



**TAGORE CENTRE FOR GREEN TECHNOLOGY  
BUSINESS INCUBATION (TCGTBI)**

**INDIAN INSTITUTE OF ENGINEERING SCIENCE  
AND TECHNOLOGY (IEST) SHIBPUR**



**Dear Innovators and Entrepreneurs,**

Welcome to the inaugural edition of the newsletter from our Incubation Center, TCGTBI at IEST, Shibpur, where innovation and entrepreneurship converge to shape the future.

In today's rapidly evolving world, fostering a culture of innovation and entrepreneurship is paramount. It's not just about having groundbreaking ideas; it's about nurturing them, guiding them through their infancy, and ultimately, watching them flourish into impactful ventures. At IEST, Shibpur, we understand the transformative power of innovation and the pivotal role entrepreneurship plays in driving progress.



Our Incubation Center, TCGTBI serves as a dynamic hub where bright minds come together to turn their ideas into reality. Whether you're a student, faculty member, or an external innovator, our doors are open to all who dare to dream, who are driven by a passion to create, and who are determined to make a difference.

In this newsletter, you'll discover inspiring stories of innovation and entrepreneurship emerging from within our community. You'll also find valuable insights, resources, and updates on events and programs designed to support and empower aspiring entrepreneurs.

As we embark on this journey together, let us remember that innovation knows no bounds, and entrepreneurship knows no limits. Let us embrace the challenges, celebrate the successes, and continue to push the boundaries of what's possible to serve society in specific, and the nation at large. The mission of TCGTBI is aligned with India's vision for a robust startup ecosystem and the Government of India's initiatives to promote innovation and entrepreneurship.

Together, we can shape a future where innovation thrives, and entrepreneurship propels us towards a brighter tomorrow.

Thank you for joining us on this exciting adventure. Together, let's innovate, let's create, and let's build a better world.

Warm regards,

**[Prof. V.M.S.R. Murthy]**

**President TCGTBI & Director, IEST, Shibpur**

PROMINENT TECHNOLOGY INNOVATIONS

TCGTBI is at the forefront of fostering groundbreaking technology innovations by student innovators from the Indian Institutes of Engineering Science and Technology (IESTs) and external entrepreneurs. As a sector-agnostic incubator, TCGTBI rigorously selects its incubates through a comprehensive screening process, ensuring only the most promising projects are supported. Currently, the incubator's diverse portfolio includes ventures focused on advancements such as ready-mix concrete, innovative applications of cold plasma, biodegradable personal care products, bio-gas solutions, and educational technologies etc. Through this commitment to excellence and innovation, TCGTBI is nurturing the next generation of technological pioneers.



Interaction with Prospective incubates



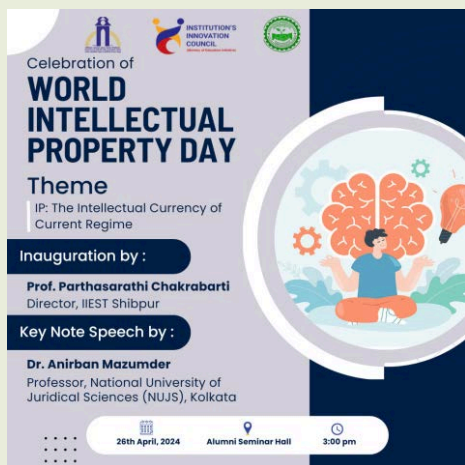
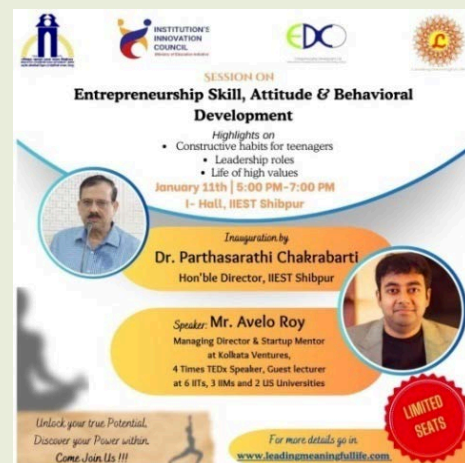
Showcasing of Innovative Work





EVENTS AND WORKSHOPS

The 'Workshop on Entrepreneurship Skill, Attitude, and Behavior Development' was held on January 11, 2024, at IEST, Shibpur, in collaboration with IIC6.0 and the Entrepreneurship Development Cell (EDC). Mr. Avelo Roy, Managing Director and Startup Mentor at Kolkata Ventures, led the session. The workshop aimed to equip students with essential entrepreneurial skills, mindset cultivation techniques, and behavioral strategies for success, with a focus on the lean startup methodology.



