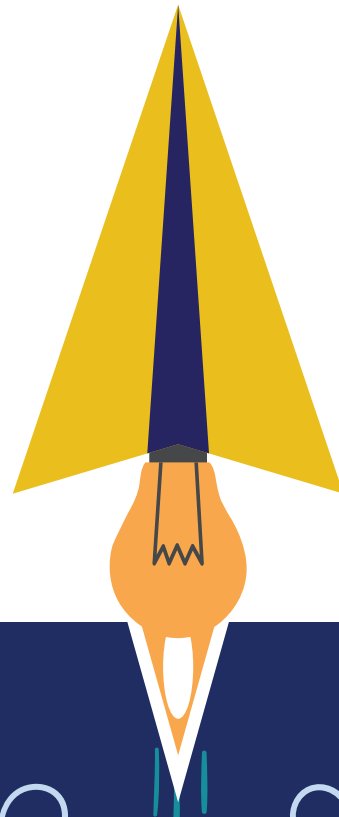




**SWARRNIM**  
STARTUP & INNOVATION  
UNIVERSITY  
WHERE IDEAS COME ALIVE.



# START UP

IDEATE | INNOVATE | INSPIRE



STARTUP



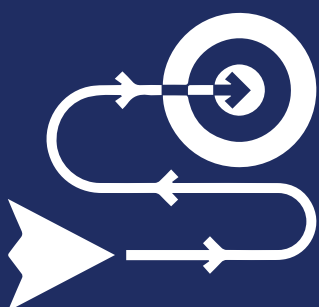
## About Swarnnim

Swarnnim Startup & Innovation University is having more than 12 years of experience in higher education. We inculcate the spirit of entrepreneurship and Startup along with all technical and non-technical courses. The inspiring environment of the campus allows students to develop themselves personally, professionally, and academically. With our Startup Launchpad at their disposal 24\*7, students can explore, validate and launch their business ideas.

At Swarnnim Startup & Innovation University, we bridge the gap between academics, industry, and society with constant interactions in the form of workshops, seminars, talks, community projects, etc. The bright minds of Swarnnim University are encouraged to use their creativity to shape a better future for society.

Our experienced faculties, backed by their research work and holistic learning, provide constant support to students. We promote our faculties to focus on research along with academics to develop an out-of-the-box delivery system.

## Vision & Mission



To be globally competent institution imparting education based upon the foundation of innovation and Entrepreneurship

To create budding Entrepreneurs who can compete globally by grooming their innovative and startup skills

# Awards



**AWARDED AS  
"BEST INNOVATION  
UNIVERSITY"  
AT NATIONAL STARTUP  
SUMMIT 2017**



**AWARDED AS BEST  
UNIVERSITY FOR  
ENTREPRENEURSHIP  
EDUCATION 2019**



## Recent Affairs @ Swarnnim





# FROM THE DESK OF



**Mr. Rishabh Gayapprasad Jain**

## **President, Swarnnim**

Make yourself so worthy, that you become the dawn of a greater future. We, at Swarnnim Startup & Innovation University, are strong believers of this philosophy and want to make our students, so worthy, that the sun rises and shines for them. Our courses and programs have been designed for holistic development such that the aspirants are skilled, creative and confident, all at the same time. We make them intellectually adept; socially and technically sound through initiatives like regular brainstorming sessions, seminars, group discussions, case studies, project presentations, and thought-provoking events. We promise to not just strengthen their knowledge base but make them proficient enough to confront organizational challenges.

I invite you to be a part of this progressive platform of education and gain from our state of the art facilities and teaching methods. Our committed faculty, curriculum, and excellent facilities ensure that you improve your skills, have impressive qualifications, embark on a global career and lead a blazing trail of success.



**Mr Vivek Anand Oberoi**

## **Co-founder, Swarnnim**

Startup Mania is all around us. Startups are the movements that are transforming how new products are built and launched. In an age of rapid technological innovations, the education system plays a compelling role. Being an Entrepreneur aficionado I am thrilled and excited to be a part of Swarnnim to nurture Startup & Entrepreneurship. The vision of this educational convergence brings Entrepreneurs together. It is an Endeavour to maximize the potential of innovations and distribute its benefits to a wider set of audience. Between learning how to land a job to your favorite startup, Swarnnim is going to be jam-packed with opportunities to grow your knowledge base and help you holster new skills. To create innovative solutions and to maximize the positive potential of opportunities enabled by the education sector this is the right time to be better prepared for these disruptions in the entrepreneurial era.



