



# AIC - SKU INCUBATION BULLETIN



Live Wire Detector

**JULY – SEP 2019**

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**Entrepreneurship Development Program:**  
Spreading the culture of Innovation &  
Entrepreneurship

**PG. 3**

**SIP 2.0:** Fostering innovations of ATIs

**PG.5**

**Impact Story:** A journey – Idea to Product



@ TECH, Tadipatri

## ANANTHA START-UP PITCH Aug 16<sup>th</sup>

Connecting Entrepreneurs to Investors

Ideas are many, products are few but launches are almost bleak. Understanding the importance of the need for investment for budding Ideators and entrepreneurs, AIC-SKU led by Mr. Satish Kumar organized the Anantha Start-up Pitch.

The event exposed entrepreneurs to investors and vice-versa. It was also an eye-opener for the entrepreneurs towards understanding how the investors world works. The event had 11 entrepreneurs pitch to four investors that included – Dr. J.A Chowdary (STPI), Mr. Tarun (VP, GM, USA), Dr. Abinika Tarun and Mr. Anup Rubens (Music Director)

**Impact:**

- Participants got a great deal of understanding into how they can pitch and market their products
- Mr. Rubens moved in as a partner in the social venture that produces Lanterna based products



## ENTREPRENEURSHIP 17<sup>th</sup> July DEVELOPMENT PROGRAM

*Spreading the culture of Innovation & Entrepreneurship*

The district of Anantapur is an arid region geographically adding to that, it is a relatively a lesser developed region economically. The exposure to academia is steadily picking up but the exposure to innovation and entrepreneurship is minimal. Keeping this in mind AIC-SKU conducted an Orientation Program in Entrepreneurship on the 17<sup>th</sup> of July. Led by Mr. Satish Kumar, CEO AIC-SKU, the orientation program saw around 500 participants from across universities be part of the event.

The objective is to nurture and develop new and energetic entrepreneurs from amongst the student community.

The orientation covered several aspects of entrepreneurship – The process of ideation and how to transform the idea into product - How to launch the product - Some aspects of Marketing & Sales

**Impact:** Around 500 students from different universities participated and moved ahead with renewed enthusiasm. Proved to be an additional step towards building and developing Technology Entrepreneurs from the Engineering community



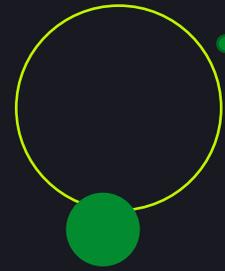
## SRUJANA SHIBIR – I <sup>23<sup>rd</sup> – 24<sup>th</sup> July</sup>

### *The Outreach Program*

As part of the regular outreach program, AIC-SKU led by Mr. Sathish Kumar conducted the Srujana Shiibir event. The event focussed on the need for innovative thinking and its importance in entrepreneurship. The event was spread over two days – 23rd and 24th of July. About 400 students from across attended the program.

The first day focussed on the students - helping them understand the world of entrepreneurship and the importance of becoming not just good pass-outs but enterprising pass-outs

Second day focussed on orientation for various faculty members. Faculty plays a key role in shaping of an enterprising student and so, a lot of emphasis was laid on how faculty members should not only spot but encourage enterprising students. 240 faculty members from across attended the event making it a grand success.



## STUDENT INNOVATOR <sup>17<sup>th</sup> Aug</sup> PROGRAM 2.0

Fostering innovation amongst the universities and colleges has been a central theme to AIC-SKU functioning. So, in lieu of that, the team comprising of Mr. Satish Kumar, Mr. Shiva Kiran, Mr. Chandra Mouli trained 18 students and mentors in various aspects of entrepreneurship.

The program was a great success with more and more participants applying to the same over the months. Students and mentors were given training on how a start-up can be founded and built. This program was part of the Atal Incubation Program that fosters innovation and entrepreneurship amongst students.





