

**Biotechnology Incubation Centre**  
Department of Biotechnology  
**HIMACHAL PRADESH UNIVERSITY**  
Summer Hill Shimla-171005  
(NAAC Accredited 'A' Grade University)

Ref. No.: BTIC-HPU/2017-Ser. Comm- 245

Dated: 21<sup>st</sup> March, 2018

✓ The Director  
Department of Industries  
Udhog Bhawan, Bamloe Shimla-03

Subject: Recommendations of the Screening Committee w.r.t. the incubatees for  
Biotechnology Incubation Centre HPU Shimla

Respected Sir,

A meeting of screening committee of Biotechnology Incubator Centre (BIC-HPU), HP University was held in the VC committee room under the Chairmanship of Hon'ble Vice Chancellor, HP University, Shimla on 21<sup>st</sup> March, 2018 at 3:00 PM for evaluation of the proposals from the incubatees who have joined Biotechnology Incubator (BIC-HPU) at Department of Biotechnology, HP University under CM Start-up scheme. Of the total thirteen Start-ups recommended by the Industry department to BIC-HPU, only seven have joined the Incubation Centre at HP University. The incubatees were asked to make their presentation before the screening Committee and highlight their achievements so far and also elaborate the future plans before the worthy members including the representative of Industry Department so that further decision can be taken on their proposal. All seven incubatees were present and made their presentations.

Based on the evaluation of the proposals forwarded by the Executive Director-SEDC, presentations made by the incubatees and the discussions held on various aspects during the presentation, the screening committee made the following recommendations:

Sr. No	Name of Incubatee	Reference No.	Date of Joining	Name of Innovator Company	Recommendation
1	Mr. Pradeep Kumar	Nil	29/08/2017	HimProBiotics	Sustenance allowance ✓
2	Mr. Rakesh Kumar	2017/4919	29/08/2017	BiotechCleanser	Sustenance allowance ✓
3	Ms. Shurabhi Chauhan	2016.17/4915	30/08/2017	Nil	Sustenance allowance ✓
4	Mr. Deep Kwatra	201802-10	02/02/2018	BioCoal	Rejected*
5	Mr. Dharmendar	Nil	06/03/2018	Nil	Provisionally accepted**

6	Mr. Kishore Kumar	201801-06	12/03/2018	HimPerfumery	Provisionally accepted**
7	Mr. Adarash Kumar	201801-07	12/03/2018	HimVineagar	Provisionally accepted**


\* Since the technology has been developed, it may not require incubation facility. The Incubatee was asked to contact Industry Deptt. for help in planning marketing strategy. In case the applicant needs incubation, the same may be presented before the Screening Committee in next meeting.

\*\*These proposals were accepted provisionally but the decision on sustenance allowance will be taken only after the presentation in the next meeting of the Screening Committee after incorporating the suggestions / improvements pointed out by the members.

The detailed recommendations of the incubatees as summarized above are enclosed for your kind perusal and further necessary action please.

Thanking You

Yours Sincerely,

  
21/3/18

Dr. Arvind Kumar Bhatt  
Department of Biotechnology  
Gyan Path, Multi Faculty Building, Phase-I,  
Himachal Pradesh University  
Summerhill, Shimla-171 005-HP (India)



## Recommendations of the Screening Committee

Name of the Candidate		Mr. Pradeep Kumar ✓		
Innovator Company Name		HimProBiotics		
Nature of Innovation		Product		
Sr. No	Reference No.	NIL		
1.1	Qualification of the candidate	Ph.D Biotechnology		
1.2	Experience	Five year research experience and business nil		
1.3	Capable to accomplish the project	Yes		
1.4	Viability of the Project	Technical	Financial	Economical
		Yes	Yes	Yes
1.5	Estimated duration of the project	Two year v.e.f. 29.8.2017 - 2/2/2019		
1.6	Market Potential	Yes		
1.7	Assistance requirement	Financial and Mentoring		
1.8	<b>Recommendations of the screening committee</b>			
A	Product usefulness	Yes		
B	Uniqueness	Yes		
C	Technology innovation	Yes		
D	Job-Creation potential	Yes		
E	Market potential	Yes		
F	Societal impact	Yes		
G	Current project status	Under progress near to prototype development		
H	Any other	Nil		
1.9	<b>Assistance required on the basis of screening committee recommendations</b>			
	Sustenance allowance	Yes		
	Mentoring allowance	Yes		
	Prototype development	Yes		
	Total assistance required	Yes		



# Appraisal note of Screening Committee for BIC- HP University, Shimla

Name of the Candidate: - Mr. Pradeep Kumar

## (A) Market Fitness of Products Questionnaire

S.No	Type	Information provided by incubatee and report of the Screening Committee.
i.	Details of the product/service proposed to be developed by incubate.	Probiotic Food Products like jam, jellies, juices, pickle and ice-creams
ii.	Definition of the Problem of society in which the incubate wants to address.	Nutritious and Healthy Food Products
iii.	The Target Customer Segment	All general public
iv.	Is the target segment very clearly defined? Is the target segment very focused? Is the target segment measurable? Give detail	Yes this product is ready to use and anybody can consume these products
v.	The Proposed Solution of the problem given by incubate.	Lack of nutritious and healthy food and drinks in the market.
vi.	Is the proposed solution relevant to the target segment and likely to lead to a realistic solution to the problem?	Yes definitely. This product serve as nutraceuticals and have promising healthy effects
vii.	Main features of the Proposed Solution	These products are healthy and nutrition rich
viii.	Are the main features likely to lead to the delivery of the proposed solution? These should be features that are of high relevance to the target segment.	Yes
ix.	Detail of Direct and indirectly competing products/ services.	There are so many products available in the market but none of them is providing products enriched with probiotics
x.	How are features offers by incubates as better than the features offered by the direct and indirectly completing products in the market	All the proposed products will be enriched with probiotics that make these different from rest of products available in market
xi.	Is there a clear advantage vis a vis competitive products	Yes



