

2nd National Convention on Energising Entrepreneurship through Innovation

2nd – 3rd November, 2007

Conveners

Usha Manjunath & Sangeeta Sharma

Presented by: Entrepreneurship Development & IPR Unit & Technology Business Incubator



Birla Institute of Technology & Science, Pilani, Rajasthan – 333031

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EXECUTIVE SUMMARY

Birla Institute of Technology and Science, Pilani, Rajasthan organized the 2nd National Convention on Energizing Entrepreneurship through Innovation on 2nd & 3rd November 2007 in BITS, Pilani campus. The convention was primarily meant for introducing youth and young professionals in technical fields to entrepreneurship. The Convention was inaugurated with a bang by Mr. Guljit Singh Kochhar, Director, Precision Moulds & Dies, Pvt. Ltd., Ghaziabad, an Ex-BITSian and a leading entrepreneur. He shared his experiences on how he faced the challenges and adversities during his 30 year tenure of establishing a venture and turned into a profitable and replicable model of business. Prof. L.K. Maheshwari, Vice Chancellor, BITS, Pilani presided over the inaugural ceremony and encouraged budding entrepreneurs to respond to emerging opportunities in Indian economy by coming out with innovative solutions to socio-economic problems. Ms. Usha Manjunath and Dr. Sangeeta Sharma, Conveners, delivered the welcome address and vote of thanks respectively. Prof. Arya Kumar gave the genesis and the theme of the Convention.



The main event 'TechBazaar' which provided space for showcasing the innovative products in different domains like ICT, Electronics, Automobile, Pharmacy, Agriculture, Energy, Civil and Heavy Engineering areas etc was very popular among the budding entrepreneurs. TechBazaar received 50 entries from BITS and outside Institutions across India. After the initial round of screening, 35 entries were selected for final showcasing. They were evaluated at two more stages and five best entries were awarded the Prizes. Project in Civil Engineering called **ISPAT** won the First Prize. In this project a mechanism was devised to increase the strength and durability of concrete by replacing a certain percentage of water added to concrete for its setting with a solution rich in nano-fibrils of lingo-cellulose. The next prizes went to Electrical and Electronics project namely, **Intellitech** which attempted to solve a common cause for a number of road accidents that happen because driver fails to switch to dipper when riding on a high beam, **Vidyut Shakti**, was based on an idea to manufacture electricity with the help of SVO modified generator set, **LED Lighting Device** was the idea to introduce LED based lighting system for general lighting applications in India and **Electro Vault** which developed a system to reduce the unauthorized use and illegal tapping of electricity and to increase the revenue of electricity board. All the participants of TechBazaar got

inspired to take these projects to the logical ends. Many of them were motivated to take entrepreneurship as their career option by starting new ventures and contribute to the economic growth of the country.

The Technology Clinic & Boutique, another main event of the Convention, attracted a large number of students across various disciplines. There was a galaxy of seasoned entrepreneurs and professionals who shared their valuable thoughts in the area of Innovations, Technology driven Entrepreneurship, and Venture team development, Financing, Patenting & IPR and Social Responsibility. The resource persons were Venture



Capitalists & Bankers, Academicians, R & D Professionals and Entrepreneurs. An important suggestion that the ideas (Intellectual Property) should be protected by taking appropriate steps was very well received by the young entrepreneurs.

The highlight of the last session of the Convention was a very lively Panel Discussion by young entrepreneurs in different stages of their entrepreneurial journey. This included Mr Rahul Chandra, Director-Investment Advisor, Helion Venture Partners, Gurgaon, Mr Phanindra, CEO, Redbus, Bangalore, Mr Manoj Vasudevan, CEO, Pilani BPO Pvt Ltd, Pilani, Mr Kavikrut, CEO, Mobile Medics, Pilani and Mr Sasi, CEO, Habits, Hyderabad (on-line participation). The students were very interactive and posed a number of questions to quench their curiosity about Start Up ventures.

