



Visit to AIC RNTU Incubation Centre-

On 22nd March, 2024 Team UDGM visited the Atal Incubation Centre (AIC) at Rabindranath Tagore University (RNTU). The visit provided an enriching opportunity to explore the dynamic ecosystem of innovation and entrepreneurship fostered at the AIC.

During the visit, the team engaged with experts at the incubation centre, gaining insights into its operations, resources, and support systems designed to nurture startups. The interaction included discussions on various aspects of entrepreneurship, such as ideation, funding, mentorship, and scaling business ventures.

The team also toured the state-of-the-art facilities at AIC RNTU, observing how startups are supported through infrastructure, guidance, and networking opportunities. This experience served as a valuable learning opportunity for Team UDGM, inspiring them to further strengthen their efforts in promoting innovation and entrepreneurship at their own institution. The visit was both informative and motivating, leaving the team with fresh ideas and strategies to implement.



Interviews-

The UDGM Incubation and Entrepreneurship Cell successfully conducted its recruitment drive earlier this year, which witnessed an overwhelming response with **167 applications**. The interview process was carefully structured to evaluate candidates on their skills, creativity, and passion for entrepreneurship and innovation. Each applicant brought unique ideas and perspectives, making the selection process both competitive and insightful. The exceptional participation highlighted the growing interest in UDGM's vision and mission. The selected candidates are now part of the team, ready to contribute towards fostering entrepreneurship and driving innovative initiatives.



ORIENTATION PROGRAM ON RESEARCH, INNOVATION AND STARTUPS-

On 19 July, the Udgam Incubation Centre and E-Cell of the Institute for Excellence in Higher Education (IEHE) organized an orientation program for MSc students from Physics, Chemistry, Biotechnology, and Mathematics departments in Manthan Hall. The event began with a warm welcome for IEHE Director Dr. Pragyesh Kumar Agrawal, who highlighted the importance of startups and entrepreneurship in today's economy. Mrs. Nidhi Chauhan, convenor of Udgam, introduced the E-Cell, explaining patent procedures and seed funding processes for aspiring entrepreneurs. Ms. Jyoti Saxena, convenor of the Research and Development Cell, emphasized the critical role of research in driving innovation, while Prof. R.K. Srivastava from the Chemistry department inspired students with insights into the transformative potential of sustained research. The program left students motivated to explore research, innovation, and entrepreneurship, offering valuable insights into the startup ecosystem.



Business Blitz: The Entrepreneurial Treasure Hunt

The Treasure Hunt Contest, held on August 13, 2024, was an exhilarating event that brought together 50 participants across 12 teams. Organized in multiple stages, the event challenged participants with a series of tasks and clues, testing their teamwork and problem-solving skills. Teams were divided into four tracks, each represented by colored wristbands, and began their journey with an initial task of taking selfies with students and professors. They then followed clues to various locations around the campus, where they encountered unique challenges and puzzles. The final stage took place in the UDGAM room, where participants were tasked with solving a case study. Team "The Barbarians," consisting of Khushi Lakhwani, Vidhan Singh, Harshit Rathi, and Nikhil Verma, emerged as the winners after an intense and competitive race to the finish. Participants appreciated the event's well-organized structure and engaging format, highlighting the challenging nature of the clues. The contest was a resounding success, fostering teamwork and critical thinking while providing an enjoyable experience for all involved.



WORLD ENTREPRENEURSHIP DAY:

On World Entrepreneurship Day, the UDGM Entrepreneurship Cell (E-Cell) held an event to inspire students about the significance of entrepreneurship. The event featured speakers Mr. Shantanu Sharma and Mr. Jitendra Gupta, who shared valuable insights on the importance of entrepreneurship and its role in shaping a self-reliant India.

Mr. Shantanu Sharma emphasized the youth's crucial role in driving entrepreneurship, aligning with the Prime Minister's vision of "Atmanirbhar Bharat." He introduced the "Swavalambhi Kendra," encouraging students to leverage this resource for guidance in their entrepreneurial endeavors. He urged the youth to take advantage of government schemes designed to support startups and innovation.

Mr. Jitendra Gupta engaged students in understanding entrepreneurship, highlighting that it includes both large and small-scale businesses. He shared examples of successful entrepreneurs and stressed the need for a shift from job-seeking to job-creating mindsets. Mr. Gupta discussed the "Swavlambi Bharat Abhiyan," focusing on the movement's four pillars: Entrepreneurship, Diversification, Cooperation, and Indigenous production.

**Badge Ceremony:**

On 5th September, the UDGM Incubation and Entrepreneurship Cell organized a memorable Badge Ceremony, coinciding with the celebration of Teachers' Day. The event took place in the presence of the esteemed Director of the Institute, Dr. Pragyesh Kumar Agrawal, who graced the occasion with his encouraging words and inspiring presence.

The ceremony began with a tribute to the teachers, acknowledging their invaluable role in shaping the lives and futures of students. Teachers were honored for their dedication, guidance, and contributions to the academic and personal growth of the student community.

Following the Teachers' Day celebrations, badges were ceremonially presented to all members of the UDGM team. The badges symbolized responsibility, teamwork, and a shared commitment to fostering innovation and entrepreneurship within the institute.

The event concluded on a high note, leaving participants motivated to uphold the values of collaboration and leadership while continuing to work towards the vision of UDGM. It was a day filled with appreciation, recognition, and renewed enthusiasm for the journey ahead.



