

DISCOVER MAGIC

OFFICIAL NEWSLETTER OF

MAGIC BY CMIA

MAGIC

Marathwada Accelerator for Growth & Incubation Council



IN THIS ISSUE

Startup For Railways; initiative by Ministry of Railways

MAGIC's Innovate for India Challenge 2022

MAGIC LearnNXT, & Interview Series

MAGIC Startup Dialogue

INDEX



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

Fourth edition of Discover MAGIC, official newsletter of Marathwada Accelerator for Growth and Incubation Council (MAGIC) provides information of activities executed by MAGIC during the April-June 2022.

We are delighted to present "DISCOVER MAGIC"- Official Newsletter, its fourth edition, covering reviews of events and activities conducted by MAGIC during April 2022 - June 2022 for nurturing Startups, Grass-root innovation, Women Entrepreneurship, and Accelerating MSMEs growth.

The 4th edition of MAGIC's signature annual innovation challenge was launched in March 2022 and received immense response from across the nation. 'Innovate for India Challenge 2022' emphasized on innovations having the potential to contribute to wealth creation and accelerated development, job creation & intellectual property for the nation. The grand finale of IFIC22 was conducted in May 2022. 6 Startups emerged as winners and will be awarded cumulative cash prizes of Rs. 5 lakh & mentoring & incubation support.

In April 2022, a unique program - Startup Dialogue was hosted at MAGIC. Hon. MP Supriya Sule, Hon. Rajesh Tope, Skill development Minister Maharashtra and MLC Hon. Satish Chavan interacted with Startups incubated at MAGIC. They appreciated the efforts of MAGIC for promotion of Startups and building Startup ecosystem in Aurangabad and Marathwada region.

MAGIC was bustling with the visits of eminent personalities , ecosystem partners, industry associations and investors who actively engaged with MAGIC Startups and leadership team.

Monthly flagship activities of MAGIC have received excellent response from the aspiring entrepreneurs from various academic institutes.

I take this 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

Got an Idea?

We help you build it!

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.

Promoted by
Members of



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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

SATURDAY MENTORING CLINIC

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 MAGIC's Mentors from leading industries.



April - Jun 2022

Startups for Railways



Indian Railways Innovation Policy

Ministry of Railways launches Indian Railway Innovation Policy “Startups for Railways”

Indian Railways, the National transporter has taken an important initiative in field of innovation through participation of start-ups and other entities. Hon'ble Minister of Railways, Communications and Electronics & Information Technology, Shri Ashwini Vaishnaw has launched “Startups for Railways” on Monday 13th June 2022 in New Delhi.

This policy will bring scale and efficiency in the field of operation, maintenance and infrastructure creation through participation of very large and untapped startup ecosystem.

Railway Minister requested the startups to use this opportunity and ensured them of support from Indian Railways.

Salient details of Indian Railway Innovation Policy are as under:-

- Grant up to Rs. 1.5 Crore to innovator on equal sharing basis with provision of milestone-wise payment.
- Complete process from floating of problem statement to development of prototype is online with defined time line to make it transparent and objective.
- Trials of prototypes will be done in Railways. Enhanced funding will be provided to scale up deployment on successful performance of prototypes.
- Selection of Innovator/s will be done by a transparent and fair system which will be dealt through online portal inaugurated today by Minister of Railways.
- Developed Intellectual property rights (IPR) will remain with innovator only.
- Assured developmental order to innovator.
- De-centralization of complete product development process at divisional level.

Indian Railway Innovation Portal has been launched which is available on web address www.innovation.indianrailways.gov.in

IN FIRST STAGE, IR INVITES SOLUTIONS FOR THE FOLLOWING PROBLEM STATEMENTS

- ✘ Broken Rail Detection System
- ✘ Rail Stress Monitoring System
- ✘ Headway Improvement System for suburban section interoperable with Indian Railways National ATP system
- ✘ Track inspection technologies for accurate inspection
- ✘ Superior Elastomeric Pad (EM Pad) for Heavy Haul freight Wagons
- ✘ On-line Condition Monitoring System for traction motors of 3-phase Electric Locomotives
- ✘ Light-weight wagon for transporting commodities like Salt
- ✘ Track Cleaning Machine
- ✘ App for post-training revision & self-service refresher courses
- ✘ Use of Remote Sensing, Geomatics and GIS for bridge inspection
- ✘ Develop analytical tool by using digital data for improving passenger services

For the last two years, MAGIC has been following up with the Ministry of Railways, Ministry of Industry & Commerce, NITI Aayog, and Startup India to drive this initiative.

