

**Understanding Incubation and Entrepreneurship**  
**Prof. Surya Kumar S**  
**Department of Mechanical and Aerospace Engineering**  
**Indian Institute of Technology, Bombay**

**Module - 09**  
**Entrepreneurship Ecosystem in IITH**  
**Lecture - 47**  
**itic Incubator IITH**

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**Prof. Surya Kumar S**

Department of Mechanical and  
Aerospace Engineering

Ph.D : IIT Bombay

**Research Interest**

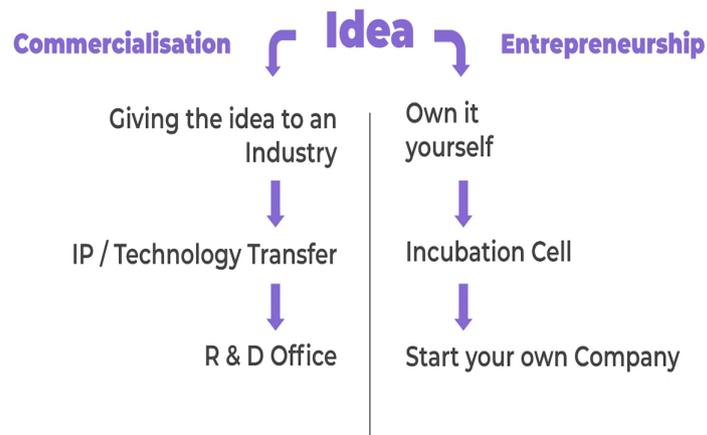
- Metal Additive Manufacturing
- 3D Printing
- CAD/CAM

Professor Surya S from our you know IIT Bombay Ph.D. So, I am extremely glad and thank you so much Surya for joining and I like the name a lot, iTIC you know; iTIC is the incubator in IIT Hyderabad and Surya will take over from here. Thanks Surya please go ahead.

Thank you Professor Chakravarthy. In fact, I mean it is a pleasure joining, I will not go into details of what entrepreneurship journey is. So, this will be more like listing up the data for

what you can get from IIT Hyderabad, I mean the funding sources, the programs running etcetera or I mean your academic options etcetera is what will be my focus of the talk (Refer Time: 01:05) ok.

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I mean innovation is very generic ok, you can have an idea ok. And if you give it to an industry through IP transfer or through technology transfer and that is happening through R and D cell and that is typical commercialization. But if you do not want to just give it to a I mean a different third party ok.

But, own it yourself and create a start up or create a business entity out of that idea yourself, that essentially is what we are focusing today or I mean in the form of entrepreneurship ok. So, I mean a commercialization and entrepreneurship are not exactly same commercialization is you doing it yourself or you selling it to a company.

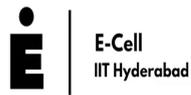
So, for example, if we do a lot of R and D work for TATA Steel or Boeing or anything ok, that is just pure your commercialization of technology. Whereas, in entrepreneurship we are also worried about, I mean focus is on you starting your own company or take that idea yourself or champion that idea yourself ok.

So, there are various terms you had have come across and there are so many that it keeps gets confusing also against I mean so even many of us are not clear [FL] what is the role of I mean entrepreneurship and management department versus entrepreneurship cell ok or E-cell and incubator; and incubator iTIC incubator or a CfHE incubator or Fables incubator ok.

I mean I think so we have I mean and I take that as a backhand compliment because you have so many things happening ok, and so many parallel things happening. I mean you can do the same thing in multiple different manners ok and I think that is essentially the whole idea here so, but I will try to give some little rationalization based which fits here etcetera ok.

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### Research, Innovation and Entrepreneurship at IITH



Entrepreneurship Cell



Minors in Entrepreneurship



Centre for Healthcare  
Entrepreneurship



iTIC Incubator



Fabless Chip Design  
Incubator



Technology and Research  
Park

But you have E-cell, you have a Minor academic initiatives in Entrepreneurship. Like in fact, the course currently is perfectly fits a bill you have a Center in Healthcare Entrepreneurship, you have iTIC incubator, you have fabless chip incubator you have a technology research park, all these.

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## **The Entrepreneurship Journey**

So, I think I mean kind of all the various entities. So, I will try to make sense of this from a entrepreneurship point of view, how a entrepreneurship journey begins ok.

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Have inclination / interest in being an entrepreneur	<b>e-Cell</b>	Germination
Know the basics of entrepreneurship	<b>Minor in Entrepreneurship &amp; Other activities by IITC etc</b>	
Develop your own Startup idea	<b>Academics &amp; Innovation Mentors</b>	
Ideation to Prototype		Pre Incubation
in tandem with academics	"Techno-Entrepreneurship" Dual Degree Semester break for internship/incubation	
in tandem with incubation ecosystem	Fellowship Programs at Incubator (CfHE, Meity Tide 2.0, NICE, Nidhi Prayas, BEL)	Incubation
Prototype to Viable Product	Startup Journey with incubator Register the Startup (seed fund also possible)	
Scaling and sustaining the startup	Accelerator program	Accelerator
Commercially successful company	Research Park	Host

So, one is you have an inclination, you have an interest for being an entrepreneur that is what we call as germination stage ok.

So, you get an idea or we create interest in you to be an entrepreneur in the future. Then you start learning what are the basics of entrepreneurship, what it means what is a business plan or what it means to convert an idea into a successful model etcetera. Then you develop your own start up idea, you work on your own technological idea.

After that you create it and work on maybe in tandem with academics or in tandem with your incubation ecosystem. And subsequently you create a viable prototype from prototype you go into commercialization etcetera. And then you scale up and you become a successful company ok.

So, this is generally kind of I mean loosely how you can put the entrepreneurship journey these we typically refer to. So, most of the ads or most of the calls for incubation etcetera also use the same terminology. So, we kind of categorize them as follows.

Germination stage: where I mean you are not clear what to do, but there is an idea kind of cooking in your mind so to say and slowly that idea is taking shape. And then pre incubation stage is where that idea takes a more concrete form. So, you are not just interested in becoming an entrepreneur, but you are also trying to figure out which company which domain which sector you are going to work in.

And in the third stage what we call is incubation stage, after you have decided that ok I want to be an entrepreneur and I want to work on for example, creating a robot or a 3D printer or an AI algorithm for drone control etcetera. The third stage is where you start working on that product and take it to commercial level etcetera.

Fourth is I mean so where you kind of have some business traction everything is ready and you are finding more and more customers you are finding more and more value addition for that and then finally, you create a successful company out of it. So, these accordingly are catered in by these various cells if you look at it.

So, the initial enthusiasm and the initial interest and how and what it means to be an entrepreneur is mostly driven by the student driven activities like E-cell etcetera. So, a lot of activities they take and I mean it is completely (Refer Time: 06:08) driven.

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So, that is excellent set of workshops and hackathons etcetera for creating the interest in the minds of the students. Then you have kind of know what is it means to be an entrepreneur, what are the basics of entrepreneurship. So, you have courses like a minor entrepreneurship, courses on entrepreneurship ok and even we have recently started a dual degree program in technical entrepreneurship etcetera.

Then you develop your own idea with the help of of course, academics and innovation mentors. So, they also have innovation mentors for from every department, there are 15 innovation mentors identified in the for each department. So, they are like you are go to points. So, any doubt any these things I mean you can of course, approach any of the colleagues who are here today or any of these innovation mentors who are available for you in your respective departments or in a class disciplinary department etcetera also.

After all that; that is the essentially your germination stage, then you want to kind of start the journey and initiate it. So, there are two ways you can do it; one is in tandem with your academics so; that means, you want to get a degree out of it frankly speaking ok. So, there is a techno entrepreneurship which is started dual degree program.

And also, we give summer semester break for internship for incubation etcetera also is possible. So, you can actually officially take a break in your 6th semester you do, I think all of you know that in your 6th semester you can take a semester break for doing internship and what we are looking is that internship need not be in a third party company, but can be also in your own incubator.

So, the same 6 semester, semester break we are looking at extending per incubation and startup related activities also or you mean subsequently you can take a semester break and or even a year break if depending on the analysis, I mean there will be a committee naturally, but it is possible ok. So, that is part from the academics point of view.

