

The Ingenious Tinkerpreneurs

Celebrating The Entrepreneurs Of New India

Top Innovations of ATL Tinkerpreneur 2022-23



The
Ingenious
Tinkerpreneurs
Celebrating The Entrepreneurs Of New India

Top
Innovations of
ATL Tinkerpreneur
————— **2022-23**



MESSAGE FROM
MISSION DIRECTOR

DR. CHINTAN VAISHNAV

Mission Director, Atal Innovation
Mission, NITI Aayog



सत्यमेव जयते

डॉ. चिंतन वैष्णव
Dr. Chintan Vaishnav

मिशन निदेशक
Mission Director
Tel. : 011-23096580
E-mail: chintan.vaishnav@gov.in

भारत सरकार
नीति आयोग
अटल इनोवेशन मिशन
संसद मार्ग, नई दिल्ली-110001
Government of India
NITI Aayog
Atal Innovation Mission
Sansad Marg, New Delhi-110001

Dated: 11th June, 2024

To,

My Dear Tinkerers,

India has made significant strides in its tech industry over the past few decades, becoming one of the leading hubs for technology and innovation globally.

Atal Tinkering Lab (ATL), an initiative of Atal Innovation Mission (AIM) has been instrumental in driving India's innovation agenda by creating a robust support system for budding entrepreneurs and innovators.

The Tinkerpreneur Bootcamp is part of AIM's broader strategy to build a culture of innovation and entrepreneurship in India, preparing the next generation to contribute to the country's economic and technological advancements.

The journey of the Tinkerpreneur Bootcamp under the Atal Tinkering Labs (ATL) is designed to take students through a structured process of ideation, creation, and commercialization of their innovative ideas.

As our Honorable Prime Minister quoted "These Tinkerpreneurs are future's leading Entrepreneurs"

The driving force behind the Tinkerpreneur Bootcamp is a combination of teachers and mentors of change who aimed to inculcate the innovation spirit in the students throughout their journey to make it a great success.

This book is to put forward the ideas of the top 21 Innovator teams of ATL Tinkerpreneur Bootcamp 2022-23. This is a platform for top teams to share their journey, challenges, and successes. Their stories can inspire other students to nudge their own innovative potential.

I would congratulate all the teams for their remarkable success! Their hard work, dedication, and innovative thinking have truly paid off. I heartily believe there are several such young minds experimenting with their ideas and soon they will unlock their potential and contribute to the development of the nation.

(Dr. Chintan Vaishnav)



एक कदम स्वच्छता की ओर

PREFACE

MS DEEPALI UPADHYAY

Program Director, Atal Tinkering Labs
Atal Innovation Mission, NITI Aayog



India is among the fastest-growing economies globally and innovation has played a critical role in achieving this status. India has rightly identified innovation as a key priority. Atal Tinkering Labs (ATLs) is one such initiative which has been established in schools across India, to foster curiosity, creativity, and imagination in young minds.

ATLs are integral to fostering innovation and entrepreneurial spirit among students in India. By integrating digital and entrepreneurship skills within the framework of ATLs significantly enhances students' ability to innovate, solve problems, and create impactful solutions. This holistic approach not only prepares students for future careers but also contributes to the broader goals of economic development and social progress.

The Tinkerpreneur Bootcamp is an initiative under the Atal Tinkering Labs (ATL) program, designed to nurture Digital and Entrepreneurial skills among students. To be a Tinkerpreneur is to embrace a spirit of curiosity and creativity, constantly innovating and adapting in the pursuit of new solutions and opportunities. This boot camp provides a platform for young innovators to transform their ideas into viable business solutions. The primary goal is to empower students with the skills and knowledge required to develop and market their innovative products or solutions.

During this 7 week-long Trip of innovation learning students get a comprehensive package of 23 new age Digital skills like App Development, AI tools, Chatbot creation etc to learn and excel at, through 11 one on one mentoring sessions from industry experts and 21 masterclass by student - group followed by 10 sessions in regional languages like Tamil, Telugu, Bengali etc .

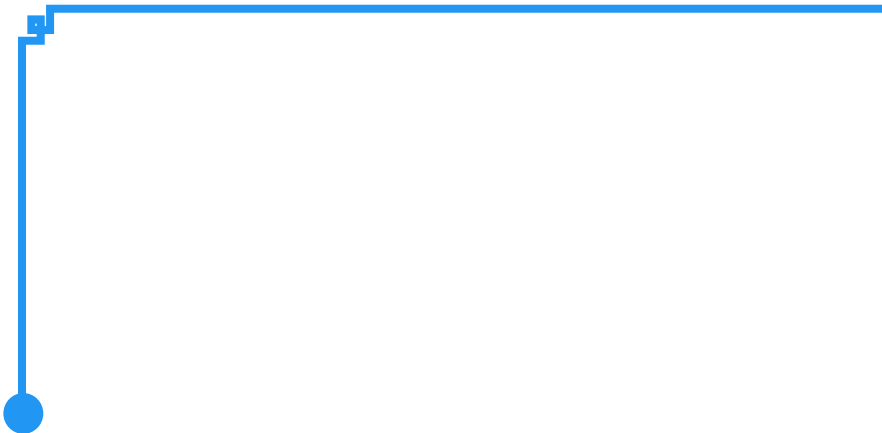
The top 21 teams of Tinkerpreneur bootcamp leverages ISB's expertise in the ATAL CATALYST PROGRAM. The Atal Catalyst Program builds upon the foundational skills and concepts introduced in the Tinkerpreneur Bootcamp, offering deeper engagement and specialized resources to nurture and accelerate student-led projects. This provides students with a unique opportunity to blend their creativity with business acumen, preparing them to become successful entrepreneurs in the future. Under the mentorship of ISB faculty, Students receive guidance on refining their ideas, developing business plans, and preparing for the market.

This book is a celebration of the creativity, ingenuity, and entrepreneurial spirit of young minds who are reshaping the future. Through this book, readers will not only be inspired by the ideas but also gain insights into the creative process and the impact of these ideas on society.

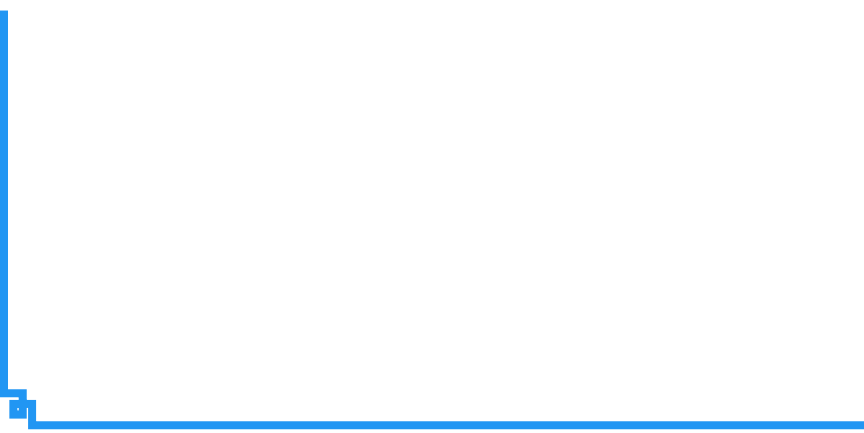
I heartily thank all the teachers, mentors for great support to guide these tinkering minds .