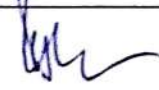
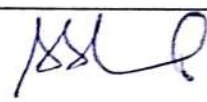

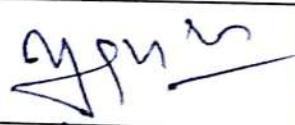

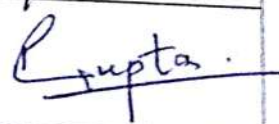
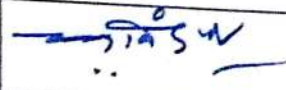
## B) Operating Model Questionnaire

xii.	How would the product / service with the above features be developed?	R&D work is going on in the laboratory to develop the final product
xiii.	Is this the most efficient and optimal method of developing the product/service.	Yes
xiv.	How would the target customer get to know about the product?	Advertisement and direct sale/ through various supply chains
xv.	How would the target customer order the product?	Online and offline both option will be provided
xvi.	How would the product be delivered to the target customer? Is this the most efficient and optimal method of delivering the product/service?	Product will be delivered through retailer and whole sailors
xvii.	How would the payment be collected? Is this the most efficient and optimal method of collecting payments for the product/service?	Online and offline both options will be made available for the customers.
xviii.	How would the target customer be provided post sales service?	Based upon the customer feedback relevant service will be provide

## Recommendations of Screening Committee:-

Recommendation of the Committee in detail about the admission of incubate in the Incubator, date of deemed admission, release of subsistence allowance etc.	The proposal is good and the comments of the experts will be incorporated in future work. Recommended for subsistence allowance w.e.f. 29/8/17
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2.0	SCREENING COMMITTEE		
	Name of Expert	Panel	Signature
1	<b>Prof. Rajinder Singh Chauhan</b> Hon'ble Vice Chancellor, HP University Shimla	<i>Ex-Officio Chairperson</i>	
2	<b>Prof. SS Narta</b> Director UCBS, HP University, Shimla	Representative Academic	<i>Could not attend</i>
3	<b>Sh. Narender Thakur</b> Finance Officer HP University Shimla	Representative Finance	
4	<b>Sh. Yogesh Gupta</b> GM DIC Shimla	Representative Industries	
5	<b>Prof. Sushma Sharma</b> Dean Faculty of Life Science, HP University Shimla	Representative Academic	
6	<b>Prof. DK Sharma</b> Dean Physical Sciences HP University, Shimla	Representative Academic	
7	<b>Prof. Yashwant Gupta</b> University Business School, HP University, Shimla	Representative Academic	
8	<b>Prof. Duni Chand</b> Chairman Department of Biotechnology HP University Shimla	Representative Academic	
9	<b>Prof. Reena Gupta</b> Department of Biotechnology HP University Shimla	R&D Expert	
10	<b>Prof. M. S. Chauhan</b> Department of Chemistry HP University Shimla	R&D Expert	<i>Could not attend</i>
11	<b>Prof. Arvind Kumar Bhatt</b> In-charge BIC-HPU	Member Secretary	

## Recommendations of the Screening Committee

Name of the Candidate		Mr. Rakesh Kumar ✓		
Innovator Company Name		BiotechCleanser		
Nature of Innovation		Product		
Sr. No	Reference No.	NIL		
1.1	Qualification of the candidate	M.Sc Biotechnology		
1.2	Experience	Five year research experience and business nil		
1.3	Capable to accomplish the project	Yes		
1.4	Viability of the Project	Technical	Financial	Economical
		Yes	Yes	Yes
1.5	Estimated duration of the project	Two year W.e.f. 29.08.2017 → 21/9		
1.6	Market Potential	Yes		
1.7	Assistance requirement	Financial and Mentoring		
1.8	Recommendations of the screening committee			
A	Product usefulness	Yes		
B	Uniqueness	Yes		
C	Technology innovation	Yes		
D	Job-Creation potential	Yes		
E	Market potential	Yes		
F	Societal impact	Yes		
G	Current project status	Under progress near to prototype development		
H	Any other	Nil		
1.9	Assistance required on the basis of screening committee recommendations			
	Sustenance allowance	Yes		
	Mentoring allowance	Yes		
	Prototype development	Yes		
	Total assistance required	Yes		



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**Appraisal note of Screening Committee for BIC- HP University, Shimla**  
**Name of the Candidate:- Mr. Rakesh Kumar**

