

DISCOVER MAGIC

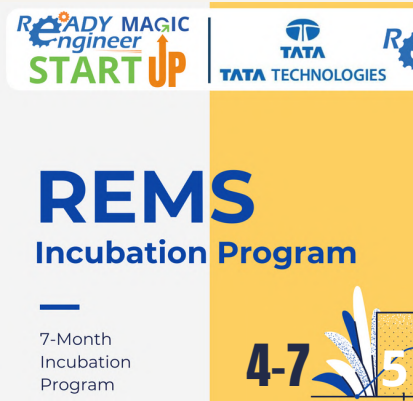
OFFICIAL NEWSLETTER OF

MAGIC BY CMIA
MAGIC™
Marathwada Accelerator for Growth
& Incubation Council

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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

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

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

Marathwada Accelerator for Growth and Incubation Council (MAGIC) got selected for Startup India Seed Fund will further strengthen startup ecosystem in rural India & help early stage startups to get funding support & mentoring facility in their early part of Entrepreneurial journey. Five MAGIC Startups were selected in MSME Idea Hackathon.

In August 2022, Marathwada Accelerator for Growth and Incubation Council (MAGIC) in collaboration with Tata Technologies Ltd. under its Ready Engineer Program launched Ready Engineer - MAGIC Startups (REMS). "REMS is an incubation program to support startups, budding entrepreneurs, and student innovators from tier 2 and tier 3 towns to build their idea into commercial and viable products/services. 9 Startups are selected in the first Phase of which will be 7-months program for early stage Startups.

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



Recognized
by



Maharashtra
State Innovation
Society

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



1250+

Idea Validation &
1:1 Mentoring Sessions

200+

WEBINARS
WORKSHOPS
SEMINARS



15 | SECTORS
60 | 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

REMS

Incubation Program



9 Startups from Tier 2-3 cities of Maharashtra will be supported through REMS

Marathwada Accelerator for Growth and Incubation Council (MAGIC) in collaboration with Tata Technologies Ltd. under its Ready Engineer Program launched Ready Engineer - MAGIC Startups (REMS). "REMS is an incubation program to support startups, budding entrepreneurs, and student innovators from tier 2 and tier 3 towns to build their idea into commercial and viable products/services.

9 Startups are selected in the first Phase of Ready Engineer - MAGIC Startups (REMS) which will be 7-months program that will include the following benefits for selected top startups:

- Seed Funding of up to 1.05 Lacs
- Structured Coaching & Training
- 1:1 Dedicated Mentoring
- An Individual booth at the TMIH virtual exhibition
- State-of-the-art co-working space at MAGIC Aurangabad
- Networking & Marketing support, and many more.



**WINNERS OF
 READY ENGINEER MAGIC STARTUPS -
 INCUBATION PROGRAM**

Envision Kit, by Team Electra IOT/Automation	Indafit Tech Health/Medi-Tech	UdhaarLo Pvt. Ltd. IT-Software/Web/SaaS
Wingrow Agritech Producer Company Limited Agri-Tech/ Food-Tech	Auto Coolant Manager IOT/Automation	Adwaita Educare Pvt. Ltd. HR-Tech/Ed-Tech
Saurabhprasad Agro Innovations LLP Agri-Tech/ Food-Tech	Sumeet Technologies Health/Medi-Tech	Medworld Solutions Pvt Ltd Health/Medi-Tech

REMS Incubation Program Includes



Seed Funding
up to 1.05 Lacs



1:1 Structured
Coaching & Training



Dedicated
Mentoring



State-of-the-art
Co-working space



Networking &
Marketing support



Virtual booth at
TMIH Exhibition



Job Fair & Startup Expo

Ministry of Skill Development, Entrepreneurship, Govt. Of Maharashtra on 17th September 2022 organized a Startup Expo at ITI Aurangabad to promote innovative startups & entrepreneurship amongst students. 21 Startups incubated at MAGIC participated in the expo & got opportunity to connect with their stake holders.

Hon. Dr Bhagwat Karad, Minister of State for Finance, Government of India was the chief guest for the inaugural function of Job Fair & Startup Expo organized by SEEID, Govt. of Maharashtra at ITI, Aurangabad. Hon. Minister Mangal Prabhat Lodha, Principal Secretary Manisha Verma, & CEO MSInS Deependra Singh Khushwah were present on this occasion.

