



STARTUP  
INCUBATION AND  
INNOVATION  
CENTRE  
IIT KANPUR

June 2025

# TECH की बात

CSR and ecosystem enablers powering SIIC startups  
to scale, solve, and soar



Volume 4  
Edition - 06

# Mentor MANTRA



Mr. Rony Banerjee

Rony Banerjee is a seasoned professional with an extensive background spanning over 27 years in diverse development initiatives and brings a wealth of expertise and experience to the table. Recently he has authored a book titled "Is there a Rocket fuel for startups?", presented and made Public in India by: UK Asian Business Council, United Kingdom

## Tiny Loans, Big Trust: You Can Be India's Most Powerful Credit Innovation

In India's next fintech chapter, disruption won't come from big banks or unicorns. It will come from instant, low-ticket credit—unlocking not just liquidity, but dignity across India's informal economy, from tailoring units in Patna to delivery workers in Mumbai.

The psychology is simple: as the loan amount shrinks, the borrower's sense of honour grows.

The opportunity? Over 20 crore users and 400 crore transactions every single day, driven largely by smartphone users who frequently face short-term liquidity gaps.

### Where Founders Should Really Be Looking

If you're building in this space, don't follow legacy playbooks. The real edge lies in reimagining credit for Bharat's trust economy.



**Move beyond CIBIL.** The future lies in behavioural credit scoring—driven by UPI usage patterns, repayment speed, and the social signals embedded in every transaction



**It's not just data. It's digital trust—**real-time, reputation-based, and dynamic.



**Rethink the float.** Even tiny loan amounts, idle for a day, create value when aggregated.



**Smart NBFCs can capitalise.** These micro-floats can become interest-earning assets. It's wallet banking without the wallet.

### Design for Scale, Not Bloat

Why build a full-fledged app when UPI already does the heavy lifting? A simple, seamless widget that plugs into platforms like PhonePe or GPay can offer all the functionality you need—with less friction and far greater reach. To build real user trust, go hyperlocal and human. Choose a name that feels like a friend, not a finance company—because in Bharat, trust is deeply vernacular. And above all, stay regulation-ready. Align early with RBI guidelines and NBFC frameworks. Compliance isn't a hurdle—it's your launchpad.

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New startups with novel and innovative technologies have been incubated at SIIC, IIT Kanpur, during June. Read on to learn about the startups.

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Take a deeper look into the exhilarating developments within the thriving SIIC-IIT Kanpur ecosystem throughout the month.

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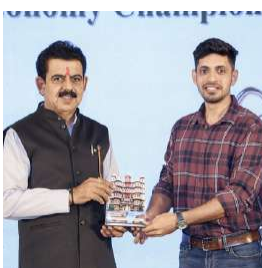
## Program Highlights

Learn about some outstanding accomplishments in the various program verticals that are currently up and running at SIIC, IIT Kanpur

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## Success Stories

Know more about the inspiring startups that have elevated our incubation ecosystem with their remarkable accomplishments on a national scale.

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## Innovators se Baat

Discover the unique and advanced technologies that are currently being incubated at SIIC, IIT Kanpur.

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## Upcoming Grants/Events/ Workshops

Explore upcoming grants, events, and workshops scheduled at SIIC.

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## ST

### SpinQT Tech

Founded by Shrikant Bhanudas Ghar, Rohit Medwal, and Surbhi Gupta, SpinQT Tech is engaged in technology development, training, and advisory services. The company provides end-to-end solutions that bridge technical innovation with industry needs, delivering specialized services and products to support growth across sectors.



### EkVayu Tech

Founded by Pravin Kumar and Neeta Rani, EkVayu Tech operates in the domain of IT services and product development, with a focus on Artificial Intelligence, Cybersecurity, System Engineering, and Health-Tech. The company leverages cutting-edge technologies to build secure, scalable, and intelligent solutions tailored to address complex challenges across critical sectors.



### Paavni Organic Farms

Founded by Basant Kumar, Ragini Kumari, and Alok Kumar, Paavni Organic Farms is engaged in dairy production and sustainable farming. Based in Patna, the company delivers farm-fresh organic milk and wellness products, promoting healthy living through eco-conscious and ethical agricultural practices.



