



NOVEMBER 2020

INVISION

The CED Newsletter

VOLUME

10

In Touch, In Tune.

INDEX

EDITOR'S LETTER	1.	-By Dr. Vimal Pant & Dr. Sarika Yadav
AFLOAT	3.	Keeping up with the Technology
ENTREPRENEURSHIP TIPS	6.	Innovation Lessons from the world leader
THE BOOK CLUB	9.	How I Braved Anu Aunty and Co-founded a Million Dollar Company
RISE AND FALL	13.	Contentmart
MARKETING MANIA	16.	Growth Hacking
TECH TRENDS	19.	Latest Technological Trends
E-BITS	21.	Monthly E-news
SOMETHING SPECIAL!	27.	Scroll through to find out!
TEAM CREADITS	28.	Meet the team behind INVISION

LETTER *from* *the* EDITOR

-Dr. Vimal Pant



One of the most prominent theories in finance is that of Efficient Markets. This theory states that if the markets are efficient (which in turn means that all the participants have the same amount of information), the stocks would be trading at fair prices. This theory might not hold completely in the real world but it led to the germination of a great idea in the mind of Pierre Omidyar. With the advent of a game changing technology i.e. the internet, he thought of giving the people an opportunity to buy and sell used stuff and thus eBay was born. The price was to be discovered by the participants as it was an auction site. Come to think of it, selling useless products seems to be not such a bright idea but what is useless for somebody might be useful for somebody and that is what Omidyar was gambling upon in 1996. It was for the first time that person to person trading was streamlined on an electronic platform.

Those were new days for online shopping and initially there were teething troubles when some people tried to cheat others. Omidyar asked his customers to call out the cheats and praise the genuinely good experiences. That worked and today when eBay is celebrating its 25th anniversary, it is posting close to \$10 billion in revenues. Omidyar did something strikingly different than other entrepreneurs. While most of the founders like to be in the driver's seat and be involved in all major decisions around the business, Omidyar decided to step aside just after two years of launching eBay. He says that while creativity and innovation were his forte, he did not consider himself to be fit for heading the business.

He immediately appointed Meg Whitman as the CEO in 1998 and showed that entrepreneurs need not be over possessive about their ventures and delegate what is beyond their capabilities.

Soon eBay turned Omidyar into one of the richest billionaires on the Forbes list and sooner turned his attention to philanthropy. As he was quoted saying, “When you create wealth in a short time, you think about philanthropy as you think about a business.” Omidyar group besides committing wealth to social causes have been pioneers in bringing innovation as well as investment to philanthropy. Entrepreneurial efforts have brought technical innovations for consumers, jobs for youth, taxes for government and opened many windows of social welfare through people like Pierre Omidyar.

We invite your views and suggestions on the pages you read in the issue. As 2020 comes to an end, here’s hoping that the worst is behind us. Happy reading!



AFLOAT

-ISHLEEN KAUR VIRDI

KEEPING UP WITH THE TECHNOLOGY

Starting a new business comes with a handful of challenges. These challenges if not properly dealt with can lead to a lot of complications within the business which may eventually lead to shut down of the business. Any and every startup makes countless efforts and struggles to sustain itself in its chosen industry. Barriers like limited funding, limited resources, less experience, and a big competition with a large number of experienced well-established businesses and corporations are hurdles which slow the growth of new businesses.

One way to stay above these challenges is to keep up with the latest technologies and advances occurring in your respective field of business. Such advances are vital in helping with a business's growth.

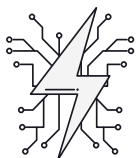
WHY TO KEEP UP WITH TECHNOLOGY?

In this age, staying on top of your competition is a basic goal for all businesses in all professions. Technology is an important stakeholder in the business of staying ahead of your competition. A handshake with technology ensures a competitive edge, speedy operations and faster growth of your business among other advantages.

Technology helps you provide your customers with a better service to your customers and keep you ahead of your competitors. Technology has already made a big leap in business automation, one can easily find lots of applications in the latest technology to enhance business operations and revenue. Such advances can help in decreasing lead times in operations, improve work flow and ultimately reduce cost of production. All this combined gives a boost to your company's revenue. Also, the cost of ignoring technology is high. Therefore it's important to stay up to date on tech trends so your business does not fall behind or miss any opportunities.

Technology can help small business owners leverage limited capital in smarter, more effective ways. In most cases, using technology provides greater efficiency and versatility, making it a natural progression for processes you may already have in place in your business. Technology can answer the ever present questions of 'how to improve productivity'.

Now that we've sufficiently stressed on the importance of keeping up with the tech, lets take a look at HOW to keep up with the tech.



HOW TO KEEP UP WITH TECHNOLOGY?

1] Keep up with the content.

