

## Key Achievements of AIC-SKU in 2020 (Jan -Dec)

AIC-SKU Confederation is an Atal Incubation Centre (AIC) at Sri Krishnadevaraya University (SKU) supported by Atal Innovation Mission, NITI Aayog, Govt. of India and AP Innovation Society, Govt. of Andhra Pradesh. It is a Special Purpose Vehicle registered as a Not-for-Profit Section-8 Company (as per the Govt. of India Companies Act 2013).

The main objective of AIC SKU is to support existing and budding agripreneurs and agri-business ventures, IT Start-ups and Renewable energy Start-ups by means of training, technical assistance, business mentoring, intellectual property management, financial support, marketing and networking. This will also help in generating employment for youth and enhancing the income of prospective and existing Start-ups.

To achieve the goals AIC-SKU has organised various programmes during 2020:

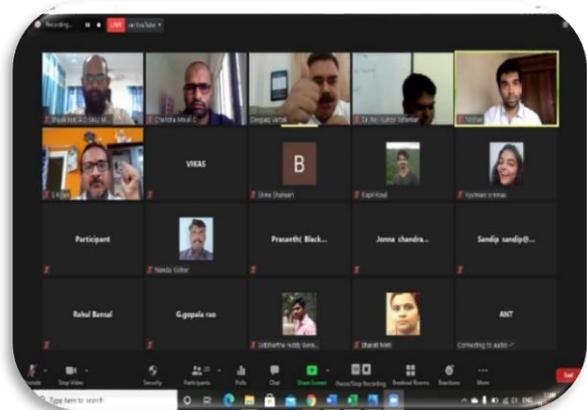
- 1. COVID-19 Innovation Challenge:** COVID -19 Innovation Challenge was organized during April 2019 which got very good response and participants from different parts of India have participated in this challenge. Over 54 participants have presented their ideas to the jury and three got selected to avail incubation services at AIC-SKU. Mr. Siddharoodha & team who designed “Liquid free Electronic Sanitizer” secured first place and we have hosted working space at Innovation Facilitation Centre (IFC) to the team amid COVID-19 in the month of May. The Liquid free Electronic Sanitizer is the first of its kind in India. The product is already in production in bulk and sales have started pan India.



- 2. STUDENT INNOVATOR PROGRAM 3.0 (SIP):** A 10-Week virtual SIP 3.0 was organized by AIC-SKU from 2<sup>nd</sup> Sep to 6<sup>th</sup> Nov 2020, where the student teams refined their innovations and completed online training on various sessions such as product development, IPR, market research, business design, etc. 15 Atal Tinkering Lab Students and in-charges got benefited from this program.



3. **Gear Box - Accelerating Startups:** A 6-week acceleration program - Gear Box was organized AIC-SKU in partnership with Arthayan, Mumbai to gear up the startups for investment was organised in the month of October to December – 2020. The first 5 weeks eco-system experts have churned the start-ups for investment raising. 6<sup>th</sup> week was the investor’s week and start-ups have pitched with major investors such as Equanamy Investments, Arali Ventures (Swetha Ravi), Aavejak (Mr. Kataria), The Chennai Angles (Mr. Darshan), Unicorn India Ventures (Ruchi Pincha), Artha Ventures (Farhan Merchant), 100x.vc (Vatsal Kanakiya), and other angel investors Upaya - Ajith R Pai, Mehul Sanghvi, Amit Joshi, and Nitin Gadgil. Some of the investors have shown interest in the start-ups. 12 participants attended and got benefited.



4. **A JOURNEY - IDEA TO PRODUCT:** A programme was organised to convert ideas into product in association with WWF-India. The prototype was developed by Kuppam Electro Solutions (KES) and tested in the field in the month of December – 2019 and the product was delivered to WWF – India in the month of March – 2020. The product, Live Wire Detector proved quite successful in detecting live wires in the forest areas. WWF-India team was satisfied with not just the solution but also with the implementation mechanism which led to commercialization of the product. WWF-India gave the first order for 100 devices. The product impressed WWF-India so much so that it gladly extended support on the marketing front for the product. The product has now been promoted in other countries and KES team is putting efforts on streamlining the production-operation-delivery cycle to take the product to the next level of commercialization. As we speak, the product has a new order from Cambodia.



