



INCUBATION BULLETIN

from Atal incubation Centre - Sri Krishnadevaraya University



Launch of AIC-SKU

In a significant development, Sri Krishnadevaraya University, Anantapur has bagged the prestigious Atal Incubation Centres (AIC) from out of 3658 applicants for the year 2016-17. It is the only applicant to receive this distinction out of 181 applicants from Andhra Pradesh. It is also the only state University in the entire country to get selected. Atal Innovation Mission(AIM), a key wing of NITI AAYOG (Govt. of India) has supported in establishing Atal Incubation Centres(AICs) that would nurture innovative start-up businesses in their pursuit to become scalable and sustainable enterprises.



The AICs would create world class incubation facilities across various parts of India. The Activities of the Atal Incubation Centre at SKU was formally launched by Dr.C.Murali Krishna Kumar, Sr. Consultant at NITI Aayog, Govt. of India in the august presence of Vice Chancellor and Registrar, SKU and Prof.K.Rajagopal, Sri JA Chowdary , Sri Manohar Reddy, Representatives from AP Chamber of Commerce, CEOs from different industries.

As a part of it, some of the key events that organized were Agri Entrepreneurship, Exhibition of Innovative ideas from college students, and tour of B.M. Birla Science Centre by the School students .

Incubation Services & facilities at At AIC-SKU

AIC-SKU as a premier Atal incubator supports entrepreneurs to develop their business, especially in the initial stages. The main purpose of this incubator institution is to help start-ups to grow. They are collaborative programmes which help people solve problems associated with launching a start-up by providing space to work, use makers' space, access investments, legal & financial advice, mentoring, training and other benefits. To empower start-ups, AIC-SKU also provides the following services and associated facilities.

Incubation Facilities

- Co-Working Space
- Hi-Speed Internet
- Innovation Facilitation Centre
- Start-up Counselling Centre
- Training Hall
- Seminar Hall
- Idea Square-Open Auditorium
- Start-up Cabins

Incubation Services

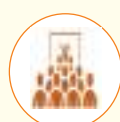
- Ideation / Product Development
- Training
- Mentoring
- Business Planning
- Intellectual Property Rights (IPR)
- Investments Support
- Legal & Financial Advice



Ideation



Mentoring



Training



Development



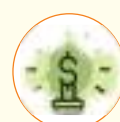
IPR Service



Marketing Guidance



Business Planning



Investments Support

Raising Rayalaseema

Rising Rayalaseema, an one day event was organized by AIC-SKU in partnership with TiE Amaravati and Start-up Byte to create ecosystem that enable create platform and networking for innovation and start-ups in one of the most backward regions in India and Andhra Pradesh. Understanding the drought prone scenario, economic instability, lack of employment in Rayalaseema, it is imperative that relevant start-ups are designed and developed to market innovative products and services that are valuable in today's globally connected economy. This event will enable Rayalaseema region to have the start-ups that generate employment and contribute to economic development.

The prime objective of this event was to create the innovation culture, open up the entrepreneur opportunities and networking in Rayalaseema region. The key focus areas discussed during Rising Rayalaseema were IoT, renewable energy, agro-food processing and manufacturing. The participants are the technocrats, government functionaries, potential start-up aspirants of Rayalaseema region with innovative idea. In the workshop the participants focused their deliberations on problems and opportunities under Agri-food processing, ICT, Renewable energy, manufacturing sectors within the region, how ideas can change/improve, lives, livelihoods, service delivery, governance etc. The day's proceedings enabled participants understand the efforts being made by AIM/NITI AAYOG, APEITA, APIS and AIC-SKU to develop ecosystem for innovation and start-up in Rayalaseema Region. Some of the participants expressed their desire to associate with AIC-SKU to access incubation services and initiate start-ups.