The basics of keeping up with the latest technology is to know when that technology is appearing in the marketplace. Some of the basic ways to do that is through the internet, relevant websites, industry social media accounts and news updates including policy updates, innovation news, etc. Another old-school but effective way is to keep up a strong network with the right people. This method can end up with you gaining exclusive updates! Attending Exhibitions or Virtual events can also be beneficial in keeping up with relevant developments in your chosen industry.



2] Consult your employees

An important aspect of technology is to make things easier and more convenient for humans.

Your employees are the most important human resource in your business. They are the ones who are closely involved in the workings of your business. So when it comes to adopting new technologies it is important to hear their take on it before making any changes. Listening to your employees inputs and suggestions is a good way to determine what kind of technology is actually needed in your business.



3] Smart investments

The world of tech is fast paced and rapidly expanding. Each day there's something new and better than before. But keeping up with technology doesn't mean blindly loading up on all the latest developments. Modernization efforts must create value for the enterprise. This is where you need to be smart. Think and evaluate when and where you truly need to invest in tech? Out of the 100s of developments, which one is the one for your business? And does your business truly need a technology update at this stage? These are some questions you can ask yourself while evaluating the need for an advancement.



4] Set Reminders

When a business is in its initial stages, there are a lot of things that can be invested in to improve the business, but not a lot of revenue to back this demand. So it is important to keep a note of the technologies that you think can be useful for your business in later years, when you're making a good enough revenue.



That was all on how to keep up with the changing technology to ensure your business keeps thriving. Keep in touch with INVISION to get more insight into how to sustain your business!



Entrepreneurship Tips

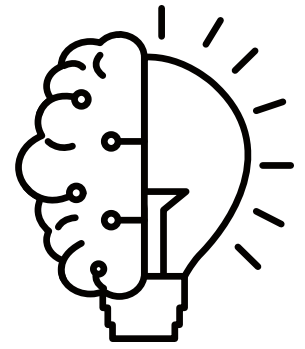
- NEHA KUNDU

Innovation Lessons From the World Leader-Israel

Israel is a small country when compared to India in terms of landmass. Yet, it has been ranked 5th among the “20 Most Innovative Countries” during the current COVID-19 pandemic. So, how did a small country achieve this holy grail? They secured their spot on this list due to their start-up and innovation-oriented culture. Craving for more details? We got you covered. Here we have the reasons why Israel rules the world in terms of innovation.

A little background check Israel came into being in 1948- around the same time as India. Yet, there's a lot India can learn from its ally. It has a total population of just 8.5 millions. It is surrounded by enemies, so exporting is not an option. Israel is bestowed with limited natural resources like water like a vast stretch of their land is arid. Then how did they manage to get such a great output when they had a little to put in?

Here are some of the integral strings that Israel used to knit a strong innovation culture despite all the odds.



Embracing the failures

1

In Israel, unlike in India, failures are not stigmatized. If an entrepreneur fails in a start-up, they are not seen as a loser or a failure. Instead, they are considered as people enriched with experience as they can learn from their previous mistakes. Trying again and again to excel is seen as the fundamental principle of business.

They also apply the same principle to their technology sector. As a result, most of their exports are related to tech services.

Investment in R&D

2

Israel invests about 7% of its GDP in the education system. As a result, 45% of adults complete tertiary education. But apart from that, it spends a huge amount of its money in the Research and Development, i.e., R&D sector.

It is estimated that Israel invests around 4.6% of its GDP in the R&D sector and it ranks on the top in this regard. One-third of this amount goes to universities of the nation to encourage research activities among students. This is a remarkable strategy that is really paying off.

Technology aided security

3

Since it is located amidst its enemies, Israel has to constantly fight against terrorism. To serve this purpose, they have devised a high-end technology-driven security system. The Israeli military is a National Incubation Centre itself and hence, is a significant catalyst for innovation.

The youth is specifically exposed to technology along with their military applications. During the compulsory conscription, they are exposed to high-tech military weapons and types of equipment.

They are also taught discipline and teamwork and are polished to improve their troubleshooting skills. This helps them with innovation as well.

Reverse Innovation Model

4

This model involves understanding the challenge first and then working backward to find the solution. This can be quoted with the example of established firms pitching their problems to startups. This creates an environment for joint ventures and often competing firms end up working together to solve their common problems. The ability to work together with the competing firms is really making a difference.



Relying on the youth

5

Army service is an undeniable factor in Israeli culture. But what makes them an innovation master is not related to the military. A system is devised for scanning all the schools in the country to find the most talented minds. They are taught to handle responsibility at an early age and are skilled to be held accountable. Children are also encouraged to take responsibility for their own actions are informed about their service to the community. This rationale has been appreciated all over the globe.