Start-up Name: Kuppam Electro Solutions



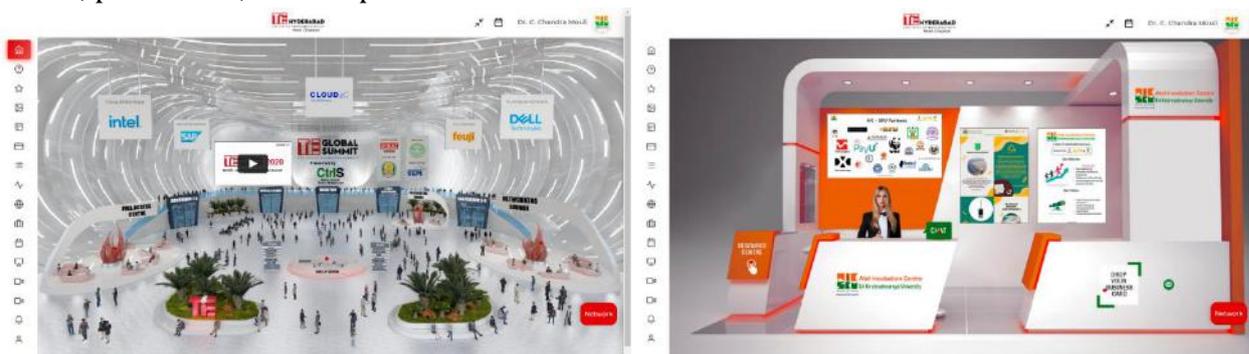
Live Wire Detector Product

**5. Innovation Challenge 3.0:** WWF – India and AIC – SKU, Anantapur has come up with an innovation challenge to bring smart solutions to mitigate crop damage by wild animals with the problem title as rakshak 2.0. AIC-SKU has announced the Innovation challenge 3.0 and received 29 applications from Start-up community, Student community and Faculty Fraternity etc. from various parts of the country. In the first-round scrutiny AIC-SKU and WWF – India teams constituted a panel and shortlisted 18 relevant models. After scrutiny panel recommended to have a session that should provide more clarity on the problem definition. So AIC-SKU conducted a session and asked the teams to resubmit the models based on the exact problem statement. A total of 9 revised models pitch decks have been received and top 4 selected to pilot with the help of WWF – India.



**6. TiE Global Summit:**

AIC-SKU is the only Atal Incubation Centre to occupy a virtual stall at TiE Global Summit-2020 organised by TiE Hyderabad during 8<sup>th</sup> to 10<sup>th</sup> December 2020 with 20000 virtual participants. AIC-SKU stall has got good response with 83 enquiries from start-ups, mentors, consultants, leaders, professors, service providers etc.



**7. Export of the products of our Start-ups**

Uprun Innovations LLP is one of our first batch of startups who initially was a service provider in cleaning of PV solar panels in commercial PV power plants. With AIC-SKU support, the company prototyped and patented their design of PV cleaning module. With further support from AIC-SKU, Uprun has started exporting the products to Greece with due CE certification.

**8. Start-ups leveraged seed funding** from Andhra Pradesh Innovation Society grant. The start-ups benefited are Gainaloe Pvt Limited with seed fund of Rs. 3,50,000/-, Kuppam Electro Solutions Pvt Ltd. with seed fund of Rs. 3,00,000/- and J.N.Swamy Organic Agri Products with seed fund of Rs.2,50,000/-.

## Out-reach programs

- 9. Mentoring of Texas Instruments National Competition Semi-finalists:** Mentored Jawaharlal Nehru Technological University Anantapur (JNTUA) students who are selected for Texas Instruments (TI) National Level Competition Semi-finalists by Dr. C. Chandra Mouli on 29<sup>th</sup> January 2020 to bring their idea to minimum viable product stage using TI microcontrollers and software tools. 27 students attended and got benefited.



