



A window into the world of Innovation & Entrepreneurship



DISRUPTIVE INNOVATION

AN INDIAN PERSPECTIVE

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From the Director's Desk...

The Innovation and Entrepreneurship program at SIBM Pune has evolved multiple folds over the past years, training and fostering individuals to achieve their dreams. More than merely transforming students, the institute works towards empowering them to believe in themselves and their ideas through thoughtful mentoring. This edition focuses on how essential businesses in India need to focus on developing Disruptive Innovations.

The 'Experience' factor has been a great distinguishing element that this course has grown to inculcate over the years, as many of the students who have enrolled in the program have an entrepreneurial itch. These students want to get their hands dirty through the learning process and we, as facilitators, have realised this need, and have, over the years, tweaked the I&E program to provide just that.

The first year students undertook 'Live Projects', an opportunity where they got to test their business ideas on the SIU campus. Another step in the same direction was through a collaboration with 'iKen', a platform created to help early-stage entrepreneurs develop core skills through effectuation methodology.

At the heart of every creative and risk-averse proposition, there lies the need for capable mentoring. The second-year students of the program got an opportunity to pitch their venture ideas to a panel of mentors through 'SYM Accelerate'. This issue also has a highly insightful interview with Mr. Vineet Rajan, an alumnus of SIBM Pune & the founder of ScoutMyTrip and an article featuring the various startups of MBA I&E students of SIBM Pune.

I take this opportunity to wish the students the very best as they seek extraordinary heights through their ventures and appreciate the efforts put in by the Information Systems and Media Relations Team in bringing out this magazine.

Dr. R Raman
Director, SIBM Pune

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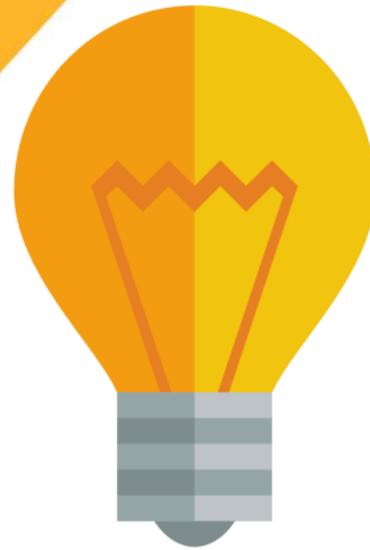
Disruptive Innovation: An Indian Perspective

An article exploring one of the most popular concepts of innovation.

‘Disruptive Innovation’ has been a buzzword in the entrepreneurial world ever since Clayton Christensen coined it back in the 1990s. Mr. Christensen used the term to describe innovations that create new markets by discovering new categories of customers. As defined by him, “disruptive innovation is a process by which a product or service takes root initially in simple applications at the bottom of a market and then relentlessly moves up market, eventually displacing established competitors.”

As the name suggests, disruptive innovation creates new markets and products—eventually replacing the existing ones. The western implementation of this concept involves the replacement of a current product or technology by a new or improved product. In the Indian context, disruptive innovation is more about finding a cheaper alternative and targets a market segment that’s ignored by the existing brands.

The term innovation is not a new concept for India. Our history is filled with examples of innovations, long before the term was formally coined. Over the years the world has witnessed a plethora of disruptive innovations, where we now use products & services offered by companies that did not exist a decade ago. However, if we look at the number of disrupt-



ive innovations done by India, the scenario is startlingly bleak. Even the most successful startups in India have gained success by turning existing models for satisfying local needs. Startups like Ola, OYO Rooms, and Flipkart, have succeeded mainly due to the replication of western business models. It is no wonder that Infosys co-founder NR Narayana Murthy, addressing a student crowd, said that no invention, technology from India had set the world on fire in the last 60 years.

India has a long way to go in creating ideas, products, and services to disrupt the international markets. The fact is, in India, innovation is not done till it becomes a necessity. Indians are more intent on playing it safe and are afraid of failure. This is a stark contrast to

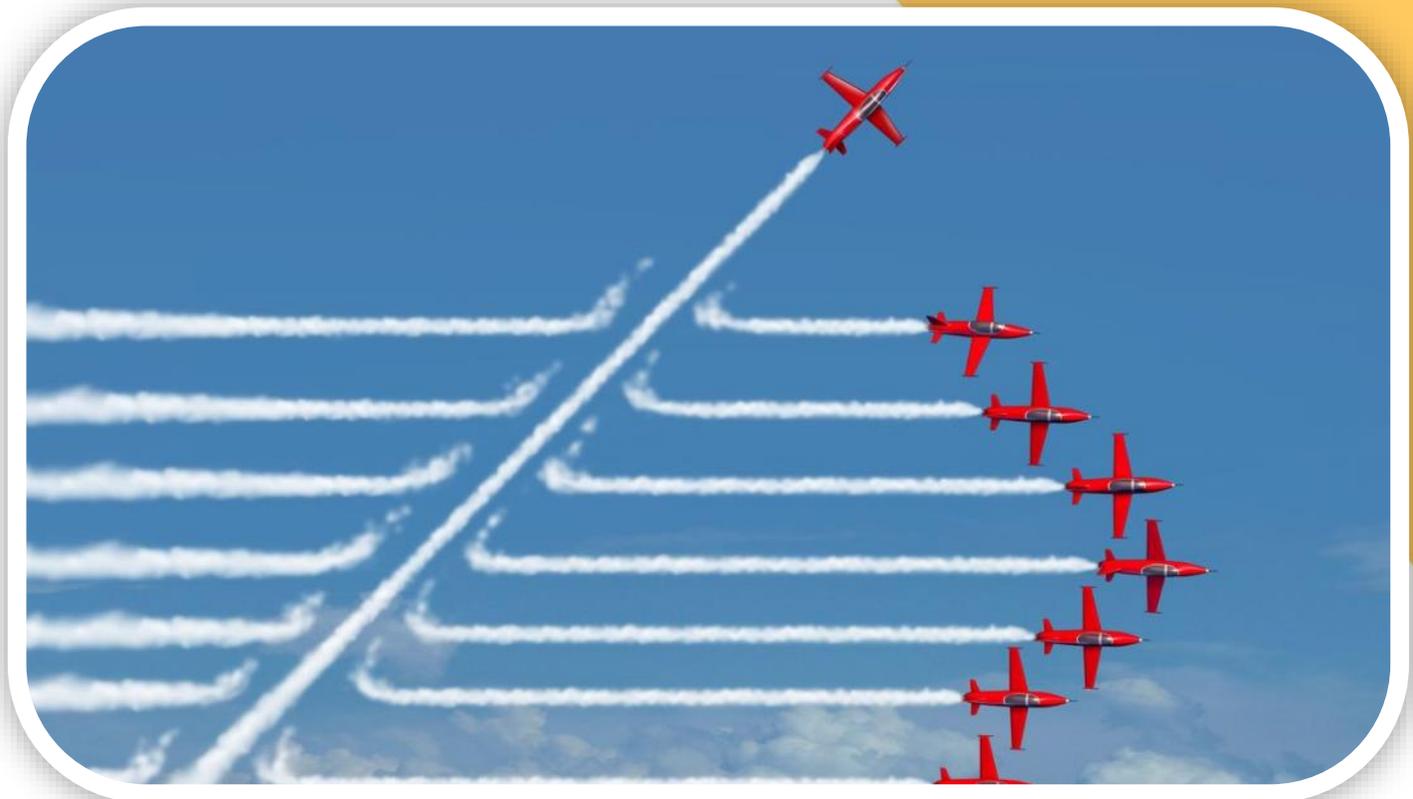
countries with an innovative climate, like Israel. These countries embrace experimentation and are more open to risk-taking than India. While the government of India is trying to foster the entrepreneurial environment by offering initiatives such as Make in India, startup India and skill India, the innovation aspect of entrepreneurship is still at a nascent stage in the country.