Attracting venture capitalists

6


The unique factor to the innovation culture in Israel is the playground for venture capitalists is created by the government of the country itself. In 1993, the Israeli government created its own venture capital firm with an initial investment of 100 million dollars. It was named Yazma group. This was followed by a dedicated search for venture capital firms. The main aim was to hold a small stake in the companies through Yazma. The companies were set to compete against each other for the best technology-based start-ups in the country.

This was an attractive deal for the investors as the risk factor was nullified by the government support.

Conclusion

The creativity of Israel and their hard work has taught the world that limited natural resources, less population, and small landmass cannot limit a nation's progress. Seeds of the start-up culture and innovation are sown using the tools of openness, hard work, and accountability.

India, a country that is really stepping up on the entrepreneurship front, these lessons can really make a difference. Our nation is blessed with many resources that are a luxury in Israel. So, the utilization of these resources in a better way can take us to great heights.



The Book Club

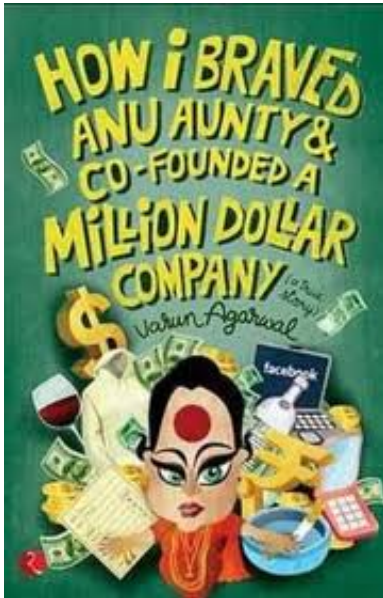
- PRANJULI GARG

How I Braved Anu Aunty and Co-founded a Million Dollar Company

Author: [Varun Agarwal](#)

Published in 2012, *How I Braved Anu Aunty and Co-Founded A Million Dollar Company* is a novel written by Varun Agarwal, a first-generation entrepreneur, and the co-founder of 'Alma Mater.' The book is a true story, set in the city of Bangalore, about entrepreneurship and the significance of following your dreams. It is for people, rather I should say engineers like me and you, who don't know what they want to do in life- well at least I hope I'm not the only one!

The book is about an engineering student, Varun, the protagonist, who is 20 and does not want to get a job. He has entrepreneurial dreams but finds that not many people are very receptive to the idea. Here, you can totally relate to the author's state of mind where he wants to be different from the rest but doesn't know-how. He talks about times when he is just lying on the bed, staring at the ceiling fan doing nothing, thinking for an idea to strike.



He is rather approached to follow the very much trampled Engineering-in addition to MBA courses that the vast majority his age appear to have followed. This route is not something that Varun is very keen on following. Varun is shown to be unfocused and while away his time, hopping from bar to bar, wasting time with friends and keeping a track of his love interest on Facebook.

These attributes stress his mother, much like any other competitive Indian parent, compelling her to put the intrusive Anu Aunty at work, to help get her son to follow the right direction in life. Anu Aunty, the lead character, is Varun's mother's closest companion and assumes the part of a moderately aged Indian mother to what she accepts to be an over-accomplishing son. A lot to Varun's mothers' dismay, Anu Aunty over and again deprecates Varun and ridicules him for his clearly unambitious nature. She is portrayed to be the biggest threat to Varun's entrepreneurial dreams and thwarts his every move. But Varun is not one to be easily cowed.

Following lots of sitting at home doing nothing, an idea finally strikes Varun. The idea comes to life after an alcohol-induced conversation with his friend, Rohn Malhotra, and hastily scribbling the entire B-Plan on a tissue paper at a pub in Bangalore. This is when Varun decides to follow his heart and do something that he really wants to. Rohn is Varun's friend from school and later co-founder of Alma Mater.

The book revolves around how both of them chose to begin a merchandising company called Alma Mater, that creates customised clothing for alumni of schools and universities across India.

Like any other budding entrepreneur, Varun's excursion is likewise loaded with detours that he needs to cross on, to realise and follow his dream. Of the multitude of obstacles in his innovative excursion, it is Anu Aunty who he needs to avoid and prove that he is capable to do considerably more than she might suspect he is. Every step Varun and his friend take seems to be followed by Anu Aunty.

As Varun and Rohn start working on the idea, they realise it is not as easy to pursue a start-up in India.