MAGIC further recommends special efforts to drive innovation, fast-track problem solving and development of vendor pool for railways.

- Provide vendor business opportunities to local startups and small-scale industries (MSME) through railway establishments and provide proper guidance for the same.
- AURIC Smart City, part of the DMIC project, should be developed and marketed as a priority city for startups.
- A 'Railway's Business Development Centre' should be developed at AURIC on the lines of National Academy of Indian Railways, Gujarat to support startups and MSMEs.
- A separate zone for startups & small businesses working for railways should be developed at AURIC Smart City.

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**INNOVATE
FOR INDIA
CHALLENGE 2022**

(4th Edition)



Supported by



Maharashtra
State Innovation
Society

**ANNOUNCING WINNERS
OF IFIC22**

Pre-Revenue Stage



**WINNER
KRISHIGATI**

1ST RUNNER UP



**THERMISTANCE
TECHNOLOGIES**

2ND RUNNER UP



**DRONA
AUTOMATIONS**

Revenue Stage



**WINNER
VACUS TECH**

1ST RUNNER UP



**AUMSAT
TECHNOLOGIES**

2ND RUNNER UP



**PHOTOM
TECHNOLOGIES**

IFIC22 - Winners Announcement

The grand finale of Innovate for India Challenge 2022 (IFIC22) was conducted on Saturday 21st May 2022. IFIC22 was the 4th edition of MAGIC's flagship annual nationwide innovation challenge.

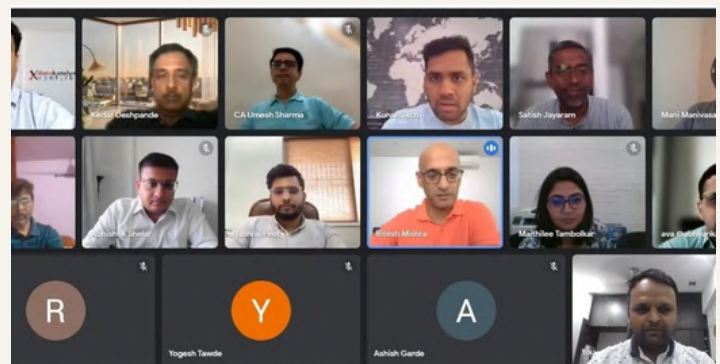
We had highly talented innovators - in revenue & pre-revenue categories - presenting their innovative ideas to eminent jury panels comprising of industry leaders, successful startups, subject matter experts and investors.

After multiple rounds of screening & pitching rounds, we are super excited to announce the winners of Innovate for India Challenge 2022.

Innovate for India Challenge 2022 (IFIC22) is the 4th edition of MAGIC's annual flagship innovation challenge. IFIC2022 was launched in March 2022 and applications were invited from startups across all industry sectors. IFIC2022 focuses on startups across two separate tracks - i.e Pre-Revenue Stage and Revenue Stage Startups

We received 314 applications from 93 cities (24 states/UT), and 15 industry sectors. After multiple rounds of scrutiny - including applications screening, and live idea pitching session to the expert panel - 8 startups each in pre-revenue and revenue stage categories have been shortlisted for the grand finale.

The finalists presented their startups in detail to eminent panels of judges which include industry leaders and subject experts.



Winners will be awarded cumulative cash prizes of Rs. 5 lakh & mentoring & incubation support.

MAGIC Director Maithilee Tambolkar was the convener of the innovation challenge, MAGIC Directors - Ritesh Mishra, Prasad Kokil, Sunil Raithatha, Kedar Deshpande, Suresh Todkar handled the technical aspects of the competition. IFIC2022 was powered by 3D Engineering & supported by Maharashtra State Innovation Society (MSInS).