The sponsors of the event were i-flex solutions, Wipro and Jindal Steel Works and many other Institutions which not only contributed generously towards the Convention but also their Company Senior Managers participated and shared very interesting and practical experiences in managing innovative products and services. Associate partners to the convention were National Entrepreneurship Network (NEN), Mumbai and Department of Science & Technology, Govt. of India. Developing intellectual property and proprietary knowledge for products and IT Solution was underscored for the Indian companies.

The Convention was indeed very successful in instilling the spirit of entrepreneurship among young technical students. Entrepreneurship Development & IPR Unit, BITS, Pilani further extends requisite support in multiple ways such as networking, incubation, protecting intellectual property etc. to help some of these ideas turn into viable businesses.

CONVENTION OVERVIEW

DAY 1 (2ND NOVEMBER, 2007)

INAUGURATION

Birla Institute of Technology and Science, Pilani, Rajasthan had organized 2nd National Convention on Energising Entrepreneurship through Innovation on 2nd & 3rd November 2007 in BITS, Pilani campus. The Conveners of the Convention were Dr. Usha Manjunath and Dr Sangeeta Sharma. The master of the ceremony was Sona Sethi, a third year



student. The convention broached with the prayers to goddess Saraswati. There was a multimedia presentation on CEL activities and on the convention for three minutes. The convention was primarily meant for introducing youth and young professionals in technical fields to entrepreneurship. Dr. Usha Manjunath gave a warm welcome to the special guests and the student participants.

She underscored the relevance of the workshop in the technological Institute. She profoundly thanked the sponsors for their contribution to make this convention a reality. The Convention was inaugurated with a bang by Mr. Guljit Singh Kochhar, Director, Precision Moulds & Dies, Pvt. Ltd., Ghaziabad, an ex-Bitsian and a leading entrepreneur. He shared his experiences on how he faced the challenges and adversities during his 30 year tenure of establishing a venture and turned into a profitable and replicable model of business. Prof. L.K. Maheshwari, Vice Chancellor, BITS, Pilani presided over the inaugural ceremony and encouraged budding entrepreneurs to respond to emerging opportunities in Indian economy by coming out with innovative solutions to socio-economic problems. Prof. Arya Kumar gave the genesis and the theme of the Convention. He also highlighted the achievements in terms of participation by young entrepreneurs during the first convention last year. He shared that he was happy to receive overwhelming response of the students in terms of ideas, prototypes and business plans. Among the 50 entries received, 35 were short listed for the inclusion in the convention. There were three stages of evaluation. Dr. Sangeeta Sharma proposed the vote of thanks. In the end CEL showed their Mantra awards presentation.

INTERACTIVE SESSION I

INNOVATION AND ENTREPRENEURSHIP

11. 30 AM –1.00 PM

PRESENTATIONS: INVITED SPEAKERS

MR. V. SHANKAR, EXECUTIVE VICE-PRESIDENT, PRIMESOURCING™ ,I-FLEX SOLUTIONS

Topic: Innovation and Entrepreneurship

After a good start with Inauguration of the Convention Interactive Session I started at 11.30 as per the schedule. Three eminent speakers delivered case studies and their own experience as an entrepreneur.



First lecture was delivered by Mr. V. Shankar, Executive Vice President & Global Head, Primesourcing, i – flex solutions on the topic **“INNOVATION AND ENTREPRENEURSHIP”**. He had chosen a real life definition of “Innovation” instead of conventional way of defining or referring to Chanakya or projecting graphs to explain the

term. He stressed that real life example is much better than one of the case studies of the famous Harvard and Stanford University business schools. The success of first generation enterprise and none other than i-flex solutions itself would be one such example. In fact, IIM, Ahmedabad is also curious to study the growth of i-flex solutions. The speaker shared this with the audience “Mr. Rajesh Hukku founder Chairman (a BITSian) and the architect of this venture imbibed the quality of entrepreneurship from the education system of BITS, Pilani and humbly dedicated his success to BITS”. Mr. V. Shankar insisted on the vertical growth for the bright scope of a new enterprise rather than the diversification. i-flex solutions stuck to its financial services and never went for diversification even when it got good opportunity for diversification. The key word from the founders of i flex is “Let us do something which others are not doing”. He recalled the various situations in which anyone would be tempted to close the business. But the determination of the founder continued to be the driving force for the success of i-flex solutions. Only 40 out of 1000 people employed in the organization preferred to stay back when the company was in severe crisis. He also discussed the methods by which the company overcame many hurdles to become successful. He also gave the