**(A) Market Fitness of Products Questionnaire**

S.No	Type	Information provided by incubatee and report of the Screening Committee.
i.	Details of the product/service proposed to be developed by incubate.	Liquid waste water treatment machine/device
ii.	Definition of the Problem of society in which the incubate wants to address.	Liquid waste water treatment
iii.	The Target Customer Segment	All public/private establishments generating waste water
iv.	Is the target segment very clearly defined? Is the target segment very focused? Is the target segment measurable? Give detail	Yes the target entities are selected and research is focussed on the requirement of customers
v.	The Proposed Solution of the problem given by incubate.	Liquid waste water to be treated by using microbial consortia to be developed during incubation period
vi.	Is the proposed solution relevant to the target segment and likely to lead to a realistic solution to the problem?	Yes now a days everybody facing the problem of waste treatment so this technology will provide a better solution to the desired segment
vii.	Main features of the Proposed Solution	Treatment of waste water without producing any Sludge
viii.	Are the main features likely to lead to the delivery of the proposed solution? These should be features that are of high relevance to the	Yes With lesser cost input and more acceptability
ix.	Detail of Direct and indirectly competing products/ services.	Competitors are present in the market but none of them providing cheap solution to the treat the liquid waste water
x.	How are features offers by incubates as better that the features offered by the direct and indirectly completing products in the market	Technology with approx. 70% less cost will be developed as compared to the available technology in market
xi.	Is there a clear advantage vis a vis competitive products	Yes



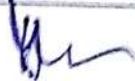


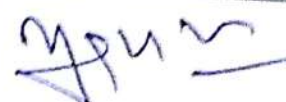

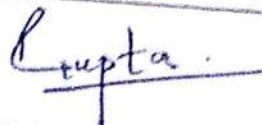

**B) Operating Model Questionnaire**

xii.	How would the product / service with the above features be developed?	A detailed project report has already been submitted and R&D work is in progress in BT Incubator
xiii.	Is this the most efficient and optimal method of developing the product/service.	Yes to reduce the cost of product most efficient method will be adopted
xiv.	How would the target customer get to know about the product?	Advertisement and direct sale and demonstration at Incubator as well as in field locations
xv.	How would the target customer order the	Online and offline both option will be provided
xvi.	How would the product be delivered to the target customer? Is this the most efficient and optimal method of delivering the	Product will be delivered at the site to the customer on demand basis
xvii.	How would the payment be collected? Is this the most efficient and optimal method of collecting payments for the product/service?	Only online payments mode will be preferred to promote the cash less transection
xviii.	How would the target customer be provided post sales service?	Post sale service will be provided on AMC basis

**Recommendations of Screening Committee:-**

Recommendation of the Committee in detail about the admission of incubate in the incubator, date of deemed admission, release of subsistence allowance etc.	The proposal, presentation and expected outcome is satisfactory. The candidate needs to work on wx d prototype. Subsistence allowance be given w.e.f. 29/8/17
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2.0	<b>SCREENING COMMITTEE</b>		
	<b>Name of Expert</b>	<b>Panel</b>	<b>Signature</b>
1	<b>Prof. Rajinder Singh Chauhan</b> Hon'ble Vice Chancellor, HP University Shimla	<i>Ex-Officio Chairperson</i>	
2	<b>Prof. SS Narta</b> Director UCBS, HP University, Shimla	Representative Academic	<i>could not attend</i>
3	<b>Sh. Narender Thakur</b> Finance Officer HP University Shimla	Representative Finance	
4	<b>Sh. Yogesh Gupta</b> GM DIC Shimla	Representative Industries	
5	<b>Prof. Sushma Sharma</b> Dean Faculty of Life Science, HP University Shimla	Representative Academic	
6	<b>Prof. DK Sharma</b> Dean Physical Sciences HP University, Shimla	Representative Academic	
7	<b>Prof. Yashwant Gupta</b> University Business School, HP University, Shimla	Representative Academic	
8	<b>Prof. Duni Chand</b> Chairman Department of Biotechnology HP University Shimla	Representative Academic	
9	<b>Prof. Reena Gupta</b> Department of Biotechnology HP University Shimla	R&D Expert	
10	<b>Prof. M. S. Chauhan</b> Department of Chemistry HP University Shimla	R&D Expert	<i>could not attend</i>
11	<b>Prof. Arvind Kumar Bhatt</b> In-charge BIC-HPU	Member Secretary	



## Recommendations of the Screening Committee

Name of the Candidate		Ms. Surabhi Chahaun ✓		
Innovator Company Name		NIL		
Nature of Innovation		Product		
Sr. No	Reference No.	NIL		
1.1	Qualification of the candidate	M.Tech		
1.2	Experience	Five year research experience and business nil		
1.3	Capable to accomplish the project	Yes		
1.4	Viability of the Project	Technical Yes	Financial Yes	Economical Yes
1.5	Estimated duration of the project	Two year 4.e.b. 30.8.2017 - 1/2/17		
1.6	Market Potential	Yes		
1.7	Assistance requirement	Financial and Mentoring		
1.8	Recommendations of the screening committee			
A	Product usefulness	Yes		
B	Uniqueness	Yes		
C	Technology innovation	Yes		
D	Job-Creation potential	Yes		
E	Market potential	Yes		
F	Societal impact	Yes		
G	Current project status	Under progress near to prototype development		
H	Any other	Nil		
1.9	Assistance required on the basis of screening committee recommendations			
	Sustenance allowance	Yes		
	Mentoring allowance	Yes		
	Prototype development	Yes		
	Total assistance required	Yes		