The culture of innovation has to be developed for a truly disruptive idea to rise forth. The Indian education system is an excellent way of promoting this culture. More initiatives need to be taken to not only encourage innovations but also to help execute these innovations. While India has been embracing the entrepreneurial wave, the innovation angle seems to have been left behind. While top universities are now conducting courses for entrepreneurship, the innovation aspect is still ignored. While there are numerous business plans competitions held at top B-schools across the country, the focus at such competitions is always from the entrepreneurial angle. However, innovation

at every stage needs to be encouraged. There needs to be more emphasis given to developing innovation that has the potential to disrupt the world as we know it. The focus needs to shift, from creating entrepreneurship opportunities to creating opportunities for innovation.

We also need to create a patent-friendly environment. The government needs to have an innovation-friendly policy environment beyond creating initiatives. Reduction of patent fees for those who cannot afford and a patent fund to provide cash subsidies for patent applications.

The disruptive innovation phenomenon is only going to grow more in the coming years. Technologies like artificial intelligence, block chains, virtual reality, and predictive automation through big data, robotics, and automation are primarily going to change the entrepreneurial practices as we know it. India needs to get on the ride and look at fostering innovation more than entrepreneurship to disrupt the world via path-breaking innovations



When in Bhutan...

An article on the study tour done by the students of MBA I- Innovation & entrepreneurship.



While the Innovation and Entrepreneurship MBA coursework at SIBM Pune is highly insightful and rigorous, SIBM Pune further focuses on enhancing the academic course by providing opportunities for students to learn through active experiences. As future entrepreneurs, international experiences are invaluable for enhancing a students' understanding of entrepreneurial activities and business opportunities around the world. For this purpose, the students of SIBM Pune (I&E) were given the opportunity to visit Bhutan in September for seven days.

Popularly known as the 'land of the thunder dragon', Bhutan is a small country notable for pioneering the concept of Gross National Happiness. Being a country that is trying to implant an entrepreneurial spirit among its youth, for economic growth and sustainability, the trip was something all of us were looking forward to. The primary purpose of the visit was to understand the entrepreneurial climate in Bhutan and the opportunities and challenges faced by Bhutan in developing the entrepreneurial culture.

The students were accompanied by Prof. Yogesh Brahmkar, who was instrumental in bringing the tour to fruition. The group was generously hosted by the Gaeddu College of Business Studies (GCBS). Upon arrival, they

were warmly welcomed by the GCBS President, Dr. Sonam Choiden, who interacted with them and conducted a session on 'Gross National Happiness (GNH) and its Impact on Bhutanese Economy'. She shared the methodology by which GNH is measured and its importance in Bhutan's National Policymaking process. Many of the students were highly intrigued by her insights and were eager to understand the importance of contingency plans and social psychology. Dr. Choiden gracefully attended to the matters, answering all the queries that were raised in a highly informative manner.

In the evening, the students visited the local markets to gain an understanding of how the local entrepreneurs operate in Bhutan and also study the challenges faced by them. They also had the opportunity to experience the local food and culture of Bhutan, as well as interact with the locals. GCBS had arranged a visit to the Tala Hydroelectric Power Station on the Wangchu River in the Chukha District in Bhutan. The Tala Hydroelectric Power station, a 1020 MW run-of-the-river type station, is the most significant joint project between India and Bhutan. Visiting the location on the auspicious occasion of Vishwakarma Puja, a ceremony held to honor the god of machinery and bring blessings to the safety of workers and increase productivi-

ty, they got the opportunity to be a part of the festivities with the locals. In spite of the holiday, they were fortunate to receive a tour around the facility by a representative who explained the complete power generation process.

After that, the students visited the International Trade Fair in Thimphu, organized by the Bhutan Chamber of Commerce. With the presence of both local & international exhibitors, they were able to gauge the different business etiquettes and the varieties of products and services available. In Thimphu, the students met Mr. Karma Yonten, who's pioneering enterprise, 'Greener Way' is Bhutan's first waste management and recycling business aiming to manage and recycle waste in Thimphu in an efficient and environment-friendly manner. His passion for entrepreneurship was evident as he recounted his journey and candidly described his struggles and visions for Greenway. He displayed a keen sense of business acumen when he shared the way his business makes money. It was apparent why Mr. Yonten was awarded the Environmental Entrepreneur Award in 2013 at the Global Youth Entrepreneurship Summit, London.

In Paro, the students combined adventure with learning, where they trekked to the

Paro Taktsang, popularly known as the Tiger's Nest. The trek to the sacred Himalayan Buddhist temple not only provided them with an opportunity to gain an understanding of the Buddhist culture and history but also taught essential leadership lessons such as teamwork and performing under pressure.

