

DISCOVER MAGIC

TMIH @ ICONN 2021

India's First Virtual Exhibition
for Startup Ecosystem Hosted
by MAGIC

MAGIC LEARNXt

Sessions With Subject
Matter Experts

MAGIC HEAD- ONN

Solving Real World Problems..
Project to Product Program

MAGICx Interview Series

Share, Inspire, Empower

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MAGIC IMPACT

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HEAD-ONN
 Solving Real World Problems
 PROJECT TO PRODUCT PROGRAM

MAGIC
 LearnNXT

MAGICx
 Interview Series

DISCOVER MAGIC -
 Official Newsletter of Marathwada
 Accelerator for Growth & Incubation
 Council (MAGIC) Aurangabad,
 Maharashtra, India.

Designed by: Nikhil Bhalerao
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Editor's Note

The Second edition of Discover MAGIC, official newsletter of Marathwada Accelerator for Growth and Incubation Council (MAGIC) provides information of activities executed by MAGIC during the Oct-Dec 2021.

Delighted to present "DISCOVER MAGIC"- Official Newsletter, its second edition, covering reviews of events and activities conducted by MAGIC during October 2021 - December 2021 for nurturing Startups, Grass-root innovation, Women Entrepreneurship, and Accelerating MSMEs growth.

With the first of its kind initiative in India - Tata MAGIC Innovation Hub TMIH @ ICONN2021, MAGIC has launched the first virtual exhibition for startup ecosystem in India. The three-month virtual exhibition aims to provide platform for Startups, Budding Entrepreneurs, Students led Startups (specially from tier 2 and 3 cities) to showcase their products and accelerate the synergistic startup-related activities to drive entrepreneurship, and economic activity. This activity is being executed as a part CSR Partnership between Tata Technologies and MAGIC.

MAGIC HeadONN, MAGIC LearnNxt, and MAGICx Interview Series are monthly flagship activities of MAGIC and have received excellent response from the aspiring entrepreneurs from various academic institutes. During Oct-Dec 2021, the 12 Saturday Mentoring Clinics, team MAGIC has validated ideas and mentored 43 Startups from various cities.

I take the opportunity to thank the pool of Mentors associated with MAGIC as well as MAGIC office staff team for their active participation and contributions ensuring vibrant atmosphere at MAGIC.

-

Mr. Ashish Garde,
 Editor,
 DISCOVER MAGIC

ABOUT MAGIC

MAGIC is India's first Regional Industry Association-led sector agnostic incubator and SME Accelerator. MAGIC is active since 2015, when it started building a strong culture and inclusive startup ecosystem in tier 2 and tier 3 cities of India for Innovation and Entrepreneurship. MAGIC is promoted by members of the Chamber of Marathwada Industries & Agriculture (CMIA) and recognized by Maharashtra State Innovation Society (MSInS) & the Ministry of MSME, Govt of India.