- 10. MSME HI/BI Brain Storming Program:** Brain Storming session has been organised by AIC-SKU to the students of Sri Ramanujan Institute of Technology (SRIT) for the program Micro Small Medium Enterprises Host Institute / Business Incubation on 13<sup>th</sup> January 2020. 23 students attended and got benefited.



- 11. Agriculture Entrepreneurship Learning Program Cohort - 1:** As part of internship AIC-SKU has organised Agriculture Entrepreneurship Learning Program from 02<sup>nd</sup> January to 31<sup>st</sup> January 2020 to the aspirants of Sri Krishnadevaraya College of Agriculture Sciences and Horticulture Sciences on various technologies of value addition products from agriculture and horticulture. 48 students attended and got benefited.



**12. AICTE and MHRD Sponsored one day workshop on Innovation, Enterprise & Start-up Development:** One day workshop on Innovation, Enterprise & Start-up development sponsored by AICTE and MHRD organized by Laki Reddy Bali Reddy College of Engineering, Mylavaram, Andhra Pradesh in partnership with AIC-SKU on 13<sup>th</sup> March 2020 and Mr. M. Satish Kumar, CEO acted as resource person from AIC-SKU. 252 participants attended and got benefited.



**13. National Level Technical Symposium on Ideation and Pre-Incubation:** A two days National Level Technical Symposium on Ideation and Pre-Incubation was organized by Research, Innovation and Enterprise Development Cell of PVKK Institute of Technology Anantapur, AP in partnership with AIC-SKU and Mr. M. Satish Kumar, CEO acted as resource person from AIC-SKU. 40 participants attended and got benefited.



**14. Faculty Development Program on Industry 4.0 & Robotics:** Technical Education Quality Improvement Programme III and Biju Patnaik University of Technology Rourkela Odisha have conducted Faculty Development Program FDP - 2020 at Gandhi Institute of Technology Advancement (GITA) at Bhubaneswar on 17<sup>th</sup> March 2020. Dr. C. Chandra Mouli of AIC-SKU has oriented the participants on Importance of Entrepreneurship in Internet of Things. 45 faculty members attended and got benefited.

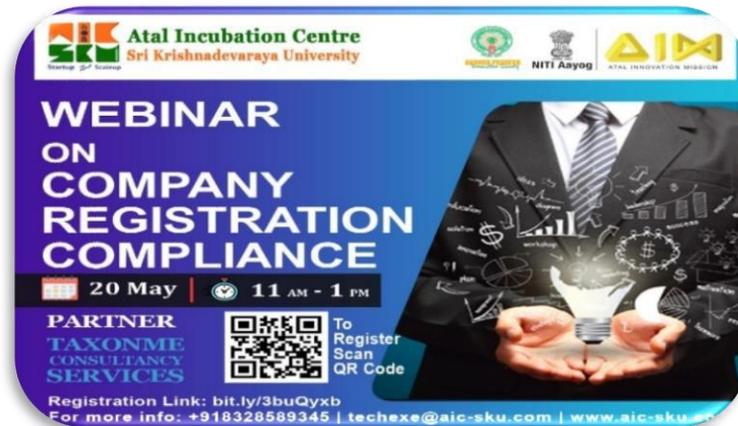




**18. Converting Crisis into Opportunities:** The COVID-19 pandemic has disordered economic landscape and health throughout the world, specifically the startup ecosystem. AIC- SKU hosted a webinar session on “Converting Crisis into Opportunities” on 16<sup>th</sup> May 2020 with eminent speakers - J.A. Chowdary, IT Advisor to Govt. of Tamilnadu – Sateesh Andra, Managing Director at Endiya Partners, President TiE Andhra Pradesh and Ramesh Loganathan, Professor, Co-Innovation at IIIT Hyderabad. 90 participants attended and got benefited.



**19. Webinar on Company Registration compliance:** AIC-SKU, in partnership with Taxonme Consultancy Services, Chennai, has organized webinar on company registration compliances to all Preincubatees of AIC-SKU on 20<sup>th</sup> May 2020. In this programme Mr. Lakshminarayan has delivered all the essential content regarding types of companies, compliances and regulations according to the ministry of corporate affairs. 33 participants attended and got benefited.