To make the tour more beneficial, the students were interested in learning about issues that have been plaguing Bhutan. For this purpose, the batch was split up into groups of nine, each team researching areas such as agriculture, food, economic sustainability, education, trade, and tourism through the entire journey. To facilitate this, the students were allotted buddy students from GCBS, who helped them with primary and secondary research.

At the end of the tour, each group presented their respective topics which were appreciated by the judges. In fact, the judges gave them valuable feedback on their presentation and research areas.

The Bhutan tour was a special and unique form of experiential learning. The trip proved to be a great success due to the enthusiastic input from the students and Prof. Yogesh Brahmkar, and the continuing support from SIBM Pune.



The students of MBA I- I & E in Bhutan.

Entrepreneurship

Summit 2017

An article featuring glimpses of the most awaited Innovation and Entrepreneurship fest.



The Entrepreneurship Summit, a 3-day affair organized by the Social Entrepreneurship and Consulting Cell, was held at the SIBM Pune campus. The summit saw a registration count of 7500 of which there were 350 finalists overall, spread over the days, both as participants and spectators to an array of events.

Testing the entrepreneurial side, 'Symbihaat' was organized on campus. The concept emphasized on providing students with an opportunity to set-up their enterprises under the categories of food, games, and merchandise. Conceptualized to give participants a chance to experience the thrill of running

their own business, students set up food stalls with Bengali, Arabic, American, and North-Eastern cuisines and merchandise stalls offering Pet Accessories, NGO Articles, and Gaming Zones.

Leaving no stone unturned, the E-Summit also capitalized on the cricket enthusiasts present across various B-schools with their highly awaited event 'RunBhoomi', a strategy based virtual IPL auction designed to challenge the minds of participants who registered in teams of 3. The teams worked on building a balanced IPL team by planning strategically and allocating their resources efficiently to get hold of their favorite cricketing players



An Event from the Entrepreneurial Summit 2017



The Social, Entrepreneurship & Consulting Cell of SIBM Pune

virtually. A mix of skill, intuition, passion, and grit was the key to conquer 'RunBhoomi 2017'. Participants were also tested on their sales and marketing skillset through 'Jugaad' - a captivating event that compelled students to work on creative and enthralling ideas to sell their product offering to a panel. Facts and figures crucial to the business world were tested through the business quiz, 'Corporate Czar'. This event witnessed a huge participation from the students with a fierce fight amongst contenders.

To keep the audience engaged, SECC collaborated with Innovation Club, the special interest group of Innovation & Entrepreneurship, who organized 'Let's Build' - an application based workshop aimed at building business plans through various tools and metrics. The second day began with 'Pride and Passion' - where eminent speakers who have walked down the roads of uncertainty and have emerged successfully, interacted with the students of the hilltop campuses. 'Yin Yang' was organized on the final day and saw immense participation as the event catered to the creative side of businesses where un-related entities were combined and innovation driven solutions were discussed. Case Study competitions were structured throughout the

duration of the summit, each testing a different strength required by entrepreneurs and future leaders to succeed in the business world. 'Mindspark' - a marketing case study competition where students needed to exhibit their business acumen and entrepreneurship fervour, organized by Mark-O-Polo, the marketing society and 'Conquest' - a competition where real life business problems of a company were solved. The final day saw 'Prayaas' - a case study competition that required students to work on socio-economic case studies, organized to expose the participants to the changing landscape of organizations in India and 'Case Latte' - a competition that helped eager banking and finance students work on real challenges that players in the payment banks' space face, especially when competing with the incumbent commercial banks.

Through all these days, the participants and students were kept engaged and entertained by 'Haat Nights'. Organized by the Co-Curricular team, this festive environment was devised to provide students with an opportunity to showcase their talents and passion for the arts. The summit was a tremendous success due to the efforts of the Social, Entrepreneurship and Consulting Cell and the volunteers.

Going Live

An article on the study tour done by the students of MBA I - Innovation & entrepreneurship.

Government has declared 2010-20 as 'India's Decade of Innovation' and the industry is increasingly expecting its employees to have an entrepreneurial mindset. In addition, there is also an increase in the number of management graduates eventually taking the entrepreneurial plunge. It is becoming increasingly clear that managers who can conceive and execute innovative projects that add to the organisations' top and bottom lines will only be put in the leadership pipeline.



Team Giftorium demonstrates their products to Dr. R. Raman, Director, SIBM Pune

As part their curriculum, the Innovation and Entrepreneurship batch of SIBM Pune executed Live Projects. It was the first time that most of them went live with their business ideas. There was immense excitement among the batch, with participation from each

student of the class. A total of 9 teams were formed, each working on a different idea.

'The Anarchist' carried out sampling for brands, selling organic skincare products with Visual Reality experiences long-with a dart game to add some fun. Abhinav Bhasin, a member of the team said, "Organic skincare products is the business I am working on so I wanted to gain first-hand experience by selling it. Product sampling was done to help us stand out in terms of a business model and develop contacts in the industry. VR experiences and dart game attracted customers, ensuring higher footfall to our stall"

Team 'Booti' provided the students at the Lavale campus with 100 % cotton t-shirts based on their favorite TV series, printed Rajasthani shirts/skirts and wrap arounds for women. The team sold t-shirts, shirts and women clothing as they felt that they were decently priced everyday products, rightly catering to the demand of their target customers. It was a very enriching experience as they got a feel of how the market works, a slight understanding of how to interact with customers and sell a product.

The business idea of team 'Grab a bite' was to serve popular snacks, main course and desserts to the college students at affordable prices. According to Shantanu Agarwal, "Our main aim was to prepare and sell pocket



friendly food items that are most liked by the students in a packaging that can be easily consumed on the go. It was a very exhilarating experience as we learnt a lot about teamwork plus man management in those few days of the project. Also, a number of aspects



Team Bachpan enabled students to relive their childhood through games and nostalgic merchandise.

of running a business like operations, inventory management, finances, and sales were far more clear given the practical application.”

Team ‘Bachpan’ brought back the nostalgia of childhood by selling candies and chocolates which were cherished in our early days. Furthermore, they also had games to add on to the fun. Samandeep Singh said, “We tried to use the concept of a Fad product and an element of emotional attachment to promote our business. We learnt that Fads are usually driven by consumer support and immediate brand popularity. They lose their market quickly so it is essential to change their selling and marketing strategies accordingly.”