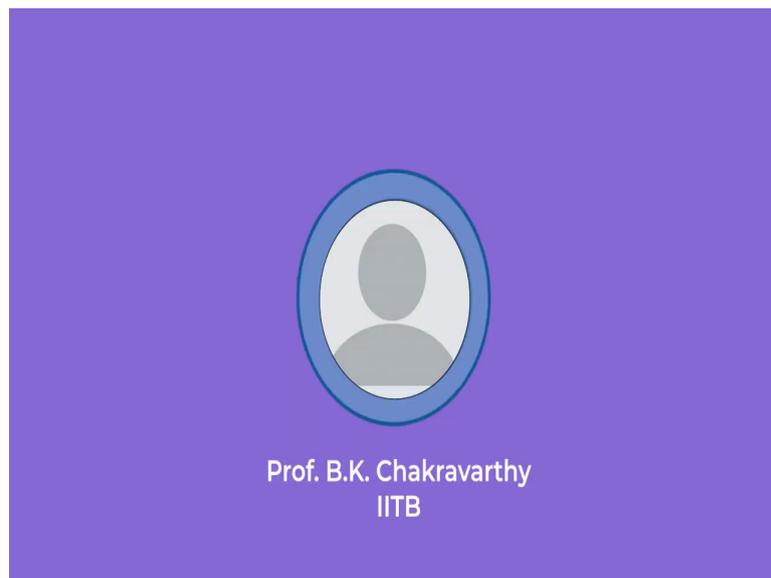
Also, apart from academics if you want to start your own incubation journey formally so to say ok, then you have you can have fellowship programs at our incubators. So, CfHE is there, MEITY we have couple of grants and couple of programs I will go into these in subsequently.

But for example, the nature of these grants is you just have an idea and nothing else ok. You can come present your idea then the we will give you let us say 4 lakhs or 10 lakhs according to the program and according to your this thing. But converting that idea into a prototype for building that prototype, we will give you the necessary money ok I mean so it depends ok. So, it can be 4 lakhs to 10 lakhs depending on the domain.

So, if you are a software we usually do not give more than 4 lakhs, if you are working on a physical prototype, you are creating some machine, creating some entity then we can go up to 10 lakhs also ok. So, these are some formal fellowship programs what we call as EER Early Entrepreneurship in Resistance etcetera program.

So, there is even a provision in some of these programs to give you sustenance money also so that you do not just lose your salary and are not in a pressure to start earning, you can even sustain I mean some basic sustenance of course, ok. So, you get money for sustaining yourself and you get money for building the prototype also in addition.

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Will the pre incubation can they do it as their thesis project for the MDes students?

Right now no, it expects a full time commitment. So, if they are student, not full time they do not get the sustenance money, but they get the prototype money.

Oh, that is quite good yeah yeah even that is very nice because.

Ok. Also I mean if they are 100 percent full time they get the sustenance money also.

Oh, I see which is after their MDes program, they want to continue.

Yes.

For another 6 months they get that money.

Correct so in fact, I mean this is mostly common for PhD students frankly ok.

Right.

Because PhD students in their 3rd year or 4th year come up with the idea and they think it is worth, also starting a start-up during their PhD or as part I mean parallel with their PhD also.

Ok the only catch is we expect a no objection from the guide and the institute for any student to enter. But we are open from our side, if the guide I mean if the department allows, we are good ok. So, from our side we allow it. So, they can do it parallelly as part of their PhD program or as part of their master's thesis program also in (Refer Time: 10:49) ok.

So, these are some schemes available formally at the pre incubation stage. And once all that is done once you have kind of ok yes, this is my idea this is my product, which is going to work I would go to the market with this product. Then is when your incubation journey starts.

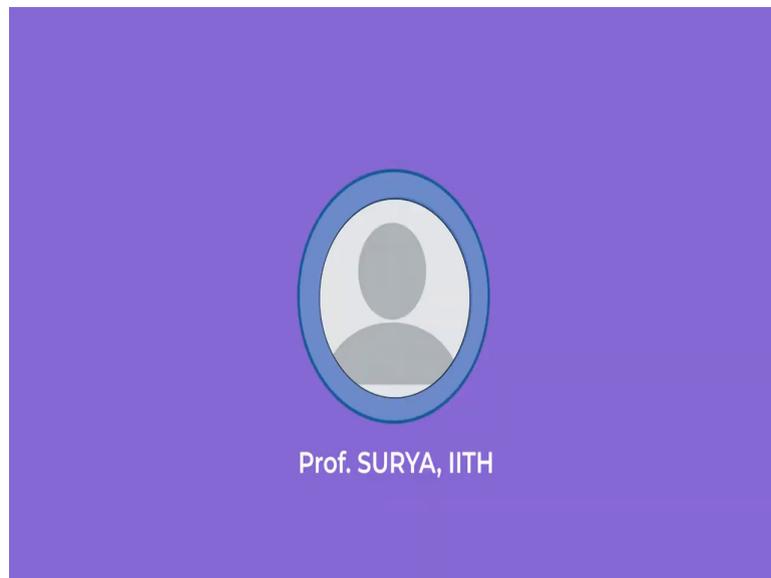
So, this is more formal now ok. So, all the previous stages are used as a individual as a Surya, as a xyz person ok. Now, the start-up journey it is no longer about a individual it is about a company, you are expected to form a company, you are expected to register a company and share and all equity etcetera etcetera also come into the picture from here this point ok.

And our rules also facilitate that any work you do as part after starting the incubation IP also belongs to you ok. So, it is not just so for example, I mean you know the typical rules ok, any IP any work done by any student or any faculty of IIT during as part of their academic activities or work responsibilities belong to the IIT Hyderabad ok, I mean belong to the respective IIT ok.

But we are also creating rules, where it is not just that you create your start up, but the engagement you do. So, for example, if you are a student and do your own start up the IP belongs to the start-up not necessarily to the institute or same is the case with faculty also. A faculty for example, I can if I do any research the IP belongs to IIT Hyderabad.

But let us see if I start do a start-up today and I create my own start up and I do research with funding from the startup ok, I mean it is not fair that I use institute money and take the money IP from the start-up. Say if the money for the R and D comes from the startup.

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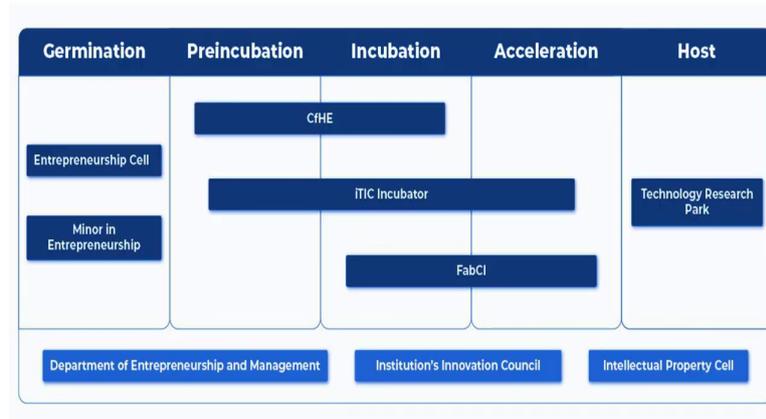


My own involvement, a notwithstanding the IP belongs to the startup ok. So, that is something we are looking. So, I mean so, everything you do as part of the work ok belongs to the startup, belongs to that entity ok including your IP, including the support everything.

And so naturally that is the incubation stage, it is typically transfer 2 years maximum ok. And then accelerator stage is subsequently I think for most of you it is not relevant, but let us say if you are a startup who has a 2 or 3 experience and wants to grow and research start up I mean you do not want support, what you want to foot print in the campus etcetera etcetera ok.

So, I will cover those two, but I think the first three are of significant relevance for us, the germination stage, the pre incubation and the incubation stages ok.

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So, this is how these entities are ok. So, you have entrepreneurship cell acting in the germination stage, you have a academic activities stage, you have pre incubation by CfHE, by iTIC, by FabCI etcetera ok.

Then you have a host of other activities also, you have Department of Entrepreneurship, you have Institute Innovation council, you have IP Cell to facilitate all these activities also.

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## **Academic Initiative for Entrepreneurship**

And so firstly, the academic initiatives. So, there are most of them in IIT Hyderabad. So, one is your minor, one is your this thing. I will not go into the details here, but I mean the idea is that students should be given a provision to work on their startup idea not just after their degree, but even during their degree.

And it is not something which is unconventional. The idea is we allow students to work on industry products ok, I mean and we take it as a matter of pride that we are allowing students to go for internship, we allow students to go for industry internships etcetera ok.

And it is just the corollary of the same concept is, if a industry need not be just a big industry, but your own start up, your own incubator also ok. So, if we allow you to work in Tata steel, if we allow you to work in Wipro or Boeing, we can definitely allow you to also work on your

own start up ok. So, there is no harm and in fact, I think we should encourage ok. So, these are some initiatives we are having in that regard ok.

