

Enabling the ecosystem of Entrepreneurship– a journey towards Startup Pre-Incubation

Manav Rachna University encourages a culture of innovation in all the areas that are designed for the students, faculty and society at large. The major focus of University is to align all the synergies in a collective manner to provide sustainable solutions to the society. Students are working in various specialized areas at the Pre-Incubation Unit and Innovation & Incubation Club (I&E Club), nurturing their ideas and sharpening their technical skills.

A Memorandum of Associations and Letter of Understanding has been done with Industries and Incubation Centers Like AIC IIT Delhi Sonipat, AIC BIMTECH, National Small Industries Corporation (NSIC), MENTORx, Yung Minds, BYST to foster entrepreneurship. Creating awareness about entrepreneurship is the first step towards encouraging a culture of entrepreneurship on university campus. Variety of initiatives are taken, these include organizing workshops, guest lectures, networking events, and startup competitions. This helps aspiring entrepreneurs to understand the importance of entrepreneurship in driving economic growth and creating jobs. This can encourage more students to opt to become entrepreneurs, which can help to create a more vibrant and diverse business community.

Secondly, creating awareness about entrepreneurship can help to break down the barriers that prevent students from starting their own businesses. Many students believe that starting a business is too difficult, risky, or expensive, and they do not consider it as a viable option. By providing information and resources about entrepreneurship, students can learn that starting a business is a feasible and rewarding option.

To determine whether the ideas of the students are workable, marketable, scalable, etc., till the pre-incubation stage they are given expert training, mentorship, and advisory services. For an average of six months to a year, pre-incubation centre offer these opportunities to early-stage entrepreneurs. In addition to this, our pre-incubation center also offers the physical resources they require, such as open offices and shared workspaces.

To promote innovation, various activities like PITCHDECK, Start-up Conclaves, Panel Discussions, Global Start-up and Entrepreneurship Conclave, Business Haat have been done. MRU often offers opportunities for a range of funding options available for entrepreneurs, including seed funding by New Gen IEDC, Venture Capitalists, and Angel Investors. Additionally, we offer competitions and grants specifically designed for student startups.

Pre-Incubation Unit

The Pre-Incubation Unit was established on April 5, 2022 in the I block basement under the coordinatorship of Dr. Yogita Sharma who is looking after the work of Coordinator Entrepreneurship, Pre-Incubation and Start-up as per notification no.MRU/OU 00/VC/2021/1352 dated 20.12.2021.

The Unit is founded with the intense conviction and deep commitment of the Institute to offer a forum for faculty, students and the world around them to integrate industry and Academia. The Pre-Incubation Unit will perform tasks of conducting Idea Generation and Idea Pitching Competition, Build a Go-to-Market Plan, Conducting Business Canvas, Bootcamp for start-ups, Business on Campus Competition, Mentorship Programs for students having Ideas by Entrepreneurs and Industry Professionals.

VISION

Our aim is to cultivate and support committed student teams and faculty groups in delving into generating ideas in interdisciplinary fields. Through engaging and promoting start-ups, we aspire to address fundamental challenges with a focus on delivering solutions that not only uphold high standards of quality but also make meaningful contributions to the advancement of technology and societal well-being.

MISSION

- To identify the problem areas being faced by the society and provide a sustainable solution to that.
- To enhance the way teams collaborate and communicate in the workplace by fostering creativity, efficiency and teamwork.
- To transform education through interactive learning and project based platforms to create start-ups.
- To explore funding opportunities by connecting with VC firms through pitch events, networking, and introductions from investors or advisors.

SOPs for Pre-Incubation Unit (Entrepreneurship, Incubation and Start-ups Activities)

Purpose of this Standard Operating Procedure Document is to ensure that the activities of Institution Innovation Council (IIC) of Manav Rachna University (MRU) (established in 2018), are executed in accordance with the guidelines specified by Ministry of Education (MoE) Innovation Cell (IC) of Government of India, so as to attain the desired outcome of fostering the innovation and entrepreneurship (I&E) culture and building an I&E ecosystem in the University campus.

The entire process starts with an idea to prototype development and then to the final commercialization of a product or service.