statistics about the growth of the company in which the profit went up from 0.25 Million US dollars to 86 Million US dollars within short span of 12 years. Number of staff went up from 250 to 10, 700 within the same period. In brief he stressed the need for the first generation entrepreneurs to be very optimistic determined and never yielding to situations and also warned that becoming an entrepreneur and becoming successful is not an easy task and they should be prepared to face the challenges ahead. The key to sustained success for Indian companies is *"Intellectual Property"* is what he reiterated. Prof. B. V. Babu, Dean, EDD, BITS, Pilani presented a memento to the guest speaker.

MR. VIKESH MEHTA, GENERAL MANAGER (INNOVATION), WIPRO, BANGALORE



**Topic: Applied Innovation-
From Ideas to Business Results**

The second lecture was delivered by Mr. Vikesh Mehta, General Manager Innovations, Wipro on the topic **"APPLIED INNOVATION FROM IDEAS TO BUSINESS RESULTS"**. He presented a slide comprising of many first generation entrepreneurs who are among top 25 business people in the world and wished the students of BITS to join them in the future.

He stressed the need for **"SELLING THE IDEAS, NOT JUST INVENTING THEM"** is the main success of entrepreneurs. The steps involved in converting the ideas into the business are 1) Idea 2) Nurture 3) Team 4) Package 5) Price and the convert them into 6) Money. All the steps are important for the success of a new enterprise. He told an entrepreneur need not be the person starting his own enterprise but can also be a good entrepreneur by serving in a huge organization. The growth of the organization also depends on the entrepreneurial skills of the employees working for them. He explained various dilemmas in taking decision in a huge organizations like " Increment vs Radial", " In house vs Partner", "Invest vs Kill", "Me vs Us", " Share vs Protect", " Existing vs New" etc., and also explained in difficulty in taking crucial decision in running a successful enterprise. He also stressed the importance of 5S namely Spark, Specialist, Sponsor, Shape and Sounding Board in running an organization. He wanted the budding entrepreneurs to listen to the sounding board person who will ask many **"BUTS"** in making the commercial viability of a project. The people who ask "BUT", are very

important in analyzing the project proposal, he stressed. He explained the growth of Wipro from the business of vegetable oil to huge software company and the different situations helped in the growth of the company. He quoted the example of the founder chairman of Wipro to emphasize that technical competency is not very essential to become an entrepreneur, but clear thinking and analyzing the situation is very important. He explained different pyramidal structure in running a business organization successfully. He quoted "Robert Sutton" of Stanford business school to bring out the explanation for the term "INNOVATION" and brought out the importance of team spirit, experience sharing, firmness, creativity, long term thinking as the major components of innovation. Prof. Arya Kumar GL- Economics and Finance gave a memento to the guest speaker.

MR. ANURAG JAIN, PEROT SYSTEMS, BANGALORE

Third lecture was delivered by Mr. Anurag Jain of Perot Systems, Bangalore and an ex BITSian on the topic **"TECHNOLOGY DRIVEN ENTREPRENEURSHIP- AN EXPERIMENTAL PERSPECTIVE"**. He told that there is no charm in working for a huge organization and emphasized the need for becoming the boss of one own self. He always preferred to take **"THE ROAD LESS TRAVELLED BY OTHERS"**. He told an entrepreneur is different from others in the way of viewing "risk" He told for the entrepreneurs **"risk is the way of life"** and he should be in a position to perceive risk. He also gave the bleak statistics about the success of new enterprises. Even after success only 4% of the share is held by CEO's after IPO. He said that for an entrepreneur success is a marathon and not a sprint. He shared his own experience as an entrepreneur of two companies on Health Care and BPO. He narrated the difficulties faced by him in running these companies. He stressed the need for right strategy and execution of the same for successful organization and to be prepared for personal sacrifice to become successful entrepreneur. He also explained the various stages of delegating power to others and empowering the people to take decision during the growth of an organization. Infrastructure, soft infrastructure and employees are the important components of running a successful organization. Anurag is a powerful speaker and makes his point emphatically about the importance of being an entrepreneur. Prof. Anil Bhat, Group Leader-Management group gave away the memento to the speaker.