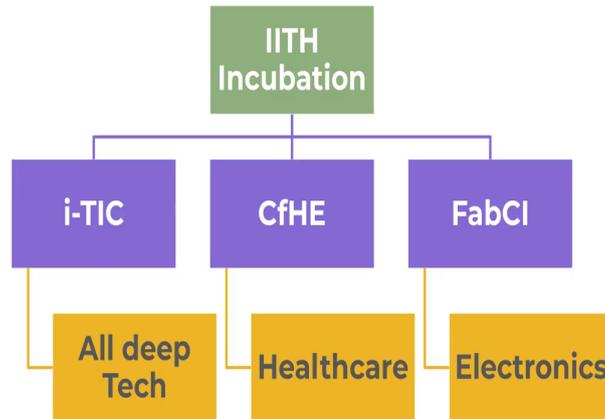
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Then you have incubations, formal incubators in IIT ok. So, formal incubators are entities where we deal with the business side of it, ok. So, the technical side of it are always with the, you are I mean departments ok.

So, I mean the idea you are working, the startup idea you have related to your incubation, I mean maybe artificial intelligence code or some robot program anything. It depends on your respective departments, but incubators look at the formal aspect of it, the business angle of it ok.

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And we have three active incubators at IIT Hyderabad iTIC which covers all the deep tech. So, this is like the default incubator which is DST funded. So, I mean and other two are very focused and specialized incubators specific for a domain ok.

So, CfHE is Center for Healthcare Entrepreneurship which focuses on health care entrepreneurship as the name itself suggests. And then we have a incubator for FabCI that is fabless chip design, which focuses mostly on the electronic and communications etcetera. And if you are not sure if you are not fall into either of this iTIC is the default one ok.

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- i-TIC Foundation, IIT Hyderabad
- Technology Business Incubator
- DST Funded
- Deep Tech Start-ups



- Centre for Healthcare Entrepreneurship
- Privately funded incubator
- Fellowship Program
- Collaboration with hospitals



- Fabless Chip Design Incubator
- Funded by MEITY
- Exclusive Incubator for Chip Design
- Virtual Incubation

All deep tech ideas all deep tech arenas come into the iTIC ok.

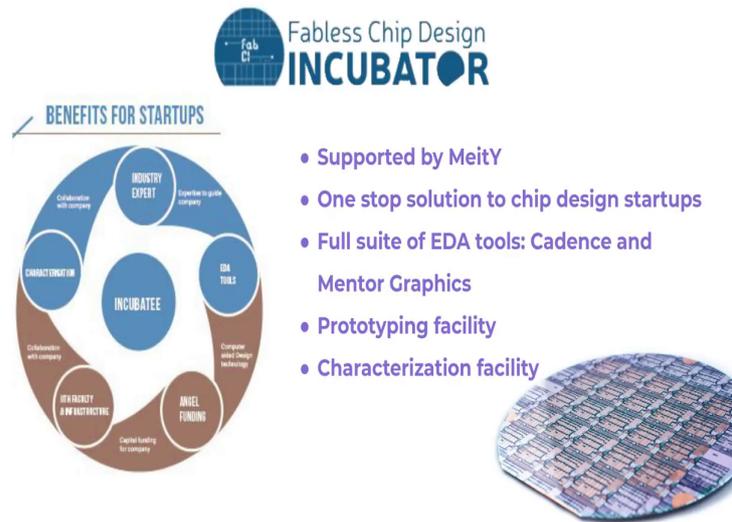
So, iTIC is DST recognized incubation system ok, and CfHE is a private funded incubator which is funded from alumni funds etcetera. And Fabless chip design incubator is supported from MEITY Ministry of Information Technology and Electronics.

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So, FabCI particularly is meant as a one stop solution for all chip design related startups ok.

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And they have a very great number of EDA tools which typically cost around multiple number of crores, such softwares are available as facilities in this incubator.

So, the idea here is to encourage working in electronics and particular chip based design context. And they have a beautiful prototyping facility and a characterization facility etcetera also available ok. So, if you are a start-up working in this domain in Fabless chip FabCI is the right partner.

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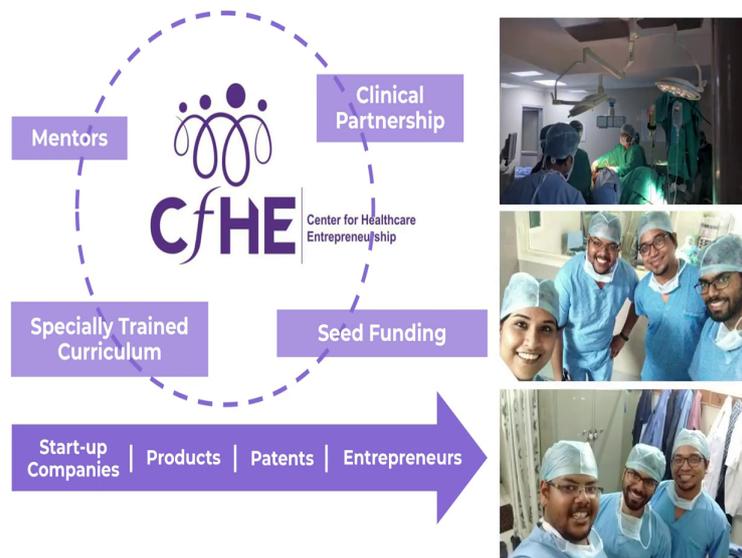


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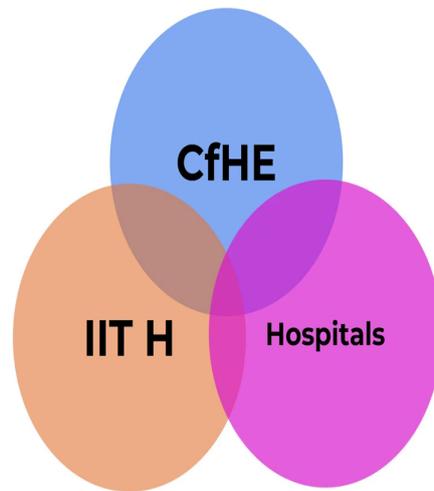
And CfHE is a center for health care entrepreneurship, they have a fellowship program as their flagship programme.

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So, they have mentors, they have clinical partnership, they also give you seed funding etcetera. Say in fact, there is also a program called MTech in Healthcare Entrepreneurship which is recently started. So, it is a beautiful program where three people have come together.

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IIT, Hyderabad that is an academic institution, a incubator CfHE and three the hospital, I think the Asian Gastro this thing ok.

Say a hospital, a academic institution, and a incubator are combinedly running this MTech program. So, it has the right mix of partnership and mentors with focus on health care entrepreneurship domain.

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Third incubator that is iTIC incubator which I also take care of.

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- Technology Business Incubator (TBI) at IIT Hyderabad
- Not-for-Profit
- Funded by Dpt. of Science and Technology(DST)
- AI/ML, Aerospace, Digital Manufacturing, Telecommunication, Robotics, Chip design, etc.

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itic



- Technology Business Incubator (TBI) at IIT Hyderabad
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- Funded by Dpt. of Science and Technology(DST)
- AI/ML, Aerospace, Digital Manufacturing, Telecommunication, Robotics, Chip design, etc.

So, this is a technology business incubator which is funded and supported by DST Department of Science and Technology. It is a nonprofit, it is registered as a non-profit society and governed by an independent board, but essentially with the members of IIT Hyderabad and other community people as a board ok.

So, our areas are all deep tech areas including AI, ML, Aerospace, Telecommunication, Manufacturing, Robotics, Sensors, Biomedical, Automatics. So, I mean it is all deep tech areas they are welcome here.

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## **Mandate of Incubation**

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Imagine that one student/faculty  
in the Lab with a **brilliant  
technical idea, but clueless to  
anything else.**

So, what is our mandate? Our mandate is we I mean look at essentially a student, or a faculty in a lab who has a brilliant technical idea, but is clueless about anything else ok. He is clueless about how to convert that idea into a business entity, how to form a company, how to create shares, how to get a GST certificate, how to get a registration, how to get a start-up registration certificate etcetera ok.

So, he just has the technical idea, but he is clueless about anything related to business. So, that is our role ok.

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**Our role is help him/her nurture  
that idea into a Business  
Company**

So, we help in nurturing that idea into a business entity, into a company, his own company, her own company.

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We provide:  
**Small working space with basic facilities.**

We provide small working space with basic facilities for that.

