



STARTUP
INCUBATION AND
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IIT KANPUR

Dec 2024

TECH की बात

ASEAN India Startup Festival'24

Global Connections, Global Opportunities

ASEAN-INDIA
Startup
FESTIVAL 2024
An International Launchpad for Startups

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Mentor Mantra



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Rony Banerjee is a seasoned professional with 27 years of experience in development initiatives. He specializes in policy interventions, feasibility assessments, and inclusive marketing strategies. Rony is also a storyteller and the author of "Is there a Rocket Fuel for Startups?" presented by the UK Asian Business Council in India.

India's Personal Care Industry: A Call to Action

The cosmetics industry in India has undergone significant transformation over the past decade, driven by increasing disposable incomes, evolving consumer preferences, growing awareness, and conscious consumption trends. The sector has expanded from focusing solely on beauty care to encompassing personal well-being, particularly in segments like skincare, haircare, aromatherapy, and personal hygiene.

India's youthful population is driving demand in Tier I and Tier II cities, boosting the consumption of premium cosmetics, including items previously considered luxuries. Meanwhile, a personal care-conscious middle-aged demographic consistently adds to the consumer base. Preferences are evolving around brands and formulations, prompting homegrown brands to cater to local tastes with a global appeal. The rise of natural, organic, and clean beauty products reflects this shift, with consumers increasingly opting for chemical-free, cruelty-free, and eco-friendly solutions. Ayurveda-based and natural beauty products have gained traction as part of this wellness-driven trend. E-commerce has revolutionized product accessibility and availability.

Sustainability has become a critical focus, with growing demand for eco-conscious products featuring sustainable packaging and ethical sourcing. Emerging homegrown brands are adopting omni-channel strategies, blending traditional retail with online platforms to meet diverse consumer needs across urban and rural markets. The industry is undergoing a transformative phase marked by innovation, shifting consumer demands, and an emphasis on sustainability.

Call to Action for Indian Personal Care Startups:



Focus on sustainability and ethically sourced ingredients to align with conscious consumerism.



Develop clean beauty products inspired by Ayurveda and wellness-focused solutions.



Combine traditional retail and e-commerce platforms to expand reach across diverse markets.



Emphasize brand transparency to build trust while offering clear information about ingredient sourcing, production processes, and sustainability efforts.

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Know more about the inspiring startups that have elevated our incubation ecosystem with their remarkable accomplishments on a national scale.

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New Podcast: Pioneers of Innovation

Explore the visionary minds who dared to dream big and laid the foundation for India's vibrant startup ecosystem.

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Program

Highlights



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The AI Productization workshop on November 19, organized by the AIIDE Center of Excellence at IIT Kanpur and StartInUp, brought together startups, students, and innovators at the IIT Kanpur Outreach Centre in Noida. Professor Ashutosh Khanna discussed digital innovation and ethical technology, while Dr. Sarvesh Sonkar focused on practical AI integration and product development. Participants gained valuable insights to transform AI concepts into market-ready products.

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On November 19th, the IIT Kanpur-La Trobe University Research Academy Symposium on Healthcare Technology included visiting the Startup Incubation and Innovation Centre. Delegates explored innovations from SIIC-incubated startups like Lenek Technologies and Medantrik® Medtech. Prof. Ankush Sharma emphasized the dynamic startup ecosystem, highlighting the significance of global collaboration and connections with Australian venture capitalists to enhance healthcare technology.

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SIIC, IIT Kanpur hosted a webinar on Regulatory Requirements for Medical Devices & Diagnostics in India on November 25. Led by Dr. Muthu Dhandapani, Vice President of Quality & Regulatory Compliance at Tricog Health, the session covered key topics including MedTech regulations, ISO certifications, and regulatory challenges. The webinar provided valuable insights for biomedical researchers, healthcare professionals, and MedTech entrepreneurs navigating India's regulatory landscape.

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The ASEAN-India Startup Festival 2024 took place from November 28-30 in New Delhi, featuring nearly 100 startups from India and ASEAN nations. Organized by SIIC at IIT Kanpur in collaboration with DST and DPIIT, the event attracted over 1,000 participants, including industry leaders and policymakers. Key highlights included an inaugural ceremony with notable speakers, pitch battles, product demonstrations, and an industry visit to VVDN Technologies. The festival emphasized the commitment of India and ASEAN nations to foster regional economic growth through technology and innovation.

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The DST-NIDHI MedTech CoE at SIIC, IIT Kanpur, hosted a talk show titled "Synergy Between Medicine & Engineering" on December 13, as part of the StartInUp initiative. The event, held at the Mehta Family Centre for Engineering in Medicine, gathered early-stage med-tech startups, innovators, students, and faculty. Dr. Narendra Nath Khanna delivered a talk on MedTech innovation, AI in healthcare, and medical devices, emphasizing collaborative design and challenges faced by startups. Notable attendees included Dr. Vinay Krishna and Dr. Neena Gupta.

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Success Stories



Terraqua UAV Solutions

has launched an initiative to improve flood disaster response in the Kanpur region with support from NTT DATA's CSR program. The project targets flood-prone areas along the Ganges, using drone and satellite remote sensing to provide real-time monitoring and predictive models. This aims to enhance flood forecasting, rescue operations, and decision-making for local authorities, ultimately increasing safety and resilience in vulnerable communities.