1. The initial part of the ideation process is brainstorming, or the process of collecting ideas in a group. During brainstorming, every idea counts and should be heard.
2. After you have gathered ideas, the next step is to evaluate them while the students are pitching their ideas. Each idea that is pitched, should show students passion, workability in a longer run, simple and easy to explain, revenue stream, and uniqueness.
3. Once the information is pitched by the students, the ideas list is trimmed down and only those that have potential to succeed are retained.
4. Then the ideas go to the next round and are pitched for seed funding from University funds / Government Schemes.
5. Those ideas that are granted with the fund start functioning. The students with the help of faculty mentors are asked to create a prototype and see how the market responds.
6. The funds are granted as per the expenses incurred and once it comes to a stage of commercialization, in case the student looks for a second round of funding, they are given options to present their progress before angel investors / venture capitalists.
7. They are also aligned to industry mentors depending upon their area of venture.
8. Various platforms are organized where students can have interaction with the area experts and industry mentors.

9. Corporate and Ministry tie-ups are done for value addition and giving maximum exposure to the students.
10. Seminars/Workshops/Webinar/Expert Talks are conducted, to organize an event/activity, the proposal is drafted and required approvals are taken from Dean Research for further approval from competent authority.
11. Reports are generated for all the events and documented. Also the promotions for all the events are done on social media platforms.
12. Coordinator shall be responsible to compile the related information after every two months and update it in the prescribed formats and also on the website as per the directions of the Dean Research office.

Innovation and Entrepreneurship Club

1. At the beginning of the academic year, the Innovation & Entrepreneurship Club was constituted by the Head of the Pre-Incubation Unit.
2. Each domain area has student coordinators.
3. The student coordinators are responsible for promoting the cause of Innovation and Entrepreneurship.
4. Roles and responsibilities are defined and assigned to Student coordinators.
5. For each quarter's plan of I&E Club activities, the schedule is prepared by the Head of Pre-Incubation Unit assigning responsibilities to student coordinators for organizing the activity.
6. Roles and responsibilities are defined and assigned to Student coordinators.

Pre-Incubation Unit Core Team

Faculty - Dr. Yogita Sharma, School of Management and Commerce, MRU

Student Core Team

We take great pleasure in notifying you to the establishment of a new team in I&E (Innovation and entrepreneurship) club within esteemed University. The team members of the club are:-

President	Sneha Bhatia	BBA FAA	2021-2024
Vice president	Saksham Mittal	BBA FAA	2021-2024
Event head	Bhavishya Ahuja	BBA FAA	2021-2024
Event co-head	Jasleen Kaur	BBA BA	2022-2025
Content head	Atriza Priyam	BBA HCM	2022-2025
Content co-head	Yatee Singh	BBA BA	2022-2025
Creative head	Anshul Bhalla	MBA BA	2022-2024
Creative co-head	Mannat Arora	BBA OM	2022-2025
Administration head	Ujjwal Bhalla	BBA OM	2021-2025
Administration co-head	Vansh Arora	BBA OM	2022-2025
Social media head	Soumya Jha	MBA BA	2022-2024
Social media co-head	Sanvi Agrawal	BBA BA	2022-2025
Marketing and promotion head	Haneesh Bhatia	BBA FAA	2021-2025

Marketing and promotion co-head	Pratibha bana	BBA HCM	2022-2025
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Formal Letter of Agreement with NSIC

This collaboration synchronizes with the vision of our Founder President, Dr. O.P. Bhalla, who wished to prepare and equip our students with the latest knowledge and skills in varied fields. This tie-up would enable our students to face the global challenges and transform them into insightful, honorable and responsible citizens.



MOU with AIC, IIT Delhi Sonipat Innovation Foundation

Manav Rachna University signed a formal MOU with Atal Incubation Centre, IIT Delhi Sonipat Innovation Foundation. Focus of the MOU was to impart specialized programs in the fields of Entrepreneurship, Innovation and Startup initiated by the government for our students. AIC IIT and Manav Rachna University shall jointly modulate the specific functional areas such as IPR, Start-up, Incubation, Design, Mechanical, Electrical and Electronics, Information Technology and Entrepreneurship development with intent to impart mentoring and hand holding to the student start-ups.

MOU with MENTORx

A Memorandum of Association was signed between Manav Rachna University and MENTORx. Special workshops and Pitching Sessions related to awareness of Entrepreneurship, skill development; support in starting small business ventures (entrepreneurship) and reaching out to the market place will be designed. Students will get a platform to connect with Industry mentors, Angel Investors, Venture Capitalists for hand holding and different rounds of funding.



<https://docs.google.com/document/d/1z1Vs8P9FgftxgMOAeiV1CVj3UPWFucNXVHXoCdF9n7s/edit?usp=sharing>

EXTERNAL PARTICIPATIONS

Engage'23

A Retail & Tech Summit organised by QueueBuster at JW Marriott, Aerocity, Delhi On 24 June 2023, our students- Bhavishya Ahuja, Sneha Bhatia & Saksham Mittal exhibited at Engage'23- Retail & Tech Summit organised by QueueBuster at JW Marriott, Aerocity, Delhi and represented their internship firm- Entrepreneurs' Media.