I also take this opportunity to thank the NITI Aayog Vice-Chairperson, Mr Suman Bery, the CEO NITI Aayog, B.V.R. Subrahmanyam &, the Mission Director Atal Innovation Mission, Dr. Chintan Vaishnav and My fellow ATL team members Shubham Gupta , Prateek Deshmukh and Suman Pandit for their spirited leadership and continuous support to the Atal Tinkering Labs. My special acknowledgement for the ISB team for making ATL Tinkerpreneur 2022 a success with the Atal Catalyst program.

My heartiest congratulation goes to the student teams that have successfully embarked on this journey from Tinkering towards Entrepreneurship .



ATAT CATALYSTS @ ISB



PROF. BHAGWAN CHOWDHRY

FACULTY DIRECTOR,
I-VENTURE @ ISB

The success of the Atal Catalyst 1.0 program revealed the boundless potential of young innovators across India. Inspired by the creativity and problem-solving skills of the first cohort, we were motivated to expand and enhance the program for the second cohort, making it more inclusive, detailed, and impactful.

The second cohort didn't just dream big, they aimed to make a real difference. Student projects tackled critical issues like mental health, with solutions designed to support teenagers through a holistic approach. Imagine resources and emotional support platforms empowering them on their wellness journey! Women's empowerment was another focus, with a platform envisioned to connect women with their dream jobs. And let's not forget projects aimed at uplifting underprivileged communities – a true testament to their desire to help those most in need.



Building on this momentum, Atal Catalyst 2.0 provided enhanced resources and expert mentors. These young minds continued to amaze us. Their ideas were not just futuristic but driven by a deep sense of empathy—a perfect blend of analytical thinking and a desire to help others.

As we celebrate the second cohort's journey, we reaffirm our commitment: nurturing innovation from a young age. This program paves the way for a brighter, more inclusive future. Our collaboration with the Atal Innovation Mission is a beacon of hope and progress.

We're incredibly excited to see these young "Digipreneurs" transform their visionary ideas into tangible solutions. Their success isn't just personal; it's about creating a ripple effect that benefits society as a whole.



ATAL CATALYSTS @ ISB



SAUMYA KUMAR

DIRECTOR,
I-VENTURE @ ISB



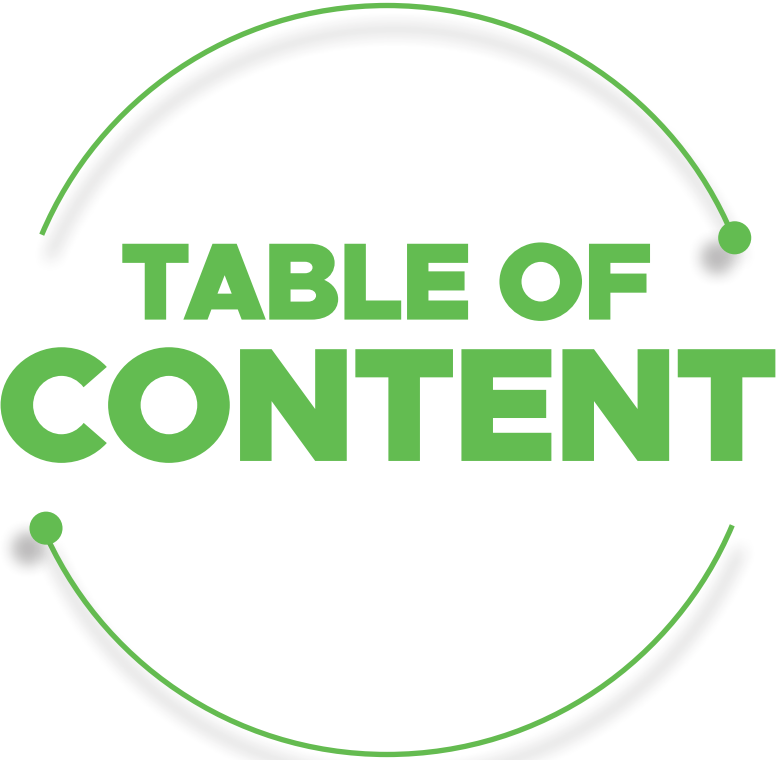
As we launched the second cohort of the Atal Catalyst @ ISB Program, the virtual room buzzed with excitement and purpose. At I-Venture @ ISB, we knew we were nurturing something truly special, but the level of creativity and enthusiasm these students displayed was beyond our expectations.

These were no ordinary students. After completing a demanding bootcamp, they were eager to turn their innovative ideas into reality. The Atal Catalyst @ ISB program was their proving ground. Through masterclasses with industry experts and guidance from experienced ISB alumni, they learned the real-world challenges of starting a business, all while being encouraged to aim for a better future.

Their projects were impressive and focused on making a difference. They worked on ideas ranging from creating a reliable job platform for blue-collar workers to developing voice-enabled learning tools and Braille displays for the specially abled. Their commitment to social impact was clear.

What really set this group apart was their boundless energy. They effortlessly took on the dual roles of inventors and entrepreneurs, turning rough ideas into real, workable products. Our mentors and staff watched with pride as these students perfected their presentations, fine-tuned their strategies, and faced every obstacle with determination.

As we wrap up the second run of the Tinkerpreneur Program, we at I-Venture @ ISB feel a deep sense of fulfillment. We weren't just onlookers; we were active participants in this transformative journey. These students have grown into budding entrepreneurs, equipped with the necessary knowledge, connections, and, crucially, the resilience to pursue their dreams. They've learned that early failures are just stepping stones to success. Their stories of success are just starting, and we're honored to have helped them on their remarkable paths.



**TABLE OF
CONTENT**

Message From Mission Director, AIM (Dr. Chintan Vaishnav).....	ii
Preface (Ms Deepali Upadhyay).....	iv
Atal Catalysts @ ISB (Prof. Bhagwan Chowdhry).....	vi
Atal Catalysts @ ISB (Saumya Kumar).....	viii

