

## Workshop Report: Startup-MSME Connect

Vikas Saptah:

Celebrating 23 years of Gujarat's development journey

**Date:** 15<sup>th</sup> Oct 2024

**Time:** 10:00 AM to 5:00 PM

**Venue:** Seminar Hall, STBI Savli Technology and Business Incubator GIDC, EPIP-CFC Building, Manjusar, Savli

### Organizer:

1. Savli Technology and Business Incubator (STBI)
2. Drs. Kiran & Pallavi Patel Global University (KPGU)
3. GSFC University (GUITAR Cell)

**Supported by:** Startup Gujarat Cell, DIC office & Industries Associations

### About incubator:

KPGU seeks to be a “University of Global Eminence. The university aims toward the development of our students. The Pursuit of Newer Horizons has led to the achievement of yet another path-breaking milestone and the establishment of KPGU shall be marking the opening of the “Gateway to Global Excellence”. This transformation shall bring forth several greater opportunities that will lead the university to the next level of performance and ensure that we progressively grow as envisaged in the KPGU Vision. To realize the bigger pursuit, to make it functionally effective, and to gain regional, national, and international recognition the organization is geared up for greater commitment, collective performance, concerted efforts, and be ever in consistent pursuit of quality & Excellence, may it be in academics, research, collaborations, outreach activities, skill enforcement, and employability drives; that encompasses.

### VISION

KPGU Aspires to be a globally acclaimed value-driven University, recognized for excellence in teaching, research, and outreach; promoting access and inclusion; collaborative and innovative culture; and preparing socially responsible global citizens.

### MISSION

- Globalization through creation, acquisition, preservation, and exchange of Knowledge.
- To provide a collaborative environment for the exchange of ideas, virtues & values.



- To develop good human beings possessing scientific temper, compassion, empathy, courage, and creative imagination.
- To nurture innovative and socially cultured global citizens.
- To foster multifaceted excellence in education and research outreach.

### Benefits to Student Innovators & Start-ups

KPGU is aggressively working towards research innovation and startups. Hence, set up 6 centers of Excellence for the benefit of the students. To support research innovation and startup and entrepreneurship. KCSE (Krishna Center of Startup and Entrepreneurship) and KCIR (Krishna Center of Innovation and Research). With the help of these centers various benefits are passed to the students as mentioned below:

#### Lab excess

- ☞ Incubation Support
- ☞ Pre-incubation support
- ☞ Mentoring support
- ☞ Industrial support
- ☞ Co-work support
- ☞ Grant support

#### About event:

The **Startup-MSME Connect** event was organized as part of the **Vikas Saptah** celebrations, marking 23 years of Gujarat's development journey. The event aimed to create synergies between startups and MSMEs by enabling collaboration and promoting technological advancements. It provided a platform for startups to showcase their products and innovations to potential industries and investors. The event was held on **15th October 2024** at the **STBI Savli Technology and Business Incubator** in Gujarat and was designed to foster collaboration between startups and MSMEs.

It was jointly organized by the **Nodal Institution Savli Technology and Business Incubator (STBI)**, **Drs. Kiran & Pallavi Patel Global University (KPGU)**, and **GSFC University (GUITAR Cell)**. The event was supported by the **Startup Gujarat Cell** and various industry associations.

The event featured a series of insightful panel discussions, a **Startup-Investor Connect** session, and an industry pain point analysis, allowing industries to share their challenges and collaborate with startups to develop innovative solutions. Over **20 startups** showcased their

innovations, offering potential solutions to the challenges faced by industries in the various sectors.

The event concluded with networking opportunities, where participants identified potential collaborations and deployment opportunities for startups. Overall, the event was a significant step forward in facilitating Gujarat's ongoing development journey in innovation and entrepreneurship, fostering growth through meaningful partnerships between startups, MSMEs, investors, and industries.