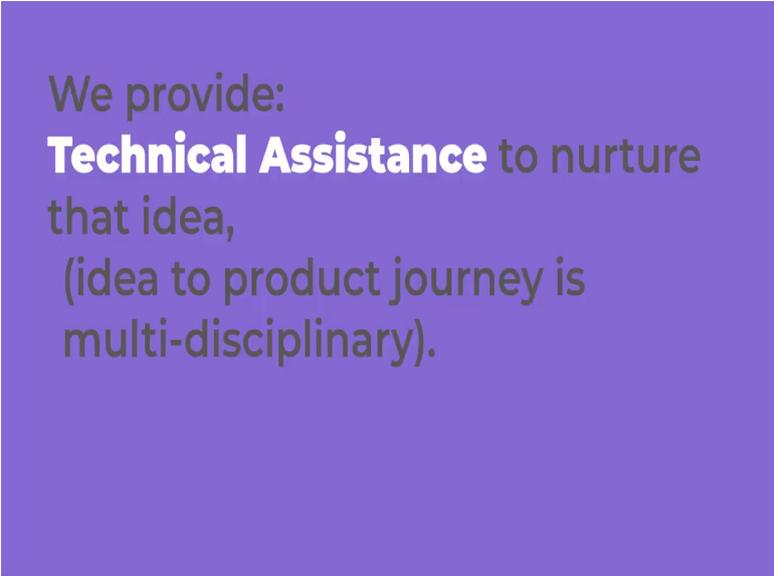
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We provide:  
**Business mentorship** on how to  
start a company, legalities, etc.

We provide business mentorship to have close to 100 business mentors from practicing businessmen, successful businessmen who can I mean you can get in touch with and take their opinion, whether is it a successful, is it going to work is not going to work. I mean any feedback such like that.

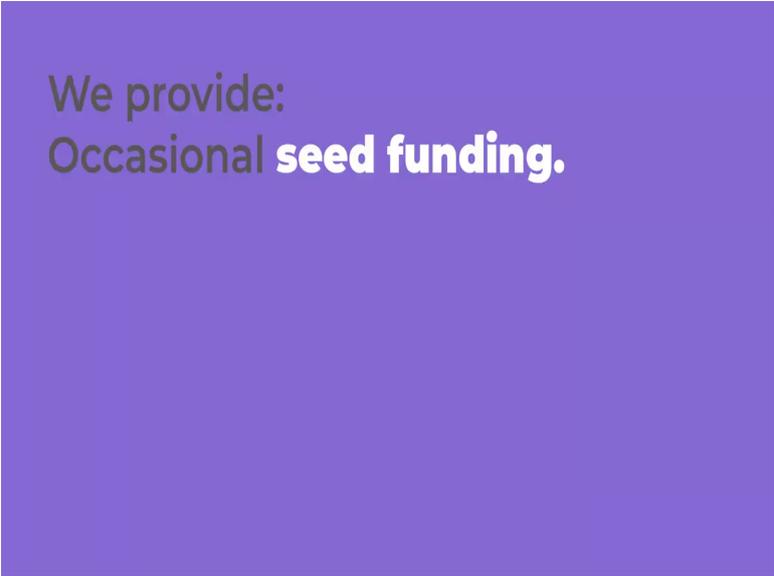
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We provide:  
**Technical Assistance** to nurture  
that idea,  
(idea to product journey is  
multi-disciplinary).

And we can also provide technical assistance to nurture that idea. So, for example, if the journey is multi disciplinary. So, you may be a mechanical guy, but you may require for example, a chemical engineering understanding or a EA understanding etcetera ok. So, we will bring in innovation mentors who can support that nurturing that idea.

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We provide:  
**Occasional seed funding.**

And in some cases, we can even provide you seed funding. So, we can I mean; so there are funding options where 5 lakhs, 10 lakhs, 20 lakhs up to 25 lakhs it is possible for you to get some seed funding also to create your incubator.

And naturally if we do not give it all this as a free. So, we take 3 to 6 percent of your company shares as a in exchange for all the facilities that are provided. So; that means, if your company is successful and you make tons of money, we make money ok. And so, we have a vested interest in seeing you successful ok.

I mean so we keeps saying, I mean your success is not just your success, indirectly our success also ok. So, it is not just from the brand perspective, but from our market perspective also ok. So, and naturally, if you fail we fail ok. So, I mean so it means everything we are

giving is I mean at free cost ok. So, that is all part of the journey ok. So, all this we take in a equity model.

Surya how many years do you let them stay on the campus? How many years after their graduation they can stay on the campus?

So, essentially the problem is accommodation is not yet available in the campus for incubation related students. So, they have to I mean; so they can work from the campus, office space and working space will be provided, but not hostel space, that is the challenge.

But even that how many years; 3 years or 4 years what is the.

Our incubation is if it is pre incubation it is 1 year.

Ha.

If it is incubation startup 2 years.

Oh, I see very nice.

2 years is the standard. So, typically 2 years is incubation journey. So, we allow and I mean, given I mean it is possible to extend up to 3 years if the committee agrees.

Agrees.

But generally we do not advise them to stay longer, if a idea does not succeed in 2 years it is not going to succeed in 10 years, that is kind of our look at it.

The major thing about this incubator students is the ecosystem. So, you have a lot of other entrepreneurs around you, a lot of visitors.

Correct.

Coming in because of IIT.

Correct.

You will get a lot of synergy, lot of people coming in, lot of labs around visitors around in fact, you know yesterday the two examples you saw, you know even Amitabh Kanth actually visited you know the incubator, he gave a lot of leads for businesses so.

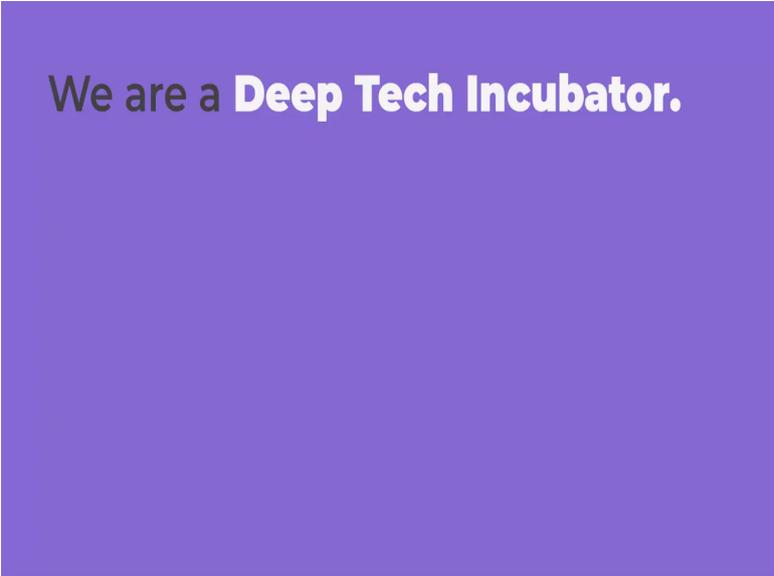
The whole advantage you know is pretty large of being on campus of course, staying outside and be your office is on campus and you know which is very very advantage is actually.

Correct yeah.

You get the whole synergy and the network you know alumni network, the industry network you know like coming in and you know supporting you.

True that is very true. In fact, I mean we also make sure that our start-ups have fairly good access to the facilities in research facilities in IIT Hyderabad available. So, that is our sort of say the mandate to a at the incubator.

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**We are a Deep Tech Incubator.**

We are not just a incubator we are a deep tech incubator, ok.

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Typical  
**Kirana**  
**Store**

So, a Kirana shop is also a business.

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Typical  
**Furniture  
Store**

A furniture shop is also a business and they are respectable businesses.

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**We are a Deep Tech Incubator.**

**We support potential startups  
and projects which provide a  
technical value addition.**

But we do not support them. We only support where there is a value addition in terms of a technical value addition to the coming up ok. So, if we have a unique nano filtration methodology, you have a unique algae cleaning or a nice drone navigation algorithm or a battery technology for you. There should be end of the day a technical value addition from the start-up coming that what we qualify as deep tech ok.

So, those start-ups only we take up and that is essentially what differentiates IIT technology startups, IIT Roorkee startups from example t-Hub or other general incubators. They support all kinds of start-ups as business entities, we only take and support deep tech entrepreneurship start-ups. There should be something technical about your start up right.

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The **startup**  
must also have  
**commercial**  
**potential**

Some topic example:

**Reject**

Catalysis and  
efficiency  
increase of  
some XYZ  
chemical

**Accept**

Water  
triggered point  
of use heating  
device for  
trekkers

**Reject**

AI based  
image  
processing  
algorithm

**Accept**

Automated Vehicle  
detection and  
authentication  
system for  
cantonment

On the other hand it should also have a commercial angle ok. So, if you write a beautiful project proposal on catalysis efficiency increase of some xyz some chemicals it is more like your PhD thesis topic, rather than your start up idea. So, no we do not support that either ok.

So, I mean it should be technical with a commercial angle. So, that is something very important for our start-ups.

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## **Schemes** and **Terms** offered

So, and we have a lot of schemes and terms.

