

## Agatsa founder bags women entrepreneur awards

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**The young entrepreneur is the technological brain behind conceptualizing and building SanketLife, Agatsa's pocket-sized ECG devices**



The founder of Agatsa, innovator of world's smallest and leadless ECG machine, Neha Rastogi has recently received three prestigious awards for women entrepreneurs. She won the 'Women Entrepreneur of the Year' award at the Spirit of Manufacturing Awards organized by Tie and Power2SME; the SheThePeople.TV 'Digital Women' Award in the Disruption category for SanketLife; and the BIRAC-TiE WInER Award for women in entrepreneurial research in the field of biotechnology.

The Make in India and Startup India campaigns launched by the government have not only fueled the growth of start-ups but also encouraged women entrepreneurs. Women like Neha have taken the right steps in this direction and are using technology as an enabler to power solutions in difficult sectors such as healthcare. Industries such as manufacturing have been very male centric until recently. However, women like Neha are changing this and have ventured into this sector with élan, proving their worth.

Agatsa is working towards developing cutting-edge technology oriented medical devices connected with mobile apps and cloud, which can be used by consumers in their day-to-day life. It was after understanding the misses in the early identification of cardiac issues and effective management, that Agatsa created its first range of products called SanketLife. It is a portable, wireless and simple-to-operate ECG device priced reasonably at INR 2500.

Speaking about this, Neha Rastogi, Founder and COO, Agatsa, said, “I have always believed in the power of technology to create innovative solutions which can change the way we look at problems in day to day lives and Agatsa was also an outcome of this. I am extremely happy to have won three prestigious awards across various platforms. While these awards are a recognition of my hard work and efforts, they also bring with them the responsibility to do more and better.”

While the Spirit of Manufacturing Awards seeks to applaud innovations in the manufacturing industry and encourage young innovators enabling them to hone their skills, the SheThePeople.TV award honors women entrepreneurs who have leveraged digital to forge ahead. The Birac-TiE WInER award is given to Women in Entrepreneurial research in the field of Biotechnology. Out of 800 entries, 3 women were awarded with INR 25 lakh each.