

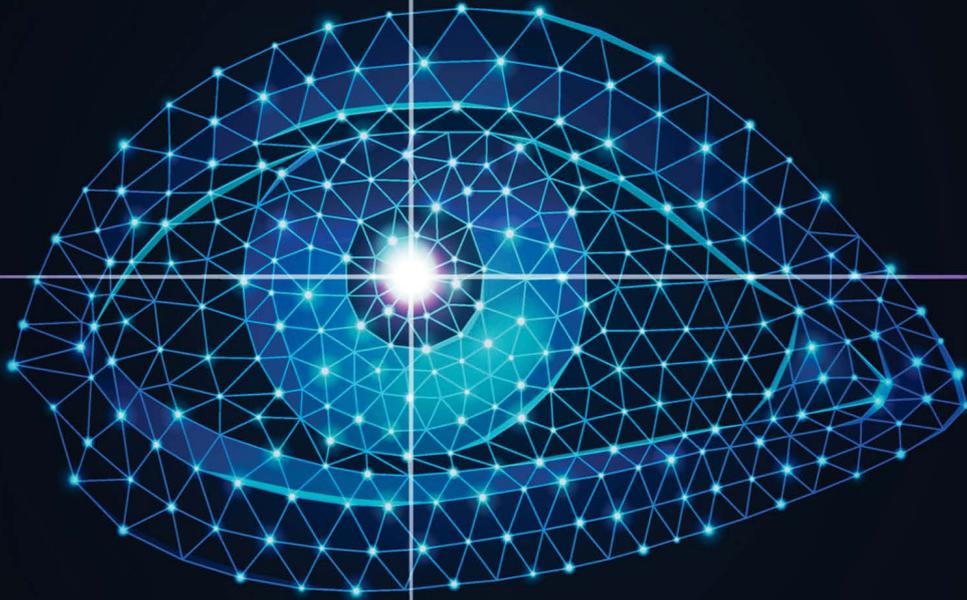


Bangalore Chamber of Industry and Commerce

-Synergy

Volume 2 | October 2022





MISSION

Namma Karnataka-
Gateway to Future India

VISION

Look Beyond

Together We Should



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Dr. Ravindran L
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Senior Vice President



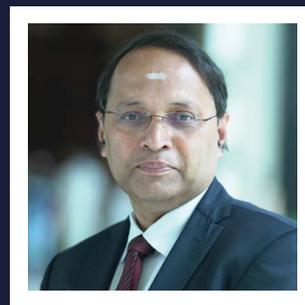
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BCIC and new initiatives by Government



Dr. S Devarajan

Sr. Vice President, BCIC and
Sr. Vice President, TVS Motor Co. Ltd

Dear Members,

The e-Synergy has received excellent response from all quarters.

India is opening up to 5G and this network is going to support diverse range of services such as Internet of things (IOT) connectivity, Augmented Reality and gaming, Machine to Machine communication. This will also help in Speed to Market and lead time reduction. Hence, a proper rollout for 5G across the nation would be of paramount importance.

The recently announced NLP (National Logistics Policy) has the potential to become a game changer for the Indian industry. The NLP draft focusses on three pillars – infrastructure, services and human resources essentially linking road, rail and ship transportation and creation of dedicated corridors like highways etc. This will primarily address the logistics cost which is estimated to be about 14 % of GDP compared to 6 % in the developed nations.

The new policies like PLI, NLP, NEP are all for growth and needs - Integrated, Involved and project managed system of Implementation.

BCIC Expert Committees are already working towards integrating these new changes to our policies. We are conducting number of seminars to get the best to all members. Expert Committees recommendation on these policies would be great help for better implementation.

BCIC Tokyo office launch is in this direction of bringing together the best of Japan's Quality management systems and India's growth trajectory. I am sure this is a great step in the right direction – Win-win for both the economies of the world. BCIC Japan will promote and encourage -trade and commerce, improving relations and facilitating investments, People to people connect, Cultural exchanges between India and Japan

Best wishes for festival days ahead, to bring the blessings on all our businesses in a sustainable manner – taking care of business growth, safety of all, environment and community.

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“The National Logistics Policy draft focusses on three pillars – Infrastructure, Services and HR essentially linking road, rail and ship transportation and creation of dedicated corridors”



Ms. K S Harini
Co-Chairman, Publications
Expert Committee, BCIC

Dear Readers,

The first volume of e-Synergy premiered to an overwhelming response. We have received multiple feedback and it is very heartening to the team who have made the publication possible. Your feedback is what keeps us motivated. A sincere request from all of us is to keep encouraging us and continuing to read and also widely popularise the publication.