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**Schemes** and **Terms** offered

**NIDHI Accelerator**

**EIR (Early Incubator)**

**NIDHI Prayas**

**Incubation Program**

**NMDC NICE Program**

**Accelerator Program**

**BEL Program**

**iDEX**

So, we have NIDHI accelerator, NIDHI Prayas, NMDC NICE Program, BEL program TiHAN program, I will briefly talk about these programs now ok.

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**Which program** | At what stage is your startup?  
**is right for you?** | What is the domain of your startup?

But which program is right for you depends more on what is the stage of your start up and what is the domain of your start up also.

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## Programs at iTIC

Some of the start-ups programs are for example, for electronic startups. Some are pure physical, mechanical, prototype start-ups, some are all areas, some are electronics only ok some are autonomous navigation.

So, it depends on the domain and it also depends on the stage of your start up, is it a early stage is it you are fairly mature etcetera. So, that is something I mean you should have clarity if you have that clarity we can help you which is the right program.

(Refer Slide Time: 25:36)

### **Programs at iTIC**

<b>Germination</b>	Certificate Courses, Hackathons, Sensitization Events, Challenges
<b>Pre-incubation</b>	NIDHI PRAYAS, TiHAN PRAYAS/EiR, NICE Fellowship, MeitY EiR, MeitY Grant, BEL
<b>Incubation</b>	TiHAN Grant, NICE Grant
<b>Acceleration</b>	AISEA

So, we have all these programs at iTIC. So, germination stage, pre incubation stage, incubation stage etcetera. So, this is the impact of iTIC as of today ok. So, I mean we have been officially registered in 2014, I think almost 6-7 years since we are registered. And I mean, so naturally if you compare with IIT Madras or IIT Kanpur or IIT Bombay start-ups ours is a more humbler one. But at least in these 5-6 years we are able to generate good numbers.

(Refer Slide Time: 26:10)

**Impact by iTIC**

<b>70+</b> Startups supported	<b>INR 5 Cr+</b> Funds sanctioned to startups	<b>INR 100 Cr+</b> Startup revenue
<b>800+</b> Jobs created	<b>150+</b> Mentors associated	<b>1.5 lakh sq ft</b> Incubation Park (Upcoming)

We have close to 70 start-ups which have been supported, they have funded up to 5 crores for the start-ups from different funding agencies. We could create 100 crores in start-up revenues ok and close to 800 jobs have been created through our start-ups.

We have mentorships associated with more than 150 mentors and we have a one and a half lakhs square feet incubation park coming up, we will talk about it more in detail. So, this is all the impact iTIC could generate during these years.

(Refer Slide Time: 26:47)

### Grant agencies and Program Partners



And so, these are some of our grant agencies and program partners. So, naturally not a penny comes from us directly, and we do not take a penny from IIT Hyderabad, we are also very proud of that. We do not take a single penny from IIT Hyderabad. All the we are completely self-sustainable all the incubators are completely self-sustainable. They generate the money from either CSR funds or PSUs or any other projects etcetera ok.

So, we have of course, the major one is always the DST the Department of Science and Technology, we have a beautiful program from NMDC, NICE, TiHAN, NIDHI Prayas. So, I will talk I mean some of them in detail, but I mean so these are all been our partners and grant agencies who have helped us in the past as well as currently. And so, these are just the programs currently at iTIC.

(Refer Slide Time: 27:43)



**NMDC Innovation and Incubation Centre (NICE)** is a **joint initiative** by the **iTIC incubator** at **IIT Hyderabad** and **NMDC Limited**,

**NICE**, a **5 year program**, is an emerging entrepreneurship incubation centre for **deep-tech startups**, providing them **fellowship and incubation support** under the iTIC Incubator at IITH Hyderabad.

I will not spend too much time here, I will glance through. So, one is the NICE program it is essentially a joint program by NMDC. So, just like ONGC has created a joint program with SINE Mumbai, NMDC National Mineral Organization has created a joint program with IIT Hyderabad.

So, it is I mean the name NICE comes from NMDC Innovation and Incubation Center. So, here up to 5 incubations in a year we give and then subsequently a seed money of approximately 25 lakhs is also given under this program. So, it is one of our flagship programs.

The fellowship is the stipend type of thing the fellowship (Refer Time: 28:31).

Yes correct. Fellowship covers both prototype as well as living expenses together.

(Refer Slide Time: 28:36)



NMDC Limited, a Navratna PSE under the Ministry of Steel, Govt. of India is the single largest producer of iron ore in India.

The objective is to promote the spirit of entrepreneurship and innovation in country, while facilitating financial support, world class mentorship, access to latest tools and technologies.

And to in addition we also have a maker lab created as part of this program itself. We have a beautiful, we have almost like 5 different 3D printers, laser cutters, we have a air, we are set up developed, we have a even dark room set up develop. And I mean all the basic fabrication tools everything are available where the I mean incubatees can make use of it free of cost ok. So, they need not frankly go and spend money also, except for the raw material ok.

(Refer Slide Time: 29:05)



So, that is the facilities available in the NICE program.

(Refer Slide Time: 29:09)



iTIC Incubator at IIT Hyderabad and Action For India (AFI) came together to create the AFI i-TIC Foundation Social Entrepreneurship Accelerator (AISEA) program, bringing their own unique strengths to its services. The program supports technology enabled **for-profit social enterprise** through cohort learnings. AISEA is for startups who have some traction and are looking to **grow at a rapid pace**.

And then the other program is our AISEA, that is a accelerator program not the incubation program, it is like a advance so we have this was done together with Action For India NGO working in health care and other domain and iTIC together. This was again funded by dhTIC.

(Refer Slide Time: 29:31)



So, we had taken close to 29 start-ups. I mean so, this is purely social entrepreneurship ok so; that means, essentially where entrepreneurship also has a social relevance. So, for example, you maybe a AgriTech or you maybe a HealthTech or you maybe Edu-tech all these start-ups you have supported.

(Refer Slide Time: 29:51)



**National Initiative** for  
**Development and Harvesting**  
**Innovations** - Promotions and  
Acceleration of Young and  
Aspiring Technology Entrepreneurs  
**(NIDHI Prayas),**

A **pre-incubation** initiative, is  
**designed specifically** to support  
**young innovators** turning their ideas  
into **PoC and prototypes.**

And then the third one is a DST supported program called NIDHI Prayas. So, this is a beautiful program where you have an idea and you want to create a prototype, this should be a physical prototype, it cannot be a coding ok. It should be a physical prototype.

(Refer Slide Time: 30:08)



**NIDHI Prayas focuses on**

supporting specifically **hardware**

**based ideas** with the prototype

**grant of upto INR 10 Lakhs.**

Nidhi Prayas is a **part of iTIC**

**Pre-incubation** structured support.

If you want to create a prototype we will give you 10 lakhs of support to create that prototype ok.

No nothing conditions, you need not even create a start-up, it is for an individual, you have an idea you come you apply and you will get the money simple ok. So, that is kind of how this works. Of course, I mean so the idea should be good. I mean so, when I mean simple, it assumes that your idea is very valid any student I mean BTech, MTech, BA, MDes, any student of IIT Hyderabad can apply.

(Refer Slide Time: 30:31)



And to build something and they get straight away 1 lakh under the bid project. So, rarely prototype, no constraints then they can apply here. Here one must be a full time student. I mean so, full time so; that means, being a student one cannot apply, it must be a full time activity in NIDHI Prayas because this is a DST funded scheme. So, some kind of rules from them.

Yeah.

Apply here. The beauty of it is it only takes physical prototypes if it is a purely software, it is not permitted in this program. Till now, we are having a call based so that means, there will be a call for NIDHI Prayas applications and you go to the website, you have a 1 month or a 2 weeks time to apply etcetera, that is the current model.

But in 2-3 months we are going to have a open call; that means, you can just go to the website apply any time in any of the program and we will have the next cycle essentially, 4 months is a typical cycle time. If we plan to do it at least 3 times in a year roughly speaking.

(Refer Slide Time: 31:37)

## TiHAN

Department of Science and Technology (DST) under the National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS), Government of India has sanctioned the

prestigious Technology Innovation Hub on Autonomous Navigation and data acquisition systems (TiHAN) to IIT Hyderabad to be the source for fundamental knowledge and technologies.

Then we have the TiHAN program which is, so TiHAN is a National Mission on Autonomous Navigation sanctioned by government, I mean DST again.

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## TiHAN

### Program Benefits

Other than all ITIC Incubator benefits, startups associated with TiHAN can avail benefits:

Technical Mentor connects  
TiHAN test bed  
Blanket approval for testing

It is a 150 core test bed set up which is going to come up in IIT Hyderabad. So, that is a separate entity, that is a separate society and everything.