Varun briefly describes all the steps they followed to begin working on their start-up:

1. If an idea strikes, pursue it! Try not to tell your parents (they'll never concur), don't discuss it with your CEO Uncle (who will initially request that you make an inside and out strategy) or your companions (who will propose adhering to a job). Make a brief business plan, decide where you want to start. Get an accountant by searching online, register the company name. All this without your folks knowing about it!
2. Call yourself the CEO. But also be the gofers, office boys, drivers, interns, and everything else for your company.
3. Get a business card of your organization printed. Hand these out to everybody you meet.
4. Remember the cash you saved for going on a trip? Invest it in your business.
5. Get a decent designer to get your website made. Keep in mind, your site is your store. You need to ensure it's the best.
6. Sort out your tasks. Ensure you have a decent back-end framework. Take help from your friends in this field. Get the best job done only at a lower rate.
7. Advance yourself. In the event that you need to begin your organization, you must be bold with regards to promoting. Advertise your business everywhere, on all social media handles, and in your social circles.
8. Put your own numbers on the site. Converse with your clients, get some information about the brand, ask them how they got to think about the organization, approach them for proposals to improve the administration. The things you get the hang of during these discussions are critical for your business.
9. Try not to expand the organization very early on. Don't attempt to employ staff except if incredibly fundamental. Play all the roles yourself. Hiring initially can slow you down.
10. On the off chance that you have figured out how to peruse the above nine focuses, at that point, you will start your own organization!



As Varun climbs towards his dream step by step, he realizes how we all have been played into the hands of disillusioned societal norms and forced to live someone else's definition of success vs failure and right vs wrong. He realizes how the aunty in your neighborhood, who keeps soliciting advice to you, can become your inspiration and your guide to self-branding. Not often we get to look at kitty parties and Indian aunts as valuable marketing research and advertising tools, right?! There is no perfect storyline, no deep plot to analyze; it's just simple storytelling as if Varun were sitting right across the table from you, chit-chatting.

The book may not be considered a literary masterpiece however, the story of Varun's journey is surely an amazing read. Varun's struggle at doing something different and then beating all odds to become a successful entrepreneur is indeed inspiring. He gives away key points and just the right amount of motivation you need to start working on your own idea. You do not have to be an engineer or an entrepreneur to relate to Varun's story. His story can be relatable to a lot of clueless students who have completed their education but are stuck wondering what they want to do further in order to stand out. An absolute read for the individuals who think beyond practical boundaries yet are no place near where they need to be. Varun's determination and the twist of fate might become an inspiration to all those who do not lack talent and wish to chase their dreams.

Varun ends the book by how his company ends up being valued worth a million dollars, all by chasing his dream and working hard. He mentions, how he gets invited to an IIM as a guest lecturer, all without having an MBA degree, one which Anu Aunty was so keen on forcing on him. And guess what the lecture was about.. yes you're right. It was indeed about Anu Aunty, no longer the villain, but a guide for self-branding!



Rise & Fall

-HIMANI SINGH

CONTENTMART

The Gurgaon-based start-up, Contentmart was the first Indian digital marketplace where one could hire qualified writers for any writing job. It was a wonderful platform not only for the authors and copywriters but also for those who were looking for hiring writers who can write a sales page, service page, or anything that is related to writing for the perfect wordsmiths. The writers'

profiles were based on a series of tests that ranged from beginner to advance, which in turn helped the clients to choose the talent.

It was the best platform for freelancers. In August 2015, 29-year-old Anton founded Contentmart, a platform that connects verified copywriters and clients from India and worldwide. In February 2016, Anton was accompanied by Vikas Trivedi who is now the Business Head of Contentmart.



The company was built with a mission to set an outstanding and user-friendly platform for skilled writers and content seekers to connect with each other in the most secure way possible. Registered freelancers offered a wide range of services across print, electronic and digital media platforms such as Business-writing, Web-page-content, Articles, Blogs, Travelogues, Case-studies, Whitepapers, Academic Writing, and many more. In addition to these services, Contentmart also provided 'Translation Services' powered by native speakers from the world over in more than 20 languages. Contentmart also offered various Services and facilities to clients to make the process smooth such as Free registration, Checkwriter portfolios, reviews and past experiences, Built-in checks for uniqueness, Fixed deadlines, Chat feature for smooth communication, Automated and safe payments, Helpful support team, 100% refund if the content doesn't match requirement. Initially, they only had Indian writers generally good traction of women writers (especially housewives). But the platform soon welcomed international writers and editors to participate and earn money.



THE BEGINNING OF FALL OF CONTENTMART

Within 10 months from its launch, more than 40,107 writers have registered on the platform with approximately 7,247 orders completed, and the client list touching the figure of 35,670. But after 3 years, a mail was received by the registered clients and freelancers, and other registered members saying, "It has been an interesting journey, but nothing is permanent. We regret that it came to this, but all our efforts to avoid it failed.

Contentmart simply cannot remain in its current form. Hence, three years later, we are closing down the service and putting this era behind us as new challenges await. The company will delete all of the client and writer information from its servers permanently.

The company encourages writers and clients to exchange contact to continue their trading offline."

WHAT ACTUALLY WENT WRONG?

