

**Understanding Incubation and Entrepreneurship**  
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**Module - 10**  
**Idea to Entrepreneurship**  
**Lecture - 22**  
**Section 1 From Corporate to Entrepreneurship**

Today we have these interesting courses part of design where one of the students are supposed to be taught the entrepreneurship skills. [FL] design management [FL] time [FL].

Yeah.

[FL] entrepreneurship skills [FL] totally different situation [FL] altogether. So, we have only a 8 day module. [FL], what I was doing is I am inviting all the incubators all the you know design consultants and all some of the people who started companies to share their you know thing and the students have to learn on their own [FL]. Actually, I have conducted one small business association in RUBIKA.

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**Ashok Panwalkar**

M. Des., **IDC School of Design**, Indian Institute of Technology Bombay  
Product Designer, **Philips Electronics**, 1981-2007  
Founder, **3F Designs**

The reason being I started my own company after my Philips innings and then how it has gone through ups and downs etcetera and from retail to online how I sort of. So, I.

Wow.

Keep changing and another thing is because of my Philips background since I was asked to open one branch in Bangalore because we have a Phillip Software Center in Bangalore. So, they wanted UI UX support. So, they suggested me whether I can open one more branch in Bangalore.

After your retirement?

Wonderful; yeah.

Was it after you came out?

Pardon.

Was it recently after you finished your tenure?

No, before that, only before that.

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When I was in a when I was in a company. Now, of course, Abhimanyu another IDCN is heading that group which is moved to Bangalore, but then I thought it is good idea that I will also get a sort of more respect having heading the 2 branches then Holland said, hello Ashok it is not that easy you like to write down first business plan you have to justify the investments etcetera.

Wow.

So, I have gone through the complete cycle.

Wow.

And which helped me to start my own company.

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I wrote my business plan, but it did not it did not work because of a wrong location, it was very premium location.

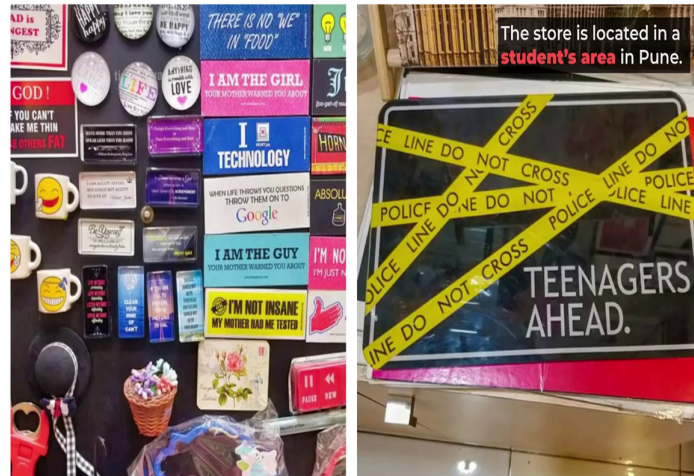
I know.

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And people did not respond well, but then I moved on to Fergusson college road which is sort of student's area.

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You can say hub of students; generally.

Wow.

Spend evenings there. So, then my business plan realized after 2 or 3 years after I moved from Koregaon Park to Deccan area.

Students Ashok one of the most fabulous designers in Philips and he was head of corporate design. [FL] strict [FL] corporate design [FL] follow [FL] procedures [FL] language follow [FL] radius [FL] match [FL] whatever other product radius's. It was like you know and when you see a Philips product [FL] you know [FL] you know it has be so, you know so formally aesthetically and semantically you know like matched.

And you know the like what can you know Ashok one of the head of that design and he has to maintain all this with all the designers who work with him and across the countries. So, then Ashok retired one day and then he said, Chaku I am like going to start a company and a retail shop which will only be funky design.

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Is the right word Ashok funky, like [FL] story please.

Yes, this is right word, but the word you made a mistake is I retired; designer never retires I call myself.

Sorry sir.

I am first Indian.

I am from Phillip.

My company second inning and third inning is I am now associated with all design colleges and going there and teaching them.

Lovely.

Last week I did perceptual mapping one workshop for MIT in Pune.

Wow.

Where color material finishes; CMT.

How what are the trends and how we can extract and use it in our design.

Ok.

So, that is very interesting tools which I learn in Philips and we have been implemented in all the products and in my 28 years of big innings in Philips not a single product failed which I designed and my colleagues designed because of those tools. Only one product I still remember which ahead of a time, it was the juicer attachment for North India.

And all the North Indian housewives they rejected it because they said [FL] this looks too much it looks flimsy, it may break and all those thing because we made it more sophisticated and they were not ready for that.

