



# SMC Central: An Ode to Origins

27th – 28th January 2018, IIT Kanpur

An Initiative of IITK Alumni Association, Organized with  
Entrepreneurship Cell and SIIC, IIT Kanpur







*Welcome*

# Schedule

SMC Central   IIT Kanpur 27th Jan 2018			
Time	Track 1: Startup Mindset & Opportunities (L20)	Track 2: Build Your Own Startup (L19)	Track 3 (L18)
8:00 - 9:15	Registration & Networking		
9:00 - 9:15	<b>Welcome Note</b> <a href="#">Pradeep Bhargava (President, IITKAA)</a> <a href="#">Manindra Agrawal (Deputy Director, IITK)</a>		
9:15 - 9:35	<b>Keynote</b> <a href="#">Dr. Ravi Sakhuja (Chairman, FIST)</a>		
9:35 - 10:00	<b>Secrets of Google Maps</b> <a href="#">Lalitesh Katragadda (Google Mapmaker)</a>		
10:00 - 10:40	<b>Talk: Water Issues in India - Quantity, Quality, Measurement of Impurities, Clean Water, Distribution</b> <a href="#">Dr. Chintan Vaishnav (MIT Tata Center, USA)</a>	<b>Workshop: Startup Fundamentals</b> <a href="#">Srikant Sastri (Crayon Data)</a>	
10:40 - 11:00	Tea		
11:00 - 11:05	<b>CM Welcome + Lighting of Lamp</b>		
11:05 - 11:10	<b>Welcome Note</b> <a href="#">Prof. Manindra Agrawal (Deputy Director, IITK)</a>		
11:10 - 11:30	<b>Chief Guest</b> <a href="#">Hon. CM Shri Yogi Adityanath</a>		
11:30 - 11:35	<b>Program Overview</b> <a href="#">Dr. Ravi Sakhuja (Chairman, FIST)</a>		
11:35 - 12:00	<b>Presentations by Entrepreneurs</b>		
12:00 - 12:02	<b>Vote of Thanks</b> <a href="#">Pradeep Bhargava (President, IITKAA)</a>		
13:02 - 13:30	<b>My Story</b> <a href="#">Shri Sanjiv Saran (Additional Chief Secretary, IT &amp; Electronics)</a> <a href="#">Saurabh Chandra (DIPP)</a> <a href="#">Neil Bhaskar (NovaGroup, USA)</a>	<b>Talk: Essentials of Business Plan</b> <a href="#">Kamalesh Dwivedi (CIO, USA)</a>	
13:30 - 14:30	<b>Panel Discussion: Investment</b> Moderator: <a href="#">Saurabh Srivastava (IAN)</a> <a href="#">Subrata Mitra (Accel)</a> , <a href="#">Ashish Kumar (Fundamentum)</a> , <a href="#">Raj Kumar Agarwal (Wisdom Angels)</a>		
14:30 - 15:15	Lunch		



15:15 - 16:00	<b>Talk: Blockchain Technology</b> <a href="#">Kamalesh Dwivedi (CIO, USA)</a>	<b>Workshop: Pitching it Right</b> <a href="#">Abhay Tandon (Target)</a>	<b>Bode Training</b> Catherine Bhaskar (Nova Group) Identify 4 NextGens as Successors to Baby Boomer Business
16:00 - 17:00	<b>Panel Discussion: Waste Management</b> Moderator: <a href="#">Ravi Sakhuja (Indian American Forum)</a> <a href="#">Prof Sanjay Mahajani (IITB)</a> , <a href="#">Piyush Chaunsali (MIT Tata Center, USA)</a> , <a href="#">Shekar Prabhakar (Hasirudala)</a> , <a href="#">Indrakant Jha (IITBombay)</a>	<b>Workshop: Funding and Sustainability</b> <a href="#">Vinayak Nath (VCats)</a>	
17:00 - 17:30		<b>Panel Discussion: Building Innovation for Entrepreneurs and University</b> <a href="#">Sandeep Muju (PlutusKuber)</a> , <a href="#">Vishal Mehrotra (TCS)</a>	<b>Social Enterprise: Skill Development</b> <a href="#">Atul Bhatnagar (NSDC)</a> , Parmeet
17:30 - 18:00	<b>My Story</b> <a href="#">Shashank Dixit</a>   Software for Small and Medium Enterprises <a href="#">Sachin Sharma</a>   Event Management Scaling <a href="#">Vikas Choudhary</a>   Logistics Marketplace		
18:00 - 19:00	<b>Panel Discussion: Startup Ecosystem</b> Moderator: <a href="#">Ravi Sakhuja</a> <a href="#">Srikant Sastri (Crayon Data)</a> , <a href="#">Manoj Agarwal (Kanpur Angels)</a> , <a href="#">Abhay Tandon (Target)</a> , <a href="#">Vinayak Nath (VCats)</a>	<b>Workshop: IP</b> <a href="#">Anand S Dayal (Koura &amp; Co. Advocates)</a>	
19:00 - 20:00	<b>Break</b>		

