



<b>CRITERION7</b> <b>Institutional Values and Best Practices</b>	<b>7.3 Institutional distinctiveness</b>
<i>7.3.1 Portray the performance of the institution in one area distinctive to its priority and thrust</i>	

# **Awards for Innovation & Entrepreneurship**

Name of the Startup /Any other initiative	Sponsored Agency	Grants Received	Year of commencement	Faculty Innovators
SMJ Smart Products Pvt Ltd, Incubated by NIAM, Jaipur	RKVY- RAFTAAR	Rs.25 Lakhs	2021	Dr.M.ParisaBeham



## SMJ SMART PRODUCTS PRIVATE LIMITED

Founder : S.Mohamed Jaleel  
 Phone : 0452 - 2532215  
 Mobile : 9500902886  
 8883925991

smjsmartproducts@gmail.com  
 www.smjsmartproducts.in

*"This product aims to support human intelligence with machine intelligence for early and effective detection of infections in cotton"*



SMJ Smart Products Private Limited promotes innovations using technology leading to smart products, services and solutions for the benefit of customers.

The cultivation of the "white gold" (cotton) comes with a lot of challenges. Cotton production is continually threatened by pathogens that cause considerable economic losses. Numerous diseases have been identified in cotton.

Arookia Ilai, its parent company SMJ Smart Products Private Limited, ideated to build a smart device that would help the farmers identify the diseases that hit the cotton leaves at an early stage.

With abundant technological amenities, the start-up aims at reducing the burden of the farmers' community and thus doubling their income.





At present the start-up is selected at NABI-CCS NIAM, Jaipur Under COHORT IV for SABIP Program which runs under the guidance of RKVY-RAFTAAR, MoA, GoI, mentored by Mr. Mahesh Kadam, CCS, NIAM, Jaipur.

## Incubation and Startup Innovation – 2021

8/20/22, 10:55 PM Sethu Institute of Technology Mail - FW: Release of Grant-in-Aid/Sanction of funds to your startup under RKVY-RAFTAAR

**SIT**mail Parisa Beham Assoc Prof [ECE] <parisabeham@sethu.ac.in>

---

**FW: Release of Grant-in-Aid/Sanction of funds to your startup under RKVY-RAFTAAR**

---

mahech.kadam@ccsniam.ac.in <mahech.kadam@ccsniam.ac.in> Thu, May 12, 2022 at 3:52 PM  
To: "Parisa Beham Assoc Prof [ECE]" <parisabeham@sethu.ac.in>

-----Original Message-----  
From: "manoj.agrawal@ccsniam.ac.in" <manoj.agrawal@ccsniam.ac.in>  
Sent: Friday, April 22, 2022 6:19pm  
To: parisabeham@sethu.ac.in  
Cc: "mittal.ramesh@gmail.com" <mittal.ramesh@gmail.com>, "Abhishek Sharma" <abhishek.sharma@ccsniam.ac.in>, mahesh.kadam@ccsniam.ac.in, "Akshay Singh Ranawat" <akshaysingh.ranawat@ccsniam.ac.in>, "rahul m" <rahul.maheshwari@ccsniam.ac.in>  
Subject: Release of Grant-in-Aid/Sanction of funds to your startup under RKVY-RAFTAAR

Dear Ms. Parisa Beham M  
Greetings from CCS NIAM

**Sub: Release of Grant-in-Aid/Sanction of funds to your startup under RKVY-RAFTAAR**

We are pleased to inform you that with reference to your presentation made before the RKVY-RAFTAAR Selection & Monitoring Committee (RC), dated, 5<sup>th</sup> Oct, 2021, over MS Teams platform and in accordance to the guidelines of the programme, your startup M/s SMJ Smart Products Private Limited has received a Grant-in-Aid funding support of Rs.25.00 Lakhs (Twenty Five Lakhs Only).

As per the guidelines of the scheme, a Memorandum of Agreement (MoA) needs to be executed between CCS National Institute of Agricultural Marketing (CCS NIAM) and the startup i.e. M/s SMJ Smart Products Private Limited enrolled under "Startup Agri-Business Incubation Programme.

