



### *From the desk of Rajeev Surana*

As the first quarter of the Financial Year 2016-17 draws to a close, Scinnovation gears for mid-quarter with a well-knit action plan for aggressive growth. This quarter SCPL switched to an automated platform for its IP activities. Thrust on digital marketing and infrastructure development at SCPL has been ensured. SCPL has opened its dedicated office in the National Capital Region, which handles the DSIR vertical. Our new domain for the vertical is functional. A brand new referral scheme “SCPL Friends” where SCPL partners can give referrals has been unveiled, which would boost our revenue streams. June has been a month of accolades and recognitions as SCPL stamps firm imprint in online and offline media.

This month we have featured Sakha Consulting Wings, a one-of-its kind social enterprise unleashing the “Naari Shakthi” in India. The enterprise provides safe and affordable transport solutions to women in Delhi, Kolkata and Jaipur. It is an all women enterprise standing out and carving its space in a domain mostly dominated by men. The most commendable aspect is the focus on holistic personality development of the crew, in addition to technical training.

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

## *Bencil Writes June '16 edition*

It is no more a rarity to see women behind the wheels of cars as posh as the Merc or the Jaguar and vehicles as heavy as containers and trucks. So what's unique about Sakha Consultancy Wings?

### UPCOMING EVENTS

R & D Management

The answer lies in the fact that women taskforce is not the only thing that makes Sakha special. It is the enterprise as a whole, which is run and managed by women. It must be reiterated that being a woman driver and being a woman cab driver are two different facets. As cab drivers, women do a lot more than driving. They are trained in customer relationships, time management, effective communicating and negotiating skills and most importantly self-defense.



### **Moment of triumph – Sakha Team at Delhi Commission of Women**

Sakha Consulting Wings was founded in 2008 and provides the following services:

1. Sakha Cabs for Women (Commercial/ Taxi Service): A Premium Cab service driven by women for women in Delhi & NCR
2. Sakha Chauffeur Placement Services: A one of a kind Chauffeur Placement Service on a full time contract with an agreed contract
3. Sakha Chauffeur on Call: Chauffeur services for a short duty or based on daily packages

The services are available primarily to women and their families. The women drivers engaged by Sakha are handpicked from the

Conference 2016 organized by the Centre of Technology Management, University of Cambridge will be held between 3<sup>rd</sup>-6<sup>th</sup> July 2016 in Cambridge. . International Conference on Information Technologies, Power and Circuit (ICIPTC-2016) will be held in Goa, India during July 2016, organized by the Institute of Research and Development



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

Solar powered seed drill which enables plantation supported by solar power has been innovated by Subash Chandra Bose, a student from Tamilnadu. The device can also pre-calculate and even out the length between two seeds and the depth in which they are sown.

poor and marginalized section of the society and their entire training and development is undertaken by Azad Foundation, Sakha's non-profit sister organization.



### **Poignant message to society- “Mera Shareer Mera Hai” Women Trainees in Sexual and Reproductive Health Session**

Azad Foundation and Sakha are driven by the vision of a world where all women – in particular women from under privileged backgrounds enjoy full citizenship, earn a livelihood with dignity and generate wealth and value for all.

As a start-up in the initial years, funding was tough. The initial funding came from Shell Ltd under its CSR scheme. With this fund, the first batch of drivers were employed and trained. The next challenge was in reaching out. People were not familiar with the services offered by Sakha. There was paucity in budget for publicity.

The enterprise gained vigor when international donors like Oak Foundation and Human Dignity Foundation started funding. In 2009, the Azad foundation won the Social Innovation Honours sponsored by Edelweiss Financial Services Ltd.

Sakha is ambitious of increasing its fleet size in Delhi as well as expand its services in Jaipur and Kolkata. With its team maneuvering cabs and their personalities unswervingly towards



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

- SCPL basks in glory as Co-Founder and CEO Rajeev Surana has been featured in the prestigious list of world's leading IP strategists published by the renowned IAM magazine.
- Yet another laurel won by Rajeev Surana for SCPL is the publication of his poignant and crisp article on R & D tax benefits for companies with DSIR registration in the social platform [yourstory.com](http://yourstory.com)
- SCPL is now a member of IGCC, Indo German Chamber of Commerce, which will open up newer business

growth, the enterprise by women and for women, is all set to win.

opportunities.

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