01 Product: EdBrilliac-Education for the Needed Naman Pattanaik, Soham Bilolikar and Debansh Mishra.....	03
---	----

02 Product: Svayam Arunima K.M, Sreelakshmi S and Shreya K	05
--	----

03 Product: Labour Alpha Riyannshi Goyal, Rishit Gupta and Divyam Dhawan	07
---	----

04 Product: Sporty Coach Arham Jain and Arjun Manocha.....	09
--	----

05 Product: Annadata Ananya Pandey and Swati Sharma	11
---	----

06 Product: Prograverse Divyam Gandhi and Kushal Haibatti	13
---	----

07 Product: Adolescencesio Bhavya Sri Suravajhala	15
---	----

08 Product: Cause For Love Chandni Saxena and Nupur Goyal.....	17
--	----

09 Product: Health-a-thon Ashna Bountra and Shubhangi Singh	19
---	----

10 Product: She-Rock Mishika Narang and Samarth Garg.....	21
---	----

11 Product: Food Safety Sensor Shaurya Kapoor and Shlok Kapoor.....	23
---	----

12 Product: Craft2Home Kaveesha Arora and Divik Mehta	25
---	----

13 Product: Health Verse Avishkar Ramesh Ghorpade and Rasika Ramesh Ghorpade.....	27
--	----

14 Product: Software Wiz Siddharth Praveen and Krithik Manyam	29
---	----

15 Product: Tim Auto Shaunak Vivek Bhuskute.....	31
--	----

16 Product: Pioneers Prachi Joshi and Sharvani Bakaya	33
---	----

17 Product: Expertease Vanessa Parikh, Tanvi Jain, and Prisha Bajaj	35
--	----

18 Product: Eco-Lution Priyanshi Dhand and Akshara Arora.....	37
---	----

19 Product:Crafts House Darshan Shiva S.....	39
--	----

20 Product: TourXP Akshat Goyal.....	41
--	----

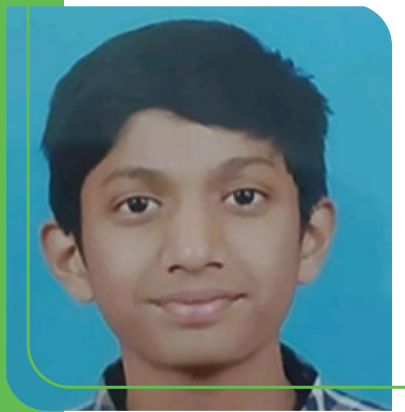
21 Product: Bookshelf Akshit Sharma, Ishan Negi, and Parag Thakur ...	43
---	----







**Naman
Pattanaik**



**Soham
Bilokikar**



**Debansh
Mishra**

01



Product: EdBrailliac- Education for the Needed

Naman Pattanaik, Soham Bilolikar, and Debansh Mishra, students from Ams P. Obul Reddy Public School in Jubilee Hills, Hyderabad, Telangana, embarked on an extraordinary journey inspired by empathy and innovation at the age of 14. Their journey began with a visit to an organization for visually impaired students, which led to the creation of EdBrailliac, a revolutionary concept aimed at transforming education for the blind.

EdBrailliac has become more than just a product; it has become a beacon of hope, providing visually impaired students with a platform for easy learning and reading through convenient voice commands and a refreshable Braille display. It aims to improve educational and financial conditions while fostering creativity, branding itself as the “Kindle of Braille.”

With a shared vision for the future, Naman, Soham, and Debansh worked tirelessly to enhance EdBrailliac’s interactivity, practicality,

and efficiency under the guidance of Mallikarjun Marneni. Their objective in integrating software and hardware was to make the product more user-friendly.

The trio received invaluable guidance and support from Atal Catalysts at ISB 2.0, which encouraged them to pursue their innovation further. The program provided access to professional mentors who offered expertise in various aspects of entrepreneurship such as product development, market research, and business planning.

As EdBrailliac nears its final stages, Naman, Soham, and Debansh reflect on their journey as a testament to determination, resilience, and unwavering support. Their story is inspiring, demonstrating the transformative power of innovation in illuminating the path to a brighter, more inclusive future.



Arunima K.M



Sreelakshmi S



**Shreya
Kulkarni**

02



Product: Svayam

Three ambitious changemakers, Arunima, Sreelakshmi, and Shreya, from Amrita Vidyalayam in Kerala, set out on a journey filled with determination and purpose at the age of 15. Growing up in a small town surrounded by peaceful landscapes, they shared the common goal of empowering women and developing skills in local communities. Thus, their project “Svayam” was born—a venture focused on crafting high-quality handmade clothing while providing avenues for rural women to enhance their skills.

The trio has been recognized through the ATL Tinkerpreneur program, advancing from the top 100 teams to the top 10 in the ATL Catalyst 2.0 program. Significant milestones were achieved on their journey, driven by their commitment to positive change and supported by their ATL in-charge, Mullour Nimisha Premraj.

They were guided by the Atal Catalyst mentors in the ISB program to refine their vision and acquire the necessary entrepreneurial skills. With newfound insights and resources, they aimed to navigate the complexities of the business world.

In addition, the program provided them with access to vital resources, including funding support, which enabled them to make investments in developing their website. With a grant of 25,000 rupees, they enhanced their online presence, improved user experience, and scaled their operations effectively.

The future is bright with possibilities as they look ahead. Arunima, Sreelakshmi, and Shreya stand ready to make a real impact in society with Svayam as their beacon of hope. In rural communities, they are weaving a tapestry of empowerment, resilience, and hope for a brighter future with each stitch.



**Riyannshi
Goyal**



**Rishit
Gupta**



**Divyam
Dhawan**

03



Product: Labour Alpha

On an otherwise typical day two years ago, the absence of a household maid triggered an unexpected series of events. This event brought together Divyam, Riyannshi, and Rishit from Dass and Brown World School in Ferozepur, Punjab. They had no idea that this would set the stage for Labour Alpha: A Perfect Solution for Your Life.

The trio set off on their entrepreneurial adventure with Er. Umesh Kumar Bajaj as their mentor. They conducted surveys and discussions to gain insight into the most common difficulties regarding labor recruitment in India. They methodically prepared their market approach, focusing on Tier 3 cities, to address the critical demand for a dependable and affordable platform that connects workers and employers.

When they joined Tinkerpreneur Bootcamp 2.0, their journey took a major step forward. They learned how to build websites, create chatbots, and market themselves. The trio

received invaluable guidance and support from Atal Catalyts at ISB. Their hard work earned them a place among the top 100 teams, and they were entrusted with Mr. Sarojkant Singh as their mentor. Under his guidance, they delved into financial planning, go-to-market strategies, and market analysis, refining Labour Alpha into a formidable solution.

Divyam, Riyannshi, and Rishit are prepared to initiate Labour Alpha in Ferozepur, Punjab. Their vision goes beyond that, seeking to expand their reach into neighboring cities such as Moga and Zira and eventually encompass the entire region of Punjab, including important towns like Amritsar and Patiala.

With determination and a well-thought-out strategy, Divyam, Riyannshi, Rishit, and their team are on the verge of making a significant impact on the labor market and are ready for a new era of efficiency and reliability with Labour Alpha.



**Arham
Jain**



**Arjun
Manocha**

04



Product: Sporty Coach

During the summer of 2022, Arham Jain and Arjun Manocha, both 14-year-old classmates in Class 10 from Darbari Lal DAV Model School in Delhi, embarked on an innovative journey under the guidance of their ATL mentor Charu Dhodi. The pandemic had disrupted their usual routines, prompting them to seek new ways to stay active and engaged.

Inspired by the idea of tackling the common problem of access to sports coaching during lockdowns, they combined their love for sports with their knack for problem-solving to conceptualize Sporty Coach—a mobile app designed to deliver virtual sports coaching to individuals of all ages and skill levels.