The startup with all its company Directors/Partners will be invited to CCS NIAM, Jaipur for sign and seal of MoA and related documents for which date shall be informed shortly. The below given documents are to be kept ready and carried by the startup:-

- Board resolution authorizing the person executing the documents relating to the disbursed Grant-in-Aid and its utilization on behalf of the Startup (Format has been attached for reference)
- Memorandum of Association/Partnership Deed of the Startup.
- Article of Association of the Startup
- Company/Partnership registration documents including registration number
- PAN Card of the Startup
- Chartered Accountant Certified Current Share-holding Certificate of the Startup
- GST Registration Certificate
- Bank details of the Current Account to which the sanctioned Grant-in-aid will be disbursed along with a signed cancelled cheque and Consent Letter (Format has been attached for reference)
- Self-attested Aadhar Card of all the Directors/Partners of the Startup.
- Self-attested PAN Card of all the Directors/Partners of the Startup.

<https://mail.google.com/mail/u/2/?ik=d75edd9005&view=pt&search=all&permmsgid=msg-F%3A1732815547674358155&siml=msg-F%3A1732815547...> 1/3

## RKVY-RAFTAAR Grant letter

Three innovative projects have received **Rs.2 lakhs** each from **EDII** under IVP.

<p>File No.II-01/19/2020-EDII-EDII</p> <p><b>PROCEEDINGS OF THE ADIITIONAL DIRECTOR</b></p> <p><b>Entrepreneurship Development and Innovation Institute -Chennai.</b></p> <p><b>Present:Thiru.P.Selvarajan</b></p>						
<b>Rc.No:2270/EDII/JD/2018</b>			<b>Date: 17/12/2020</b>			
<p><b>Sub</b> EDII – I&amp;I – Innovation Voucher Programme – Releasing of first Installment amount of Rs.80,000/- (50% of IVP contribution) of the total sanction amount of Rs.1.60 lakhs - to <b>Sethu Institute of Technology</b> which is Knowledge Partner of <b>Nazia Enterprises Ltd</b> under Voucher A programme- Sanction Order issued– Reg.</p>						
<p><b>Ref</b></p> <ol style="list-style-type: none"> <li>1. Minutes of the Steering Committee meeting held on 05.11.2020.</li> <li>2. Tripartite Agreement received from M/s Nazia Enterprises Ltd.,</li> <li>3. Guidelines issued.</li> </ol>						
*****						
<b>ORDER :</b>						
<p>As per the reference, 1<sup>st</sup> cited above, M/s <b>Nazia Enterprises Ltd</b> and Knowledge partner was selected by the Steering Committee under the Innovation Voucher Programme A.</p> <p>Based on the above, a Tripartite Agreement was received from M/s <b>Nazia Enterprises Ltd</b> and Knowledge Partner - <b>Sethu Institute of Technology</b> as per 2<sup>nd</sup> reference cited.</p> <p>The sanctioned details are as below:</p>						
			<b>Total Project Cost</b>	<b>Total amount sanctioned by EDII</b>	<b>Applicant Contribution</b>	<b>1<sup>st</sup> Insallt. 50%</b>
<b>Applicants</b>	<b>Knowledge Partner</b>	<b>Voucher</b>				
Nazia Enterprises Ltd	Sethu Institute of Technology	A	2,00,000	1,60,000	40,000	80,000

**Projects Selected in Entrepreneurship Development and Innovation Institute –  
17/12/2020**



## ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION INSTITUTE

(An autonomous society of the Government of Tamil Nadu)  
Parthasarathy Koil Street, SIDCO Industrial Estate,  
Ekkaduthangal, Guindy, Chennai 600032, Tamil Nadu  
Tel : +91-44-2225-2081/82/83/84 Web : [www.ediitn.in](http://www.ediitn.in)



**Lr.No.2270/EDII/JD/2018**

**Date :17.11.2020**

Sir,

**Sub:** EDII - Innovation Voucher Programme (IVP) - Proposal submitted under IVP - Details requested - Reg.

**Ref:** IVP Proposal sent by Nazia Enterprises Ltd..

\*\*\*\*\*

As per the above reference, this is to inform that your proposal has been approved by the Steering Committee under "Innovation Voucher Programme".

In this regard, the details of the recommendations and terms and conditions are as follows:

1. Name of the Company : Nazia Enterprises Ltd.
2. Project Title : Prosthetic ARM for amputees
3. Voucher Type : Voucher - A
4. Maximum Duration : 12 months
5. Knowledge Partner : Sethu Institute of Technology
6. Budget Summary :

Budget Breakup (In Rs.) :					
Item	1 <sup>st</sup> Installment 50%	2 <sup>nd</sup> Installment 40%	3 <sup>rd</sup> Installment 10%	Company's Contribution	Total
Recurring	80,000	64,000	16,000	40,000	2,00,000

7. Fund releasing Pattern :

- i. 1<sup>st</sup> Installment: 50 percent of the eligible grant on signing of the Tripartite agreement.
- ii. 2<sup>nd</sup> Installment: 40 percent on submission of the Progress report, Utilization Certificate, Photos & Videos, etc. and its acceptance by the EDII within the time frame stipulated in the agreement
- iii. 3<sup>rd</sup> Installment: Remaining 10 percent on completion of the project and presentation of the final report being made before the Technical / Steering committee and the completion report found acceptable.
- iv. Contribution of the company has to be paid in full to the knowledge partner before the release of 2<sup>nd</sup> Installment.
- v. Knowledge partner should release the fund to the company without any delay based on the achievement of milestones as envisaged in the project by the company and Knowledge partner.

