

Message from Faculty Mentor:

"Dear Reader,

The third issue of UDYOGPATRA has been released. The members of UDDYOMI, E-Cell of Calcutta Business School are thankful to all the readers for their valued support.

As a part of this ongoing process and initiative, we had organised our QUIZ SERIES 2 on May 25, 2019. 12 students participated in this event. **Mr Om Prakash Anand** has secured the 1st position and **Ms. Prarthana Bihari** has secured the 2nd position. On behalf of UDDYOMI, E-Cell of Calcutta Business School, I congratulate both of them.

Looking forward to more participation in making the Quiz and UDYOGPATRA a great success

Happy reading."

Dr. Pinaki Ranjan Bhattacharyya
Associate Professor - Marketing and
Faculty in-Charge, E-Cell

UDYOGPATRA



HERE'S WHAT MSME'S EXPECT FROM MODI 2.0

Lauding the economic reform agenda initiated by the Prime Minister Narendra Modi-led NDA Government during its first term, stakeholders from the MSME sector have come up with their wishlist for the new Government.



Figuring on top of their list are the concerns related to the segment's traditional pain points — a high cost of credit, unavailability of adequate and timely

funding avenues and regulatory and compliance related bottlenecks, particularly about GST.

Representative of industry-wide MSMEs association also pitched for a nationwide internet-based effective grievance redressal mechanism, calling it "an absolute must" where MSMEs could turn to for remedies to their problems.

The exporting community that significantly comprises of MSME players (responsible for 40% of the country's total outward shipments) also seems to be buoyed by the victory of the NDA Government.

Hailing PM Modi's various digital initiatives for MSMEs, Ankit Gupta, vice president, ExportersIndia.com, opines, "We have been on the path of digitalization and global exposure since the past few years now.

We hope that in the future too, there is a focus on easing the path for MSMEs." Pitching for increased uniformity in GST and easing out of its compliance-related bottlenecks, he hopes that existing wrinkles in GST will be ironed out in the next few years.

INDIAN ORIGIN CYBERSECURITY STARTUPS SEEK SINGAPORE FUNDING



SINGAPORE: Two Indian-origin cybersecurity startups are planning to expand their base to Singapore and are in talks for funding with investors in the city-state for their concepts on preventing cyber attacks.

Seconize, which was formed in Bengaluru in 2017, recently set up its office in Singapore for expansion across Asia Pacific and has already secured support from Singapore telecom giant Singtel and National University of Singapore (NUS) Enterprise. The startup enables enterprises to manage their cyber risks through its continuous predictive risk intelligence product. Damages to businesses by each cyber attack could be as high as USD 4 million, Chetan Anand, CEO & Co-Founder of Seconize, said.

Seconize is among the top in the NASSCOM list of 10,000 startups and recognized by the Data Security Council of India. Similarly, the other startup Blue Phish Blue Phish is an e-Learning platform that localises micro-modules in all major languages and enables companies to reduce their cyber risk and meet compliance standards.

It assesses and trains the workforce in cybersecurity awareness, building human firewalls, said its co-founder, Shaily Shah.

BENGALURU STARTUP THINGSCLOUD PLANS TO SOLVE INDIA'S POWER CRISIS WITH SMART SOLAR INVERTERS FOR HOMES

ThingsCloud offers a mix of hardware and software solutions that can increase the efficiency of energy systems in residential societies. Its solar inverters also offer data insights that can predict the demand and supply of power in an area.



Solar power is a rapidly growing industry in India, with our installed capacity reaching 28.18 GW as of March 31, 2019, surpassing the government's initial target of 20 GW, four years ahead of schedule.

The domestic market for distributed solar products (which include lanterns, motors, pump sets, and other home appliances) is poised to grow more than 2.5x to Rs 10,117 crore by 2023, according to GOGLA, a global association of the solar power industry.

ThingsCloud was founded in 2015 by NIT Surat and University of Texas alumnus Amruth Puttappa.



ThingsCloud offers solar inverter solutions for residential energy systems. Its inverters allow residential societies to monitor their energy consumption, conserve 20-30 percent excess energy, and store backup power for utilisation during grid outages - a rather common occurrence in most parts of India.

Additionally, the startup offers Artificial Intelligence (AI) and Internet of Things (IoT)-led data insights that can predict the demand, supply, and flow of power through households. Algorithms within the inverters help detect usage patterns, and provide regular insights to customers via the ThingsCloud mobile app.

ThingsCloud expects its revenue to go up to Rs 14 crore by the end of 2019 as it embarks on a pan-India expansion, starting with the top 14 cities.

ThingsCloud faces direct or indirect competition from the likes of Ostro Energy, Sun Mobility, ReNew Power Ventures, Zunroof, etc.

But, the company asserts that its unique mix of hardware and software solutions will fuel its vision of - as Amruth puts it - "becoming one of India's top two to three innovative power conversion companies by 2021."

THIS NOIDA STARTUP BY BITS PILANI ALUMNUS IS BUILDING AN AMAZON-LIKE MARKETPLACE FOR THE VOICEOVER INDUSTRY

Noida-based Voyzapp has created just that: a marketplace for professional voice artistes in multiple languages.

Voyzapp Founder Sourav Jandial is a BIT Pilani alumnus, and had previously founded a translation and transcription services startup called LanguageNoBar.

It matches the right talent with the right customer without intermediaries. Artistes have to simply register themselves, and upload their voice samples, while clients — spanning across industries like TV, radio, filmmaking, advertising, corporate IVR, e-learning, animation, audiobooks, and marketing — get to select from thousands of samples.



Essentially, Voyzapp is trying to organise and democratise the voiceover industry with the marketplace model of ecommerce. The startup was launched earlier this year, and claims to have registered more than 10,000 voice artistes across 30 languages already. It houses 800-900 voice samples, and is adding more each day. Over 150 projects have been completed on the platform so far.

On every transaction between the client and the artiste, the platform earns a six percent commission. Registration for creators is free.

Voyzapp plans to fix three basic pain points in the voiceover industry: a) limited access to good quality artistes, b) high project costs because of the sheer number of middlemen involved, and c) delayed and/or unfinished projects.

SUCCESSFUL PEOPLE	UNSUCCESSFUL PEOPLE
	
They Want Others To Succeed	They Want Others To Fail

Yes!!!

So, YOU WANT TO SUCCEED RIGHT?



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