Promoted by
Members of



Recognized
by



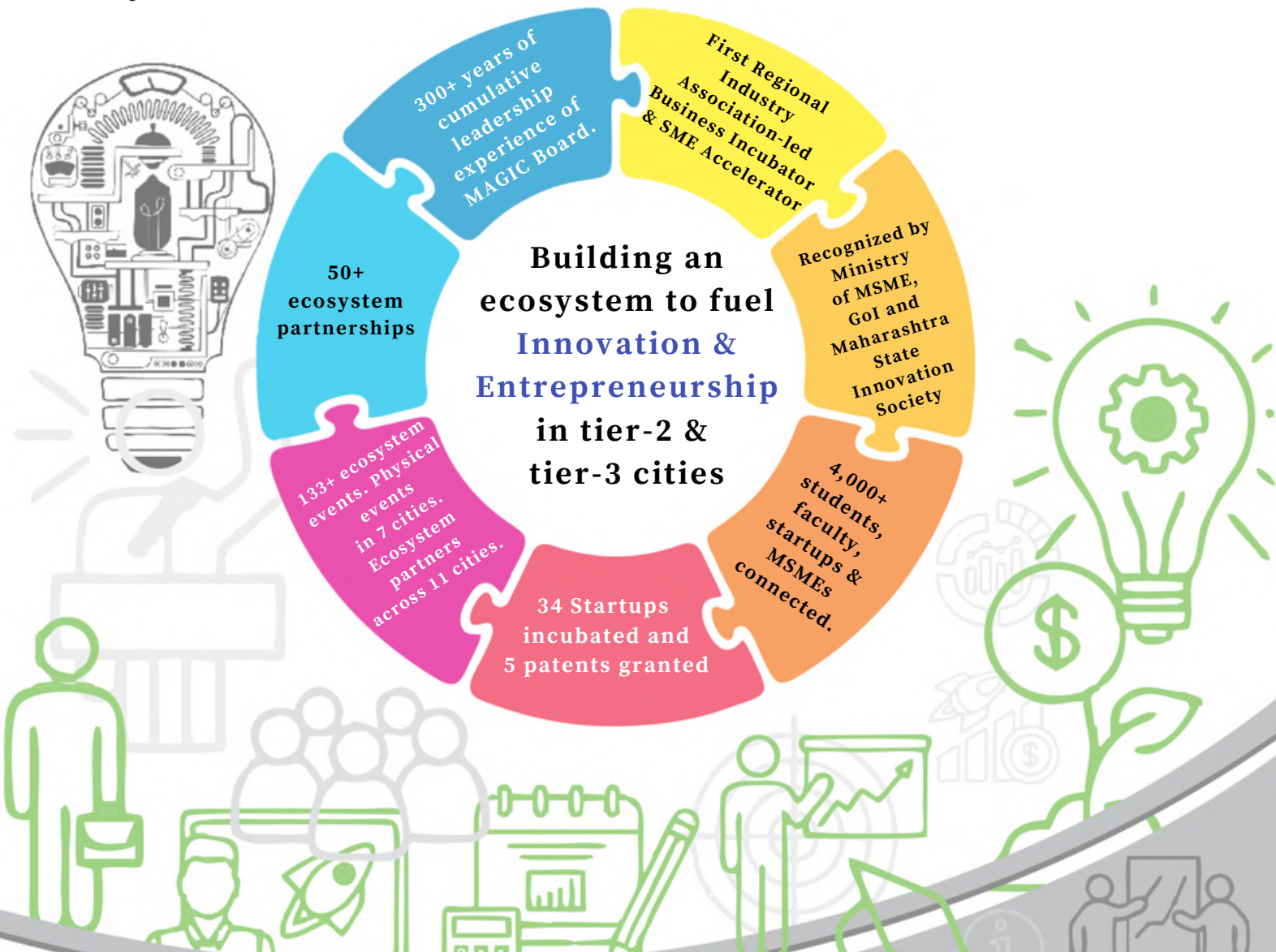
Maharashtra
State Innovation
Society

MAGIC BY CMIA



MAGIC

Marathwada Accelerator for Growth
& Incubation Council



ABOUT MAGIC

Got an Idea?

We help you build it!

Promoted by

Members of



Recognized

by



Maharashtra
State Innovation
Society

Marathwada Accelerator for Growth & Incubation Council (MAGIC) is India's first Regional Industry Association-led sector agnostic incubator and SME Accelerator. MAGIC is promoted by members of the Chamber of Marathwada Industries & Agriculture (CMIA) & is active since 2015, when it started building a strong culture and inclusive startup ecosystem in tier 2-3 cities of India for Innovation & Entrepreneurship.

MAGIC BY CMIA
MAGIC
Marathwada Accelerator for Growth
& Incubation Council

OFFERINGS

Networking Opportunities | Mentoring | Company Formation
Services | Technical Support | Product Designing | Product
Prototyping | Marketing | IP & Copyrights | Seed Funding
Angel, VC, Industry Connect

8500+



STUDENTS,
FACULTY
STARTUPS, MSME
CONNECTED



1100+

Idea Validation &
1:1 Mentoring Sessions

150+

WEBINARS
WORKSHOPS
SEMINARS



15 | SECTORS
39 | STARTUPS
INCUBATED

150+

JOB CREATED
BY MAGIC
INCUBATEES



50+

STARTUP ECO SYSTEM
PARTNERS ACROSS
THE NATION

FLAGSHIP ACTIVITIES



Saturday Mentoring Clinic

Idea validation platform for startups and innovators



MAGIC LearnNXT

Knowledge dissemination sessions for startups



MAGICx Interview Series

Explore interviewed startup inspiration and journey



Faculty Development Program

Program to enable entrepreneurship and startup mindset at academia



MAGIC Head-ONN

Project to Product



Structured Incubation

18 months Incubatee startup program



Open Innovation Challenge

National level annual program to promote, encourage and guide innovators & startups

MAGIC: REACH & IMPACT



- ❑ 34 startups supported with cumulative seed support and prize money of INR 15 Lac (sponsorships & own contribution) - to incubatees & other startups.
- ❑ 50 MoUs signed with startup ecosystem partners in India.
- ❑ Conducted 5 national-level innovation challenges to engage with new ideas/startups.
- ❑ Established a dedicated Women Entrepreneurship Promotion Cell.
- ❑ 60+ new direct jobs created.
- ❑ 5 patents received and 3 more filed.
- ❑ Focus on grassroot innovation with irrespective of education background, sector, gender or age. Supported innovator range:
Edu: 8th grade - Phd; Age: 19 to 60.

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MAGIC INCUBATION JOURNEY



SNAPSHOT OF STARTUP IMPACT

Sector	Startups	Notable Achievements
HR-Tech & Ed-Tech	4	Niyo Solutions Student innovator. Winner of 25L RKVY-Raftaar award. Selling nationally & at advanced stage for international business.
Agri-Tech	5	Samajdar Agro Farmer-turned-innovator. Patented product. Multi purpose agri-equipment to optimize, reduce efforts & enhance farmer efficiency.
IT-Software/Web/SaaS	4	Moraj Ind Innovator of 100% safe disposable razor for salons. National award from Ministry of Chemicals & Fertilizers Govt. Patented product.
IOT/Automation	4	Prayogik Product successfully tested in extreme conditions at Indian Army Base at Siachen. Received Rs. 40L grant for R&D.
Chemical/Mfg	2	IPRO 3D 3D printing solutions for scale. Made in-roads to dental space for import substitution. Expanded business overseas to US & Germany.
Health/ Elderly Care	4	Mrudnati Breakthrough clean-tech waste composter. Range includes mobile & compact (for home use) to large-scale industry-grade solutions.
Waste/eWaste Mgmt	3	Process Biotech Unique water-soluble Chitosan - an eco-friendly biopolymer for defense, biotic/abiotic stress relief, anti-fungal, anti-viral for sustainable agriculture
Design/Architecture	2	
Electric Vehicles	2	
3D Printing	2	
Personal Care/ Consumer	1	
Energy/Power Gen	1	

Got an Idea? We help you build it...