**Sector theme:** Startup MSME Connect

**Role of state government:**

**Duration of event:** 7 hours

**No. Of startups showcased their products: (min. 20)**

**The following startups participated in the Startup-MSME Connect Expo:**

1. Prahas Healthcare LLP
2. Watchline Diagnostics LLP
3. JC Orthoheal Pvt. Ltd.
4. Alacris R&D Pvt. Ltd.
5. Polyprotic Chemicals Pvt. Ltd.
6. Kalva Nanotech
7. Orbhich Pvt. Ltd.
8. TechInnovate Mobility Pvt. Ltd.
9. Pragmatech Healthcare Solutions Pvt. Ltd.
10. SBB Energy Solutions LLP
11. Cognexis Innovations Private Limited
12. Tritone Music LLP
13. Mirihi Industrial Solutions Pvt. Ltd. (MarsBazaar)
14. Healtrix Healthcare Innovations Pvt. Ltd. (Ayratrix)
15. Budpencil Pvt. Ltd.
16. Akshi

**Brief of the Event:**

These startups showcased their innovations, ranging from healthcare, diagnostics, chemicals, mobility, technology, and more, offering cutting-edge solutions and engaging with potential investors and industry representatives.

1. **Inaugural Session (11:00 – 11:30):** The inauguration of the event was conducted by the team from **KPGU**, **STBI**, and **GUITAR**, along with the esteemed panel members, including **Prof. Kiran Parmar**, **Dr. (Prof.) Mihir Parmar**, **Dr. Sanskruti Mujumdar**, and **Dr. Anand Bhadalkar**, **Director of STBI**. They collectively opened

the event with a brief welcome and provided an introduction to the theme of the workshop, setting the tone for the day's discussions and collaborations.

2. Panel Discussion (11:30 – 13:00): The **panel discussion** featured a distinguished group of panelists from both academia and industry, including **Prof. Kiran Parmar**, **Dr. (Prof.) Mihir Parmar**, and **Dr. Sanskruti Mujumdar**. These experts shared valuable insights on the key challenges faced by MSMEs and highlighted the significant opportunities for startups to intervene and provide innovative solutions. The session was expertly moderated by **Dr. Anand Bhadalkar**, Director of **STBI**, who guided the conversation to focus on how the collaboration between academia, startups, and industry can be strengthened.
3. The central theme of the discussion revolved around bridging the gap between **academia, startups, and industry**—three crucial pillars of economic and technological development. Panelists emphasized the need for a more integrated approach where academic research and innovation can directly inform and support the needs of MSMEs and industries. They stressed that academia serves as a vital incubator for ideas and talent, while startups are the engines of innovation capable of translating academic knowledge into practical, scalable solutions that address real-world problems faced by industries.
4. The discussion highlighted several key points:
  - **Role of Academia:** Panellists underscored the importance of academic institutions in producing cutting-edge research and training the next generation of entrepreneurs. They pointed out that many groundbreaking technologies and solutions often emerge from university research labs, which can be further developed by startups.
  - **Startups as Innovators:** Startups were identified as the key drivers in turning academic research into commercially viable solutions. They provide the agility and creativity needed to take new ideas to market quickly, bridging the gap between theoretical knowledge and practical application.
  - **Industry Needs and Pain Points:** The discussion also focused on how industries, especially MSMEs, often face specific challenges such as limited resources, operational inefficiencies, and the need for technological upgrades. The panellists discussed how startups, with the support of academic research, can offer tailored solutions to these issues, thus facilitating the adoption of new technologies in MSMEs.
  - **Collaborative Platforms:** One of the major points of consensus was the need for platforms that foster closer collaboration between these three sectors. Such platforms would encourage academia to engage more directly with industry challenges, allowing startups to play a mediating role in developing solutions that are grounded in research but designed for real-world implementation.
  - **Sustaining Innovation:** The panelists also touched on the long-term sustainability of this ecosystem. Continuous engagement between academia, startups, and industry

ensures that innovation is not just a one-off event but an ongoing process that evolves with technological advancements and market demands.

By the end of the session, the panelists agreed that the synergy between academia, startups, and industry is essential for creating a robust innovation ecosystem. **Dr. Anand Bhadalkar** concluded the discussion by summarizing the need for structured frameworks that facilitate ongoing interaction and collaboration among these three sectors, ensuring that innovation is both sustainable and impactful

The panel discussion was followed by the Lunch Break (13:00 – 14:00): along with a chance for networking and building connections among participants.

**Startup-Investor Connect:** Startups pitched their ideas to investors, facilitating potential partnerships and funding opportunities.

