaging gameplay and responsible gaming habits. To address addiction, we incorporate gameplay mechanics that encourage short play sessions and offer rewards for taking breaks.

Moreover, we follow government guidelines regarding screen time limits. For adult players, our games are designed to be enjoyable within the recommended 6-hour limit, while for users below 18, we adhere to the 3-hour guideline. Additionally, we include in-game reminders to encourage players to take breaks and engage in other activities.





# INNOVATORS SE BAAT

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

**A Gupta:** As an incubated startup at SIIC, IIT Kanpur, the incubation process has been instrumental in the exponential growth and development of Namagames. The comprehensive support and resources provided by SIIC have proven invaluable on our entrepreneurial journey.

With access to expert guidance and mentorship, we have gained critical insights into accounts, finance, HR, operations, and overall business management. SIIC's hand-holding approach has empowered us to navigate through challenges with confidence.

Moreover, the exposure to senior industry professionals through the SIIC ecosystem has been a remarkable learning experience. This support system has fueled our innovation and helped us transform our ideas into impactful products, driving Namagames towards becoming a trailblazer in the Indian gaming industry.

*A Ranjan: How does MeitY define online games in its draft regulation, and what are real money online games, including cards-based games?*

**A Gupta:** The Ministry of Electronics and Information Technology (MeitY) in its draft regulation has defined online game "as a game that is offered on the Internet and is accessible by a user through a computer resource or an intermediary."

Real money online games are where the user deposits cash or kind with the expectation of earning winnings on that deposit. These online gaming platforms can be fantasy, e-sports, or skill-based online gaming platforms. Cards-based games such as poker or rummy are also a part of it.

An online game can be categorized as 'permissible' based on two scenarios. First, if it falls under the category of a free-to-play game. Second, it can be classified as an 'online real money game' but only if it has been verified by a recognized Self-Regulatory Body (SRB) as per the Online Gaming Rules.

It's worth noting that recent developments, such as the Tamil Nadu Prohibition of Online Gambling and Regulation of Online Games Bill 2022, introduce complexities and potential overlaps. The rationale behind introducing separate state-level regulations remains unclear, considering the comprehensive nature of the Online Gaming Rules that address most states' concerns.

*A Ranjan: What are the key laws and recommendations in place to monitor and regulate the online gaming industry in India, and how do they address the challenges related to real money games, skill-based games, and state-level regulations?*

**A Gupta: Laws to monitor the online gaming industry in India:** Real money online gaming platforms, domestic or foreign, serving Indian users must be legally incorporated in India. According to the Prevention of Money Laundering Act 2002, they'll be "reporting entities," required to report any suspicious transactions to the Financial Intelligence Unit India.

While most states permit skill-based games, some ban games of chance due to gambling concerns. Enforcing regulations on online gaming is challenging for states, especially geo-blocking apps. A task force under the Ministry of Electronics and Information Technology (MeitY) has proposed a Central-Level Law, regulatory body, and dispute mechanism for online gaming. MeitY might oversee regulation, excluding e-sports under the Department of Sports.

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Lately, the Indian government aims to both nurture and regulate the online gaming industry, recognizing its youth popularity. Initiatives like esports academies in Madhya Pradesh and partnerships with platforms like Free Fire in Uttar Pradesh highlight this commitment.

These actions showcase the government valuing skill-based games and their youth potential, reflecting a proactive stance in cultivating a robust gaming landscape that tackles real-money game issues, skill-based dynamics, and state-level regulations.

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**A Ranjan:** *What government initiatives support the gaming industry in India, and how are video games utilised in education and vocational training? What are the social impacts of video games in India, including gaming addiction and fostering social inclusion, and how can Namagames contribute to these efforts?*

**A Gupta:** The gaming industry in India has been bolstered by government initiatives such as the AVGC Task Force under the Ministry of Information & Broadcasting. The proposed National AVGC-XR Mission and 'Create in India' campaign emphasise content creation, fostering growth and innovation in the sector.

In India, video games are being leveraged for education, making learning interactive and dynamic in schools and colleges. Additionally, they're employed for vocational training, offering cost-effective skill development in areas like plumbing and welding.

