

Somaiya Vidyavihar and Maker India Foundation launch Maker Mela



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Mumbai: Somaiya Vidyavihar initiates the formation of the Maker India Foundation, an initiative to accelerate the Maker Movement in India and to create a community of Makers. Maker Movement is a global social movement, where individuals who invent things informally get a chance to showcase, collaborate, and form communities.

From making kites to making a solar lamp is considered a Maker. India has a heritage of arts, crafts and skills, as well as a history of innovation and creation. A robust 'can do' attitude can be seen in the multitude of small service and repairing shops to homemakers making pickles and papads. Making can stand for everything from baking a cake, creating handmade products like Warli paintings, gadgets using free software and tools or making fine jewelry. Makers can be found any field - from stitching to teaching to technology. In essence, the very word "making" is becoming a "maker".

Maker India Foundation is launching Maker Mela, a platform for innovators, creators and designers ranging from a kite maker to an automobile engineer. Maker Mela seeks to trigger ideas and innovations, provide a platform for innovators to showcase their innovations. Maker Mela will bring together scientists, engineers, technocrats with experts, artists and craftsmen across the country to present their applications of ideas and explore how they can work together by combining art, science and technology.

Speaking about the Maker India Foundation, Samir Somaiya says, "Our vision is to catalyze innovation and entrepreneurship in India at the grassroots level. It is when people get an opportunity to share ideas, collaborate, that new ideas and products turn into businesses. This is one of the various initiatives that we are planning under

the Maker India Foundation. I believe that learning and knowledge increase when shared, and we are excited to play a role in bringing Indians across strata and states together, and celebrate the joy of learning, exploring and entrepreneurship. In India, we need to provide support systems to innovators that will help them gain confidence to turn into entrepreneurs and generate revenue from their creations. It could help the government's pursuit of Make in India and entrepreneurship by helping build businesses. With a government focus on 'Make in India', this is an especially exciting time to launch this initiative.”

Somaiya Vidyavihar with its belief in holistic education and the motto that 'Knowledge Only Liberates' has been successfully supporting technology start-ups through its Technology Business Incubator, RiIDL - Research Innovation Incubation Design Labs . Maker Mela will be held on 9th-11th October 2015.

Maker India foundation hopes to inspire generations of makers by dedicatedly working towards achieving the ideals such as:

- Providing training and mentorship to able makers.
- Enabling makers with a platform to showcase collaborate and explore exciting opportunities.
- Creating awareness that a maker resides in everybody.
- Encouraging homegrown and scalable innovations
- Eventually, with the help of our community of makers we hope to make our economy self-reliant and realize the dream of Make in India.

Being a part of the global Maker Movement will also provide a connect to Indian makers to open-minded independent inventors, hobbyists, designers, and thinkers and to reach out to makers across the world. As India looks for ways to expand its economy, the Maker Mela offers a compelling platform.

REGISTRATION DETAILS:

How to register?

Makers can register the website: www.makermela.com

Registrations are open.

Event Date – 9th – 11th October 2015

Timing – 10 am – 6 pm

Makers and Visitors can contact - 91 9820246305 / pooja.mg@somaiya.edu

Venue – Somaiya Vidyavihar, Mumbai

Makers can either register, or get nominated.

If the makers are well established, they don't have to register, they will be nominated and requested to conduct a workshop.

Otherwise, makers should register on website: www.makermela.com

The makers can be categorized as follows:

- 1) Makers who only want to exhibit.
- 2) Makers who wish to sell their product.
- 3) Makers who wish to conduct a workshop.

*Makers who want to conduct a workshop also have a choice to exhibit and sell.

*On the day of the event, the products that are up for selling will be in the Maker Shop.