**20. Webinar on Financial Regulations of Startups:** AIC-SKU has organized a webinar on financial regulations of start-ups to all the pre-incubatees, on 21<sup>st</sup> May 2020 Mr. Ratnakar samavedam, investment director, Hyderabad angels has delivered the session with start-ups regulatory aspects of finance, company registration, compliance etc., 45 participants attended and got benefited.



**21. Enterprise Development of Banana Pseudo Stem Value Chain :** On 5<sup>th</sup> June 2020 AIC - SKU in partnership with different stake holders in banana value chain has organised enterprise development of banana pseudo stem value chain to network different startups, MSMEs, technology support opportunities and Networking. The prominent participants were Prof. Srinivas Kumar, Vice-chancellor, JNTU Anantapur, Prof. Surya Kalavathi, Vice-chancellor, Yogi Vemana University, Kadapa, A.P., Dr. Veera Reddy, Special Advisor on Industries Govt. of AP and other entrepreneurs, mentors, industrialists from Tamilnadu, Karnataka and Andhra Pradesh. 27 participants attended and got benefited.



**22. Webinar on Demystifying Investment Pitch Deck:** Every Year nearly 68% of the Startups failed to attract the investments due to lack of brevity in the presentation to the investors. Therefore, AIC SKU organised a programme for educating the Startups in enhancing their presentation skills on 20<sup>th</sup> July 2020. 27 participants attended and got benefited.



**23. An approach to managing allotted funds for start-ups:** A Programme was organised by AIC-SKU to empower the start-ups on planning the allotted funds of the start-ups to meet their immediate and long-term needs based on their existing and expansion plans on 19<sup>th</sup> September 2020, Mr. Neelratna R. Chowbal, Corporate trainer and educator acted as resource person. 25 participants attended and got benefited.

**An approach to managing allotted funds for Start-ups**  
An online (Zoom platform) program

**Program Objective:** To empower the start-ups on planning the allotted funds of the start-ups to meet their immediate and long-term needs based on their existing and expansion plans.

**Broad Contents of the Program:**

- Approach for Startups to manage their funds to provide for their plans
- Role of mutual funds to help protect startups by cushioning finances

**Program Trainer:** Mr. Neelratna R Chowbal  
Corporate Trainer and Educator

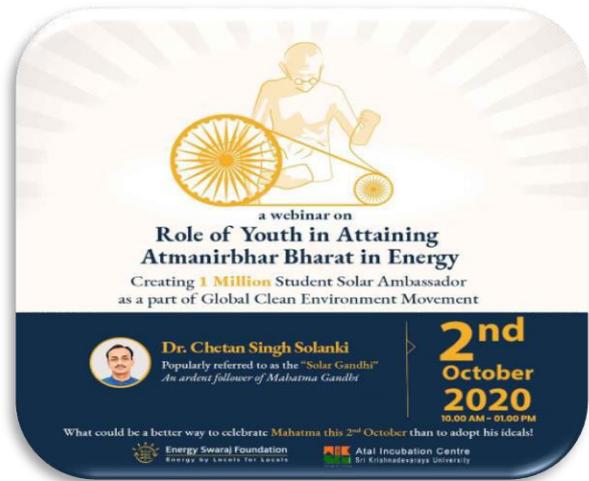
**Date & Time:** 19th Sep 2020, 3:00 PM  
**Program Duration:** 45 mins (Followed by QnAs)  
**Program Cost:** No cost whatsoever for your organization  
**Who can Participate?:** Start-up Founders and team members  
**Program Language:** English / Hindi / Marathi  
**Program will be conducted through online (Zoom) platforms.**  
For more details, contact: +91-8454991082

This program is brought you by Mr. Neelratna R Chowbal in association with Citya Birla Sun Life Asset Management Co. Ltd. & Atal Incubation Centre - Sri Krishnadevaraya University (SKU) - AP, India.

