

Grand launching of Startup Clinics powered by MU IDEAS Foundation Incubation Center

Objectives:

- To officially launch the Startup Clinics initiative by MU IDEAS Foundation Incubation Center.
- To provide insights on innovation in entrepreneurship and the role of community-based business practices.
- To facilitate networking and discussion on startup concepts through interactive sessions and pitch presentations.

Benefits:

- MU Ideas officially launched Startup Clinic across the Mumbai University Jurisdiction.
- PTVA's Institute of Management become the one the startup clinic as there were only 47 organizations selected for this across the Mumbai University Jurisdiction

Description: On 13th August 2024, Dr. Tejashree Deshmukh, Director of PTVAIM, Dr. Dinesh Harsolekar, Mentor, and the PTVAIM COEI Team attended the Grant Launch of Startup Clinics, powered by the MU IDEAS Foundation Incubation Center. The event was held at the Green Technology Auditorium, University of Mumbai, Kalina.

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The program commenced at 11:00 AM with a warm welcome by Dr. Sachin Laddha, Director of Innovation, Incubation, and Linkages. The event featured insightful speeches from three prominent speakers. Srinivasan R. Iyengar, Director of JBIMS, spoke about the role of innovation in entrepreneurship and how startups function. Dr. Keyurkumar M. Nayak, Director of Garware Institute, shared examples of successful business practices from communities like the Shaha and Marwaris, emphasizing how business acumen is nurtured from childhood. Mr. Shivram Garje, a Professor at the University of Mumbai, discussed the concepts of Atmanirbhar Bharat, skill-based education, and idea generation, particularly in the context of Micro and Small Enterprises (MSE).

Following the speeches, the speakers and Dr. Laddha participated in a lamp-lighting ceremony, officially marking the launch of the Startup Clinics. The Startup Clinic Banner was then unveiled, and letters were distributed to 47 selected colleges.

After a one-hour lunch break, the program resumed with an interactive session on the startup concept. Dr. Laddha then elaborated on the objectives and processes of the Startup Clinics. The event concluded at 5:00 PM with a pitch deck presentation followed by an informal "Gupp Shupp" session, which encouraged additional discussion and networking




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