Pre-Revenue Stage

Winner - Krishigati

1st Runner Up - Thermistance Technologies

2nd Runner Up - Drona Automations

Revenue Stage

Winner - Vacus Tech

1st Runner Up - Aumsat Technologies

2nd Runner Up - Photom Technologies

CONGRATULATIONS to the winners!



MAGIC Startup Dialogue



A unique program - Startup Dialogue was hosted at MAGIC. Hon. MP Supriya Sule interacted with Startups incubated at MAGIC. She appreciated the efforts of MAGIC for promotion of Startups and building Startup ecosystem in Aurangabad and Marathwada region.



Hon. Supriya Sule extended invitation to team MAGIC to visit Baramati, and explore opportunities of collaboration with various institutions for building strong startup ecosystem in Maharashtra State.



On this occasion, Hon. Minister for Skill Development, Employment and Entrepreneurship, Hon. Rajesh Tope, MLC Satish Chavan, CMIA President Shivprasad Jaju were present. The dignitaries of Startup Dialogue took keen interest in the Startups & the efforts put in by the MAGIC team for promoting women entrepreneurship, Grassroot Innovators & Student Innovators.

The quarterly newsletter of MAGIC 'Discover MAGIC- Issue 3' was unveiled at this event, which showcased the activities accomplishments and events of MAGIC during the Jan - Mar 2022.

(cont..)



Hon. Rajesh Tope , Minister Skill Development and Entrepreneurship, GoM highlighted various government schemes and support being extended to startups. Looking at the amazing work being done by MAGIC Incubator and SME Accelerator, he invited MAGIC to setup its sub center at Jalna, and promised to extend all required support. Extending Startup Incubation and support operation to Jalna is on MAGIC's roadmap.



Hon. Satish Chavan, MLC was delighted with the growth and development of MAGIC Incubation center at Aurangabad and he also interacted with Startups.



On this occasion, MAGIC Director Ritesh Mishra, said that in the last few years, MAGIC has interacted with more than 8,500 startups, of which 39 startups have been provided with incubation services. Startups in MAGIC provided employment to more than 60 people last year and MAGIC has signed MOUs with more than 50 startup ecosystem players in the country, he added.



MAGIC Directors -Milind Kank, Sunil Raithatta, Maithilee Tambolkar, Ritesh Mishra, Kedar Deshpande, CMIA Secretary Satish Lonikar, Preetish Chatterjee, Shirish Tambe, Nitin Gupta, Nilesh Raut, Farhat Jamal, Chairman of Maulana Azad Education Society were present for the meeting.

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.

Growing Business, Transforming Lives

Mr. Girish Chitale, Partner, Chitale Group visited MAGIC and interacted with MAGIC team, & also addressed MAGIC Incubatees, Startups & Women Entrepreneurs while participating in MAGIC LearnNXT program for the month of June22.

MAGIC Incubatees learned important insights from Mr. Girish Chitale, Partner, Chitale Group, about the mindset, strategies and process to grow a business venture. MAGIC incubatees, startups and women entrepreneurs of Aamhi Udyogini, Aurangabad Chapter actively participated in the the session

19 June 2022

MAGIC
LearnNXT
GROWING BUSINESS,
TRANSFORMING LIVES

LEARN IMPORTANT INSIGHTS FROM INDUSTRY PIONEER ABOUT THE MINDSET, STRATEGIES AND PROCESS TO GROW YOUR BUSINESS VENTURE.



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Keynote Speaker

Mr. Girish Chitale
Partner, Chitale Group



Keynote address on Startups & Angel Investments

Mr. Deepak Ghaisas, Chairman and Chief Mentor of Gencoval Group of Companies - interacted with the startups being incubated at MAGIC and gave important business tips to the budding entrepreneurs.

