



INSTITUTE OF ADVANCED RESEARCH  
*The University for Innovation*



Established under the Gujarat Private Universities Amendment Act 2011 and recognized under section 22 and 2(f) of UGC



A Report  
On  
IAR Booth in Startup Conclave 2023 Exhibition  
Gandhinagar, Gujarat

**Organizing Committee:**

SSIP Cell, IAR

Chairperson: Brig PC Vyas

SSIP Coordinator: Mrs. Bhawna Singh

**Report Prepared by:**

Mrs. Bhawna Singh

**Date of the event:**

06 Dec – 10 Dec, 2023

<b>Name of Event</b>	Startup Conclave 2023 Exhibition		
<b>Event Type</b>	Startup showcase Exhibition		
<b>Dates of the event</b>	06 Dec – 10 Dec, 2023	<b>Duration</b>	5 Days
<b>No. of IAR Student/ faculty participated in the event</b>	20	<b>No of visitors</b>	Approx. 1000 -1500 <ul style="list-style-type: none"> <li>• 178 entries.</li> <li>• People visited in groups and made single entry for the groups.</li> <li>• Some did not prefer to enter details.</li> <li>• Almost 50 preferred giving visiting cards instead of entry.</li> </ul>
<b>Name of the Coordinator</b>	Mrs. Bhawna Singh – Manager Innovation & Startups/ SSIP Coordinator		
<b>Co-coordinator</b>	Dr. Jyotin Kateshia / SSIP Co-Coordinator		
<b>Contact details of Organizers</b>	<a href="mailto:ssip.coordinator@iar.ac.in">ssip.coordinator@iar.ac.in</a> 8500780400		
<b>Expenses</b>	Rs. 1,55,146/-		
<b>Sponsoring Authority</b>	SSIP & IAR		

### Event Details:

The Institute of Advanced Research recently brought its innovative spirit to the Start-up Conclave 2023 in Gandhinagar. This 5-day exhibition from December 6th-10th allowed the Institute to network and collaborate with other key players shaping India's entrepreneurial future.

Organized by the Government of Gujarat as part of the Pre-Vibrant Gujarat Summit events, the Conclave provided a platform for start-ups, investors, incubators and more to showcase new ideas, share knowledge and spark potential partnerships.

The Institute was proud to participate in this year's Conclave, which highlighted the tremendous growth, creativity and opportunity in Gujarat's start-up ecosystem. Events like this help connect rising innovators with the resources they need to turn bold visions into realities.

# Event Brochure



**STARTUP  
CONCLAVE 2023**  
INNOVATE | ELEVATE | ACCELERATE  
6 - 10 DEC | GANDHINAGAR





#startupindia




## EMPOWERING TOMORROW'S TECH PIONEERS:

Uniting Investment,  
Innovation & Unicorns

India is the 3<sup>rd</sup> largest ecosystem for startups globally with over 99000 DPIIT recognized startups across 670 districts. **The Vibrant Gujarat Startup Conclave 2023** aims to bring together the best practices of Indian states in nurturing Startups, foster industry collaborations, facilitate MOUs, showcase innovative products, services & technology, and offer engaging knowledge sessions and investment opportunities.



**Grand Exhibition**



**Plenary Sessions**



**Unicorn Meetup**



**Grand Challenge -  
Investor Pitching**



**National  
Roadshows**

### Showcase of the Best

**GRAND EXHIBITION- An Unmatched Experience**

Bringing together the varied flavors of success from the world across, and from diverse industries; The Exhibition shall provide an ideal podium of interaction and engagement in order to encompass emerging market scenarios, while marrying them to the excellence of live presentation of projects, ideas, solutions, technologies in the startup ecosystem.

Investors, Regulators, Innovators, Decision Makers, Influencers and Manufacturers shall come together into a seamless fabric of prosperity with various outdoor, indoor and hybrid display and installation spacing options to choose from.

**REGISTER TODAY**

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6 | 7 | 8 | 9 | 10 DEC 2023

## Showcasing our Innovations at Start-up Conclave 2023

The Institute of Advanced Research was proud to participate in Start-up Conclave 2023 after receiving an invitation from the Gujarat Knowledge Society and SSIP Gujarat. As encouraged, we secured exhibition space to highlight the groundbreaking work of our students and faculty. SSIP Fund was utilized for the same as advised by GKS.

SSIP Coordinators took the lead in organizing IAR's involvement. Our booth offered a window into the next generation of innovation emerging from our Institute. We displayed 12-13 prototypes and ideas under development by students on robotics, clean energy, biotech and more. Successful alumni startups like KPI Greens OMS and Start2Startup demonstrated the real-world impact of IAR's culture of innovation.

Beyond showcasing our projects, a key goal was connecting with investors and incubators who could help translate our ideas into products. We also aimed to build greater recognition for IAR among potential students and partners attracted to our spirit of innovation.