## DT

### Dream Ahead Tech

Founded by Ritu Srivastava and Ashish Srivastava, Dream Ahead Tech specializes in software product development. The company focuses on building innovative, user-centric digital solutions that cater to evolving business and consumer needs across various sectors.



**RR**

## Regenerix Resources

Founded by Aanchal Jain and Rajeshwari Jain, Regenerix Resources focuses on sustainable stubble removal and the conversion of agricultural waste into biomass pellets. The company is committed to creating clean energy solutions while addressing crop residue management and promoting eco-friendly rural development.



**MH**

## Menteve Health

Founded by Arjun Ramakrishnan and Harsh Arora, Menteve Health develops cutting-edge neurotechnology solutions for hospitals and research laboratories. The company is focused on advancing brain health through innovative diagnostic and monitoring tools that support clinical excellence and scientific discovery.



**RS**

## Regebuild Solutions

Regebuild Solutions, founded by Harneet Kaur Talwar and Gunraagh Singh Talwar, specializes in upcycled concrete products and sustainable building materials. Committed to circular economy principles, the company transforms construction waste into innovative solutions for greener infrastructure.



**ST**

## SwachhAI Technologies

SwachhAI Technologies, founded by Alston Vincent Fernandes and Kushal Janak Mudaliyar, creates smart waste segregators using AI to enhance waste management. The company aims to transform urban sanitation and recycling for cleaner, more sustainable environments.



8th June 2025



SIIC IIT Kanpur signed a strategic MoU with Harcourt Butler Technical University (HBTU), Kanpur, to enhance the entrepreneurial ecosystem in Tier 2 and Tier 3 cities. The collaboration will focus on mentoring support, incubation activities, and shared resources while sharing best practices for startup policies and promoting digitisation. The ceremony included participants from both institutions, highlighting the partnership's aim to foster innovation and collaboration at the grassroots level for emerging startups in diverse regional markets.

# PROGRAM

## Highlights

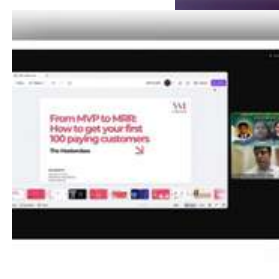


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On May 19, 2025, SIIC, IIT Kanpur welcomed BTech students from Dr. Ambedkar Institute of Technology for Handicapped, Uttar Pradesh. The visit provided students with hands-on exposure to India's thriving startup ecosystem, particularly in the field of Assistive Technologies. Through interactive sessions, they engaged with innovators driving inclusive solutions and explored pathways to contribute meaningfully to the tech-enabled future.

[Read More](#)

On May 23, 2025, the Social Innovation Lab by Citi hosted a powerful webinar titled "From MVP to MRR: How to Get Your First 100 Paying Customers." Led by Mr. Abhishek Tiwari, Founder of Venture Mozart, the session offered early-stage founders actionable strategies to transition from product pilots to predictable monthly revenue. Key insights included techniques for field trials, customer trust-building, feedback loops, and scalable sales tactics.

[Read More](#)

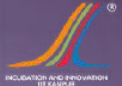
On May 27, 2025, SIIC, IIT Kanpur hosted a webinar titled "Unlocking Essentials of Employee Stock Options (ESOP) and Key Clauses in ESOP Agreements." Led by Mr. Yash Raj Srivastava, an experienced Company Secretary and Corporate Lawyer, the session aimed to help startups leverage ESOPs for attracting and retaining talent, focusing on structuring schemes, legal clauses, and aligning them with business goals.

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On May 28, 2025, SIIC, IIT Kanpur, collaborated with MathWorks to host a webinar titled "AI for Startups: From Idea to Impact with MATLAB and Simulink." Led by Dr. Monalisa Pal, attendees learned how to integrate AI into product development using low-code tools and real-world simulations. The session covered industry use cases, scalable AI workflows, and the MathWorks Startup Program, concluding with a Q&A that provided insights for accelerating AI-driven innovation.

