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Report

On

GENESIS PRAVAAH PAATHSHALA- Innovators Edition

Organized from MeitY Startup Hub, GoI

(*Academic Session: 2026-27*)

Organizing Committee:

Student Startup and Innovation Programme (SSIP) Cell
Institutions Innovation Council (IIC) Cell

Event Coordinator:

Mr. Mineshkumar K Prajapati, Head Incubation

Mr. Milan Trivedi, Assistant Professor, SCT

Dr.Anjali Mishra, Assistant Professor, SHS

Report Prepared by:

Mr. Mineshkumar Prajapati,

Head of Incubation, IAR University

Date of the event:

15th October 2026

Name of Event	GENESIS PRAVAAH PAATHSHALA- Innovators Edition		
Event Type (Co-curricular/ Extra Curricular)	Extra-Curricular		
Platform	Offline		
Place of event	Auditorium, AB-III, IAR University		
Date (s) of the event	15/10/2026	**Time**	09:00 AM- 8:00 PM
No. of Student/ faculty Participants for Expert talk	Students: 208 Faculty: 55	**Level of Activity**	University Level
No. of Participants attended the event	263 (Attendance sheet attached for reference)		
Name of the Coordinator	Mr. Mineshkumar K Prajapati, Head Incubation, IAR University Mr. Milan Trivedi, Assistant Professor, School of Computing and Technology, IAR University		
Name and details of the Expert	Dr. Panneerselvam Madanagopal, CEO, MeitY Startup Hub Mr.Anuj Sharma, Founder, Vervance Ventures Dr.Divya Rajput, Innovation Evangelist and Angel Investor Mr. Zach Ninan, Head – Innovation,UIDAI Mr. Aman Loharukam, Co - Founder & CEO PrepSom Labs Mr.Pranav Patel, Founder - Alphoenix Design Ms. Bhuvaneshwari Nagarajan, Manager, MeitY Team		
Contact details of Organizers	+91-7600004852		
Sponsoring authority	MeitY & IAR University	**Sponsorship/ Budget amount:**	3,00,000/-

Guest/Expert (External/Internal): External

Brief Profile of the Expert:

Dr. Panneerselvam Madanagopal, CEO of MeitY Startup Hub (MSH), Ministry of Electronics and IT, is a seasoned leader with over 20 years of expertise in innovation, strategic growth, and ecosystem development. Previously Senior Advisor and Chief Innovation Officer at T-Hub, he has driven impactful collaborations and transformative programs. His leadership extends across roles at Almond House, IMRB International, and academia, guiding organizations like Axis Bank, Tata Steel, and Unilever. A recognized speaker and panelist, his extensive global experience continues to inspire MSH's mission to accelerate the growth of India's startup ecosystem.

Mr. Anuj Sharma, Founder of Vervance Ventures, is an entrepreneur and startup ecosystem professional. At the GENESIS PRAVAAH – PAATHSHALA: Innovators Edition at IAR University, he will deliver a masterclass focused on entrepreneurship, innovation, and transforming ideas into viable business solutions. His session aims to inspire aspiring entrepreneurs and innovators to understand the process of developing ideas into practical solutions and building sustainable business ventures. We are delighted to have him with us and look forward to an insightful and engaging session. Ladies and gentlemen, please join me in warmly welcoming Mr. Anuj Sharma.

Dr. Divya Rajput, an Innovation Evangelist and Angel Investor, who brings extensive experience in entrepreneurship, business incubation, startup development, and innovation ecosystem building. She has held key leadership roles, including Founding Head of the Centre for Business Innovation at the Indian Institute of Corporate Affairs and In-Country Director of Nexus Startup Hub at the American Center, New Delhi. She has also mentored entrepreneurs in developing business strategies, revenue models, and scalable ventures.

Mr.Aman Loharuka is the Co-Founder of PrepSOM Labs and Director of Distance Learning at IAQS. An alumnus of NM College, Aman combines his background in actuarial consulting and automation modeling to innovate in education, talent acquisition, and startup leadership.

Mr.Pranav Patel is the Founder & CEO of Alphoenix Design Pvt. Ltd., a deep-tech startup pioneering high-efficiency BLDC motors and custom hardware development for electric mobility, aerospace, and industrial sectors. With deep expertise in engineering R&D, product design, and prototyping, Pranav is leading innovation at the intersection of energy efficiency and clean technology.

Ms. Bhuvaneshwari Nagarajan is associated with MeitY Startup Hub (MSH), an initiative of the Ministry of Electronics and Information Technology, Government of India, dedicated to strengthening the country's startup and innovation ecosystem. Through her work in startup support initiatives and schemes, she contributes to fostering entrepreneurship, innovation, and the growth of technology-driven ventures.