In the field of sports education, Sporty Coach is a game-changer, not merely an app. This innovative platform, powered by artificial intelligence and 3D simulations, allows athletes at all levels to achieve their sports and fitness goals from the comfort of their own homes.

Sporty Coach has something for everyone, whether you're a beginner looking to learn the basics or an experienced athlete aiming to improve your game.

Arham and Arjun remained resilient despite facing several obstacles, such as technological challenges and competition pressures. Their determination led them to the top 100 teams in the ATL Tinkerpreneur competition, earning them a spot in the Atal Catalysts 2.0 program. There, they received mentorship and support to further develop their ideas, preparing them for the next stage of entrepreneurship.

With the support of the Atal Innovation Mission and a clear vision, Arham and Arjun are now prepared to transform the sports coaching industry completely. They hope to democratize access to sports education and empower athletes from all backgrounds to reach their full potential with creative solutions.



**Ananya
Pandey**



**Swasti
Sharma**

05



Product: Annadata

Two bright young minds, Ananya Pandey and Swasti Sharma, from Darbari Lal DAV Model School in Delhi, identified two major issues in their neighbourhood. First, many people lacked the financial means to access expert medical help to maintain their health. Nutritionists and trainers were charging high fees, making it difficult for people to take care of their health. Secondly, food was being wasted due to problems with delivery and storage, impacting both nutrition accessibility and the environment.

To tackle these pressing issues, Swasti and Ananya came up with an innovative mobile application called Annadata, which addresses both problems simultaneously. The objective was to create a platform for personalized diet plans and fitness guidance connecting individuals with affordable health professionals. Annadata aims to promote quality, affordability, and sustainability by creating a marketplace for healthy food products produced in the neighbourhood. Additionally, Annadata seeks to educate users on healthy eating habits and strategies for reducing food waste, fostering

a culture of sustainability and responsible consumption.

For Swasti and Ananya's entrepreneurial journey with Annadata, the Atal Catalyst Programme has been a vital support system. The program has been instrumental in nurturing the idea from inception to realization by providing valuable mentoring, guidance, and funding.

The steadfast commitment of the Atal Catalyst Programme to fostering skills development and empowering young inventors has strengthened their confidence with each milestone they reach. This program has not only expanded their network but also provided them the opportunity to promote Annadata on a wide range of platforms and develop strategic partnerships that reinforce their belief in its disruptive potential.

With the support of the Atal Catalyst @ISB, they are set to continue their journey of innovation and impact, based on a shared vision of creating a healthier, more equitable society through accessible nutrition and sustainable practices.



**Divyam
Gandhi**



**Kushal
Haibatti**

06



Product: Prograverse

Two young minds, Divyam Gandhi and Kushal Haibatti, from Air Force School in Bengaluru, Karnataka, found themselves united by a common passion for coding in the busy corridors of the 10th grade, amidst the rush of classes and assignments. As high school classmates, they frequently struggled with the complexities of learning to code. A major obstacle on their path to mastery was the staggering cost of regular courses and the confusing variety of concepts. Despite these obstacles, they set out to democratize coding instruction so that it could be accessed by aspiring enthusiasts like themselves.

Thus, amid late-night brainstorming sessions and heated debates, the seeds of a new idea were planted—PROGRAVERSE. Through meticulous planning and tireless effort, they crafted a user-friendly interface powered by cutting-edge technology with the support of their ATL in-charge, Leelambika S. Artificial intelligence and 3D simulations became allies in demystifying coding topics and providing learners with a consistent instructional experience.

PROGRAVERSE aims to break down obstacles, bridging the gap between ambitious coders and their goals of learning Java and Python. Divyam and Kushal had a life-changing experience when they attended the ISB boot camp with Tinkerpreneur. Over nine weeks, they learned about strategic planning, financial management, and leadership, as well as how to pitch and network with industry professionals.

Armed with practical insights critical for entrepreneurial success, they returned to their journey with PROGRAVERSE with renewed vigour, eager to apply their knowledge and make a significant impact in the business world.

Divyam and Kushal are ready for the next chapter of their journey, with their eyes firmly fixed on the future. They are poised to revolutionize the world of coding education, one line of code at a time, with their innovative software, enthusiasm, and tenacity in hand.



**Bhavya Sri
Suravajhala**

07



Product: Adolescencesio

Bhavya Sri Suravajhala from Amrita Vidyalayam Puthiyakavu in Kollam, Kerala, a determined and sympathetic individual, embarked on an assignment inspired by her own experiences and deeply rooted in the desire to make a difference for others. She realized there was an urgent need for a comprehensive solution after seeing firsthand the difficulties adolescents encounter in accessing mental health treatment. Thus, the concept for “Adolescencesio,” a website devoted to offering teens comprehensive support, was born.

Bhavya worked tirelessly on the creation of Adolescencesio, methodically designing a user-centric platform and incorporating Ayurvedic concepts for holistic well-being. The platform evolved through extensive research and expert input, and it was iteratively improved to satisfy the wide range of needs of teenagers.

A turning point in her journey was her involvement in the Atal Catalysts at ISB Programme, which

offered invaluable tools and mentoring. Under the direction of the ISB team, she was equipped with the skills needed to maximize Adolescencesio’s potential for success and overcome obstacles through workshops and mentorship sessions with her ATL in-charge, Deepika.

In the future, she aims to expand Adolescencesio’s global reach, with plans to enhance the platform with innovative features, establish strategic partnerships, raise awareness of adolescent mental health issues, and become a beacon of support for adolescents in their psychological well-being.

Embarking on an exciting new chapter in her journey, Bhavya is committed to reaching every adolescent in need of support with the establishment of a dedicated team and the introduction of Adolescencesio.



**Chandni
Saxena**



**Nupur
Goyal**

08



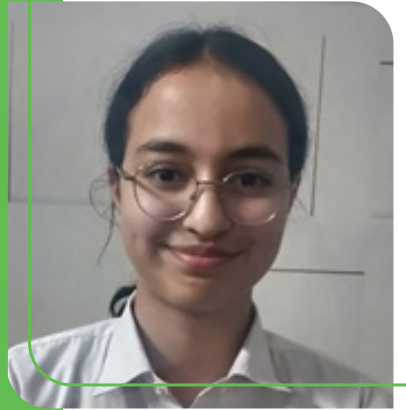
Product: Cause For Love

Nupur Goyal and Chandni Saxena, who are studying in the 12th grade at Bal Bharati Public School in Noida, Uttar Pradesh, have embarked on a journey to establish platforms that will empower the LGBTQ+ community. Their idea, Cause for Love, aims to provide individuals in the community with the opportunity to become self-employed by offering their products and services on a web portal. Starting with this basic concept, they developed a website and sought guidance from the ISB Program to expand their vision.