In the global era of digitisation, the world is becoming increasingly VUCA. As India welcomes the 5G mobile connectivity, it will be a boost to further digitalise the hinterlands. A lot will depend on how the rollout for 5G will be carried out. While the uncertainties with geopolitical tensions, the raising inflation and economic downturn is bringing down the overall business sentiments, it is an opportunity for us to get back to the roots and exploring newer and more sustainable opportunities.

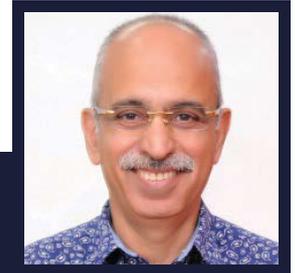
The festivities of Diwali are right around the corner and we wish all our readers a happy and safe Diwali!

Once again, hoping that the festivities will bring in cheer and success to you and your family. Stay tuned for new interesting announcements from our end. More in the next volume!

Happy Reading and Stay Safe!



Converting an Idea into a Business Opportunity - Part 1



Ravi Challu

Founder & CEO
BulletproofYourStartup

You have an idea about a product or service that you think would be great to create. Like one of those back itches that refuse to go away, the idea, probably a great business opportunity, has been gnawing at you, not letting you rest. And you probably don't even know how it all started in the first place.

How Did It All Start?

Maybe you were just connecting the dots and discovered something missing.

Or was it serendipity? You observed something missing and unexpectedly discovered an opportunity that with structuring could prove to be a great business opportunity.

Or was it just belief in a product or a service that you felt was compelling and had to be implemented?

How Do You Ensure Your Success?

This is the first time you are perhaps considering building a business. You know your family will have serious concerns you will have to address.

Maybe you are married but you realize how stressful life could become given the uncertainty setting up a business brings. And the itch refuses to die down.

So, what should you do? Is this something you really want to do that justifies the risk? How do you make sure that the risk can be managed and is therefore worth taking?

Like anything else in life that is important to you, four fundamental questions become critical to answer so that you understand what you are getting into with absolute clarity.

What do you love doing?

Maybe you love coding or come back home and spend time building a hobby. Or is it music or painting that draws you?

What are you really good at?

Despite what you may desire what really matters is what are you good at. If you are good at creating music and really love doing that then that is what you will always be drawn to. That is where your energy lies.

What does the world need?

If the world needs what you love doing and are also good at then the success becomes more likely.

But will you get paid for it?

This is what will determine whether the idea you have will remain a side hustle while your main preoccupation earns you money or will it become the centerpiece of your existence. In Aristotle's words...

"Where the needs of the world and your talents cross, there lies your vocation"

And if answers to these questions have encouraged you to move ahead then consider if this is important enough for you to stake your life on or should it be just a side hustle? And above all why you?

So, to sum up you really need to answer these questions before you start on building a business.

The answers will determine should you even proceed on building a business out of the idea.

It would be imprudent to proceed unless these 4 questions are answered.

Is This a Real Business Opportunity?

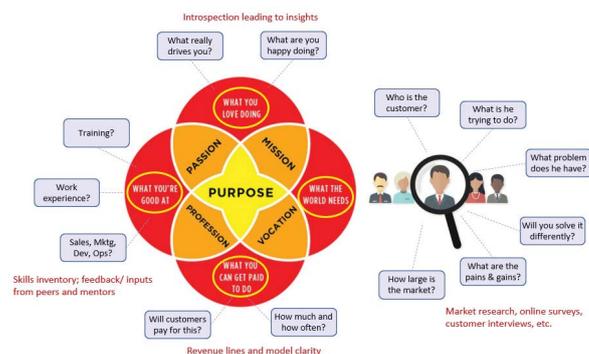
What will really matter is whether you are following a real passion or are you on a mission to change the world. Or your venture is just a way to earn a living or is it a profession that will build wealth. Your business success is guaranteed if all four can come together.

To figure this out you need to carry out four basic activities which must be predominantly data based.