Saturday Mentoring Clinic is MAGIC's flagship program in action for last 3 years. It is an open-door session for startups, students, and innovators to walk in with their ideas, get ideas validated, and benefit from the mentoring provided by MAGICs Mentors from leading industries.

SATURDAY MENTORING CLINIC FOR IDEA VALIDATION



Oct - Dec 2021

Our team and mentor pool is growing, and we are looking forward to supporting more Startups from pan India. We welcome innovators, students, and startups to connect with us and become a part of the fast growing MAGIC community. To discuss your innovative idea in detail, we would like to invite you to our Saturday Mentoring Clinic, Interact with MAGIC Mentors to realize your Startup idea.. Book your appointment now.

Reach us on <https://bit.ly/MAGICSMC>

Meetings

INTERACTION MEETINGS



MAGIC Aurangabad Team met Hon. Minister for State Finance Dr. Bhagwat Karad at New Delhi and extended him the invitation to be the Chief Guest for the inaugural function of **TMIH @ ICONN2021**



MAGIC Aurangabad team had an interaction meeting with Hon. M.P. Vinay Sahasrabudhe and discussed the details of **TMIH @ ICONN2021**



MAGIC Aurangabad team had an interaction meeting with Mr. Rajesh Aggarwal- Secretary, Ministry of Skill Development and Entrepreneurship



MAGIC Aurangabad team got opportunity to interact with DPIIT Jt. Secretary Ms. Shruti Singh at New Delhi and discuss opportunities



MAGIC Aurangabad team had an interaction meeting with NSTEDB officials at New Delhi and discussed various programs and initiatives implemented by NSTEDB and also shared the journey of MAGIC



MAGIC Aurangabad team had an interaction meeting with Mr. Uday Chaudhari (IAS) at Ministry of Jal Shakti, New Delhi and discussed the



MAGIC Aurangabad Team had an interaction meeting with Accelerating Growth of New India's Innovations (AGNII) team at New Delhi in



MAGIC Aurangabad team had a meeting with Mr. Amit Kumar, Head Inclusive Growth, UNDP, New Delhi and briefed him about **TMIH @ ICONN2021**



MAGIC Aurangabad team had an interaction meeting with European Business and Technology Centre (EBTC) officials for ensuring success of **TMIH @ ICONN2021**



MAGIC Team visited CII Head Office at New Delhi for a detailed interaction with CII Team in connection with execution of **TMIH @ ICONN2021**

TMIH



INTERACTIVE SESSIONS AT TMIH

THURSDAY TALKS

IP DUE DILIGENCE

20th January 2022
03:30 PM - 04:15 PM IST
11:00 AM - 12:15 PM CET

Register: bit.ly/tmihip

Tanmay Mittal
Head, IP Solutions
India Region

THURSDAY TALKS

Tax Exemptions and Implications of Raising Overseas Funds

Ms. Nidhi Maheshwari
Chartered Accountant

Ms. Rupal Kothari
Chartered Accountant

27th JANUARY 2022
3:30 PM - 4:15 PM IST | 11:00 AM - 11:45 AM CET

Register: bit.ly/tmihip

THURSDAY TALKS

Foundation of Legal Contracts

Mr. Siddharth Mahajan
Partner
Athena Legal

3rd FEBRUARY, 2022
3:30 PM - 4:15 PM IST | 11:00 AM - 11:45 AM CET

Register: bit.ly/tmihip

THURSDAY TALKS

Importance of Patent Drafting

Mr. Tanmay Mittal
Head, IP Solutions - India Region
- India Sales, Sagacious IP

18th FEBRUARY, 2022
3:30 PM - 4:15 PM IST | 11:00 AM - 11:14 AM CET

Register: bit.ly/tmihip

THURSDAY TALKS

Discover Europe - Internationalisation in Europe

Ms. Olivia Exton
Programme Manager
Startup Campus

17th FEBRUARY, 2022
3:30 PM - 4:15 PM IST | 11:00 AM - 11:45 AM CET

Register: bit.ly/tmihip

THURSDAY TALKS

Trademark and Branding

Ms. Aishwarya Mennon
Partner
K&S Partners

24th FEBRUARY, 2022
3:30 PM - 4:15 PM IST | 11:00 AM - 11:45 AM CET

Register: bit.ly/tmihip

agnii INVEST INDIA
MARATHWADA ACCELERATOR FOR GROWTH & INCUBATION COUNCIL

An exclusive webinar

Cleantech: Innovations the Future Needs

February 28, 2022 | 3:00 PM

Mr. Amit Manohar
Senior Manager, Invest India

Register: <https://bit.ly/tmihsession>

agnii INVEST INDIA
MARATHWADA ACCELERATOR FOR GROWTH & INCUBATION COUNCIL

MAGIC LearnNXT

CleanTech Sector: Designing for Entrepreneurial Success

March 25, 2022 | 3:00 PM

Mr. Karthik Chandrasekar
Partner, Sangam Ventures

Register: <https://bit.ly/tmihsession>



Inauguration Ceremony of TATA TECHNOLOGIES - MAGIC Innovation Hub TMIH @ ICONN2021



Startups in the country are the key component in the journey of 'Atmanirbhar Bharat'. Startup India is a focused programme of Government of India and the government extends best possible support to startups in the entire country.