# Appraisal note of Screening Committee for BIC- HP University, Shimla

Name of the Candidate:- Ms. Surabhi

## (A) Market Fitness of Products Questionnaire

S.No	Type	Information provided by incubatee and report of the Screening Committee.
i.	Details of the product/service proposed to be developed by incubate.	Red rice and organic food colour at affordable price
ii.	Definition of the Problem of society in which the incubate wants to address.	Providing safe alternate to hazardous chemically synthesized food colours used currently
iii.	The Target Customer Segment	All general public
iv.	Is the target segment very clearly defined? Is the target segment very focused? Is the target segment measurable? Give detail	Yes this product is not only good looking but nutritious too
v.	The Proposed Solution of the problem given by incubate.	Providing nutritious red rice and natural food colours in the market at lower cost
vi.	Is the proposed solution relevant to the target segment and likely to lead to a realistic solution to the problem?	Yes definitely. This product serve as nutraceuticals and have promising healthy effects
vii.	Main features of the Proposed Solution	These products are healthy and nutritionally rich
viii.	Are the main features likely to lead to the delivery of the proposed solution? These should be features that are of high relevance to the target segment.	Yes
ix.	Detail of Direct and Indirectly competing products/ services.	No any such product competitor present in Indian market
x.	How are features offers by incubates as better than the features offered by the direct and indirectly completing products in the market	Only product of China origin available in the market which is quite expensive, poor in quality and not reliable
xi.	Is there a clear advantage vis a vis competitive products	Yes

## B) Operating Model Questionnaire

xii.	How would the product / service with the above features be developed?	Selected fungal stain grown with the rice to produce the organic colour
xiii.	Is this the most efficient and optimal method of developing the product/service.	Yes most economic methodology will be adopted
xiv.	How would the target customer get to know about the product?	Advertisement and direct sale to potential customers or using other supply chains
xv.	How would the target customer order the product?	Online and offline both options available will be provided
xvi.	How would the product be delivered to the target customer? Is this the most efficient and optimal method of delivering the product/service?	Product will be delivered through retailer and whole sailors
xvii.	How would the payment be collected? Is this the most efficient and optimal method of collecting payments for the product/service?	Online and offline both methods will be available for the customers.
xviii.	How would the target customer be provided post sales service?	Based upon the customer feedback relevant service will be provide

## Recommendations of Screening Committee:-

Recommendation of the Committee in detail about the admission of incubate in the incubator, date of deemed admission, release of subsistence allowance etc.	The product and utility seem good. Price comparison with other products need to be done. Good proposal & presentation. Subsistence allowance w.e.f. October, 2018
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2.0	<b>SCREENING COMMITTEE</b>	
	<b>Name of Expert</b>	<b>Panel</b>
1	<b>Prof. Rajinder Singh Chauhan</b> Hon'ble Vice Chancellor, HP University Shimla	<i>Ex-Officio Chairperson</i>
2	<b>Prof. SS Narta</b> Director UCBS, HP University, Shimla	Representative Academic
3	<b>Sh. Narender Thakur</b> Finance Officer HP University Shimla	Representative Finance
4	<b>Sh. Yogesh Gupta</b> GM DIC Shimla	Representative Industries
5	<b>Prof. Sushma Sharma</b> Dean Faculty of Life Science, HP University Shimla	Representative Academic
6	<b>Prof. DK Sharma</b> Dean Physical Sciences HP University, Shimla	Representative Academic
7	<b>Prof. Yashwant Gupta</b> University Business School, HP University, Shimla	Representative Academic
8	<b>Prof. Duni Chand</b> Chairman Department of Biotechnology HP University Shimla	Representative Academic
9	<b>Prof. Reena Gupta</b> Department of Biotechnology HP University Shimla	R&D Expert
10	<b>Prof. M. S. Chauhan</b> Department of Chemistry HP University Shimla	R&D Expert
11	<b>Prof. Arvind Kumar Bhatt</b> In-charge BIC-HPU	Member Secretary

## Recommendations of the Screening Committee

Name of the Candidate		Mr. Deep Kwatra		
Innovator Company Name		BioCoal		
Nature of Innovation		Product		
Sr. No	Reference No.	NIL		
1.1	Qualification of the candidate	B.Tech		
1.2	Experience	Three year experience and business nil		
1.3	Capable to accomplish the project	Yes		
1.4	Viability of the Project	Technical	Financial	Economical
		No	Yes	Yes
1.5	Estimated duration of the project	Two year		
1.6	Market Potential	Yes		
1.7	Assistance requirement	Financial		
1.8	<b>Recommendations of the screening committee</b>			
A	Product usefulness	Yes		
B	Uniqueness	No		
C	Technology innovation	No		
D	Job-Creation potential	Yes		
E	Market potential	Yes		
F	Societal impact	Yes		
G	Current project status	Yet to start		
H	Any other	Nil		
1.9	<b>Assistance required on the basis of screening committee recommendations</b>			
	Sustenance allowance	No		
	Mentoring allowance	No		
	Prototype development	No		
	Total assistance required	No		

