

**Prof. Ashok Shettar,**  
**Principal,**  
**BVB College of Engineering and Technology,**  
**Hubli.**

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**02 Sep. 2013**

Dear Alumnus,

It gives me immense pleasure to introduce Mr. Shekhar Kulkarni, 'a friend of BVB', the chairman of "Import Substitution Foundation". Mr Shekhar is IIT Bombay Alumnus and entrepreneur based in Pune. He has successfully import substituted more 300 products in last 35 year. He established his own brand against multinational brands. As his social responsibility and passion he is educating youngsters and professors about the burgeoning imports which currently stand at a whopping Rs 3,80,000 crores just in Mechanical, Electronics and Instrumentation. We have visited his "Import substitution foundation" at Pune initially with our faculties. This was so impressive that after giving initial test of manufacturing demo products, we have taken 80 students to Pune to educate every student about "the opportunities in import substitution and the methodology of generating the factory setup from a single defective imported sample! All the students were very happy and are excited to start their own venture.

As next step to our visit to his facilities, he has suggested that we should form an "Import Substitution Product Bank" of various imported products, defective or otherwise. This will inspire all the students about concentrating their efforts in this direction. The bank may have imported samples which are of no commercial value but have great educational value. The idea is borrowed from Medical education with attached hospital where medical students learn from dead bodies first and then work on live human beings!

We think it is about time that we as Indians start leveraging our technical potential to our new initiative to form a demo "Import Substitution Product Bank". This will also boost our newly formed "Centre of Excellence for Import Substitution (CEIS)".

Technical institutions, we believe, can play a vital role in enabling and empowering young engineers to exploit the opportunity of import substitution. This has a substantial implication technically, financially, and socially for India. We at BVB, wish to mould our young engineers into Young Entrepreneurs. Hence, we are paving a way to set up a Centre of Excellence for Import Substitution (CEIS). In this regard, many initiatives have been undertaken by the Import Substitution Foundation, the BVB and the students. Just to quote, over 120 students in 21 teams manufactured products in 4 weeks (in March 2013), matching the quality of the products available in the market and successfully sold to realize profit. Mr. Shekhar Kulkarni had floated the idea in his lecture to motivate the students and BVB provided them with seed capital, mentoring, guidance. The results and ruffles created on campus are impressive.

We know all of you are successful in your life. Some of you may be in the product development or purchase or service or R&D domain. We are writing this letter inviting you to become our associate mentor in this CEIS endeavour. Here is how you can help:

1. contribute one or more products which is imported and need Indian substitution. You are free to give literature, defective sample, new sample or in any way you deem fit so that we can display and communicate about the product in our product bank this potential import substitute product.
2. You may give some defective products with no future value but good educational value. Defective samples received from projects can also be contributed.
3. a short write up on the name of the product, the application and approximate total market value potential for this product

We, intend to collect such sample products from all our alumni entrepreneurs/well-wishers to inspire our students and have them familiarize with the variety, purpose, technology, design, material and testing related aspects. This, we believe, shall connect them to the real world of product development and can make them experience it while on campus like doctors learning from attached hospital!!

We hope and wish you join hands with your alma-mater, in fact we are so excited, we invite you to visit us to discuss future course of action. Please feel free to write to me at [ashok@bvb.edu](mailto:ashok@bvb.edu) or can call me at (0836)-237-8101 with your inputs. Please Cc your email communications to [nitin@bvb.edu](mailto:nitin@bvb.edu) as well.

All such contributions will be acknowledged that it was contributed from with the name of the alumnus. We thank you for your willingness to help and to be a part of new world of possibilities on campus, at your BVB Hubli.

Best regards,

**Prof. Ashok Shettar,**

**Shekhar Kulkarni**

Chairman,

Import Substitution Foundation