## FROM THE DESK OF



**Mr. Adi Rishabh Jain**  
Vice President, Swarnnim

Swarnnim Startup & Innovation University, has been a place where ideas and plans are nurtured from the grassroots. At our campus, we groom students into passionate architects of the nation. Since the very beginning, our institute's faculties & staff worked dedicatedly to achieve the milestone we set for ourselves. Later our Alumni network boosts our efforts like anything. At Swarnnim, students get learned from the brightest minds of academics and industry. They are encouraged to give birth to new ideas and face challenges. We leave no stone unturned to let them thrive through entrepreneur cultural and startup events. Join us—be a part of an ongoing tradition of excellence at Swarnnim Startup & innovation University.



**Mr. Rishi M Jain**  
Managing Director of  
Operations, Swarnnim

At Swarnnim Startup & Innovation University, we focused on the practice-oriented teaching process and industry-oriented education. This unique blend is helping the students to mould themselves to the demands of the corporate world admirably well. University is continuously improving the learning environment and reviewing the road map that can facilitate achieving academic excellence resulting in employability as competent technocrats/managers/educationists in various disciplines.

We have an approach to motivate & cultivate the students towards the business development & entrepreneurship in their minds & provide them a platform to showcase their business idea. The University endeavors to create a vibrant community and provide a life-long learning experience.

# FROM THE DESK OF



**Ms. Nikitaa Jain**

MD – Global & Head of Women Entrepreneurship Development Cell, Swarnnim

I am extremely proud of the rich tradition of providing Industry oriented education that our university has upheld since its inception. We have been successful in disrupting existing education patterns in India by introducing the courses focusing on skill-building, entrepreneurship, innovation, and thought leadership. Our programs prepare students to become leaders with the moral depth and intellectual intensity.

As thought leaders, women possess more potential with their knowledge and research contributions to driving change both at the university and across the globe. Hence our Women Entrepreneurship Development Cell works parallel to and augments the efforts of Swarnnim Incubation Center wherever a women entrepreneur is taking the lead.

I cordially invite all who are interested in expanding the knowledge and enriching their careers to explore our university.



**Prof. (Dr.) Kartik Jain**

Provost

The Swarnnim Startup & Innovation University strives to provide the best learning environment in order to achieve international standards and provide accredited academic programs to prepare students by developing skills and talents. The SSIU is India's first and foremost university in the field of Startup and Entrepreneurship. Global data shows that start-ups are creating more jobs nationally than large enterprises and we the flag bearer of this revolution. The SSIU has made innovation a strategic priority and seeks to encourage skills and creativity to strengthening sustainable development.



**Dr. Upendra Patel**

Registrar

I feel delighted to welcome all at Swarnnim University Campus. Along with our commitment to provide students an outstanding education, we aim to provide the working ecosystem to every stakeholder of University. To ensure the same we constantly update our practices. On the academic front, we prepare students for life. We pay equal attention to the overall development by providing them ample opportunities to groom their personalities. This is augmented by Knowledge creation & dissemination, the USP of our faculties.

# Messages from **Eminent Leaders** **Delivered during Swarnnim Talks**

All the students should find a way where they can contribute towards nation building with their Startup and innovations. I am also hopeful that the Startups at Swarnnim University can make this world a better place. I extend my best wishes to all students.

## **Hon'ble Shri Mansukh Mandaviya**

Minister of State (Independent Charge) Ministry of Shipping and Minister of State for the Ministry of Chemicals & Fertilizers, Government of India.



I appreciate the Swarnnim family for the work done for the society during the Covid – 19 crisis. Let me take this opportunity to appeal to all young entrepreneurs & Startups to make the best use of this opportunity. Swarnnim University has done a remarkable job in bringing Educationist, Researcher & Practitioner at one platform to promote startup and innovation.