(Refer Slide Time: 31:59)

## TiHAN

### TiHAN-PRAYAS/EIR

Is to support entrepreneurs at the **idea stage** by providing them **grant and sustenance support** of upto **INR 10 Lakhs**. TiHAN PRAYAS/EIR is a part of **iTIC Pre-Incubation** structured support.

### TiHAN-PRAYAS/EIR

Is to support **prototype stage startups** in the domains of interest to TiHAN. **Startups are provided with the financial aid** of upto **INR 25 Lakhs**. (in exchange of upto 3% equity). **TiHAN Incubation** is a part of **iTIC Incubation** structured support.

But we collaborate with them and we partner on the incubation and start up related aspect of the TiHAN. So, all the autonomous navigation start-up, all the battery electronic vehicle, electric vehicle start-up etcetera we support under this program.

And so we have same I mean; so we have seed fund up to 25 lakhs, we have entrepreneurship fellowship grant up to 10 lakhs possible in these schemes.

(Refer Slide Time: 32:26)



**Technology Incubation and Development of Entrepreneurs 2.0 (TIDE 2.0)** is a program by the **Ministry of Electronics and Information Technology (MEITY)** to promote **ICT** startups primarily engaged in using emerging technologies such as AI/ML, IOT, Blockchain, Robotics, etc. in pre-identified areas of societal relevance. **TIDE 2.0** program at **ITIC Incubator** consists of supporting **ENTrepreneur-in- Residence** and **Grant positions**.

And, then we have MEITY type 2 which is supported by Ministry of Information Technology, this is purely for software start-ups and electronic starts-ups. We have a I mean electronic related idea or a electronic related start-up idea.

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### MeitY EIR

Is a **12 months** program to support entrepreneurs at the **idea/PoC stage**. Entrepreneurs with a **commercially viable** product idea in the domains of interest to **MeitY** are provided with financial support of upto **INR 4 Lakhs**. MeitY EIR is a part of **ITIC Pre-Incubation** structured support. I

### MeitY Grant

Is a **12 months** program to support **PoC stage** startups to convert into **working prototype** and finally a product in the domains of interest to MeitY. Under this program, startups are provided with the grant of upto **INR 7 Lakhs**. MeitY Grant is a part of **ITIC Pre-Incubation** structured support.

So, we have two schemes under it, EIR schemes can give you upto 4 lakhs and grant can give you up to 7 lakhs ok, it is comparatively lower because it is not physical prototype, it is typically more in terms of electronics and software. So, the costs are expected to be lower. So, that is the reason why it is 4 lakhs and 7 lakhs here.

(Refer Slide Time: 33:04)



The Ministry of Defence, Government of India has initiated DIO-iDEX (Defence Innovation Organization-Innovations for Defence Excellence) to create a mechanism for the defence establishment to engage with startups in the Indian ecosystem. iDEX aims at reaction of an ecosystem to foster innovation and technology development in Defence and aerospace by engaging Industries including MSMEs', Startups, individual innovators, R&D institutes and academia.

And we also are a iDEX DIO partner. So, that is essentially Ministry of Defence has created its own start up called iDEX. So, it is where all the military related innovation start-up. So, be it Navy, Army or Air force.

All those are taken up by the iDEX, which is like the Ministry of Defence official start up and they go and implement this start up program through partner incubators.

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The program supports startups via **Open Challenges and Defense India Startup Challenges(DISC).**

The selected candidate receives financial aid support of upto **INR 1.5 crores** from **iDEX** other than the **iTIC Incubator** support.

This aid shall allow the innovators to try their ideas without any fear of failure, hence allowing them to reach a stage where they have a ready product for **commercialization.**

iTIC there are only a handful of such incubators. So, iTIC is one of the iDEX partners also. So, that means, you can register with the Ministry of Defence and they support up to almost one and half crores in funding from their challenges for defence related applications.

And once you get the funding approval from the this thing, you can choose to incubate at iTIC or any other place. So, iTIC is one of the partners defence iTIC partners there.

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<b>Bharat Electronics Limited (BEL)</b>	This support allowed the innovators
<b>seed fund program</b> at iTIC was	to try their ideas without fear of
designed specifically to support	failure, hence allowing them to reach
<b>innovative deep tech businesses</b>	a stage where they have a ready
ideas and <b>prototypes</b> working in the	product for <b>commercialization</b> .
field of <b>Video Analytics</b> .	

And we have also Seed Fund from Bharat Heavy Electricals, particularly on naturally I mean electronic related start ups etcetera. So, these are all now start-ups at iTIC ok.

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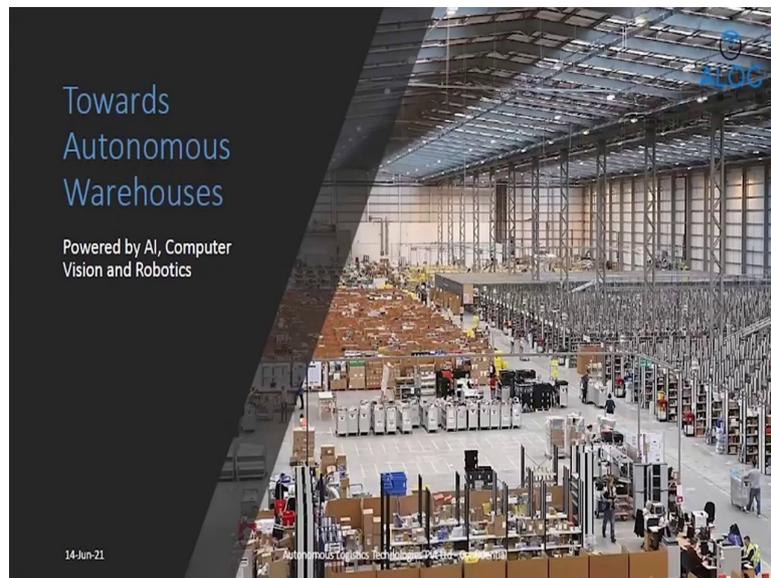
### Startups at iTIC



So, I mean we have close to 40 start-ups who are currently active at iTIC. So, we have close to 5-6 of them are by faculty also and some again another 5-6 are from students of IIT Hyderabad and the remaining are also from external students.

So, we allow both IIT Hyderabad faculty, IIT Hyderabad students as well as external students in some proportion. We do not allow too many, but in decent proportion we have both external as well as campus based start-ups possibly.

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One of our companies recently we have taken under the autonomous navigation program is Alog industries. So, they are working on creating the robots for autonomous warehouse management ok.

(Refer Slide Time: 35:13)

We are currently solving for conveying and order picking  
(Levels 1 & 2)



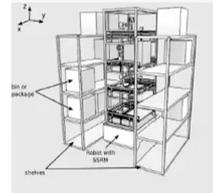
**ACDC®**

Autonomous carts (mobile robots) for assisting warehouse workers. Multi-purpose, easy to use and affordable. Patents granted and MVP prototype ready.



**AWACS**

Autonomous warehouse control system to manage workload and robot fleet. Works with various robots and warehouse systems. Under development.



**APDC**

Autonomous tote or bin picking robot for picking multiple orders at a time. Enables goods-to-person picking. Based on ACDC®. Patent pending.

So, I mean so all the; so for example, I mean Flipkart or Amazon ok. So, they are creating the mobile robots, they are fabricating the mobile robots. So, not just the coding and the concept, but fabrication of the mobile robots per autonomous carts and autonomous navigation order picking etcetera ok.

Say I mean the idea is not really novel ok. You have seen enough videos of Amazon or other places, but the implementation capability in India is lagging ok. So, you have hardly a start-up today or any industry today who are capable of creating manufacturing similar robots, with automatic collision, detection programming and everything ok.

And at a scale ok, not just one or two lab scale, but at a higher scale which will fit ok. So, that is what the start-up is planning to do ok.

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Proposed name: **IN5N8 Health Tech Pvt. Ltd.**

*Providing affordable finite solutions*

Our Mission is to create affordable healthcare technological solutions. Indian health care system demands quality and economical solutions. We aim to build affordable technologies with no compromise on quality.

7/14/2021

So, then we also have one health care related start up from our Biometrical Engineering Department.

(Refer Slide Time: 36:12)

**TEAM**

**2**



**MS. TEJASWINI APPIDI, CEO**

**CO-FOUNDERS OF  
IN5N8 HEALTH TECH PVT. LTD.**



**DR. ARAVIND KUMAR  
RENGAN, COO & CTO**



**PROF. ROHIT  
SRIVASTAVA, CMO**

7/14/2021

So, Tejaswini ok; so the idea is to create a point of care self care testing device for cervical cancer detection.