1. Introspection about what really drives you and what you are happy doing
2. Find out about the market through market research, online surveys, customer interviews, POCs
3. Figure out revenue lines and revenue model
4. Build a skills and experience inventory that would be required

Here are some of the questions that you would need to answer

IKIGAI framework



So should you chase your dreams and explore your ideas, bring them to fruition. Of course, you should. It guarantees you a much sought after independence and probably wealth. But above all it offers you a chance to make a dent in the universe.

(Part 2 will cover what is a startup and how is it different from a regular business)



Kichidi



Jagadeesh Sunkad

Co-Chairman, Agro and Food Processing Expert Committee, BCIC

Search on Internet for the word “kichadi” and you will come up with a hundred recipes. Walk down the corporate corridors, and you will see a lot of it being cooked and suffered. Be in the policy makers circles, and you realize all the ingredients are there, somehow it gets cooked, and you think of it, when one is ill.

Food, and Agri-Business is one such Khichdi.

The Food and Agri-Business sector embodies several opportunities and yet is plagued with several problems that has foxed the most able brains. Some of you would remember the potential market estimates put up by McKinsey report of potential for Food Business in India, they never manifested! Kellogg’s failed to change the breakfast habits of India. We may have achieved food security, and we have neglected nutritional security, agriculture is synonymous to poverty and loan waivers! Policy makers are busy debating subsidies and politicians have no clue of how create prosperity and yet not lose their voter base.

Why are we in this situation and is there a way out?

Warning – Thinking from First Principle will only get you that far. We need systems thinking. We are handling a complex situation.

Food is about consumers, Agriculture is about farmers and Business is a about Profits, with a purpose. We need the right proportions of ingredients; we need a patient and diligent cooking process and most importantly hungry stomachs. Only a hungry stomach appreciates the Khichdi!

In our race for economic development, we have forgotten the growth path of this sector. We have moved from a food deficit nation to a food surplus nation. With favourable policies and planning, we have built a strong urban elite who invested in education and built a modern India. Our manufacturing and service sector are the face of the nation. The one thing we have proven beyond doubt is that with education, you can aspire for a better life.

So much for the past, without passing moral judgement on our past, we need to chart a new course for ourselves in the future. A powerful future gives an action plan for today. A wise man once said – “You can’t shoot a target that you do not see.” Today we need to set a target for ourselves.

And so, I draw your attention to a new inspiration – Yvon Chouinard, founder of Patagonia.

Yvon Chouinard, the founder of fashion brand Patagonia, whose net worth is estimated to be \$1.2 billion, has long championed environmental causes. This American billionaire, the founder of fashion retailer Patagonia, has set an example by giving his away his \$3 billion-company to help fight climate change.

“The earth is now our only shareholder,” Yvon Chouinard said in a letter announcing this decision on September 14, 2022. Chouinard wrote in the letter that all of Patagonia’s voting stock will be transferred to the Patagonia Purpose Trust, created to protect the company’s values. Its nonvoting stock has gone to Holdfast Collective, a nonprofit working to combat the environmental crisis.

“Instead of ‘going public’, you could say we’re ‘going purpose’. Instead of extracting value from nature and transforming it into wealth for investors, we’ll use the wealth Patagonia creates to protect the source of all wealth.”

For the readers among us, I recommend his book “Let my people go surfing – The education of a reluctant businessman”.

For those would like to listen to him see the video at



I do expect that his life will give us a fresh perspective to business and life.

To me these are the signs of changing times.

A quote that caught my attention this week reads:

“Perfection is Achieved Not When There Is Nothing More to Add, But When There Is Nothing Left to Take Away”

- Antoine de Saint-Exupery

The humble Khichdi is actually simple and wholesome food. Its time we take a new look at Food and Agri-Business.