# Schedule

SMC Central   IIT Kanpur 27th Jan 2018	
Time	Director's Residence
20:00 - 21:00	Program by Dept of Culture, Lucknow
21:00 - 21:45	<b>Special Talk: Project ECHO in India</b> <a href="#">Sanjeev Arora (University of New Mexico, USA)</a>
21:45 - 00:00	Cultural Evening + Networking Dinner

SMC Central   IIT Kanpur 28th Jan 2018			
Time	Track 1: Startup Mindset & Opportunities (L20)	Track 2: Workshops (L19)	Track 3 (L18)
8:00 - 8:45	<b>SMC Challenge: Agritech</b> <a href="#">Dr Ragu Bharadwaj (Consultant to Sygenta, US Foods, Seed Genetics, Optimal Irrigation)</a>		
8:45 - 9:10	<b>Talk: Rice Husk Incineration Emissions and Options</b> <a href="#">Santosh Shanbhogue (MIT Tata Center, USA)</a>		
9:10 - 9:30	<b>Talk: Technology &amp; Innovation</b> <a href="#">Ashutosh Saxena (IITK, Cornell, Stanford, AI and Home Energy Management)</a>	<b>Workshop: Drones and Mobility</b> <a href="#">Brahm Awasthi</a> & <a href="#">Hemant Sharma</a>	<b>SMC Challenge: Corporate</b>
9:30 - 9:45	<b>Talk: Social Enterprise</b> <a href="#">Ashok Das (Distributed Energy System)</a>		
9:45 - 10:00	<b>UP IT &amp; Startup Policy</b> KPMG		

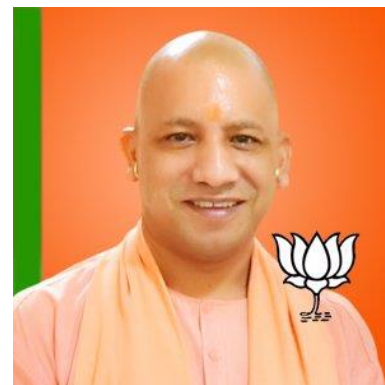
10:15 - 10:35	Tea		
10:30 - 11:15	<b>SMC Select</b> (3.5 + 5 minutes per startup) <i>Judging Panel:</i> <a href="#">Saurabh Srivastava (IAN)</a> , <a href="#">Ravi Sakhuja (Indian American Forum)</a> , <a href="#">Srikant Sastri (Crayon Data)</a> , <a href="#">Abhay Tandon (Target)</a> , <a href="#">Sandeep Muju (PlutusKuber)</a> , <a href="#">Vinayak Nath (VCats)</a> , <a href="#">Ashish Kumar (Fundamentum)</a> , <a href="#">Ibrahim Faruqi (Orios)</a>		
11:15 - 12:30		<b>Workshop:</b> <b>Bulletproofing Startups</b> <a href="#">Ravi Challu</a>	
12:30 - 12:45	Govt Speaker		
12:45 - 13:15	<b>Closing Keynote</b> <a href="#">BVR Reddy (Chairman Nasscom, Scaling IT org globally)</a>		
13:15 - 14:00	<b>Vote of Thanks + Photo Session</b>		
14:00 - 15:30	Lunch + Networking		

