



*From the desk of Rajeev Surana*

The beginning of 2017 augurs good times and business for SCPL. We have closed another crucial deal with Deccan Chemicals. Our new vertical GOTL (Get off The Lab) is now officially launched and is available on Google Playstore. It is a unique platform for innovators to commercialize their innovations. Taking energetic cues from these accomplishments, we look forward to getting closer to our target for the Financial Year. SCPL welcomes a new entrant in its family, Lavanya Suresh, who has joined the IP vertical. We are proud to state that our comprehensive website for Intellectual Property is nearing completion and will be launched shortly. We are confident that this will be a one-stop destination for all information, guidance and direction for individuals and institutions on IP related issues.

This month we have featured Bicycle Weeder – a cost effective solution for weeding and tilling operations of many a marginal farmer, who cannot afford to invest in high-end farming equipment. In the present wave of socio-economic issues faced by farmers, it is unrealistic for marginal land owners and cultivators to maintain bullocks to aid in crop-raising. The innovative bicycle weeder cum tiller has created awareness among farmers to make use of existing resources and to reduce fixed capital investment in equipment.

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### Bi-Cycle Weeder – Economizing Farm Operations

From times immemorial, the problem of weeds has been plaguing farmers, resulting in substantial loss of yield as well as in rendering the soil less nutritious for edible crops. Traditionally weeding was a manual process and removal of unwanted plants was a painstaking and meticulous job. Equally challenging is the job of tilling and making the soil ready for cultivation. Not every farmer can own or even hire bullocks for ploughing deep and harrowing. Maharashtra born Gopal Malhari Bhise was a small farmer, but was often possessed by the idea of making things easier and different. Owing to poverty, Bhise had to sell off his parental land and relocate. After purchasing a small land in Shendurni village, he struggled to reap a rich harvest that could provide him with a livelihood. He started experimenting with the idea of using a bicycle after modification for weeding and tilling operations.



**Gopal Malhari Bhise , innovator, bi-cycle weeder**

Initially, he found it challenging to put his idea into action. But he never gave up. With the help of his friend who was a welder, he was finally see success and his brain child was named “Krishiraja”. It uses the handlebar as well

### UPCOMING EVENTS

. 5th International Conference on Contemporary Issues in Management will be held on 11th February 2017 at ISME Bangalore, where renowned academicians, researchers and corporates will participate.

. The Indian Brand Convention, 2017 will be held in New Delhi on 18th February, 2017. The BAM Awards for Advertising and Marketing will be presented.



### Trivia / Think about it!

. Zaya Learning Labs have come up with an innovative learning platform that provides on-device educational programs for schools and after-school centers and training institutes that run on a low cost device called ClassCloud.

as the axle and wheel system from the bicycle. A steel fork is used to activate the axle to do a number of farming operations. The weeding and tilling attachments are detachable and can be added as and when needed. These attachments can be inserted into slots that have been provided in the device. By adjusting the distance between the blades, this single instrument can be used for multiple purposes.

The other aspects of innovation in the bi-cycle weeder are the simplicity in use as well as its applicability in for use with different varieties of cultivable farmlands. In terms of capacity, the wonder-device can dig up to a depth of 3cm of farm soil. It is light in weight and can be carried to different fields by the farmer himself. It is a non-mechanized instrument and does not require electricity for functioning.



The bi-cycle weeder is effective in terms of time too and an average farmer can easily weed up to one acre of land in a time frame of less than 5 hours.

The bi-cycle weeder has been recognized by various organizations like the National Innovations Foundation, Innovation India and has also been covered by the Hindu. With huge savings in terms of time, energy and cost, the bi-cycle weeder has great marketing



## What's new at Scinnovation?

- CEO Rajeev Surana has proved that it is fitness first at SCPL by being an active participant at the Standard Chartered Marathon, held in Mumbai during the month.
- Snapshot of GOTL from Google Playstore.



- It was a warm welcome for Lavanya Suresh when she was officially inducted into SCPL on January 11th.

prospects among owners of small and mid-sized cultivable lands.



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