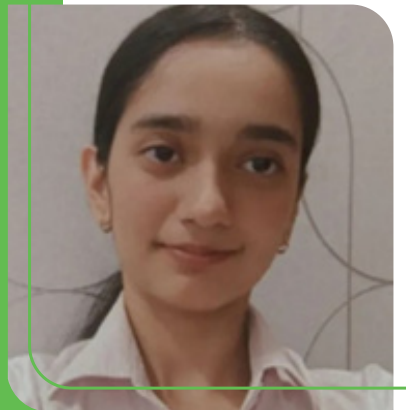
Their journey began with a deep understanding of the challenges faced by the LGBTQ+ community, particularly in terms of financial empowerment. They built a business model that allowed members of the community to showcase their talents and earn income through persistence and hard work. Despite initial doubts about the competitiveness of their idea, Nupur and Chandni received support from various organizations working for LGBTQ+ rights, fueling their determination.

Their concept was reinforced through interviews with stakeholders and feedback sessions, which led to their presentation in the Atal Catalysts Program. They have learned valuable lessons in business development, marketing strategies, and implementation throughout this process. The experience has sparked their passion for entrepreneurship, and they are excited about the forthcoming journey.

They have big plans for Cause for Love in the future. They intend to establish a robust website, increase their global customer base, and offer workshops on technical skills for members of the community. The support and guidance received from the Atal Catalysts at the ISB Program, along with their resilience and dedication, have positioned them for success in making a meaningful impact on the LGBTQ+ community and beyond.



**Ashna
Bountra**



**Shubhangi
Singh**

09



Product: Health-a-thon

Ashna and Shubhangi, classmates at Delhi Public School Greater Faridabad, Haryana, found their friendship through mutual interests and respect. This bond led them down a path of innovation that would change not only their lives but the lives of others.

It all started in 2021 when Shubhangi, driven by her passion for health and wellness, launched Health-a-thon. With a strong interest in physical fitness and a desire to make a difference, she founded the platform to encourage better living among youth. As Health-a-thon ventured into healthcare innovation, Shubhangi realized the importance of addressing mental health alongside physical health. This is where Ashna, who has a deep empathy for the mental health challenges faced by youngsters, came into the picture.

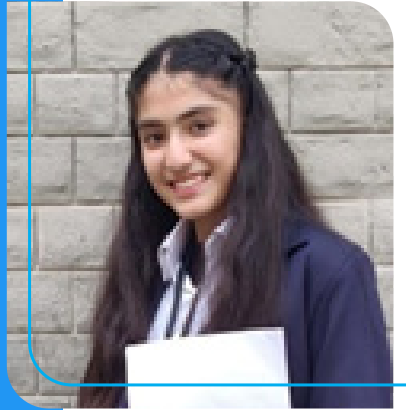
In 2022, they teamed up to broaden Health-a-thon's influence in the field of mental health. With the intention of improving the lives of their peers, they embarked on a joint journey of innovation and discovery. Their commitment and creative thinking were well-received. Health-a-thon's dedication to changing lives paid off when they were chosen as

one of the top 100 teams in Tinkerpreneur 2022.

Encouraged by this initial accomplishment, Shubhangi and Ashna continued pushing the limits of what Health-a-thon could achieve. Their hard work led to further recognition for their creativity and entrepreneurial spirit at Atal Catalyst @ISB, where they ranked among the top 21 teams.

The pinnacle of their journey came when they were spotlighted at DLabs Incubator and ISB. With a compelling pitch that captured the hearts and minds of the judges, Health-a-thon made it to the top 10 teams, earning significant funding of ₹25,000 sponsored by DLabs Incubator and ISB.

The Indian School of Business has played an important role throughout their journey, providing guidance, support, and invaluable resources to help them navigate the challenges of entrepreneurship. The power of youth, innovation, and the unwavering belief that anything is possible with determination and passion has driven them from humble beginnings to success with the help of their ATL Incharge - Geetika Mehta.



**Mishika
Narang**



**Samarth
Garg**

10



Product: She-Rock

Mishika and Samarth from Hansraj Model School, Delhi, embarked on an adventure with their mentor, Ms. Harsheet Kaur Sahni, that would lead them to unexpected heights in the crowded halls of their school. It all began with a simple desire to make a mark and do something meaningful in their lives. Curiosity, ambition, and a desire to explore the frontiers of invention drove them to join the Atal Tinkering Labs (ATL).

The concept began when women visited the MISHIJAL FOUNDATION, the family's non-governmental organization, to ask for help finding jobs after completing their daily tasks. Through interviews, they learned that many of these women wished to turn their passions into careers. This led to the creation of She Rock, a platform designed to assist women in pursuing or starting jobs in areas they were passionate about.

The prospect of being in the top 100 teams was, at first, a distant dream. But with determination, they set off on the ATL marathon track without a clear idea of what was to come, but with a strong resolve to leave their mark. They advanced through the ranks from the top 100 to the prestigious top 21 and, ultimately, the coveted top 10. Every accomplishment served as evidence of their tenacity and unshakable dedication.

They received invaluable assistance in refining their business model, expanding their network, and securing crucial funding to accelerate their initiative from ISB's mentorship. With each step forward, Mishika and Samarth inch closer to their dreams, ready to face whatever challenges await them, with ISB standing by their side, guiding them along the way.



**Shaurya
Kapoor**



**Shlok
Kapoor**



Product: Food Safety Sensor

Shaurya and Shlok from The Heritage School in Haryana, brothers who shared a passion for innovation and food safety from a young age, began their journey during their primary school years when they clinched first prize in the National Food Safety Competition with their working model. Their journey escalated when they became Tinkerpreneurs, finding guidance through workshops and mentorship programs.

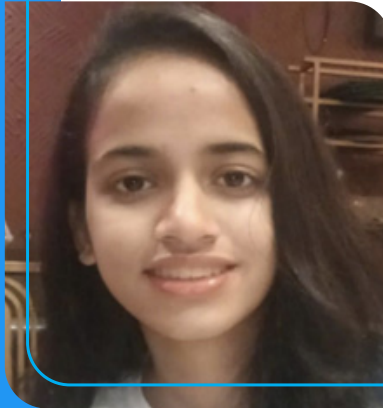
Under the mentorship of experts from ISB and their mentor Ravish Jain and Seema Kapoor, they transformed their idea into reality. Despite facing numerous challenges, from technical complexities to hardware failures, they persevered. With determination, they overcame obstacles in hardware development, calibration, software integration, and chip fabrication.

Their diligence paid off when they successfully developed a handheld milk pH sensor. This device, akin to a thermometer, provides real-time pH readings of milk. If the pH deviates from the approved parameter, a red LED glows accompanied by a beep; otherwise, a green LED indicates the milk's safety.

Their vision extended beyond mere innovation; they aimed to empower consumers with informed choices. The sensor's potential to prevent health issues stemming from unsafe milk consumption drove them forward.

Their journey was enriched by their participation in the ATL Tinkerpreneur program. Through mentorship sessions and masterclasses, they honed their entrepreneurial skills, learning everything from product building to marketing strategies. Reflecting on their experience, Shaurya and Shlok emphasize the significance of learning in the Tinkerpreneur journey. They encourage future participants to embrace the process, emphasizing that the journey itself is immensely rewarding. The competition offers a platform to cultivate essential skills and foster an entrepreneurial mindset.

Their message resonates with aspiring innovators, echoing the sentiment that in the realm of Tinkerpreneurship, the journey is as enriching as the destination.