Team ‘Giftorium’ provided customized gifts, bag tags, badges, themed products as well as some fashion accessories. According to Nidhi Thakkar, “Now-a-days majorly standardized gift products are available in the market, so our team decided to provide customized gifts to fill the gap. Also, one of our team mates

had a similar startup, it helped us arrange for a wide variety of products to suit the customer’s preferences. The purpose was to provide anything and everything that the students could gift to their loved ones. Live project was a great experience as well as an opportunity to live the life of an entrepreneur for 5 days with team work, discipline and customer relationship management being our key learnings.”

The business idea of team ‘Opportunists’ was to have a Delivery Model under which anything and everything from the city would be delivered to the customers on that day itself. Nikita Vete said, “We figured out that there was a void of Masala Chai due to which many tea lovers were forced to settle. So our team made Masala Chai and served it at a variety of locations till 3am in the morning each day. Also, there was a need of white shirts among the students, which we catered to through a tie up with a vendor in the city. Lastly, to grab the advantage of the rainy season we sold special corn and mouthwatering 'butte'. On the last day we hosted a Lantern festival marking the end of the Live Project. Our main idea was to run a business which was feasible, caters to the needs of the target group, ultimately leading to high customer satisfaction. From learning how to start a business to managing and



Dr. Aravind Chinchure (left), pictured alongside Team Anarchist

seeing it actually happen was a great experience.”

Team ‘Fusion 5.0’ sold a fusion of a number of cuisines and food items. The aim was to break the monotony of mess food and bring in food varieties that are lesser known and tried. “We learnt how team dynamics, having a plan B of action, lights and location play a huge role in attracting customers. We ensured a right price - quantity ratio, on time delivery and stressed on maintaining good customer relationship”, said a member of the team.

The idea of team ‘Home – Bytes’ was to give the hostel students a taste of homemade food, away from home for which we contacted local house wives in Pune. The aim was two-fold; One, to empower the house wives and give them a source of financial independence, and second to help hostel students get tasty and healthy home-made food. Pooja K said, “Our food business required everyday investment with Inventory and Logistics management being the key to operating it successfully. We realized that in a business that deals with food, an accurate market research and

competitive business study was imperative. So, we first checked the validity of this idea through research and made changes accordingly, so that in the long run, this idea would be profitable.”

Team ‘The organizing committee’ provided the residents of Symbiosis Knowledge Village with delicious Shawarma and Burgers for a nominal fee. They analyzed the customer needs and stocked their products accordingly. The general vibe of the entire market place for the 5 days was an experience of a kind.

Going live on ground helped the students learn that even well planned businesses may not perform because the business environment is dynamic. You will face unexpected problems and you need to be prepared to think on your feet and improvise. The students then presented their experience to their peers in class and to the professor in charge. They talked about the difficulties each team faced and their key learnings.

As quoted by the students, “those 5 days were the most amazing experience of the entire semester.”



Students enjoying the lantern festival organized by team Opportunists.



The iKen Experience

An article by Subhashree Panda, MBA-II I&E, about the unique workshop on entrepreneurship.

Started by Ms. Manjula Sridhar and Mr. Prasanna Krishnamoorthy in Bangalore over three years ago, iKen has been proven to help early-stage entrepreneurs develop core skills through effectuation methodology. Being part of an entrepreneurial ecosystem at multiple places, the founders had a ringside view of both successes and failures of an entrepreneur. Effectuation encompasses patterns we all are familiar with but do not have a framework to describe and implement. iKen provides such a framework through a 'gym' meant for pre-entrepreneurs to explore their ideas in a peer to peer learning setting.

The iKen SIBM, Pune Cohort has been spearheaded by SIBM mentor, iKen anchor and Program Head, GenNext Hub, Mr. Darshan Doshi, with the special interest group, the Innovation Club. On 2nd November, the first batch of the program kickstarted with an inaugural speech by Ms. Manjula Sridhar. The students were excited for a fresh start to their entrepreneurial dreams as many of these students are in their final year and are in need for validation of their ideas

and structured guidance. Also, the first-year students in the batch wanted a platform for pre-testing and fast-tracking the launch of their businesses. A mix of first time and second-time entrepreneurs in the group ensures a live environment for peer learning and implementation.

So how effective has this effectuation program been so far for our future CEOs? –Shardul Sawant, a first-year student, stated that the experience has helped him get to know the ground reality better, mentioning that the insights provided make the program feel like a fast-forwarding MBA - I&E. He also stated that he's now gotten a clearer picture of the roadmap ahead due to effectuation.

While, a senior year student, Sanjana Pai went on to mention that a lot of the focus is on practical work as the program is based on peer reviews more than traditional one-on-one teaching. Thus, ensuring that everyone guides each other to learn and grow.

“If only, someone had taught us this, before we plunged into our first companies...”

Ms. Manjula Sridhar, Founder,

Winter Internship 2017

The students of MBA I - Innovation and Entrepreneurship had the opportunity to work in different Non-Government Organisations (NGOs) across the country for two weeks as part of their winter internship program. The internship was an excellent opportunity for the students to understand the business models of the NGOs and observe the different aspects of efficient functioning. This program was conducted to inculcate the feeling of empathy by helping students become more sensitive towards the Indian social sector, issues, and the challenges faced by people of different areas of society. Following are a few snapshots of the students during their winter internship.



Prerna Toshniwal & Abhinav Bhasin interned at the Centre for Urban & Regional Development (CURE), Delhi, where they helped formulate a marketing strategy for their food products.



Chandan Fotedar interned at HelpAge India, where he was a program leader at one of their events, AdvantAge Card. He went to old age homes to provide food and clothing to senior citizens. He also worked at their physiotherapy center where senior citizens are treated free of cost.



Deepika Vaishnav worked with Sambhali Trust in Jodhpur, Rajasthan, an NGO that focuses on the development & empowerment of women and girls in Rajasthan.

Deepika worked with girls wherein she taught them basic English using animation.



Dimpy Khirwar worked with Navkshiti, Pune, an NGO that's established to improved the well being of mentally challenged people. She helped teach them life skills and vocational skills, to encourage them to become as independent as possible

Toybank is an NGO in Mumbai that focuses on child development through play. **Nidhi Khakkar** interned with Toybank, where she conducted play sessions and taught origami to children. She also worked as a research associate wherein she conducted research on the United Nations' Memorandum on the Rights of a Child, and its implications on the 'Right to Play' for children.