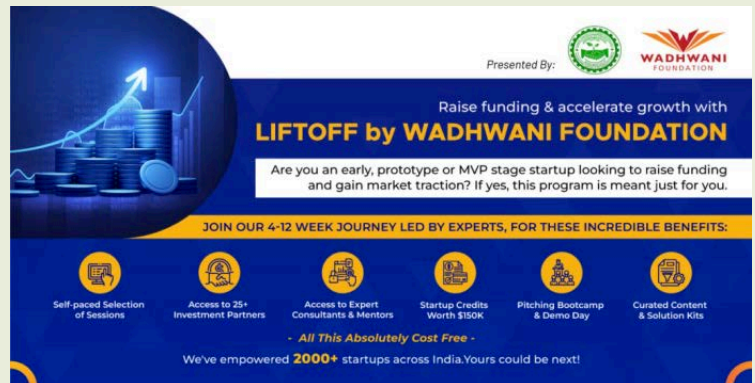
World Intellectual Property Day, this year, 26th April 2024, was celebrated in association with IPR cell and IIC 6.0 of IEST, Shibpur. The event was inaugurated by the Hon'ble Director, IEST, Shibpur and the key note address was delivered by Prof. (Dr.) Anirban Mazumder, NUJS Kolkata. This year the theme of the event at IEST, Shibpur was 'IP: The Intellectual Currency of Current Regime'. The program was successful in creating a positive impact amongst the researchers and faculty participants.



Students' Participation at Events

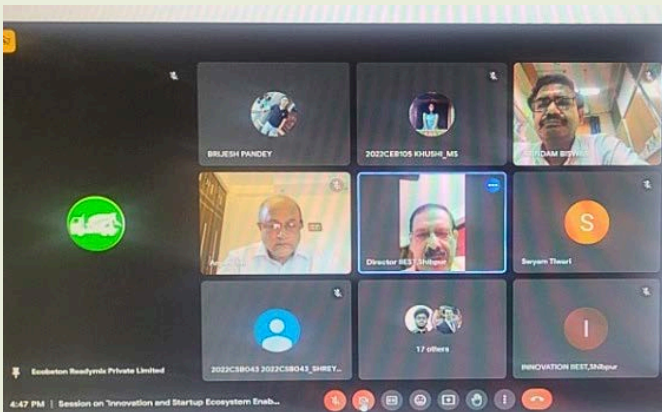
A special opportunity has been designed to support the entrepreneurial journey of incubates at TCGTBI, IESTS.

The essential components of raising funding and gaining market traction are understood to be crucial for the success of every startup. In line with this, a comprehensive program is being offered by TCGTBI in association with the National Entrepreneurship Network (NEN) and the Wadhvani Foundation.



Invaluable insights, resources, and mentorship were provided through this program to help navigate the complexities of fundraising and market penetration effectively. Necessary tools and strategies to propel the venture forward were gained by incubates through this online workshop.

The program was initiated with a thorough analysis of current business state of on-boarded incubates by expert advisors. A personalized journey, lasting between 4-12 weeks, was then crafted to guide them in building a compelling value proposition and a scalable business model.



An online session on 'Innovation and Startup Ecosystem Enablers' was organized in association with (IIC5.0) IESTS on 25th August 2023.

The resource person for the event was Mr. Anjan Das, Chief Policy Advocacy Officer at Sterlite Technologies Limited and Ex-Executive Director at Confederation of Indian Industry.

The event created a platform for sharing of knowledge and resolving the personalized queries raised by students and incubates regarding their entrepreneurial ideas/ endeavours.

An Idea Clinic was organized by Dept. of Science & Technology and Biotechnology (DSTBT) on 31st May 2023 for the innovators/ entrepreneurs within the network of TCGTBI. Through this Idea Clinic three potential incubate ideas were given mentoring and advisory support.





## AWARDS AND ACCOLADES

IoT-based startup ADDAUTO Technology has secured a MEITY (Ministry of Electronics and Information Technology) grant under the auspices of SINE (Society for Innovation and Entrepreneurship), IIT Bombay, for their pioneering project on real-time video processing. This project, titled "Real-time visibility enhancement system for applications of unmanned vehicles," holds immense promise for advancing technology in the domain of autonomous systems.

"ADDAUTO" stands as an innovative startup nurtured under the Tech Community and TCGTBI, IEST Shibpur. Specializing in real-time video enhancement using IoT solutions, ADDAUTO integrates advanced algorithms and hardware to enhance visual quality and drive innovation in video technology.

The MEITY grant signifies a pivotal moment for ADDAUTO Technology, as it not only validates their expertise but also provides a significant boost to their research and development endeavors.



ADDAUTO Technology has also secured the PRISM (Promoting Innovations in Individuals, Start-ups and MSMEs) grant under the esteemed Department of Scientific and Industrial Research (DSIR). This grant is allocated for the development of prototype on RF-based real-time visibility enhancement for applications of unmanned vehicles, marking a significant leap forward in technological innovation.

NETWORK AND CONNECTIONS

Participated at the Innovation and Start-up Event, organized by STEP, IIT Kharagpur at the Rajarhat Research Park on 18th April, 2024. Young innovators of the local Institutes were given opportunities to display their conceptual models and/or posters, during this event.