**Projects Selected in Entrepreneurship Development and Innovation Institute – 17/11/2020**



**ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION  
INSTITUTE**

(An autonomous society of the Government of Tamil Nadu)  
Parthasarathy Koil Street, SIDCO Industrial Estate,  
Ekkaduthangal, Guindy, Chennai 600032, Tamil Nadu  
Tel : +91-44-2225-2081/82/83/84 Web : [www.editn.in](http://www.editn.in)



**Lr.No.2270/EDII/JD/2018**

**Date :08.09.2021**

Sir,

**Sub:** EDII - Innovation Voucher Programme (IVP) - Proposal submitted under IVP – Sanctioned Order Issued – Reg.

**Ref:** 1. IVP Proposal sent by Pandiyan Software Solutions Private Ltd.,  
2. Minutes of the Steering Committee meeting held on 18.08.2021.

\*\*\*\*\*

As per the above references, this is to inform that your proposal has been approved by the Steering Committee under **"Innovation Voucher Programme"**.

In this regard, the details of the recommendations and terms and conditions are as follows :

1. Name of the Company : Pandiyan Software Solutions Private Ltd.,
2. Project Title : Non Invasive fetal stress monitoring device - WEECARE
3. Voucher Type : Voucher – A
4. Maximum Project Duration : 12 months
5. Knowledge Partner : Sethu Institute of Technology
6. Total Project Cost : Rs.2,00,000/-

Break up of Project Cost (In Rs.) :				
EDII Contribution			Company's Contribution	Total
1 <sup>st</sup> Installment 50%	2 <sup>nd</sup> Installment 40%	3 <sup>rd</sup> Installment 10%		
80,000	64,000	16,000	40,000	2,00,000

**Terms and Conditions of the grant :**

- I. 1<sup>st</sup> Installment: 50 percent of the eligible grant will be released on signing of the Tripartite agreement.
- II. 2<sup>nd</sup> Installment: 40 percent will be released on submission of the Progress report, Utilization Certificate, Photos & Videos, etc. and its acceptance by the EDII within the time frame stipulated in the agreement
- III. 3<sup>rd</sup> Installment: (Remaining 10 percent) will be released on completion of the project and presentation of the final report being made before the Technical / Steering committee and the completion report found acceptable.
- IV. Contribution of the company has to be paid in full to the knowledge partner before the release of 2<sup>nd</sup> Installment.

**Projects Selected in Entrepreneurship Development and Innovation Institute – 08/09/2021**

Awarded **Rs.10 lakhs** under the **DST – Lockheed IIGP 2.0-University challenge**



**DST-LOCKHEED & IIGP 2.0 AWARD 2019**

**Won first prize with Rs. 1.75 lakh cash award in Smart India Hackathon 2022**



**Smart India Hackathon 2022 Award Winner – 26.08.2022**





**Smart India Hackathon 2022 Award Winner – 28.08.2022**



**Smart India Hackathon 2019 Award – Winner**

**Won H- Social Creator award with the grant of Rs. 15 lakhs from Hyundai Motor India**



**H-Social Creator 2021– Innovator Award Winner**

## Bagged many awards from TNSI innovation contest

<b>TAMIL NADU STUDENT INNOVATORS (TNSI) - 2019</b> FINAL PITCH - SCORING SHEET - SUMMARY								
C	MADURAI ZONE	Ms. Rakhee Jain, CA	Mr. Ashok Chand, Venture Intelligence	Ms. Keethana Guldance Bureau Tamil Nadu	Mr. Sandeep Kumar, Angel Investor	Average	Placing/Rank	Remarks (If Any)
1	Vibrate Sensing Hearing	40	37	33	48	39.5	First	Selected for the Fellowship Award
2	Resilience Booster	20	20	22	24	21.5	Sixth	
3	Wee Care	35	31	28	36	32.5	Third	Selected for the Fellowship Award
4	Egg Cleaver	20	19	19	18	19	Eight	
5	Fixalt	35	31	28	34	32	Fourth	Selected for the Fellowship Award
6	Greenscart	32	21	23	31	26.75	Fifth	Selected for the Fellowship Award
7	Garland Machine	40	28	32	31	32.75	Second	Selected for the Fellowship Award
8	Smartspace Embedded Security	20	19	19	19	19.25	Seventh	