However, the social impact of video games is mixed. The proliferation of affordable smartphones and mobile data has led to gaming addiction among youth, negatively affecting their academics and mental well-being. While games like PUBG bring people together and offer a platform for self-expression, concerns about addiction and mental health persist.

Research supports the positive effects of gaming. A 2014 study in *Frontiers of Psychology* suggests that gaming aligns with attributes of well-being, potentially promoting mental health. Moreover, a 2009 study observed changes in brain activity associated with improved mood and stress reduction through casual gaming.

Namagames is dedicated to contributing to these efforts by creating culturally rich and immersive gaming experiences that not only entertain but also foster social inclusion and mental well-being.

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**A Ranjan:** *What were the previous tax rates for online gaming companies, and what changes were announced in the 50th GST Council meeting? How will the new 28% GST levy impact gamers' deposits and net winnings in India's gaming industry? What implications do you see from these changes?*

**A Gupta:** Currently, online gaming firms pay 18% GST on Gross Gaming Revenue (GGR) and 30% TDS on winnings. A recent GST Council decision imposes 28% GST on total game value for chance-based online games, equating them under taxation. Gamers must now pay 28% GST on deposited amounts, along with platform fees and 30% TDS on winnings. Previously, a player wagering ₹100 with a ₹10 fee paid ₹1.80 GST; now, they'd pay ₹28 GST, leaving them with only ₹62 to play after fees and taxes.



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These changes were announced in the 50th GST Council meeting for money-based online gaming, specifically targeting online gambling activities. This measure aims to regulate and discourage gambling under the guise of gaming. Skill-based games, such as those developed by Namagames, remain unaffected by this update. The 28% GST rate is not applicable to the broader gaming industry, signifying a strategic move by the Indian government to curb illicit practices while allowing legitimate skill-based gaming to thrive. This step aligns with our commitment to responsible and authentic game development.

**ARanjan:** *What is driving the Indian gaming market's rapid growth, how does it compare to China and the US, and what factors are behind the increase in New Paying Users (NPU's)?*

**A Gupta:** India's gaming market is rapidly surging, driven by factors such as a large population of smartphone and internet users, making it akin to China in these aspects. However, when it comes to esports, India ranks 42nd globally while China claims the top spot.

In 2022, India became the global leader in downloading mobile games. Currently, India's gaming market is significantly larger than the US market (three times larger) and notably bigger than China (almost two and a half times bigger). Despite India's earnings of \$390 million from mobile games, which is considerably less than China's impressive \$82 billion, it shows there's substantial room for growth. The number of game downloads jumped from 6.5 billion to 15 billion in 2020. In 2022, about 17% of all game downloads worldwide took place in India.

Predictions suggest that the Indian gaming industry will exceed \$8.6 billion by 2027. Among the 507 million gamers, approximately 120 million are expected to be paying users. Namagames aims to establish gaming as a legitimate career choice and contribute to the industry's natural growth.



**A Ranjan:** *Lastly, what is your vision for Namagames in the next few years, and how do you envision contributing to the overall growth and upliftment of the Indian gaming industry?*

**A Gupta:** In the coming years, Namagames aims to become a leading game development studio renowned for culturally immersive and visually striking games. We aspire to boost the Indian gaming industry by creating top-notch games, nurturing local talent, and fostering collaboration. Through partnerships with Indian developers, we'll highlight India's heritage to a global audience. Responsible game design and promoting a healthy gaming environment are also vital to us. Our dedication to uplifting the Indian gaming sector aims to position the country as an innovative hub.

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## MONTHLY INITIATIVES AT SIIC, IIT KANPUR



### Expanding Horizons for Better Partnerships with Indian Oil Corporation Limited



Our SIIC officials, Dr. Nikhil Agarwal, CEO SIIC & AIIDE-CoE, and Dr. Sanchita Chaudhary, VP, CSR, had a productive interaction with the Indian Oil Corporation Limited officials, Mr. Sujoy Choudhury, Director, Planning and Business Development, and Mr. Santanu Gupta, Executive Director, Alternate Energy, and Sustainable Development.

This meeting marked the beginning of a promising partnership, aiming to create synergy between both organisations in various domains, including Alternate Energy, Sustainable Development, AI, Data Analytics, and Agritech. This partnership will aim to explore new horizons and lead the way in creating innovative solutions that shape a sustainable and prosperous future for various domains.