Siddhida Thobde worked at Shantai Anathashram in Solapur, where she helped maintain records of the counseling sessions conducted for children. She also inspired the kids at the ashram and encouraged them to become ambitious, through various activities.



Osama Ahmed interned with Project Life Force in Kolkata, where he helped conduct blood donation camps at the Border Security Force.



Accelerating Ideas

An article by Sanjana Pai of MBA II-I&E, about the unique mentoring program organized for second-year students.



One of the primary objectives of the Innovation & Entrepreneurship course is to help students achieve their start-up goals, by helping them convert their ideas into reality. To bring their business plans a step closer to becoming a live startup, second-year students got an opportunity to pitch their venture ideas to a panel of mentors.



A student presenting her idea at SYM Accelerate

An event that was the first of its kind at SIBM Pune, SYM Accelerate saw a series of b-plan presentations and Q&A sessions.

The panelists invited for this event, consisting of industry experts, entrepreneurs, and academicians, were tasked with guiding and

mentoring students on the progress they had made in their respective entrepreneurial journey.

Each student pitched their business idea to a panel of four mentors, where the mentors for each student were determined by the business idea of the student and the specialization of the mentors.

Prof. Sabina D'Silva, an expert in Design Thinking and Innovation, helped students explore new verticals in their fields through lateral thinking. She facilitated them in using their existing resources and skills to generate diverse solutions to current problems.

A professional of Information Technology, Prof. Ismail Akbani was happy to give his inputs on the website & technology aspect of business plans. Prof. Abhay Kardeguddi, CEO of NIVA Growth Consultants, advised students on diverse topics, ranging from how to focus on packaging, to aligning finances the right way.

To guide students in the education and health sector, Dr. Sunita Ramam gave her inputs from a medical point of view. She informed students of upcoming trends in these industries, and the impact that these new products and services could have on the student's start-up.

Prof. Arjun Panchal, Co-Founder, and CEO of PapaZapata, advised students in the F&B Sector on targeting specific groups of audiences, and the importance of good product placements.

Logistics and finances are verticals that can be tricky and require detailed focus. For students who had roadblocks in these areas, Prof. Abhishek Kavitar, Director at 'We the Artists', advised them on diving into their start-ups head-on, as most of these problems straightened themselves at later stages in the business. By having organized music festivals with tremendous footfall, he was able to connect with students pursuing ideas in the music industry, and guide them on essential dos and don'ts in the same.

Prof. Rajiv Tulpule came with expertise in family businesses and was able to offer students an all-round view of their ideas. He also took the trouble of reaching out to students after the conclusion of SYM Accelerate and sent thought-provoking reading material to a few students.

"The review that I got from SYM Accelerate helped me understand where I stand with regards to my start-up idea. One of the mentors, Prof. Parag Mahajan, told me that I was too passionate about my idea, due to which my problem statement had loopholes. Dr. Aravind Chinchure supported him and advised me to take a step back and look at the big picture. They encouraged me to have a holistic view of my idea", said Yash Purohit, who is pursuing an idea in the music industry.

Prof. Ronald Fernandez, a mentor at NEN Mumbai-Pune (National Entrepreneurship Network), advised students on looking at the risks their industry posed.

"He said that my idea in packaged sugar cane juice was a very good one, and even shared contacts of his students who are currently in

the packaging industry", said Rahulsinh Patil, whose product, Viroka, will hit retail shelves shortly.

"I am pursuing an idea in 3D printed dental implants. Prof. Ronald liked the idea and asked me to look at the possibility of 3D printing becoming common in India. Dr. Nihar Shah advised on digging deeper into the industry. He recommended that I focus on alternative applications of 3D printing other than dentistry. He also specified that he had done quite a bit of research in this field and that I could approach him for help", said Uma Burkule.

"Looking for the right mix of materials for the structure and focusing deeper on my target customers were a few of the inputs I received from Dr. Nihar Shah", said Aarush Garg, who is pursuing a business idea in vertical farming.

Anjali H, who is pursuing an idea in the F&B industry, said, "The experience made my classmates, and I realise that there is a lot more to be done before we start our ventures. Starting up is not only about learning about theories on paper, but also going into the market and executing our ideas. There is a lot of practical work still to be done!"

Post SYM Accelerate, students have been able to find gaps and pain points in their business ideas. Based on the feedback and guidance, students are researching on their target market and are working on bettering their business idea.

The SYM Accelerate experience was provided at the right time for students, as they will be able to review their ideas before prototyping them and launching it commercially.

Not only has the experience provided insights for the students, but has also helped them gain mentors who have extended their expertise to help bring forth their business plans to reality.

Between the Lines

An interview with Mr. Vineet Rajan, an alumnus of SIBM Pune & the founder of ScoutMyTrip.



Mr. Vineet Rajan, an alumnus of SIBM Pune, batch 2008 is now in his second venture after Indi-Blogger which he co-founded in 2007. A full stack marketer with a rich content marketing background and an avid traveler is the CMO at ScoutMyTrip. Mr. Rajan is also a volunteer and moderator of the biggest Royal Enfield community in the world. He too rides the Royal Enfield who he fondly calls Laetitia. One of his fondest rides is the ride back to Mumbai from Leh, 3200 kms in 6 days.

Mr. Rajan, tell us about your inspiration behind ScoutMyTrip.

In one line it would be the love for road trips. While our passion motivated us, we also felt that there was a definite need for a platform which could help people plan and optimize their road trips better. The sheer lack of a single point of information was the primary motivation to start ScoutMyTrip.

What can one do on ScoutMyTrip?

One can plan and optimize a road trip between any two points across India. You can scout for halts, over 12,000 points of interest, gas stations, toilets along the way, multiple routes, and hotels. One can also pick from ready-made road trips that have been planned by others. If you don't feel like planning all of

this yourself, you can choose to ask a Scout – the expert in that region to help you, or even ask for a customized package to be made just for you.

We recently also launched the community layer to the product integrated with access to road trip experts who can add value to each road trip. This is my favourite part. One can never get tired interacting with travelers!

Could you tell us about the team?