INTERACTIVE SESSION II

TECHNOLOGY CLINIC

2.00 PM – 3.30 PM

The team of experts interacted on the spot with the participants and evaluated the idea/design/prototypes on the overall business worthiness and potential, and also provided advice.

The **TechBazaar** provided space for showcasing innovative products in the following technical domains:

- Information and Communication Technology
- Electronic System Design and Embedded Systems
- Auto Ancillary Products
- Technologies for Rural Applications
- Pharmacy, Bio-technology, Bio-metrics and Bio-medical areas
- Entertainment, Animation and Education
- Others

The **Technology Clinic & Boutique** offered individual guidance, presentations and interactive sessions on the following topics:

- Entrepreneurship Skills
- Developing Business Plans
- Venturing and Financing Process
- Government Policies and Perspectives on Enterprise Development
- Patenting Processes & IPR issues

TEAM OF EXPERTS

- Ms. Sunita Singh, Director, NEN Consulting, Mumbai
- Mr. T. Sridhar, Chennai, CEO, EHP India
- Prof. B. V. Babu, Dean, EHD, BITS, Pilani
- Prof. R.N. Saha, Dean, EDD, BITS, Pilani
- Prof. R.K. Mittal, Dean, ARCD, BITS, Pilani
- Prof. P.K. Padhi, Visiting Professor from US, IIT Delhi
- Mr. Kunwar Sachdev, CEO, Su-Kam, Gurgaon
- Prof. B.R. Natarajan, Dean, DLPD, BITS, Pilani
- Mr. Anurag Jain, Perot Systems, Bangalore
- Prof. Anil Kumar Bhat, GL, Management Group, BITS, Pilani

INTERACTIVE SESSION III

ASSESSMENT & FEEDBACK BY TEAM OF EXPERTS

3.45 PM – 4.00 PM

Team Coordinators:

1. Prof. B. R. Natarajan, DLPD Dean, Research & Consultancy, BITS, Pilani
2. Ms. Sunita Singh, Director, NEN Consulting, Mumbai
3. Prof. R.N. Saha, Dean, EDD, BITS, Pilani
4. Prof. P.K. Padhi, Visiting Professor from US at IIT Delhi

The displays by the students were approved by the experts and a suggestion was given that participants should take care of the presentation layout. They further told that the student should take appropriate mentorship for taking up the project to a venture level.

TECHNOLOGY DRIVEN ENTREPRENEURSHIP

4.00 PM – 6.00 PM

MR. KUNWAR SACHDEV, CEO, SU-KAM, GURGAON

Mr. Kunwar Sachdev, CEO, Su-Kam-Gurgaon in his presentation, highlighted about how ***technology can result in higher performance in the organization***. He gave the example of his own company where 'Powerdoc System' in India was installed which is also the first of its kind web-based application in the world which will enable real-time central management & monitoring of Su-Kam's power back up systems installed in any part of the world.

The genesis of this application lies in its ability to provide 24x7 monitoring of high capacity inverters installed in unmanned locations as well as for critical and essential applications such as ATMs, Telecom Towers, and Satellite based systems, fully networked chain of retail stores etc. This application would allow the user to gauge the status of the power back up system (inverter) from a selected remote point on various parameters including load and status of each system thereby ensuring efficiencies and smooth operations. This application would not only increase power efficiencies for the high capacity user but think of all the unmanned locations or mission critical applications where Power Backup Systems are installed and where their assured availability is essential and mission critical. For example ATMs, Telecom Towers, Satellite based systems, fully networked chain of retail stores, chain of Multiplexes, their supply chain systems, on-line process control equipment etc. He also mentioned the significance of the potential use of this software.