- The startup failed due to a lack of an efficient business model.
- ContentMart wasn't organized very well, the site was difficult to navigate from the writer's perspective and there never seemed to be much work available.
- They were not really that unique in terms of how they packaged themselves.
- ContentMart did not generate enough revenues to sustain the operations.
- A number of competitors arrived, providing better services to both the clients and freelancers.

WHAT ACTUALLY WENT WRONG?



- The startup failed due to a lack of an efficient business model.
- ContentMart wasn't organized very well, the site was difficult to navigate from the writer's perspective and there never seemed to be much work available.
- They were not really that unique in terms of how they packaged themselves.
- ContentMart did not generate enough revenues to sustain the operations.
- A number of competitors arrived, providing better services to both the clients and freelancers.

Conclusion

The unique selling point is the key to fit in the market and survive.
Introducing a new platform definitely brings advantage but as competition rises, the business model and strategies are supposed to be changed and adjusted, so as to fit in the competition.

Marketing Mania

-AMULYA SHARMA

Growth Hacking

Growth Hacking or Growth Marketing is a new age marketing and growth strategy. It involves using innovative and low-cost strategies in order to grow businesses, acquire new customers, and retain old customers.

Growth marketing teams are responsible for:

- Determining areas to test and improve upon
- Developing and designing experiments to optimize the identified processes
- Conducting experiments to test hypothesized improvements
- Analyzing results and conducting further experimentation as needed

Product marketing:

Product marketing includes techniques for making your product more appealing, and building the user base.

This may include strategies such as:

1. Leveraging the fear of missing out (FOMO) by using an invite-only signup system
2. Gamifying the user onboarding process to make it more enjoyable, and offering rewards
3. Offering incentives for referrals that benefit both the referrer and the new user
4. Affiliate marketing, which will also use content marketing growth tactics
5. Growth hackers can also use social advertising and pay per click (PPC) advertising to promote their business.

Advertising:

Advertising is a marketing tactic involving paying for space to promote a product, service, or cause.

This may include strategies such as **Social advertising** is the process of creating and deploying clickable ads to reach target audiences through social media platforms, messaging apps, news feeds, and even outside apps and websites. Companies use social advertising campaigns to build brand awareness, generate leads, and/or capture sales revenue.

Growth hackers aren't disorganized when it comes to "hacking" their way through results, despite the common belief. Growth hackers think like scientists:

1. They start by creating a hypothesis around a tactic and goal.
2. They design a test around that hypothesis.
3. They run the test.
4. They get the results.
5. If the test fails, they learn and try again with a different set of hypotheses.
6. If it works, they keep the winning version.

Examples

1] Airbnb is now famous for being the place where you can score affordable accommodation almost anywhere you travel, but in the early days, they needed to build their userbase, customer base, and reputation. The founders realized that people who were looking for alternative accommodation often searched on Craigslist, so they offered an option for Airbnb accommodation providers to copy their listing to Craigslist with one click, verify the information, and post. This gave them immediate access to a large market of target users.



Dropbox is another company known for creative growth hacks, which is why it's listed in our roundup of growth hacking strategies. Dropbox has improved its onboarding process, providing more free storage for current users to connect their Dropbox account to Twitter and Facebook, and to share Dropbox details on those social networks. That was a freeway of attracting new users and exponentially increasing.



That was all about Growth hacking. Keep in touch with more such interesting marketing mania connect with INVISION!



Tech Trends

- NAIRIRTI SHARMA

FOOD and AGRICULTURAL WASTE MANAGEMENT TECH

In developing countries with an ever-growing population with stomachs to fill, food wastage should be non-existent. Despite considerable effort to improve production, a 2011 report by a UN body, FAO, puts wastage in fruits and vegetables as high as 45% of produce (post-harvest to distribution) for developing Asian countries like India. With over 1.2 billion people to feed, addressing the issue of food wastage is essential to India's efforts towards combating hunger and improving food security. Food Corporation of India (FCI) reports showing that food grain worth INR 120.29 crore (\$19.2 million) was lost in storage, while INR 106.18 crore (\$17 million) worth of grain was lost in transit. The remaining INR 9.85 crore (\$1.5 million) worth of food grains were not fit for human consumption. This is a great opportunity for solving this everlasting problem. Moreover, agricultural waste can be treated as a significant revenue generator and its utilization as an impactful step towards sustainability

Micro terra is a biotech start-up from Mexico that combines hardware and biotechnology to clean agricultural wastewater and develops innovative micro-algae systems. Their bioreactors clean polluted aquaculture wastewater onsite and are left with clean water and microalgae, which can be transformed into valuable fish feed and sold back to aquaculture farms. The clean water can also be repurposed for aquaculture fish tanks. With built-in sensors, the behavior of the microalgae can be monitored and generate insights to optimize the process.



