

# Bencil Writes

May'14 edition



 **From the desk of Rajeev Surana**

Welcome to the May edition of Bencil Speaks newsletter to celebrate the spirit of Innovation & Creativity.

This month marks the increased participation of readers across all our initiatives, be it Bencil Writes newsletter, blog on <http://rajeevsurana.com> and Bencil Asks quiz which is encouraging and gives us the strength to do even better.

Note that the Newsletter will be made available on the last day of every month and you are requested to mention your email id on Scinnovation's home page to put you in our mailing list for receiving the newsletter every month without any delay.

Do share the newsletter on your FB wall, tweet as also write in to us at [helpdesk@scinnovation.in](mailto:helpdesk@scinnovation.in) to provide your views & feedback!!

Rajeev Surana

## **Share a story: Point of View**

One of the things, everyone keeps discussing is whether Serial Innovator can make good Entrepreneurs and can run successful businesses. I have often pondered on this question and have had firsthand experience on dealing with Serial Innovators.

I have been dealing with a Serial Innovator, Prof. Aashutosh Sharma who is a faculty with Watumull College of Engineering, Worli trying to partner with him on his innovation, a tracking device for valuables such as mobile, luggage, jewellery etc.

I am absolutely startled by his understanding of business and his business acumen, be it the Fixed Deposit his college management has in place or the best place to order electronic components or how to engage students from college for conducting experiments and validating results.

So although we have our own presumptions of the expertise and knowledge levels possessed by an Individual, we really need to understand people before making a judgement on the person.

Also what is required is team work; working in groups so that each person can play their role based on their background and competency levels. For example, an Innovator can act as a Chief Technology Officer (CTO) and he can team up with a person from a business background who can handle Business Development which plays a very crucial role in the success of a business.

Start ups work on the concept of teams with different background and perspectives and Academia can play a very crucial role in the success of a start up, especially focused on technology and innovation.

In an Indian context, Entrepreneurs should be more open to working with Faculty who come from diverse technology background and identify those who are dynamic.

Some of them even are involved in policy making and part of consultation groups which will provide insights into future technology standards and Government policies.

So the question is not whether Individual Innovator make good Entrepreneurs but what role can they play in an entrepreneurial venture and if the Innovator is a go getter, he should definitely take the plunge!!

## What's new @ Scinnovation

- Our blog is now accessible at [rajeevsurana.com](http://rajeevsurana.com) for easier access
- We warmly welcome Mr. Suraj Srivastava, a student of IIT Kharagpur as an intern with us

## Events in July-Sept 2014

- The Economist Innovation Awards | Hong Kong | October 9, 2014
- WOBI on Innovation | New York | June 4-5, 2014

## Trivia

Darjeeling Tea is very popular globally and protected as Geographical Indication in India and other tea loving markets such as Japan, USA, parts of Europe etc. It has taken a lot of effort to protect its identity. For example, Bulgari based in Switzerland agreed to withdraw its popular 'Darjeeling Tea fragrance' for men after legal notices were sent by Tea Board and subsequent negotiations

## Think about it...



"Your proposal is innovative. Unfortunately, we won't be able to use it because we've never tried something like this before."

### About us



Scinnovation Consultants Pvt. Ltd. is an Intellectual Property protection, consulting and monetisation firm based out of Mumbai, India.

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'Protect Your Ideas' handbook on IP available on Rediff, Infibeam, Ebay.in for sale