Dr. Bhagwat Karad,
Minister, Finance, Govt. of India

Startups are key component in journey of 'Atmanirbhar Bharat': Dr. Bhagwat Karad

Startups in the country are the key component in the journey of 'Atmanirbhar Bharat', Union Minister of State for Finance Dr. Bhagwat Karad said at the virtual inauguration of Tata Technologies MAGIC Innovation Hub TMIH @ ICONN2021. Startups are not all about employment, this is also about finding solutions to the problems in the country itself, the minister noted.

Startup India is an important programme of Government of India and the government strongly stands with startups in the country. The startups of the country have created over 6 lakh jobs and among them over 1.14 lakh are from Maharashtra. The three-month virtual exhibition provided platform for Startups, Budding Entrepreneurs, Students led Startups (specially from tier 2 and 3 cities) to showcase their products.

Manisha Verma, Maharashtra's Principal Secretary for Skill Development and Employment said, "There are nearly 60 thousand startups registered and out of them 19 per cent are in Maharashtra. The state has so far established 17 incubation centres for nurturing the innovative ideas.

Head of Agni Mission Rahul Nair, CSR head, Tata Technologies Vikrant Gandhe, Vincent van Noord of the EBTC, CII West zonal Chairman BJ Thiagarjan and MAGIC Directors were present for the virtual inauguration Ceremony.

**Inauguration Ceremony of
TATA TECHNOLOGIES - MAGIC Innovation Hub
TMIH @ ICONN2021**

Out of the total 60,000 registered Startups in India, around 20% Startups are in Maharashtra. State is actively promoting Startup Ecosystem through network of Incubators. TMIH virtual exhibition is going to give tremendous boost and also ensure attracting investment and showcasing innovative products and help capacity building through online seminars.

Manisha Verma
Principal Secretary, Skill Development, Employment and Entrepreneurship, Govt. of India

Startups help drive growth, they help upgrade productivity and help deliver, keep ability in key sectors like Healthcare, Technology, Defense, Agriculture and many areas of industry. Statistics shows, every startup in India provides average 11 direct jobs.

AGNI is delighted to be a part of TMIH @ ICONN 2021, 3 months virtual exhibition which will give growth opportunity to Startups.

Mr. Rahul Nayar
Head, AGNI Mission

Innovation and Skill enhancement is always been key focus area of TATA Technologies, we are supporting TMIH under our flagship CSR program 'Ready Engineer'. TMIH at ICONN2021 will enable startup ecosystem players from tier 2-3 cities to showcase and enrich innovative ideas along with expert sessions, it will promote innovation, entrepreneurship, job creation and to take ideas to next levels.

Mr. Vikrant Gandhe
Head CSR, Tata Technologies Ltd.

European Business & Technology Center (EBTC) organization is committed to the internationalization of Startups and development of the Europe-India Business Corridor. EBTC is delighted to be part of TMIH @ ICONN2021 as Technology Partner.

Mr. Vincent Van Noord
Director Europe, EBTC

MAGIC INITIATIVES



TMIH @ICONN



PARTNERS



TATA TECHNOLOGIES-MAGIC INNOVATION HUB TMIH @ ICONN2021

INDIA'S FIRST VIRTUAL EXHIBITION FOR STARTUP ECOSYSTEM

Marathwada Accelerator for Growth and Incubator Council (MAGIC), Aurangabad in collaboration with TATA Technologies Ltd. has launched "TATA Technologies-MAGIC Innovation Hub (TMIH @ ICONN2021) virtual exhibition for startups ecosystem. It was inaugurated on 28 December 2021 by Hon. Union Minister of State for Finance Dr. Bhagwat Karad. Speaking on the occasion Dr. Karad said that the Startups in the country are key component in the journey of 'Atmanirbhar Bharat'. Startups are not all about employment, this is also about finding solutions to the problems in the country itself, the minister noted.

The virtual exhibition provides a platform for integrating all components of the startup ecosystem, showcasing their products online and accelerating entrepreneurship, job creation and startup related processes. The TMIH Pavilion is part of CII's ICONN2021.



Participation in this first of its kind virtual exhibition is a great opportunity for budding startups to showcase their innovation; this platform is also helpful for Corporates, Incubators, Investors, Government Institutions, Academia and all Startups Enablers. MAGIC is conducting webinars, workshops and various online activities through TMIH platform. This virtual Exhibition is a part of TATA Technologies Flagship Program Ready Engineer, and CSR partnership with MAGIC for nurturing Innovation & promoting Students led Startups. AGNii, EB&TC, MSInS and HDFC SmartUp are the outreach partner for this initiative.

HDFC

Parivartan

MEET THE AWARDEES

MAGIC receives 50 lakhs for supporting startups from HDFC Bank's Parivartan CSR grants

Marathwada Accelerator for Growth and Incubation Council (MAGIC) has received Rs. 50 lakh grants for supporting startups through HDFC Bank's SmartUp Parivartan CSR Grants. HDFC Bank recently announced the winners of its 5th annual SmartUp Parivartan CSR Grants 2022 which awarded grants to 85 innovative start-ups across country focused on addressing problems facing environment, healthcare sectors and gender diversity. Three startups incubated at MAGIC are included in the list of 85 grant awardees.