**Kaveesha
Arora**



**Divik
Mehta**

12



Product: Craft2Home

In the wake of the COVID-19 pandemic, a group of visionary youngsters, Kaveesha and Divik from Bal Bharati Public School in Delhi, noticed a concerning trend: the closure of numerous craft shops in small markets. Moved by the plight of craftsmen who had returned to their villages due to financial hardships, they embarked on a mission to preserve India's rich artisanal heritage.

Their brainchild, Craft2Home, emerged as a beacon of hope for artisans and customers alike. Craft2Home aimed to bridge the gap between craftsmen and global patrons, eliminating middlemen and fostering trust through personalized services. Inspired by the Make in India initiative, their platform aspired to uplift artisans and provide a secure livelihood to millions across the nation.

The journey began with humble beginnings as they ventured into local markets and cultural hubs like "Dilli Haat" to interview craftsmen, understanding their needs and challenges. Armed with insights, they set out to build a network of artisans while concurrently developing a user-friendly app to connect sellers and buyers seamlessly.

Yet, their path was not devoid of challenges. From grappling with product listing and data management to maintaining a stable artisan network, each obstacle

was met with determination and resilience. However, their dedication paid off as Craft2Home gained traction, aligning perfectly with the ethos of Atma nirbhar Bharat.

Their journey intersected with the ATL Tinkerpreneur program, introduced to them by their school's ATL instructor, Namrata Alwadhi. This program proved to be a transformative experience, providing them with invaluable guidance and mentorship. With the support of the Atal Catalysts at the ISB program, they honed their skills, transforming their idea into a tangible reality.

Reflecting on their experience at the Tinkerpreneur boot camp, they emphasized its pivotal role in shaping their entrepreneurial journey. The Atal Catalyst @ ISB program gave them much-needed exposure to the business side of things. From learning about new technologies to understanding the intricacies of business models, the boot camp equipped them with the tools necessary for success.

As they look towards the future, Kaveesha and Divik remain steadfast in their mission. Their message to future participants of the Tinkerpreneur boot camp echoes their journey: perseverance, steadfastness, and unwavering determination are the keys to success. With their roots firmly planted and their vision clear, they continue to nurture Craft2Home, a testament to the power of youthful innovation and entrepreneurship.



**Avishkar
Ramesh
Ghorpade**



**Rasika
Ramesh
Ghorpade**

13



Product: Health Verse

In a small village, two aspiring individuals, Avishkar and Rasika from New English School Bedag in Maharashtra, embarked on a journey that would redefine their lives. They had a simple idea: to create something meaningful in the realm of healthcare.

Their brainstorming led them to pinpoint a prevalent issue: the challenges faced by many in managing their health. With determination in their hearts, they delved deeper into the realm of medicine, seeking solutions to common problems.

Faced with the daunting task of transforming their idea into reality, they encountered numerous obstacles. From the lack of a robust internet connection to the complexities of app development, each hurdle seemed insurmountable. Yet, undeterred, they pressed on, fuelled by their unwavering commitment to their cause and supported by their mentor, Hanmant Bhimarao Mhetr.

Slowly but surely, they honed their skills, learning the intricacies of coding and design. With each setback came a valuable lesson, propelling them forward on their quest to create something truly impactful.

Their hard work and perseverance bore fruit as they unveiled their creation: Health Verse, a comprehensive medical app designed to empower users with vital health information and tools.

Through the Atal Tinkerpreneur program, they found a platform to refine their idea and connect with seasoned mentors who imparted invaluable wisdom.

Selected among the top 21 teams in the Atal Catalyst @ISB, Avishkar and Rasika's vision had come to fruition. Their success served as a testament to their dedication and resilience.

Looking ahead, they envisioned a bright future for Health Verse. With the global health apps market on the rise, they aimed to expand their reach and forge partnerships with key players in the healthcare industry.

Reflecting on their journey, they encouraged the future participants of the Tinkerpreneur boot camp to embrace challenges, persevere in the face of adversity, and never lose sight of their dreams.

As their story drew to a close, they stood as examples of what can be achieved through passion, perseverance, and the unwavering belief in the power of innovation.



**Siddharth
Praveen
Bharadwaj**



**Krithik
Manyam**

14



Product: Software Wiz

Siddharth and Krithik from Kendriya Vidyalaya in Bengaluru, Karnataka, embarked on a journey to address a pressing need they observed in the software realm. They named their venture SoftwareWiz, with a mission to provide tailored software solutions to people at low-to-no cost.

The idea struck them when they noticed that many individuals often sought software or tools for specific purposes but struggled to find options that fully met their requirements. Frustrated with unreliable workarounds, Siddharth and Krithik set out to bridge this gap in the market.

Their journey began with the discovery of a tool called Ecwid, which allowed them to manage web stores. Using this platform, they started developing a website to showcase simple tailored software solutions like weather applications. However, being restricted to the free plan of Ecwid posed its challenges, especially when compared to paid plans offering more powerful features. Additionally, they faced competition from alternative solutions like Kitware and Globant.

Despite these challenges, they persisted with the guidance provided by their ATL in charge, Rajani C. They continued developing prototypes, hiring more developers, and laying the groundwork for advertising and marketing. Their efforts bore fruit, as they now have several tailored software solutions

ready for deployment, each designed to meet specific user needs. Furthermore, they've built a website with payment functionalities for prototype programs.

Looking ahead, they envision a future where SoftwareWiz becomes a go-to platform for customized software solutions. They plan to categorize user requirements, survey the public for subcategories, and search the market for existing alternatives. If none are found, they'll develop new programs tailored to the surveyed requirements. As they gather feedback and reviews from users, they'll iterate and improve their offerings over time.

Their journey wouldn't have been possible without the support of programs like ATL Tinkerpreneur. Introduced to them by their school, they benefited greatly from the guidance provided by mentors, especially through the Atal Catalysts at ISB program. The Tinkerpreneur boot camp was an enriching experience, where they learned new skills and enjoyed every moment of it.

Reflecting on their journey, Siddharth and Krithik have a message for future participants of the Tinkerpreneur boot camp: seize the opportunity. The mentors are friendly and incredibly helpful, guiding participants towards success. It's an experience worth cherishing, as they discovered firsthand.



**Shaunak
Vivek
Bhuskute**

15



Product: Tim Auto

Shaunak is a student at Saraswati Vidya Mandir, Madhya Pradesh, where the air buzzes with creativity and the spirit of entrepreneurship. On a bright day during Atal Community Day, where Shaunak's mother, Dr. Medha Bhuskute, the ATL Coordinator at SVM Timarni, ignited a spark of inspiration. As she spoke about the activities of the Tinkerpreneur 2.0 program, she casually mentioned the idea of developing an app for local auto-rickshaw drivers. From that moment, Shaunak seized upon the idea, envisioning an innovative solution for his community.

With unwavering determination, he embarked on his journey. Armed with his newfound inspiration, he dove headfirst into the world of app development. In the third week of the Tinkerpreneur program, he began crafting the TimAuto app using MIT App Inventor. With each passing day, he refined his creation, tirelessly working to bring his vision to life.

