

ASME ISHOW ASME IDEALAB

For Immediate Release

Three Entrepreneurs in India Win Places in Annual ASME ISHOW Cohort with Innovative Solutions to Sustainable Building, Food Storage, and Women’s Health Challenges

NEW YORK (April 30, 2023) – The American Society of Mechanical Engineers (ASME) has announced the regional winners of the 2024 ASME Innovation Showcase (ISHOW), the prestigious international accelerator of hardware-led social innovation. Seven social ventures from throughout India pitched their innovative solutions and participated in an extensive design and engineering review with expert judges April 24 and 25 in Chennai. Three regional winners were selected to join the 2024 ASME ISHOW cohort and announced at an invitation-only awards ceremony. They will receive a share of \$30,000 in grant awards and technical support to help bring their impactful innovations to market.

The 2024 ASME ISHOW India regional winners are:

- [CarbonCraft](#) (Hubli, Karnataka, India) for its “CarbonCraft - Carbon emissions into building materials” – an efficient way to permanently store carbon emissions to develop tiles, aggregates, bricks, and other building materials
- ASME IDEA LAB alumnus [Periwinkle Labs Pvt. Ltd.](#) (Bengaluru, Karnataka, India) for its “Ikshana” technology – a discreet wearable device that delivers electrical stimulation to treat urinary incontinence, which affects one in every three women over age 30
- [Saptkrishi Scientific Pvt. Ltd.](#) (Bhagalpur, Bihar, India) for its “Sabjikothi” solution – a range of affordable storage that maintains freshness and extends the shelf-life of fruits and vegetables up to 30 days without chemicals, preservatives, or refrigerants, using only 20 watts of power (including solar) and a battery backup.

“Through the vision and creativity of these talented entrepreneurs and the guidance of expert mentors, ASME ISHOW and IDEA LAB are transforming groundbreaking ideas into market-ready products that improve lives,” said ASME Executive Director/CEO Tom Costabile. “These programs are key components of ASME’s sustainability and [climate strategy](#), aligned with the United Nations’ Sustainable Development Goals.”

The 2024 ISHOW cohort will be invited to the annual ISHOW Bootcamp in the winter to receive an extensive and customized design and engineering review by experts curated to guide them as they scale to market. They will also have a chance to earn a second round of seed grants from ASME. They become part of the ISHOW alumni network, an international community of hardware innovators and stakeholders with exclusive access to experts and resources.

ASME ISHOW judges and facilitators include experts in research, sustainability, mechanical engineering and product design, manufacturing, startup financing, supply chain, and business strategy, representing organizations including **Boeing India, Caggemini Invent, Design Direction Pvt. Ltd., IITB Innovation Centre, NMIMS School of Design, SELCO Foundation, Uptycs, Villgro, Yostra Labs,** and more. These subject matter experts provide technical and strategic guidance based on ISHOW's five key pillars: customer/user knowledge, hardware validation, manufacturing optimization, implementation strategy, and impact.

The prestigious ASME ISHOW hardware accelerator is open to individuals and organizations taking physical products to market that will have a positive social and environmental impact and that improve the quality of life around the world. ASME ISHOW annually matches up to 30 carefully selected innovators with appropriate experts to ensure that the proposed hardware solutions are technologically, environmentally, culturally, and financially sustainable. To date, ISHOW has enabled over 230 startups from more than 35 countries to solve critical quality-of-life challenges for vulnerable populations worldwide. ISHOW alumni have developed affordable devices to address issues including clean combustion, crop threshing, fetal health, food waste prevention, health diagnostics, safe drinking water, and many more that address the [United Nations' Sustainable Development Goals](#).

The application deadline is May 1 for innovators in Africa seeking consideration for ISHOW Kenya, an in-person event to be held June 19-20 in Nairobi; applications are due June 1 for social entrepreneurs in the Americas seeking consideration for ISHOW USA, a virtual event scheduled for July 23-25. Three ventures selected at each event will join the ISHOW 2024 cohort.

In 2022, ASME launched the IDEA LAB incubator, extending the reach of the ISHOW hardware accelerator platform. With IDEA LAB, ASME moves upstream to aid budding social entrepreneurs in developing and implementing their impactful hardware concepts from the pre-prototype stage. IDEA LAB participants receive assistance and seed grants in bringing their concept to the prototyping stages of product development. Applications for IDEA LAB are open year-round and reviewed on a rolling basis.

ASME is grateful to [The Lemelson Foundation](#) for its continued support of the ISHOW with a multi-year strategic investment in the ASME and Engineering for Change ecosystem and to ISHOW implementation [partners](#) around the globe. Learn more about ISHOW's global impact in this [dynamic dashboard](#).

Follow the journeys of ISHOW alumni including [GenH](#), [PlenOptika](#), [Himalayan Rocket Stove](#), [SAYeTECH](#) and others [here](#).



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#innovation #socialventures #ThisIsHardware

About ASME

ASME helps the global engineering community develop solutions to real world challenges. Founded in 1880 as the American Society of Mechanical Engineers, ASME is a not-for-profit professional organization that enables collaboration, knowledge sharing, and skill development across all engineering disciplines, while promoting the vital role of the engineer in society. ASME codes and standards, publications, conferences, continuing education, and professional development programs provide a foundation for advancing technical knowledge and a safer world. In 2020, ASME formed the International Society of Interdisciplinary Engineers (ISIE) II & III LLC, a new for-profit

subsidiary to house business ventures that will bring new and innovative products, services, and technologies to the engineering community. For more information, visit www.asme.org.

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About the ASME Foundation

The ASME Foundation is the philanthropic arm of the American Society of Mechanical Engineers, supporting an array of programs in three core pillars: engineering education, career engagement, and global development. With the goal of empowering tomorrow's technical workforce, the ASME Foundation advances equitable access both to professional opportunities and to engineering innovations that improve quality of life. For more information, visit www.asmefoundation.org.

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ASME Executive Director/CEO Tom Costabile (at left) presents the 2024 ISHOW India award to CarbonCraft's Tejas Sinal for the company's innovation in sustainable building materials.



Pictured left to right: Dr. Lakshmi Jagannathan of IITB presents the 2024 ASME ISHOW India award to Komal Shah and Manish Arora of ASME IDEA LAB alumnus Periwinkle Labs Pvt. Ltd. for its "Ikshana" wearable technology to treat urinary incontinence.



Saptkrishi Scientific Pvt. Ltd.'s Nikky Kumar Jha (at left) accepts a 2024 ASME ISHOW award for the company's "Sabjikothe" sustainable food storage solution from ASME Senior Program Manager James Creel.