Applicant needs marketing support -  
and hence not considered for Incubation.  
nil



# Appraisal note of Screening Committee for BIC- HP University, Shimla

Name of the Candidate:- MR. DEEP KWATRA

## (A) Market Fitness of Products Questionnaire

S. No.	Type	Information provided by incubatee and report of Screening Committee.
i.	Details of the product/service proposed to be developed by incubatee.	BioCoal from forest waste biomass
ii.	Definition of the Problem of society in which the incubatee wants to address.	Utilizing natural resources for commercial purpose while conserving the resources and ecosystem
iii.	The Target Customer Segment	Villagers and hoteliers/ other commercial establishments
iv.	Is the target segment very clearly defined? Is the target segment very focused? Is the target segment measurable? Give detail	Yes defined clearly but technology is already available in the market
v.	The Proposed Solution of the problem given by incubatee.	Transformation of waste to Bio-Coal/ White-Coal.
vi.	Is the proposed solution relevant to the target segment and likely to lead to a realistic solution to the problem?	Yes it is quite relevant from environment point of view
vii.	Main features of the Proposed Solution	The proposed solution will help to solve two major issues of forest fires and waste management
viii.	Whether the main features are likely to lead to the delivery of the proposed solution? These should be features that are of high relevance to the target segment.	In few areas it will work, however in case of others where resource is not available, it may not work.
ix.	Detail of Direct and indirectly competing products/ services.	There are number of related establishments available in market but very few have their units in Himachal
x.	How are features offered by incubatee as better than the features offered by the direct and indirectly competing products in the market	There is only difference in utilisation of forest waste whereas as competitors using agriculture waste
xi.	Is there a clear advantage vis-a-vis competitive products	In few areas it has advantages, however in case of others where resource is not available, it may not work.




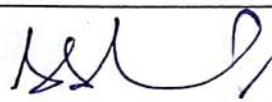
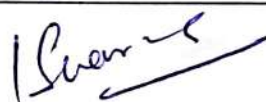


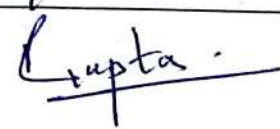
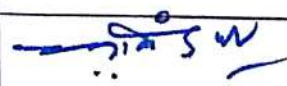
## B) Operating Model Questionnaire

xii.	How would the product / service with the above features be developed?	Using already existing technology and machinery
xiii.	Is this the most efficient and optimal method of developing the product/service.	No
xiv.	How would the target customer get to know about the product?	By direct sale to the customers
xv.	How would the target customer order the product?	Telephonically or by online means
xvi.	How would the product be delivered to the target customer? Is this the most efficient and optimal method of delivering the product/service?	Using transport facilities
xvii.	How would the payment be collected? Is this the most efficient and optimal method of collecting payments for the product/service?	Online and offline both methods will be available for the customers.
xviii.	How would the target customer be provided post sales service?	Based on customer feedback relevant services will be provided

## Recommendations of Screening Committee:-

Recommendation of the Committee in detail about the admission of incubatee in the incubator, date of deemed admission, release of subsistence allowance etc.	The proposal was not considered for sustenance allowance since it needs marketing support. The applicant was advised to contact DI/GM DIC for future marketing support.
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2.0	SCREENING COMMITTEE		
	Name of Expert	Panel	
		Signature	
1	<b>Prof. Rajinder Singh Chauhan</b> Hon'ble Vice Chancellor, HP University Shimla	Ex-Officio Chairperson	
2	<b>Prof. SS Narta</b> Director UCBS, HP University, Shimla	Representative Academic	Could not attend
3	<b>Sh. Narender Thakur</b> Finance Officer HP University Shimla	Representative Finance	
4	<b>Sh. Yogesh Gupta</b> GM DIC Shimla	Representative Industries	
5	<b>Prof. Sushma Sharma</b> Dean Faculty of Life Science, HP University Shimla	Representative Academic	
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9	<b>Prof. Reena Gupta</b> Department of Biotechnology HP University Shimla	R&D Expert	
10	<b>Prof. M. S. Chauhan</b> Department of Chemistry HP University Shimla	R&D Expert	Could not attend
11	<b>Prof. Arvind Kumar Bhatt</b> In-charge BIC-HPU	Member Secretary	



## Recommendations of the Screening Committee

Name of the Candidate		Mr. Dharmender Kumar ✓		
Innovator Company Name		NIL		
Nature of Innovation		Product		
Sr. No	Reference No.	NIL		
1.1	Qualification of the candidate	Pursuing Ph.D		
1.2	Experience	Three year research experience and business nil		
1.3	Capable to accomplish the project	Yes		
1.4	Viability of the Project	Technical	Financial	Economical
		Yes	Yes	Yes
1.5	Estimated duration of the project	Two year L.e.f. 6.3.2018 →		
1.6	Market Potential	Doubtful		
1.7	Assistance requirement	Financial and Mentoring		
1.8	Recommendations of the screening committee			
A	Product usefulness	Yes		
B	Uniqueness	Yes		
C	Technology innovation	Yes		
D	Job-Creation potential	Yes		
E	Market potential	Doubtful		
F	Societal impact	Yes		
G	Current project status	Prototype under development		
H	Any other	Nil		
1.9	Assistance required on the basis of screening committee recommendations			
	Sustenance allowance	No		
	Mentoring allowance	Yes		
	Prototype development	Yes		
	Total assistance required	No		