Speaking at the inaugural function, Hon. Dr. Bhagwat Karad assured support to the startups as well as the ITI students graduating from various institutes in the region. The job fair & Startup Expo received very encouraging response from the Students & the Industries.





MAGIC striving to create new entrepreneurs in small cities - Hon. Minister Mangal Prabhat Lodha



The Marathwada Accelerator for Growth and Incubation Council (MAGIC) is doing important work to create new entrepreneurs from Tier 2 cities like Aurangabad. Despite many limitations, the organization is working through social responsibility, said Mangal Prabhat Lodha, entrepreneurship development minister, at the inauguration of the Ready Engineer - Magic Startups (REMS) incubation programme at MAGIC office on 17 September 2022.



Speaking further, Hon. Minister said, today there is a need for youth to create their own innovative business. The government will organize business and job oriented fairs in all the districts of the State in the future. From which large scale employment and entrepreneurs will come forward, he said. On this occasion, certificates were distributed to the startups selected in the Ready Engineer initiative and information books of these startups were published.



Principal Secretary Manisha Verma, Deependra Singh Kushwah, CEO of MSInS, Dushyant Patil, CMIA vice president, Magic director Ashish Garde, Ritesh Mishra, Sijo Varghese, Hiten Gandhi, Amit Kothavde, Anant Najan, Mukund Bhogle, Prashant Deshpande, Prasad Kokil, Suresh Todkar, Kedar Deshpande, Saurabh Bhogle and other officials were present on this occasion.



Mrs. Manisha Verma, Principal Secretary , Department of Skill Development & Entrepreneurship and Mr. Deependra Singh Kushwah , CEO , Maharashtra State Innovation Society interacted with the Startups and took keen interest in the innovations of the startups and innovators and assured govt. support.

MAGIC model implemented in other cities

Principal Secretary of Maharashtra State Skill Development Department Manisha Verma said that the government is making special efforts to encourage startups. While appreciating the work being done on behalf of the incubator run by the members of MAGIC, she said that this model of incubator organization is being implemented in other cities of the state. In the future, we will be implementing large-scale initiatives for the startup ecosystem in the department with MAGIC.



(In Photo: MAGIC team with Team MSInS)



MAGIC Initiatives

Interview Series

Pursuing Grants for Startups!

MAGICx Interview Series on "Pursuing Grants For Startups" was conducted on Saturday, 30th July 2022 - 3 pm, at MAGIC.

Grants are vital for any early stage startup. Yogesh Gawande, Founder, NIYO Farmtech and MAGIC Incubated Startup shared his experience in this session organized by MAGIC.

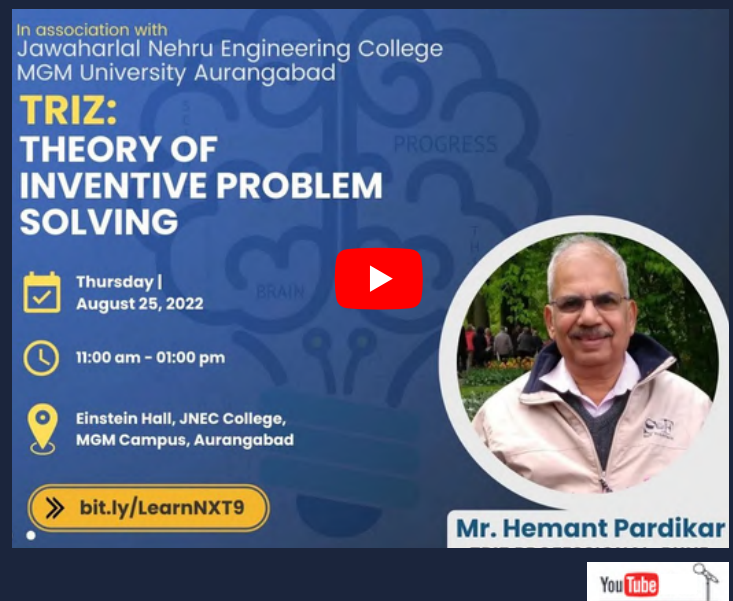


MAGIC LearnNXT

'TRIZ - Theory of Inventive Problem Solving

MAGIC in collaboration with Jawaharlal Nehru Engineering College (JNEC) - MGM University, Aurangabad had organized MAGIC LearnNXT on 'TRIZ - Theory of Inventive Problem Solving' - A brief introduction to the Systematic method of solving inventive problems.