Prarambh-

On October 8, 2024, Udgam Incubation Centre and Entrepreneurship Cell at the Institute of Excellence in Higher Education successfully organized the much-anticipated Prarambh - Seed Fund Scheme Initiative. This event provided an incredible platform for students to present their innovative startup ideas, competing for seed funding to bring their entrepreneurial visions to life.

The event was graced by the esteemed Guest of Honor, Dr. Pragyesh Kumar Agarwal, Director of the Institute, alongside a distinguished panel of judges. The session began with a warm welcome to the judges, followed by insightful and inspiring student presentations.

1. Milleta Pasta - Healthy Millet-Based Pasta

Presenter: Suhani Pillai

Suhani introduced Milleta Pasta, a nutritious, gluten-free pasta made from millets like jowar, bajra, and ragi. Featuring natural colors from ingredients such as blue pea flower and beetroot, and prepared without chemicals or preservatives, the product emphasized health and sustainability. Suhani sought ₹20,000 in seed funding to scale production.

2. Project Lakshman Phase 2 - Detachable Drone System

Presenter: Abhishek Pandey

Building on the success of Phase 1, Abhishek proposed advancements in drone technology through a foldable, coaxial fixed-wing system. Aimed at ease of use and versatility, the drone could operate for 15–20 minutes per battery. Highlighting its potential for military applications, Abhishek demonstrated the design using a 3D model.

3. Auto Yogi - Digitalizing the Automobile Sector

Presenter: Chirag Sahu

Chirag pitched Auto Yogi, an app providing detailed information on automobile services, including shop reviews, pricing, and customer ratings. Aimed at bringing transparency to the automobile service sector, the app would generate revenue through transaction fees on services.

4. **GirlUR Safe App - Empowering Women**

Presenter: Tanisha Koge

Tanisha introduced GirlUR Safe, a women's safety app featuring a panic button, GPS tracking, emergency services, and NGO collaborations. Focused on empowering women through technology, the app emphasized simplicity and reliability for personal safety.

5. **Skill Connect - AI-Powered Digital Marketing Services**

Presenters: Anay Tiwari and Vishnu Nair

Skill Connect integrates AI into digital marketing services such as website creation, SEO, and social media management. With prior funding of ₹20,000, they highlighted their recent advancements in AI automation and requested additional support for scaling their services.

6. **Crovi - Handmade Crochet Products**

Presenter: Saadhvi Shukla

Saadhvi showcased Crovi, offering handcrafted crochet accessories like earrings, bags, and keychains. With a focus on affordability, functionality, and style, her pitch targeted women seeking unique, lightweight, and washable accessories.

The event concluded with valuable feedback from the judges, who lauded the creativity and entrepreneurial spirit of the participants. Each pitch highlighted unique problem-solving approaches and demonstrated a strong potential for growth.

Prarambh successfully fostered an entrepreneurial mindset among students, reflecting the institute's commitment to nurturing innovation and leadership.



Guest Lecture with Dr. Munesh Chandra:

The UDGAM Incubation Centre of the Institute for Excellence in Higher Education (IEHE), in collaboration with Savishkar Madhya Bharat, successfully hosted an insightful guest lecture on Intellectual Property Rights (IPR). The session featured Dr. Munesh Chandra, a renowned computer science expert and prolific innovator with an impressive portfolio of over 75 patents, including 58 national and 17 international filings.

Dr. Chandra highlighted the critical role of intellectual property in safeguarding innovation and emphasized the importance of legal protection to prevent intellectual assets from leaving the country. Tailored to commerce students, the session covered essential topics such as trademarks, patents, and copyrights. Dr. Chandra shared relatable anecdotes and simplified complex legal processes, making the lecture engaging and accessible.

The interactive nature of the session encouraged students to participate actively, ask questions, and have their queries addressed in detail. Dr. Chandra's real-world experiences and practical insights left a lasting impression, inspiring students to value innovation and understand the necessity of legally securing their creative and entrepreneurial ventures.

Such collaborative efforts between UDGAM and Savishkar Madhya Bharat serve as vital platforms for fostering awareness about intellectual property rights. They play a crucial role in empowering young innovators and promoting responsible contributions to India's growing knowledge economy.



Guest Lecture on Talent vs Skill by Mr Rajeev Mishra-

On January 25, 2025, Udgam Incubation Centre, hosted a lecture on the theme "Talent vs Skill." The keynote speaker, Mr. Rajeev Mishra, Founder and Chief Creative Officer of 'Mystique 7,' and an alumnus of IIM Ahmedabad, delivered an inspiring address emphasizing the distinction between talent and skill and their combined role in achieving success.

Key Insights: Recognizing and Nurturing One's Potential

Mr. Mishra highlighted the importance of learning, unlearning, and relearning as essential steps in personal growth. He described unlearning as a way to let go of outdated mindsets and embrace innovation.

He explained that while teachers impart knowledge, coaches help individuals uncover their inner strengths. Recognizing one's unique intelligence—be it musical, visual, mathematical, or interpersonal—is vital for unlocking potential.

Mr. Mishra shared that talent is innate, while skill is developed through hard work. He emphasized the growing importance of soft skills, such as communication, leadership, and adaptability, in complementing hard skills for professional success.

The formula for success, he explained, is: $\text{Talent} \times \text{Hard Work} = \text{Skill}$, and $\text{Skill} \times \text{Hard Work} = \text{Success}$.

Excellence, he concluded, is a mindset driven by effort and the right attitude. By consistently applying oneself, success becomes inevitable.

This lecture motivated the audience to identify their strengths and channel their efforts toward achieving their goals effectively.