## Speakers

### Yogi Adityanath

Chief Minister of Uttar Pradesh

Yogiji is the current Chief Minister of Uttar Pradesh and has been an active supporter of startup initiatives in the state. In August 2017, he flagged off a "Start-up Bus Yatra" across the state and announced INR 1000 Cr fund for helping startups registered in the state. With funding assistance from SIDBI, the state government is gearing up to establish the biggest incubator centre in the country on a 40-acre space near Lucknow airport.



### Ravi Sakhuja

National President, Indian American Forum, USA

Mr. Ravi Sakhuja is the founder and former CEO of Tecogen, a ThermoElectron spinoff, in the area of commercial cogeneration and gas fired air-conditioning systems. He is also a Business Consultant at Apex Enterprises mentoring startups in energy efficiency or alternate energy sectors such as those focused on cogeneration, solar, wind, etc. helping them in the areas of general management, strategy, marketing and product development.

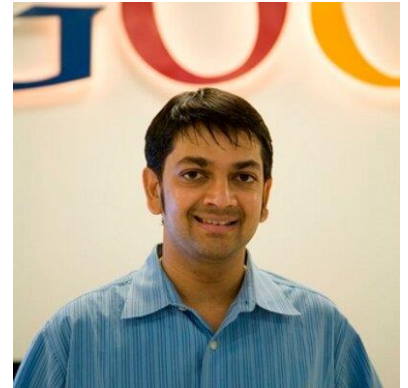




## Lalitesh Katragadda

Former Country Head, Google India

An alumnus of IIT Bombay with a PhD in Robotics from Carnegie Mellon University, Lalitesh is credited with developing Google Mapmaker, a tool that eventually led to the creation of Google Maps. He had joined Google in 2002, when the search giant acquired his San Francisco-based robotics start-up Sphero. Subsequently, he moved to Bangalore to set up Google's India operations. He is currently building a national information platform on the 'next billion' people in India.



## Dr. Chintan Vaishnav

Academic Director, MIT Tata Center, USA

Dr. Chintan heads MIT's Tata Center for Technology and Design and is also a Senior Lecturer at MIT's Sloan School of Management. He is interested in creating socio-technical systems (eg. internet) for improving lives in underserved communities, and in analyzing the implications of promoting and managing such technologies for policymakers, managers, and society at large.



# *Speakers*

## Saurabh Chandra

Ex-Secretary DIPP

He is a former Secretary of Department of Industrial Policy & Promotion (DIPP) where he was instrumental in simplifying the Consolidated FDI policy to promote India as an investment destination. He later continued as the Secretary of the Ministry of Petroleum and Natural Gas where he was actively involved in establishing the right formula for gas pricing. He is a 1978 batch Uttar Pradesh cadre IAS officer and is also an alumnus of IIT Kanpur.



## B. V. R. Mohan Reddy

Chairman at NASSCOM & Founder at Cyient

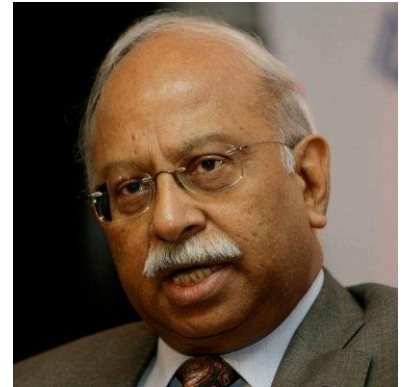
A Padma Shree awardee, Mr. Reddy is the Founder and Executive Chairman at Cyient, Chairman at NASSCOM and the Chairman of the Board of Governors, IIT Hyderabad. He founded Cyient in 1991 with the goal of providing engineering services to global markets with key customers including Boeing, Airbus and Siemens. He is also credited with pioneering the CAD/CAM culture in India, introducing computer systems for design and manufacturing applications back in 1982.



