



From the desk of Rajeev Surana

SCPL begins the new calendar year in a consistent way with both fresh and existing clients. The month has been a very productive one with evaluation visits being effected continuously for clients requiring DSIR recognition. The IP vertical has been equally busy with good business generated from potential clients. The all new R & D marketplace conceptualization is under way and is expected to take off in the financial year.

A cradle is an important must-have in the bedroom of infants. It is a device that reassures comfort and safety to children. However, due to mounting cost of baby needs, the marginal sector is secluded from enjoying the benefits of science and technology. Deepam Mehta of Kolkata, thinks differently as he has innovated a baby-friendly cradle that deploys technology and child psychology.

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### Live streaming of Lullabies with science and technology!

Pediatricians advise that sleep is the mother of good health for infants. A baby cradle forms an integral part of growing up and is your baby's companion during the growing years. Though hi-fi cradles are found in abundance in market, not every such cradle is affordable for the middle class. Cheap cradles, on the other hand are not equipped with latest technology and are, in fact dangerously sub-standard in make. Deepam Mehta, a pharmacist by profession, stumbled upon the idea of re-using waste material to create a strong baby cradle.

This innovative cradle is made using regenerated plastic and steel frames. Deepam outsources the same from spare parts companies that are happy to supply them at a throw away price. The fine and sturdy legs of the cradle are further strengthened with powder-coated finish. The ends are ergonomically shaped so that the baby does not encounter any sharp ends. There is provision for storing disposable napkins as well, so that every time the baby wets the cradle bed, the diaper can be changed fast.



Safe and scientific cradle for the newborns

Deepam is a technology lover and has incorporated novel features like an in-built music player which is also Wi-Fi enabled so that it is possible to live stream lullabies. There is a small screen which even plays video for infants. As a measure of safety, the cradle can also be fitted with closed circuit camera, using which working parents can keep an

### UPCOMING EVENTS

.International Conference on Knowledge and Innovation Engineering will be held in Agra, India on 04<sup>th</sup> February 2018.

.National Level Conference on – Marketing in Digital India Trends, Opportunities and Challenges will be held in Hyderabad, India on 19<sup>th</sup> February 2018.



### Trivia / Think about it!

. Two former students of St Paul's Secondary School in Sirohi, Rajasthan have built a wrapper picker machine to improve and help the sanitation workers. The machine is flexible and easy to operate.

### What's new at

eye on their infants, even when they are not at home.

The innovative cradle met with severe competition from existing players and Deepam struggled during the initial years to secure funding. Finally, with the help of an NGO, his first project took off and was approved by the local bodies to market the product in the village. Soon, even doctors appreciated the idea of this baby-friendly project. Deepam is confident of bagging a contract from a leading private hospital to source cradles to the labor ward and the department of pediatrics. He is hopeful of making it big in the national market as well by the end of 2018.

## Scinnovation?

. CEO Rajeev Surana will be part of the Delabcon 2018 which is a rich interdisciplinary convergence of laboratory design & engineering professionals and scientists creating an energetic environment of learning, collaborating and networking.

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