Provisionally accepted. To be considered



**Appraisal note of Screening Committee for BIC- HP University, Shimla**  
**Name of the Candidate:- Mr. Dharmender**

**(A) Market Fitness of Products Questionnaire**

S.No	Type	Information provided by incubate and report of the Screening Committee.
i.	Details of the product/service proposed to be developed by incubate.	To develop low cost affordable Water purifying resins from natural biopolymers
ii.	Definition of the Problem of society in which the incubate wants to address.	Providing potable water to the people
iii.	The Target Customer Segment	All general public
iv.	Is the target segment very clearly defined? Is the target segment very focused? Is the target segment measurable? Give detail	Yes this product is based on the requirement of technology for the benefit of poor people
v.	The Proposed Solution of the problem given by incubate.	Providing a low cost material for water purification to common man
vi.	Is the proposed solution relevant to the target segment and likely to lead to a realistic solution to the problem?	Yes till today a number of poor families can't afford the costly purifier systems
vii.	Main features of the Proposed Solution	Eco-friendly, user friendly and economic technology
viii.	Are the main features likely to lead to the delivery of the proposed solution? These should be features that are of high relevance to the target segment.	Yes it will provide an economic solution to water purification which will be affordable for common man
ix.	Detail of Direct and indirectly competing products/ services.	There are so many products available in the market but their technology is too costly and unaffordable for common man
x.	How are features offers by incubates as better than the features offered by the direct and indirectly completing products in the market	This will be an efficient, affordable and reliable technology to be used by anyone specially the poor and will be comparable to already available expensive gadgets.
xi.	Is there a clear advantage vis a vis competitive products	Yes low cost and least maintenance




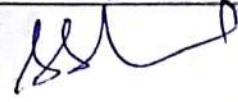

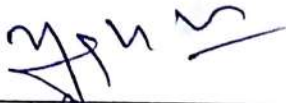


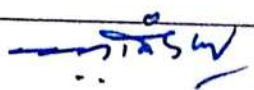
**B) Operating Model Questionnaire**

xii.	How would the product / service with the above features be developed?	After further R&D during incubation will strengthen the technology for future use
xiii.	Is this the most efficient and optimal method of developing the product/service.	Yes
xiv.	How would the target customer get to know about the product?	Through public dealing and more rigorous marketing efforts and market analysis for better use of technology
xv.	How would the target customer order the product?	Online and offline both option will be provided to the customers
xvi.	How would the product be delivered to the target customer? Is this the most efficient and optimal method of delivering the product/service?	Product will be delivered through retailer and whole sellers
xvii.	How would the payment be collected? Is this the most efficient and optimal method of collecting payments for the product/service?	Online and offline both methods will be available for the customers.
xviii.	How would the target customer be provided post sales service?	Based on the customer feedback relevant service will be provided/ AMC

**Recommendations of Screening Committee:-**

Recommendation of the Committee in detail about the admission of incubate in the incubator, date of deemed admission, release of subsistence allowance etc.	The concept / idea is good but it needs to be re-visited with justification and will be considered in the next meeting of Screening Committee after incorporating suggestions of the committee members.
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2.0	SCREENING COMMITTEE		
	Name of Expert	Panel	Signature
1	<b>Prof. Rajinder Singh Chauhan</b> Hon'ble Vice Chancellor, HP University Shimla	<i>Ex-Officio Chairperson</i>	
2	<b>Prof. SS Narta</b> Director UCBS, HP University, Shimla	Representative Academic	<i>Could not attend</i>
3	<b>Sh. Narender Thakur</b> Finance Officer HP University Shimla	Representative Finance	
4	<b>Sh. Yogesh Gupta</b> GM DIC Shimla	Representative Industries	
5	<b>Prof. Sushma Sharma</b> Dean Faculty of Life Science, HP University Shimla	Representative Academic	
6	<b>Prof. DK Sharma</b> Dean Physical Sciences HP University, Shimla	Representative Academic	
7	<b>Prof. Yashwant Gupta</b> University Business School, HP University, Shimla	Representative Academic	
8	<b>Prof. Duni Chand</b> Chairman Department of Biotechnology HP University Shimla	Representative Academic	
9	<b>Prof. Reena Gupta</b> Department of Biotechnology HP University Shimla	R&D Expert	
10	<b>Prof. M. S. Chauhan</b> Department of Chemistry HP University Shimla	R&D Expert	<i>Could not attend</i>
11	<b>Prof. Arvind Kumar Bhatt</b> In-charge BIC-HPU	Member Secretary	



## Recommendations of the Screening Committee

Name of the Candidate		Mr. Kishore Kumar ✓		
Innovator Company Name		HimPerfumery		
Nature of Innovation		Product		
Sr. No	Reference No.	NIL		
1.1	Qualification of the candidate	M. Phil Biotechnology		
1.2	Experience	Two year research experience and business nil		
1.3	Capable to accomplish the project	Yes		
1.4	Viability of the Project	Technical	Financial	Economical
		Yes	Yes	Yes
1.5	Estimated duration of the project	Two year 4.e.b. 12-3-2018		
1.6	Market Potential	Yes		
1.7	Assistance requirement	Financial and Mentoring		
1.8	Recommendations of the screening committee			
A	Product usefulness	Yes		
B	Uniqueness	No		
C	Technology innovation	No		
D	Job-Creation potential	Yes		
E	Market potential	Yes		
F	Societal impact	Yes		
G	Current project status	Under progress		
H	Any other	Nil		
1.9	Assistance required on the basis of screening committee recommendations			
	Sustenance allowance	No		
	Mentoring allowance	Yes		
	Prototype development	No		
	Total assistance required	Yes		

Provisionally accepted. To be considered for sustenance allowance in next meeting of the screening committee.

