

BIRAC KIIT-TBI SPARSH CENTRE

# SOCIAL INNOVATION IMMERSION PROGRAM

NEWSLETTER  
MAY 2022



Theme

**WASTE TO VALUE**

## HIGHLIGHTS

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## INNOVATION TO IMPACT

The BIRAC Social Innovation Immersion Program assists a group of innovators in understanding and discovering challenges in India, as well as mentoring them in developing viable products and services to address those problems. Waste to Value is the theme that these "Social Innovators" are focusing on. As the SPARSH Centre, KIIT-TBI assists individual innovators in identifying community needs and gaps, gaining significant market insights, and converting these insights into a viable solution.

KIIT- TBI is supporting and mentoring the fellows under Social Innovation Immersion Program and offers the Social Innovators the opportunity to work uninterrupted and in a mission mode to find a solution to their chosen problem statement.

The program is structured to provide an all round growth of the fellows by giving them the benefits listed below:

- Rural immersion to gain personal insights
- Capacity building and knowledge sharing
- Dedicated Mentorship
- Generous monthly stipend
- Grant to enable product development and validation

## WELCOMING THE NEW COHORT

May 17, 2022



The 5 selected SIIP fellows under the thematic "**Waste to Value**" joined KIIT-TBI on **15<sup>th</sup> April, 2022 virtually**. We had an official Induction Program at KIIT-TBI on 17<sup>th</sup> May 2022 in the presence of Dr. Mrutyunjay Suar, CEO, Dr. Namrata Misra, Head-Technology Incubation along with Ms. Riya Roy, Program Manager and Mr. Ray Saisoubhagya, Program Associate.

The fellows were detailed about the program structure and mandates and received their joining certificates.

## MEET THE SIIP FELLOWS

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**Dr. Ayekpam Chandralekha Devi** received her Ph.D. in Biotechnology from CSIR-CFTRI, Mysore. Hailing from Manipur, she strongly believes that she can significantly address the challenges of waste in the Northeast region of India.



**Dr. P. Balaganesh** is an Environmental Engineer passionate about protecting the environment and promoting waste-free products. With the motto to make affordable products and protecting the environment, he embarks on the entrepreneurial path with SIIP.



**Mr. Rajnish Pratap Singh** is a postgraduate in computer science (EECS) and has been developing simple innovative products from readily available resources. His interest of solving real-life problems led him to choose entrepreneurship as a serious career option.



**Ms. Romi Kumari** a biotechnologist with a diploma in environmental policy holds a patent on zero plastic biodegradable pen. Her urge to solve the issues related to waste has driven her to choose SIIP to kick start her innovation journey.



**Mr. Sriraaman M** is a Chemical Engineering graduate with a strong interest in sustainable research, innovation, and businesses. He intends to address the social difficulties encountered in the waste management arena through innovative solutions.

## Activities Conducted

### Entrepreneurship Bootcamp (SIIP Focussed)

2 – 25 May 2022

A series on basic entrepreneurial sessions were scheduled in order to help the newly onboarded social entrepreneurs develop the knowledge, skills and mindset to thrive in an entrepreneurial environment. The session details are:

- 1    **2.05.2022**        **What is Entrepreneurship & Entrepreneurial Mindset**  
Dr. A.K Mohanty, Co-Founder, GNEPO & Mr. Vishal JC, Head, Business Development, KIIT TBI
- 2    **4.05.2022**        **Design Thinking and Identifying the Problem Statement**  
Mr. Vishal JC, Head, Business Development, KIIT TBI
- 3    **6.05.2022**        **Problem Solving Attitude**  
Mr. Vishal JC, Head, Business Development, KIIT TBI
- 4    **6.05.2022**        **Identifying your Customer**  
Mr. Hari Balasubramanian, IAN
- 5    **9.05.2022**        **Priority Sectors for Innovators**  
Dr. Prashant Singh, CEO, BCKICF
- 6    **11.05.2022**       **Business Idea Canvas**  
Mr. Vishal JC, Head, Business Development, KIIT TBI
- 7    **13.05.2022**       **Pitch Perfect & Story Telling Skills**  
Mr. Vishal JC, Head, Business Development, KIIT TBI
- 8    **16.05.2022**       **Understanding Intellectual Property Rights**  
Mr. Asutosh Nanda, Lead, KIIT TEC
- 9    **16.05.2022**       **Commercialize your Idea**  
Dr. Amaresh Panda, Lead, KIIT TTO
- 10   **18.05.2022**       **Competitive Landscape, Value Proposition and Market Estimation**  
Dr. Aparajita Prasad, Director, PwC
- 11   **20.05.2022**       **Grant Writing Session & Funding Opportunities**  
Dr. Namrata Misra, Head, Technology Incubation, KIIT TBI
- 12   **23.05.2022**       **Company Formation & benefits of forming a startup**  
CA Shamik Ukil, Asst. Manager, ASA
- 13   **25.05.2022**       **Tips for an effective & a focused pitch**  
Ms. Surekha Routray, Head, Social Incubation & CSR, KIIT TBI