India Startup Summit 2023

Students from BBA EFB Semester 5, SMC Harsanjam Singh Nanda, Ayush Garg, and Kunal Khanna, had the privilege of attending the India Startup Summit 2023 at Radisson Blu, Dwarka on October 6, 2023



Empower X Change

Students from School of Management & Commerce & CST participated in Empower x Change (Pitchdeck) Organised by CDF DSC at Dyal Singh College, Delhi on 13 Feb (Tuesday).

1. Bhavishya Ahuja (BBA-FAA Sem 6)
2. Sneha Bhatia (BBA-FAA Sem 6)
3. Haneesh Bhatia (BBA-FAA Sem 6)
4. Aadish Malik (BBA-EFB Sem 4)
5. Karan salve (BBA-EFB Sem 4)
6. Ranjot Singh Bhogal (BBA-EFB Sem 4)
7. Mukund Gulati (BBA-EFB Sem 2)
8. Mukul Sharma (BTECH CSE 6C)
9. Prachi Garg (BTECH CSE 6C)

Out of these, One of our team BrightGive (Bhavishya Ahuja, Sneha Bhatia, Mukul Sharma & Prachi Garg, secured 2nd position with a cash prize)





IDEATHON 2023

The Team Bring Hope has emerged victorious and bagged 3rd position in the Theme Health and Wellness in IDEATHON 2023 hosted by YMCA.



IDEATHON 2.0

The Team Bring Hope has emerged victorious in IDEATHON 2.0 hosted by YMCA by securing 1st rank in the testament.





National Social Summit'24

The Team Bring Hope has emerged victorious in Sociothon at the National Social Summit'24, hosted by the prestigious Indian Institute of Technology (IIT), Roorkee. They have secured 3rd rank among approximately 500 participations from various colleges nationwide.



INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

RESULTS

Policy Case	Sociothon	Case Study
1) Suresha Chawla	1) Enactus NSUT	1) Team EFT
2) Urja Singh	2) Pinnacle Pulse	2) Team Vision
3) Team Victus	3) Bring Hope	3) Shriti Mandal

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List of Start-ups at MRU

https://docs.google.com/spreadsheets/d/1-hf5x0FK3L92OpT_SH_370S0pXdBWIVL/edit?usp=sharing&oid=106743063968352219775&rtpof=true&sd=true

Boot camp - Business Model Canvas Workshop

Innovation and Entrepreneurship club, under Pre -Incubation Unit of Manav Rachna University in association with AIC IIT Delhi Sonipat Innovation Foundation organised a Bootcamp - Business Model Canvas Workshop on September 14, 2023. The Bootcamp was curated to cater to aspiring entrepreneurs and students who are keen on mastering the art of creating startups and business models. It helped the participants to gain valuable insights to serve a solid foundation for creating startups. The students were also involved in a fun and creative activity wherein they made charts on an innovative product based on SCAMPER technique using stationary items like sticky notes, chart papers, sketch pens. They also presented their unique and innovative ideas in front of everyone.



Industrial Visit to NSIC
(National Small Industries Corporation)

The Innovation & Entrepreneurship Club, under the Pre-Incubation Unit at Manav Rachna University, organized an industrial visit to the National Small Industries Corporation (NSIC), under the Ministry of Micro, Small, and Medium Enterprises (MSME) of the Government of India on September 21, 2023. NSIC plays a pivotal role in supporting the growth of micro, small, and medium enterprises (MSMEs) across the nation. This visit was aimed to provide students with valuable insights into entrepreneurship, MSMEs, government schemes, and practical aspects of establishing and running a business. A total of 55 participants embarked their journey to NSIC.



On 24th August, 2023, the Innovation and Entrepreneurship club, under the pre incubation center, Manav Rachna University organized “Pitchdeck- A sustainable Idea Generation Competition”. Each team submitted a concise synopsis of their business idea, highlighting the problem they aim to solve, their proposed solution, and the potential impact of their innovation. The Pitchdeck event was held on 24th August, 2023 at the K block room no. KG02. The event spanned from 1:50pm to 3:30pm, offering a mix of idea pitching, jury evaluation, and networking opportunities. There were a total of 10 teams that were selected to present their idea and the jury evaluated them on the basis of novelty of idea, relation to sustainable goal, uniqueness and presentation.