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# PROGRAM

## Highlights



On June 12, 2025, SIIC, IIT Kanpur hosted a webinar on 5G/6G Technologies, aimed at students and innovators. Dr. Pragya Swami from ABV-IIITM Gwalior discussed emerging trends, research opportunities, and career pathways in next-generation wireless networks, covering topics like AI, Quantum Communication, UAVs, and IoT. The session provided valuable insights into the future of connectivity.

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On June 10, 2025, SIIC, IIT Kanpur hosted a session on healthcare innovation and public health policy. Featured speakers included Dr. Vasanthakumar Namasivayam, Dr. Madhavi Devaraj, and Dr. Dhananjay Srivastava, who discussed how AI diagnostics and data-driven tools can tackle India's health challenges. Startups presented their solutions, receiving valuable feedback and emphasizing the importance of collaborative innovation in enhancing healthcare systems.

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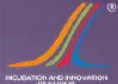
On June 13, 2025, Foxhog Ventures Corp. USA pledged \$3.5 million (INR 25 crore) through its CSR initiative to support startups at SIIC, IIT Kanpur, focusing on aerospace, defense, agritech, and sustainability. During the visit, CEO Mr. Tarun Poddar launched a CEO Fund for R&D grants to newly incubated startups and engaged with innovators to share insights from his entrepreneurial journey. He also toured SIIC's facilities, reinforcing a vision for advancing breakthrough technologies for national development.

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On June 14, 2025, SIIC, IIT Kanpur hosted a webinar on the SBI Foundation LEAP Innovators for Bharat initiative, featuring Dr. Sanchita Chaudhary, Vice President, CSR and Agritech, SIIC, IIT Kanpur, who shared key insights on eligibility, offerings, and the selection process. Designed to support social-impact-driven startups, the session saw active participation and engagement from aspiring founders.

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# PROGRAM

## Highlights



On June 15, 2025, SIIC, IIT Kanpur shared a compelling message from Prof. Deepu Philip, Professor-in-Charge, highlighting how SIIC-incubated startups are driving disruptive innovation in sectors like AI, defence, and healthcare. Emphasizing the development of tangible tech with real-world applications, Prof. Philip underscored SIIC's role in fostering solutions that not only address critical national challenges but also scale globally.

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On June 5, 2025, SIIC, IIT Kanpur, partnered with SBI Foundation to launch the 'LEAP Innovators for Bharat Innovation for Social Good' initiative, aimed at supporting 30 startups in AgriTech, Healthcare, and CleanTech. The program will provide 18 months of structured support, including mentoring, funding, and networking. The launch event took place at IIT Kanpur's Outreach Centre in Noida, attended by dignitaries from government, academia, and industry.

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### Gusteau Foods Wins Sustainability Award on World Environment Day

Gusteau Foods Private Limited, along with its founder Karthick Shanmuga Sundaram, has been awarded the "Sustainable Food Ingredients Solutions – Plant-Based Food Colors" accolade. This award was presented by the Hon'ble Governor of Tamil Nadu, Thiru R.N. Ravi, on World Environment Day. This recognition emphasizes the startup's innovative approach to natural, eco-friendly food solutions and its strong commitment to sustainability.

[Read More](#)

### Driblet Honoured at Green Climate Conclave 2025

Driblet Private Limited (Arc Robotics) was recognized among the Top Leaders Shaping India's Green Future at the Green Climate Conclave 2025 in Madhya Pradesh. Presented in the presence of Shri Kailash Vijayvargiya and Shri Shankar Lalwani, the award highlights Driblet's impactful work in sustainable innovation and climate resilience.

[Read More](#)

### IvyCap Ventures Backs Inclusive Innovation at Cute Brains

IvyCap Ventures has provided essential support to Cute Brains, a startup incubated by SIIC that specializes in developing assistive technology for children with dyslexia and dysgraphia. With backing from IvyCap, Cute Brains recently hosted a workshop in Varanasi, where they trained 22 primary school teachers on early identification and intervention techniques using their innovative AACDD (Assistive Application for Children with Dyslexia and Dysgraphia) tool.

