



From the desk of Rajeev Surana

As we overlook the end of the Financial Year next month, SCPL is making spectacular strides in all its leading verticals. With the removal of R & D cess on import of technology, SCPL is desirous of making inroads into more technology based clients. Our dedicated website for IPR, namely, <http://ipr-india.in/> is live and is a storehouse of information for ambitious innovators to safeguard and leverage their intellectual property rights. Team SCPL is looking forward to XL hangout, planned in March 2017, where the teams from our Mumbai, Delhi and Chennai offices will meet under a single roof for brainstorming, strategic planning and work plan formulation for 2017-18.

This month we have featured innovative table-top sugarcane juicer, which extracts juice from sugarcane chunks in a cost effective way, suited for the needs and budget of small scale juice makers. The product is an innovation, made using regeneration of old machine parts that are otherwise thrown away for scrap. It stands out from exorbitantly priced electric and battery versions of the product that cost nearly INR 55000 upwards.

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Bencil Writes February '17 edition

Table Top Sugarcane Juicer – from junk to value

Sugarcane juice is the most sought-after energy booster, especially in India where the pangs of

**UPCOMING
EVENTS**

tropical climate are harshly felt. Electric and battery-operated sugar cane juice extractors are used in big hotels and fruit shops, while the small industry is left only with manual means of extracting juice. The process is time-consuming and painstaking, both for the seller and the buyer too, in terms of having to queue up for longer time under the hot sun. With Sunder Lal's innovative table top sugarcane juice maker, street shops serving sugarcane juice are now abuzz with activity and sales. Madurai based innovator Sunder Lal experimented the idea with spare machine parts like squeezers, crushers, rollers and peelers. Initially his idea was turned down by most people, since sugarcane juicers existed and people were averse to consider change.



Innovative table top Sugarcane machine

After months of toying with his idea, Sunder was able to strike a deal with his friend who arranged for supply of scrap machine parts at a low price to Sunder. The idea took shape with assembling them using his expertise of handling factory machines in the past.

The Sugarcane juicer operates in a simple fashion. Tender sugarcane chunks are fed into the

. The International Conference On Recent Innovations in Electrical, Electronics, Computer, Information, Communication and Mechanical Engineering – ICRIEEICME-2017 will be held during 12th March, 2017 at Nagpur, India.

. National Conference on Recent Advances in Science, Engineering, Technology and Management (NCRASET M) will be held on 5th March, 2017 at Raipur, India.



Trivia / Think about it!

. K.N. Digital marketing have come up with a cloud based all-in-one solution for all social media marketing needs of the small industry, including innovative tools like bitly, snapchat, live streaming and much more, at an affordable budget. They guarantee better Google rankings and search engine visibility.

squeezers that are peeled and crushed by the rolling pulleys. There is a provision to mix ice and sugar. Since the machine is fully covered, the risk of fingers getting caught or bruised is mitigated. The time taken is almost halved when compared to manual juice makers. As for the price, it is offered as low as Rs. 3000-Rs. 4000, depending on the quantity of order.

With first few successful orders, the product started selling well and quite soon, Sunder's innovation was recognized by many small time fruit shops, including many hotels and restaurants all over Tamil Nadu. Initially, there were crunches in terms of working capital. The burden was soon eased with financial assistance from co-operative societies and also a few private investors.

A comfortable budget for advertising was not possible. During the initial years, publicity was only through word of mouth. However, the product was promoted during food festivals, carnivals and fairs by printing flyers, danglers and posters. The product was chosen for showcasing at the Annual Fair for Innovators in Salem during 2016.

Sunder is ambitious in taking his product to all-India markets. Currently, he is working on the final stages of bagging two to three successful long term contracts with renowned colleges and hospitals in South India. With affordability and technology coming together in a single product, this innovative product has the capacity to make solid inroads into larger markets in the ensuing years.



What's new at Scinnovation?

- Team Delhi celebrated Feb 2017 hang outs by catching up for dinner and a movie. They spent quality time, bonding together with team spirit.
- Snapshot of all new IPR website. The website contains interesting blogs on IP related subjects written by our vertical heads.



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