Know the business chain, don't be chained otherwise

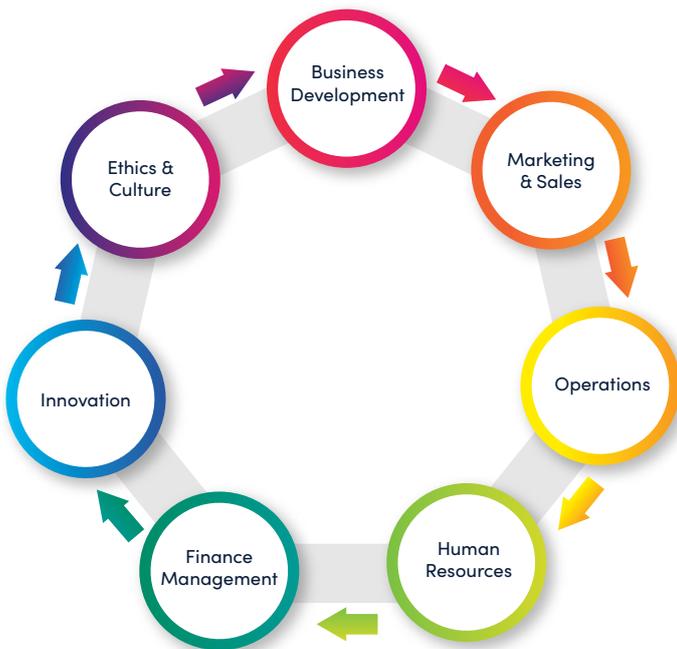
Dr. Krishna Kumar N G

Ph.D, Business Coach, Mentor & Trainer
Rotary Bangalore Orchards



It is pretty common and we all are aware that the strength of a chain is in its weakest link. No rocket science here. But the catch is in finding out that weak link. For the naked eye, all the links look alike. It is only when the chain is subjected to stress that we will observe that one link is giving away and the chain has broken. You apply this principle to your business as well. Sometimes the business fails when one of the business chain links is weak.

The elements that make up the business chain are given in picture 1



Randomly pick up any one element shown in picture -1, and if that element is weak then the whole organisation is weak. As a business owner, you should spend some quality time looking at these elements in your organisation. This applies equally well even if you are a one-person firm or many people organisation. If I am an individual business owner say selling corporate gifts, I should check which one of these elements is the weak aspect in the way I do business. If I am poor in BD and Sales then I should strengthen them. If I am bad at sourcing and delivering then I should improve these aspects so that I can stay on top of what I am doing and increase my earnings.

The challenge most organisations / firms face is that the business owners don't take a hard look at these activities or business chain links. It is presumed that all is well and hence why should look at these? Sorry, you are wrong. One of these links will go bad if you don't look at it seriously and keep checking whether all is well or needs some tinkering to improve. Be watchful. Don't be chained to old thoughts check the chain regularly. Are all the links strong?

Customers, Conflicts, Attitude and Success

A commercial transaction requires two participants. A buyer and a seller. This is a very simple expression is it not? If only the business transactions were so simple then we would not have all these complicated things such as business development, marketing, and sales strategies. However, we like things to be a bit complicated so that we can have more players involved, and have many processes and systems also coming into play. Among all these aspects we forget the most important person who is the key to the transaction success. The Customer. How should we define a customer? One of the simplest definitions could be "a customer is the person who provides us livelihood and the reason for the existence of our business."

Now here comes the twist. How would we know who is the customer? The answer to this depends on how you can convert that prospective lead to becoming your customer who will buy your solutions and also make the relevant payments. Prospective leads are present everywhere but the key is to convert them to be good customers. There could be many barriers due to which this conversion does not happen. One of the many barriers and reasons could be conflicts. Wondering how conflicts would be the barriers? The modest definition "is any type of disagreement is a conflict". Conflicts arise when the prospect is not provided with the right solutions she wants, conflicts arise when the agent has her interest above the customer's interest, and conflicts arise when each one is not able to understand each other's requirements.

While some are positive conflicts most others are negative conflicts. Sometimes this arises from within unknown to the agent with whom she is in conflict. One of the reasons could be the attitude. The attitude of the sales agent and the attitude of the customers. In this context attitude of the sales agent is important for us. Attitude is built over some time depending on how the person previously experienced an object, and what sort of feeling was developed under that circumstance. An inherent behaviour that can manifest positively or negatively. A positive attitude leads the person to have fewer conflicts. Less conflict leads the client to understand your solutions easier and better. Further, this results in higher sales of the products and services. This is called success.

Therefore, understanding the dynamics of who is a customer, and how to reduce business conflicts by projecting a positive attitude leads the sales agent to a grand success. The mantra is simple

"Develop a positive mindset, reduce the conflicts, then the success is with you"



Technology Business Incubator



Dr.R.Parameshwaran
Kongu Engineering College

Technology Business Incubator @ Kongu Engineering College (TBI@KEC), an unique 24x7 facility was established in 2003 as a joint venture by Kongu Engineering College (KEC) with the generous grant-in-aid and support of National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology (DST), Govt. of India (at a total project cost of Rs.3.95 Crore) for nurturing and promoting innovation and entrepreneurship development in cutting edge technology areas (with thrust in Electronics & ICT - particular emphasis in Embedded and Wireless Embedded System, Digital Signal Processing, IoT and Electronic Card Design, Assembly, Testing & Repair).TBI was formally inaugurated by the then Secretary of DST/Gol in August 2004. The land and building along with a part of capital have been provided by the Host Institute (HI). TBI@KEC is a registered Society under The TamilNadu Societies Registration Act, 1975 (27 of 1975).