**24.Virtual Faculty Entrepreneurship Development Program (FEDP):** AIC-SKU organised a two-week Faculty Entrepreneurship Programme during 21<sup>st</sup> Sep to 01<sup>st</sup> Oct 2020 designed specifically for the faculty in-charges of innovation/Entrepreneurship cells of colleges and universities to orient and empower them in entrepreneurship from academic perspective. 16 participants attended and got benefited.



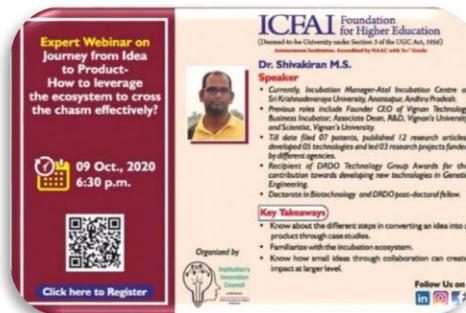
**25.Role of Youth in attaining Atmanirbhar Bharath in Energy:** AIC-SKU Organised webinar in partnership with Energy Swaraj Foundation, Mumbai, Maharashtra which is designed to create 1 Million Student Solar Ambassadors as part of the Global Clean Environment Movement on 2<sup>nd</sup> October 2020. The webinar topic was “World Energy Scenario Climate Change and Youth Atmanirbhar Bharat in Energy A Prospects of a career”. 35 participants attended and got benefited.



**26. One-week National Online ISTE Short term Training Program on Entrepreneurship, Innovation & Incubation:** AIC-SKU team, Prof. K. Nagabhushan Raju and Dr. M.S. Shivakiran participated as resource persons, organised by NNRG group of Institutions, Hyderabad for enhancing the startups in their successful journey on 5<sup>th</sup> October 2020. 24 participants attended and got benefited.



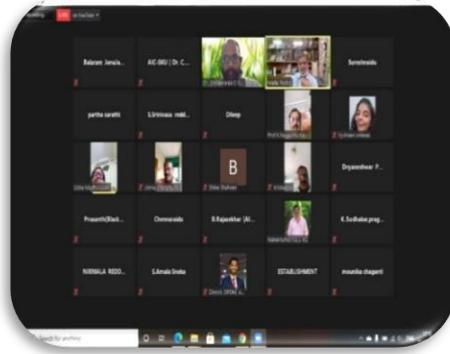
**27. Expert Webinar on Journey from Idea to Product:** An Expert Webinar on Journey from Idea to Product was organised by AIC-SKU for supporting and guiding the startups on 9<sup>th</sup> October 2020 in association with ICFAI foundation for Higher Education. The webinar concentrated on the pros and cons of the successful startups. It also emphasised on how to leverage the ecosystem to achieve success. 23 participants attended and got benefited.



**28. Orientation Program on National Innovation and Start-up Policy:** The fifth day of Maçon's Flagship begun on 6<sup>th</sup> November with an insightful and informative orientation program on the topic National Innovation and Startup Policy. The occasion was graced by Prof. K Nagabhushana Raju, Executive Director of AIC-SKU. Prof. Raju has given orientation on the National Innovation and startup policy 2019 for students and faculty as a step towards the change that was needed which will help in forming innovative ideas. He also stated that mindset matters more when it comes to innovation. 118 participants attended and got benefited.



**29. Overview on Technologies & Entrepreneurship Opportunities in Value Addition in Agriculture (NABARD):** AIC-SKU in association with NABARD organised a program on Overview of Technologies & Entrepreneurship Opportunities in Value Addition in Agriculture on 21<sup>st</sup> November 2020. The Programme emphasised to familiarize NGOs, FPOs, SHGs & Other Stake Holders in Anantapur on Latest Technologies in Validation & Entrepreneurship Opportunities in Value Addition in Agriculture. 46 participants attended and got benefited.