(Refer Slide Time: 36:22)

## CERVICO-VAGINAL INFECTIONS

<p><b><u>CERVICAL CANCER:</u></b> INCIDENCE: 96,922 DEATHS : 60,078</p>	<p><b><u>VAGINAL INFECTIONS:</u></b> 70-75% OF THE FEMALE POPULATION.</p>
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**CURRENT SAMPLE COLLECTION PROCEDURE:  
LITHOTOMY POSITION**



1 IN 4 AVOID TESTS FEARING EMBARRASSMENT

### **PROBLEM** 3

- ✓ DISCOMFORT & EMBARRASSMENT.
- ✓ SOCIAL STIGMA.
- ✓ ECONOMICAL BARRIERS.
- ✓ PSYCHOLOGICAL BARRIERS: FEAR OF PAIN, RESULTS.
- ✓ SOCIOCULTURAL & RELIGIOUS BARRIERS.
- ✓ LACK OF TIME: MULTIPLE VISITS & WAITING FOR RESULTS.
- ✓ LACK OF KNOWLEDGE AND AWARENESS.

7/14/2021

So, we have kind of vaginal infections, cervical cancer infections etcetera.

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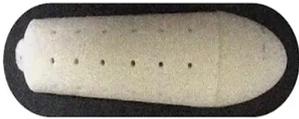
**CERVICO-VAGINAL FLUID RETRIEVER DEVICE FOR THE SCREENING OF CERVICAL CANCER/CIN/VAGINAL INFECTIONS BY COLORIMETRIC TECHNIQUE.**

**PRODUCT** 4

- ✓ **SELF COLLECTION OF SAMPLE.**
- ✓ **COMFORTABLE & CONVENIENT.**
- ✓ **NON-INTRUSIVE.**
- ✓ **PREFERABLE OVER A DOCTOR'S VISIT.**
- ✓ **RAPID SCREENING.**



CHANGE IN COLOR DIFFERENTIATING THE HEALTHY & AFFECTED SAMPLE.



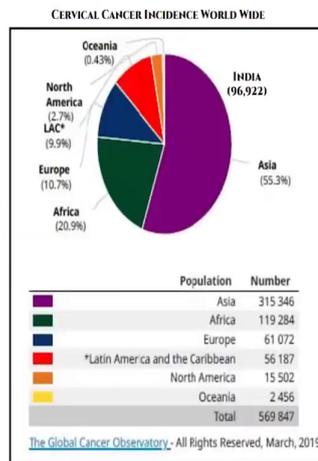
FLUID RETRIEVER - NATURE INSPIRED



7/14/2021

And you can create your own tool self tool for collection of the sample etcetera.

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- <https://www.researchandmarkets.com/reports/4571478/asia-cervical-cancer-diagnostic-market-by-test>
- Source: Cervix uteri Globosoon 2018
- <https://gon.iarc.fr/today/fact-sheets-cancers>

## MARKET

5

### MARKET SIZE

➤ **HUGE. ASIAN REGION: USD 1 BILLION BY 2024.**

➤ **AVAILABLE MARKET:**

- ✓ **ASIAN: FLUID RETRIEVER.**
- ✓ **GLOBAL : PRELIMINARY SCREENING.**

7/14/2021

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10

**RECOGNITION**



So, this is one start-up which is working in such self-care domain, yeah I think I mean. So, we had a good success with this start-up also ok.

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And then I mean diametrically opposite is one of our start-ups which is Manali Swing. So, they are interested in creating a bungee jump in Himachal Pradesh in India ok.

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**Meet the Team**

Team Fun Fact:

We all are Childhood Friends (Except Anne- Marlene) and Utsav, Gaurav, Sid, & Janam are committed full time for this venture.

**UTSAV SONI**  
Founder & CEO

**SUPERPOWERS:**

Charismatic Leader  
Great Communicator  
Problem Solver  
Imaginative  
Risk-taker

- Extreme Adventure Enthusiast & Certified Rock Climber
- Mechanical Engineer with 4 years of experience.<sup>1</sup>
- Volunteering as a Regional Coordinator of Asia & Middle East in Thought For Food Foundation (TFF) and leading 63 Global TFF Ambassadors from 10 countries. <sup>2</sup>
- 4 time Internationally awarded & recognised for his previous innovations in last 6 Years
  - Selected as One of the World's top 1000 Young Innovator working on SGD's, UNLEASH INNOVATION LABS, Singapore
  - Winner "Take it to the Farmer Award", by noble price winner Norman Borlaug Foundation at Thought For Food International Summit, Amsterdam. Selected from 110 Countries and 1300 University.
  - "Employers choice award" at GO GREEN IN THE CITY, Paris out of 159 countries and 13,000 entries

1. <https://www.linkedin.com/in/utsav-soni-02383992/>  
2. <https://thoughtforfood.org/>

So, kind of I mean. So, it is a good theme of rock climbers and everything ok.

(Refer Slide Time: 37:00)

## Problem / Opportunity

India is world's youngest country, where more than half India's population are under 25 years old

600 Million

people under age  
25

59 %

Gen Z travellers chooses adventure  
activity in their travel

21%

segment is growing at CAGR.

---

But India fails to cultivate the culture of innovation in extreme adventure tourism.



96th position out of 191 countries in  
Adventure Tourism Competitive  
Index ranking (ATDI) 2020



Lacks culture of Following  
International Safety Standards



Youth trusting & attracted by  
foreign destination for  
adventure activities.

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**MANALI SWING OFFERS  
WORLDS MOST  
CREATIVE HIGH-  
ALTITUDE ADVENTURE  
SWING  
ON THE SIDE OF A CLIFF!**

"For all the Nature Lovers,  
extreme adventures  
seekers & travellers, who  
are dissatisfied with  
limited, uninteresting, and  
always similar adventure  
options. Our innovation is  
first of its kind portable  
Giant Swing which allows  
one to experience the  
adrenaline of 70m free fall  
with 100+ jump styles  
without compromising on  
its safety.."

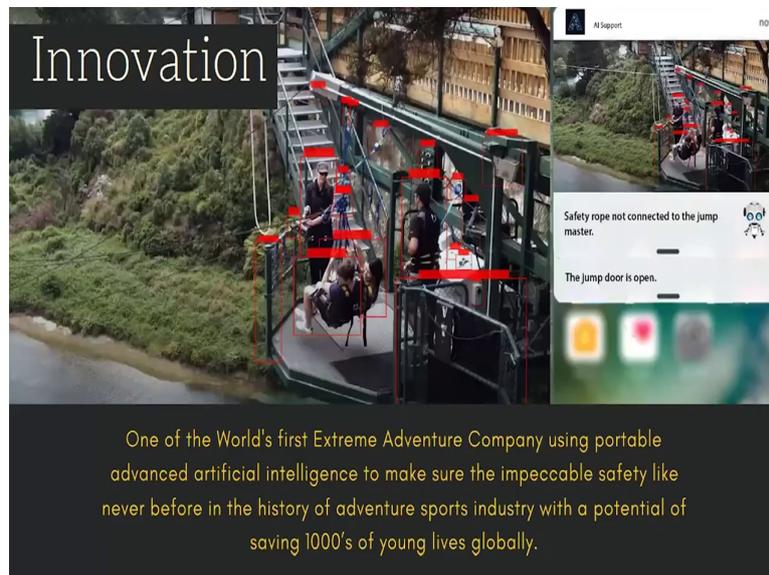
*Solution*



Pic from our Mentors NatureExtremoBrazil

So, the idea is they will create a sort of a bungee jump equivalent between two peaks in one of the hilly stations in Himachal Pradesh ok. And then facilitate jumping etcetera.

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So, challenge is not the jumping, the challenge is the detection. So, they want to ensure all the automatic device detection etcetera. So, it automatically tells you whether the rope is tight or not, whether it is clamped properly or not whether the person is standing at the right direction or not, right angle or not etcetera etcetera ok.

So, that is actually how you can bring Image Learning and Artificial Intelligence to increase the safety in this jumping etcetera is what the company is doing.

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So, another start up which is again I mean in a different diameter is GermSAFE which is working on disinfecting water or I mean water purification ok.

So, maybe a hand water purification or a normal purification, without having to do with your what you call chemicals or anything. Naturally without using any pesticides or any chemicals, can you purify the water? Ok and with a low cost with a low membrane result etcetera.

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So, this is a team of three doctorates from in Chemical Engineering PhDs ok, who are doing this work ok.