TBI in an area of 26,800 Sq.ft provides total support to the incubatees right from "Concept to Commercialization" under various stages which include capacity building training programs, project formulation, mentoring support, financial assistance, networking with other agencies, participations in national & international challenges and infrastructure & lab support of TBI and HI in addition to spotting and involving talented students (Interns) and faculty to work with the entrepreneurs for a win-win situation. The other activities of TBI include project facilitation, training, workshop, repair and service, re-engineering etc., TBI has established NIDHI PRAYAS Shala - Rapid Prototyping lab for Hardware startups with an investment of Rs.100 lakhs in an area of 4,500 Sq.ft.

Over a period of 18 years, TBI@KEC has incubated 118 startups (out of which 26 are alumnus). 104 products have been developed so far benefitting various sectors of economy and society (five products also exported abroad).

Under various Govt. Schemes TBI@KEC got sanctioned Rs.12.52 Crore to TBI@KEC. 80 Incubatees have been provided financial support (soft loan/ grant) of Rs.8.23 Crore in total. TBI under NIDHI-PRAYAS Scheme has supported 42 innovators with total of Rs.3.50 Crore to convert their ideas into prototype / product. 21 incubatees have got DPIIT Startup Certificate and 1 got Inter Ministerial Board (IMB) approval for TAX Exemption. Totally 15 patents have been granted out of 32 filed. Incubatees received follow-on funding of Rs.282 Crore and won 24 Awards. 1076 direct jobs created and 304 internship opportunity for students. TBI@KEC has conducted 288 training programmes including Faculty Development Programmes benefitting 8683 persons.

TBI has been launching products developed by the incubatees of TBI@KEC regularly. The first product launch was done in CODISSIA, Coimbatore as early as in 2004 and regularly thereafter for startup & their product visibility to the market.

TBI@KEC won the coveted National Award for the best TBI in the country for the year 2012 in recognition of its consistent good performance. The award, instituted by DST/Gol, was presented to TBI@KEC by the President of India on 11 May 2013.

Recent Accolades

Department of Science and Technology, Gol has organized DST's Startup Utsav on 12th August 2022 at Dr Ambedkar International Centre, New Delhi on the occasion of 75th year of independence "Azadi Ka Amrit Mahotsav". Hon'ble Minister of State (IC) for the Ministry of Science and Technology, Dr. Jitendra Singh was the Chief Guest.

The event was to commemorate completion of five years of NIDHI and had featured top 75 impactful startups from across the country. Few Selected Startups incubated by DST-TBIs got the opportunity to pitch and present about their innovative products during event.

Compendiums of Top 75 startups supported by DST TBI's under each of 5 categories (incubated, EIR, PRAYAS, Seed Support Program & CAWACH) were released.

Five of our startups have been selected & featured in report;

2 among 75 impactful incubated startups: M/s Mobitech Wireless Solution Pvt Ltd., (Spin-off of Realtech System) and M/s Perfint Healthcare Pvt. Ltd. (Total 164 TBI's have been supported by DST which have incubated 12,000 startups across India).

3 among 75 promising startups under NIDHI - PRAYAS: M/s Magnic Technologies Pvt. Ltd., M/s High Performance Engineering and Research Pvt. Ltd., and Aran Tecnovation Pvt. Ltd., (Total 44 PRAYAS Centre have been granted by DST which have supported 1037 prayasees)

KONGU Assuring the Best		TBI-KEC INCUBATING SUCCESS	
www.tbi-kec.org		At a Glance (as on 31.08.2022)	
START UP	Supported - 118 Graduated - 84 Current - 34 (Alumni - 26)	FUNDING	Follow-on funding raised - Rs. 282 Cr
PRODUCT DEVELOPMENT	Developed - 104 On-going - 19	AWARDS	Awards won - 24
FINANCIAL	Loan - Rs. 4.44 Cr Grant - Rs. 3.78 Cr Beneficiaries - 80	JOB	Direct jobs - 1076 Internships - 304
REGISTRATION	DPIIT Certificate - 21 IMB Tax Exemption - 1	PROGRAMME	Programme - 288 Benefitted - 8683
IP	IP Filed - 32 IP Granted - 15	STUDENT PROJECT	Facilitated - 120 Benefitted - 175
2 among 75 impactful incubated startups 3 among 75 promising startups under NIDHI - PRAYAS in the DST Startup Utsav 2022		MoU / Association - 15	



