



Vidya students selected as Incubatee of NSRCEL@IIMB

The five-member B Tech (ECE) student team from Vidya (Aishwarya Pradeep, Aiswarya Rajeev, Anjali P, Akash Sathian P and Aftab Ashraf A V) mentored by Mr Ramesh C R and Mr. Rakesh V S, Assitant Professors, ECE Dept, has been selected as Incubatee at NSRCEL@IIM Bangalore. The announcement was made during the grand finale held at IIM Bangalore on 10 August 2018 of The India Innovation Challenge Design Contest (IICDC), launched by Texas Instruments India in association with the Department of Science and Technology and anchored by Indian Institute of Management Bangalore.

A host of dignitaries including Dr S D Shibulal (Co-founder of Infosys), Mr Amarendra Sahu (CEO and Co-founder of NestAway Technologies Pvt. Ltd.), Dr Anita Gupta (Adviser and Associate Head, National Science & Technology Entrepreneurship Development Board, Department of Science and Technology, Ministry of Science and Technology, Government of India), Mr

Douglas Phillips (WW Director, University Marketing Program at Texas Instruments), Mr Sanjay Srivastava (Director Marketing, University Program at Texas Instruments), Prof Suresh Bhagavatula (Chair, NS Raghavan Centre for Entrepreneurial Learning at IIMB) and Prof Gopal Naik (Dean Faculty, IIMB) witnessed the announcement.

There were 20 teams in the contest in the final rounds and Vidya's team was able to reach the top 4th position by pushing back IIT Hyderabad, MAI Manipal, NIT Karnataka, SRM University, University Visvesvaya College of Engineering, and Christ College of Engineering & Technology, Bangalore.

The team has been granted an amount of Rs 20 lakhs for establishing a startup to develop their product and they have also been offered a one year incubation at NSRCEL Centre, IIMB. They are the one and only one team from Kerala for crossing the Semi-Finals and reaching the Final Round in the history of IICDC versions.

The team also received special appreciations from Dr S D Shibulal (Co-Founder and Ex-CEO, Infosys) during his special address in the valedictory function.

The team has come up with a conceptual implementation of Non-Invasive Hb Tester (B-Hue) and obtained 4 provisional Patents. The device belongs to the low cost category and for the 1st time in India. The team has received quite a lot of inquiry for purchase and conduct of Hb count determination camps at remote areas including the 101 villages selected under Amrita Serve Scheme (an initiative of Amrita School of Engineering, Coimbatore).