6
Colleges

4
MICs

41
Ideas

17
Prototypes

8
Products

Smart Village Sarpanch Meet

AIC - SKU in partnership with District Administration has organised a one day workshop on developing SMART VILLAGES in Anantapur district of Andhra Pradesh. The Sarpanches, SHG Members, HoDs from various Government departments and potential start-up aspirants participated in the event. Sri Veerapandian, District Collector who was the Chief Guest impressed upon the participants to facilitate the development of ordinary village to Smart Village by realizing the 20 Non-Negotiable Smart AP Foundation indicators. He appreciated the efforts of AIC-SKU in encouraging Sarpanches and SHG members promoting Smart Village strategy as a means to develop local/innovative ideas & solutions for their problems, create ecosystem for enterprise/start-up development, employment generation and local economy. He promised to provide all the support relevant to make smart villages."

Prof. Nagabhushan Raju, Director AIC-SKU impressed upon the need for creating Smart Villages as labs for problem and innovative ideas, development of ecosystem for enterprise development, local employment generation and enable households have access to improved services, local governance and economy.





Gear Box - The Accelerator Program

To enable start-ups access mentorship and investments to become stable, self-sufficient businesses, and scalable, AIC-SKU has organized a four day accelerator program with 3 Lines, Venture Capitals represented by Mr. Krishna Kunapuli, General partner of 3 Lines.

In the emerging ecosystem, it's difficult for the start-ups to create monumental success by themselves. When start-up run its operations, thinking that it can do everything on its own, without consulting someone who's been there before, end up failing, in majority of the cases.

This four-day program, oriented CEOs of the various start-ups on venture capital, value propositions, business models, mentoring, financial, capital strategy, start-up valuations, term sheets, deal readiness, strategic planning, ground reality - successful entrepreneurs, intellectual property, sales/marketing plans, negotiations, pitch-decks, fund raising techniques, due diligence process and sharing the pitch decks

The participated CEOs expressed that the learnings have been enormous and have enabled them to understand the importance of various concepts associated with accessing investments. All the CEOs agreed to work on their business models and documentation and submitting their pitch decks for review and possible investments by 3 Lines, Venture Capitals. We believe such events will encourage more start-ups to scale-up.

GAIN - Orientation Workshop for MSMEs

Government of Andhra Pradesh (GoAP) accords top priority to development of Micro, Small and Medium Enterprises (MSMEs) for catalyzing growth. Development of MSMEs has a significant impact on employment generation, improvement in standard of living and inclusive growth. MSME provides opportunity to generate new employment opportunities across the state. To develop a vibrant MSME sector, institutional measures are in place for facilitating registration of MSMEs, dedicated MSME Parks in each district and enhancing credit flow. The parallel focus on setting up incubation centres and start-ups is aimed at enhancing skill intensity and content in MSMEs and propel them as engines for growth, innovation and entrepreneurship in the State. GAIN, an orientation workshop was organized and representatives from department of AP-Finance Corporation, Industries and Infrastructure Development oriented individuals and start-ups in understanding the opportunities, benefits and entitlements for MSME development. The workshop also intimated start-ups to plan and be prepared to demonstrate their products at the upcoming state level MSME meet.



Ideation

6 Colleges were involved

2000 + Students participated

147 Innovative Ideas shared

41 prototypes displayed

6 Products developed



IDEA & PROTO TYPE DEVELOPMENT

Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources, and includes all processes by which new ideas are generated and converted into useful products. Innovation is important to the advancement of society. New and innovative products have increased the standards of living and provided people with opportunities to improve their lives. Breakthroughs in medicine and technology have had dramatic impact on individuals and communities alike.

AIC-SKU has been associating with several colleges in Andhra Pradesh to develop ecosystem for ideation and innovation. Srujana Shibir (Innovation Readiness Camps) have been organized in colleges to motivate students in undertaking ideation, innovation and initiating start-up in the areas of Agri-food processing, renewable energy and Information & Communication Technology.