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LCB Fertilizers

showcased its advanced technology at the prestigious Amar Ujala Krishika Expo 2024. The event was graced by the Honourable Chief Minister of Uttar Pradesh, Shri Yogi Adityanath, who personally toured the LCB Fertilizers exhibit. This recognition highlights the hard work and dedication of the entire LCB team.

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Dream Aerospace

has been honored with the 1st Special Award at the TiE Global Summit 2024 in Bangalore, along with a cash prize of ₹1 Lakh. This recognition underscores the company's commitment to advancing green propulsion technologies and innovation in aerospace.

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Grid-India Power System Award (GIPSA)

or 2024-25 announced its winners, recognizing exceptional research in the power systems sector from Doctoral and Master's students from technical institutions across India. This award, fully funded by Grid-India and implemented by SIIC-IIT Kanpur, received over 100 applications, with winners selected for their exceptional contributions to the field. SIIC-IIT Kanpur serves as the nodal agency for this national initiative, which continues to promote innovation and research excellence in the power systems sector.

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Hacklab Solutions

participated in the TiE Global Summit 2024 at BIEC, Bengaluru, co-hosted by MeitYStartupHub. The company showcased its AI and IoT-driven technology designed to enhance workplace safety, improve compliance, and optimize operations. By providing real-time monitoring and actionable insights, their solutions turn safety challenges into competitive advantages, fostering smarter, safer workplaces.

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Royal Bengal Greentech

has successfully executed a Non-Disclosure Agreement with Berger Paints India Limited to explore joint development of bio-plastic emulsion paint. As part of this collaboration, the #GREEZY range of 100% eco-friendly lubricants—free from petroleum and animal fat—has been supplied to Berger Paints, paving the way for transformative advancements in the paints and coatings industry.

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PIONEERS OF INNOVATION



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Arun Seth

In this episode of TechView, we had the privilege of hosting Mr. Arun Seth, a distinguished alumnus of IIT Kanpur (B.Tech) and IIM Calcutta (MBA). As the founding Managing Director of British Telecom in India, Mr. Seth was instrumental in transforming Mahindra BT into Tech Mahindra. A visionary mentor to numerous startups in health tech and disruptive technology, he serves on the boards of prominent organizations, including Jubilant Pharmova, Narayana Hrudayalaya, and FMRT at IIT Kanpur. Recipient of IIT Kanpur's Distinguished Alumnus Award (2020), discover highlights from our inspiring conversation below.

AB: What should be the role of academic institute-based technology business incubators?

Arun Seth (AS): Academic incubators bridge academia and industry, fostering collaboration to create impactful startups. Professors in institutions like IITs excel in deep research and innovation, while industries understand market needs. Incubators like SIIC enable this synergy, helping startups like Nocca Robotics thrive. Professors can become successful entrepreneurs, as seen with Rajeew Motwani's role in mentoring Google's founders. With government and private funding, incubators provide infrastructure, reduce risks, and support patented, innovative technologies, ensuring startups have a sustainable competitive edge. By commercializing groundbreaking research, academic incubators drive economic growth and ensure academia's contributions have a real-world impact.

AB: Could you elaborate, in layman's terms, on what differentiates deep-tech startups from others and why businesses should focus on patented technologies?

AS: Deep-tech startups focus on creating intellectual property and patentable innovations, which often emerge from extensive research. This sets them apart from non-deep-tech startups that typically replicate existing ideas or business models, such as food delivery services. Patents play a vital role in deep tech by protecting innovative ideas, preventing replication by competitors, and giving startups a competitive edge to secure their market position and monetize their inventions. However, deep-tech startups demand long-term commitment of 8–10 years, patience, and significant resources. Importantly, success also hinges on effective execution, even after securing patents.

AB: What do you think are some of the strengths of the Indian startup ecosystem?

AS: You've given me a very difficult question. I would say the strongest point of the Indian ecosystem is our ability to innovate. While there are challenges with scaling, the environment has evolved significantly over the past few decades, with robust funding mechanisms now in place at various stages, including angel investors. Unlike the past, where funding for ideas was scarce, people are now willing to invest in new concepts. Beyond funding, mentoring plays a crucial role in success. Networks like IIT Kanpur alumni provide valuable guidance, as mentoring is essential for startups to succeed. Funding alone isn't enough; mentoring makes the difference between success and failure.

AB: Why is pivoting important for startups?

AS: Pivoting is crucial for startups as it allows them to adapt to market realities and refine their business models. Many successful startups, like InMobi, had to pivot multiple times before finding a sustainable model. Early ideas often don't work, but with tenacity and willingness to pivot, a successful path can emerge. InMobi's initial failure led to a pivot into mobile advertising, which ultimately succeeded. Startups should expect to pivot every few years to avoid stagnation. In the early stages, identifying a problem worth solving and the ability to adapt are key to long-term success.

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Upcoming

Grants/Events/Workshops



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AI Enablement



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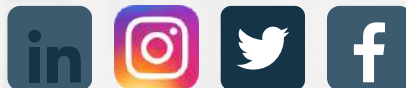


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