



From the desk of Rajeev Surana

SCPL wishes a prosperous Dhanteras and a sparkling Diwali to all its clients, employees and vendors. The third quarter has begun on a promising note, with SCPL adopting a multi-pronged strategy for capturing market share as well as enhancing retention marketing endeavors. We have refurbished our digital and social media marketing strategies which will improve our global online presence, besides influencing our future growth-map. Our US Filings website is now live and functional, which gives a comprehensive outlook of services provided. We are sure this festive season will give us more reasons to celebrate.

This month we bring to you, an innovation from the Sabarkantha district of Gujarat that comes of everyday use for rural women, in reducing their head load. Summer months are a challenge for rural women, where they need to traverse hot and rugged pathways to bring home drinking water. This ergonomically designed device is aimed to reduce this staggering headload that results in harmful health consequences for rural women.

Bencil Writes October '17 edition

Reducing head load for the homemakers

Frail and tired women, especially middle and old aged, carrying pots full of water is a common sight in the Indian rural areas. Decades of exposure to such kind of laborious work, results in straining of the neck and

UPCOMING EVENTS

. International

shoulder muscles, leading to long-term health complications like slip disk, vertigo, dislocation of shoulder joints and many more. There does not seem to be a cost-effective solution for the issue, given that bicycles and motorcycles entail sizeable investments for purchase, fuel and maintenance. Shri Khimjibhai Kanadia, had different ideas. He has invented a low cost and simple head gear that can be worn by people to shift the load from head to the shoulders and vice versa.



The innovation is a boon to women who need to carry loads for more than ten to twenty miles, from wells and springs to their households. The device has a headrest where the load will be stationed, along with two extending support rods that originate from the sides of the head rest. The weight is effortlessly transferred to the shoulders. When Khimjibhai developed the concept, he did not make much progress since his neighbors and friends did not take the idea seriously.

Conference on Current Research in Applied Business and Social Sciences will be held in New Delhi on 16th November 2017.

. World's 1st NCD Congress will be held in Chandigarh, India on 3rd November 2017.



What's new at Scinnovation?

. Scinnovation has successfully launched the US filings website which specializes in Patent filing, trademark filing and Copyright filing in US (United States of America) and handling office actions leading to Patent Registration, Trademark Registration and Copyright Registration

Progress started when he put his concept in action. Women found it absolutely easy to carry loads and could even walk for many kilometers without feeling the weight on their head and the radiating pain towards the neck and shoulders. Khimjibhai's efforts reached fruition when the innovation was recognized by NGOs like the National Innovations Foundation and the Gujarat Grassroots Innovations Augmentation Network. While the design has been successfully conceptualized, the innovator is look for technical and engineering support for scaling up.

in US.

. The annual Board of Directors meeting was held in Mumbai during the month, with the advisory board participating in the same and crucial decisions for overall growth strategy were made and implemented.

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