I was hoping you'd get to that soon! The core team comprises of the founders - Deepak Ananth and I along with Neeraj Sinha who joined us as the CTO. Neeraj has over 20 years of experience in technology and has been instrumental in getting us recognized by FICCI as one of the top 20 travel tech startups in India.

Deepak and I met each other almost a decade ago through our network of riders. Collectively as a core team, we would have clocked over 1 million kilometers on Indian highways. We also have an ever-burgeoning team of marketing professionals handling content, social media presence and the technological aspect of the business in the organization.

What's your long-term vision with ScoutMyTrip?

Our aim is to get people to explore the coun-

tryside as almost every small village or destination in this country is connected by roads. Therefore, this is the best way to see the unexplored or explore the oft-explored! And it's better planned.

Our vision is to go global but think very local in the places that we go to! You would be able to ask a local scout and get to know which place is the best to get an undhiyo in Gujarat, or a pretzel in New York!

We'd like to see ourselves as one of the top travel tech companies in the world in five years' time by integrating every touch point for a road tripper – from their dashboard to the dhabha.

Tell us about your fundraising and expansion plans?

We raised an accelerator round of funding from Z Nation Lab, a Silicon Valley-based incubator, which has helped us scale operations and focus on technology

development, which is very core to us being a travel tech startup. Very high on agenda for us to expand is launching our mobile app which allows all that one can do on the website and more. We also hope to hit the European and American regions.

How do you think SIBM has helped you in the entrepreneurial journey?

SIBM has always had a special place in my life. I was part of the students' council from 2007-2008 as the coordinator of the erstwhile 'IT Team'. My biggest learning and an asset truly have been the ability to get things done. Entrepreneurs a lot of times fall into the trap of planning too much and not hitting the road running. With both my ventures thus far – IndiBlogger and now ScoutMyTrip; I've been able to hit the highest gear as soon as possible. In a nutshell, it's not the GTM but STM – Speed to Market. This is something that SIBM has fostered in me!



Mr. Vineet Rajan(left) along with the other co-founder of ScoutMyTrip, Mr. Deepak Ananth

SIBM Pune's Very Own Entrepreneurs

An article featuring the various startups of MBA I&E students of SIBM Pune.



Abhinav Chauhan

Autodock Car Care

My brainchild, Autodock Car Care came into existence after I analyzed the need of the dependable car Service Stations, considering the growing automobile industry. The felt the need to after I read that only 53% of the demand was fulfilled with a major part being catered by roadside mechanics.

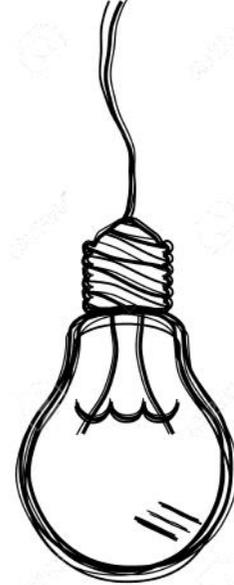
The Car Care start up is based in Delhi, which is a one-stop solution for all the needs of a car and jobs related to cars. The growth rate being at 7% per month, AutoDock has plans to expand further by developing a unique car washing service without using any water, which shall be available at the customer's doorstep.



Manan Jambusaria

Ignite

Being a part of the Education System of our country for 16 years, I felt the need to set up a platform for the students in the form of co-curricular activities along with the conventional schooling methods. The platform will teach students the New Age Modern top-



ics. I have been working on Ignite for past 14 months and have conducted workshops for 1300+ students from Gujarat. Ignite also has plans to go digital by 2021, bringing the concept of personalized education to light.



Nidhi Khakkar

Junoon Memories

My love for gifting along with my interest in art and craft led to the creation of Junoon. My family and friends supported me and Junoon saw the light of day via social media. I was able to sell customized 50 products in a year, which made me realize the immense potential that my idea has. My passion soon transformed into my profession. The future goal of 'Junoon' is to be a recognized business firm that provides personalized gifts, showcasing talent of artists across the country.

Rahulsinh Patil

Viroka

I have pursued sugar technology in my under graduation and was perturbed on seeing the condition of the farmers who grew sugarcane as they received lower prices when the production was abundant.

During my hostel stay, as I was looking for healthier drink option, I noticed that there is no such drink, which has 100% pure juice. The ones available had added sugar and flavor So, I got inspired and ideated Viroka, which provides 100 % organic sugarcane juice. Through rigorous research and development, the shelf life Viroka is now of 60 days.



Rajan Agarwal

Fieldworks Foods

On observing that the North Eastern part of India has tremendous potential to grow many high value crops such as High Curcumin Lakadong Turmeric, Ghost Pepper - which is one of the hottest chillies, I along with other founders launched FieldWorks in August 2016. The plans are to penetrate deeper into the food industry by launching our own processed spices brand in the coming year. The aim is to pioneer the development of natural products, proving the underutilized potential of the region in a way that sparks a movement.



Siddhida Thobde

Vedic Way

Prior to joining SIBM Pune for MBA, I came across the awareness article on A2 milk and got to know that the milk from crossbreed cows (between Indian 'desi' cows and European cows) contain harmful type of protein- A1. While researching on topic I got to know that the Indian 'desi' cows yield an A2 type of healthy proteins, which is similar to human milk protein. This protein is easily digested and helps in boosting up the immune system. This startling discovery led to the establishment of 'Vedic Way'. Through my startup, my aim

is to bring back pure indigenous cows back to India, thereby restoring the nation's health. 'Vedic Way' will soon be launched in Pune and aims to set up operations in different parts of India, beginning with the tier-1 cities.



Subhanjoy Roy

Envirevo

Inclination towards manufacturing sector and Inspired by a Waste Management Seminar at SIBM Pune, I thought of Envirevo, my startup, which focusses on the Environmental Evolution. Primary operations of Envirevo include solid waste management, organic farming and manufacturing of Bio-CNG and Bio-fertilizer. Currently, Envirevo has started its journey with manufacturing of Biofertilizers from Biogas plant wastes (slurry) in Nashik and Pune, through which it aims to revive the age-old Biogas plants across the nation and promote sustainable development.



Samandeep Singh

Handmade Junction

At Handmade Junction, we believe that love needs to be expressed! We not only personalize gifts or products for you but we also personalize memories, emotions and feelings. Each of the products at Handmade Junction has a thought behind it. Our huge inventory of personalized products include personalized photo lamp, chocolate cover, pens, memory card, newspaper, name scrapbook, memory lane, wallet, locket, candle, ring, wall clock and a lot more. We believe that a personalized gift is the best way to show your unconditional love to your near and dear ones.

