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A lean startup strategy to overcome the entrepreneurial challenges in Bioenergy sector: In context of National Mission for a ‘Green India’

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The National Mission for a ‘Green India’ aims to achieve an afforestation of 6 million hectares of degraded forest lands and to expand forest over from 23% to 33% of India’s territory by 2022. But, it is observed that there is no motivation for harnessing and nurturing the existing biomass resources and the required upgradation for biomass technologies. Therefore, there is an urgent need to develop a strategy to overcome the entrepreneurial challenges in Bioenergy sector. The proposed strategy is inspired by the concept of lean manufacturing and lean startup methodology. The Bioenergy sector is failing to achieve the desired goals because somewhere we are successfully executing a bad plan. It is the plan which needs to be calibrated again and again to avoid wastage of precious time and efforts. We can reduce the time between pivots by accepting the fact that entrepreneurship is management through validated learning. But, it needs lot of care to decide when to pivot. It is proposed that we should conduct usability tests to assess how the people involved in National Mission. The formation of Cross-functional teams and their improvement in their performance is suggested through Cohort Analysis and Predictive Monitoring. In the last the proposed strategy suggests how we can go faster for achievement of National Mission for a “Green India”.

Biography

P Pachauri is working as Professor in the Department of Mechanical Engineering and Director (Projects and Planning) at Noida Institute of Engineering and Technology, Greater Noida. He has a rich teaching experience of 17 years. He has also been a mentor for many innovative projects and motivator for startups. Many students are bringing up their startups under his guidance. His active participation in teaching endowed him with a profound sense for authoring 05 bestselling books on Mechanical Engineering and 15 research papers in national and international journals. He is constructively active in strategic planning for a promising and prosperous future of NIET, Greater Noida. He has great experience of organizing 12 international/national conferences/ national seminars. His sincere hard work has been acknowledged by Government of India by sanctioning him two research grants. He is life member of Indian Society for Technical Education (ISTE), life member of Powder Metallurgy Association of India (PMAI) and faculty mentor for Society for Automotive Engineers India (SAE). He has built a team of young researchers to apply recent research findings to Entrepreneurship, Green Manufacturing, Bioenergy, Biomass and Biofuels.

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