Kunwar's company is a one of the best examples for constant technological innovations and how competitive edge through technology is possible.

MS. SUNITA SINGH, DIRECTOR, NEN CONSULTING, MUMBAI

Ms. Sunita Singh, Director, NEN Consulting, Mumbai; in her presentation discussed the **genesis of NEN**. She stressed how it helps to inculcate & develop an entrepreneurial mindset, its association and the kind of help it can provide to help the universities to drive entrepreneurship in their curriculum

MR. T. SRIDHAR, CEO, EHP OF INDIA, CHENNAI

Mr. T. Sridhar, CEO, EHP India, Chennai; talked about how **ethical customer driven entrepreneurship** can be inculcated right from the start up stage. He talked about History of measurement systems in India and quoted examples of various organizations like OIML, NPL & BIS and evolution of weighing system and accuracy and precision in weighing systems.



PROF. P.K. PADHI, FOUNDER, GLOBAL GOVERNANCE, LLC USA & VISITING PROFESSOR AT IIT DELHI

Prafulla K. Padhi is an alumnus of Massachusetts Institute of Technology (MIT), Wharton School of Business, Kellogg Executive Scholar and Advisory Board member of the prestigious Prague Institute. He is currently a visiting professor at IIT Delhi.

Mr Padhi was very interactive in his session on **Global technology venture building; seed to harvest**. He talked about his life experiences to help audience understand what the entrepreneurs should do. He took Japan as an example because Japan practically had nothing in 1935 when it was completely destroyed. Even today, Japan has preserved its strong culture of respect, quality and live in harmony with nature along with technological advancements. He stressed it is the second largest economy in the world because it is high on technology. He highlighted his journey from Japan to US. He said that India should take Japan as the role model. Mr. Padhi's talk focused on the composition of a winning team and how to build a global venture from the scratch. He said that the belief that a person "**Can do**" was of utmost importance. He said that leadership is a key factor in building a winning team and learn how to leverage and capitalize on a winning team. He also specified certain steps to be taken in building a global venture. The steps he mentioned were

1. Learn to unlearn
2. Build a winning team
3. Learn to be creative
4. Focus on value creation rather than making money

He concluded his session saying that anyone who 'dares to dream' and believe that they 'can do' will surely win. Prof. Arya Kumar gave the memento to the speaker and requested him to continue to guide our students.

DAY 2 (3RD NOVEMBER 2007)

INTERACTIVE SESSION IV

VENTURE TEAM DEVELOPMENT

9.00 AM-11.00 AM

MR. SUBROTAH BISWAS, COUNTRY MANAGER, LOGITECH, DELHI

He talked about the *link between entrepreneurship and innovation*. He used the examples of various corporations to corroborate the point. He also highlighted the importance of passion for a cause and listening to experience. According to him personal attributes, opportunity awareness and continuous learning are important for converting an idea into a business.

MR. PRABHIR MUKHERJEE, ASSISTANT GENERAL MANAGER, SBI – JAIPUR

Mr. Mukherjee is a senior banker and he spoke about the role of banks in aiding entrepreneurship. According to him the key for any *entrepreneurship venture is vision and ideas*. If the vision and ideas are unique and viable the other aspects like arranging for finance need not be a cause for worry, as the venture would be assured of financial support by banks. He also went on to highlight how SBI had aided entrepreneurship in the past and how they would continue to encourage new ventures in the times to come.

MR. SUJIT PANIGRAHI, CEO, CONVERGENT TECHNOLOGIES, GURGAON

Sujit Panigrahi is a successful entrepreneur and spoke from his own experiences on **"Venture Team Development & Launching a Venture"**. He is the CEO of Convergent Technologies in Gurgaon. He has served at Hindustan Times and Amsoft India prior to founding Convergent Technologies (CT) in April 2000. In his presentation, Sujith Panigrahi emphasized the importance of balance between personal and venture growth. The role of people, markets, and working capital issues were highlighted. The first 1000 days for a venture is the toughest and the entrepreneur should be ready to face the heat. Keeping cool, having social and family support and sailing through tough days were

identified as the best ways to manage crisis times. During 3-6 year period, entrepreneurial spirit among employees and new growth should be envisaged. When the venture reaches a stage beyond 10 years and taking forward requires expenditure on R & D, managing diversity, adding more people and inorganic growth becomes essential. Overall his approach was very positive and encouraging for entrepreneurship and he gave specific suggestions of managing a venture effectively at different time lines.