Beyond Incentives

An article by Simarjeet Kaur Arora & Pooja K of MBA I - Innovation and Entrepreneurship, on the increasing trend of incentives offered to employees.

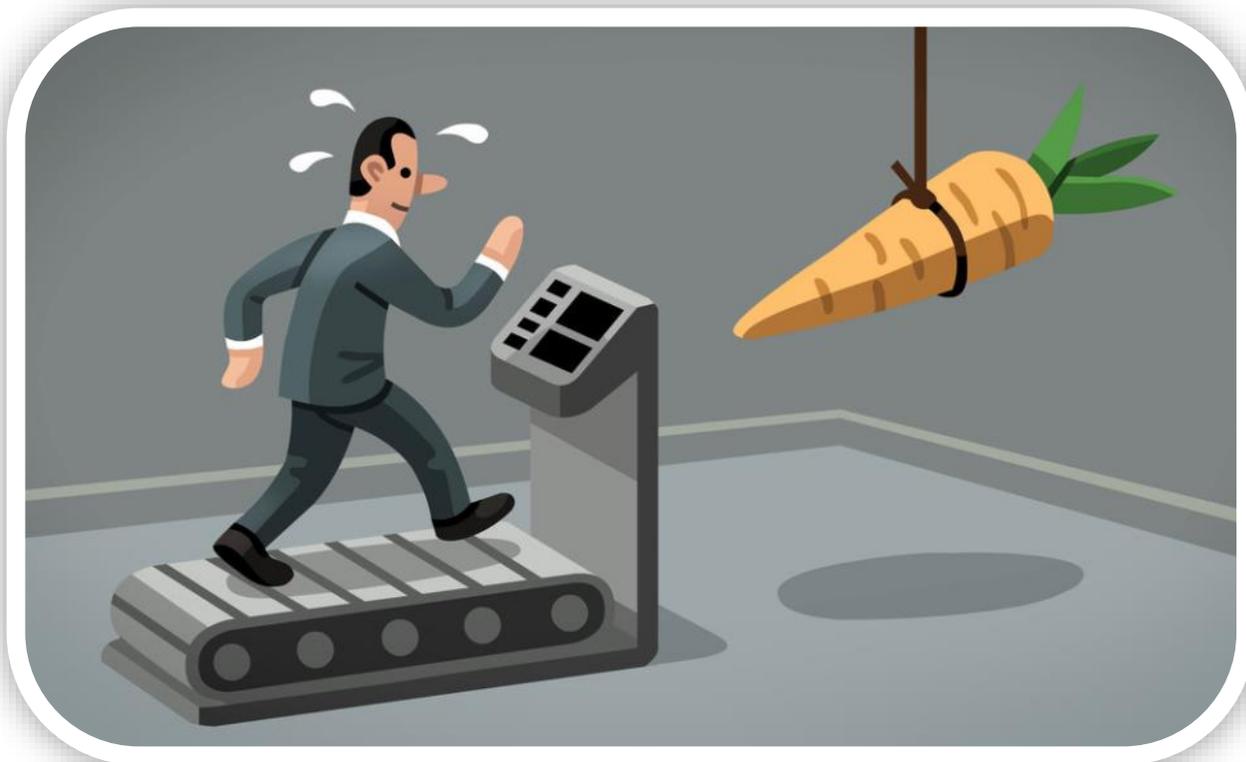


If one Googles the term “beyond incentives”, they will find numerous articles elaborating ways to motivate employees, techniques that can be used to create an environment that acts as an incentive for employees. In today’s world, the reason to do any job is almost only the incentives associated with it. This occurred to me recently when a friend messaged, asking whether I’d like to participate in an essay writing competition. I immediately asked her what the prize was without even caring about the topic or rules. Clearly, I wanted to analyze whether the efforts required for the article

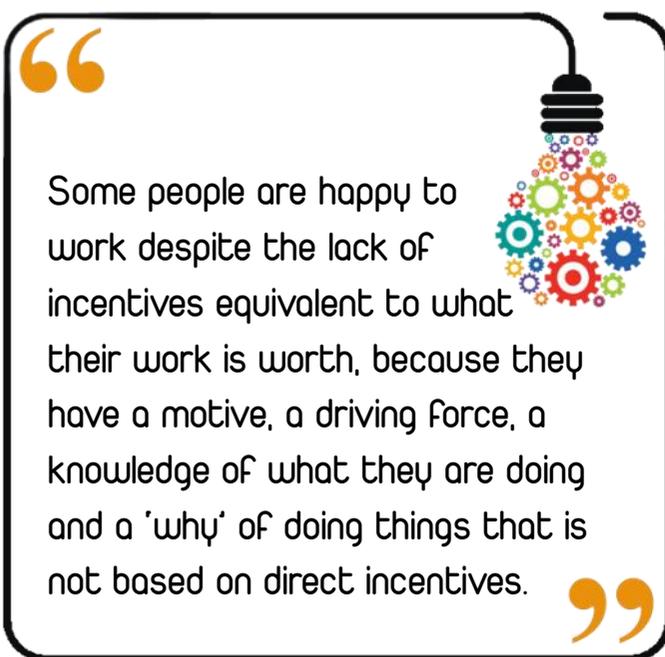
were worth the prize I would be getting. Relatable?

There are innumerable studies that talk about motivation and incentives. Whether these studies are human enough is yet to be understood. Do we live in a world where not a single capable soul works without an equivalent incentive? Just because a person’s work hasn’t been appraised doesn’t imply that the quality of work wasn’t good. So, why has there been such emphasis on incentives as a driver or acknowledger of success?

Although we say being judgmental is not right, we base a lot of things we do, and the way we



live, on others' judgements and that's where lies the biggest loophole. Human beings are highly influenced by their surroundings and from the setup that many of us have grown in, this side of us sure isn't as easy to let go. Right from the beginning of our educational journey, we are taught the value of incentives. We are asked to behave properly for the incentive of acceptability. We are taught to study well so that we get good marks, the ultimate incentive being a well-paying job. We are taught to be loyal to



Some people are happy to work despite the lack of incentives equivalent to what their work is worth, because they have a motive, a driving force, a knowledge of what they are doing and a 'why' of doing things that is not based on direct incentives.

our seniors, for a positive appraisal. We learn to work extra shifts in our jobs to earn those added benefits that act as luxury incentives. We are so concerned with working towards getting incentives, that we don't have the chance to think beyond it.