### SIIC IIT Kanpur fuels innovation-driven partnerships in the India-Germany startup ecosystem through Incubator Connect Program.

SIIC, IIT Kanpur, a key player in India's startup ecosystem, proudly joined the prestigious Incubator Connect Program by DWIH Delhi. This transformative initiative held in Germany from June 4th, 2023 to June 9th, 2023 brought together directors and managers from around 15 incubators, technology transfer offices, and entrepreneurship-focused institutions from India and Germany, fostering valuable collaborations.

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Mr. Animesh Mishra, Manager at SIIC, IIT Kanpur, represented the institution at the event, showcasing SIIC's commitment to fostering collaboration between Indian and German startups and pushing the boundaries of the incubator ecosystem.

The program aimed to stimulate dialogues on internationalizing business incubators and fostering stronger collaborations between India and Germany. It spanned three locations - Karlsruhe, Braunschweig, and Berlin - offering immersive experiences with workshops, institutional visits, and engagements with policymakers and organizations.

The program facilitated knowledge exchange and mutual learning among diverse participants, including SIIC, IIT Kanpur. It explored inventive strategies to expand global incubation practices and seize international opportunities. Thoughtful planning led to profound discussions on overcoming obstacles and fostering an international mindset within the incubator ecosystem.

Ambassador Parvathaneni Harish hosted a meeting at the Indian Embassy in Germany to enhance collaboration between Indian and German startups. Mr. Animesh Mishra from SIIC, IIT Kanpur, showcased the institution's startup support and emphasized connecting Indian startups with the German ecosystem. The meeting explored technology collaboration, knowledge sharing, and investment prospects, fostering future collaborations for technological advancements and economic growth in the startup and innovation sectors.

Policymaker and institution engagement played a crucial role in the program's success. Meetings with government representatives and industry leaders aligned incubation strategies with national and international agendas. Valuable interactions provided insights for creating supportive ecosystems and policies promoting international cooperation in startups.

The program enhances India-Germany relations, fostering lasting cooperation in startups through knowledge exchange and cultural interactions, transcending geographical boundaries.

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### SIIC IIT Kanpur and FICCI supported AIIDE-COE partner with StartinUP to organize a Demo Day and Investor Connect for startups

SIIC IIT Kanpur and FICCI supported Artificial Intelligence and Innovation Driven Entrepreneurship Centre of Excellence (AIIDE-COE), partnered with StartinUP successfully hosted a Demo Day event and Investor Connect for startups. The highly anticipated Demo Day event took place on 16th June 2023 at IIT Kanpur Outreach Centre in Noida, showcasing the potential of the Top Ten Startups from AIIDE CoE's second cohort. The event received substantial participation from renowned investment firms and esteemed dignitaries.

Shri Narendra Bhoosan, IAS, Principal Secretary, AIIDE-CoE was present during this ceremony on 27th June 2023, accompanied by Mr. Abhishek Tiwari, Associate Director at KPMG and Advisor of the StartinUP Program, Govt. of UP, and Mr. Bharat Sinha, Consultant at KPMG.

Dr. Nikhil Agarwal, CEO, SIIC & AIIDE-CoE, IIT Kanpur, delivered an inspiring inaugural speech during the event, shedding light on the vast potential and impact of AI in driving entrepreneurship and economic growth.

Twelve investors, namely SIDBI, Soonicorn Ventures, Pedal Start, Valpro, HPCL, Cognify, ICICI Bank, Yes Bank, HDFC Bank, Rukam Capital, IDFC First Bank, and Startup Movers Pvt Ltd, actively participated in the Demo Day event. This event provided a crucial platform for visionary startups and experienced investors to connect, aiming to foster growth and revolutionize the startup ecosystem in Uttar Pradesh.

Ten startups, namely Predict Ram, Nadi Pulse Prognostic Pvt Ltd, Arishti Info Labs, Ripple Healthcare Pvt Ltd, Filit Bharat, Listerr, Maya MD, Stillsweb, Manodyanam, and Asatrobo, were selected from the six-month-long cohort of AIIDE CoE.

