



## Event Report

- 1. Name of Event:** How to Commercialize Your Idea?
- 2. Nature of the Event:** Webinar
- 3. Date:** 25<sup>th</sup> August, 2021
- 4. Time:** 04:30 to 05:30 P.M.
- 5. Venue:** GSFC University, Google Meet: <https://meet.google.com/bnc-bbma-epj>
- 6. Organized by:** GUITAR Council and GSFC University
- 7. Number of Participants:** 57, Annexure -1
- 8. Speaker Profile:**

Ms. Samiksha Ganeriwal, the founder of Kagzi Bottles, first realised this when she was working on a college project to replace plastic bags. The idea stuck with her even years later, and in 2016, she finally quit her job at an MNC to start her dream project of setting up her own plastic solutions company.

Ms. Samiksha did B.Sc. Electronics from Fergusson College, Pune and MBA from Vision Jyothi Institute of Management, Hyderabad.

linkedin Profile: <https://www.linkedin.com/in/samiksha-ganeriwal-10000b181/>

## 9. Major discussions in event:

GSFC University, GUITAR Council, Students Startup Innovation Policy (SSIP), Institution's Innovation Council and Startup Gujarat organized a webinar on "How to Commercialize Your Idea?" on 25<sup>th</sup> August, 2021 at 04:30 to 05:30 P.M. through Google Meet Platform.

Mr. Kirankumar Parmar, Sr. Manager, GUITAR Council has welcomed invited speaker, GSFC University Management, CEO-GUITAR Council, Dean, Associate Deans, Students, Faculty and Participants.

Ms. Anjali Nair, B.SC. Biotechnology, SoS, GSFC University has introduced invited speaker Ms. Samiksha Ganeriwal, the founder of Kagzi Bottles Pvt. Ltd. to the participants.



Ms. Samiksha started with the mission of her company “To change the ways India Packages & Lead a Plastic Free Revolution”. She said since the 1950s, 8.3 billion metric tons of plastics have been produced and half of that in the past 15 years alone. India generates 25,940 tons of plastic waste every day but collects only 60% of it. She has also worked on bio-plastic.

Ms. Samiksha explained alternatives of plastic usage in innovative way such as paper bottles, paper pouches, terracota boxes, terracotta bottles, edible cutlery from rice husk, paper mask, bagasse containers etc.

Ms. Samiksha further shared her innovative product “Paper Bottles” made from paper waste which is India’s first eco-friendly, sustainable and 100% compostable replacement to single-use plastic bottles. The waste paper pulp is moulded into two halves, which are then coated with a waterproofing solution and glued together using hot press to create the bottle. Paper bottles are mostly used for packaging of toiletries like liquid soap, shampoo, lotions, powders etc. and can hold liquid for at least six month. Food grade waterproof barrier is used inside and outside of bottles. One paper bottle cost is Rs. 20. Her family and friend helped her for initial investments to convert her idea into prototype and commercialization. Now, she is looking funds from angel investor/ venture capitalist for setting up manufacturing plant for mass production.

Ms. Samiksha completed MBA in 2006 and at that time working on project to find solution/alternative of plastic and come up with the usage of Non-woven Polypropylene (NWPP) which is mostly used for disposable/reusable fabric. She shared idea of NWPP usages with others but received negative feedback and therefore, dropped the idea. Now she realised that if she had continued the NWPP product development idea at the age of 26 situations would be different. She said nowadays hospital bed sheet, carry bag, mask, disposable clothes, PPE kit and many more items are made of NWPP. She advised participants to believe in him/her idea and one day you will succeed.

Ms. Samiksha explained the challenges she faced while developing the product as a women entrepreneur. She said managing family and company is sometimes a big task for her but big companies have always motivated her to achieve dream. She has not received any support from the Government to develop the product. Recently Ms. Samiksha was incubated at T-Hub, Hyderabad for startup support.



Ms. Samiksha filed a patent for her innovation paper bottle and also filed a trademark for her company logo. She encouraged students to protect their innovation by filing patent/design/copyright/trademark etc.

