



### *From the desk of Rajeev Surana*

This month began with travel to Turkey and Spain for both the founders of Scinnovation to showcase SCRND, the new platform for rental of R&D Labs as also customized flip flops in an exciting new venture called Colour Me Mad founded by our cofounder Trishla Surana.

We received rare reviews for both the products, networked with Innovators and Inventors Associations from across the world including Iran, Korea, Romania etc. and enjoyed the hospitality extended by Turkey apart from their extremely strong Turkish Coffee!



Showcasing Flip Flops from Colour Me Mad in ISIF'16

This was followed by a visit to Pamplona in Spain which is world famous for their bull run and also is the head quarters for Zabala Innovation Consulting, a reputed consulting firm which primarily operates in Europe helping clients avail incentives for R & D and manufacturing.

We are proud to share that Scinnovation has inked a partnership to support their Spanish clients in India as also seek Zabala's expertise for identifying companies in Europe for various bilateral R & D

funding programs such as Indo-Spain, Indo-UK amongst others.



With Mr. Aritz Goni, Director, International Business, Zabala Consulting

Lastly as we draw a close to financial year 2015-16, we have set ourselves an ambitious target to touch revenue of USD 1 million in the coming Financial Year which is making us both excited and a bit wobbly but with the way the innovation ecosystem is shaping up in India, we are hopeful we will get there.

This month we bring to you a case study on Fabstitch, a novel venture offering doorstep boutique services. Identifying the hassles and hiccups experienced by common people in finding a right person at the right time for their sewing and stitching needs, Shikha Sinha came up with the idea of Fabstitch, a professionally managed, systematic, online dress designer service where people could book orders online and the product would get delivered at doorstep. The world of e-tailoring comes with a bouquet of advantages. Do share in your views on the case study and the benefits that are passed on to common folk by simple but sensible innovations.

Please share your comments and feedback on [people@scinnovation.in](mailto:people@scinnovation.in)

## *Bencil Writes March '16 edition*

fabstitch.in – A Departure from ill-stitched apparel

It is common knowledge that we all experience lot of hassles in identifying a dress maker who can

UPCOMING  
EVENTS

. CII holds annual session on

understand our requirements, employs professionals to do our work, charges us nominal rates and finally delivers at the right time. We tend to waste a lot of time and energy, in making lot of visits to ensure all the above. End of the day, the experience is not something pleasant and we are not satisfied with the end result, irrespective of time and money spent.

Learning from her own, not-so-delightful experience in getting a dress made, and to disrupt the existing setup, Shikha Sinha started Fabstitch in 2015. Fabstitch is a young and vibrant company that aims at providing hassle free and enjoyable professional tailoring experience at doorstep. Their tag line is “no need to travel to a boutique, let the boutique come to your doorstep”

Fabstitch operates in a very simple framework, yet extremely user friendly. Their website is designed for quick and effective understanding of services offered. One needs to register for services and there is an automated menu that offers a host of services. Under “book a stitch”, customers can choose their services, like Salwar Kameez, Blouses, Lehengas, Kids wear, to mention a few.

Pricing is affordable and transparent, customers can choose their pick and add to cart. Easy payment terms on delivery are available. The doorstep services to pick dress materials and to deliver stitched dresses are absolutely free. Added services like lady tailors for measurements, expert advice on dress designs, patterns are available.

Fabstich employs a team of young, dynamic and professionally qualified dress designers. The team includes designers qualified in Fashion Technology from reputed institutes and testimonials to this effect are available.

Another factor that is distinct with Fabstitch is that they

“Building National Competitiveness” between 4<sup>th</sup>-5<sup>th</sup> April, 2016 at Hotel Taj Palace, New Delhi. Shri Arun Jaitley, Hon’ble Minister of Finance, Corporate Affairs and Information & Broadcasting, Govt of India has kindly agreed to be the Chief Guest of the Annual Session

• The EDSO Marcus Evans conference ‘Optimal R&D and Innovation Strategies, Smart Grid and Improved VAS for Utilities’ will held in Berlin from 11<sup>th</sup>-13<sup>th</sup> April 2016



### Trivia / Think about it!

China’s Northeastern Univ., Xu has developed a new wearable device that can find out what you eat based on the foods chewed. The shape of the device resembles a necklace. It has an inbuilt microphone that records sounds. Different types of foods are classified by a smartphone that is blue tooth connected. The classification throws light on the type of food intake and lends itself to various

also offer free alteration services. While no effort is spared to adhere to customer's requirements, they offer alterations, if any, free of cost. This ensures 100% customer satisfaction.

The vision of Fabstitch is to create a place of itself in e-marketing, by making best use of technology and digital marketing. The goal is to attain service excellence through a continuous process of self-learning.

Shikha Sinha began the venture with a modest investment of Rs. 10,000. From that point, there has been no looking back, as her journey began. Today, Fabstitch is well established with more than 25 tailors and designers.



Shikha is all set to take Fabstitch to other states as well and also launch their mobile app. Shikha has done her Masters in Business Administration, specializing in Marketing and Finance. Her flair for creativity and travelling lends more edge to business.

Fabstitch offers quality services to NRIs as well. Customer overseas can choose design and material specifications online and the stitched product is shipped to them on time.

There are lot of challenges faced in the industry in order to get established. Owner cum Promoter Ms. Shikha Sinha says that the major bottlenecks are getting

studies based on this.



### **What's new at Scinnovation?**

- Directors Rajeev Surana and Trishla Surana were part of the prestigious International Inventions Fair, ISIF'16, held in Istanbul, Turkey, 03<sup>rd</sup>-06<sup>th</sup> March 2016. It was an excellent opportunity to showcase the unique range of the products from Flip Flops by Colour Me Mad, which is headed by our Co-Founder Ms. Trishla Surana.
- Scinnovation launches SMS service, where clients will get notifications on invoices, dues and receipts.
- Lead Consultant Krupali Rane was faculty and speaker at IPR session in the two days workshop organized by MSME DI-Mumbai and FRAGRANCE & FLAVOUR

the right kind of people with both professional expertise and interpersonal skills. Understanding customer needs, delivering the product with quality and on time becomes pivotal. A strong network of tailors, geographically dispersed is very important to ensure effective operations.

Fabstitch has its own blog which is of interest and use to customers. Various tips on unique designs, stitches and also topics on maintenance of fabrics are covered. Customers can choose designs online and also track their orders. The systems are strongly built to ensure there is no duplication of effort.

When asked about challenges faced, Shikha says “In our business, a fabstitch representative is directly interacting with the customer, so the initial issues were to train them ethically and professionally. But now they are very well organized and almost all issues are cleared. We are running this venture with a tie up of several boutiques across Bangalore and also we have started our own stitching studio warehouse.”

On growth plans, Shikha says “We are planning to launch fabstitch across multiple cities also. The plan is to start fabstitch as a product. You will see fabstitch as a global brand soon”

DEVELOPMENT CENTRE,  
KANNAUJ, during 29<sup>th</sup> –  
30<sup>th</sup> March 2016 in  
Mumbai, Maharashtra



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