



STARTUP
INCUBATION AND
INNOVATION
CENTRE
IIT KANPUR



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TECH की बात

**SIIC women: Driving India's Progress with
Vision and Impact**



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

Level Up: How India's Gaming Boom is Powering the Startup Revolution

India's gaming industry is experiencing an unprecedented surge, becoming the second-largest market by gamer base and the fastest-growing in revenue. This growth is driven by digital adoption, mobile penetration, and fintech innovations, aligning seamlessly with India's startup ecosystem.

With high smartphone penetration, affordable data, and seamless UPI payments, India has become a prime hub for game development, esports, and monetization models like in-app purchases, ads, and subscriptions. Notably, 1 in 5 global game downloads originates from India, highlighting its immense potential.

Since 2019, gaming sector investments have soared by 380%, attracting \$335 million across 16 PE/VC deals in 2023. Investors increasingly recognize gaming as a high-growth domain, opening new opportunities for entrepreneurs and developers.

Government support, including AVGC (Animation, Visual Effects, Gaming, and Comics) initiatives, tax benefits, and regulatory clarity, further fosters innovation. Additionally, nodal ministries overseeing online gaming and esports are streamlining legal frameworks to support industry expansion.

The rise of Tier II & III cities in gaming adoption has fueled demand for vernacular and culturally themed games. Startups are tapping into this space with regional content, hyper-casual formats, and original Indian IPs. A growing talent pool and government-led skill development initiatives further strengthen India's position as a global gaming powerhouse.

Now is the Perfect Time for Gaming Startups



Strong digital adoption and demand driven by youth



Government support through favorable policies and funding



Increasing investments from venture capital (VC) and private equity (PE)



Emerging business models and monetization opportunities



Expanding gaming growth in Tier II and III cities

With robust policy support, increased investor confidence, and growing consumer engagement, gaming startups in India are poised for exponential growth. The time to act is now—innovate, launch, and scale to succeed in India's gaming revolution!



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

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NEW INCUBATION



ARKin Labs

Founded by Abishek Venkateswaran and Shiek Khaleel Alisha Begam, Arkin Labs focuses on designing and developing drone-based solutions to meet modern industry needs. The company combines innovation with technical expertise to create reliable and efficient drone technologies.



Bionia Technologies

Formed by Chandra Shekhar Upadhyay, Hina Maurya, Priyanka Kumari, and Sangeeta Upadhyay, Bionia Technologies offers research, development, and manufacturing solutions in materials. The company is dedicated to advancing material science through innovation, creating practical solutions for various industrial applications.



18th January 25



SIIC, IIT Kanpur, and Tally Solutions Private Limited have partnered to strengthen entrepreneurship through mentorship, professional support, and innovation-driven initiatives. The collaboration aims to foster independent thinking, organize workshops, seminars, and networking events, and provide startups with industrial and financial connections. The partnership will accelerate startup growth and business model development by co-hosting investment programs and ecosystem development initiatives.



8th February 25



SIIC, IIT Kanpur has partnered with the Central Institute of Petrochemicals Engineering & Technology (CIPET) to enhance the startup ecosystem in the petrochemicals sector. This collaboration aims to support innovation and entrepreneurship, providing a platform for startups to thrive. CIPET, under the Ministry of Chemicals & Fertilizers, is dedicated to fostering the next generation of entrepreneurs in this field.

PROGRAM

HIGHLIGHTS



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A workshop on “Innovative Pathways to Harness Technologies for Sustainable Development” successfully equipped young entrepreneurs (16–35 years) with key skills in product development and market entry. Led by Anil Kumar Choudhary, CGM & Head of Operations, EESL, the session covered value proposition, prototyping, and design thinking, emphasizing sustainability and energy efficiency. Participants engaged in hands-on ideation and business model creation, bridging the gap between innovation and commercialization. The workshop provided valuable insights into agility and market timing, empowering attendees to transform their ideas into impactful ventures. It reinforced the role of innovation in sustainable entrepreneurship.



The GENESIS Regional Event was successfully held on 18th January 2025, offering MeitY-supported startups valuable insights, strategies, and networking opportunities. Led by expert Mr. Zaid Khan, the event focused on Innovation, Design, and Entrepreneurship, aiming to strengthen the startup ecosystem and cultivate an entrepreneurial mindset among researchers and founders. The session covered GENESIS funding, eligibility criteria, best practices for applications, and user testing methods. Participants gained a deeper understanding of funding opportunities, prototyping techniques, and evaluation strategies, equipping them with the knowledge to advance their entrepreneurial journey.



The Indian Institute of Technology, Kanpur conducted a comprehensive 360-degree review of Mahakumbh 2025, focusing on police, security, and disaster management, led by Prof. Deepu Philip. An expert team, including retired officials and IIT Kanpur students, collaborated with the Kumbh administration to analyze security plans and assess risks. They presented their initial findings at the “Surakshit Kumbh” conference, fostering discussions on data-driven safety measures for large-scale events and highlighting IIT Kanpur’s role in multi-disciplinary collaboration.