## SRUJANA SHIBIR - II 28<sup>th</sup> Aug

### *The Outreach Program*

A second Srujana Shibir program for the quarter was conducted as part of the outreach efforts. The focus was on various innovations in the field of technology and how these can impact different industries ranging from Agriculture to Manufacturing.

About 170 people attended this program taking home knowledge and understanding of new-gen entrepreneurship with the aid of technology.

## REPLACE PLASTIC IDEATHON 23<sup>rd</sup> Aug

Plastic has become integral part of a human's life but having said that it has become a bane. Ideation Day brought about various ideas by students in the form of a start-up pitch – to provide a solution for Plastic pollution.

The day witnessed some interesting ideas on how to reduce plastic pollution and create a less polluted and healthier environment. About 14 contestant team participated in the event which was won by SSBN, Anantapur College Students team

**Sensor networks made easy**

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- Minimum maintenance costs
- Service and network scalability
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**Features**

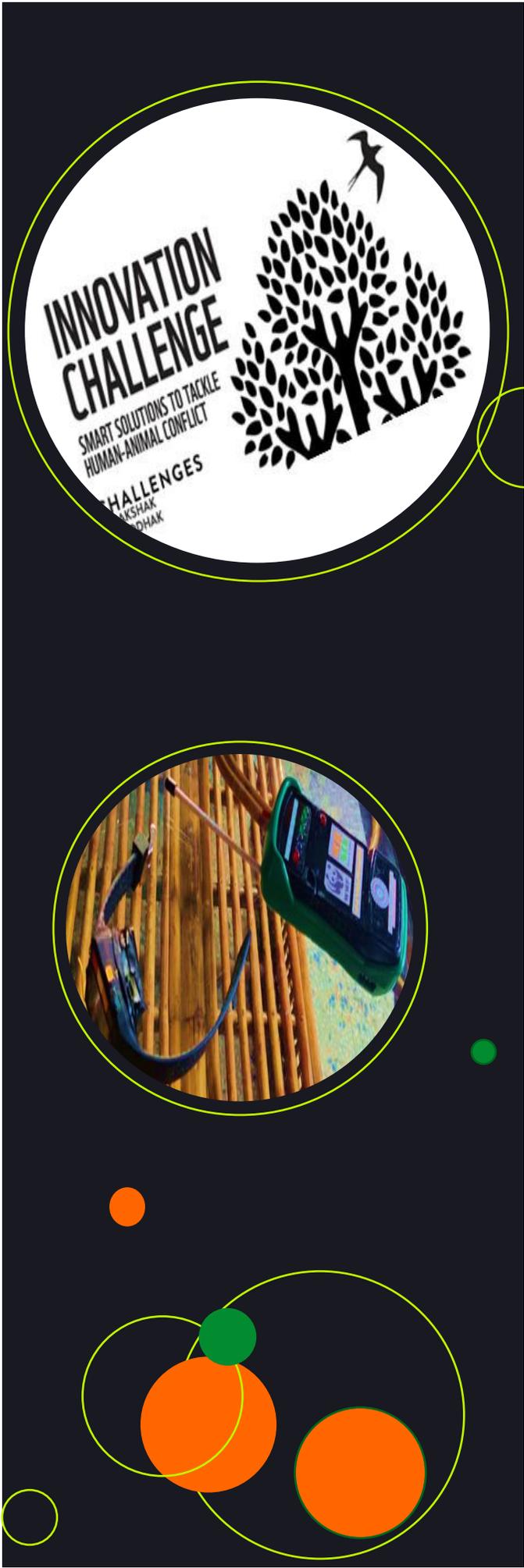
- Robust waterproof IP65 enclosure
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- Add or change a sensor probe in seconds
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- Radios: Zigbee, 802.15.4, wifi and 3G/GPRS
- Over the air programming (OTAP)
- Special brackets ready for street lights installation
- Graphical and intuitive programming interface

works to the cloud

## AWARENESS – OUTREACH AT IMPA

Entrepreneurship can be led by anyone but it needs the support of various stakeholders. The Awareness and Outreach Program at International Mudaliar Pillaimar Association (IMPA) was exactly that.