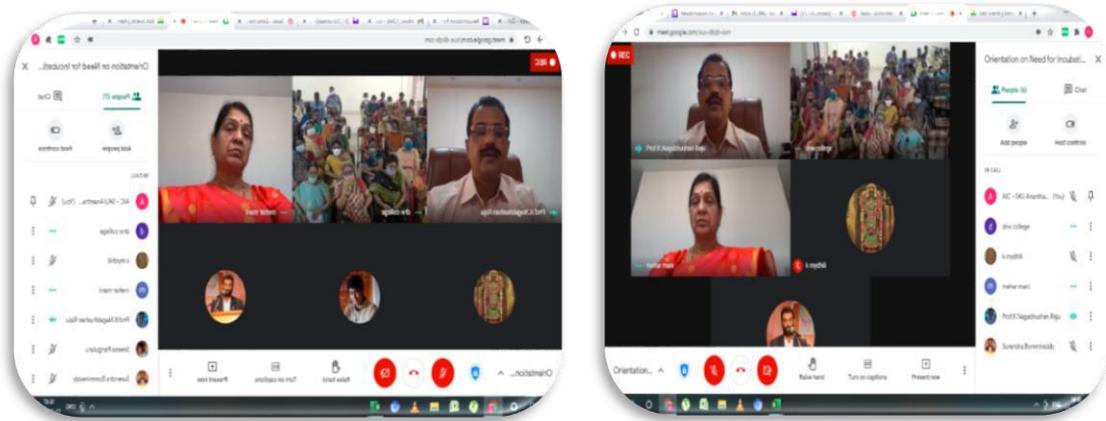
**30. Awareness on National Education Policy 2020 and Innovations & Start-up Policy 2019:** An awareness session was organized to the Faculty Fraternity, students and other staff members of Raghavendra Institute of Pharmaceutical Education & Research (RIPER), Anantapur on 9<sup>th</sup> December 2020 and 75 participants attended and got benefited.



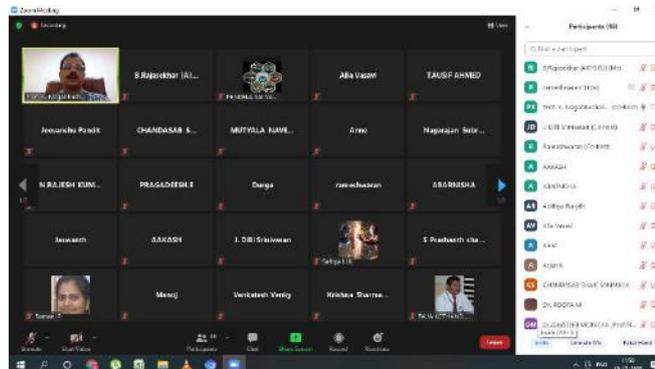
**31. Business Opportunities in Primary Agricultural Credit Society in the Trade Chain of Agricultural Products:** An awareness programme was organised by AIC-SKU in association with APCO on 15<sup>th</sup> December 2020 to emphasise on creating a profitable value chain for the products of the farmers of Anantapur District. 45 participants attended and got benefited.



**32.Orientation on need for Incubation Centre in HEIs:** An orientation session was organized to the Faculty of Duvvuru Ramanamma Women's College, Gudur on importance of incubation centres in HEIs by Prof. K. Nagabhushan Raju, Executive Director of AIC-SKU on 15<sup>th</sup> December 2020 to create an awareness on AIC-SKU and to explain role played by AIC -SKU to nurture startups. 55 members got benefited from this program.



**33.Orientation Session on National Innovation & Start-up Policy (NISP):** Prof. K. Nagabhushan Raju, Executive Director of AIC-SKU handled an orientation session on National Innovation & Start-up Policy (NISP) organised by SRM University, Ramapuram Campus, Chennai on 19<sup>th</sup> December 2020 to orient the students, faculty, heads and other staff members. 46 participants attended and got benefited.



**34.Orientation session on National Innovation and Startup Policy:** AIC-SKU hosted a session is to orient on National Innovation & Start-up Policy (NISP) to the faculty, enthusiastic students and other participants in partnership with SV Engineering College, Tirupathi on 24<sup>th</sup> December 2020. 86 participants attended and got benefited.