## **Hon'ble Shri Shripad Yesso Naik**

Union Minister of State (Independent Charge) in the Ministry of AYUSH & Minister of State for Defence, Government of India.



It was a pleasure to discuss "Atmanirbhar Bharat" with Swarnnim students and faculties. I would like the Startups at Swarnnim to work with ICR. We will extend our full support to startups working in agriculture fields in reaching the market and share the learning from our experienced resources.

## **Hon'ble Shri Parshottam Khodabhai Rupala**

Union Minister of State for Agriculture and Farmers Welfare, Government of India.



It is my privilege to have a conversation with students of India's first Startups University. Students who are studying with Swarnnim Startup & Innovation University are lucky to have an opportunity of converting their ideas into business.

## **Honorable Shri. Som Parkash**

Union Minister of State for Commerce and Industry, Government of India.





# Messages from **Eminent Leaders** **Delivered during Swarnnim Talks**

As you all are from startup university, think about how you can use COVID -19 Lock-down & Post COVID – 19 era as the best opportunity for startup & Innovation.

## **Hon'ble Shri Bhupendrasinh Chudasma**

Cabinet Minister for Education, Government of Gujarat.



I hereby congratulate Shri Rishabh Jain, Shri Adi Jain and entire Swarnnim Family for taking initiative on e-learning, converting difficult situation into an opportunity for immense learning. Also, it is a praiseworthy for putting tremendous efforts to encourage students for startups.

## **Smt. Anju Sharma**

Principal Secretary, Higher and Technical Education,  
Government of Gujarat.



Swarnnim University is a kind of my dream University which I always wanted to open. It is a place where a 10th or 12th standard students can come with raw thought of an innovative idea and transform into a sustainable startup. It is amazing how Swarnnim University supports such students not only academically but also arrange infrastructure and funding for their Startups. It is a place to make students self-dependent and polish their entrepreneurship skills.

## **Shri Sanjay Raval**

Motivational Speaker



# Swarnnim Incubation Center

Empowering *Ideas & Inspiring* Innovations



Swarnnim Incubation Center is the umbrella body for nurturing and overseeing innovation and entrepreneurship at Swarnnim Startup & Innovation University. The center handholds the budding entrepreneurs of the university and from outside right from setting up companies to finding the right connections. The incubation center is the core of the university ecosystem and was established to achieve the primary aim of university i.e to promote startup & entrepreneur spirit in the country.

Swarnnim Incubation Centre (SIC) is an incubator established by Swarnnim Startup & Innovation University under section 8 of Companies Act, 2013. It is recognized as Nodal Institute by Govt. of Gujarat and registered as Startup India Incubator under the Department of Industrial Policy and Promotion, Govt. of India (DIPP). SSIC is supported by Student Start-up and Innovation Policy (SSIP) by Education Dept. of Govt. of Gujarat, Startup Innovation Policy by Industries Commissionerate (IC) by Government of Gujarat.



## **Vision:**

Support Make in India and be the university with the maximum innovative and established start-ups.



## **Mission:**

To be a globally competent institution imparting education based upon the foundation of innovation and Entrepreneurship and build Entrepreneurs who can compete globally by grooming their innovative and start-up skills.

# Objectives of SIC

- Help students to convert ideas into opportunities through institutional support.
- Academics and skill-based programs
- Business development strategies
- Problem Solving Approaches
- Funding
- Regulatory & acceleration support
- Facilitating exit

## Community Associations

- Wadhvani Foundation
- TiE Ahmedabad
- GCCI
- eChai
- Techstars Google Startup Weekend
- Headstart
- Yi- CII (Young Indians- Confederation of Indian Industry)