Yeah.



So, that is the only thing, but otherwise all of our projects (Refer Time: 04:56) completely.

Wow fabulous, it should be like surely listen to you sometime in great detail. So, we can also record, but Ashok I am so thrilled about that you know shop because I visited the shop and I picked up all those things. You gifted me some things. Students [FL] retail shop [FL] Ashok [FL] retail shop [FL] he had this you know very interesting products ranging from you know like [FL] you know we work 24 by 7 [FL] board and then you know camera [FL] cup you know like or gun [FL] cup you know the cup is like a gun you know like [FL] shoot [FL].

You know [FL] creative [FL] creative I have some in my office still lying around and you know like and then he said, Chaku I am finding good traction from the FTI students [FL] FTI students [FL] gift [FL] camera [FL] Ashok what was that camera roll [FL].

It a photo frame.

Photo frame.

Photo frame, yeah.

[FL] all the FTI people want to give somebody [FL] photo frame [FL] gift [FL]. So, see how closely you have to match your customer you know like and then of course, when Ashok moved from his you know he went for example, [FL] Philips [FL] we should go to the best location for our shop.

But shop has to be in a location where Ashok was seeing where there is a traction where the customers want you there and now it is all the student area in Fergusson college and you know I think Ashok shop did well, no Ashok during those (Refer Time: 06:18).

No actually see it was close for one and a half years almost. There were sales girls, I never used to straight into the shop, the sales girls used to manage it every evening maybe once in a 2 days 3 days I used to visit the shop because they were running very well. They were trained,

they were told not to force anybody let them enjoy. Even if nobody buys is also ok with me, but our shop should fill with the laughter that was my intention.

They come.

And which worked very well. But now.

Vision. So, Ashok [FL] vision [FL] vision [FL] you know like [FL] plan [FL] so your vision plan was to make people happy right.

Correct that is correct.

[FL] very good Ashok next yeah.

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So, actually now the present status is that I have given it on a rental basis and I shift all my products into one of the outhouse which I had and from there everything is available online because all the young people they do not now goes for shopping.

They order it online if they like it its fine, they do not like it they return it back. So, I have adapted my strategy and probably friends I am sort of listening to you and maybe this is a good idea because I checked up with lots of young people they said [FL] first of all they said [FL] Facebook is old peoples this thing you know, we only follow the Instagram. So, that is first learning for me.

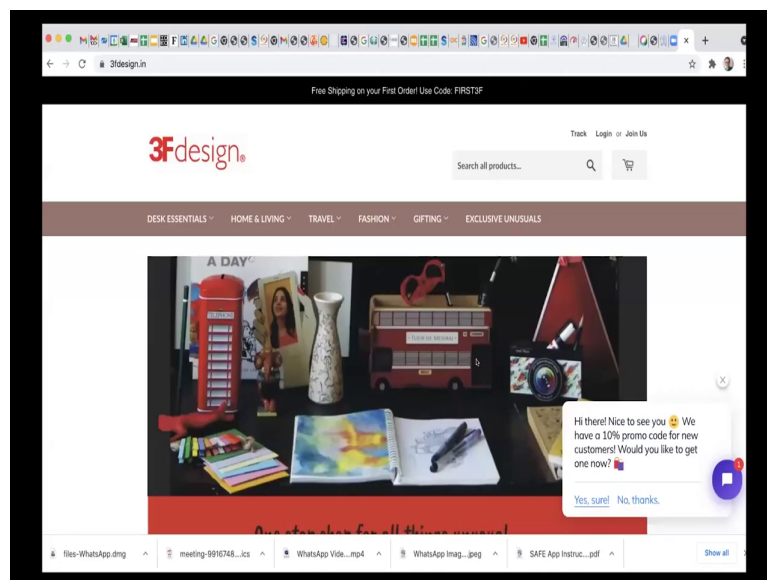
That is for me too.

Secondly, they said [FL] shop [FL]. You do not want to travel, there is a problem of a parking, police fines us, we break the your signals etcetera. So, nobody wants they want to just sit at home and order. So, I said ok now I also to adapt to the new my.

New normal.

Marketing strategy and now everything is available online.