Parivartan CSR grants are aimed to nurture startups offering unique solutions to bring about sustainable change in society and the environment. These grants have been offered under the aegis of #Parivartan, the flagship CSR program of HDFC bank's social initiatives.

Eleven startups affiliated with the MAGIC had applied for this initiative, 5 of them were selected in the second phase, out of which three were selected through a rigorous screening process and given grants, startups includes Prayogik Technologies Pvt. Ltd., Mrudnati Services, Amlaan Rivercorp Pvt. Ltd.

The bank instituted SmartUp Grants in 2017 and since then supported 90 number of start-ups from various cities across India. Cumulatively, over the past five years, the bank has disbursed grants worth approx. Rs 35 crore.

This year too, following the pandemic protocols, screening was done online. Start-ups made their pitch on a virtual platform. The foremost criteria for evaluating start-ups were the potential impact they could deliver on the following parameters:

- Sustainability of the idea
- Potential to scale up
- How does it benefit the society and environment?
- Uniqueness of the Project.



Amlaan aims to bridge the incomparable gap between domestic waste generation and processing capacity.



Prayogik are commercializing a transformative energy technology in oil & gas industry.



Mrudnati has designed and manufactured Automatic / home composter which helps to reduce food waste by shredding it and convert it to compost fertilizer.

HeadONN

MAGIC HEAD-ONN

MAGIC is India's first sector agnostic regional industry association-led business incubator & SME accelerator. If you are an engineering student (UG/ Grad/ Polytechnic) or MBA student (final year), MAGIC would like to help empower you at the right time, at the right place, and with the right experts even when you don't have a startup idea or problem statement.

At MAGIC, we have come across many students who aspire to become an entrepreneur, but do not know where to start from?

MAGIC has join hands with institutions &



industry experts at grassroots level and helping students to have an end-to-end road map right from identifying a real-world problem around us, and taking that problem into a project within your institute, where it can be turned into a product prototype and eventually into an enterprise stage!



OCT 2021

STEP 2 : Shortlisted ideas induction at GECA on 1st Oct 2021. MAGIC Director Prasad Kokil and team MAGIC evaluated & Shortlisted 6 ideas from 130 students.

STEP 3 : Head-ONN GECA on 10th Oct 6 Shortlisted ideas gave presentation on Structured doc/drawing/decks to formulate projects.

NOV 2021

STEP 2 :Head-ONN Shortlisted ideas induction of ICT Jalna on 17th Nov 2021. MAGIC Director Prasad Kokil and team MAGIC evaluated and shortlisted 1 idea form 30 students.

STEP 1 : HEAD ONN - CSMSS Engineering on 23rd Nov 2021. 240 students participated in Step 1 of Head-ONN

MAGIC

LearnNXT

MAGIC LEARNNXT

Sessions with subject matter experts to help budding entrepreneurs learn the critical pillars of a successful business and manage the several interconnected parts.

21 OCT 2021

Marathwada Accelerator for Growth and Incubation Council (MAGIC) in collaboration with Mahatma Gandhi Mission, Pathrikar College organized LearnNxt webinar on Deep Dive into Patenting Process on 21st Oct 2021.

The Expert Speaker Mrs. Gauri N. Bhave covered the Importance of Patent, Trademark, Design & Copyright topics for Startups / MSMEs / Institutes.

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MAGIC
Marathwada Accelerator for Growth & Incubation Council

MGM UNIVERSITY
AURANGABAD

MAGIC LearnNxt
Deep Dive into Patenting Process
Advance Session on IPR for Startups

Adv. Mrs. Gauri N. Bhave
IP ASSIST® is founded by Adv. Gauri Bhave an Intellectual Property (IP) Law firm focused on providing comprehensive IP legal services & solutions.

Register under this link: stoutur.at/e80956 | Program Coordinator: Mr. Yogesh Tawde (E-contact@magicaurangabad.com) and Dr. Siddharth Dabhade (E-sdabhade@mgmu.ac)

21 OCT 2021 3:00 PM

YouTube

Total 140 participants attended the webinar on Patenting Process.

12 NOV 2021

Marathwada Accelerator for Growth and Incubation Council (MAGIC) in collaboration with Shri Guru Gobind Singhji Institute of Engineering and Technology, Nanded organized LearnNxt Webinar on Product Design: The Differentiator on 12th Nov 2021.

The Expert Speaker Mr. Ashish Deshpande Co-Founder and Director of Elephant Design, Pune covered Design & Product Design, and touched upon aspects of the good design & design process for Startups/MSMEs/Institutes.

MAGIC LearnNXT | Webinar on **Product Design: The Differentiator**

In association with
Institute's Innovation Council,
Shri Guru Gobind Singhji Institute of
Engineering and Technology, Nanded

Ashish Deshpande is presenting

The principle of the "helix" the robot's backbone.

Ashish Deshpande, Suhani Gajre, Ashish Gande, Rohit Aulke, 134 others

YouTube

MAGIC LEARNXT

Sessions with subject matter experts to help budding entrepreneurs learn the critical pillars of a successful business and manage the several interconnected parts.