Mr. Hemant Pardikar shared different facets connected with TRIZ and it was a unique experience for the students, faculty, Startups, innovators & MSME Representatives to learn about the practical application about the Problem Solving Method of TRIZ.



Entrepreneur's Day



MAGIC in association with Innovista celebrate the 2nd Entrepreneurs' Day today in the inspiring memory of PadmaBhushan Dr. B.R. Barwale at MSS Ankushrao Tope College Jalna. Guest speaker of the program were Mrs. Mohini Kelkar, MD, Grind Master and Mr. Siddhant Tawarawala, Founder, Peechute.

Guest Speaker Industry Leader Mrs. Mohini Kelkar, Managing Director of Grind Master encouraged students to start their own entrepreneurship journey. She also emphasized on the role of R&D in technology development to the world.

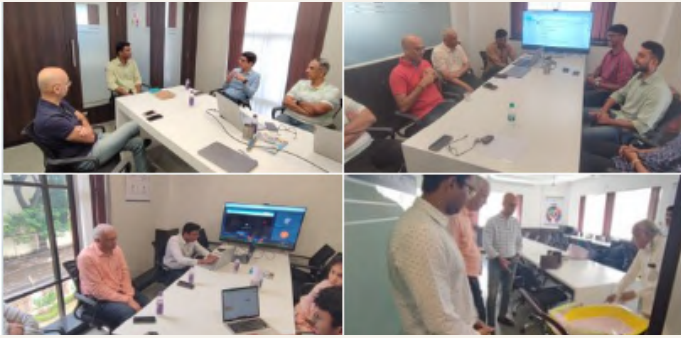
Founder of Peechute Mr. Siddharth Tawarawala shared his startup experience. Finding the correct solution to the right problem statement is a key of becoming successful startup.

Speaking on this occasion Mr. Rajesh Tope, former Health and Skill Development Minister of the state said that Students should follow the passion of becoming job givers instead of job seekers.

Usha Zahr, Director & CTO - MAHYCO, MAGIC Founder Sunil Raithatha, Ritesh Mishra, Principal of Ankushrao Tope College and students were present for 2nd Entrepreneurs' Day in the memory of PadmaBhushan Dr. B.R. Barwale, father of Indian Seed Industry.



Interactions @ MAGIC



Saturday Mentoring Clinic

Saturday Mentoring Clinic is MAGIC's flagship program in action for over 4 years. It is an open-door session for startups, students, & innovators to walk in the #incubator with their ideas, get ideas validated, & benefit from mentoring provided by MAGIC's industry-leading mentors.



Team of a NGO from Latur District, working for promotion of entrepreneurship amongst the rural youths of 10 talukas of Latur, visited MAGIC on 9th September to get familiar with functioning of Incubator & SME Accelerator. We discussed various possibilities & opportunities for promotion of startups.



Visit of Ecosystem Partners

MAGIC is connecting with Angel Investors for establishing linkages with Startups which are Incubated at MAGIC.

Special efforts are being taken to create awareness about Angel Investment opportunities.



Team SIDBI @ MAGIC

Senior officials of SIDBI, Aurangabad office visited MAGIC & had an interaction meeting with MAGIC team & got acquainted with the activities & programs being executed by MAGIC Incubator & SME Accelerator.

SIDBI officials took keen interest in the Startups being incubated at MAGIC & they were highly impressed with the work being done by MAGIC for promoting Startups, nurturing innovation & supporting entrepreneurship development.



Incubator Visit

Students of Y. B. Chavan College of Pharmacy, Maulana Azad Education Trust, Aurangabad today visited MAGIC to understand the support & services offered by incubator as a part of 'Incubator Visit'

CMIA - MAGIC Delhi Visit



Hon Minister Ashwini Vaishnaw spared valuable & quality time for an interaction meeting with CMIA and Team & got the update on the unique initiative of CMIA's MAGIC & was delighted to see the Impact created by Incubator Startups SMEAccelerator



Meeting Hon. Mangal Lodha, Tourism & Skill Development & Entrepreneurship Minister, GoM at Hon. Dr. Bhagwat Karad Sir's office. We discussed about the tourism potential of the region. Hon. Minister appreciated the growth & progress of CMIA's MAGIC.



