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PRESS RELEASE

Innovation, Creativity, Inventiveness and Ethnicity converge together at day long exhibition of Innovation Hub of IIT (ISM)

Innovation, Creativity and Inventiveness converged with Ethnicity during the day long exhibition of wide range of products including, organic soaps, lip balms, perfumes, essential oils, millet products, besides locally made education kits for children here at CRE building of IIT (ISM) today.

The exhibition organized on the theme, **Local to Global** as part of Start Up Festival witnessed great footfalls as large number of faculty members, officers & staff and their family members besides students also registered brisk sale for large number of other products including Ceramic wares, Jute products, aroma candles, lamp shades, bamboo crafts, millet snacks and incense sticks.

A stall dealing with the products like earthen divas made by the children of the underprivileged section of the society of adjoining slums of IIT (ISM) under the guidance of Karma Jyoti club of Centre for Societal Mission of IIT (ISM) and Deepti ladies club put up at the exhibition also proved to be main crowd puller in view of Diwali due to designer look of products.

Prof Rajeev Shekhar, Director IIT (ISM) who visited the exhibition said, “It was a fantastic experience witnessing large variety of locally made products which speaks volumes about the creativity of different incubatees of ACIC at IIT (ISM) Dhanbad”

Vidhu Shekhar, better half of Director Professor, Rajiv Shekhar who also visited the exhibition lauded the products displayed during the occasion.

Prof Dhiraj Kumar, Deputy Director of the IIT (ISM) during his visit to the exhibition took keen interest in different products especially the Diwali related diyas, candles, ceramic products etc.

Anantha Krishnan, consultant of ACIC Dhanbad while giving details of the wide range of organic soaps, leap Balm displayed etc said “All the products displayed here have been tested with relevant authorities like organic soaps including Cofee Soap, Neem Sandal Soap, Charcoal Soap, Goat Milk Soap etc have been tested by dermatologists and also they have been produced after months of training at our laboratory and all the products are composed of natural materials.

Tultul Roy, while displaying the wide variety of aromatic candles produced by her recently incubated Start Up company R&T Ventures said, “The products displayed here are produced using locally available raw materials and are being sold at the reasonable prices”.

Ravi Nishad, an agricultural entrepreneur whose company, Eritrea Research displayed the products like Marigold Soap and Perfumes, Bamboo products including basket and wooden toys said “We make our products with the help of local farmers at a centre in Uttar Nagari Area of Baghmara”

Akanksha Sinha, Chief Executive Officer of ACIC said, “Majority of products displayed here are handcrafted items of start up incubated at ACIC at IIT (ISM) Dhanbad.”

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