**J.Aafrin Shaqthaj , M.Durga Devi, S.K.Gayathri, P.Joshika – III Year ECE, P.Raman, P.Laxman** have been selected for the fellowship award by TNSI in 2019

**Project Guide:**  
**Dr.R.Tamilselvi, Professor/ECE , Dr.M.Parisa Beham, Assoc.Prof./ECE**  
**Dr.M.Sheik Dawood, Professor/ECE**

### TNSI Contest -2019



### TNSI Award -2022

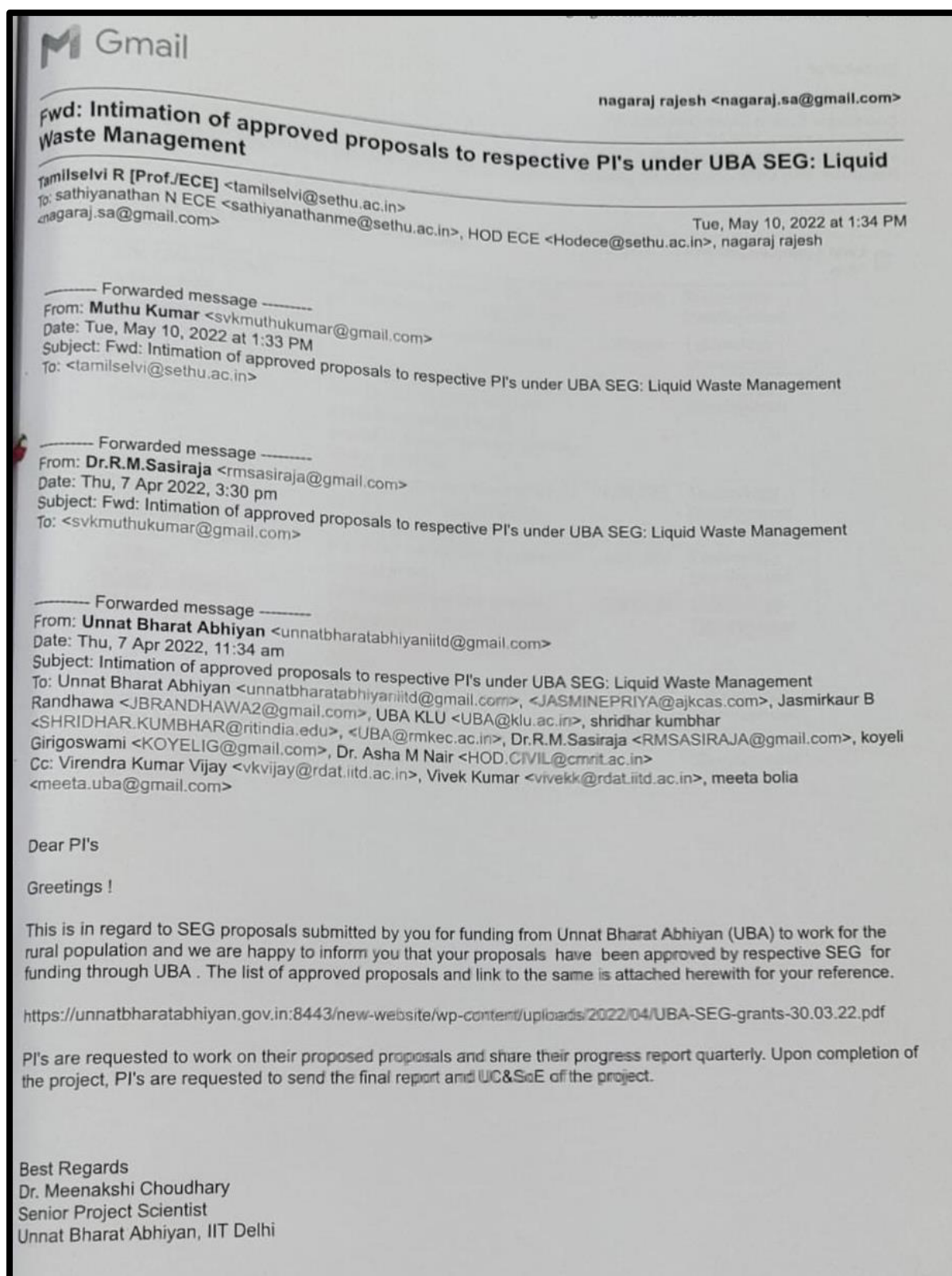
**PLI blockathon**

<p>1.Sri Santh.M,II IT 2.Akshath Sachdeva G,II IT 3.Vittal Kumar M,III IT</p>	<p>Developing an SDK for Game Application`</p>	<p>PLI blockathon at Sathayabama University</p>	<p>23.09.202 2</p>	<p>Third Prize 1 Lakh</p>
---	--	---	------------------------	-------------------------------