Members and incubates from TCGTBI got the opportunity to interact with Dr. Tripta Garg, Scientist "E", DSIR, on the details of PRISM project.

To strengthen the entrepreneurial ecosystem in the eastern part of the country, members from TCGTBI acted as resource persons at the Innovation and IPR Conclave “innovate 2.0” held on 17th and 18th May 2024, organized by a prominent private engineering college in Kolkata.



The possibility of formation of a consortium with STEP IIT Kharagpur & other engineering colleges, and to organize an Annual Innovation Conclave was discussed during this event.



## ECOSYSTEM ENGAGEMENTS

A Memorandum of Understanding (MoU) has been signed to formalize the collaboration between TCGTBI and the Association of Microfinance Institutions - West Bengal (AMFI-WB). AMFI-WB is dedicated to advancing community development finance in West Bengal, focusing on empowering its members to support their target clients, particularly women from economically disadvantaged families, in both rural and urban areas, to establish stable livelihoods.



The collaboration encompasses the joint organization of training programs in the areas of Innovation, Intellectual Property Rights (IPR), and Venture Creation etc. Additionally, the partnership aims to undertake case studies evaluation, impact studies, and consultancy services, as well as arrange workshops and seminars on finance, economic development, and sustainable livelihood opportunities.

Collaboration established with National Entrepreneurship Network (NEN) Wadhvani Foundation. Wadhvani Operation Foundation (WOF) has procured and/or developed world class curricula, content and methodology to build and enhance the entrepreneurship ecosystem and for skilling through various modes of workshops, trainings etc. They have provided the rights to use the Curricula, Content and Methodology” to its partner institutes. TCGTBI has offered Ignite pre-incubation program for the students of IEST, Shibpur as a fruit of this collaboration, where the participating students got the access of the online learning platform and relevant mentoring support on their entrepreneurial ideas.

A MoU has been signed to formalize the collaboration between TCGTBI and Switch ON Foundation, a leading not for profit organization, established in 2008, working in the space of Renewable Energy Access, Sustainable Agriculture/Livelihoods and Skilling – Education.

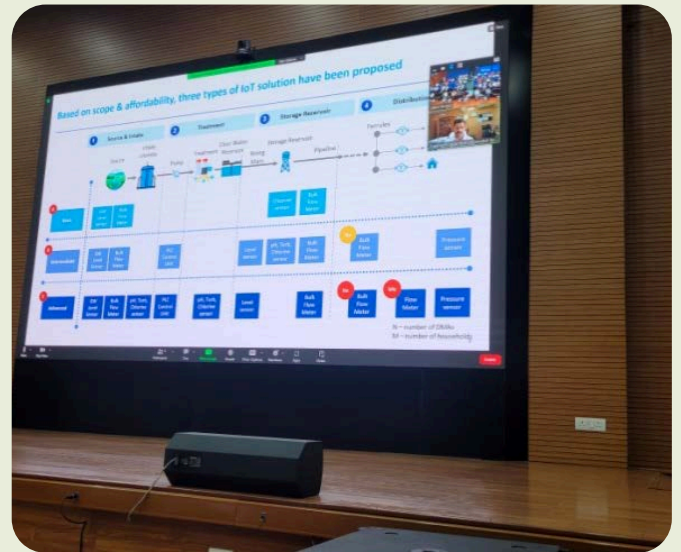


Green Business Innovation Network is a joint initiative between SwitchON Foundation and Network for Global Innovation (NGIN), supported by the Department of Power, Government of West Bengal, aims to create an ecosystem for green entrepreneurship in Bengal and around. They have financially supported students' entrepreneurial activities at IEST, Shibpur.

TCGTBI is fostering sustainability through the student-led sustainable canteen project at IEST Shibpur. BEC Cafeteria, an initiative incubated at TCGTBI, is dedicated to transforming campus dining with eco-friendly practices. By integrating green methods and innovative menus, they aim to reshape the future of campus food services. Through a blend of technology, sustainability, and culinary creativity, they are working towards a greener future for everyone.

A meeting was held between officials of SPM-NIWAS and TCGTBI on 14th May, 2024, with the broad purpose of identifying possible areas of partnership and collaboration of TCGTBI in implementation of different WASH mandated activities and other focal programs of SPM NIWAS.

During the meeting it was discussed that an idea competition (Hackathon) may be organized for the relevant engineering students of different Institutes for addressing various selected and identified problem statements in the field of WASH. The purpose of the competition would be to achieve possible innovative solutions of the priority problems so as to facilitate prototype development for the worthy ideas and ultimately leading to entrepreneurship development so as to make available the fruits of such technology solutions for the benefit of the society at large.



**Want your initiatives, organization, and personal efforts  
to be showcased in our next edition?**

Reach out to us  
<https://tcgtbi.iiests.ac.in/>

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