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Problem Statement:

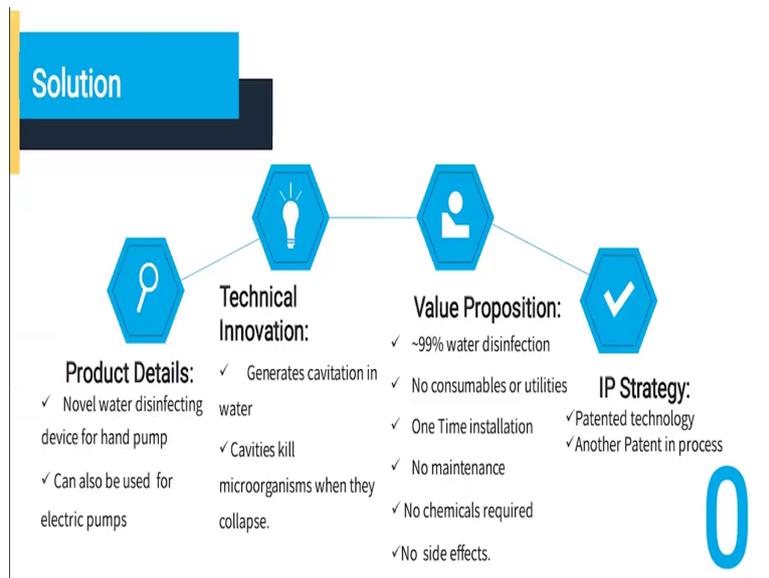
“Provide an access to safe and affordable drinking water”



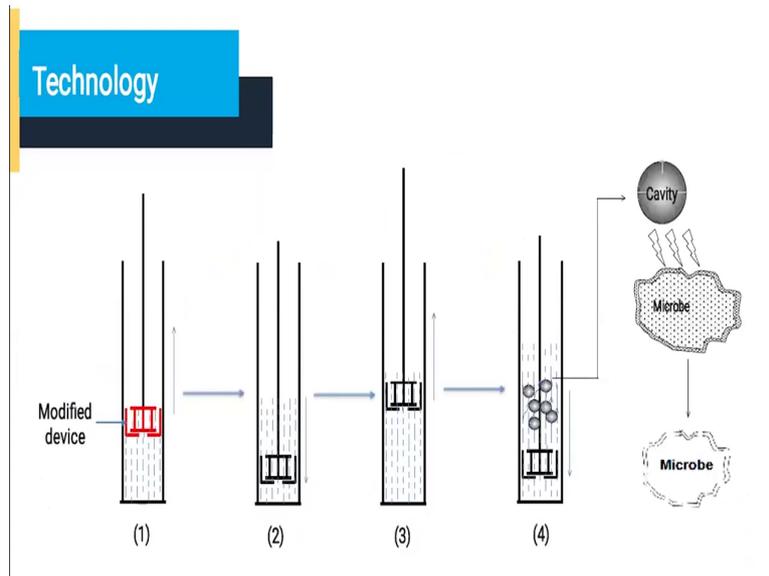
0

So, they are working on creating safe and affordable drinking water for rural applications etcetera.

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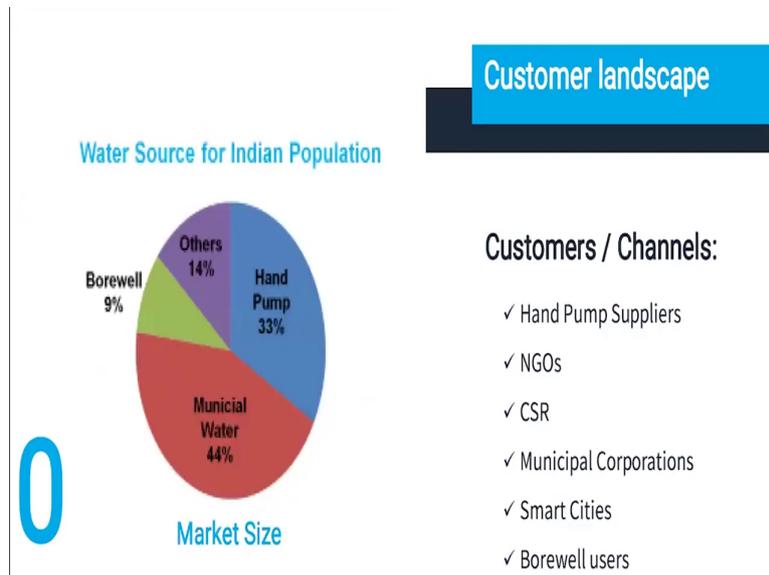
(Refer Slide Time: 38:25)



(Refer Slide Time: 38:27)



(Refer Slide Time: 38:27)



(Refer Slide Time: 38:28)

The slide displays a competitive landscape matrix for water purification technologies. The matrix compares three products: GERMISAFE WATER TECHNOLOGY, TATA SWACH, and PUREIT. The criteria used for comparison are Technology, Feature 1, Feature 2, and Cost. A large '05' is positioned to the right of the matrix, indicating a top 5 ranking.

DISCRIMINATOR	GERMISAFE WATER TECHNOLOGY	TATA SWACH	PUREIT
TECHNOLOGY	Hydrodynamic Cavitation	Micro Filtration and Chlorination	Micro Filtration and Chlorination
FEATURE 1	No consumables	Membrane and Chlorine tablet needs replacement	Membrane and Chlorine tablet needs replacement
FEATURE 2	One device per borewell	One device per household required	One device per household required
COST	Rs. 1,200	Rs. 1,800 (18 ltr Capacity)	Rs. 1,450 (14 ltr Capacity)

So, they have done some case studies and in fact, they have been also recently shortlisted for the top 5 brick, I mean that Bricks Entrepreneurship Award also.

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(Refer Time: 38:41).

So, here see they are starting their work on hand pumps.

But they are also looking at I mean, let us say even municipal water purification and even you call milk purification also. So, they use this what we call as high cavitation flow ok and they spin the water to kill the germs. So, it does not remove the impurities, but it reduces the germs and the, I mean this thing ok.

So, the boiling equivalent sort of; so it can help in reducing the need for water purification and in many cases at least I mean. So, imagine for example, even the water tank water

becomes stale for 4 days ok. So, how can you again make it portable and drinkable, where there are no additional new impurities coming in, but where you want to reduce the germ.

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Content. So, this process is ideally suited for such a requirement. For particulate impurities this is not suitable.

Very (Refer Time: 39:43).

So, if the impurities are I mean like particulates like lead and all this is not suitable. But so groundwater and all depending on the source it can be used for I mean good application. So, the intent is that we cover all the aspects ok, it can be rural healthcare, it can be fancy bungee jumping, it can be healthcare devices or it can be industrial automation etcetera. All these start-ups are welcome and are fit into our incubation system.

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### **IITH Research Park**

- MHRD Sanctioned Research Park on 19<sup>th</sup> July 2016 and approved fund is 75 crores
- Established Section 8 company on 30<sup>th</sup> December 2016 & submitted three years IT returns.
- CIN is U74999TG2016NPL113814.
- Commencement of operations in FY 2017-18
- IITH allocated transit office space 6800 sft .
- TRP building built-up area is 14,313.28 sqm (1,54,066sft).
- Six companies are in operation

Right.

So, we also have a MHRD Sanctioned Research Park which is established in 2016, it is in very similar lines to IIT Madras Research Park ok. So, this is completely a, so if you are no longer a start-up, but a mature company and no longer fall into the start-up category, you can hire, you can rent space here for your commercial operations. And use the IIT Hyderabad campus and the facilities for your research activities.

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This is our future. So, we have a one and half lakhs square feet of Technology Incubation Park which is under construction it is almost getting ready.

So, probably from 3 months to 6 months we will hope to have that facility ready. So, this is designed and funded from JICA that is government of Japan support for IIT Hyderabad. So, it comes from that division and it is one and a half lakh square feet of pure incubation space.

So, this complete building will only have incubation and start up related activities going on ok. So, I think that will make it one of the at least, if not the biggest one of the top 3 incubators dedicated incubators in India I mean you have incubators ok but.

Yeah.

Spread around this thing. So, this is a single big entity building completely only dedicated to incubation activities so.

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We are hoping in another 3 months to 6 months we will have that ready. One of our major headaches was we want a combined ecosystem, but we want privacy. So, let us see if I hire 4 different startups in autonomous navigation, one start up should not steal the ideas from the other start-ups ok.

So, I mean, so our, but at the same time we want a ecosystem where there is I mean a vibrancy of activity, where you see I mean it typically happens right you see the other fellow putting an night out, you kind of get motivated to put a night out yourself ok, so that ecosystem.

So, this building is designed where privacy plus a intermingling is happening. So, it can I mean a beautiful amalgamation of these two. So, it is designed in complete towers and different towers have different floor levels and different heights and each are connected, but each is a individual silo in itself ok.

So, that is briefly all the activities of incubation and entrepreneurship at IIT Hyderabad, with that I think I mean so.

Thank you, Professor Chakravarthy.