MR. MANJUNATH PRABHU, JINDAL STEEL WORKS, VIDYANAGAR, KARNATAKA

Mr. Manjunath Prabhu in his lecture talked about entrepreneurship and the characteristics of successful entrepreneurs who, according to him create value and always aim high. He also gave examples of some innovations like fire, splitting of an atom, assembly line production and invention of personal computers that have changed the lives of people. He said that innovation in order to be effective has to be simple and small. He also quoted examples of countries like *Israel, India and Japan* who have succeeded by embracing innovation in their entrepreneurial ventures. He concluded his talk by explaining how innovation has been a driving force behind all ventures of JSW.



DR. POORAN CHANDRA PANDEY, TIMES INDIA GROUP, DELHI

Dr. Pandey currently heads Times Foundation, a non-profit out fit of the Bennett, Coleman and Company based in Delhi as its director, reporting directly to the Chairman, Times of India Group. The Foundation works in the areas of public private partnership, public policy advocacy, and corporate social responsibility.

Pooran Pandey shared his views on **Social Entrepreneurship** which has gained lot of prominence these days. If people want to take up any job it is mandatory that they maintain corporate philosophy not only in India but worldwide. It would be beneficial if they can correlate management skills to find solution for social problems. Now-a-days corporate people have become careful by putting aside some portion of their wealth for corporate social responsibility for serving society on larger scale. He also highlighted that civil society stakeholders should put forward their steps to coexist with the corporate world. Institutes should also cultivate social ideas that could be developed to

incorporate society. The crux of his presentation can be summed up by the following three points which can further help in developing corporate society.

1. Selecting the right people to serve the people in effective manner
2. Collaborating with right organization
3. Delivering high profile services that will flourish business

INTERACTIVE SESSION V

FINANCING START UP VENTURES

11.15 AM-12.15 AM

MODERATOR: Prof. Arya Kumar, Chief, Entrepreneurship Development & IPR Unit, BITS-Pilani

- Mr. Rahul Chandra, Director-Investment Advisor, Helion Venture Partners, Gurgaon
- Mr. Phanindra, CEO, RedBus, Bangalore

The tips on startup ventures were carried over to the panel discussion. Mr. Phanindra spoke on how to approach the Venture Capitalists for funding. His discussion was based on his own experience from starting a venture namely Red Bus. Mr. Rahul Chandra highlighted the importance of planning well before taking up the proposal to the VC's.

INNOVATIONS & PATENTING /IPR

12.15 PM-1.15 PM

PROF. BIJOY BORDOLOI, FULBRIGHT SCHOLAR, VISITING PROFESSOR

Dr. Bordoloi spoke chiefly about **supply chain issues** for consideration for emerging entrepreneurs. He quoted the examples of Dell, Nike and Microsoft- success and failure



stories. He told the students how Dell transformed supply chain basics taught in B Schools and generally accepted in industry before he experimented successfully with his innovative ideas. He also urged that an entrepreneur must believe in his ideas like Michael Dell. He talked of the case of how overconfidence on IT can result in major supply chain problems and huge losses for big and otherwise successful companies like Nike. He gave many examples to

illustrate how Microsoft has been finding and making most of hidden opportunities, got involved in lawsuit cases yet managed everything well as they had made calculated moves. He also emphasized that over reliance on text book knowledge can lead to major blunders for even big and successful companies. Prof. Arya Kumar gave away the memento to Prof. Bordoloi.