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# TECHकी बात

## INNOVATOR KE SATH



[Click Here To Watch Full Video](#)

### SIMACTRICALS

In this edition of Innovators se Baat, Mr. Rishabh Pandey from the Startup Incubation and Innovation Centre (SIIC), IIT Kanpur, engages in an insightful conversation with Mr. Balaji Sriram, co-founder and Chief Technology Officer of Simactricals Private Limited. A Ph.D. scholar in Electrical Engineering at IIT Kanpur, Mr. Sriram shares the journey behind building Simactricals—an innovative startup developing wireless charging solutions for electric vehicles. Incubated at SIIC, Simactricals is redefining convenience and safety in EV charging, contributing meaningfully to India's deep-tech and sustainable mobility landscape.

**Rishabh Pandey (RP):** What inspired you to start Simactricals, and what specific gap were you trying to fill in the EV charging ecosystem?

**Balaji Sriram (BS):** The idea for Simactricals came from my own frustration as an EV owner. Traditional chargers require manual plugging and long wait times—my Ather scooter takes over four hours to charge. I saw this human dependency as a key bottleneck, especially in public areas where chargers are often misused or vandalized. At Simactricals, we're building wireless EV chargers that remove this friction. Just park over our transmitter pad, and charging begins automatically. Like Wi-Fi transformed internet access, we aim to make EV charging seamless, smart, and touch-free.

**RP:** Wireless charging for vehicles sounds futuristic. How do you ensure user and environmental safety with such a system?

**BS:** That's a common concern, and rightly so. We follow global safety standards like IEC 61980 and ISO protocols specific to wireless EV charging. The magnetic field we use is similar to what powers induction cooktops—completely safe and well-contained. Additionally, our system includes foreign object detection. If any person or animal enters the charging zone, the system shuts off immediately and only resumes when the area is clear. Even in close proximity, it poses no harm—we do it purely out of caution. Safety is not an afterthought; it's integral to our design.

**RP:** How did your family react when you decided to take the plunge into entrepreneurship alongside your PhD?

**BS:** Initially, they were scared. Coming from a middle-class family, entrepreneurship felt risky—especially alongside a PhD. They worried about time, money, and uncertainty. But once they saw the support from SIIC and how serious I was, they came around. My guide, Prof. Nandini Gupta, was also very supportive. Their trust gave me the confidence to pursue both paths sincerely.

**RP:** What stage is Simactricals currently at, and what are your plans going forward?

**BS:** Right now, we're in the pre-production stage. The product is ready, and we're gearing up for manufacturing. Once production starts, we expect sales to pick up quickly—we already have strong interest and purchase orders, not just from India but globally. The demand for EVs is growing fast, and reliable, user-friendly charging is a major gap. Our aim is to make wireless charging mainstream and help accelerate EV adoption with tech that's smart, safe, and built for everyday use.

**RP:** Looking back, what's one lesson you'd share with your younger self or other budding student entrepreneurs?

**BS:** I'd tell my younger self to start learning business earlier. As a technical founder, I was well-equipped to build the product but lacked awareness of company structures, investment terms, and legal nuances. Even basic business literacy—how to talk to investors, structure a team, manage finances—can make a big difference. I'd also remind myself and other students that setbacks will come, both personal and professional. I lost my father during this journey, faced burnout, and nearly gave up. But staying persistent—just swimming a little longer—changed everything. Today, our startup is in the pre-production stage, we've secured investment, and we're ready to scale. So my advice is: be curious, be bold, and just keep swimming.

*"When things are too overwhelming, all you have to do is just keep swimming. Just stay persistent, put your focus, and know that if you push a little more—things will work out"*



## Innovators Connect – TANDEM 2025, a premier Indo-German entrepreneurship initiative.



## MSME IDEA HACKATHON 5.0

MSME-supported startup funding program. Last date: 14 July





## CSR



## FUNDING & MONITORING



## KNOWLEDGE



## AI ENABLEMENT



## INDUSTRY



## INTERNATIONAL



## SERVICE



## CLINICAL

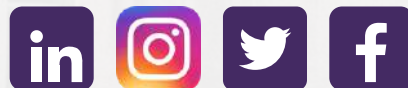


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