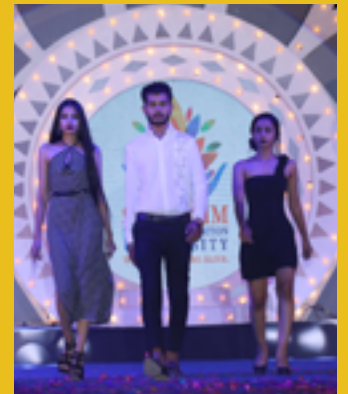


# Startup Activities @ SIC

- ▶ Think with the box
- ▶ Lights, Camera, Entrepreneurship
- ▶ Two Dollar Venture
- ▶ Idea Generation Workshop
- ▶ Expert Lectures
- ▶ Entrepreneurship Development Workshop
- ▶ Personality development
- ▶ SSIP awareness camp
- ▶ Entrepreneurial experience sharing
- ▶ Industrial Visits
- ▶ Problem-solving approach live projects
- ▶ Startup applications to the Industries department
- ▶ Panel Discussions
- ▶ Events by SIC for Leadership and Management Skills







# Incubation Process @ SIC

SIC aims to facilitate exposure to new ideas by providing a conducive and creative environment at the incubation center. SSIC targets to support the incubated teams by supporting them with pedagogic, academics and skill-based programs, business development strategies, funding, regulatory & acceleration support and facilitating exit. This will help students to convert ideas into opportunities through institutional support.

## STEPS FOR INCUBATION:

### Round 01



#### Online Registration

**Idea Screening**  
Ideas will get shortlisted based on information, description and other details provided in the application form during step 1. Shortlisted ideas will be eligible for round 2.



### Round 02



#### Presentation

Submit the project presentations in a provided format

**Evaluation**  
If your idea is innovative and feasible then it will be selected for the further and final round.



### Round 03



#### Final Pitch

Final round will consist of a group presentation

**Incubation selection decision will be taken by the committee**



## SIC Highlights

- ▶ 15+ Startups incubated
- ▶ 10+ IPR filed; 6 provisional and 4 final patents.
- ▶ 100+ Students working on startup ideas at various stages
- ▶ 18+ experts workshops in the last financial year
- ▶ Released funding of Rs. 50 Lac+ to startups
- ▶ Best Startup Selected in the top 100 startups in Gujarat by SSIP, GoG.
- ▶ 100+ startup ideas and prototypes are under consideration.



# Startup Team



## Mr. Ankit Machhar

Head – Ecosystem Development,  
National Entrepreneurship Network, Wadhwani  
Foundation



## Mr. Swarup Pandya

Regional Manager – Western Region  
Wadhwani Foundation



## Mr. Anand Mashruwala

Director, Venus Engineering Works



## Mrs. Kruti Patel

Director, She & We  
Entrepreneurship Foundation



## Ms. Rajlakshmi Chaudhary

Incubation Manager

# SIC Faculty **Coordinators**



**Ami Desai**

Startup Coordinator  
School of Design



**Chintan A. Prajapati**

Startup Coordinator  
School of Engineering



**Dr. Ankit Sinha**

Startup Coordinator  
School Of Physiotherapy



**Dr. B.S Vighe**

Startup Coordinator  
School Of Homeopathy



**Dr. Naresh Chaudhari**

Startup Coordinator  
School of Agriculture



**Dr. Vaibhav Bhadane**

Startup Coordinator  
School Of Ayurveda



**Mihir Shah**

Startup Coordinator  
School Of Business



**Pinal Ghoghara**

Startup Coordinator  
School of Nursing



**Vipul Sadava**

Startup Coordinator  
School Of Science

# SIC Student Core Team



**Moksha Doshi**

Department of Interior Design,  
Swarnim Institute of Design



**Panickar Suveesh**

Department of Computer  
Engineering,  
Swarnim Institute of Technology



**Harsh More**

Department of Civil Engineering,  
Swarnim Institute of Technology



**Yash Patel**

Department of Mechanical  
Engineering,  
Swarnim Institute of Technology



**Galla Danny**

Department of  
Computer Engineering,  
Swarnim Institute of Technology



**Tripathi Nishi**

Department of  
Computer Engineering,  
Swarnim Institute of Technology



**Nikhil Kumar**

Department of Graphic Design,  
Swarnim Institute of Design



**Bhavsar Nidhi**

Department of Fashion Design,  
Swarnim Institute of Design



**Surabhi Nair**

Department of Interior Design,  
Swarnim Institute of Design



**Galla Daisy**

Department of B.Sc Microbiology,  
Swarnim Science College



**Aayushi Rushiraj Vyas**

Department of B.Sc Microbiology,  
Swarnim Science College



**Manav Mehta**

Department of B.Sc Microbiology,  
Swarnim Science College

# Idea Selection Criteria

- ▶ **Uniqueness**
- ▶ **Feasibility**
- ▶ **Market Scenario and Acceptability**
- ▶ **Viability of Product**
- ▶ **Value Addition**
- ▶ **Implementation**
- ▶ **Future Aspect**