## Effective projects are in progress under **Unnat Bharath Abhiyan Scheme**



## Unnat Bharath Abhiyan Award – 2020

**List of approved proposals in SEG: Liquid Waste Management**

Participating Institute	Title Of Proposal	Fund	Type
AJK College of Arts And Science	Implementing community soak pit in Puthupathi Tribal Village	1,00,000	Technology Development
Government College of Engineering Nagpur	Village waste water treatment	1,00,000	Technology Development
Kalasalingam Academy of Research and Education	Development of economically feasible constructed wetland technology using locally available plants for treating Grey Water in village	1,00,000	Technology Development
Rajarambpu Institute of Technology, Rajaramnagar	Advanced sewage treatment by using polymer and graphene coated filter system	1,00,000	Technology Development
R.M.K. Engineering College	Bio-filter for kitchen wastewater in rural areas	1,00,000	Technology Development
Sethu Institute of Technology	Greywater recycling system design and economical analysis for residences in kariapatti village	1,00,000	Technology Development
Chettinad Academy of Research and Education	Wastewater remediation using nanotechnology	1,00,000	Technology Development
CMR Institute of Technology, Bangalore-560037	Sewage treatment plant setup for rural sector of India	98000	Technology Development

### Unnat Bharath Abhiyan Award – 2020





**SETHU INSTITUTE OF TECHNOLOGY**  
Pulloor-626 115, Kariapatti Taluk, Virudhunagar District, Tamil Nadu  
An Autonomous Institution | Accredited with 'A' Grade by NAAC  
**Internal Smart India Hackathon 2022 Report**



**AWARENESS ABOUT SMART INDIA HACKATHON 2022 AMONG STUDENTS:**

The Smart India Hackathon Committee was constituted in the College with the Department Coordinators for all the departments to motivate the students to participate in the Smart India Hackathon Competition and the circulars were displayed in the department notice boards about the event.

**SETHU INSTITUTE OF TECHNOLOGY, PULLOOR, KARIAPATTI**

**CIRCULAR**

No.	325/Smart India Hackathon 2022 /2021-22		
Date	28.02.2022	Time : 10.20 A.M.	
Originator	Principal	Circulated to : All Departments	

**Sub: Committee for Smart India Hackathon 2022 – Reg.**

\*\*\*\*\*

Smart India Hackathon committee has been constituted to encourage our students to register in the **Smart India Hackathon 2022 (SIH 2022)** competition which is organized by the **Ministry of Education (Govt. of India), MoE's Innovation Cell (Govt. of India) and AICTE**. The committee is requested to create adequate awareness among our students and enrol more number of teams in **SIH 2022** Competition from our Institution.

**Convener:** Dr.T.Guru Baskar, Dean-Administration

S.No.	Name of the Faculty	Designation	DEPT
1.	Mr.K.Amirtharaj	Asst. Prof.	MECH
2.	Mr.R.Umesh	Asst. Prof. (SG)	CSE
3.	Dr.R.Tamilselvi	Professor	ECE
4.	Dr.S.Vijayarajan	Assoc. Prof.	EEE
5.	Dr.S.Rathnamala	Asst. Prof. (SG)	IT
6.	Mr.S.Vignesh Bharathi	Asst. Prof.	CIVIL
7.	Dr.E.Maheswaran	Asst. Prof. (SG)	BME & BT
8.	Mr.S.Nagul Dev	Asst. Prof.	Chemical
9.	Mr.M.Jothi Bass	Assoc. Prof.	Agri
10.	Ms.PL.Prabha	Asst. Prof.	CSBS

There will be an **Internal Smart India Hackathon** competition on **21<sup>st</sup> March 2022**. All the HoDs are requested to motivate their students to participate in the Internal Hackathon Competition and the selected teams will be allowed to register in the portal of **SIH 2022**.

**PRINCIPAL**

Copy to: Chairman/CEO/JCEO  
All HODs  
File



**Internal Hackathon**