## Activities Conducted

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### 14. Basics of IPR and hands-on patent search techniques

19 May 2022

#### **Expert: Ms. Smrita Pathak, Assistant Manager-IP, BCKICF**

Understanding the benefits of Intellectual Property Rights is very important for innovators/entrepreneurs. Our speaker Ms. Smrita Pathak detailed the fellows on the basics of IP followed by hands-on training on patent search and patent study.

### 15. Tricks of Effective Branding & Social Media Outreach

21 May 2022

#### **Expert: Mr. Saikat Gupta, Lead- Design & Incubation Portfolio, KIIT-TBI**

KIIT TBI hosted a session on Social Media Outreach Strategy & Branding for recently onboarded SIIP Fellows. Mr. Saikat Gupta, Lead- Design & Incubation portfolio, has emphasised how effective social media outreach should be in order for information to reach the appropriate audience for improved communication and participation. Mr. Dhruvi provided examples of incubatees proactively designing their product branding.

### 16. Building a Social Enterprise

23 May 2022

#### **Expert: Dr. Girish Sapra, Mentor, CII, Entrepreneurship and Startups**

Dr Girish Sapra a very enthusiastic startup mentor delivered a session on the topic "Building social businesses" to our freshly onboarded SIIP fellows in order to provide them with a perspective of social enterprises. He also discussed to fellows how social enterprises may maximize profit while also benefiting society and the environment. Session was quite interactive as

### 17. Tips on Team Building

26 May 2022

#### **Expert: Ms. Priya Gupta, Founder, Sarvapriye Foundation**

Being a social entrepreneur herself, Ms. Priya Gupta gave a session covered tips on building a winning team that will ride their startup to victory. Ms. Priya Gupta covered everything about team building and its strategies with real life examples and case studies making it a very interesting session.

### 18. Idea Validation & Building MVP

27 May 2022

#### **Expert: Mr. Sachin Sahni, Founder, Keeros**

Keeros is a leading FMCG brand and our expert, Mr. Sachin The session on idea validation and building MVP ensured that the product or business idea has potential and the most critical assumptions regarding the idea are validated. Also he has discussed on pointers to attract early-adopter customers & validate a product idea early in the product development.

## Activities Conducted

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### 19. Design Thinking to Choose Need Area & drafting your innovative need Statement

30 May 2022

#### Expert: Dr. Chandan Chatterjee, Director ADS Foundation

The session covered areas like how design thinking uses logic, creativity, intuition, and systemic reasoning to investigate what may be and produce desirable results that benefit the end user (the customer). Dr. Chandan Chatterjee also provided guidance on how to create a creative and powerful need statement for your concept pitch.

### 20. Environmental Impact of Agriculture waste

31 May 2022

#### Expert: Dr. Shruti Pavagadhi, NUS Environmental Research Institute

This session covered the elements that contribute to agricultural waste and its influence on the environment. Expert Dr. Shruti Pavagadhi thoroughly addressed major environmental and socio-economic challenges related to agricultural activities, such as changes in the hydrologic cycle, the introduction of harmful chemicals, fertilizers, and infections, and the loss and alteration of wildlife habitats, and invasive species.

### 21. Tools for Identifying Value Proposition and USP

31 May 2022

#### Expert: Dr. Sikha Dhawan, Director Programs, Share India

Dr. Dhawan elaborated the best way of determining the value proposition, the need to understand the purpose of the innovation and how it can benefit the business. She identification of USP of the products was aligned to the program structure and the deliverables.