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PROGRAM

HIGHLIGHTS



Shri Anurag Yadav, IAS, Principal Secretary of the I.T. & Electronics Department, Government of Uttar Pradesh, visited the AIIDE Center in Noida, an inspiring initiative led by SIIC IIT Kanpur in collaboration with the Government of Uttar Pradesh. During his visit, he engaged with 15 AI-driven startups, exploring their pioneering advancements and technological breakthroughs. His interaction highlighted the government's strong commitment to building the AI ecosystem and empowering deep-tech entrepreneurship in the state. Shri Yadav's visit reinforced Uttar Pradesh's vision of becoming a leading hub for AI and transformative technologies, with his insights and encouragement serving as a catalyst for the startup community at AIIDE.

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Mr. Zaid Khan from SIIC, IIT Kanpur, conducted a seminar at the Dr. Ambedkar Institute of Technology for Divyangjan in Kanpur, organized with E-Cell AITH and the AITH Incubation and Startup Centre. The event aimed to promote entrepreneurship among students and startups, providing hands-on experience in prototyping and business ideation. Mr. Khan discussed the TIDE 2.0 and GENESIS schemes by the Ministry of Electronics and Information Technology, highlighting their importance for India's startup ecosystem and fostering an entrepreneurial mindset among youth.

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The "Navigating the Regulatory Landscape in the MedTech Sector" workshop, jointly organized by SIIC, IIT Kanpur and Blockchain for Impact (BFI), successfully concluded with expert discussions on regulatory frameworks and emerging trends. Sessions covered Class A & B medical devices, digital health technologies, clinical validation, and SaMD. Industry leaders, including Sh. Dinesh Tiwari, Dr. Ram Sewak Sharma, and Dr. Uroosa Warsi, provided key insights. A hands-on session on licensing documentation enriched learning. Sh. Piyush Mishra (COO, SIIC-IIT Kanpur) emphasized regulatory knowledge's role in MedTech innovation, marking a major step in supporting startups in this evolving sector.

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DREAM AEROSPACE

secured ₹3 crore in a Pre-Seed funding round led by Inflection Point Ventures (IPV). This milestone accelerated the development of their ATOM Thruster, validated their groundbreaking propulsion technology, and enabled the establishment of an in-house high-altitude testing facility. By harnessing homegrown technology, Dream Aerospace revolutionized satellite propulsion with scalable, cost-effective solutions, ensuring safety through enhanced fuel handling and prioritizing sustainable, eco-friendly systems.

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VU-DYNAMICS, CYETHACK SOLUTIONS, AND SCANXT

were pivotal in addressing key challenges at Prayagraj Maha Kumbh 2025, the world's largest religious gathering. Leveraging cutting-edge technology for crowd management, aerial surveillance, environmental monitoring, and public safety, these startups showcased innovative solutions with real-world impact. Their contributions reflect the Startup Incubation and Innovation Centre (SIIC), IIT Kanpur's commitment to national service and its dedication to driving technology-led societal transformation.

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APEIRO ENERGY

emerged as one of the five winners of the prestigious AVINYA'25 – The Energy Startup Challenge. This remarkable achievement underscored Apeiro Energy's dedication to innovation, sustainability, and technological excellence in the energy sector. By developing cutting-edge clean energy solutions, the startup strengthened its role in shaping a greener, more efficient future. This recognition further validated its commitment to revolutionizing the energy landscape, aligning with India's push for sustainable advancements and self-reliant innovation in the industry.

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RF NANOCOMPOSITES

has successfully raised ₹6 crores to develop stealth and EMI shielding composite materials for India's defense and industrial sectors. This achievement reflects strong investor confidence in the startup's transformative technology and its potential to enhance India's strategic capabilities.

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LCB FERTILIZERS

is driving sustainable agriculture with its microorganism-based organic fertilizers, empowering farmers, improving soil health, and enhancing crop yields at RSVC Mandaura and RSVC-LCB Plant, Indore. At the RSVC Mandaura inauguration, Prof. Ajay Kumar Sood, Principal Scientific Adviser to the Government of India, commended LCB Fertilisers' innovation, highlighting its potential to replace chemical fertilizers and promote environmentally sustainable farming.

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MOORAKSHAK BIOSCIENCES

has recently earned prestigious accolades at both national and international competitions. Recognized by organizations such as CII, Tata Social Enterprise Challenge, GITEX Global, MeitY, IIM Visakhapatnam, Low Carbon Earth Accelerator, Headstart, and BIRAC, the startup's achievements underscore its commitment to driving positive change through advanced technology.