But the road to success was not without its challenges. Shaunak encountered obstacles at every turn – from writing a working code to convincing skeptical auto-rickshaw drivers to come on board. Yet, undeterred by setbacks, he pressed on, fuelled by his passion to make a difference in his community.

Finally, after weeks of hard work and dedication, efforts bore fruit. The TimAuto app was born, connecting passengers with auto-rickshaw drivers in Timarni

with just a few taps on their smartphones. It wasn't long before the project caught the attention of the Tinkerpreneur Bootcamp, earning him a spot among the Top 100 Digital Products.

But Shaunak's journey didn't end there. Through the Atal Catalysts at the ISB program, he found invaluable support and guidance from mentors like Mr. Nagraju Siddam. With their help, he honed his marketing strategies and enhanced the user interface of the app, propelling TimAuto to even greater heights.

Reflecting on his experience, he couldn't help but feel grateful for the opportunities that the Tinkerpreneur Bootcamp had afforded him. It was more than just a program – it was a transformative journey that equipped him with essential digital skills and ignited his entrepreneurial spirit.

As he looked toward the future, Shaunak had a message to share with aspiring innovators: "I urge students to participate in the future Tinkerpreneur Bootcamps. It's not just about developing products – it's about acquiring the skills needed to thrive in the 21st century. Embrace the journey, for it is through challenges that we truly grow."

And so, with his eyes set on the horizon, he continued to dream big, knowing that the possibilities were endless for those who dared to innovate and create.



**Prachi
Joshi**



**Sharvani
Bakaya**

16



Product: Pioneers

In the state of Sikkim, two friends, Sharvani and Prachi, from Shaheed Rajpal Dav Public School in Delhi found themselves grappling with the limitations brought by the pandemic. As they navigated the challenges of restricted travel, they empathized deeply with those unable to explore the beauty of distant lands due to various constraints. During the period of reflection, an idea began to take shape in their minds. Drawing upon the digital skills they had acquired during the ATL Bootcamp, Sharvani and Prachi envisioned a solution that would transcend physical boundaries and bring the wonders of Sikkim's tourist spots directly to people's screens. With determination and zeal, they embarked on the journey to implement their idea. Guided by self-learning videos, live YouTube sessions, and invaluable feedback from the mentors, they transformed their vision into a tangible digital venture. What had initially started as a quest to acquire new skills at the boot camp evolved into a comprehensive introduction to entrepreneurship over the course of seven weeks. Their efforts bore fruit when their project was not only selected among the top 100 by AICTE but also ranked among the top 21 teams in the boot camp. Buoyed by this success, they continued to push the boundaries of their project. With the unwavering support of their ATL mentors, Mrs. Neeru Mittal and Mrs. Vineeta Garg, they worked tirelessly to expand their website's offerings, adding Virtual Tours of more

places in Sikkim. However, their journey was not without its share of challenges. They grappled with the scarcity of 360-degree images of the desired locations and the task of curating exclusive content for their digital tours, which demanded considerable time and effort. Despite the hurdles, their project garnered recognition for its innovative approach. As they looked towards the future, they saw immense potential in their creation. With people leading increasingly busy lives and travel becoming more expensive, their virtual tours offered a convenient and affordable alternative for exploration. Their participation in the Atal Catalysts at ISB program further enriched their entrepreneurial journey. With the guidance of ISB alumni and the insights gained from masterclasses, they honed their business acumen and refined their ventures. Reflecting on their experience with the Tinkerpreneur boot camp, they acknowledged its profound impact on their personal and professional growth. It instilled in them newfound confidence and inspired them to pursue more innovative ventures in the future. To the aspiring participants of the boot camp, Sharvani and Prachi had a message to share: "Tinkerpreneur boot camp offers a transformative opportunity to acquire real-world business and entrepreneurial skills. Embrace the chance to learn the latest technology, build products, establish online stores, and pitch ventures – it's the perfect utilization of your summer break."



**Vanessa
Parikh**



**Tanvi
Jain**



**Prisha
Bajaj**

17



Product: Expertease

Vanessa, Tanvi, and Prisha from Lakshmiapat Singhania Academy, Kolkata, West Bengal embarked on a journey fuelled by a unified vision under the guidance of their mentor Dipankar Pal - to tackle the pressing issue of unemployment in their country. With a staggering unemployment rate of 10.5% as of October 2023 and the gig economy rapidly expanding, they felt a calling to bridge the gap between skilled professionals and eager employers.

Their brainstorming sessions led them to conceive Expertease, a revolutionary platform connecting freelancers and employers seamlessly. Inspired by the prospect of empowering individuals financially, they envisioned Expertease as more than just a marketplace, but a transformative tool for excellence.

Fuelled by their passion, they dove into the implementation phase, starting with the development of their website and listing freelancers with diverse skill sets. Armed with their Business Model Canvas (BMC) and homemade marketing flyers, they ventured into the world of social media marketing, cold calling, and word-of-mouth promotion.

As their journey progressed, they encountered challenges typical of any startup endeavour. However, with the guidance of their mentor from ISB, they navigated through obstacles, gaining invaluable insights into the workings of the industry.

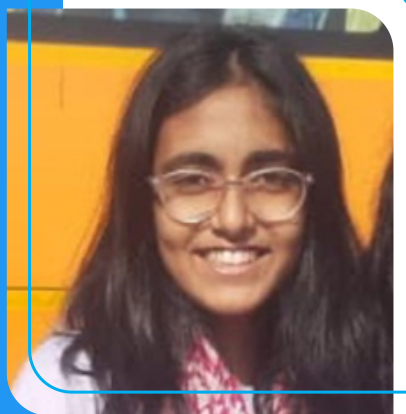
Their efforts bore fruit as they witnessed the success of the Tinkerpreneur boot camp, which provided them with a comprehensive understanding of the startup ecosystem. They credited their mentor and the program for opening doors to opportunities and refining their entrepreneurial skills.

Looking towards the future, Vanessa, Tanvi, and Prisha envision Expertease collaborating with prominent platforms like Shark Tank India and expanding internationally. Their aspirations know no bounds, fuelled by the belief that their platform could make a significant impact on a global scale.

Reflecting on their journey, they expressed gratitude towards the ATL Tinkerpreneur program for providing them with a platform to showcase their idea and learn from industry experts. They encouraged future participants to seize the opportunity and unleash their creativity and innovation.



**Priyanshi
Dhand**



**Akshara
Arora**

18



Product: Eco-Lution

Priyanshi Dhand and Akshara Arora, the innovators of Hansraj Model School, Delhi, embarked on a journey driven by a shared vision. Priyanshi, inspired by the sight of a lake marred by plastic bottles, delved into research on plastic waste and its devastating impact. Disturbed by the limited availability and high cost of eco-friendly alternatives, she decided to take matters into her own hands. Fueled by the desire to make a difference, she envisioned Eco-Lution, a one-stop solution for tackling plastic woes. The plan was three-pronged: offering sustainable alternatives, recycling plastic waste, and fostering a community committed to a greener future.