Hon. Dr. Bhagwat Karad, MoS Finance Govt. India has agreed to support & facilitate creation of required Startup Innovation Incubation ecosystem in Marathwada region for nurturing Enterprenurship.



Various unique initiatives of CMIA including activities of MAGIC were shared with MAHINDRA Group & Ecosystem available at Aurangabad for any new venture was highlighted during the meeting.



CMIA team had an interaction meeting with Shailesh Kumar Singh Development Commissioner MSME & Additional Secretary Ministry of MSME. Govt of India to discuss unique initiatives of CMIA's Clusters Incubator



Meeting with Deepak Bagla, MD & CEO Invest India We discussed about nurturing Startups & Scaling MSME'S through unique & innovative interventions during the meeting



Interaction meeting with Rohit Gupta, Director Atal Innovation Mission, highlighted the scope of various initiatives & activities of Atal Innovation Mission & also offered an opportunity to showcase the work being carried out by CMIA'S MAGIC Incubator SME Accelerator.



CMIA delegation along with MAGIC team had an interaction meeting with Dr. Nirupama Dange, Assistant Resident Commissioner Maharashtra Sadan, New Delhi & discussed the unique initiatives of CMIA including activities of its Incubator & progress of Startups

MSME Hackathon

FIVE MAGIC STARTUPS SELECTED IN 'MSME IDEA HACKATHON'

The Ministry of Micro, Small and Medium Enterprises (MSME), New Delhi organized the 'Idea Hackathon 2022' under the MSME champions scheme. Five startups registered from Magic have been selected and will receive a grant of upto Rs 15 lakh each from the Central government for the progress of their innovative startups.

The winners were announced in the presence of Prime Minister Narendra Modi in New Delhi in June 2022. Startups Anatomic Pvt Ltd, Malhari Projects, Neo Innovative Solutions LLP, Intelligent Dental Innovation Pvt Ltd and Spark Batteries have been selected on national level in the MSME Idea Hackathon.

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Maharashtra Accelerator for Growth & Incubation Council

Supported by
MSME
Maharashtra State Innovation Society

Meet the MAGIC Incubated Startup who cracked MSME IDEA HACKATHON 2022

Ministry of Micro, Small and Medium Enterprises, Government of India
MSME
महान, मध्यम व सान्छे उद्योग
MICRO, SMALL & MEDIUM ENTERPRISES

MSME IDEA HACKATHON 2022

MALHARI PROJECTS

Malhari Projects
Let's join in Sustain

The device MALHARI developed has the capacity to eliminate the waste at source without any handling and reducing the energy consumption.

Ministry of Micro, Small and Medium Enterprises, Government of India
MSME
महान, मध्यम व सान्छे उद्योग
MICRO, SMALL & MEDIUM ENTERPRISES

MSME IDEA HACKATHON 2022

NIYO INNOVATIVE SOLUTIONS

Niyo Innovative Solutions has designed a Soybean Reaper and Collector running without any fuel and easy to operate for a user.

Ministry of Micro, Small and Medium Enterprises, Government of India
MSME
महान, मध्यम व सान्छे उद्योग
MICRO, SMALL & MEDIUM ENTERPRISES

MSME IDEA HACKATHON 2022

BHARAT DENTAL INNOVATIONS PVT. LTD.

'Long Axes Crown Remover' for atraumatic removal of crowns and bridges which can remove the crowns and bridges fixed over the natural abutment teeth

Ministry of Micro, Small and Medium Enterprises, Government of India
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महान, मध्यम व सान्छे उद्योग
MICRO, SMALL & MEDIUM ENTERPRISES

MSME IDEA HACKATHON 2022

ANATOMECH PVT LTD

Compressive, Rehabilitative, Wearable Technology for post injury and surgical outcomes that require lifelong management

Ministry of Micro, Small and Medium Enterprises, Government of India
MSME
महान, मध्यम व सान्छे उद्योग
MICRO, SMALL & MEDIUM ENTERPRISES

MSME IDEA HACKATHON 2022

SPARK INNOVATIVE BATTERY

Sodium Chloride quick Charging Battery

Events with Ecosystem Partners



Maharashtra Startup Yatra Van had a stopover at MAGIC Office. #MaharashtraStartupYatra, a platform for bringing your innovative ideas to reality.