22 Jan 2022

Webinar on "Entrepreneurship as a career option"

Entrepreneurship is all about the propensity to take risks, plan, organize, streamline, and manage a new business idea in a dynamic global marketplace. Entrepreneurship is marked by job creation rather than job seeking.

To bring you face to face with individuals who were in your shoes some years back, MAGIC had organized a webinar on 'Entrepreneurship as a Career Option' in collaboration with Maharashtra Institute of Technology, Aurangabad on Saturday, 22 January.



Speakers for the program were Ms. Maithilee Tambolkar (Director-MAGIC), Rohit Autee (CEO-MAGIC) & Yogesh Pawar (Startup Founder-IPRO3D).

24/25 FEB 2022

Design Thinking Workshop

Marathwada Accelerator for Growth and Incubation Council (MAGIC) had organized a "Design Thinking Workshop" in association with CSMSS College of Polytechnic, Aurangabad on 25th Feb 2022. The Expert Speaker for the program was Mr. Unmesh Kulkarni, Director of Ocean Circles and Mentor for Startups connected to MAGIC.

Design Thinking Workshop by the expert speaker Mr. Unmesh Kulkarni, was held at MAGIC Aurangabad on 24th February 2022. Unmesh Kulkarni touched upon all aspects of Startups entrepreneurial journey and he also talked about design for social impact, and the business of social impact. MAGIC Incubatees and Startups connected with MAGIC actively participated in the Design Thinking Workshop held at MAGIC.



MAGIC

Interview Sries

MAGICx Interview Series

MAGICx Interview Series is one of the most insightful & interactive platforms. We invite one of the young innovative minds who has created a buzz in the startup ecosystem.

30 OCT 2021

MAGICx Interview Series in collaboration with PES College of Engineering Aurangabad, on Saturday, 30th October 2021. Guest Speaker for the program was Nishant Agrawal, Founder, Life & Limb, Lucknow, Uttar Pradesh.



27 NOV 2021

MAGICx Interview Series in collaboration with Shreeyash College Of Engineering & Technology-(SYCET) on Saturday 27th November 2021. Guest Speaker for the program was Mr. Ishan Nadkarni, Founder-ImpactRun, Mumbai.



18 DEC 2021

MAGICx Interview Series in collaboration with G.H. Raisonni Institute of Business Management, on Saturday, 18th December 2021. Guest Speaker for the program was Mr. Vamsi Udayagiri, Founder HESA, Secunderabad, Telengana



MAGICx Interview Series

MAGICx Interview Series is one of the most insightful & interactive platforms. We invite one of the young innovative minds who has created a buzz in the startup ecosystem.

15 Jan 2022

MAGICx Interview Series is one of the most insightful & interactive platforms. We invite one of the young innovative minds who has created a buzz in the startup ecosystem. Interview Series Programme with Mr. Himanshu Arora, Co-Founder – BaggageAI as a guest speaker was conducted in Chhatrapati Shahu Maharaj Shikshan Sanstha's College of Polytechnic, on Saturday, 15th December 2022.

BaggageAI is an Artificial Intelligence-based solution which ensures accuracy and efficiency in threat-detection at security check points.

MAGIC BY CMAA
MAGICx
Maharashtra Accelerator for Growth & Incubation Council

Chhatrapati Shahu Maharaj
Shikshan Sanstha's
College of Polytechnic

MAGICx Interview Series

IN ASSOCIATION WITH
CHHATRAPATI SHAHU MAHARAJ SHIKSHAN SANSTHA'S
COLLEGE OF POLYTECHNIC

Saturday, January 15, 2022
03.00 - 04.30 PM

Register now:
<https://bit.ly/MAGICXIS4>

Guest Profile:
A machine-learning practitioner, fascinated by the numerous application of Artificial Intelligence in day to day life. He enjoys applying his quantitative skills to new large-scale, data intensive problems. He is an avid learner keen to be the frontrunner in the field of AI. BaggageAI is an Artificial Intelligence-based solution which ensures accuracy and efficiency in threat-detection at security check points.

Mr. Himanshu Arora
Co Founder - BaggageAI

01 MARCH 2022

MAGICx Interview Series

MAGIC in collaboration with Deogiri Institute of Engineering and Management Studies (DIEMS), Aurangabad came with another interesting story in MAGICx Interview Series on , 1st March at 11:00 AM Guest Speaker for the program was Mr. Anjan Mukherjee who is a Founder - Taraltec Solutions.

Anjan Mukherjee, an entrepreneur & innovator with more than three decades of cross-functional experience, has co-authored a seminal technical book.

MAGIC BY CMAA
MAGICx
Maharashtra Accelerator for Growth & Incubation Council

DIEMS
Deogiri Institute of Engineering & Management Studies

MAGICx Interview Series

IN ASSOCIATION WITH
DEOGIRI INSTITUTE OF ENGINEERING
& MANAGEMENT STUDIES, AURANGABAD

SHARE, INSPIRE, EMPOWER

Speaker:
ANJAN MUKHERJEE
FOUNDER
TARALTEC SOLUTIONS PVT. LTD.