Zinc - It's critical role in human health

L.Pugazhenty

Executive Director, India Lead Zinc Development Association & Past President, The Indian Institute of Metals



Abstract:

All individuals should have the required minerals balance for good health and associated functions. Zinc is the most essential micronutrient for adults and children for a sound health.

Zinc is an essential element for good health in individuals. Moreover, it is the mineral in which people are most likely to be deficient. Trace elements are found in body in minute quantities, without them none of the body's vital chemical reactions could take place. The trace element zinc helps to form the enzymes that enable proteins to become the 'building blocks' of new cells. Deficiency can lead to various syndromes with immune disorders, liver problems, disturbances in sexual development, slow wound healing and cause skin diseases. Zinc is, therefore, essential for growth, sexual development and also helps to decrease susceptibility to infection and promotes wound healing. Zinc has been shown to have beneficial effects on muscle strength, endurance and in raising the threshold of fatigue.

Dermatologists in Sweden have successfully treated skin ailments with zinc supplements. In some instances, people who had found that no other treatment had helped, noticed that after taking a special preparation of zinc sulphate their skin condition had improved within 4 weeks and continues to get better.

Owing to the increased public concern about heavy metals such as Lead and Cadmium, commonly found in the atmosphere of most industrial areas, scientists are now showing a greater interest in the trace element zinc which can help the body not to absorb these metals.

The average adult human (body weight of 70kg) contains between 1.4 and 2.3 g of zinc, as compared with 4.2-6.1 g of Iron and 81-230 mg of Copper. Zinc deficiency may result from a number of factors, the most obvious one being an inadequate diet. Even in western countries, food stuffs may often contain only small amounts of zinc. The World Health Organization has recommended a daily intake of 15 mg of zinc for the average individual. Without this intake, the body will contain insufficient zinc. Intake is via food, water and air. Its absorption is equal when taken as oxide, carbonate, sulphate etc, but as sulphide and as mixed Fe-Zn-Mn oxide it is excreted practically unaltered.

	(mg/100g)
Milk, Yoghurt	0.4
Cheese	2 - 4
Milk Powder	4
Eggs	1.35
Shrimps	2
Beef	4
Liver	6 - 8
Oysters	>7

Low levels of zinc have been found in patients with heart disease, liver disease, cancer, ulcer and in women who are pregnant, breast-feeding or taking oral contraceptives. Zinc appears to play an important role in regulating hormonal changes in the body that relate to many of the side effects experienced by woman on the contraceptive pill, and during premenstrual and menopausal problems, eg., depressions, brittle fingernails and thinning hair.

An intake of 15mg/ day of zinc in suitable form is recommended for adults, with an additional 15mg/ day during pregnancy and 19mg /day during lactation (6 months). Benefits attributed to zinc supplements have included such diverse items as reduced body odour, less acne and some relief of persons suffering from chronic prostrate inflammation.

Infertility and impotence together with a lack of sex drive have also been attributed to low levels of zinc with a loss of the sense of taste and smell, lack of growth, night blindness, impaired wound healing, skin disorder and diarrhea.

A suitable alternative may be zinc supplements, although everybody should be careful to check the amount of zinc contained in these preparations. For example, most multivitamins say that they contain zinc, but usually the quantity is very small and under certain circumstances is bound with other substances that prevent much of the zinc being absorbed by the body.

	(mg/day)	
Infants	(0 - 1 yr)	5
Children	(1 - 10 yrs)	10
Men	(11 - 51+)	15
Women	(11 - 51+)	12
Pregnant		15
Lactating	(1 st 6 months)	19
	(2 nd 6 months)	16

Conclusion

Anyone who feels that he or she could be suffering from zinc deficiency or could benefit from taking zinc supplements should consult a doctor, as formulations containing more zinc are available. There are well known zinc-containing tablets like BECOZINC & ZINCOVIT which are normally prescribed by doctors. During COVID-19, many around the world were taking these tablets for enhancing their immunity levels.



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