Another Canada-based start-up **Ostara** has developed nutrient recovery technologies.

Ostara is the world's leader in the nutrient recovery, delivering complete solutions for cities, farms, and industries. Ostara's proprietary Pearl® and WASSTRIP® technologies solve nutrient management challenges by recovering phosphorus and nitrogen to create an environmentally responsible fertilizer Crystal Green®.

Triple Win has also ventured into monetizing waste. The Triple Win proprietary waste to the biochemicals production process is based on the core principles of Anaerobic Digestion (AD). It entails hydrolysis of complex organic waste sources and subsequent anaerobic fermentation. The novel bioprocess reduces AD residence times to less than 48 hours from gate to product, allowing greater productivity with a smaller facility footprint.

An Italian start-up **Vegea**, turns waste from wine production into a bio-textile for clothing, creating an environmentally friendly alternative to synthetic textile production which uses 100 million tons of oil a year.

Phenix is a food waste management startup that allows merchants to dispose of their surplus via consumers and charity organizations.

UK based start-up **Bio-Bean** has found a way to turn that waste into a valuable resource. The company developed coffee-based biofuel for households and industrial use.

Mexico based **Xilinat** is transforming agricultural waste into a sugar substitute.

Morocco-based start-up **Alternative Solutions** takes palm waste and transforms it into environmentally friendly wooden sheets that can be used in construction and interior design.

Additionally, start-ups like **Chapul** are aiming to reduce water use in agriculture. Chapul develops modular insect farms that process diverted agricultural waste streams into dried insect larvae for food and fertilizer and also reduces agriculture water usage.

There is massive scope for startups and investors to venture successfully into agricultural and food waste management.



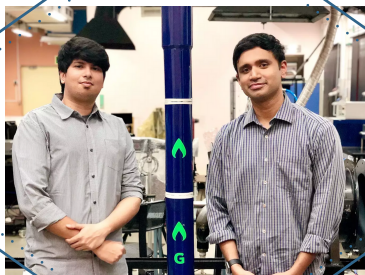
E-BITS

-VISHAAL

A look through the Entrepreneurship News for the month of November

Parliamentary panel questions Paytm about Chinese investment storing of data in servers abroad

A parliamentary panel questioned Paytm representatives about the quantum of Chinese investment in the company and told them that the servers on which customer data is stored should be in India. Top officials of Paytm appeared before the Joint Committee of Parliament on the Personal Data Protection Bill, and submitted their suggestions on key aspects of the proposed legislation such as management and transfer abroad of sensitive personal data. Members of the panel from different political parties asked Paytm why the server on which data of its customers is collected and stored is abroad when it claims to be an Indian firm. The panel members told Paytm representatives that the server on which customer data is stored should be based in India, adding that they also wanted to know about the quantum of Chinese investments in the digital payment service and specifics about its "backend linkages".



Isro to help Agnikul with tech support to build its small rocket

In a first to promote the private sector, India's space agency said that it would help Chennai rocket startup Agnikul Cosmos to test and qualify its small rocket that can launch 100 kg satellites into low earth orbit. Agnikul signed a nondisclosure agreement with the Department of Space that will allow it to access Indian Space Research Organisation (Isro) facilities and technical expertise to build its rocket.

Miko launches Hindi speaking robots

Mumbai-based Miko, which makes emotive robots for children has launched Hindi speaking child companion robots. According to the company the product is designed to target the Hindi-speaking population which amounts to over 40% in the country. The robot, Miko 2 can also speak in Spanish and Arabic. Miko 2, is the latest version of the earlier introduced version of Miko which is a robot that can see, hear, sense, express, talk, recognize faces, remember names, identify moods, initiate a conversation, and learn from its own environment to develop a bond with a child.



Incubator Indiarath announces the first cohort of startups

Indiarath, a startup incubator announced its first cohort of 9 startups. The incubation program will span 24-weeks, which include mentorships sessions, coaching and upskilling .The companies being incubated span different sectors such as jobs, technology and brand management. The program is focused on three broad categories that include upskilling entrepreneurs to handle real challenges through fundamentals, business remodeling, product designing, branding strategy provided by experts from the industry in the form of masterclasses. The companies which are to be incubated are Tales by Le Weaver, printpackexchange.com, Ringlerr, CORDSS, Wardo Circular Fashion, Lekh-Haq, Minions.in, Stealth Mode Startup and Black Eye Technologies.



Grocery retail aggregator Kirana King raises Rs 7 crore in a pre-series- A Round from RVCF

Jaipur based grocery retail aggregator Kirana King said it has raised Rs 7 crore from Rajasthan Venture Capital Fund (RVCF) in a Pre-Series A round. Kirana King started its retail aggregation operations in 2017 and has a grocery retail network of more than 200 stores in Jaipur, Rajasthan.



