



From the desk of Rajeev Surana

We are a month away from the close of the financial year and SCPL is on top gear, to move as close as possible to potential closures, expected in a few weeks. The DSIR vertical has been abuzz with activity, with many new and existing clients. The upcoming financial year 2018-19, is also holding ahead of us, many new challenges and opportunities for Team SCPL to explore and capitalize on.

This month we bring to you, a dynamic and agile persona who has shot to limelight for supporting the causes of traditional handloom industry as well as women empowerment. Ms. Jayathi Sampthkumar has recently hit the headlines for running a successful half marathon, clad in India's traditional attire, namely Sari and in open-toed sandal, challenging the conventional dress codes of an athlete.

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Donning India's national attire to complete a Guinness record!

Fitness is life, opines this young and energetic marathon enthusiast. Furthermore, she has been able to intertwine her love for handspun sarees with her athletic flair, by triumphantly running a 42 kilometer stretch in Hyderabad, clad in traditional sari and slippers. She has made it clear that is possible to run a marathon in open-toed footwear, taking a departure from the marathon stereotypes in sports shoes.

An IT Manager at Microsoft, Jayanthi's day is hectic, from dawn to dusk. She takes a special interest in the handloom industry which has been flourishing in the Indian soil from times immemorial. Unfortunately, with the invasion of Western wear, the traditional saree is losing its charm and women wearing sarees are becoming less in number. Coming across an article about a man running a marathon in a business suit, Jayanthi asked herself, why not run a marathon wearing a sari and slippers.

Growing up, Jayanthi used to love seeing the women in her family clad in sarees. She wanted to instill a feeling of confidence among saree-clad women. As an ardent lover of handloom sarees, her wardrobe was full of sarees, but, without frequent use for them. She decided to declutter her wardrobe and start wearing a saree a day. Her love for sarees along with the thirst of taking up any challenge that came her way, ignited her desire to complete this feat.

UPCOMING EVENTS

. 58th International Conference on best researchers will be held in Chennai, India on 09th March 2018.

. International Conference on Recent Innovations in Computing (ICRIC-2018) will be held in Jammu, India on 09th March 2018.



Trivia / Think about it!

. Three Mechanical Engineers from VNR Vignana Jyothi Institute of Engineering & Technology, Bachupally, Hyderabad, have found an innovative AC Helmet which is very useful to beat Summer heat.



Jayanthi Sampathkumar with our CEO Rajeev Surana

Rajeev Surana, being a marathon and fitness lover, who has completed many successful records, had the opportunity of meeting up with Jayanthi on his visit to Hyderabad. Both reflected on the need for marathon runners to choose the right type of footwear while running, since any wrong choice will result in a painful experience. The right kind of clothing and footwear are crucial for an athlete.

This unique initiative from a software professional will inculcate the need to remain fit in the minds of the millennial generation that is used to an essentially sedentary lifestyle. The main motive behind this incomparable feat is that of women empowerment. This record by Jayanthi is a source of confidence for women. The message is clear that even women who are comfortable only in sarees and sandals/slippers, to blaze their trails in sports and fitness.

Jayanthi overcame a lot of challenges. It took a lot of practice, determination and courage to complete the feat. Jayanthi's source of inspiration was the fact that even aged people over 60-70 years can run well in bare feet. Jayanthi wishes to achieve more on the global platform, in the coming years.



What's new at Scinnovation?

. SCPL is launching a new Financial Investment/Funding program on Research Projects with DSIR R&D Recognition.

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7E, Apeejay Apeejay House, 2nd floor, 3 Dinshaw Vacha Rd, Churchgate
Mumbai 400020, India

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