



हरकोर्ट बटलर प्राविधिक विश्वविद्यालय

नवाबगंज, कानपुर - 208002, उ.प्र., भारत

HARCOURT BUTLER TECHNICAL UNIVERSITY

NAWABGANJ, KANPUR - 208002, U.P., INDIA

(Formerly Harcourt Butler Technological Institute, Kanpur)

Phone : +91-0512-2534001-5, 2533812, website : <http://www.hbtu.ac.in>, Email : vc@hbtu.ac.in

100+ YEARS
1921 - 2021



Report on Startup Innovation Stories lecture by Mr. Aman Ayaz on the topic “From Flowers to Fleather – Where Phool.co Turns Devotion into Design”

The Department of Leather Technology in collaboration with Atal Incubation Hub organized an insightful and inspiring motivational talk on 24th February 2026 at Lecture Theatre-01. The session was delivered by Mr. Aman Ayaz, Associate Research Scientist at Phool.co, under the theme “Startup Innovation Stories: From Flowers to Fleather – Where Phool.co Turns Devotion into Design.”

The lecture was graciously attended by the Professor (Dr.) Jitendra Bhaskar (Dean of Atal Incubation Hub), Professor (Dr.) G. L. Devnani (Head of the Department) along with the esteemed faculty members including Mr. Sumant Chatterjee (Associate Professor), Dr. Abhishek Kumar Lal (Assistant Professor), Mr. Ranveer Singh (Assistant Professor) and Dr. Pramendra Gaurh (Assistant Professor). Students and Research Scholar of Leather Technology Department have been actively participated in the session.

During the session, Mr. Aman Ayaz shared the inspiring startup journey of Phool.co and explained how temple flower waste, which is usually discarded in rivers and landfills, is collected and chemically treated through an innovative and sustainable process to create “Fleather” From temple flower waste to alternative of genuine leather. He elaborated on the scientific treatment methods, material development process, and research innovations involved in converting floral biomass into a durable, eco-friendly, and value-added material.

The session highlighted the importance of sustainable entrepreneurship, waste management, circular economy principles, and green material innovation in today’s industrial landscape. The speaker also discussed the challenges faced during product development, scaling of the startup, and the role of research and incubation support in transforming an idea into a successful venture.

