

TEP TALK

"If you can dream it, you can do it" - Walt Disney

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JARSH INNOVATIONS – OUR OWN INNOVATION STORY

The frenzy to create something big of one's idea had never been as pronounced as it is today. Among the countless ideas that get conceived in one's mind to the few that actually get discussed and then finally the rare ones that get experimented – a prototype, the filtration process is indeed nerve-wracking. It takes an extraordinary amount of conviction and persistence to translate one's thought into reality – irrespective of the outcome. The journey of technopreneur Kausthub Kaundinya is infact a vibrant testimony to this fact! The team of three Mechanical Engineering graduates, Kausthub along with Sreekanth Kommula and Anand Kumar, co-founded an innovation driven company, Jarsh Innovations Private Limited in 2016 when they experienced a recurring problem and were determined to find a relevant solution. The story of Jarsh Innovation encourages one to be proactive in identifying the existing market gap and be innovative in one's offering – in essence, it has to be simple, affordable and effective. Here is how the story unfolded.

Kausthub's innovation journey began from his own torturous commute of 60 km every day to the college on a motorbike with a helmet on. The extra heat generated in the head from wearing a helmet made him dizzy and this pain only aggravated during summers. It was this painful yet inevitable experience that he had to undergo everyday which seeded the idea to manufacture a helmet that would be 'cool' to wear. Over time, this simple concept evolved into a BIG and unique venture that was designed and developed by the team and resulted in the world's first safe and unique air-conditioned helmet. Jarsh Kepi 2.0. Jarsh means 'Just A Rather Safe Helmet' and is adapted from the famous character Jarvis of Iron Man series. Jarsh Kepi 2.0 is accredited as the world's first and made in India air

-conditioned helmet that has an industrial application as well. The helmet is built on a proprietary miniature cooling technology. The cooling system runs on a thermoelectric process on the principle of Peltier effect. It can provide both cooling and heating capabilities (20°C to 30°C). The helmet powered by a rechargeable battery is light-weight and is just 250 grams heavier than a normal one. Jarsh helmet is comfortable to use and improves the lives of people in harsh environments where extreme temperature made people's lives unbearable. In extreme heat, with Jarsh helmets, the work force can keep themselves cool and efficient in any work space, thereby, improving the productivity of these work spaces. This product has won many awards and recognitions and the biggest win has been the hearts of many users across various industries.

Jarsh Innovation is a recognised startup by the Government of India under the Make in India Initiative and it has traversed the next mile with the establishment of state of the art manufacturing facility spread across 4000 sq.ft. of an area at Hyderabad, Telangana. The facility has the capability of manufacturing 3000 helmets per month and is scalable to produce 5000 helmets per month.

Doesn't this exciting journey underline the simple point yet again – your idea needn't necessarily be grand always? It is more about the right and timely fitment of the idea to the surrounding requirement. Look around, examine your surrounding and figure out what is bothering you the most? Maybe, you can also come up with something that not only adds comfort but also simplifies the lives of several others.

Reference – www.myjarsh.com

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