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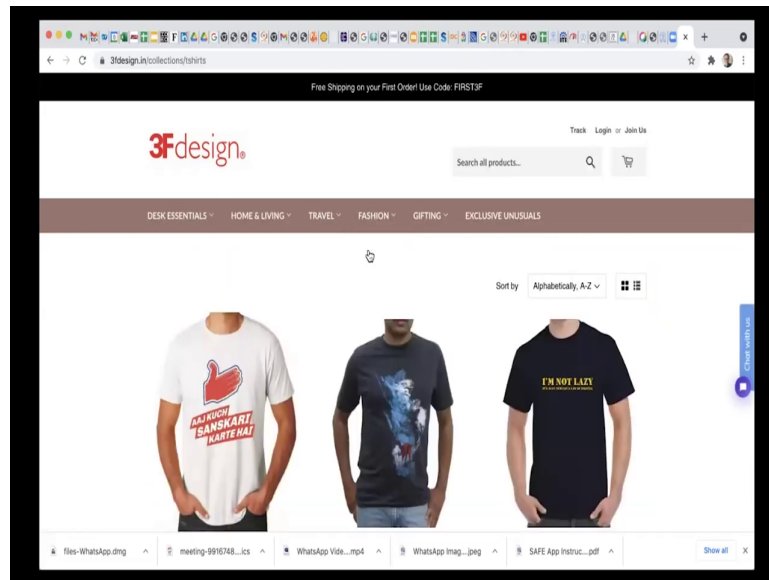


3 F's stands for fun, form and function. There are 3 F fun.

Fun product.

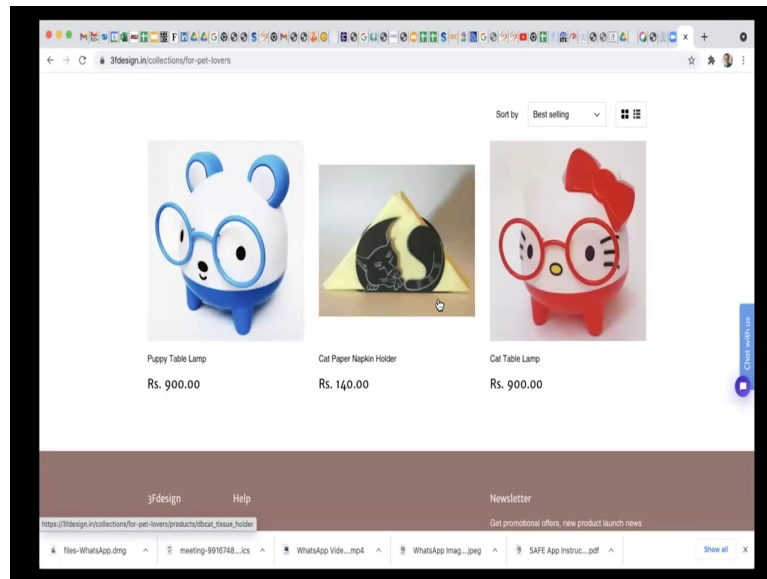
Product should have a fun as aspect that is first thing.

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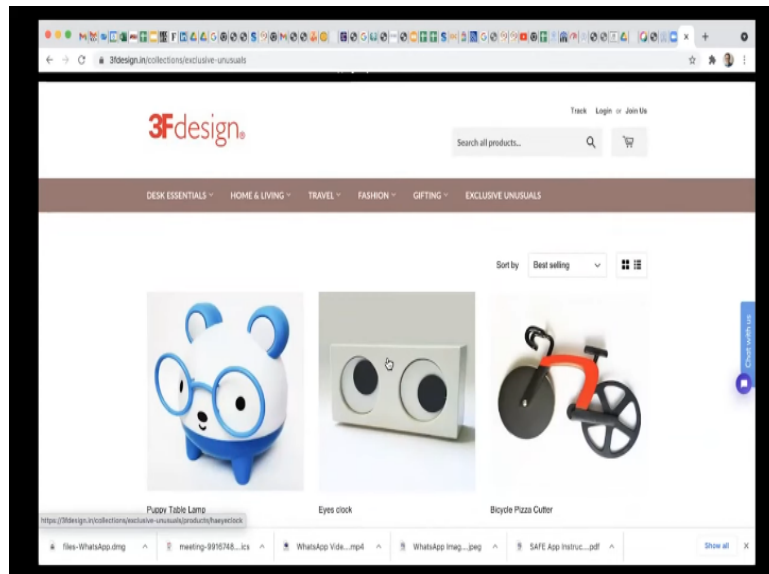
Form should be pleasing and function is utility.

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Cat paper napkin, puppy table lamp, cat table lamp, best-selling featured alphabetically too good, it is a very quick transition Ashok, you have doing it so well yeah.

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The took wide box is a clock.

I see.

Left hand side is it shows 120 or something like that time.

Yeah 120, lovely what an idea that is great.

And see the pizza cutter as a bicycle. The first wheel is for cutting.