Now, nowhere am I trying to propose the idea that these incentives should not be given. The importance of incentives cannot be underestimated at any length and breadth of the spectrum of possibilities. It sure does provide the, sometimes necessary, push to individuals to go above their set limits. But what seems wrong about providing these benefits, is the fact that they have become

our sole driving force in life. Running behind incentives makes everything rigid and almost kills the spark of new ideas. The point that I am making, is that focus on the bigger picture. Do things because they add value to various areas and not just for the greed of incentives. This mindset would work wonders in situations you can't control as internal goals can be worked towards. I believe that being content on a personal level is the most important thing and everything else falls into place.

I have been a personal witness to places where people are happy to work despite the lack of incentives equivalent to what their work is worth, because they have a motive, a driving force, a knowledge of what they are doing and a 'why' of doing things that is not based on direct incentives. Through this I realized that people who work depending on the direct incentives, are not fully able to realize the potential they are worth.

The whole concept of incentives is like a double edged sword: on one side, making incentives the sole reason for people to work and on the other, killing their true potential. But once a person breaks out of the shackles of incentives that bind them, their efforts will not be limited to the incentives they receive. It is then that they will think of what they could do and be.

Given the crisis of poverty, population and illiteracy that India faces today, I strongly feel that taking a step beyond incentives, forging a rational 'why' and acting a little more 'human' is surely one step forward in the direction of improvement. This will not only let us all think beyond incentives, but also guide us towards achieving a better thought process.

So, let curiosity be your biggest incentive, for then you will always receive more than what you expect!

The Difference Between a Startup & a Business

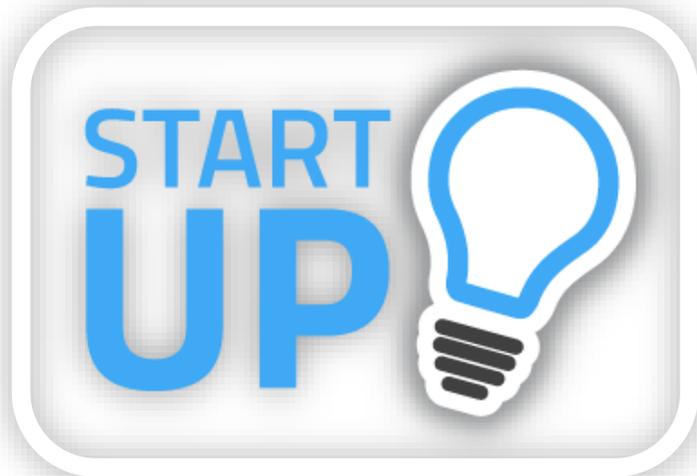
An article by Anuj Agarwal of MBA I– Innovation & Entrepreneurship on the differentiating factors of a startup & a business.

Imagine two friends Robert and Warren, both of whom decided that they needed some shade in their backyard. Warren went ahead and bought a big umbrella. It was a bit expensive, but much less cumbersome, than what Robert did.

Robert went to the nursery and bought a small plant. People thought he was crazy. He planted it in his backyard and watered it. Unfortunately, it is not easy to grow a plant in those weather conditions and plants often died being unsuited to the place. Other times they grew in random directions. He kept trying different types of plants, until one of them started growing fast. While the plant was growing it still was not offering any benefit. It was not providing shade nor any fruit nor any other benefit. It just consumed a lot of water, manure and time. After years, Robert's plant



grew to become a large tree. It provided shade not just for Robert, but for a large region. It provided fruits and other benefits.



The umbrella that Warren brought stayed the same, although it solved the problem, it added no community value or brought any ecosystem changes. It didn't grow.

Robert, one can say, conceived a start-up, which albeit failed various times and took a longer time to serve its function but it proved to fundamentally change the way the surroundings sustained and added to the quality of it. Warren on the other hand, if seen along the same lines- created a business, short term solution, low impact, one time funding, and consequently smaller impact.

So, next time you stumble across an idea, hope the above will help you decide your best suited way to go about the same.





The Wow Experience

An article by Mr. Rajiv Tulpule, guest faculty for the Innovation & Entrepreneurship course at SIBM Pune.

What is good creativity to you? When a friend of mine asked me this question, I didn't have an answer. I'd never actually given it a thought before. I instantly recollected TATA Tea's famous punch line "Wah Taj!"

Tea had been made for centuries, but if it's made using tea leaves from TATA, the customer is bound to have a WOW feeling as per their campaign. With this punch line the company created an impression that in the same way that the memory of seeing the Taj Mahal for the first time stays forever, the feeling of having the first sip of Tata tea, would stay forever.

Any product or service which gives its customer the everlasting WOW experience according to me is 'Good Creativity'. Products or services which are capable of instilling a long-lasting experience in the minds of customers succeed in the long run.

A few of the ways to create this magical feeling called "WOW" are;

Ask "What If?"

For example, What if a customer wants freshly baked bread for their sandwich?

This question perhaps led Subway to bake its own bread. Every time the customer eats a

Subway sandwich they are sure to have it made with fresh and this gives them the WOW confidence.

Analyse a situation using "Just Suppose"

Just Suppose, you had to deliver a birthday present at a certain time and were not able to because of heavy traffic, could a drone be one of the possible solutions?

'Think Reverse'.

Think about what everyone would typically do in a certain situation, and then do the exact opposite.

Amazon recently utilised Reverse Thinking to create an opportunity out of this by introducing Amazon Key, a key that lets delivery boys open the customer's houses and keep the parcel inside.

'Role Storming.'

A method through which you put yourself in another known personality's shoes, someone you admire, say for example Mr. Narendra Modi, Gautama Buddha or even your parents and see how they would react in certain situations.

Whether it is What if, or Just Suppose or Reverse Thinking or Role Storming, it should be our continuous endeavor to strive hard to meet and exceed our customers' expectations.

Memories From Bhutan

A glimpse of the educational trip undertaken by the students of MBA I-Innovation & Entrepreneurship batch in the month of September '17.



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