During the Demo Day event, the startups showcased their innovative products and solutions, leaving a lasting impression on the audience with their groundbreaking ideas. These startups have been nurtured and mentored by AIIDE CoE, which was established under the Uttar Pradesh Government's startup policy 2020 in collaboration with FIRST IIT Kanpur (SIIC is the brand name for the Foundation for Innovation & Research in Science & Technology) and FICCI.

AIIDE CoE's DEMO DAY was a resounding success, fostering opportunities and growth for participating start-ups. It reaffirmed the commitment of AIIDE CoE and the Uttar Pradesh Government to build a thriving AI ecosystem, boosting employment and driving GDP growth.

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## MONTHLY INITIATIVES AT SIIC, IIT KANPUR



### MSME Sammelan 2023 - “Accelerating Competitiveness and Global Integration”

SIIC participated in the Uttar Pradesh: MSME Sammelan - 2023, “Accelerating Competitiveness and Global Integration” held in Lucknow on 26th June 2023. The event featured the esteemed presence of Shri Rakesh Sachan, the Cabinet Minister of MSME, UP Government, and other distinguished guests.

Dr. Riddhi Mahansaria, an official from SIIC IIT Kanpur, had the privilege of participating as a panel member in a captivating discussion on "Navigating Socio-Economic Factors in India's MSME Landscape." The primary objective of this discussion was to gain insights into the flourishing sector and foster the empowerment of startups.

Dr. Riddhi emphasized the significant impact of SIIC in empowering MSMEs by providing a robust platform comprising diverse training programs and schemes, with support from the Ministry of MSME.

We believe that Indian MSMEs have the potential to make a tremendous impact on entrepreneurial ecosystems by fostering ground-breaking innovations across various domains, ultimately leading to the overall progress and development of India.



### SIIC joins hands with Godrej Agrovet Limited for a sustainable and prosperous future.

Startup Incubation and Innovation Centre, IIT Kanpur officials, Dr. Nikhil Agarwal, CEO, Dr. Sanchita Chaudhary, VP, CSR, Ms. Aditi Kumar, AVP-Biotech, and Mr. Jatin Mishra, Manager-Biotech had a productive interaction with the Godrej Agrovet Limited officials, Mr. Burjis Godrej, Executive Director and Chief of Staff, Dr. Kamlesh Fondekar, Head, R&D, Mr. Sivaram Yadavalli, Head - Strategy, Digital and Business Development, and Mr. Ravi Ranjan Singh, Electrical Officer.

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This meeting marked the beginning of a promoting partnership, aiming to create synergy between both organisations in various domains, including Agritech, Sustainable Development, and Technology/Science-based Solutions. This partnership will explore new horizons and lead the way in creating innovative solutions that shape a sustainable and prosperous future.



### Dr. Nikhil Agarwal, CEO, SIIC, IIT Kanpur, has been invited as the Keynote Speaker at the inaugural session of World MSME Day 2023

Dr. Nikhil Agarwal, CEO, SIIC, IIT Kanpur, was invited as the Keynote Speaker at the inaugural session of World MSME Day 2023, hosted by the World Association For Small and Medium Enterprises (WASME) on 27th June 23.

In his keynote address, Dr. Agarwal focused on the vital initiative of ensuring the Survival, Expansion, and Internationalization of Indian MSMEs on the path to AMRITKAAL 2047. He highlighted the importance of global integration and market expansion for MSMEs, emphasizing the role of technological advancements in their products and solutions.

He showcased how IIT Kanpur collaborates with MSMEs to address challenges and solve problems together, fostering a strong partnership for growth and development.





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# MONTHLY INITIATIVES AT SIIC, IIT KANPUR

## *An In-Depth Story of the Spectacular Event*

**Amitabh Ranjan**  
Head- Media & Communication

### *SIIC IIT Kanpur Hosts CSR Roundtable Discussion: "Tech For Good: Solving Problems Through Technology Interventions"*

The Startup and Incubation and Innovation Centre (SIIC) at IIT Kanpur showcased its dedication to Corporate Social Responsibility (CSR) by hosting a dynamic roundtable discussion titled "*Tech For Good: Solving Problems Through Technology Interventions*." This engaging gathering took place on June 16th, 2023, at Noida Outreach Centre of IIT Kanpur.