Here is the list of the startups that showcased and pitched their innovations at the **Startup-MSME Connect** event:

1. **Prahas Healthcare LLP**
2. **Watchline Diagnostics LLP**
3. **JC Orthoheal Pvt. Ltd.**
4. **Alacris R&D Pvt. Ltd.**
5. **Polyprotic Chemicals Pvt. Ltd.**
6. **Kalva Nanotech**
7. **Agvac Innovations**
8. **Orbhich Pvt. Ltd.**
9. **TechInnovate Mobility Pvt. Ltd.**
10. **Pragmatech Healthcare Solutions Pvt. Ltd.**
11. **Pomona Biotech Pvt. Ltd.**
12. **SBB Energy Solutions LLP**
13. **KAYRA Automobiles Pvt. Ltd.**
14. **Aniradichita Theatre and Films Association**
15. **Varshakokila Purva Engineering Pvt. Ltd.**
16. **Sattva Fireplast - Labh Buildchem Pvt. Ltd.**
17. **Voldebug Innovation Pvt. Ltd.**
18. **Cognexis Innovations Private Limited**
19. **Story Tailor Kids LLP**
20. **Chatify - Let's Connect Group**
21. **Kriv H2O Pvt. Ltd.**
22. **Tritone Music LLP**
23. **BIT**
24. **Mirihi Industrial Solutions Pvt. Ltd. (MarsBazaar)**
25. **Healtrix Healthcare Innovations Pvt. Ltd. (Ayurtrix)**



## 26. Budpencil Pvt. Ltd.

27. Akshi pitched on behalf of several startups.

These startups presented a range of innovative solutions across sectors such as healthcare, technology, chemicals, mobility, biotechnology, and more, contributing to the vibrant exchange of ideas and collaborations at the event.

**Dr. Anand Bhadalkar**, Director of STBI, and **Ms. Nehal Prajapati**, Senior Manager at KPGU, delivered the Vote of Thanks session from 16:00 to 16:30. They expressed gratitude to all the dignitaries, panelists, industry representatives, investors, and startups for their active participation in the event.

In their closing remarks, they provided a summary of the day's discussions, which focused on bridging the gap between academia, startups, and industry. They also highlighted key takeaways, including the need for stronger collaboration and continued efforts to address MSME challenges through innovation. Future steps for fostering such partnerships were outlined, reinforcing the importance of ongoing dialogue and support.

**Role of State Government:** The Government of Gujarat, through the Startup Gujarat Cell and DIC Office, played a pivotal role in organizing the event. They facilitated interactions between startups and MSMEs, offered resources, and ensured that the event aligned with the state's larger goals for industrial and economic growth.

**No. of the total participants of the event: 40+**





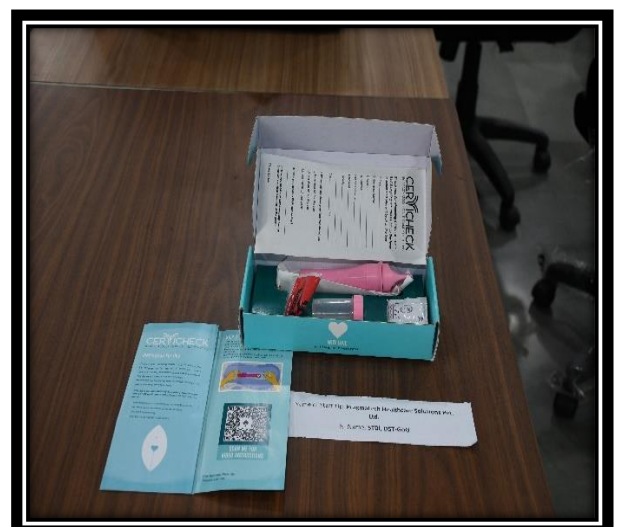
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Government of Gujarat  
॥ उद्योजकम् सेवामहे ॥



KPGU  
Vadodra



GUITAR  
COUNCIL





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KPGU  
Vadodara



GUITAR  
COUNCIL

## Outcome:



The Startup-MSME Connect successfully bridged the gap between startups and MSMEs, generating interest in 20+ startups and paving the way for future collaborations. Potential deployment opportunities were identified, and investors were interested in partnerships with several showcased startups. The event helped foster a deeper understanding of MSME needs, providing startups with actionable insights into market demands.