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CHIMERTECH

has successfully secured an investment of ₹1.25 crore on Vijay Television's Startup Singam, a premier platform for emerging startups to gain funding and mentorship. Dedicated to enhancing dairy health and productivity, Chimertech is driving sustainable agricultural innovation, empowering rural farming communities, and improving livelihoods.

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ENSECT FARM

has secured a prize of INR 2 lakhs at Eureka! 2024, the flagship business model competition of IIT Bombay. Competing in the Social Sector category, Insect Farm's innovative approach to sustainable waste management and alternative protein production through Black Soldier Fly (BSF) farming earned high recognition at one of Asia's largest business competitions.

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DEVNULLX TECHNOLOGIES

has been selected for Startup Nexus Cohort #20, a prestigious program by the U.S. Embassy New Delhi that supports top Indian startups. Running from February 3 to April 4, 2025, the cohort offers specialized training from Indian and American experts to refine business strategies, define target markets, and accelerate commercialization. This edition will also explore AI's impact on startups and the importance of mental health for entrepreneurs.

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KAJAL SHRIVASTAVA

In this edition of Innovator se Baat, we feature Nadi Pulse, a health-tech startup founded by Kajal Shrivastava, which is digitizing the traditional Ayurvedic practice of Nadi Parikshan. Demonstrating an impressive 96% accuracy in initial trials, this innovation holds promise to transform the landscape of predictive healthcare. Under the guidance of the All India Institute of Ayurveda (AIIA), Delhi, and with the support of SIIC, IIT Kanpur, Nadi Pulse is undergoing rigorous validation to ensure adherence to Class A medical device protocols. By emphasizing early detection and holistic wellness—rather than focusing solely on diagnosis—this technology represents a significant step forward in integrative healthcare. In this interview, the founder discusses the journey of innovation, the challenges of certification, and her vision for the future of holistic health solutions.

Rishabh Pandey (RP): As one of the few women founders in SIIC, what challenges did you face in your journey, and how can we boost women's participation in SIIC?

Kajal Shrivastava (KS): I've been incredibly fortunate to have unwavering support from my family. My father, an Ayurvedic doctor, was the inspiration behind my startup. As a child, I once asked him why he used modern diagnostic tools despite his deep knowledge of Nadi diagnosis. He said Ayurveda lacked tangible proof that patients could see and trust. That thought stayed with me, and years later, I pursued it as my B.Tech final-year project, which eventually became my startup. Like any entrepreneurial journey, mine has had challenges, but I've never felt alone. Even after marrying a year ago, my support system remains strong, motivating me to create meaningful impact through my work.

RP: Developing a medical product is challenging and demands strong support. Who have been your key supporters?

KS: My journey began as a B.Tech final-year project at J.L. Bajaj Institute, where my professors and department were incredibly supportive. Instead of pursuing a traditional job, I pitched my idea to my HOD and director, who helped secure grants. I explored opportunities at ICREATE, learned Nadi, and later received the B.I.G grant through IKP. SIIC has been a key supporter, providing space, mentorship, fundraising support, and guidance on patents and legalities, ensuring smooth development. My investor and her team have been exceptionally supportive, playing a crucial role in bringing this idea to life. Their encouragement and belief in the vision have been invaluable.

RP: Tell us about your product and the certifications it requires. Have you begun the certification process?

Our product digitizes the ancient Ayurvedic practice of Nadi Parikshan, where doctors once used three fingers to assess mental and physical health with remarkable accuracy. We are reviving this lost art digitally, achieving 96% accuracy in our initial trials. The All India Institute of Ayurveda (AIIA) in Delhi is guiding us, ensuring we follow all protocols. No existing market player has conducted such trials with third-party validation. As a Class A device, we provide health scores, suggestions, and warnings. SIIC, IIT Kanpur, and AIIA are supporting and guiding us through the certification process.

RP: As your product moves toward commercialization, what challenges do you face, and how are investor discussions progressing?

KS: Our product, a digitized version of Ayurvedic Nadi Parikshan, underwent pre-validation with 96% accuracy under the guidance of renowned Ayurvedic physician, Dr. Vasant Lad. We refined it based on feedback and are now conducting large-scale validation at the All India Institute of Ayurveda. Our key challenges include regulatory approvals, data standardization, and ensuring clinical acceptance. Investor support, especially from FICCI Flo's Dr. Aarti Gupta, has played a crucial role in accelerating our progress. Our initial market focus is Ayurveda doctors, wellness centers, and nutritionists. With growing interest, we aim to secure funding to scale production, enhance AI-driven insights, and expand adoption while staying true to Ayurveda's core principles.

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INDUSTRY



INTERNATIONAL



SERVICE



CLINICAL

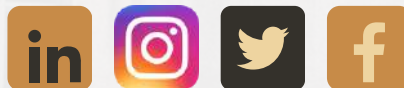


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