The event witnessed the active participation of industry, academic and non-government entity CSR leaders, based in and around National Capital Region, viz. Info Edge, Tech Mahindra Foundation, Safexpress Private Limited, Xerox, World Association for Small and Medium Enterprises (WASME), Becton Dickinson, Honda Motorcycle & Scooter Private Limited, PharmaLex (AmerisourceBergen), GlaxoSmithKline Pharmaceuticals, Dabur India, Bennett University (The Times Group) and Foresight Society of HRD.

**Prof. Ankush Sharma**, Professor-in-Charge, SIIC, IIT Kanpur, initiated the event with a gracious welcome, emphasizing collective action to harness technology's positive potential in addressing economic, social, and environmental challenges. He urged collaboration towards shaping a brighter world for future generations, where technology becomes a powerful tool for transformative societal change and a positive impact.

During his speech, **Dr. Nikhil Agarwal**, CEO, SIIC & AIIDE-CoE, IIT Kanpur, emphasized the revolutionary impact of technology on society, praising startups as the driving force behind this transformation. He highlighted their potential to creatively and entrepreneurially address important challenges through the effective use of technology.

The primary objective of the "*Tech For Good: Solving Problems Through Technology Interventions*" discussion was to cultivate a collaborative atmosphere, uniting industry leaders, experts, researchers, entrepreneurs, and technology enthusiasts. The event centred on exploring technology's potential to address societal challenges, offering a platform for engaging discussions, showcasing innovative projects, and learning from accomplished individuals. By emphasizing technology's positive impact, participants contributed to leveraging it for societal betterment. The Roundtable played a crucial role in fostering meaningful solutions across domains like road safety, healthcare, urban land use, environment, climate change, disability management, and specifically, logistics solutions in supply chain management. This approach facilitated a collective response to today's pressing issues.

The significance of CSR funds in nurturing innovation and cultivating a conducive environment for start-ups was emphasized during the event. Startups frequently encounter difficulties in securing funding, and corporate entities have the potential to greatly assist by channeling CSR funds towards supporting incubation platforms. By utilizing these funds, incubators are empowered to offer initial-stage financial assistance, develop collaborative workspaces, engage knowledgeable mentors, and establish research and development hubs. This, in turn, facilitates startups in addressing economic, social, and environmental issues and finding sustainable solutions.

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Implementing *Gandhi's Philosophy of Trusteeship* and the *Triple-Bottom-Line Theory* ( *Three dimensions i.e. Economic, Social, and Environmental* ) at the CSR roundtable event aimed to foster sustainable business practices. These principles help young entrepreneurs attract grant funds by showcasing their commitment to addressing social and environmental challenges. By prioritizing sustainability alongside financial returns, startups can enhance their chances of securing funds and making a positive impact on society.

Moreover, this event recognizes the significance of *philanthropic* and *ethical responsibilities* in corporate citizenship. While philanthropy is not mandatory, it is an expectation from businesses to give back voluntarily to society. Through charitable activities, donations, and community development initiatives, companies demonstrate their commitment to being good corporate citizens. Ethical responsibilities go beyond legal obligations, requiring businesses to operate in alignment with societal norms, values, and principles. Upholding universal moral philosophies, such as rights, justice, and utilitarianism, is crucial for earning the trust and respect of consumers, employees, and the community.

This event serves as a recognition of the crucial role that startups play in addressing societal needs and challenges in the current era of globalization. India, with its young and aspirational demographic profile, aims to become a "startup nation" by harnessing the potential of startups. It is noteworthy that India holds the third position in the global startup ecosystem and has the fastest-growing base of startups worldwide. This acknowledgment highlights the importance of startups in driving innovation and progress in society.

To support the growth of startups, business incubators have been widely recognized as successful facilitators for young entrepreneurial companies. Incubators have become integral to value creation in the global economic landscape. The Government of India, through the Ministry of Science and Technology, has encouraged the establishment of Technology Business Incubators (TBIs) to foster innovation in the country. Under Section 135 of the Companies Act, 2013 in India, companies meeting specific financial criteria are required to allocate at least 2% of their average net profits from the preceding three financial years towards Corporate Social Responsibility (CSR) activities. These activities must be listed in Schedule VII of the Act. Recent provisions now allow companies to contribute their CSR funds to approved TBIs and registered not-for-profit entities, which support startups in specific areas.