21/3/18



**Appraisal note of Screening Committee for BIC- HP University, Shimla**  
**Name of the Candidate:- Mr. Kishore Garg**

**(A) Market Fitness of Products Questionnaire**

S. No	Type	Information provided by incubate and report of the Screening Committee.
i.	Details of the product/service proposed to be developed by incubate.	Organic Perfume from Floral Waste
ii.	Definition of the Problem of society in which the incubate wants to address.	Problem of floral waste near religious places/ banquet halls will be addressed by utilizing it for production of value added products
iii.	The Target Customer Segment	Common people and perfumery sector
iv.	Is the target segment very clearly defined? Is the target segment very focused? Is the target segment measurable? Give detail	Yes this product can serve a number of industries like food and flavour, textile and perfumery industry
v.	The Proposed Solution of the problem given by incubate.	This proposal providing a solution to the floral waste near and around temples and banquet halls
vi.	Is the proposed solution relevant to the target segment and likely to lead to a realistic solution to the problem?	Yes this idea will provide a solution to these places and also protect the rivers from pollution besides helping in economic return to the processors
vii.	Main features of the Proposed Solution	Value added products from waste
viii.	Are the main features likely to lead to the delivery of the proposed solution? These should be features that are of high relevance to the target segment.	Yes
ix.	Detail of direct and indirectly competing products/ services.	There are number of industries in the market but most of them synthesize chemically derived esters in various perfumes but none of these use organic raw material for this purpose
x.	How are features offers by incubates as better that the features offered by the direct and indirectly completing products in the market	Its organic way and moreover since waste will be used, the cost will come down drastically in comparison to available products in market.
xi.	Is there a clear advantage vis a vis competitive products	Yes on the basis of cost and environment point of view




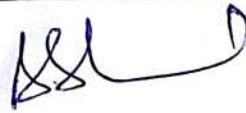

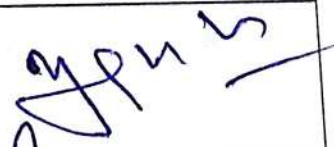


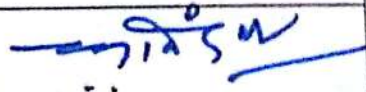
**B) Operating Model Questionnaire**

xii.	How would the product / service with the above features be developed?	Extensive R&D trials required during incubation to develop the efficient technology
xiii.	Is this the most efficient and optimal method of developing the product/service.	Yes
xiv.	How would the target customer get to know about the product?	Advertisement and direct sale to targeted customers
xv.	How would the target customer order the product?	Online and offline both options will be provided
xvi.	How would the product be delivered to the target customer? Is this the most efficient and optimal method of delivering the product/service?	Product will be delivered through retailer and whole sellers
xvii.	How would the payment be collected? Is this the most efficient and optimal method of collecting payments for the product/service?	Online and offline both methods will remain open for the customers.
xviii.	How would the target customer be provided post sales service?	Based upon the customer feedback relevant service will be provided

**Recommendations of Screening Committee:-**

<p>Recommendation of the Committee in detail about the admission of incubate in the incubator, date of deemed admission, release of subsistence allowance etc.</p>	<p>The concept of organic product is good but more detail is required for possible marketing option so that it fits market. Need to be presented in next meeting after incorporating the suggestions of members.</p>
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2.0	SCREENING COMMITTEE		
	Name of Expert	Panel	Signature
1	<b>Prof. Rajinder Singh Chauhan</b> Hon'ble Vice Chancellor, HP University Shimla	<i>Ex-Officio Chairperson</i>	
2	<b>Prof. SS Narta</b> Director UCBS, HP University, Shimla	Representative Academic	Could not attend
3	<b>Sh. Narender Thakur</b> Finance Officer HP University Shimla	Representative Finance	
4	<b>Sh. Yogesh Gupta</b> GM DIC Shimla	Representative Industries	
5	<b>Prof. Sushma Sharma</b> Dean Faculty of Life Science, HP University Shimla	Representative Academic	
6	<b>Prof. DK Sharma</b> Dean Physical Sciences HP University, Shimla	Representative Academic	
7	<b>Prof. Yashwant Gupta</b> University Business School, HP University, Shimla	Representative Academic	
8	<b>Prof. Duni Chand</b> Chairman Department of Biotechnology HP University Shimla	Representative Academic	
9	<b>Prof. Reena Gupta</b> Department of Biotechnology HP University Shimla	R&D Expert	
10	<b>Prof. M. S. Chauhan</b> Department of Chemistry HP University Shimla	R&D Expert	Could not attend
11	<b>Prof. Arvind Kumar Bhatt</b> In-charge BIC-HPU	Member Secretary	