More:

<http://mahastartupyatra.in>



The MSME sector of our country is in need of technological & competitiveness upgradation: Shri Ravindra Boratkar, President @MEDCIndia, said during the keynote address at the MSME Conference organized by MEDC on August 23, 2022. MAGIC was the Outreach Partner for this event.

INNAUGURATION OF
Commerce and Management Association
A.Y. 22-23
EXPERT TALK
TOPIC:
**Role of Incubator in
Entrepreneurial Ecosystem**
Friday, Sept 23 | 12 noon
VENUE: Seminar Hall, Dr. Rafik Zakeria Campus,
Maulana Azad College, Aurangabad
Speaker **CEng. Nikhil Kulkarni**
Jt. CEO, MAGIC
Contact : 8888889667 | contact@magicaurangabad.com



MAGIC in association with Maulana Azad College, Department of Commerce & Management Science, Aurangabad had organized an Expert Talk on 'Role of Incubator in Entrepreneurial Ecosystem' MAGIC Jt. CEO CEng Nikhil Kulkarni shared his thoughts on importance of Incubator in Startup Journey!

MAGIC signed MoU with Maulana Azad College for promotion of Startups, & nurturing innovation. 'Commerce and Management Association of the College for AY 22-23 was officially inaugurated during the program.



ISBA Governing Board members interacted with NSTEDB - DST officials at the recently concluded DST Startup Utsav at New Delhi.



Regional Meet of HEIs established Innovation Council(IIC) was held at Symbiosis International University on 1 Aug 22. MAGIC actively participated in the mega event which had more than 500 delegates.

CSR and Grant Support



MAGIC is happy to inform you that Marathwada Auto Compo Pvt. Ltd. (AITG group company) Aurangabad has extended CSR funding support to CMIA's MAGIC & has contributed Rs.9.5 lacs to MAGIC for supporting Startups, nurturing innovation & promoting entrepreneurship through the various activities of MAGIC Incubator & SME Accelerator.



Marathwada Accelerator for Growth and Incubation Council (MAGIC) got selected for Startup India Seed Fund will further strengthen startup ecosystem in rural India & help early stage startups to get funding support & mentoring facility in their early part of Entrepreneurial journey.

Congratulations!



Congratulations!! to NIYO Farmtech Pvt. Ltd, MAGIC's Incubated Startup for winning the **10th TATA Social Enterprise Challenge 2021-22** hosted by IIM Calcutta Innovation Park at Kolkata



Congratulations to Jijai Trailer & Equipment Pvt. Ltd., MAGIC incubated startup for **WINNING the Rural Jugaad Competition organized by CII's Young Indians**



Congratulations to Amlaan Rivercorp, MAGIC Incubated Startup for getting selected in **Seed Spark Entrepreneurship Program offered by Stanford Seed**



MAGIC welcomes CEng. Nikhil Kulkarni, Jt. Chief Executive officer of MAGIC

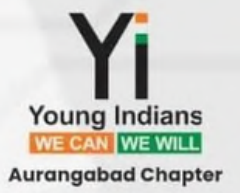


नवउद्योजक घडविण्यासाठी 'मॅजिक'चे कार्य महत्त्वाचे

मंगलप्रभात लोढा : स्टार्टअप्सचे उद्घाटन औरंगाबाद, पुढारी वृत्तसेवा: व्यवसाय घडवण्याची आज गरज आहे. 'समाजचे काही देणे लागते, या सरकारकडून पुढील काळात राज्यातील भावनेतून मॅजिकच्या माध्यमातून सर्व जिल्ह्यांमध्ये व्यवसायाभिमुख उद्योजक औरंगाबादसारख्या टियर- मेळावे आयोजित करण्यात येतील.

MOUs with Ecosystem Partners (July-Sept 22)

MAGIC Business Incubator SME Accelerator is growing & so is its network of ecosystem partners from across India, various regions & multiple domains. We are delighted to partner with organisations supporting Innovations, nurturing Startups & fostering Entrepreneurship.





ISSUE 4
 April-June 2022



ISSUE 3
 Jan- Mar 2022



ISSUE 2
 Oct- Dec 2021



ISSUE 1
 Jan- Sept 2021

DISCOVER MAGIC

Official Newsletter

Marathwada Accelerator for Growth & Incubation Council

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