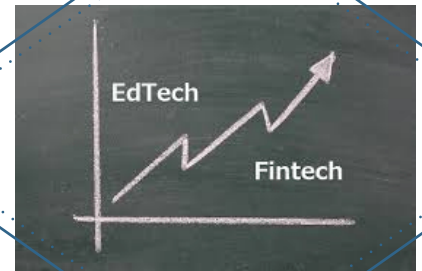


Amazon Web Services to invest Rs 20,000 crore in Telangana

In a big boost for Telangana, Amazon Web Services, the cloud services arm of Amazon will invest \$2.77 Billion or Rs 20,761 crore to set up multiple data centers in the state. This will make it the largest foreign direct investment in the Southern state. The cloud region in Hyderabad will be Amazon's second in India after Mumbai. AWS declined to confirm the quantum of investment shared by the Govt.

Edtech, fintech, consumer services drive hiring for Indian startups, shows survey

Start-ups in fintech, consumer services, and e-learning led the hiring among Indian unicorns and soonicorns despite the unprecedented disruption caused by the pandemic over the last few months, according to a survey by executive search firm Xpheno. Startups in fintech and consumer services are emerging as high net addition sectors with 39% and 33% headcount growth, showed the survey on the talent roadmap of 80 Indian startups



Important for entrepreneurs to be clear about the problem they intend to solve: Deep Kalra

To build a startup it is important for entrepreneurs to be clear about the problem that needs to be solved and be sure that he can provide a solution to it, MakeMyTrip Founder and Group Executive Chairman Deep Kalra said. The focus has to be on the pain point and how it can be solved, he added. Kalra in a webinar on a conversation with co-authors of a book, 'Funding Your Start-Up: And Other Nightmares' also said that agility and resilience are important attributes for an entrepreneur. "If you want to build a startup, an entrepreneur must first be very clear about the problem one is trying to solve and can he provide the potential customers a solution which can solve it", Kalra said.



IIT KGP devices AI-based system to inspect the quality of MSME goods

IIT Kharagpur researchers have developed a portable Artificial Intelligence-based device for automatic inspection of goods manufactured in MSMEs, an institute spokesperson said. The innovation will immensely benefit the micro, small and medium enterprises, which rely on manual checking and incur losses when an entire batch is rejected if a few samples turn out to be faulty during random inspections. The portable device will click pictures of products when set up on a batch of goods and send the feed to the AI-based software for quality control.



Razorpay, PayPal come together to help MSMEs

Razorpay has announced a partnership with PayPal to enable international payments for MSMEs and freelancers. The company's partner businesses will integrate with PayPal and accept payments from international customers from across 200 markets in a convenient and secure manner, reducing wait time from days down to minutes. After having faced stiff challenges due to the ongoing pandemic, Indian SMEs are hoping to bounce back by leveraging digital technologies as they believe it'll help them increase their revenues. Even the freelancer economy is flourishing, a recent study revealed that India saw a 46% increase in new freelancers. These businesses lose out on prospective global clients due to highly complex payment and banking infrastructure, processes and systems in place that lack seamless integration. By integrating PayPal into Razorpay's payment platform, freelancers and MSMEs will be able to accept international payments easily. This service will also reduce wait times for statutory approvals.



Paytm partners with Suryoday Small Finance Bank to empower MSMEs with instant digital loans

Paytm has announced its partnership with Suryoday Small Finance Bank to empower MSMEs with instant digital loans. The company is offering instant microloans to businesses that are unable to access financial services from traditional banking players. The company through this partnership is aiming at disbursing loans to over 1 lakh small businesses in the next 12 to 18 months. Merchants will not have to visit the bank branch as the entire journey from application to approval will be completed on the Paytm app itself. The underwriting will be done as per an agreed credit policy of the bank within seconds and post-approval the customer will be disbursed by Suryoday.



Agritech during COVID-19: Has it lived up to the hype?

The Indian agritech sector is registering fast-track growth in the ongoing pandemic thanks to the supportive reforms and initiatives announced by the government coupled with growing digital access to the farmers. Interestingly, agriculture in India fared really well despite a brief disruption of the supply chain and labor shortage faced during the lockdown. After the initial setback, the agritech sector stabilized and churn volume-based business. According to the National Statistical Office's latest estimates, agriculture is the only sector to have reported a positive growth during the June quarter, despite a 23.9% contraction in the national GDP. Even in the Q2 GDP numbers unveiled, agriculture has grown by over 3 compared to last year. In monetary terms, this sector has added Rs 14,815 crore in the first three fiscal months itself. In fact, agriculture has attracted huge private investments between July-August 2020.