DR. ANITA GUPTA, SCIENTIST, DEPARTMENT OF SCIENCE & TECHNOLOGY, GOI, NEW DELHI

Dr. Anitha spoke on creating an enabling environment to support innovation and incubation and how NSTEBD helps budding entrepreneurs in realizing their dreams. She explained how the scene has changed over the decades from the 1960s to present- **knowledge entrepreneurship** being an upcoming field and that there are amazing work opportunities for the young population who need to sustain the momentum. National Science and Technology entrepreneurship development board (NSTEDB) was set in 1982 by Department of Science and Technology, Government of India to promote gainful self employment amongst S&T manpower. Its aim is to promote and develop entrepreneurship through use of Science and Technology. The Department comes up with many schemes like Entrepreneurship Development Cells (EDC), S & T Entrepreneurship Development Projects (STEDS), and training programmes like Entrepreneurship Awareness Camps (EAC), Skill Development Programmes (STST) etc. To promote entrepreneurship, Dr. Anita also emphasized on the benefits of technology business incubators, their impact on the national objectives and what we might hope for the future.

"Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or a different service. It is capable of being presented as a discipline, capable of being learned, capable of being practiced. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. And they need to know and to apply the principles of successful innovation."

- Peter F. Drucker, "The Father of Modern Management"

INTERACTIVE SESSION VI

PROJECT PRESENTATIONS

2.00 PM-4.30 PM

Thirty Four teams pitched in their ideas before the panel of experts and the audience, of which the top three were awarded.

Team	Team Leader
1. Infobazaar	Nakul Gupta
2. Cigarette Butts	Siddharth Pillai
3. Greener and Cheaper Electricity	Sachin Mittal
4. Education through animation	Astha Mehta
5. LED Lighting Device	Ankit Mittal
6. Power Trac	Aditya Nagpal
7. Mechanical Page Turner	Govinda Upadhyay
8. Phinix – Green Fuel	Hemant Durgawale
9. Portable Water Purifier	Varun Gupta
10. Pharma Bot	Dr. R. Mahesh
11. Zephyr HR and Recruitment Solutions	Abhilash Sabarathinam
12. Quantum Data Compression	M.Raghuraman Iyer
13. Smart Traffic Controller	Govinda Upadhyay
14. Innovation	Lokesh Jain
15. Rotary Hand Pump	Uppala Pradeep
16. Fridge	K. Sarat Chandra
17. CNG Cylinder	Sandeep Lingampally
18. Ispat	Akanksha Dhamija
19. GreenScreen	Palvi Raikar
20. Vidyut Shakti	Mahesh Jakhotia
21. Multi-Storey Farming Module	Kartik Gupta
22. Eustachian Microphone	Ankit Mittal
23. Intellitech	A Jaideep
24. Hybrid Transport Vehicle	Shusheel Teja
25. Electro Vault	Ujjwal Kejriwal
26. Spent Pickling Acid Regeneration System	Dhruv Malik
27. Smart Object Locator	Pramey Jain
28. Heavy Engineering	Anil Kumar Sharma
29. Intelligent D	Prankur Gupta
30. Mr. Fixit:- The Service Provider	Shipra Bhutani
31. C&U	Anil Kumar
32. New Energy Source- Lightning Current	Vijeet Gupta
33. Megabucks	Karan Walia
34. Smart Sprinklers	Shubham

1ST PLACE WINNERS: ISPAT**BRIEF PROFILE OF TEAM MEMBERS:****Name:** Akanksha Dhamija**Qualification:** BE (Hons) Civil & MBA, BITS- Pilani**Name:** Sankalp**Qualification:** BE (Hons) Mechanical, BITS- Pilani**BRIEF PROFILE OF IDEA:**

The team members have devised a mechanism to increase the tensile strength and durability of concrete by replacing a certain percentage of water added to concrete for its setting with a solution rich in nano-fibrils of ligno-cellulose.

The company aims to manufacture this solution rich in nano-fibrils by extracting the material ligno-cellulose from an extremely cheap and readily available raw material cotton seed which costs about Rs 4/- a kg and produces a good amount of solution. Adding this solution to concrete can increase the tensile strength of concrete up to 1000 times the usual concrete.