Global Startup & Entrepreneurship Conclave- 24 February, 2023

To provide an opportunity to kick start ideas, spread awareness about startups, get fundings from the investors, Pre-Incubation Centre, Manav Rachna University in association with Entrepreneurs Media organized Global Startup & Entrepreneurship Conclave 2023 on February 24, 2023 at T Block auditorium. The Global Start-up & Entrepreneurship Conclave was a congregation of entrepreneurs, investors, and innovators from around India. This event aimed to provide a platform for start-ups to showcase their ideas and products, network with like minded individuals, and learn from industry experts. Live Pitching, Conference, Workshop, Exhibition and Awards were all integral parts of the conclave and provided a rich and diverse experience for attendees. Several panel discussions covered topics such as fundraising, scaling a business, and the future of technology. After rigorous screening of ideas submitted for presentation, 10 entrepreneurs were finally selected for pitching for their products and services. The Jury, funders and Venture capitalists who were present there appreciated their ideas and showed keen interest in mentoring and hand holding few out of them.





Expert Talk on “FIKA an Entrepreneurial Style” , January 16, 2023

With a focus on promoting and encouraging upcoming businesses in the country, January 16 was adopted as the National Startup Day last year. Calling start-ups the backbone of the 'new India', the aim is to foster a spirit of entrepreneurship and innovation by involving the startup community. To take this forward Pre Incubation unit under IIC of Manav Rachna University conducted an Expert Talk and Workshop on “FIKA an Entrepreneurial Style” by Ms. Shaifali Sanghal, Founder Yung Minds. She also shared her beautiful journey that she sailed through and outshined in many hardships, from working for someone to creating jobs in the form of a start-up. She also said that in business, one must always be on the toes and have a proactive approach. Her entire session focused on the importance of networking and collaborative work.





Entrepreneurship Zenith, April 26, 2022

Innovation & Entrepreneurship Club (I&E Club), under Pre-Incubation Unit, Manav Rachna University had conducted a series of events celebrating a day named “Entrepreneurship Zenith” on April 26, 2022. A Panel discussion on "Women, the torch bearers in the Innovative Start-ups world" was conducted and women innovators were roped in who shared their entrepreneurial journey, challenges and skill sets required to create a sustainable and equitable future. This was followed by a Keynote session on "Bootstrapping your Start-up towards profitability" This talk by all the women panelists stirred the confidence of students and founder of being chef sparked the curiosity amongst students for the entrepreneurship and Start-up and how budding entrepreneurs can build a vibrant entrepreneurial ecosystem by enabling a network of industry collaborations, partnerships, mentors and peer-to-peer connect. The day culminated with the “PITCH DECK-Idea Pitching Competition” with more than 30 brilliant ideas presented by the students. The shortlisted ideas were taken to the second round and presented in front of a panel,

where the top three ideas were selected based on their concept and presentation.





Start Up Conclave, November 10, 2022

Venue: I Block Auditorium

Resource Persons:

- (i) Dr. Munish Jindal, Founder and CEO of Hover Robotix and the founding president of Mentor X.
- (ii) Dr. Nancy Juneja, Founder – RevUp, Co-Founder MENTORx Global Chairperson MENTORx Women
- (iii) Mr. Ambrish Ranjan, Vice President, Asort.
- (iv) Ms. Manleen Kaur Mahajan, Public Relations; Brand Communications, Consultant, Everest Fleet North, Young Volunteer Organization.
- (v) Mr. Nitin Pahuja, Co-Founder, Push Sports

Participants: 115

Innovation & Entrepreneurship Club (I&E Club), under Pre-Incubation Unit, Manav Rachna University had conducted a “Start Up Conclave” on November 10, 2022. A Keynote session was held on "Taking your Start-up towards profitability" By Dr. Munish Jindal, founder & CEO of HoverRobotix and the founding president of Mentor X global. This was followed by a Panel discussion on "Real change is difficult at the beginning, but gorgeous at the end." Startup Founders and mentors were roped in who shared their entrepreneurial journey, challenges and skill sets required to create a sustainable and equitable future. The day culminated with the “PITCH DECK-Idea Pitching Competition” with some brilliant ideas presented by the students.





Ted Talk for the BBA Students “Entrepreneurship- a Step towards Promising Future Post Pandemic”

Ted talk was organized for the BBA Students on March 15, 2022. The talk was delivered by Dr. Himanshu Talwar, an International TEDx speaker, a Celebrated Author, with 12 National level awards winner and PR professional. He talked about the core values and attributes of entrepreneurship and startup and encouraged students to develop a vision to identify the needs of society and convert those into entrepreneurial opportunities. Moving ahead, he also shed light on the reason why the majority of Indian startup cannot survive in the western competition and end up making huge losses.