## Recommendations of the Screening Committee

Name of the Candidate		Mr. Adarsh Dogra		
Innovator Company Name		HimVinegar		
Nature of Innovation		Product		
Sr. No	Reference No.	NIL		
1.1	Qualification of the candidate	M.Phil Biotechnology		
1.2	Experience	Three year research experience and business nil		
1.3	Capable to accomplish the project	Yes		
1.4	Viability of the Project	Technical	Financial	Economical
		Yes	Yes	Yes
1.5	Estimated duration of the project	Two year W. e. f. 12.3.18		
1.6	Market Potential	Yes		
1.7	Assistance requirement	Financial and Mentoring		
1.8	<b>Recommendations of the screening committee</b>			
A	Product usefulness	Yes		
B	Uniqueness	No		
C	Technology innovation	No		
D	Job-Creation potential	Yes		
E	Market potential	Yes		
F	Societal impact	Yes		
G	Current project status	Under progress		
H	Any other	Nil		
1.9	<b>Assistance required on the basis of screening committee recommendations</b>			
	Sustenance allowance	No		
	Mentoring allowance	Yes		
	Prototypes development	No		
	Total assistance required	Yes		

Provisionally accepted. To be considered for sustenance allowance in the next meeting of screening committee. *[Signature]*



**Appraisal note of Screening Committee for BIC- HP University, Shimla**  
**Name of the Candidate:- Mr. Adarsh Kumar**

**(A) Market Fitness of Products Questionnaire**

S. No	Type	Information provided by incubatee and report of the Screening Committee.
i.	Details of the product/service proposed to be developed by incubate.	Production of organic acetic acid
ii.	Definition of the Problem of society in which the incubate wants to address.	High quality, pure organic food preservative
iii.	The Target Customer Segment	All general public
iv.	Is the target segment very clearly defined? Is the target segment very focused? Is the target segment measurable? Give detail	Yes common man, food processing industries ayurvedic and pharmaceutical industries
v.	The Proposed Solution of the problem given by incubate.	Most of the acetic acid synthesised chemically has several impurities and can't be used in drugs
vi.	Is the proposed solution relevant to the target segment and likely to lead to a realistic solution to the problem?	Yes This product is good for common man and various industries working towards organic products
vii.	Main features of the Proposed Solution	The product will be organic and free from impurities
viii.	Are the main features likely to lead to the delivery of the proposed solution? These should be features that are of high relevance to the target segment.	Yes
ix.	Detail of Direct and indirectly competing products/ services.	There are some companies in the market producing this product chemically and generally imported from china
x.	How are features offers by incubates as better than the features offered by the direct and indirectly completing products in the market	Now a days there is huge demand of organic products in the market but most of these are synthesized chemically and have impurities which will be addressed in the new product to be developed during incubation
xi.	Is there a clear advantage vis a vis competitive products	Yes


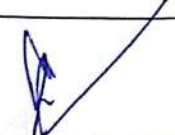
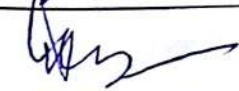
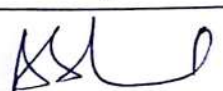
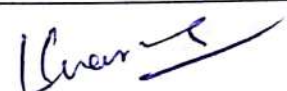


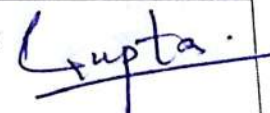
**B) Operating Model Questionnaire**

xii.	How would the product / service with the above features be developed?	Using novel microorganism this product synthesized organically and detailed process described in the project report
xiii.	Is this the most efficient and optimal method of developing the product/service.	Yes
xiv.	How would the target customer get to know about the product?	Direct sale to the desired customers/ industries
xv.	How would the target customer order the product?	Online and offline both option will be provided
xvi.	How would the product be delivered to the target customer? Is this the most efficient and optimal method of delivering the product/service?	Through transport from factory to the desired industry
xvii.	How would the payment be collected? Is this the most efficient and optimal method of collecting payments for the product/service?	Online and offline both options will be available for the customers.
xviii.	How would the target customer be provided post sales service?	Based upon the customer feedback appropriate service will be provided

**Recommendations of Screening Committee:-**

<p>Recommendation of the Committee in detail about the admission of incubate in the incubator, date of deemed admission, release of subsistence allowance etc.</p>	<p>The candidate must incorporate the valuable suggestions of the members while exploring more possibilities especially u.v.-2. hp mc, Shindys and other players in market. May be considered in the next meeting of the Screening Committee after incorporating the suggestions as pointed out.</p>
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2.0	SCREENING COMMITTEE		
	Name of Expert	Panel	Signature
1	<b>Prof. Rajinder Singh Chauhan</b> Hon'ble Vice Chancellor, HP University Shimla	<i>Ex-Officio Chairperson</i>	
2	<b>Prof. SS Narta</b> Director UCBS, HP University, Shimla	Representative Academic	<i>could not attend</i>
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10	<b>Prof. M. S. Chauhan</b> Department of Chemistry HP University Shimla	R&D Expert	<i>could not attend</i>
11	<b>Prof. Arvind Kumar Bhatt</b> In-charge BIC-HPU	Member Secretary	