Mr. Deepak Ghaisas delivered the keynote address on the topic "Startups & Angel Investments" and interacted with the startups and potential Angel Investors. Various criteria's for selecting Startups and Angel Investors were discussed, which was followed by Q&A session

25 June2022

KEYNOTE ADDRESS BY
Mr. Deepak Ghaisas

Chairman and Chief Mentor of Gencoval Group of Companies

FOLLOWED BY INTERACTION MEETING ON

STARTUPS & ANGEL INVESTMENTS



SAT, JUNE 25 | at 11 am

VENUE: MAGIC Office, CMIA, P-2, Bajaj Bhavan, Railway Station MIDC, Aurangabad

Mr. Deepak Ghaisas

Chairman and Chief Mentor of Gencoval Group of Companies



MAGICx Interview Series

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

30 April 2022

MAGICx Interview Series in collaboration with Maharashtra Institute Of Technology, Aurangabad on Saturday, 30th April 2022.

Guest speaker of the program was Mr. Deepak Rajmohan - Founder of Greenpod Labs, an Agri-tech startup that develops cost-effective post-harvest solutions using Nanotechnology to extend the shelf life of fruits and vegetables during storage and transport. The company's vision is to minimize post-harvest losses in fruits and vegetables in the world.



16 JUNE 2022

MAGICx Interview Series

MAGIC in collaboration with Yash Institute of Pharmacy, Aurangabad, organized MAGICx Interview Series and partnered for Impact Lecture Session supported by AICTE and MHRD Innovation Cell on Thursday, 16th June 2022. Mr. Kunal Sikchi, Matrix Life Science shared thoughts on his startup journey.

Matrix Life Science is one of the leading manufacturers of natural antioxidants like Tocopherols & Rosemary extracts for food, cosmetics & personal care, nutraceutical, pharmaceutical and animal nutrition.



Interactions @ MAGIC



Team CABII, SRTMU University, Nanded

The team of Center For Agro-Bio Innovation & Incubation (CABII) from the SRTMU, Nanded visited Marathwada Accelerator for Growth and Incubation Council (MAGIC) for a Study Tour on Saturday, 16th April 2022. The SRTMU team had a detailed discussions with the team of MAGIC Aurangabad Directors regarding the best practices adopted for incubator operations & its management.



Both the organizations agreed to partner for promoting innovation, incubation & supporting startups. MAGIC team shared detailed information on the various activities, and projects undertaken by the organization for the promotion of innovation, and entrepreneurship.



Visit of Ecosystem Partners

MAGIC Ecosystem Partners including Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA), President Lalit Gandhi, Sr.VP Umesh Dashrathi, Laghu Udyog Bharti Maharashtra President Ravindra Vaidya, CMIA President Shivprasad Jaju and CII Marathwada Zonal Council Chairman Prasad Kokil visited MAGIC & interacted with MAGIC Directors in May 2022



Team MSInS @ MAGIC

Maharashtra State Innovation Society team members, Afreen Shaikh and Vivek Mogal visited MAGIC office on 25th April 2022, and had a detailed review meeting with MAGIC officials on aspects regarding development of Startup Ecosystem in the region & performance of MAGIC.



The MSInS team interacted with the Startups incubated at MAGIC. Women entrepreneurs, Grassroot innovators and innovators across diverse sectors showcased products to the MSInS team.



Interactions @ MAGIC



TiE Global Chairman - BJ Arun

TiE Global Chairman B.J. Arun visited Aurangabad. MAGIC & CMIA team had an interaction meeting with TiE Global Chairman B.J. Arun. During the course of the meeting he shared the details of the opportunities connected with TiE.

TiE is the largest entrepreneurship organizations in the world, with a vast global network of serial entrepreneurs, domain experts & mentors.

MAGIC Director Ashish Garde, Sunil Raithatha, Milind Kank, Ritesh Mishra, Suresh Todkar, Kedar Deshpande,, CMIA President Shivprasad Jaju, Sachin Kate, and Milind Sangwkar were present for the meeting.



E.D. Bank of Maharashtra visit

Mr. A B Vijayakumar, Executive Director, Bank of Maharashtra, Mr. Mahesh Dange, Zonal Manager, BoM Aurangabad along with the team of senior bank officials visited MAGIC on 25th May 2022 and had an interaction meeting with MAGIC team.