With handing over of IAR promotion flyers, IAR branded notepads, pens and one-on-one conversations, we were excited to represent IAR's ingenuity at this gathering of India's entrepreneurial best and brightest.

Following Innovations and Start-ups were showcased using Banner:



Following prototype videos were displayed on a TV Screen:

1. Biopot	2. Bio filtration
3. Curiosity	4. Forensic Demonstration
5. Pyrocat	6. Solar Powered Vehicle
7. Therma Bank	8. IAR Video

Following prototypes were displayed as physical product:

- **Solar Powered Vehicle**



- **Forensic demonstration** with prototype of finger print display powder made in-house by Dr. Prashant Dahiya and his students. They substituted costly powder available in market with a low cost alternative, made of egg waste.

Both Solar powered vehicle and Forensic demonstration attracted a lot of visitors.

Innovations displayed by IAR, address the needs in areas like Education, Waste Management, Renewable Energy, Healthcare, Agriculture etc.



### **Management of IAR Booth:**

For each day, almost 4 students and 3 faculty members were present at the booth over the course of the event to demonstrate our innovations and interact with interested visitors. We also distributed brochures and marketing collateral to provide more information about our institute's research and entrepreneurial programs.

Many visitors signed our guest book or provided business cards, eager to learn more about IAR. Others declined to leave contact details in the busy environment, but still took time to discuss our innovations and research in depth and asked for our business cards.

The booth also provided a chance to connect with our own IAR community members visiting the booth. Director Brig PC Vyas, Professor Anand Tiwari and other students and faculty stopped by to see the Student Innovations on display.

### **Key Team Members Involved:**

Overall Coordination	Mrs. Bhawna Singh
Design of Posters	Mrs. Bhawna Singh, Dr. Jyotin Kateshia & Mr. Digant
Admin Support	Mr. Digant
Faculty members and staff helped attending visitors	Dr. Jyotin Kateshia, Mrs. Bhawna Singh, Dr. Paritosh Kumar, Mr. Prashant Dahiya, Dr. Shuvomoy, Mr. Nilesh, Mr. Vishal Rathod, Dr. Ganesh Bajad and students of various programs.
Final winding up	Dr. Jyotin Kateshia played the lead role

### **Key Outcomes:**

- Connected with potential investors interested in our innovations.
- Interacted with other university incubators and accelerators about potential collaborations. I-Hub is interested in MoU with IAR.
- Received 60+ business cards from visitors interested in our work.
- Almost 1000-1200 students and professionals visited and got 178 entries from attendees at our booth.

- IAR students who helped at the booth could attract more crowd by showcasing their communication and sales skills. This helped them learn in a real environment and get exposure dealing with potential investors and collaborators.
- Some startup projects received offer for mentoring.
- IAR improved upon its brand image, presence and recognition.

### **Areas for Improvement:**

- Need to showcase more physical Innovative products and interactive staff with good communication skills to attract people.
- Should assign more booth staff to ensure someone is always available to talk to visitors. Also same staff should be repeated for multiple days to ensure consistency in efforts.
- Instead of handing over notepads and flyers directly, IAR bags can be printed.
- Sufficient availability of vehicle from Institute may be ensured as it was not available for entire duration.
- Availability of helpers from IAR staff on last day of event (even on weekend) as there is a need to remove fixtures.
- Availability of University Vehicle for movement of Staff as and when needed. It was not available most of the times during the event.
- This time we rented TV for visual display. But for future requirements university may decide to buy a TV for the similar price which can then be used for any such requirements.

### **Conclusion:**

Overall, we found great value in participating in the Start-up Conclave 2023. It was a worthwhile opportunity to showcase our institute's research and connect with key ecosystem players who could support the entrepreneurial ambitions of our students and faculty. We look forward to applying the lessons learned to make an even bigger impact at future exhibitions and start up events.

## Glimpses of the Event –









**Video link –**

(Link of video having digital clips of event)

[https://drive.google.com/file/d/1iAQNHxy0lAavH7UHcJ\\_Amynsu3hSvoYg/view?usp=drive\\_link](https://drive.google.com/file/d/1iAQNHxy0lAavH7UHcJ_Amynsu3hSvoYg/view?usp=drive_link)

**Acknowledgement –**

The committee members acknowledge contribution of:

- Brig PC Vyas, Director, IAR
- Dr. Manish Parmar, Registrar
- Dr. Anand Tiwari, Dean Research
- Mr. Manoj Patel, Executive Registrar (Finance)
- Heads, All the Departments
- IT and Engineering
- Student Volunteers (they are to be acknowledged with certificates)

**Enclosures:**

- Annexure- I (Expenditure & Invoices)
- Annexure- II (Visitor list)

**Report Copied to: (attachment sent through email)**

- The Director
- Registrar, Executive Registrar (Finance)
- Dean Research & Innovation
- Dean Academics
- Heads of all the Department