Srujana Shibir was organized in ALITS, PVKK, SRIT, TECH Tadipatri, RIPER, Kuppam Engineering Colleges and Sri Krishnadevaraya University. Motivated students, individually and collectively preliminarily shared ideas, and then shared the conceptual framework. Respective College Faculty, AIC-SKU team supported the students by providing technical assistance, material and makers' space in converting ideas into prototypes.

Intellectual Property Rights

Intellectual Property is a kind of property that includes intangible creativity of human intellect. Patents, Copyrights, trademarks, licences are the ways to protect these expressive arts. They give owners exclusive rights to reproduce their work, publicly display or perform their work, and create derivative works. Additionally, owners are given economic rights to financially benefit from their work and prohibit others from doing so without their permission. As one of the incubation services, AIC SKU has been supporting a start-up "UPRUN Automations", which developed robotic solar panel cleaning solution in filing the patent and the start-up team is currently engaged in product manufacturing and marketing.



Human Traffic Signal



Automatic LPG level detector/sensor



Can/Bottle Crusher

AIC-SKU has been organizing Srujana Shibirs (Innovation readiness Camps) and Manthan (Hackathon camps) to motivate and enable students in ideation/innovation, prototyping and patent processes. Required infrastructure, mentors and innovation facilitation centre have already been established for entrepreneurs/students to utilize incubation services and facilities for innovation and prototyping.

Approximately 2000 students from IT, Civil, ECE, Mechanical, EEE, MCA, MBA, Pharmacy and other branches of six colleges participated and have shared 147 ideas and demonstrated 41 prototypes during IGNITE event at AIC-SKU campus in Anantapur. From the demonstrated prototypes, IoT based Gas Cylinder Automatic Booking System, Street Lighting, Robotic Solar Panel Cleaning Solution, Electronic Learning Kits for Atal Tinkering Labs, IT solutions for education Institutes, Online marketing are some of the special attractions. These are being given emphasis to support for piloting and scaling.

The budding innovators from schools and colleges of tier three towns are a ray of hope for innovations and relevant technologies for local empowerment. By these programs, these innovators are able to capitalize the opportunities to hone up their knowledge and skills to demonstrate their intelligence and creativity in identifying problems and developing innovative solutions which have huge potential for start-ups and job creation.

Internship

AIC-SKU provides unique internship opportunities to students and graduates to associate themselves with startups and entrepreneurs. They also get a chance to observe the startup ecosystem. Internships give students the opportunity to attend meetings and participate in relevant events. Employers are much more likely to hire someone with internships and work experience rather than someone with a generic resume, lacking experience. To enable students, graduates and individuals gain operational experience in Agri-food processing, an internship program is offered at AIC-SKU. Those interested are further being supported with infrastructure, mentoring and investment for initiating start-ups in Agri-food processing in Anantapur district.

7 events organized

15 student teams mentored

15 student teams used makerspace

15 prototypes improvised

2 Products demonstrated in state events



Multi Utility Pen (Penstick)



Low cost water sprayer





Training - Mentoring

When it comes to students & incubatees, training is one of the means to enhance competencies and do things a bit differently from conventional business. Structured training program on Agri-food processing allowed Incubatees to improve their knowledge and skills to a higher performance level. Training improved Incubatees' capacities to adopt new technologies/methods, ideation, process, product development and start-up management process efficiently.

Mentoring is other important means that not only improve knowledge and skills of students & Incubatees but also provides professional support to facilitate Ideation and conceptualization, product development, IPR, infrastructure establishment, business planning and marketing. Eight technical experts provide mentoring services and approximately 300 students, 21 faculty and 11 Incubatees benefitted from training and mentoring processes that have been organized by AIC-SKU in its vicinity.

Moving forward AIC-SKU is planning to undertake bootcamps, training programs, mentoring process for students , faculty/resource persons from MICs, ATLS and individuals in Agri-food processing, Information Communication and Technology and Renewable Energy Sectors.