The discussion emphasized that corporates have been contributing to existing incubators as part of their mandatory CSR spend. However, assessing the impact of individual contributions is challenging due to fund pooling by TBIs. To overcome this, corporates were advised to specify the utilization of their CSR funds for better assessment.

The stakeholders emphasized the importance of incorporating indicators such as startup creation and graduation, startup survival rates, and job generation for assessing the impact of both corporates and TBIs. However, due to the diverse and intricate nature of the incubator ecosystem, there are challenges in formulating an impact assessment framework. Therefore, a combination of qualitative and quantitative indicators becomes necessary to address these challenges effectively.



## MONTHLY INITIATIVES AT SIIC, IIT KANPUR

Moreover, it has been widely discussed that a synergistic partnership between established corporations and startups is highly advantageous. Startups bring to the table invaluable expertise in industry trends, cutting-edge technologies, and innovative methodologies, igniting a spirit of innovation within corporate entities and fortifying their competitive prowess. Collaborating with start-ups also paves the way for corporates to explore untapped markets, forge strategic alliances, and extend their influence across the expansive business ecosystem.

During the discussion, *Mr. Piyush Mishra, COO and CFO, SIIC, IIT Kanpur*, highlighted the power of synergy and the boundless potential that technology holds. By collaborating and pooling our resources, we have the opportunity to foster innovation, delve into sustainable solutions, and make a substantial and enduring difference in shaping our shared future.

As the event concluded, *Prof. Amitabha Bandyopadhyay, Co- Professor-in-Charge, SIIC IIT Kanpur*, summarized the key outcomes, underlining the ongoing significance of collaboration and innovative approaches in leveraging technology for the betterment of society. Lauding the roundtable discussion, he emphasized its illumination of the pivotal role technology plays in addressing critical challenges. He also highlighted the crucial support that CSR offers to startups and acknowledged the event's dedicated focus on ethical responsibilities, sustainable practices, and the promotion of collaboration between corporates and startups. He further emphasized the importance of incorporating both qualitative and quantitative indicators for assessing impact, while commending SIIC IIT Kanpur for its commendable efforts in fostering innovation and making substantial contributions to India's startup ambitions.



## PROGRAM HIGHLIGHTS

### Successful Project Progress Review of MSME Idea Challenge 2020 Showcases Remarkable Innovations supported by IIT Kanpur in collaboration with the Ministry of MSME

SIIC IIT Kanpur conducted a project progress review meeting for the MSME Idea Challenge 2020 awardees. Since its inception, the scheme has been hosted by IIT Kanpur and is executed in partnership with the Ministry of MSME. The Project Progress Review of MSME Idea Challenge 2020 showcased remarkable innovations supported by the Ministry of MSME and implemented at IIT Kanpur.

This review was initiated in the presence of the esteemed Govt. of India officials from MSME Kanpur Development Institute which include Shri V K Verma, Joint Director/HoO MSME DFO Kanpur, and Sh. Sunil Kr. Agnihotri, Asst. Director, MSME-DI, Kanpur.

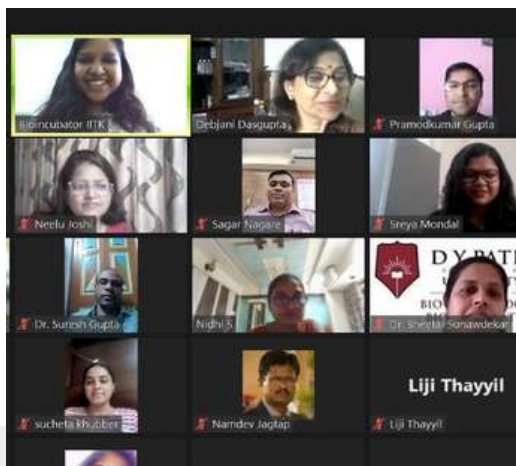
The purpose of this review was to assess the progress of the six approved ideas sanctioned in this scheme. During the meeting, the following enterprises and individuals showcased their advancements in prototype development under the MSME Idea Challenge 2020.



