



From the desk of Rajeev Surana

It is time to introspect and learn from the Financial Year 2016-17, as the new Financial year unfurls. It has been a year of challenge, resilience and success for the entire Team at SCPL. The Financial Year included prestigious additions to our client base, namely Vital Laboratories, Deccan Fine Chemicals and Cologenes Health Care, to mention a few. Our marketing strategies have been energized with digital media power push, a dedicated CRM and two focused websites for DSIR and IP. Our third vertical, poised to unleash and materialize innovation and creativity, the GOTL (Get Off the Labs) is now operational. The SCPL XL hangout which represents the annual confluence of Team SCPL at Mumbai was impactful in team binding and work plan formulation for 2017-18. We resolve to bootstrap, deliver value and outperform 2016-17.

This month, we bring to you a life-saving innovation from a young mechanical engineer-turned innovator from Nagpur, who has used simple technology to come up with a rubberized wrist watch which can expand into a fully inflated balloon underwater, to keep swimmers from drowning. The product has been received very well in local villages as well as coastal cities as a rescue device from drowning.

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**Magic wrist watch that can save lives**

A water proof wrist watch can prompt people on time and

**UPCOMING  
EVENTS**

can transform into a life savior, if needed. The wonder innovation operates on simple inflatable technology, embedded into a wrist watch. Modern swimming gear present a range of life jackets that are expensive as well as clumsy to carry about. This under water wrist watch is an idea that was conceived years ago, by Nagpur based innovator Shantu Sharma. Sharma hailed from a mediocre family with three brothers. When one of his brothers unfortunately dries drowning on the Goan coast while on a hike with his friends, the idea to invent a common man's life saving device was sown deep inside Sharma.



The watch is made of hard quality rubber with a small battery enabled timer. The remaining part of the watch is where innovation lies hidden. It contains a small red push button which can be pressed when the swimmer encounters trouble under water. It is connected to a CO2 emitter that fills the rubber expandable with gas. It gets inflated in 80 to 100 seconds and then keeps the person afloat, till he attracts attention for further help.

The water watch is not a substitute for an oxygen cylinder or a life jacket, but is certainly capable of keeping the swimmer from drowning for many hours. It suits the Indian sea shores, backwaters and even rivers and ponds where holiday-time mishaps abound in number. Sharma tested his idea time and again in his neighborhood. He has also tried on various age groups of people, right from children, teenagers, adults and the aged. The watch-cum life band

. The International Conference On Recent Innovations in Electrical, Electronics, Computer, Information, Communication and Mechanical Engineering – ICRIEEICME-2017 will be held during 26th May, 2017 at Ahmedabad, India.

. The International Conference on Electrical, Electronics, Computer Science & Mechanical Engineering will be held at Chandigarh on May 28th, 2017.



### **Trivia / Think about it!**

. RNK Innovations, a Bangalore based start-up has launched an affordable range of taps and showers with vinegar based self-cleaners that keep the dispensing end of these washroom appliances. Flow of clean

has been found to be effective with people of varying heights and weights. It is the perfect companion for new and amateur swimmers who can be assured of swimming safe with this wonder product.

Sharma was faced with difficulty in raising funds to develop his product and make it marketable. All the sources he approached, turned him away with scorn, till he met his class mate who was able to see the value added product from the right perspective. With help from this acquaintance and a few well-wishers, Sharma was able to refine and transform the crude version of the product into a beautiful and visually appealing product.

In less than a year, Sharma started marketing his product to local as well as national agencies who deal with swimming accessories and sports equipment. He applied for funding and a repayable loan from two banks in his village under Small Industries Scheme. He has not been able to set aside a comfortable budget for marketing or open an office of his own. He displays his innovation in various exhibitions, fairs and carnivals. It was a big leap for him when he was able to bag a big order from a water park in Delhi, which wanted to try out this product.

Sharma is poised to close in many more such orders and is also ambitious of capturing a nation-wide market. HE wishes to enter into dealership arrangements with distributors across India for maximum mileage and for capturing unexplored markets.

water which is free of contamination from germs in ensured and the cleaned water is safe to use, even for kids.



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

- Two new entrants to the SCPL talent portfolio are Sangarsh Kale (Digital Marketing Associate) and Shrishti Juyal (Content Manager)

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