Bicycle pizza cutter wonderful, Ashok Parvarkar is like you know the you know has been our sort of we calling the pioneer and of course, our you know Alumni Awardee. Best Alumni

Awardee for you know all this work. So, you know were so glad Ashok even listened to you and your new you know adventure into retail and you know entrepreneurship which is fabulous.

Good morning, sir.

Good morning.

Hi good morning Gaurav.

Yeah, sir. So, basically sir so, our topic is like you know we want to explore something that we can make a bag fun for the kids you know, but actually we have not come down to the problem because we need to you know after these 3 days of our classes and everything happening meeting, so many people getting their inputs.

We realized you know we need to talk to consumer more than you know before finalizing the problem statement because right now we are thinking what is going in our heads we are expecting this that this can be a problem. But actually, I do not think that is a problem or a need or something we need to interact with consumer more to actually get to that problem statement that is not finalized yet, but we want to work in some area where we can make you know our bags more interactive for the kids.

Where they can have more fun, it can be more you know personalized for them or more customized for them if I can make. So, that is our, we present the idea that we are trying to make it. So, we need to talk to more customers to get their inputs [FL] what actual (Refer Time: 10:14).

[FL] customer [FL] customer is right word. The people Ashok its interesting [FL] bag [FL] bag use [FL].

[FL].



[FL] actually [FL] course [FL] bag [FL] important [FL]. [FL] design [FL] bag use [FL] user, user empathy and all [FL] empathy [FL].

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## **Pester Power**

the ability of **children** to pressurize their **parents** into buying them products, especially items **advertised** in the media.

So, there is a one word generally marketing says the pester power. Pester power means children whatever they demand parents they generally give it especially the father generally, gives anything to the girl to the daughter. So, it depends again on whether a daughter or a boy, father generally he convinced the boy [FL] he said some goal, but if daughter says he completely get melted. And he gives whatever he she asks for. Gaurav first thing came to my mind.

Yes sir.

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It is not only the parents and the children if you are talking about the toys even there is a community in Sawantwadi in Maharashtra, they make wooden toys and all of a sudden it was dying art actually, but all of a sudden lots of foreigners showed interest and they started exporting to other countries also. So, also one should visit that place and try to understand, how the they inherited that scale and what are the problem they are facing etcetera.

Ashok these guys are working on a bag Ashok, bag haversack [FL] school [FL].

[FL] bag, I thought it I thought it is a toy or something like that.

No they want to make the haversack or the bag fun.

Clarify.

The with that fun and whatever other you know activities. So, it is matching our 3F no Ashok.

Yeah, of course. See coincidentally one of my students from Symbiosis, he designed one bag and he also somebody from UP has unfortunately fooled him. Ok do not worry, I have good connections with government. They will distribute it to the different school, but he could not then did not realize actually, but he made a wonderful bag very cost effective with even your solar panel for rechargeable batteries so that rural area children can study in the night you know.

Wow.

And even the family can use that light etcetera.

Sir. So, basically, we are trying to promote traditional toys among parents in this age. So, we figured it has a lot of potential and scope, but parents do not want to buy it because they are much used to tech-based toys. So, we are trying to incorporate features like build a toy feature where children can you know build it build the toy themselves and in that process learn a lot.

And you know considering the fact that these toys will be non-toxic and all other toys all the toys that we see right now in malls and all they are probably made of toxic paint, toxic materials. So, that way in that way we are trying to promote it we are trying to.

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Make it you know in a way that its catchy in the you know modern toys way. So, how about building modern toys using traditional toys you know Lego blocks, but the traditional look is still there. So, Tanvita do you want to add something.

Yeah, it is more like traditions and represents cultures of India like we have art forms from various states of various parts of the country. So, it will be promoting that also and the child will come to know about other art forms of the different parts of his or her country.

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I am happy for the subject after hearing you. Here see last January 26 January our PM Modi Modiji, he announced that children should come out with some toys etcetera and then there are lot of contests etcetera. So, I was a first I was a sort of jury for one contest which was announced by one of the schools in Pune. Many schools actually participated and my first observation was those who were in they made a two groups actually. First of all up to 8th standard and then 9th, 10th, 11th standard.

And shockingly I completely disappointed from the grown up children you know 10th and 11th etcetera. 9, 10th and 11th horrible solutions, but below 8th they are wonderful solutions.

I really loved those and as you rightly said that they integrated the values integrated our traditions and typical Indian features or other festival celebrations etcetera and whatever solutions they came out was were amazing.

So, now I think you are now in a design profession and I am sure you will do good justice to those toys because young children who do not know the rules, who do not know the boundaries and they literally freak out and some of them also made working models. So, I really impressed with the children, such a wonderful potential they have. So, I am sure I think it is very these are very interesting subject and I am sure, you will definitely work very well on that.