- Mr. Sandeep Kumar from Kanpur Flower Cycling Pvt. Ltd.
- Mr. Sarthak Gupta from Invoviron Industries Trading Pvt Ltd.
- Mr. Nikky Jha from Saptkrishi Scientific.
- Mr. Srilesh Mandal from Industill Farmtech Pvt Ltd.
- Dr. KVKLN Rao from Avyantra Health Technologies Pvt Ltd.
- Mr. Srilesh Mandal Industill Farmtech Pvt Ltd.
- Mr. Siddhant Shrivastava (Individual).

## PROGRAM HIGHLIGHTS

### SIIC IIT Kanpur Promotes BIG Programme



Startup Incubation and Innovation Centre, IIT Kanpur has been working relentlessly to promote the BIRAC Biotechnology Ignition Grant (BIG) program, which is a flagship initiative of the Department of Biotechnology, Govt. of India. As one of the BIG Partners, SIIC IITK has been reaching out to different institutions through virtual and physical outreach to promote the BIG 23rd Call & generate interest among entrepreneurs. We have seen immense participation of startup enthusiasts, entrepreneurs, and other stakeholders from B-Nest Foundation, Bengal Chamber of Commerce & Industry, DY Patil Biotechnology Mumbai, Vishnu Foundation Technology Business Incubator, and Saharsa College of Engineering.

### Health Tech Ideation & Innovation (HII)



The Health Tech Ideation & Innovation program (HII) was initiated at IIT Kanpur to encourage young innovators and entrepreneurs to innovate and commercialize indigenous medical devices. Two teams of fellows achieved success in the selection process and subsequently underwent a clinical immersion from 12th June to 30th June at Sree Chitra Tirunal Institute of Medical Science and Technology, Thiruvananthapuram, Kerala. This enabled the fellows to understand the current problems faced by the doctors and patients which will further help them to develop innovations, tailored to address specific needs.

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## FROM THE IPR AND TECH-TRANSFER CELL

### IIT Kanpur Signed a Breakthrough Memorandum of Agreement with Laurus Labs on 19th June for Licensing Novel Gene Therapy Assets.



In a historic milestone, our institute entered into a Memorandum of Agreement (MoA) with Laurus Labs to introduce groundbreaking gene therapy assets to the market. This collaboration marks a paradigm shift concerning innovation and advancement in the field of bioengineering in India, with this unprecedented Industry- first investment in a faculty research group.

IIT Kanpur has transferred several gene therapy assets developed by Prof. Jayandharan G Rao, Molecular Genetics and Therapeutics Lab, BSBE Department, through licensing to Laurus Labs, who will provide a research grant to facilitate their progression through preclinical development. Laurus Labs will also fund the necessary clinical trials and spearhead the launch of these cutting - edge products not only in India but also in emerging markets.

In addition, Laurus Labs will establish a state-of-the-art Good Manufacturing Practice (GMP) facility at IIT Kanpur's Techno Park, bolstering the production capabilities of gene therapy products. They will actively engage in the Contract Development and Manufacturing Organization (CDMO) business for cell and gene therapy, leveraging the capabilities of the GMP facility.

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## FROM THE IPR AND TECH-TRANSFER CELL

### Workshop on IP & Technology Transfer for Nanofiber Fabrication at E-spin Nano Technology Pvt. Ltd. on 5th June



A one-week workshop for all masters students, mostly the students of tech farm, was conducted at an IIT Kanpur incubated company named E-spin Nano Technology. The guest speaker Mr. Ravi Pandey, Research Establishment Officer, SIIC, IIT Kanpur, gave an insight into the significance of IP to the 20+ attendees in the workshop. Filing for any creator/inventor of a technology or an idea and also transferring of a nanofiber fabrication technology to the industry partner was also discussed.

# ECOSYSTEM ENABLERS

## CSR



## KNOWLEDGE



## INDUSTRY



## SERVICE



## AI ENABLEMENT



## FUNDING & MONITORING



## INTERNATIONAL



## CLINICAL







IIT KANPUR



STARTUP  
INCUBATION AND  
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