## Incubation Facilities at SIC





# Swarnim E-Cell

Entrepreneurship is increasingly recognized as an important driver of economic growth of a country which has led Govt. of India to promote the importance of entrepreneurship through national programs like "Make in India" & "Start-up India". The aim of Entrepreneurship Development Cell (E-Cell) at Swarnim Startup University is to facilitate exposure to new ideas by providing a conducive and creative environment at the incubation center.

E-Cell acts as a link between SIC and students. It motivates students to look for value addition to society with their smart solutions. The E-Cell supports research and refining the idea of university students. The journey from idea generation to basic market research, understanding, and refining of value proposition, etc. is done at E-Cell. Once a clear idea is in place, it can be submitted to SIC for further process.

## OBJECTIVES OF E CELL

**01**

Create awareness among the students regarding entrepreneurship as a career option

**02**

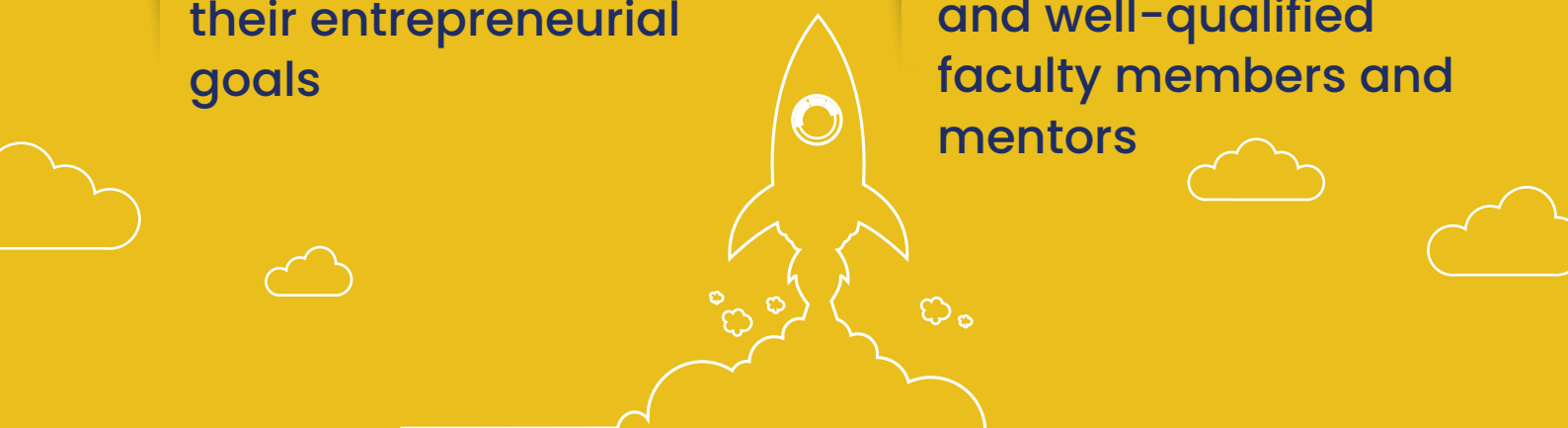
Produce entrepreneurs who will not only upscale their businesses but also become part of National Development

**03**

Provide our students with training & development to achieve their entrepreneurial goals

**04**

Impart best practices of entrepreneurship through our well trained and well-qualified faculty members and mentors



