



From the desk of Rajeev Surana

SCPL wishes all its clients, vendors, staff and all other acquaintances a bright and prosperous New Year 2017. We propose to build on our core competencies, and deliver more value to our clients, blending professionalism and innovation in the right measures. The year 2016 has been a rewarding year for us, in terms of business expansion and the revenue curves, making nearly up to a hundred lakhs of Indian Rupees. Our all new innovation platform, GOTL (Get Off the Lab), will be a crackling hit in the coming year, which will enable budding innovators to take their innovations out of the labs and launch them in the markets.

This month we have featured Saththvam – a unique endeavor which spins value and creativity out of simple things that are left to waste in everyday life. What started as an unassuming, small venture, five years ago has blossomed into a full-fledged professional enterprise that seeks to inculcate in the younger generation of today, the trait to preserve, save and up-cycle things. From handcrafted carry bags, saree quilts, clutch-purses and gift envelopes, the multifarious product portfolio of Saththvam is enlarging by the minute.

Please share your comments and feedback on people@scinnovation.in

Bencil Writes December '16 edition

Saththvam – from recycling to up-cycling

Recycling is the name of the game in today's depleting ecosystem. Unless, we learn to recycle and conserve, we will not be handing down a resource-rich

UPCOMING EVENTS

. The ASAR-International

environment for the posterity. The fact has been well carried into action by Saththvam- the Bangalore based enterprise that weaves creativity and productivity into things that are otherwise left to waste in households and offices. What makes the venture unique is the professionalism and consistency with which the unit operates, providing livelihood for many girls from the under-privileged sector.

Five years ago, Vidya Ramamurthy, a young and vibrant Human Resources Professional, quit her active corporate career to tend to her new born first son and few years she began to explore the idea of wanting to give back value to the society which is fast getting ripped of its natural endowments. Vidya proceeded to experiment with loads of unused cartons in her house. She made a small investment in craft paper and other accessories and soon, a beautiful, eco-friendly, aesthetic carry bag was ready. With end-users, the product was an instant hit, and Saththvam was born.



Vidya Ramamurthy, Founder, Saththvam

Soon, Saththvam ventured into making saree quilts. Expensive silk sarees that accidentally get damaged during wash or laundry, lie unused in Indian wardrobes. Saree quilts are made using such unused soft cotton and silk sarees.

Conference on Recent Innovations in Science, Engineering, Technology and Management(ASAR-ICRISETM-2017), which will be held at Delhi on 7th January, 2017. ICRISETM 2017 is hosted by ASAR-Delhi, India

. Technoarete-International Conference on Emerging Trends in Electrical, Electronic, computer Science and Information Technology(ICEECSIT-17) will be held in Delhi on 22nd January 2017.



Trivia / Think about it!

. Australia based Russel Collins has come up with a rocket stove which is energy efficient and exhausts cleaner gases, perfect for use in rural and hilly areas. It makes use of cleaner burning process which reduces energy consumption and pollution.



Sathvam also makes Clutch Purses, Batuas , Potlis and Gift Envelops from Wedding Cards that have served their purpose and lie redundant in lofts of households. When a friend who worked in a hospital approached Vidya with the issue of thousands of syringe holder carton boxes, dumped away unused, she acquired the same and transformed them to beautiful jewelry boxes which found an instant market among customers. Sathvam's products are priced very less, when compared to other big enterprises which sell handmade products. A commendable aspect of Sathvam is that the workers are paid 50% of the cost of the product as their wages for making them, so that quality of life in community improves.

Sathvam makes use of social media marketing to up its publicity strategies. The enterprise has been covered in various Magazines, Newspapers and Television Channels, including News 9. Presently Vidya has embarked upon a new concept called Pre Loved Sarees, which is basically de-cluttering of the wardrobe on the digital forum. Members are free to advertise their Sarees which were bought investing time, money and energy, but are now lying unused, by offering them for sale at a nominal price. The concept is fast gaining momentum since there is a demand for North Indian textiles in South India and vice versa. Their initiative was recently covered by Bangalore Mirror News Paper and they got a live coverage of their aforesaid Exhibition & Stalls put up for selling Pre Loved Sarees, by News 9 English Channel, Bangalore.



What's new at Scinnovation?

- Ms. Lavanya Suresh, who has completed her PG Diploma in patents law will be joining the IPR vertical from January 2017. Lavanya has extensive research in Patent drafting, prosecution and analytics.
- Christmas and New Year celebrations are on at all our offices, as we gear up to welcome 2017. Festivities were witnessed across all offices of Scinnovation.



Satthvam is well-set on the growth path and is poised to grow organically, by blending creativity and affordability, simultaneously with concern for the innovation ecosystem.

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