About Speaker:
An entrepreneur & innovator with more than three decades of cross-functional experience (two decades as a first-generation entrepreneur), has co-authored a seminal technical book and has one granted and three pending patents. Presently, he is the founder of Taraltec Solutions Pvt. Ltd, an innovative IT&E technology-based startup, a pure science R&D centric company.

Venue: Vishwakarma Hall, DIEMS College, Aurangabad | 11:00 am - 12:00 noon | Tuesday, 01 March 2022

MAGICAurangabad

MOUs

MEMORANDUM OF UNDERSTANDING WITH ECOSYSTEM PARTNERS



MOU Singed Between MAGIC and Marathwada Institute of Technology, Aurangabad for promotion of Innovation and Startups
MARATHWADA INSTITUTE OF TECHNOLOGY, AURANGABAD DATE: 06 OCT 2021



MOU SIGNED BETWEEN MAGIC & DEOGIRI ELECTRONIC CLUSTER PVT. LTD. FOR PROMOTION OF INNOVATION IN MSME'S FOR ACCELERATING GROWTH OF MSME'S & NURTURING STARTUPS
DEOGIRI ELECTRONIC CLUSTER PVT. LTD., AURANGABAD DATE: 07 OCT 2021



MAGIC signed MoU with Laghu Udyog Bharti -Maharashtra for promoting Innovation & Accelerating the Growth of MSMEs as well as Nurturing Startups in Maharashtra State. The MoU was signed in the presence of Janta Sahkari Bank officials.
LAGHU UDYOG BHARTI, MAHARASHTRA DATE: 11 OCT 2021



MAGIC and Aamhi Udyogini Pratishthan Sign MoU for promoting Innovation & Women Entrepreneurship
AAMHI UDYOGINI PRATISTHAN, MAHARASHTRA DATE:28 OCT 2021



DEASRA FOUNDATION, PUNE DATE: 20 OCT 2021



MoU signed between MAGIC and Bhartiya Yuva Shakti Trust (BYST) for empowering Indian youth to turn their business ideas into profitable enterprises, and to channelize the power of India's youth towards economic development.
BHARTIYA YUVASHAKTI TRUST (BYST) DATE: 13 DEC 2021



Dr. Babasaheb Ambedkar Technological University डॉ. बाबासाहेब आंबेडकर तंत्रशास्त्र विद्यापीठ
DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONARE DATE: 13 OCT 2021



TATA Technologies Ltd. CSR Team visited MAGIC Aurangabad and had a detailed meeting regarding promotion of innovation among student-led Startups from tier 2-3 cities in India.
CSR PARTNERSHIP WITH TATA TECHNOLOGIES AS A PART OF READY ENGINEER PROGRAM DATE : 07 OCT 2021

MEMORANDUM OF UNDERSTANDING WITH ECOSYSTEM PARTNERS



MAGIC Business Incubator SME Accelerator signed MOU with European Business and Technology Centre (EBTC) to enhance cooperation and initiate new programmes in the Europe-India Business Corridor for Startups and SMEs.



MAGIC and Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA), Mumbai have in principle agreed to sign a MOU for Promoting grass-root innovation, women entrepreneurship, accelerating MSME growth, Nurturing Startups, and to build sustainable businesses in state of Maharashtra.



MAGIC signed MOU with Pimpri Chinchwad College Of Engineering (PCCOE-Centre for Innovation, Incubation & Linkages) to provide Intellectual and Infrastructure support for Technological & Research.

Ecosystem Partners Event

MEETINGS/SEMINARS/ KNOWLEDGE SHARING SESSIONS

MAGIC meet with US Consulate - Commercial Advisor Team from Mumbai

The US Consulate - Commercial Advisor team from Mumbai visited Aurangabad on 28th September 2021 and had a focused interaction with MAGIC team & incubatees and to discuss incubator activities, outlook. Team MAGIC gave detailed presentation to the guests, presentation included MAGIC's inception, history, journey, impact, and outlook.

MAGIC incubatees including M/S Niyo Innovative Solutions LLP, IPRO3D Technologies LLP, Ground up Technologies, and Yellobags interacted with the guests on their innovations, startup journey and



way forward. MAGIC incubatees also got opportunity to present their product demos via video and at the permanent product display center at Marathwada Auto Cluster to share the firsthand information on the work they are doing.

Collaboration with deAsra Foundation, Pune



OCT 2021

deAsra in collaboration with MAGIC organized a free session on **Business Loan Readiness Program**. Dr. Jyoti Gogte, renowned finance expert gave detailed information on Basics of funding for business, Funding proposal creation, Types of debt finance, formal vs. informal sources of funds, Introduction to credit readiness and Funding readiness assessment.

NOV 2021

FREE online session on the **Importance of Sales and Marketing** on 19th November. Speaker of the session was industry expert Abhay Kardeguddi. He gave detailed information on what kind of sales is necessary for every business, 'Difference between sales & marketing', 'how sales and marketing need to be in sync for effective lead generation and conversion.

MEETINGS/SEMINARS/ KNOWLEDGE SHARING SESSIONS

Webinar on Scale-Up your Startup in Canada

Startup Bridge Canada is an initiative by Startup Réseau. In collaboration with Marathwada Accelerator For Growth and Incubation Council (MAGIC), Startup Réseau conducted seminar on 'Scale-up Your Startup to Canada', to soft-land Indian Startups in Canada and build out their North American expansion.