# About SSIP

A progressive innovation and startup ecosystem comprises of several key components, mainly vibrant academia led innovation, pre-incubation, incubation, acceleration, access to seed, angel and venture capital funding, market access, practical regulatory support, ease of doing business and growth and up scaling environment with government's ownership to drive the agenda. The SIC at Swarnim Startup and Innovation University is a nodal center of SSIP. The Government of Gujarat has taken concrete steps to support creativity, innovation, and entrepreneurship, in synchronization with various central efforts like the Make In India, Startup India, Atal Innovation Mission, National Innovation Council, etc.,

The Student Startup & Innovation Policy of Government of Gujarat aims to create an integrated, state-wide, university-based innovation ecosystem to support innovations and ideas of young students and provide a conducive environment for the optimum harnessing of their creative pursuit. SSIP provides funding to incubation centers, organize seminars, workshops, webinars, etc. People associated with Incubation Centers can directly participate in these events. The Swarnim Incubation Center is closely associated and working along with SSIP, Government of Gujarat. SIC has already received funding of Rs. 1 Cr. From SSIP.

## Key Objectives of SSIP

- ▶ Developing student centric Innovation and Pre-incubation Ecosystem for Students (IPIES)
- ▶ Creating an environment for creativity to flourish and an end-to-end support system in educational institutions to allow ample support to ideas for better execution
- ▶ Build internal capacity of educational institutions and key components of the innovation ecosystem to enable deployed processes to make a sustainable impact at scale
- ▶ Create pathways for the mind to market by harnessing and handholding projects/ research/ innovation/ ideas of students in Gujarat
- ▶ Creating and facilitating sectoral and regional innovation efforts in the state around educational institutions
- ▶ Create a common platform to showcase, support and upscale innovations for motivating stakeholders as well as for an opportunity to create value for money and value for many
- ▶ Leverage public system initiatives at the state and central level, academia, industries and by other ecosystem stakeholders/domain experts and institutions to make an inclusive effort

# SIC Incubatees

## Name of the Startup: **Gardenify**

Team Member Name: 1. Mrunal T Kakkad | 2. Harsh R Patel | 3. D Abhishek Reddy

**Concept:** Providing all gardening related services from products, plants to landscaping & maintenance all on an online portal.

## Name of the Startup: **The Morning Drug**

Team Member Name: 1. Harsh More | 2. Suveesh Panickar

**Concept:** Provide premium quality and tasty flavoured coffee at affordable pocket values.

## Name of the Startup: **Mini Water ATM**

Team Member Name: Shrey Dalsaniya

**Concept:** Mini Water ATM, which can be sold at small shops so that the people who cannot afford water bottles can buy water at 2 rupees for 1200ml glass.

## Name of the Startup: **Patient care robotic support**

Team Member Name: Surti Devkumar

**Concept:** The common man suffering from paralysis cannot afford doctors' fees per hour (too costly). This robot will help a paralytic patient to easy their daily exercise. We use a hi-tech system in this robot which is installed on a mobile device or laptop. By installing, the doctor can make a weekly exercise routine of the patient, and the robot will perform this exercise in front of the patient and help them without a doctor's vision.

## Name of the Startup: **Team Problem Solving**

Team Member Name: Richa Khilwani & Hitendra Singh

**Concept:** Solution to avoid bacteria formation in CNC grinding Machine.

## Name of the Startup: **Trendy Soul**

Team Member Name: 1. Suveesh S Panickar | 2. Nidhi Bhavsar | 3. Danny Galla

**Concept:** Trendy Soul understands customer needs, wants, and desires. The platform tries to address all these while valuing customer's time. Hence, we provide a good quality range of clothes at less price from the market.

## Name of the Startup: **MY STY**

Team Member Name: 1. Harshsinh Jethva | 2. Sahdev Purohit | 3. Parikshit Kher

**Concept:** Providing all types of stationery at offline and online at an affordable price.

## Name of the Startup: **Umbrag**

Team Member Name: Govani Komal

**Concept:** It's used to carry out all the documents in the rainy & summer season to give them protection from water and sunlight. In the rainy season, it's difficult to carry bag and umbrella both, Umbrag provides the convenience here.