Team also interacted with the Startups being incubated at MAGIC. Bank of Maharashtra officials took keen interest in the Startup ideas and assured to extend support. The team visited Chamber of Marathwada Industries and Agriculture & interacted with the office bearers.



CII- Yi Aurangabad

CII- Yi Aurangabad Chapter team members visited MAGIC to discuss opportunities for collaboration for promoting innovation & entrepreneurship and strengthening the Startup Ecosystem in the region.

MAGIC team had a detailed discussion with CII's Young Indians Aurangabad Chapter to explore opportunities for collaboration between MAGIC and Yi Aurangabad Chapter.



Team NRIT, Sangli

NRIT Technology Business Incubator, Kolhapur team had a detailed discussions with MAGIC Business Incubator SME Accelerator team regarding the best practices adopted for incubator operations & its management. Teams agreed to partner for promoting innovation, incubation & supporting startups.

MAGIC team shared detailed information on the various activities, and projects undertaken by the organization for the promotion of innovation, and entrepreneurship.



Events with Ecosystem Partners



Panel Discussion

CSR PARTNERSHIP FOR INCUBATORS

21st April @ 03.30PM

Indian STEP & Business Incubator Association (ISBA), the apex body of Incubators in India had organized a Panel Discussion for Incubator Heads and Managers on 'CSR Partnerships for Incubators'.

It was a unique opportunity to get updated on CSR Partnerships for Incubators. Prominent Incubators from all over India shared their experiences of implementing specific projects in collaboration with Corporates through CSR & highlight the nuances of establishing CSR Partnerships. Ashish Garde, Director, MAGIC participated in the panel discussion and shared various initiatives taken by MAGIC.



Govt. Engineering College Aurangabad students visited MAGIC Incubator and Accelerator on 23rd May 2022. This was as a part of the Student Exposure Visit to the Business Incubator and SME Accelerator to understand the functioning of the Incubator.

MAGIC team gave presentation and had detailed discussion on support provided by MAGIC to the Grassroot Innovators, Startups and Women Entrepreneurs.

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Marathwada Accelerator for Growth & Incubation Council

RAISONI GROUP
a vision beyond

Institute Innovation Council (IIC)
with financial support from the ministry of education's Innovation Cell (MIC)

MAGIC in collaboration with G H Raisoni Institute of Business Management Organizes

Impact Lecture Series (Session 1)

 Dr. Rajkumar Singh Gautam Dean(R&D) School of Management Sciences, Varanasi	(Session 1) Topic: IP Management for Startup Time: 12pm - 2 pm	 Ms. Maithili Tambolkar Director, MAGIC Aurangabad
	(Session 2) Topic: How to Plan for Start-up Time: 3pm -5pm	



2-Day 'Maharashtra State Startup and Incubator Capacity Building Program' was organized by Maharashtra State Innovation Society in collaboration with Startup India & ISBA - at Savitribai Phule Pune University, Pune. MAGIC Business Incubator SME Accelerator team actively participated in this workshop.

MAGIC in collaboration with G H Raisoni Institute of Business Management, Jalgaon organized an Impact Lecture Series (Session 1) 'Entrepreneurship as a Career Option' on 27th June 2022 12pm to 5pm.

Keynote speaker for the program was Dr Rajkumar Singh Gautam, Dean(R&D) & Chairperson, Centre for Entrepreneurship, Innovation & Skill Development, School of Management Sciences, Varanasi.

In the second session Ms. Maithilee Tambolkar, Director-MAGIC,, MAGIC Incubatees Mr. Vijay Mamtani, and Mr. Ameya Deshpande encouraged students to take up entrepreneurship as a career option and highlighted the key milestone of establishing a startup.