### 22. Art of Story Telling

31 May 2022

#### Expert: Mr. Dhanjay Banthia, Director ADS Foundation

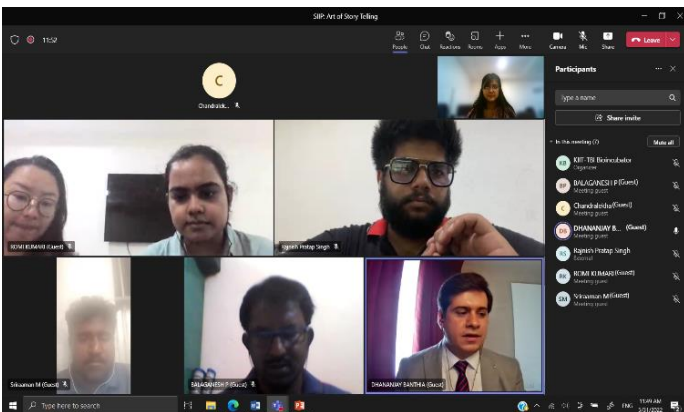
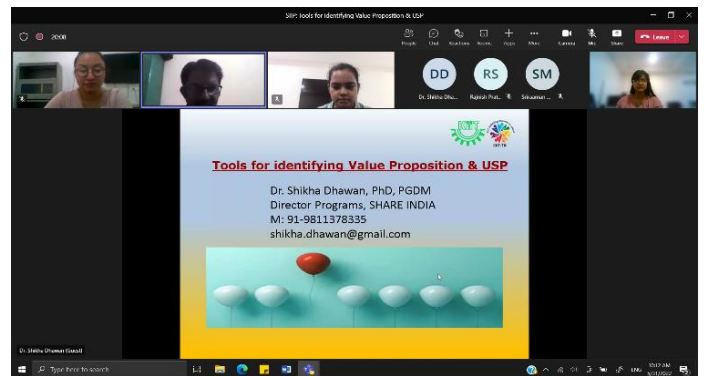
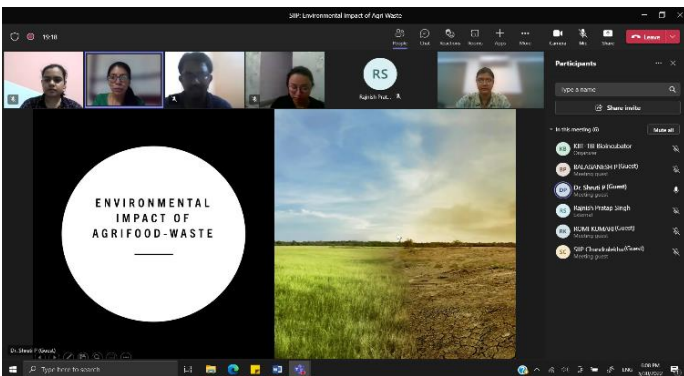
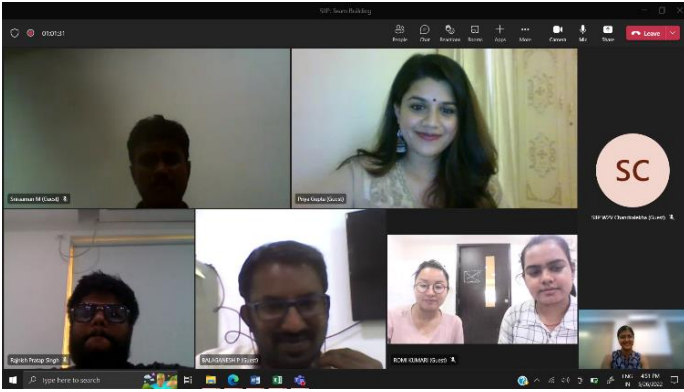
Mr. Dhanjay Banthia explained to the fellows various elements of the art of storytelling and also provided insight into how Storytelling brings language learning alive and creates a participatory and immersive experience that allows listeners to enjoy hearing the language in a dynamic, sometimes in an entertaining way.

## Mentors Onboarded

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Name	Affiliations
<b>Mr. Girish Sapra</b>	Startup Mentor, CII and Green Energy Enthusiast
<b>Mr. Sachin Sahni</b>	Entrepreneur & founder of Keeros Superfoods, President of TiE, Lucknow
<b>Ms Priya Gupta</b>	Sarvpriye Foundation
<b>Mr. Dhananjay Banthia</b>	Founder & CEO, Smart Acumen, Consulting
<b>Dr. Shruti Pavagadhi</b>	Senior Manager (Research/Translation), NUS Environmental Research Institute
<b>Dr. Chandan Chatterjee</b>	Director ADS Foundation
<b>Ms. Smrita Pathak</b>	Assistant Manager-IP, BCKICF
<b>Dr. Aparajita Prasad</b>	Director, PwC India
<b>Dr. Prashant Singh</b>	CEO, BCKICF
<b>Dr. Sikha Dhawan</b>	Director Program- share India
<b>CA Shamik Ukil</b>	Asst. Manager, ASA
<b>Mr. Asutosh Nanda</b>	Lead, KIIT Technology Enabling Centre

# Glimpse of the session





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BIRAC KIIT-TBI SPARSH CENTRE  
Campus-11, KIIT, Bhubaneswar, Odisha  
[biotbi@kiitincubator.in](mailto:biotbi@kiitincubator.in)

[www.kiitincubator.in](http://www.kiitincubator.in)