Awareness and knowledge on what happen in the world of innovation and entrepreneurship was imparted to attendees during this event. The event also focussed on the importance of start-up culture that needs to be fostered in academic institutions. There were 17 participants that included institutional heads, researchers and entrepreneurs.



## IMPACT STORY

### A JOURNEY – IDEA TO PRODUCT

#### Building Products through Innovation

There is no better way to celebrate a product innovation than to realize its commercial potential. Many brilliant ideas come to the table but only few make it out of the boardroom to see the ‘Product Development’ phase. Kuppam Engineering College (KEC) with due support from AIC-SKU has done a brilliant job in terms of building a commercially viable product through innovation. Here’s our story on the same –

#### Problem Statement

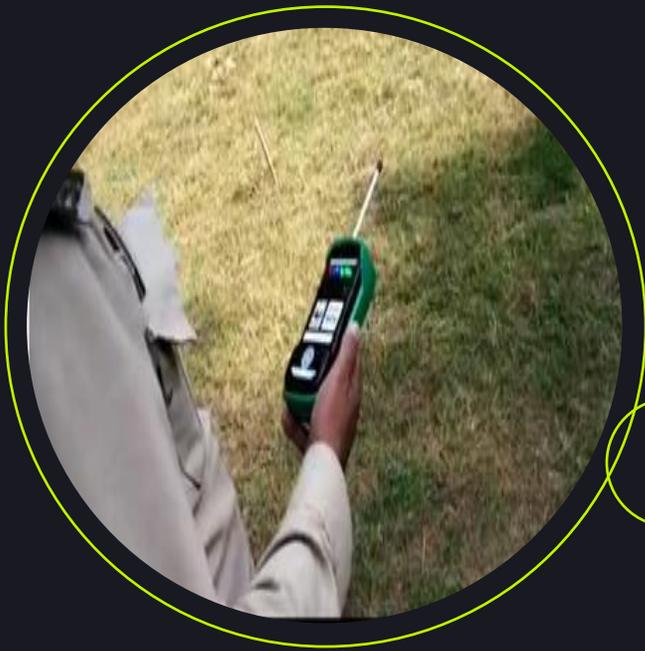
WWF-India forest guards lost their lives as they accidentally stepped onto ‘live wires’ laid to trap wild animals in the periphery of the forests and National parks. There was an imminent need for WWF-India to come up with a plausible solution to eradicate this problem and save lives of the forest guards.

#### Tackling the Challenge

AIC-SKU in partnership with WWF-India took up the challenge and hosted an ‘Innovation Event’ as part of their efforts to encourage and bring in various innovative ideas to fruition. Participants from across academia and industry took part in Innovation Challenge and put out their ideas. The ideas ranged from educating forest guards and taking preventive measures to building software solutions and hardware devices that can be used to eradicate the problem at hand.

#### Providing Solution - Live wire detection

Kuppam Engineering College (KEC) came up with an innovative solution in the form of a Live Wire Detection. The solution comprised of a combination of software and hardware package that helped detect the hidden live wires laid deep beneath in the ground. The solution impressed the overseeing panel and was decided as the winner of the challenge.



### **Developing Prototype**

AIC-SKU provided the required support to KEC and helped develop the prototype. The prototype was developed under carefully designed guidelines and practices keeping in mind the requirements of WWF-India.

### **Testing the Solution – On Field-Testing**

AIC-SKU led the discussions and with support from WWF-India, KEC was able to test the prototype on-field. The team included members from KEC Innovation Team, AIC-SKU and WWF-India that reached Bandhavgarh Tiger Reserve on 16th Dec 2019 and put the device to test.

### **Commercialization Our Efforts**

The live wire 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.

### **Branding and Recognition**

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 KEC 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.

