

Report of BIS Start-Ups Meet on Theme ‘From Innovation to Impact : BIS Standards serving the Start-Ups’ at IIT Kanpur on 26 June 2025

The Bureau of Indian Standards (BIS), in collaboration with the Startup Incubation and Innovation Centre (SIIC), IIT Kanpur, organised a Start-Ups Meet on the theme “**From Innovation to Impact: BIS Standards Serving the Startups**” at Indian Institute of Technology Kanpur (IIT Kanpur) on 26 June 2025. The key objectives of the event were to strengthen collaboration between BIS and start-ups, discuss the role of standards in supporting innovation and explore opportunities for start-ups to engage in national and international standardization activities. Around 100 representatives from Start-ups incubated at IIT Kanpur, HBTU Kanpur and UPTTI Kanpur participated in the event.

The event began with an interactive meeting between BIS officials and faculty members of IIT Kanpur. **Shri Pramod Kumar Tiwari, Director General, BIS**, addressed the faculty and emphasized the critical role of engagement of academia in shaping India’s standards ecosystem. He emphasized the need for greater participation of academia in standard formulation as standards have increasingly become vital for global trade. Highlighting the progress made in recent years, he noted that BIS has signed MoUs with around 100 premier academic institutions, introduced a basic module on standardization in premier institutes, and conducted technical sessions to build not only awareness about standards amongst students but also to engage them in standardization. He further mentioned that nearly 200 R&D projects have been awarded to support the formulation and revision of Indian Standards, and over 500 internship opportunities have been extended to students from MoU partner institutes. He also shared that Standard Clubs have now been rechristened as BIS Student Chapters to establish around 200 such Chapters across 50 institutes under newly released operational guidelines. He encouraged the active involvement of academia and Start-ups to strengthen India's position as a global leader in standards development.



The inaugural session was graced by the presence of **Smt. Reena Garg**, Deputy Director General (Standardization-I), BIS, **Prof. Tarun Gupta**, Dean of Research and Development, IIT Kanpur; **Prof. Deepu Philip**, Professor, Department of Management Sciences and Professor-in-Charge of SIIC, IIT Kanpur; **Prof. M. Jaleel Akhtar**, BIS Standardization Chair Professor, Department of Electrical Engineering, IIT Kanpur; and **Shri Sudheer Bishnoi**, Head, Lucknow Branch Office, BIS.

Prof. Tarun Gupta, Dean of Research & Development at IIT Kanpur, warmly welcomed all dignitaries and encouraged startups to engage actively in the session. He highlighted the significance of the collaboration between IIT Kanpur and BIS in supporting startups through co-creation, where innovation is aligned with quality and standardization. He emphasized the importance of developing high-quality, market-ready products capable of competing on both national and global platforms.

Prof. Deepu Philip, Professor-in-Charge of SIIC at IIT Kanpur, underscored SIIC's mission to bridge the gap between innovation and implementation. He said that BIS's presence will help startups to view standards as enablers rather than constraints, aiding in the development of scalable products. He also shared that SIIC is one of only four incubation centres in the country recognized at this level, a distinction held in high regard.

Delivering the inaugural address, **Smt. Reena Garg**, Deputy Director General (Standardization-I), BIS, emphasized the crucial role of startups in driving the Indian economy and highlighted how standards can serve as powerful tools to help them realize their full potential. She underlined the importance of integrating standardization into the innovation journey to ensure sustainable, high-quality growth. She highlighted the pivotal role of BIS in shaping the national standardization landscape, mentioning that BIS has formulated more than 25,000 standards across 17 sectors through over 400 technical committees. She encouraged startups to actively leverage these

standards to enhance product quality, gain market credibility, and scale effectively. She also informed the participants about the upcoming IEC General Meeting, scheduled to be held in September 2025 in New Delhi, during which an exhibition will be organized which will offer a unique platform for Indian startups to showcase their latest innovations in the electrotechnical domain to the global standardization community. She informed to participants that BIS will be providing free exhibition space to selected startups, and encouraged them to seize this excellent opportunity for international visibility and networking.





During the knowledge sharing session, **Shri Aditya Das**, Head, Medical Equipment and Hospital Planning Department, BIS, provided an overview of the Bureau of Indian Standards and its key activities such as Standard Formulation, Product Certification, Hallmarking, Management System Certification etc. **Shri Asit Kumar Maharana**, Head, Electrotechnical Department, BIS, delivered a presentation highlighting the importance of standards for startups and emphasized to explore potential areas of collaboration between BIS and the startup ecosystem. **Shri Kshitij Bhathla**, Scientist-D, Electronics and IT Department, BIS, conducted a live demonstration of the BIS Digital Platform and the Academic Dashboard, showcasing digital resources and tools available for academia and Start-up engagement.

The participants from Start-ups engaged directly with senior BIS officials and explored standardization frameworks across a wide range of sectors including electronics, IT, healthcare, agritech, AI/ML, defense and aerospace, textiles, chemicals and cleantech. The sessions offered actionable insights on managing post-launch product quality, complying with Quality Control Orders (QCOs), and addressing sustainability and regulatory challenges.

Among the participating Start-ups, M/s Lenek Technologies Pvt Ltd, M/s Tanprish Dynamics Pvt Ltd, M/s Likhtronics Tech Pvt Ltd, and M/s Transpacks Pvt Ltd expressed their willingness to participate in the exhibition being organized as part of the IEC General Meeting scheduled for September 2025 in New Delhi.

Start-ups were also encouraged to contribute to the future of Indian Standards by identifying emerging technologies and evolving sectoral needs. BIS reiterated its commitment to developing inclusive, future-ready standards in collaboration with India's innovation ecosystem. The event reaffirmed the inclusive and forward-looking approach of BIS to supporting high-potential Start-ups, particularly in strategic and high-impact technology domains. This initiative represents a significant step toward

ensuring that Indian innovations are not only globally competitive but also contribute to shaping new benchmarks in quality, safety, and performance.