Ms. Samiksha Company Kagzi now works on usage of rice husk and sugarcane bagasse for packaging material development. Her company has also developed Milk box, Milk bottles, Yogurt cup and Paper pouch for food packaging.

At the last she suggested students to start working on innovative ideas for the betterment of environment.

Dr. Saroj Shekhawat, CEO, GUITAR Council gave feedback on the expert talk and expressed the vote of thanks.

## **10. Learning outcomes of the event:**

Students learnt the importance of college projects/ideas, research & development, collaboration, innovation, fund management, challenge of idea implementation and planning for commercialization.

## **11. How will it be useful for Students/School/University:**

Startup Journey of Ms. Samiksha Ganeriwal, Founder, Kagzi Bottles Pvt. Ltd. will inspire and motivate the young minds to pursue a career in Entrepreneurship. Participants asked many questions to understand Mr. Samiksha startups such as availability of paper, market research, investments, managing initial fund, alternative plans for material, pricing strategy, effect on health and protection of IP.

## **12. Feedback:**

Participants enjoyed the expert talk and Ms. Samiksha has agreed to provide guidance to the students if they are working on similar kinds of projects. Annexure-2.

## **13. Recorded Video Link:**

[https://drive.google.com/file/d/1mqRxiw3j\\_bZ4ugQLThPMEBOCIKastYxd/view?usp=sharing](https://drive.google.com/file/d/1mqRxiw3j_bZ4ugQLThPMEBOCIKastYxd/view?usp=sharing)



**GSFC UNIVERSITY**  
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**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of Education Initiative)

**StartUp**  
Igniting the future

**SSIP**



**GUITAR COUNCIL**

## 14. Photos:



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**Industries Commissionerate**  
Government of Gujarat



**GUITAR COUNCIL**

# How to Commercialize Your Idea?



**Speaker:**  
**Ms. Samiksha Ganerwal,**  
Founder, Kagzi Bottles Pvt. Ltd.



**Ms. Samiksha Ganerwal invented India's first paper bottle, which is 100% Compostable, Sustainable, Eco-friendly and used for packaging of liquid toiletries and more.**

**Date:** August 25th, 2021

**Time:** 04:30 PM to 05:30 PM

**Registration Link:** [bit.ly/guitar30](https://bit.ly/guitar30)



**SSIP**

**StartUp**  
Igniting the future

Samiksha Ganerwal659 is presenting

## The KAGZI BOTTLE

KAGZI

- Made from waste paper
- Waterproof barrier is food grade
- Biodegradable, Compostable
- Can hold liquids for at least 6 months
- Separate stand with the bottle for it to stand on
- Cork with paper seal as a capping mechanism
- Aluminium-based caps are currently under development



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You



Samiksha Ganerwal659



43 others



Samiksha Ganeriwal659 is presenting


## Our Solution


BIODEGRADABLE

PLASTIC FREE

100% COMPOSTABLE

WASTE MANAGEMENT





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## Alternatives To Plastic

### Obvious Choices

- Reusable plastic water bottles
- Reusable carry bags
- Bagasse Containers



### Out of the Box Choices

- Paper Bottles
- Paper Pouches without plastic or Aluminium lining
- Terracota Boxes and Teracotta Bottles for water
- Edible cutlery from rice husk
- Paper Masks
- Plastic bricks

Samiksha is presenting



GSFCU- ANJALI 42 others





**Annexure-1**

Sr. No.	Full Name	School Name	Division	Sem	Category	Mobile No.	Email Address	Gender
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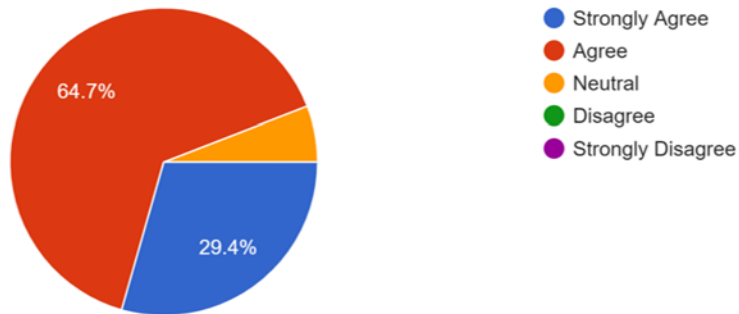




