



**INDIAN INSTITUTE OF TECHNOLOGY
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FOR IMMEDIATE RELEASE

**Book co-edited by IIT Bombay's Prof. Rohan Chinchwadkar to be launched
on July 23 by NITI Aayog CEO Amitabh Kant**

The book titled, 'Shifting Orbits: Decoding the Trajectory of the Indian Start-up Ecosystem', provides a comprehensive narrative on innovation and venturing in India; gives insights on current trends and practices as well as challenges and course corrections needed for future

Mumbai, July 20, 2021: The book titled, 'Shifting Orbits: Decoding the Trajectory of the Indian Start-up Ecosystem', co-edited by Professor Rohan Chinchwadkar, a faculty member at the Shailesh J. Mehta School of Management, IIT Bombay, will be launched on July 23 (Friday), 2021, at 06.00 pm, by Amitabh Kant, CEO, NITI Aayog.

Please register for the launch at: https://iim-b.zoom.us/webinar/register/WN_IApOJHbDS9-fgBcQpZQJLw

The book launch is being organized, in the virtual mode, by the Innovation Venturing and Entrepreneurship in India Network (iVEIN). The event will start with the welcome address, an overview of iVEIN and background to the book. The book release will be followed by the keynote address by Amitabh Kant, after which there will be a presentation on the key insights. The event also includes a panel discussion on, 'The evolving start-up landscape', between Amitabh Kant and Kris Gopalakrishnan, Co-Founder, Infosys.

About Shifting Orbits:

India is one of the largest start-up and innovation hubs in the world, and the Indian start-up ecosystem has become an important contributor in the nation's journey to become a \$5 trillion economy. Shifting Orbits chronicles the spectacular rise of the start-up landscape in India in four different sections: innovation, incubation, funding and industry perspectives. The first section dives deep into understanding how India is faring on innovation-led entrepreneurship and delineates the challenges to be overcome. The next section explains how incubators provide a nurturing

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environment for start-ups so that they can survive and flourish as viable businesses. For start-ups to be able to grow and create an impact, funding is critical – the third section examines the current funding scenario and lists the policy changes essential for its growth. It also highlights the impact made by venture funded companies in the economy. The section on industry perspectives takes an analytical, practice-centred view of the growth of the Indian innovation ecosystem. Taken together, the book provides a comprehensive narrative on innovation and venturing in India and gives valuable insights on current trends and practices as well as the challenges and course corrections needed for the future.

About iVEIN:

iVEIN is a consortium of leading IITs and IIMs that aims to nurture the Indian entrepreneurial ecosystem through academic research and thought leadership. It seeks to bring insights and evidence from academic research to support policy making as well as increase the effectiveness of managerial and investment decision making in entrepreneurship. This cross-institutional network can be the glue that bridges the different stakeholders in the entrepreneurial ecosystem, and more importantly, create rigorous and relevant new knowledge that is crucial to sustain an innovative ecosystem.

Motivation for the book:

The entrepreneurial paradigm in India has witnessed multiple shifts over time. The current policy imperative has been to support the start-up and venturing route for entrepreneurship. Buoyed by the initial successes in the IT and software industry and a supportive policy framework, the Indian start-up ecosystem has grown considerably. The need for a well-documented and researched text that has tracked the growth of the Indian start-up ecosystem has been acutely felt in recent times. The book bridges that need.

About the editors:

Rohan Chinchwadkar is an Assistant Professor (Finance) at the Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay.

Thillai Rajan A is a Professor in the Department of Management Studies, Indian Institute of Technology Madras.

Srivardhini K Jha is Chairperson and Associate Professor in the Entrepreneurship area at Indian Institute of Management Bangalore.

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Joffi Thomas is an Associate Professor in the Marketing area at Indian Institute of Management Kozhikode.

The book has forewords from Anand Mahindra, Chairman, Mahindra Group and Prof. K. VijayRaghavan, Principal Scientific Advisor to the Government of India.

The book has also received endorsements from eminent personalities like Dr. Devi Shetty, Mr. T.V. Mohandas Pai, Dr. Anil Sahasrabudhe and Mr. R. Gopalakrishnan, among others.

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