Eminent Speaker

Marathwada Accelerator for Growth & Incubation Council
ORGANISING

IMPACT LECTURE SESSION -II

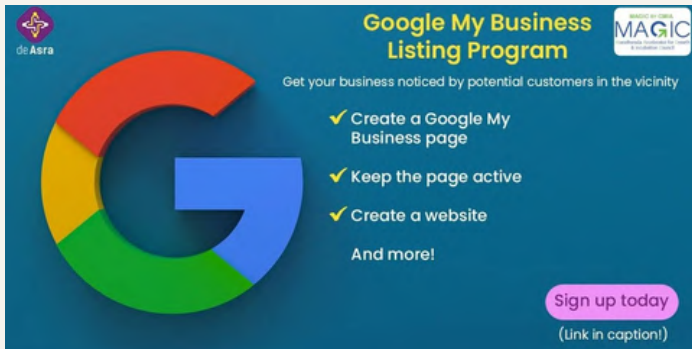
Topic: Intellectual Property Rights

Thursday
June 16, 2022

11:30 am
01:00 pm

Impact Lecture series Mr. Ajay Thakur, Assn. Controller Patents and Design, Ministry of Commerce & Industry, Mumbai gave key insights on Intellectual Property Rights

Events with Ecosystem Partners



deAsra Foundation in association with MAGIC organized Google My Business Listing Program on Friday, 22 April, 2022.

The session gave insights about - creating a Google My Business page, creating a basic website for your business, understanding how to keep your Google My Business page active, and making your business visible on Google.



MAGIC is an official Activate Provider for Amazon Web Service- AW Activate Portfolio Program for startups. Benefits available for Startups connected to MAGIC includes \$ 5000 in AWS Cloud Credits Valid for 2 Years, 24x7 Technical Support with up to \$1500 in AWS Business Support Plan.



Session on 'Good Sales through Great Service' organized on 24 June by deAsra Foundation in association with MAGIC. It helped the startups to understand how service plays a crucial role in business development, focus on revenue & become a customer-oriented organization.



deAsra in association with MAGIC organized a session on the Basics of ITR for Your Business on 20th June. CA Amit Lomte highlighted the benefits of ITR filing



Meeting with the T-Hub team was fruitful & MAGIC looks forward to long term partnership with T-Hub. Participation in various sessions hosted on the occasion of the grand inaugural function of T-Hub 2.0, World's largest innovation campus was an amazing experience.



MAGIC looks forward to actively working with T-Works, India's Largest Prototyping Centre for further building & strengthening the ecosystem, supporting the Startups.

MoUs with Ecosystem Partners



MAGIC, Aurangabad & Society for Innovation & Entrepreneurship (SINE), IIT Bombay signed a Memorandum of Understanding (MoU) to strengthen research, innovation and entrepreneurship amongst Startups.

MAGIC signed MoU with Yashodeep Institute Of Pharmacy, Aurangabad to promote Innovation promotes the Startup Ecosystem in Marathwada Region and mentor and nurture Startups.



Congratulations!



Congratulations Mr. Yogesh Gawande, on being selected for the Social Innovation Lab Program by CITI by IIT, Kanpur.

As a part of the program, **NIYO FARMTECH** startup will be receiving mentoring, go-to-market strategy, seed funding of **INR 10 lakh**, as well as network and scaling opportunities.



Mr. Ashish Garde, MAGIC Director, has been appointed as Regional Director, Aurangabad for **Maharashtra Economic Development Council (MEDC), Mumbai.**

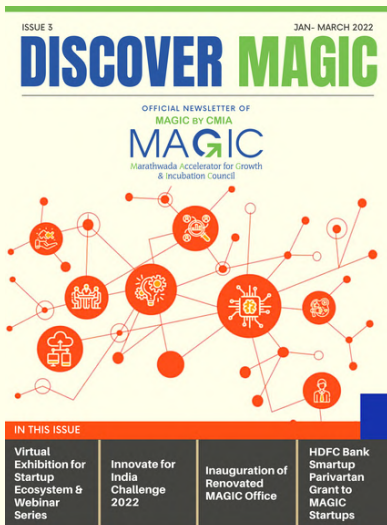
He was felicitated at the hands of Mr. Ravindra Boratkar-President at the Governing board meeting of MEDC.

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ISSUE 2
Oct- Dec 2021



ISSUE 1
Jan- Sept 2021

DISCOVER MAGIC

Official Newsletter

Marathwada Accelerator for Growth & Incubation Council

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