## Saurabh Srivastava

Co-Founder and Director at Indian Angels Network

Mr. Saurabh Srivastava is an alumnus of IIT Kanpur and is a serial entrepreneur, angel investor and VC and is extremely passionate to promote entrepreneurship in India. He is currently the Chairman of several companies including US MNC Computer Associates and Indian Venture Capital Association. He is a Co-Founder and Director of Indian Angel Network, Chairman Emeritus of TIE Delhi and former Chair at Infinity Ventures, NASSCOM and IT Committee of FICCI.



## Subrata Mitra

Partner at Accel Partners, India

An alumnus of IITK, he is an esteemed entrepreneur and investor who's credited to be the first investor in companies like Myntra, Flipkart, Mu-Sigma, Virident (acquired by Western Digital), Perfint, CureFit, JusPay, Moglix, MoneyView and MySmartPrice . He's currently partner at Accel Partners which invests in startups that have India as a leverage factor.



# *Speakers*

## Neil Bhaskar

Chairman at NovaGroup Companies, USA



Neil Bhaskar, an E&Y Entrepreneur, founded NovaSoft, a Hall of Fame company, with offices in four continents which employed over 1,200 employees world-wide, which had the distinction of being four times Inc. 500 company reaching #16 US-wide Rank in all industrial sectors. Mr. Bhaskar, co-authored and instituted BoDE Foundation, a “JumpStart” entrepreneurial methodology aimed at powering the growth of portfolio companies in harmony with “Environment, Community and Self”. He is an alumnus of Harvard Business School and holds an engineering degree from the IIT and an MBA from IIM.

## Ashish Kumar

Partner at Fundamentum Partnership

He is a Partner at Fundamentum Partnership - a \$100 Million VC Fund. Prior to this, he was a serial technology entrepreneur and had started multiple technology leveraged companies with many successful exits. He is a CSE grad from IIT Kanpur with 16+ years of experience in IT and consumer internet industry working across companies of varied sizes, spanning three countries (USA, India and Singapore) and a multitude of industry segments.



## Kamalesh Dwivedi

CIO at Bellsystem24, USA

He is the Chief Information Officer at StarTek, Inc. He is a seasoned Information Technology executive with global experience and deep expertise in organizational performance improvement, strategic planning, business alignment, program management, governance, information security, vendor management and business process improvement.



# *Speakers*

## Prof. Sanjay Mahajani

Waste Management Programs at IITBombay

Prof Sanjay Mahajani is a professor of Chemical Engineering at IIT Bombay whose research revolves around reaction engineering, catalysis and process intensification. He also works on socially relevant problems wherein technological interventions are possible.



## Dr. Piyush Chaunsali

Postdoctoral Associate at MIT Tata Center, USA

Dr. Piyush Chaunsali is a postdoctoral associate in the Department of Materials Science and Engineering at Massachusetts Institute of Technology (USA) where he is also an affiliate of Tata Center for Technology and Design. His current research focuses on the valorization of Indian biomass ash in structural material. He received his PhD in Civil Engineering from the University of Illinois at Urbana-Champaign (USA), and prior to that, he did his undergraduate from NIT Warangal (India) and a MS in Civil Engineering from Clarkson University (USA). He was a recipient of Ravindra K. Kinra fellowship and Chester P. Siess research award at the University of Illinois.



## Shekar Prabhakar

Co-Founder & MD at Hasirudala

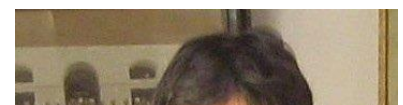
Co-Founder & Managing Director at Hasiru Dala Innovations Private Limited, Shekar prabhakar is one of the leading role models in this country for marketing. His enterprise aims to help the less privileged and provide a better way for total waste management. He also tries to endow his skills to the new generation through teaching in management schools.



# *Speakers*

## Sachin Sharma

Founder at Townscript



Sachin is an alumnus of IIT Kanpur and a founder of Townscript - a curated marketplace for local events, activities & experiences. His team has brought 5000+ event organisers on the platform so far, who are actively using it to sell tickets & creating amazing experiences for their attendees. Prior to venturing out on his own, he was part of Synogy Inc, where he handled end-to-end product development cycle of multiple modules as part of Synogy's Incentive Management Software, built for Fortune 500 clients like Pfizer & Coke.

## Vikas Choudhary

Vikas a 2013 graduate from Department of Electrical Engineering of IIT Kanpur. After working with Juniper Networks, he went on to found ThePorter – a platform to address inefficiencies in the last mile logistics sector and transform the way goods are transported around cities, enabling lakhs of businesses move anything on-demand.



## Srikant Sastri

After 4 boring years in CPG, the fun began. Semi-entrepreneur, for 5 years. Full blown entrepreneur for 15 years. De-facto in-house I-banker for 2 years, with 3 M&As under the belt. Tech entrepreneur & start-up mentor now! Always seeking next source of focused excitement & learning, esp. around leveraging technology for India.



# *Speakers*

## Abhay Tandon





Abhay Tandon works as the Program and Partnerships Manager at Target Accelerator as part of the Innovation & Strategy team in Target Corporation, where he is responsible for bringing in and co-building Tech Innovation for a Fortune 30 company by partnering with cutting edge startups and enablers and has played a key role in investments in multiple startups as part of his role at Target Corp. He is also a startup mentor, technology evangelist and growth consultant for startups and is associated as a startup mentor with multiple accelerators/ incubators etc. He is a stakeholder with a subscription commerce startup as an advisor and has helped them with their growth strategy and fund raising.

## Vinayak Nath

Shri Vinayak Nath is MBA, NLP Master Practitioner, Balanced Scorecard Expert, Extended Disc Physcometric Assessor, Behavioural and Leadership Skill Development Expert. He has more than 15 years of experience as a Strategist, Turnaround Expert, Educationist, Angel Investor & Business Mentor and Philanthropist who has worked on the betterment and upliftment of education and society.



# *Speakers*

## Sanjeev Arora

Director at Project ECHO, Professor at UNM

An Ashoka fellow, he currently is a professor of medicine at the University of New Mexico. He is former director of project Echo for which he was awarded with the prestigious Heinz award.



## Sandeep Muju

MD at PlutusKuber / Advisor at Stanford University

Currently serving as an Advisor at Stanford University, and MD at PlutusKuber. He has constantly demonstrated business excellence, successes driving innovation and digitization across business value-chain, deploying new business strategies, and enhancing organizational strategy execution.





## Vishal Mehrotra

Global Head, Opensource Technology Platform and Solutions at TCS

He is the Global Head - Open Source Platform, at Tata Consultancy Services. He brings with him 23 years of diverse IT experience in consulting, solutions and delivery. He also works closely with the leading open source technology provider to create impactful solutions catering to the customer's challenges.



## Anand S Dayal

Partner at Koura & Co. Advocates (IP Lawyer)

Working Chairman of the Anti-Corruption Committee, American Chamber of Commerce in India, Mr. Anand Dayal is an advisor on matters involving foreign direct investments, joint ventures, private equity and capital markets transactions. Having graduated from IITK, he has worked with several firms.



# *Speakers*

## Atul Bhatnagar

A B. Tech Mechanical Engineering Graduate from IIT Kanpur, Atul completed his PGDM from IIM Calcutta in 1989 and joined Citibank. Having a vast corporate experience in various industries, Atul now acts as an advisor to several companies and startups.



## Dr. Ragu Bharadwaj

Consultant to Sygenta and US Foods

Started as a Scientist in Vertex Pharmaceuticals after working there for nearly 8 years. He then joined MIT for MS in Management and system design while continuing to work for vortex. Since, then he has worked for Appirio as a Director and as a principal for Nyrasta LLC. He specializes in Crowdsourcing, Disruptive Innovation and Supply Chain.



## Santosh Shanbhogue

Research Scientist at MIT Tata Center, USA

Mr. Santosh Sambhogue is a research scientist at MIT. After completing his bachelors degree in Aeronautical and Astronautical Engineering, he did his Ph.D. in the same stream from the prestigious Georgia Institute of Technology. With so much knowledge of his domain, he is surely a great addition to the event.



## Ashutosh Saxena



# *Speakers*

## Indrakant Jha

After finishing Environmental Engineering from IIT Bombay, I started Professional career in the Maharashtra Pollution Control Board as a technical Expert. He has been very active in several environmental activities.

## Ashok Das

Founder & CEO at Sunmoksha

Bringing over 24 years of experience in semiconductor equipment and clean energy, Mr Ashok Das is the founder and CEO of Sunmoksha which is aimed at providing products and consultancy services for implementation of sustainability and clean technology solutions to corporates, industries, institutions, and villages.



## Ibrahim Faruqi

Ibrahim is an IIT Kanpur graduate with a B.Tech and M.Tech in Chemical Engineering; graduated in 2015 where he was actively involved in college activities thereby heading the technical festival of IIT Kanpur in 2014. His professional experience includes working with Tracxn in Bangalore as a Marketing Strategy & Analytics Manager and a Business Analyst with Snapdeal in Gurgaon. Having worked in different capacities in the past 2.5 years, he has a rich experience in leadership and project execution. At Orios, he aims to track real estate, travel, service marketplaces, and FMCG sectors intensively. In his free time, he prefers browsing through the internet and Quora, reading articles on various topics.



## *Speakers*

Ravi Challu



Having graduated from Department of Electrical and Electronics Engineering in 1975, Ravi worked with several companies. His corporate experience motivated him to found BulletProofYourStartup.com, where he mentors startups to bulletproof themselves.

## Brahm Awasthi

Bramh Awasthi is Founder and Chief Technology Officer for a Mumbai-based technology company, Whirlybird Electronics. Whirlybird was founded in June 2004 at IIT Kanpur and the company has done extensive work in power electronics, signal processing, sensors and controls. Bramh and his team at Whirlybird have proven experience in conceptualising, designing, developing, testing, and manufacturing high technology products. Their portfolio of products includes inertial navigation systems for defence applications, automatic weather stations, power converters for solar applications, electronic hardware for micro-grids, and data-loggers for monitoring remote activities.



## Hemant Sharma

Hemant sharma is an Aerospace Engineer from IIT Kanpur. He was previously working as a Research Scientist with National Aerospace Laboratories for 5 years heading the national UAV program and presently works with Airbus India on Engineering Solutions related to Flight Physics of Commercial Aircraft Programs of Airbus.





# Meet the Team



Pradeep Bhargava  
Program Director, SMC



Sunil Gupta  
Mentor



Jai Shankar Sharma  
Mentor



Umesh Joshi  
Lead-Sponsorship



Himesh Mishra  
Outreach



Ajay Trivedi  
Lead Sponsorship



Rohit Kakkar  
Sponsorship



Vinay Garg  
Program Manager



Himanshu Singh  
Lead Program



Divija Rao  
Lead SMC Select



Abhijit Sathe  
SMC Select



Hemant Sharma  
Lead Challenge



Ankit Surti  
Lead One on One



Ramprasad V  
Lead - Marketing and  
Communication



Deeksha Awasthi  
Outreach

## IITK E-CELL



Shivam Rastogi  
Overall-Coordinator



Mayank Chauhan  
Overall-Coordinator



Mihikaa Jain  
Head-Media and  
Publicity



Shubham Jain  
Head-Events



Siddharth Ganeriwala  
Head-Web



Gourav Patidar  
Head-Events



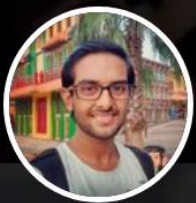
Akshay Agrawal  
Head-Media and  
Publicity



Kaustubh Mundra  
Head - Startup  
Development



Manasi Tripathi  
Head-Events



Anutosh Nimesh  
Head-Design