Shopify for health tech, Prescribe, raises seed funding from Titan Capital, others

Healthtech company Prescribe said it has raised Rs. 1 crore in a seed funding round led by Titan Capital and other marquee groups of investors including Angel list syndicate and Curofy founders. The company in a statement said the funds will be used to grow the sales team, engage in strategic partnerships with pharmaceutical companies and HIS providers in order to reach 500 plus hospitals in six months. Prescribe is a health-tech company offering a Shopify model for healthcare institutions like hospitals, clinics, pharmacies, labs, etc. The company provides services to hospitals by leveraging online platforms like WhatsApp and helps them to increase revenue, increase efficiencies, and customer delight. Prescribe's AI-based platform enables interaction between hospital/clinic administration, doctors, and patients without the need of downloading any new app. It enables healthcare institutions to manage patients, increase medicine sales, and lab bookings.



Indifi forays into the pharma segment in association with Marg ERP

The company will be extending its credit services to the Marg portfolio retailers and distributors and help them efficiently manage their working capital. Indifi Technologies has forayed into the pharma segment by joining hands with Marg ERP. Through this association, Indifi will be extending its credit line solution to retailers - especially Pharma Distributors and local chemists - for managing their working capital needs and cash flows using the Margpay platform. The offering comes with easy repayment options and provides wider access to retailers, including those hailing from tier 2 and 3 cities. With its new offering, Indifi is not only targeting retailers but also aiming to cater to distributors by offering them loans in the range of Rs 5-25 lakhs for efficient working capital management. The collaboration will also digitize the collection and payment journey for distributors and retailers present on Marg's platform. While distributors can notify retailers to clear their outstanding dues via a completely digital process, retailers can make payments via different modes, including UPI and credit using the same platform.



Khatabook introduces Pagarkhata App to digitize staff management for MSMEs

Khatabook has launched a new employee management platform, Pagarkhata App to MSMEs to digitally manage workforce-related tasks. These include monthly/hourly wages, attendance/leaves, payslips, salary calculation, payment, and more. Pagarkhata is the third digital offering by the company for the MSME segment, with others being the flagship Khatabook app for digital bookkeeping and MyStore app for creating an online store for digital selling. Pagarkhata app is equipped with a interface available in 13 languages, enabling hassle-free access for business owners across linguistic backdrops. The app is currently available on Android and will soon be released on iOS. With its salary management and attendance tracking functionality, Pagarkhata is an extension to the core value offering of the Khatabook app's financial management capabilities.



India's industrial production up by 2.8% in October: Morgan Stanley

India could witness a jump by about 2.8% in its industrial production in October as due to some spurt led by the festive season, Morgan Stanley research said. We expect IP for October to accelerate to 2.8%YoY from 0.2%YoY in September, led by low base effect as festival related holidays shifted to November in 2020 from October last year. Indeed, our expectation is commensurate with the sustained positive growth momentum across high-frequency indicators, such as PMI, power demand, auto sales, e-way bills and GST (goods and services tax) collections in October," the report said. Indian economy saw a fall in its gross domestic product (GDP) in two consecutive quarters. The GDP contracted by 7.5% between July and September, compared to the same quarter a year before. Between April to June Indian economy contracted by 23.9% as against the same period in 2019. While the contraction—7.5%-- was much lower than what many predicted, this has caused fear that the country could slip further into recession.



COMING SOON!

**AN EXCLUSIVE ARTICLE FEATURING AN
INTERVIEW WITH THE FOUNDER OF
BVEG - AKANKSHA GHAI.**

**DON'T MISS OUT AS MS. AKANKSHA GHAI TELLS US
ABOUT HER CO-FOUNDER GREEN VENTURE BASED ON
SMART PROTEIN. SMART PROTEIN OR VEGETARIAN
MEAT IS A RAPIDLY RISING SECTOR IN THE FOOD
INDUSTRY. CATCH WHAT SHE HAS TO SAY ABOUT THIS
INTRIGUING EMERGING SECTOR OF FOOD IN THE
UPCOMING ISSUE OF INVISION.
STAY TUNED!**



**IF YOU'RE NOT ALREADY A SUBSCRIBER THEN SUBSCRIBE TO
INVISION TO CATCH THIS EXCLUSIVE INTERVIEW.**

THE TEAM BEHIND INVISION

EDITORS

DR. VIMAL PANT
DR. SARIKA YADAV
ISHLEEN KAUR VIRDI
VINAYAK GUPTA

CONTENT TEAM

AMULYA SHARMA
HIMANI SINGH
NAIRIRITI SHARMA
NEHA KUNDU
PRANJULI GARG
VISHAAL

Liked what you read?

We hope you did. It was the sum of cumulative efforts from a wide range of dedicated people. If you wish to be a part in the making of the upcoming editions of INVISION mail us at niftemced@gmail.com or connect with us through our IG : [cedniftem](#).



**THANK YOU FOR
READING
THROUGH TILL
THE END.**