**Feedback of Event:**

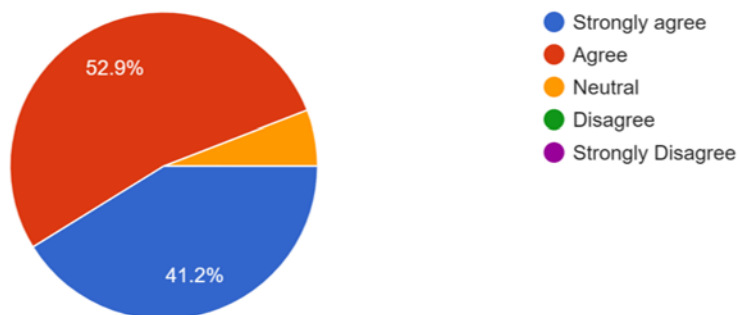
The Expert talk webinar objective were stated clearly and met.

17 responses



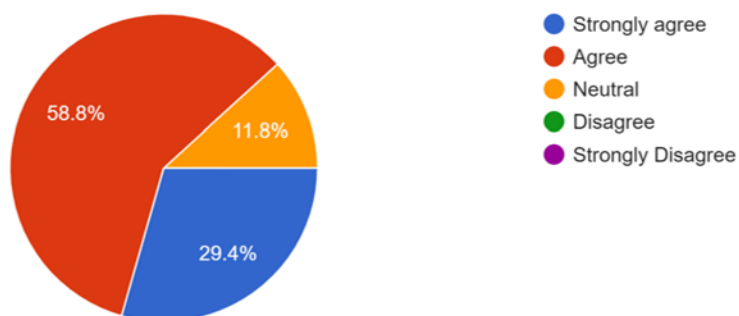
The Speaker made the efforts to make me understand the topic.

17 responses



The Expert Talk has increased my knowledge on Innovation & Entrepreneurship.

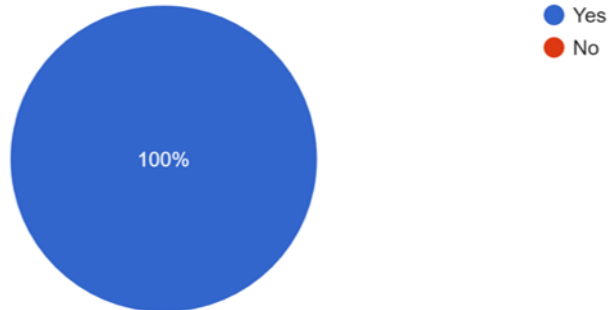
17 responses





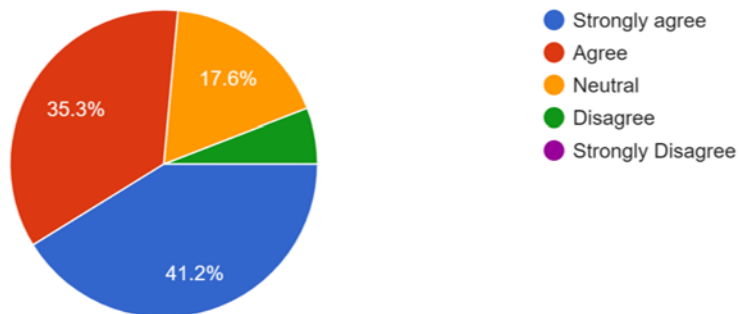
Did the event help you with new learning's or knowledge?

17 responses



This Expert Talk will be beneficial for me to pursue Innovation and Entrepreneurship in my career.

17 responses



Please rate your overall experience.

17 responses