But this dream needed a launchpad. Enter the ATL Tinkerpreneur program, a beacon of hope for aspiring young entrepreneurs. With unwavering support from her parents, Priyanshi entered the program, her heart brimming with hope and her mind abuzz with ideas. The initial stages were met with challenges. Learning new digital skills, designing logos, and navigating the complexities of e-commerce platforms proved to be a steep learning curve. However, Priyanshi's determination remained undeterred. As she tackled these hurdles, she discovered a hidden passion for design and innovation.

Akshara Arora joined Priyanshi on the cusp of the ATAL Catalyst program. Together, they transformed Eco-Lution from a simple e-commerce platform to a multifaceted startup. Balancing the demands of the

program with the pressures of school exams in Class 10th tested their resilience. Their perseverance, coupled with the support of Ms. Harsheet Kaur Sahni, yielded fruitful results. Eco-Lution was selected amongst the top 10 teams of Tinkerpreneur 2022, earning them mentorship from Siddharth, an ISB alumnus. With his guidance and expertise, Eco-Lution received funding from D-Labs, marking a significant milestone in their journey.

This success story is a testament to the transformative power of the ATL Tinkerpreneur program. The weekly sessions imparted invaluable knowledge on marketing, branding, and pitching. Mentors from ISB acted as guiding lights, sharing their expertise, and helping them navigate challenges. Priyanshi, who began as a newcomer to ATL, blossomed into a confident leader, even becoming a Student Mentor and hosting the Change Maker's winter camp.

Looking back at their incredible journey, Priyanshi and Akshara are brimming with gratitude for the Tinkerpreneur program. Their message to future participants is a resounding call to action: embrace the journey, learn from failures, leverage your network, and stay curious. Remember, every challenge overcome is a steppingstone to success. With dedication and perseverance, even the simplest of ideas can transform into powerful movements, shaping a more sustainable future. So, keep tinkering, innovating, and inspiring change!



**Darshan
Shiva S**

19



Product: Crafts House

Darshan Shiva S, a student from SPIC Nagar Higher Secondary School in Tuticorin, Tamil Nadu, embarked on a remarkable journey fuelled by his passion for creativity. Inspired by the idea of repurposing scrap materials, Darshan envisioned “Crafts House” as a haven for those who appreciate handmade crafts but lack the time to create them themselves.

Under the guidance of his Atal in charge, Jithamol B, Darshan meticulously curated a collection of handmade products, each infused with a story of creativity and skill. Recognizing the therapeutic value of crafting, he aimed to not only provide unique products but also promote sustainability. With unwavering support from friends, family, and his school community, his childhood passion for crafting blossomed into a full-fledged venture.

As he diligently added products to his website, Crafts House evolved into more than just a marketplace; it became a sanctuary where individuals could find solace and joy in creating

and decorating their spaces with handmade treasures. The journey of Crafts House was shaped by his involvement in the Atal Catalysts at ISB Programme, a pivotal turning point that provided invaluable support and guidance.

Through workshops and mentorship sessions facilitated by the ISB team, he gained essential tools and funding of 25 thousand rupees to enhance Crafts House’s potential for success and navigate challenges along the way. Looking ahead, Darshan plans to expand Crafts House’s reach and introduce an app to make it more accessible to users.

His vision extends to including crafts created by students in tinkering labs, offering them a valuable opportunity for skill enhancement and recognition. Reflecting on his journey, Darshan’s advice to aspiring entrepreneurs: “start following your passions when you’re young because life gets busier as you get older. By being creative and taking small steps forward, even when life is busy, you can make your dreams come true.”



**Akshat
Goyal**

20



Product: TourXP

Akshat Goyal, a student from TM International School in Rajasthan, embarked on a journey driven by his personal experiences and a desire to solve a common problem. Faced with the constraints of school and studies, he yearned to explore Indian monuments firsthand. Determined to find a solution, he conducted surveys and validated his idea with potential users. Thus, TourXP was born—a platform offering immersive 360-degree virtual reality experiences of Indian monuments and other places of interest.

Fuelled by his desire to protect and promote India's heritage, he conceived the idea of Tour XP—a platform offering virtual tours to educate people about the country's landmarks. With a mission to provide knowledge and cultural insights to students, TourXP started as a website and has recently expanded into a mobile app, soon to be available on the Google Play Store. In its initial phase, the app features monuments from Rajasthan and Delhi, with plans to include more states' information within the next 2-3

months.

Akshat's motivation stemmed from a desire to preserve Indian culture and raise awareness about its rich heritage, especially among those unfamiliar with iconic landmarks like Qutub Minar and Jamali Kamali. Acknowledging the pivotal role played by ATL and ISB, he credits their support and guidance for his project's success.

Despite facing technical challenges, he found solace in the personalized guidance provided by his ATL in charge, Navnit Singh, and the resources available through the program. Reflecting on his journey, Akshat's advice to aspiring entrepreneurs is simple yet profound: "seize opportunities like ATL Tinkerpreneurship competitions, persevere in the face of challenges, and continuously refine your understanding of your product. Through dedication and practice, hurdles such as pitching become manageable, paving the way for success."



**Akshit
Sharma**



**Ishan
Negi**



**Parag
Thakur**

21



Product: Bookshelf

Ishan Negi, Parag Thakur, and Akshit Sharma, students from Sainik School Sujanpur in Himachal Pradesh, embarked on a mission driven by a desire to help those in need. The idea for their project, “Bookshelf,” was inspired by Parag’s experience during the lockdown when Ramu Kaka, a worker at his home, struggled to provide his son with necessary books due to financial constraints. This experience ignited a spark in Parag to create a solution that could help economically weaker sections access educational resources.

Their Atal in charge and mentor, Ms. Pushpa Kumari, suggested participating in the Tinkerpreneur Bootcamp, and with her encouragement, Ishan, Parag, and Akshit formed a team to bring their idea to life. Bookshelf is a website offering a wide range of storybooks, novels, and NCERT textbooks. The platform collects second-hand textbooks and sells them at significantly reduced prices to those who need them most. Their plan also includes collaborating with bookstores and NGOs to expand their reach.

The team’s journey was marked by their selection into the top 100 of the Tinkerpreneur Bootcamp, where they were mentored by Mr. Raghuram. His guidance helped them refine their presentation skills and improve their project. Their hard work paid off as they advanced to the top 21 in the competition. Despite challenges like limited internet access, they received support from their school authorities, who provided laptops and personalized guidance from Ms. Pushpa Kumari. Reflecting on their journey, the team offers valuable advice to young entrepreneurs: Parag: “Don’t worry about what others think. Focus on your own ideas and see them through. Participate in events and present your ideas to the whole country.” Ishan: “Seek help from mentors to innovate and ideate. Their guidance can be invaluable in shaping your project.” Akshit: “Take part in ATL events. They provide amazing opportunities to showcase and develop your ideas.” Through their determination and the support of their school community, Ishan, Parag, and Akshit turned their vision into a reality, demonstrating the power of innovation and collaboration in making a positive impact on society.

Designed by:



