



Anu Ravi
National Vice President, Innovation Council

Women's Indian Chamber of Commerce and Industry

Dear Sir, Madam,

Please find below some of the recommendations from the WICCI Innovation council, for your kind attention to be incorporated in the upcoming budget.

In order to implement the suggestion, it requires co-ordinated efforts from multiple ministries but we do believe that financial approval is the key for most of these suggestions to see light of the day and hence proposing it herewith.

Ideas/Suggestions

Suggestion 1 – Creation of centralized/National Innovation/Entrepreneur Evaluation council

Positive change it will bring about – This council can evaluate all innovation/entrepreneurial ideas submitted (Detailed format on the range of parameters needs to be defined) and rate them. This will help in idea generation and validation thereby giving more confidence to the entrepreneurs to attempt implementing it thereby encouraging more and more people to become self-reliant and also create job opportunities for others

How can it be implemented?

- 1 Create a council consisting of eminent personalities from govt/ private sector
- 2 Define all/most of the parameters required for a successful entrepreneurship
- 3 Idea submission open 24*7
- 4 SLA by when the evaluation would be completed needs to be defined and adhered to
- 5 The evaluation of ideas should be funded by the govt
- 6 Portion of the ideas (which would help the larger population) could be taken up by the Government for implementation

Suggestion 2 – Insurance for innovators/first time entrepreneurs

Positive change it will bring about – Most of the ideas do not see light because the implementation cost is too high and they can either not afford it or if the idea fails too much of money is lost. By providing insurance (after the evaluation), we can encourage people to innovate and also become entrepreneurs

How can it be implemented?

1. Insurance to be provided under various categories
2. Encourage private partnership so as to get competitive rates

Suggestion 3 – Labs for Innovation testing

Positive change it will bring about – Most of the ideas don't see light because there are not sufficient labs where it could be tested. By creating labs with basic requirements, the idea implementation and testing can be done faster

How can it be implemented?

1. Creating labs with basic requirements. For example a software lab (very similar to a library) can contain different OS/Browser combinations, Programming languages etc which could be used by the innovators for expansion/extension. Similarly a mechanical lab could be set up with a loath machine, drilling machine etc
2. Each lab could contain people who are well-versed using the machine or language so that they could help the innovators/entrepreneurs build the product
3. After the lab is set up, a nominal fee for the raw materials, usage etc could be charged from the people who will use it. This will ensure that the lab is self sufficient and additional cost is incurred by the govt

Suggestion 4 – Encouraging kids to become entrepreneurs

Positive change it will bring about – Inculcate entrepreneurship traits in kids so that when they become adults, these traits are part and parcel of their lifestyle

How can it be implemented?

1. Add stories to the syllabus either within the chapter or towards the end of it. So instead of just mentioning Einstein created bulbs, a story on how he approached the problem, how he failed multiple times and finally how he succeeded in it will help the kids realise that success comes through lot of hard work, thought process, failures etc

2. Introduce a curriculum which includes hands -on projects, small activities like selling some items made by the kids, group activities to encourage working in teams, interviewing people/market research, public speaking etc
3. Most of the innovations /entrepreneurship will require expertise in multiple fields and hence giving projects across the board will help kids to develop breadth along with the depth. Developing T shaped skills instead of just thinking about each subject independently
4. Train teachers so that they can teach and encourage kids to innovate and become entrepreneurs
5. Accelerator programs can be launched to encourage kids to understand the innovation cycle and have internship programs which can help shape their ideas

WICCI Innovation Council Brief :

WICCI Innovation council will encourage , uplift and share knowledge related to innovation with women across the country to make India the top notch country for innovation by bringing more women into the fold

WICCI Innovation Council Members Brief :

Padma Satyamurthy has 25 years of experience in both Fortune 50 companies as well as start ups / unicorns in diverse leadership roles across delivery, operation and strategy. Apart from leading large business groups for growth, she has been an entrepreneur where she worked with clients like Philips Healthcare, ABB Ltd, Honeywell Technologies etc helping them with their complex transformation challenges for new business growth through innovation and product development. She is passionate about startup ecosystem and is a mentor and expert advisor on accelerator programs including Mass Challenge Israel and Boston and has spoken at international forums viz US, The Netherlands, Malaysia, Turkey . Padma is President of WICCI Innovation council.

Anu Ravi is a International and National Award winner viz Future CIO Award from NEXT100, Leadership Agility Award from World Agility forum and Diversity and Inclusion Award JobsForHer. She has over Two decades of experience in technology and has worked across multiple domains managing multi million dollar projects across geographies in Sapient, Infosys and ANZ. She has been featured in ANZ 'shining light', is a speaker, mentor and a coach. She is the VP Innovation Council, WICCI, track chair in GHCI. She has co-contributed to scrumguide V3.0(global book) and has wrote a testimonial for a book titled Unlearning. Anu holds an Engineering degree , has done her PGDCA and holds has done certifications in Agile, Leadership and Executive coaching and NLP.

Maggie Inbamuthiah is a technologist, entrepreneur with a passion for equity and inclusion. Having started her career with Infosys, more recently she was the Managing Director of AnitaB.org India, working towards 50/50 equity for women in technology. She runs a nonprofit Mandram focused on bringing science and technology content in regional languages to the non-English speaking India. Maggie was the co-founder of Employee Experts and My Campus Days, products built to automate operations in corporates and academic institutions. Maggie holds a Masters degree in HRM and Organizational Behaviour from University of London and an Engineering degree from National Institute of Technology, Tiruchirapalli.

Manjira Sinha is Assistant Professor at the Center for Education Technology, Indian Institute of Technology Kharagpur. Prior to that she was an Associate Principal Researcher for Artificial Intelligence at Accenture AI Labs and Research Scientist Conduent Labs India (Erstwhile Xerox Research Centre India). Manjira has also been visiting faculty in Indian Institute of Information Technology Kalyani. She co-chairs the track on AI in Grace Hopper Celebration India, and is also actively engaged in different efforts towards achieving gender equity in STEM. Manjira has a Ph.D. in Computer Science from the Indian Institute of Technology Kharagpur. She has published in a number of reputed conferences and journals in related domains, as is also a reviewer for various journals.

Pallavi Srivastava is a passionate technologist with 16 years of experience in IT Industry. She is driven by her enthusiasm to create simple solutions for complex problems through simplification and automation. She had started her career with Infosys and is currently driving engineering acceleration via automation and innovation for one of the Technology Area in ANZ. Pallavi is a AWS certified cloud practitioner, SaFe certified agilist, toastmasters and holds an Engineering degree from Kamla Nehru Institute of Technology, Sultanpur,U.P.