**2ND PLACE WINNERS: INTELLITECH****BRIEF PROFILE OF TEAM MEMBERS:****Name:** A Jaideep**Qualification:** MSc(Hons) Chemistry & BE (Hons) EEE, BITS- Pilani**Name:** A V S Karteek**Qualification:** BE (Hons) E&I, BITS- Pilani**Name:** Ankur Aggarwal**Qualification:** BE (Hons) EEE, BITS- Pilani**Name:** Sowmyavadhana Srinivasan**Qualification:** MBA & B. Pharma, BITS- Pilani**BRIEF PROFILE OF IDEA:**

This project attempts to solve a common cause for a number of accidents that happen because the driver fails to switch to dipper when riding on a high beam. The idea is to place a number of light sensors at pre-determined positions. These detect the light intensity from an on-coming vehicle, and shift to dipper or high beam accordingly. The idea has been prototyped, which can be incorporated into any vehicle, with the least amount of modifications.



The device also has features that enhance its performance, and gives the driver a safer and comfortable riding experience. For example, to provide better visibility at turns, auxiliary headlights are provided on the sides of the vehicle, which switch automatically ON/OFF that is determined by the turn angle of the steering wheel.

As the car turns more towards the left, there will be more light on that particular side, providing better visibility at turns.

PANEL DISCUSSION: ISSUES AND CHALLENGES FOR START UPS IN INDIA

MODERATOR: Mr. Rahul Chandra, Director-Investment Advisor, Helion Venture Partners, Gurgaon

Panelists:

- Mr. Phanindra, CEO, RedBus, Bangalore
- Mr. Manoj Vasudevan, CEO, Pilani BPO Pvt Ltd., Pilani
- Mr. Kavikrut, CEO, Mobile Medics, Pilani
- Mr. Sasi, CEO, Habits, Hyderabad (On-line participation)

After technology driven Entrepreneurship interactive session a panel discussion was held. In this Mr. Rahul Chandra, Director – Investment Advisor, Helion Venture partners, Gurgaon acted as the moderator and Mr. Vasudevan, CEO, Pilani BPO Ltd., Pilani; Mr. Kavikrut, CEO, Mobile Medics, Pilani and Mr. Phanindra, CEO, Red Bus, Bangalore were there on the panel and Mr. Sasi, CEO, Habits, Hyderabad participated as panelist on-line. He was connected through Internet. Prof. Arya Kumar introduced him to the audience and audience could interact with him and he could reply them. The moderator asked all the four panelists to throw light on issues and challenges for start ups in India as they had hands on experience being the entrepreneurs. Each panelist spoke for three minutes. After that he opened it for the floor, the student audience asked several questions like what kind of courses should they do in order to become entrepreneurs? When should they start their ventures? How to team up? etc. The

panelists gave them wonderful tips like teaming up when they are still studying, doing more and more management courses, increasing their decision making and risk taking abilities and be passionate and positive about their idea. The audience overwhelmingly responded to the



suggestions. Everybody enjoyed the session and finally Prof. Arya Kumar briefed about the proceedings of the convention and delivered the vote of thanks. The convention ended with announcement and distributions of prizes for the projects and prototypes.

THE ORGANIZERS

ENTREPRENEURSHIP DEVELOPMENT AND IPR UNIT

The Entrepreneurship Development and IPR Unit at BITS is focusing its efforts on promotion of entrepreneurship development programmes - educational, executive development and research. It also facilitates faculty and students to take necessary steps to protect their intellectual property.

CENTER FOR ENTREPRENEURIAL LEADERSHIP (CEL)

Center for entrepreneurial Leadership (CEL) at BITS is one of the co-founding partners of National Entrepreneurship Network (NEN). CEL is actively involved in the promotion of students' related entrepreneurial activities. Participants of the Convention can benefit from the multifarious activities of CEL in the area of networking, mentoring, research and education and also participate in its Business Plan competition - 'Conquest'.

TECHNOLOGY BUSINESS INCUBATOR (TBI)

Technology Business Incubator (TBI) at BITS has been established in association with DST, Govt. of India and aims at new technology based enterprises. Highly innovative projects can be developed further at TBI. Facilities provided by TBI include independent office facilities with round the clock internet access and Analytical Lab equipped with sophisticated instruments.

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