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JARSH Innovations - "An entrepreneurial journey with compelling lessons for all"

In this issue, we continue to follow the fascinating journey of the incredibly talented innovators from Jarsh while introducing you to the roller-coaster ride the team had to undergo before emerging successful. After months of ideating with different thinking caps, JARSH came up with a revolutionary climate controlled head gear which is taking on the 3000 crore helmet industry. The story also teaches us the importance of identifying customer needs, dedicated technology development and above all-unfailing resolve to overcome all odds. Last but not least; JARSH never wasted a good mistake. The team used them as stepping stones to learning.

Seth Godin had famously said, "Don't find customers for your products, find products for your customers". This was one of the key lessons that Kaustubh learned during his incubation with the entrepreneurship program in one of the world's leading B-School. In Kaustubh's own words "I learned from TEP's workshops that it's not the idea you need to look for but a problem, preferably something that you face yourself, and you will be solving the problems of millions of people such as you".

This thought encouraged him to explore a wide array of everyday problems (Ranging from high fuel prices to faded shirts) from a different perspective. Finally, he and his team zeroed in on a problem that was impacting the common man around them, including themselves- 'uncomfortable, sweaty and badly designed helmets'. After analysing the discomfort of riding with the helmets on, their research led them to the harsh and hot environment of factory floors where safety measures mandate workers to wear helmets as part of PPE (Personal Protective Equipment). However, inefficient design and discomfort of wearing these helmets were impacting the worker's efficiency which in turn adversely affected his productivity and quality. With a much pertinent problem in hand, the team took up the task of meeting various users and found themselves an industrialist, as a mentor - who could guide them on product development. Some major highlights in their journey of product development are elaborated below.

Aesthetics and Viability: Product development involved the 'successful' breaking of over a hundred helmets in all possible ways to come up with a working prototype which was functionally viable. However, with its rather unattractive finish, it was not exactly aesthetically appealing! The team spent days refining the prototype both aesthetically and functionally, based on user feedback. After redesigning the helmet to make it aesthetically appealing, one of their mentors pointed out that the design had several sharp edges which could harm any potential user. JARSH realised that a good looking helmet is only good if it does not poke the user with sharp edges! This is how it looked after multiple iterations, and trial - https://youtu.be/QoYPDWxtQao

Consumer Perception: Another interesting episode was when the JARSH industrial prototype helmet was being tested with the workers of a leading MNC. The industry practice for powered helmets was to have a battery pack around the user's waist. JARSH changed that with a small battery on a back-pack as it was easy to wear, had even weight distribution and a shorter cable length (Since the battery was on the back instead of the waist). While the product was definitely more user-friendly, the workers wearing it were ridiculed saying that they had come to work "wearing a school bag". This seemingly trivial issue could have a significant impact on user choices and made JARSH understand that design decisions were not just about better functionality but also about the customer's preferences. Based on multiple iterations, finally, the battery backpack was replaced with a waist mounted battery, which is an industry standard existent for a few decades.

Sourcing Certification: The JARSH team felt that getting past certification would be a breeze since their product was unique with no competition. Ironically, this uniqueness turned out to be an unexpectedly troubling impediment. Indian Standards Institute (ISI), the certification body of India (ISI mark) certifies a product only if it conforms to the industry standards. However, the biggest hurdle that the team had to endure was that there was no standard against which their helmet could be certified, as it was a new product! The JARSH team had to work closely with the certification body for almost a year, painstakingly putting together a new standard. The process involved individual certifications for all the modules of the helmet to an integrated single certification for the entire helmet assembly.

More interesting stories to come in our next edition. Till then, happy reading and feel free to write to us with your suggestions and comments using the "Call to Action" section at the end of the newsletter!

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## Views on the editorial - Government Partners

"It is heartening to hear and see the success stories like Jarsh innovations, which is the outcome of TEP Program created by ISB, Supported and Funded by APITA. We wish more students get Inspired by the Success story of Jarsh and create prototype solutions for many other problems.

APITA, A Society created by Government of Andhra Pradesh has been supporting innovative programs since its inception and so far, 1193 students from Andhra Pradesh have benefited from TEP program since 2013.

APITA will continue to be the bridge between Industry and Academia."

K Bhaskar Reddy
CEO, Andhra Pradesh Information Technology Academy (APITA)

APITA
Andhra Pradesh
Information Technology Academy
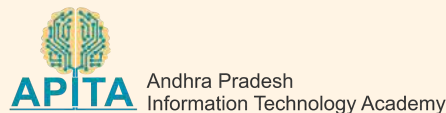
"Jarsh Innovations is a Hyderabad-based Start-up founded by 3 young engineering graduates in 2016. One of them, Kausthub Kaundinya was a student of TEP, a programme developed by TASK-ISB.

