



From the desk of Rajeev Surana

As we near the end of the first quadrant of FY 2017-18, SCPL gears up serious business development efforts and has upped its digital marketing activities. A dedicated resource for the same has been allocated. SCPL has launched an informative online survey for stakeholders to record their opinions on the reduction of tax benefits on DSIR recognition. The survey is being circulated extensively and based on the results, SCPL will represent the issue to the Government. With the advisory Board lending strategy, direction and synergy, the stage is set for an action-packed second quarter, which is sure to surpass Q1 in terms of revenue and client acquisition.

This month we bring to you cost-effective and energy-efficient secluded air-conditioning units that offer chilled air in selected areas, like workstations, beds, cubicles etc., that can be used as and when needed. The chosen area is covered with convenient and eco-friendly enclosure and air-conditioning is provided from small and light weight units which go soft on the electricity bill.

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Bencil Writes June '17 edition

Low cost secluded air conditioning for small spaces

Booming electricity bills are a source of constant worry, both for households and commercial establishments. In addition to the cost factor, what is intolerable is the huge amount of power and energy wasted in air-conditioning huge spaces. An innovative

UPCOMING EVENTS

solution to this has been offered by Nagpur based entrepreneur Shivraj Shende, who came up with the idea of providing selective air-conditioning in small spaces, as and when required. In everyday life, huge business and residential spaces are being centrally air-conditioned. While this adds to the ambience and comfort of big corporates, the grassroots entrepreneurs as well as houses belonging to lower middle class bear the brunt of electricity bills unnecessarily. In many cases, only 1/4th of the area under air-conditioning is effectively used.



Shivraj Shende uses soft, cushion fabric made with environment friendly material that can enclose the area to be air-conditioned. This aesthetic enclosure comes in vibrant shades and sizes, with provisions to extend the same to smaller and bigger areas. This enclosure consist of a small window into which the air-conditioning unit blows chilled air. The unit is balanced with a sturdy steel tripod. For people to get in and out of the enclosure, one side of the enclosure is zipped and acts like a door. This whole make-shift structure is made light weighted and is absolutely portable, so that is can be carried to different places.

It is possible to keep the unit running for 3-6 hours and is perfectly safe to use, along with other electrical appliances. Initially, Shende's concept did not gain recognition, since people

- International Conference on Business Management and Social Innovation.(ICBMSI) will be held on 9th July, 2017 at Raipur , India. ICBMSI is to bring together innovative academics and industrial experts in the field of Science Technology and Management to a common forum.

- International conference on Management , Business, Economics ,Social Sciences And Humanities Research (ICMBESHR), will be held in Nagpur, India during July 23rd, 2017.



Trivia / Think about it!

- A group of students from Tamil Nadu has come up with innovative life jacket made of used

thought it would be visually appealing to have such enclosures in home or office. Subsequently, Shende went to make many constructive changes to his model, whereby the size and thickness of the sheet and fabric were reduced. Tangible results were observed when electricity consumption was reduced to nearly one-third of the present rate. The solutions was welcomed by small entrepreneurs, offices, shops and pharmacies, that were wasting huge sums of money in the way of electricity bills, for air-conditioning that was not effectively used.

Shende is working with many regional and inter-state distributors to take his product all over India. He is involved in constant research and development work, to make the model even more user-friendly. So, it is way to go for this young and daring innovator, who made a honest and unassuming start to his entrepreneurial journey in the small industries space and is looking forward to scale-up operations.

plastic bottles that can keep swimmers afloat.



What's new at Scinnovation?

Jinal Shah is the new addition to the SCPL family and will be actively engaged with research activities, blogging and public relations.

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