## Name of the Startup: **Permeable Manhole Sewage Cover**

Team Member Name: Gaurav Tiwari

**Concept:** Usually, the traditional manhole covers for sewerage are either made of RCC or iron which are impervious and results in accumulation of water on roads and pathways during rainfall, which slows down the traffic flow. It may result in accidents if manholes are kept open for water evacuation. We intend to make a previous manhole that can eliminate these problems by allowing water to pass through it. This manhole is more economical and durable than the traditional manholes which are used currently.

Your **FUTURE** is created by what  
**YOU DO TODAY**

# Startup Talks @ Swarnnim

We have been continuously conducting programs on regular basis have held competitions, assignments and other initiatives like –

## Swarnnim Startup Masterclasses

Swarnnim Startup Masterclasses are the series of Webinars conducted by Swarnnim Incubation Center where different aspects and topics are explained to students and startups which are important for their ideas/ Start-ups.

## Swarnnim Entrepreneurship Expert Session

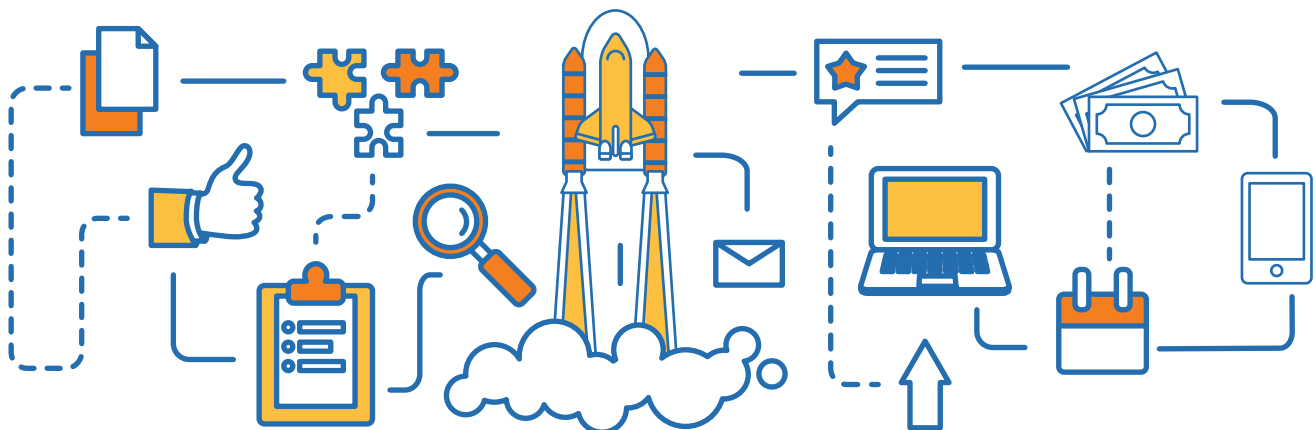
A series of talk sessions with extremely knowledgeable and experienced Entrepreneurs from different Industries on a single platform to share their views and insights for startups.

## Idea Discussion Forum

In this forum, the students reach out to the incubation center with their ideas, problem statements and solution. For the unique ideas, they are guided by Mentors or Incubation Manager to modify or value addition with their solution. They are further guided to fill-up startup registration form along with submission of brief research done by them.

## Swarnnim Mentorship Session

Swarnnim Mentorship sessions are mainly carried out for the startups that have already done their basic research and the startups that are already incubated. The start-ups have to book the slots with mentors in order initially for their group. Personal Meetings are conducted and wherever the start-ups are stuck, they are provided guidance to tackle the situation by SIC Mentors. Further in these sessions, the startups have to update mentors on the type of work they are carrying out and the new work done by them. SIC Mentors provide them with better suggestions to carry out their work in a proper ways.





# Webinar



# Webinar







**SWARRNIM**  
INSTITUTE OF TECHNOLOGY



**SWARRNIM**  
SCHOOL OF BUSINESS



**SWARRNIM**  
INSTITUTE OF HEALTH SCIENCES



**SWARRNIM**  
SCIENCE COLLEGE



**SWARRNIM**  
INSTITUTE OF DESIGNS

## **SWARRNIM CAMPUS**

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**[www.swarrnim.edu.in](http://www.swarrnim.edu.in)**

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