The programme has helped him understand the basic business and was instrumental in the product design. It is unexpected and unknown how much your end business model actually affects the product design as well.

Stakeholder analysis, an important part of TEP, helps students understand every stakeholder's need and integrate it with the product design, which helped Jarsh save unnecessary costs and move faster to market. The financial knowledge imparted in TEP helps the aspiring entrepreneurs to develop the business models, and find trusted partners as investors and collaborators.

In all, the TEP acts as a major stepping stone to success."

Dr. Sailaja, Officer on Special Duty - Academic Relations
Telangana Academy for Skill and Knowledge (TASK)

TASK

Disclaimer: The views expressed are those of the government partners/donors of TEP and do not necessarily reflect the official policy or position of CIE or ISB on the above mentioned content.

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Quarterly Highlights

SPOC Orientation

SPOCs play a pivotal role in the successful implementation of the TEP program. Their role as "eyes" and "ears" is crucial in bridging the gap between ISB and various participating institutions. Several engagement mechanisms were planned to empower and motivate SPOCs in an attempt to elevate them from being mere 'facilitators' to key 'influencers'.

To accomplish the same, it was imperative to identify the challenges of a SPOC and follow the various facets of their journey with the program. A detailed questionnaire was formulated with a view to comprehend and discuss the SPOC's opinions, feedback and suggestions. Based on the questionnaire's response, we came up with new initiatives under TEP 2.0 aimed at encouraging SPOCs and helping them embrace a wider role.

A SPOC orientation programme was organised on the 8th January of 2019.

Takeaways:
- SPOCS feel more connected with TEP
- More engaging online videos with embedded quizzes for students
- Hackathon as a flagship mandatory event to be participated by SPOCs and students
- Colleges to be rated based on enrolled TEP students
- 'Introduction to TEP', first live session can be accessed by 1st year students

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TEP 2017-19: BEST STUDENTS
(On the basis of overall scores till date)

STATE: ANDHRA PRADESH

Pujari Ramu
College: Sasi Institute
of Technology & Engineering

Gavini Lokesh
College: Sasi Institute
of Technology & Engineering

STATE: TELANGANA

Achyuth Potlapally
College: Chaitanya Bharathi
Institute of Technology

Puneeth Reddy
College: Chaitanya Bharathi
Institute of Technology

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BEST PERFORMING SPOCS

(On the basis of number of enrollments received for TEP 2.0)

Mr. Leonard Lambert
Vasireddy Venkatadri Institute
of Technology
State: Andhra Pradesh

Ms. Lakshmi Kalam
Rishi Engineering College
(for women)
State: Telangana

(On the basis of being the firsts to upload TEP Talk on their college website)

Mr. Leonard Lambert
Vasireddy Venkatadri Institute
of Technology
State: Andhra Pradesh

Mr. Satish Raj
S R Engineering College
State: Telangana

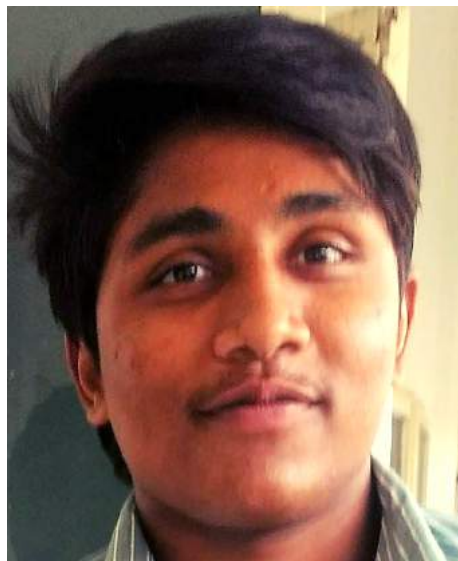**ISB** | Technology Entrepreneurship Programme

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TEP 2017-19: INNOVATION OF THE MONTH
(On the basis of solution proposed, fabrication techniques, materials used for prototyping and overall their journey so far)

Team: **Tech Cocoa**
College: **Sasi Institute of Technology & Engineering**
_____

Theme: **Agri-tech**
_____

Problem Statement: **"How Might We help the cocoa cultivating farmers to reduce their burden while separating the seeds from Cocoa Pods?"**
_____

Solution: **Harvesting cocoa pods is a labour intensive process and classical techniques take longer time to separate seeds. Ripe pods are collected for few weeks in peak season and there is a need for a solution to help reduce the time and burden of splitting the pods and removing the beans from the pods for farmers. This seed cutter reduces the human effort and makes the cutting and separation process quicker and efficient. It is a low cost solution for the cocoa farmers and helps them in their cocoa harvesting process.**