The Session covered Overview of Canada's Startup, R&D ecosystem, Immigration routes, City showcases, Indian Founders' Success Stories, & it was held on 25th November 2021.



Skill Based Entrepreneurship - My Skill My Business with Govt ITI for Girls

MAGIC in association with GIZ, Govt. ITI has taken a unique initiative for fostering the spirit of Skills based Entrepreneurship amongst the girls at ITI.

A series of special interactive sessions are planned in Govt ITIs where in successful entrepreneurs/mentors will be interacting with the students & faculties for creating the awareness & developing the much needed mindset for establishing an enterprise based on their respective skills. First session on My Skill, My Business was conducted at Govt. ITI for Girls, Near Bhadakal Gate, Aurangabad.



Speaking on the occasion MAGIC Director Prasad Kokil said Skill based education should create Entrepreneurs, not job seekers. He also enlightened on the topic of entrepreneurship opportunities for students of Girls ITI



Masterclass with Mr. Shashank Randev - Successful Pitch for Attracting Investments

PROFIT's Business Masterclass was on crafting a perfect pitch that stands out to investors. Shashank Randev, Founder VC, 100x.vc explained the importance of understanding markets and financials which will help Startups to get excellent returns out of their investments.



Events with Ecosystem Partners



Funding Demystified

MAGIC in collaboration with Arthayan had organized Funding Demystified. The Funding Demystified, which is powered by Mixpanel was a ten-part lecture series which was delivered by reputed VC firms (Verlinvest, PointOne Ventures, Chiratae Ventures, Lead Angels, Indian Angel Network, etc.) and experienced Founders to cover all of the major aspects of Fundraising.

The entire project, jointly organized by Arthayan, was designed for start-ups, which are looking to raise funds for their future endeavors. This initiative was benefited to all such startups in providing proper investment guidance. 50 Startups connected with attended the lecture series.



Entrepreneurship Development Summit

Entrepreneurship Development Summit, an exclusive one-day Startup workshop for all the entrepreneurship enthusiasts was held on Jan 29, 2022 at DIEMS, Aurangabad.

Dr. S. Gharpure, In-charge, SINE, IIT Bombay was the Chief Guest for the inaugural function. CMIA Aurangabad President Mr. Shivprasad Jaju & MAGIC Aurangabad Director Ashish Garde inaugurated the Programme



Session 1 was on 'What is Entrepreneurship & entrepreneur skills and mindset' with Guest Speaker Mr. Umesh Dashrathi, MAGIC Director and MD, Group Rucha Engineers.



Session 2 on 'Success Story of Young Entrepreneur' with Guest Speakers Mr. Yogesh Pawar, MAGIC Incubatee and Mr. Ankur Anpat, Co- Founder, Autostudio Pvt Ltd

Session 3 on 'Government Policies & Schemes About Entrepreneurship Development' with Guest Speaker Mr. Dattatray Thavare



Session 4 was on 'Future scope for Entrepreneurship after Covid-19' with Guest Speaker Mr. Abhay Deshmukh, Dhilpin Machine Tools and Chairperson Dr. Ulhas Shinde, Principal, CSMSS Engineering College

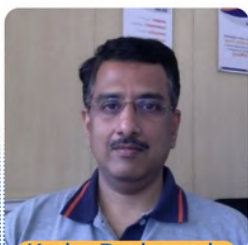
Valedictory session was held in the presence of Hon. Mr. Ram Bhogale, Chairman, AITG Group, Mr. Amit Ranjan, CEO of AIC BAMU, Dr. Gajanan Sanap, Senate Member, BAMU University and Mr. Pruthvi Tilwankar, Aurangabad City TSVK Convener

Media Coverage

TEAM MAGIC



Ashish Garde



Kedar Deshpande



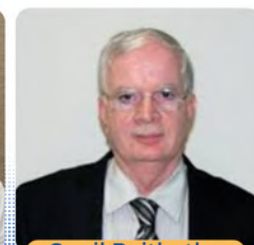
Milind Kank



Mukund Bhogale



Prasad Kokil



Sunil Raithatha



Ritesh Mishra

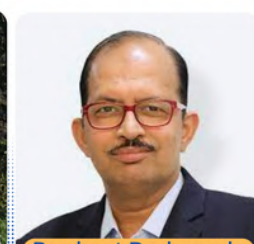


Rajeev Manjrekar

Meet Our Mentors



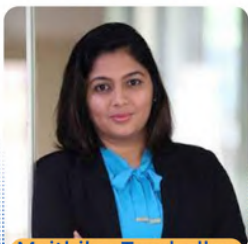
Suresh Todkar



Prashant Deshpande



Rohit Dashrathi



Maithilee Tambolkar



Unmesh Kulkarni



Sunil Deshmukh



Aalhad Deshmukh



Nilesh Kapadia

INCUBATOR TEAM



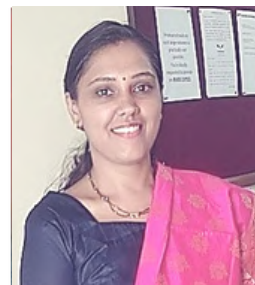
Rohit Autee
Chief Executive Officer



Kshitij Choudhari
Senior Manager, Incubation



Yogesh Tawde
Incubation Manager



Prachi Shirodkar
Accounts & Admin

INCUBATED STARTUP COHORT 2021