NEWS MEDIA COVERAGE



Nurturing Start-Ups

A start-up is a young company that is just beginning to develop. Start-ups are usually small and initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being offered elsewhere in the market, or that the founders believe that their product/service offers better value to the customer. In the early stages, start-up companies' expenses tend to exceed their revenues as they work on developing, testing and marketing their idea. As such, they often require financing.

AIC-SKU has been making efforts to strengthen I I start-ups under Agri-food processing, ICT and Renewable Energy Sectors. The required incubatee services and facilities have been extended to Start-ups in AIC-SKU. To enable start-ups overcome several operational challenges, GAIN an interface meeting between start-ups and government functionaries has been organized to orient them towards government schemes. Similarly, Gear Box, accelerator program has been organized to orient them and enable them present their pitchdeck and access investments and interact with Finance and Legal consultants for handing company registration, tax issues and manage compliance processes.



MEDIA COVERAGE



Success Story

Laying special emphasis on development of women start-ups, AIC-SKU has trained, provided internship and incubation services which stimulated three Women Entrepreneurs to venture into Agri-food processing. Navya, Achyutha and Jyothi who are all master graduates in IT and commerce have made significant efforts and improved their competencies and successfully harvested and marketed their first crops of Azolla and Milky White and Oyster Mushrooms in the past two months. Moving forward to scale their model to increase productivity, they are ready to set up their mushroom and Azolla units with their own resources.



Testimonial from Mr. Seshanjaneyulu President, Chamber of Commerce and Industry- Ananthapur Chapter



The Atal incubation situated in SK University is a boon to budding entrepreneurs it acts as a navigator and help them with required knowledge before setting-up the unit. They prepare them how to give presentation in the given time of 3or4minutes during venture Capitalist meet. The enthusiastic entrepreneurs with great ideas will get help and enough exposure to venture capitalists and equity participants. They teach them to learn and prepare required documents and give information on what the investors are looking from the unit holder; they even help them to prepare the pitch document to submit to investors. The Atal incubation even helps entrepreneurs in infrastructure, technology, training and marketing arrangements in the fields of Azolla and mushrooms.

We appreciate Satish Kumar, CEO's efforts in helping the entrepreneurs to realise their dreams in a draught and backward district like Anantapur Dist. The incubation also helps in making entrepreneurs to realise their dreams in many fields like IT, Engineering and food industries.

Testimonial from Dr . G.N. KODANDA RAMAIAH, PhD Director R & D, Kuppam Engineering College



We are privileged to get associated with ATAL Incubation centre SK University, Anantapur. We are thankful for their assistance in idea-to-Product development through their incubation centres. They have created a collaborative environment where entrepreneurs can associate with each other through mentors and investors.

From The Director's Desk



Sri Krishnadevaraya University with more than 6decades of experience, 100s of academicians with PhDs and several alumni working in various sectors have been contributing to the national growth.The university envisaged to create an ecosystem to support innovations and enterprise development which would spin-off into employment, wealth creation and inclusive growth in the region of Rayalaseema in particular and nation at large.

I take this avenue to express my immense happiness in sharing that this University is the only state-run University in Andhra Pradesh that could establish Atal Incubation Centre with the support from NITI - Aayog and Andhra Pradesh Innovation Society. In the last 06 months, state-of-art infrastructure for the innovation and incubation has been created.

During this short stint, 2000+students have been reached through Innovation Readiness Camps, 12 start-ups are incubatedand 10 more in pipeline and created a platform for demonstrating 100+innovations. With partners, mentors and trainers in place, I am sure that AIC-SKU will emerge as one of the top Incubation centres in the state and country in coming years.



Co-Working Space



Innovation Facilitation Centre



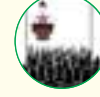
Start-up Counselling Centre



Training Hall



Seminar Hall



Idea Square Open Auditorium



Start-up Cabins