Objective of the Event:

The primary objective of GENESIS PRAVAAH – PAATHSHALA: Innovators Edition, organized at IAR University in collaboration with MeitY Startup Hub and Digital India, was to foster an innovation-driven entrepreneurial ecosystem by empowering students, aspiring entrepreneurs, and innovators with the knowledge, skills, and mentorship required to transform innovative ideas into viable startup ventures.

Key Objectives:

- **Foster Innovation and Entrepreneurship**: Encourage students to develop an entrepreneurial mindset and identify innovative solutions to real-world challenges.
- **Build Entrepreneurial Capabilities**: Provide practical insights through masterclasses on idea-to-solution development, Go-to-Market (GTM) strategies, and the Business Model Canvas (BMC).
- **Promote Startup Development**: Help aspiring entrepreneurs validate their ideas, understand market opportunities, and develop sustainable business models.
- **Provide Mentorship and Expert Guidance**: Connect students and innovators with industry experts, startup founders, mentors, and ecosystem stakeholders.
- **Identify Promising Startup Ideas**: Offer a platform through the Genesis Pitch Arena for selected innovators to present their ideas before a jury and receive expert feedback and recognition.
- **Strengthen the Startup Ecosystem:** Enhance collaboration among academia, industry, government, and the startup ecosystem in alignment with the Government of India's GENESIS initiative.
- **Enable Startup Growth and Opportunities:** Create awareness about startup support mechanisms, incubation facilities, funding opportunities, and pathways for taking innovative ideas from concept to market.

Brief of the event :

The Institute of Advanced Research (IAR) University, Gandhinagar, hosted GENESIS PRAVAAH PAATHSHALA – Innovators Edition on 15 October 2026, in collaboration with MeitY Startup Hub (MSH), under the GENESIS initiative of the Ministry of Electronics and Information Technology (MeitY), Government of India



Programme Schedule

Time	Session / Activity	Name of Dignitaries
9:30 AM - 11:00 AM	Registration	
11:00 AM - 11:10 AM	**Prayer and Lighting of the Lamp**	Dr. Panneerselvam (PS) Madanagopal CEO,MeitY Startup Hub Brig P C Vyas Pro VC & Director, IAR University Mr. Bharat Thakkar President of Federation of Entrepreneurs Mr. Zach Ninan Head – Innovation, UIDAI
11:10 AM - 11:30 AM	**Welcome Address & Vision for India's Startup Ecosystem**	Dr. Panneerselvam (PS) Madanagopal CEO,MeitY Startup Hub
11:30 AM - 11:50 AM	**The IAR Journey in Building Innovation Ecosystems**	Brig P C Vyas Pro VC & Director, IAR University
11:50 AM - 12:20 PM	**Panel:** From Ideas to Impact: Startup Journeys Under GENESIS	**GENESIS EIR Founders:** Mr. Aman Loharuka Co - Founder & CEO PrepSom Labs Mr.Pranav Patel Founder - Alphoenix Design **Moderator:** Ms. Bhuvaneshwari Nagarajan, Manager, MeitY Team
12:20 PM - 01:20 PM	**Masterclass 1** - From Idea to Solution: Idea → POC → Prototype → MVP	Mr.Anuj Sharma Founder, Vervance Ventures

1:20 PM - 2:30 PM	Lunch	
2:30 PM - 4:00 PM	**Masterclass 2** - GTM & Business Model Canvas (BMC): Hands-on activity to build a BMC for their own idea/startup	Dr. Divya Rajput, Innovation Evangelist and Angel Investor
4:00 PM - 4:30 PM	**Session:** Identity: New Horizons	Mr. Zach Ninan Head – Innovation, UIDAI
4:30 PM - 7:20 PM	**GENESIS Pitch Arena** - 12 Innovators Pitches (3min pitch + 2min Q&A)	**Expert Jury Panel**: Mr. Bharat Thakkar President of Federation of Entrepreneurs, Founders & President of BGT Partners Mr.Javid Sheikh Programme Manager, Knowledge Consortium of Gujarat (KCG), Ahmedabad Dr. Srinadh Mattaparthi Senior Incubation Manager, Karnavati Innovation and Incubation Foundation Dr.Tvarit Patel Assistant Professor, IAR University, Gandhinagar
7:20 PM - 7:30 PM	MSH GENESIS ARENA Winner Announcement	
7:30 PM - 7:35 PM	Vote of Thanks & Closing	Mr.Utkarsh Mathur, Sr. Manager, MSH

Prayer and Lighting the Lamp :

The event commenced with the ceremonial lighting of the lamp, followed by Saraswati Vandana. The lamp-lighting ceremony was graced by Dr. Panneerselvam (PS) Madanagopal, CEO, MeitY Startup Hub; Brig. P. C. Vyas, Pro Vice-Chancellor and Director, IAR University; Mr. Zach Ninan, Head – Innovation, UIDAI; and Mr. Bharat Thakkar, President, Federation of Entrepreneurs.



Welcome Address & Vision for India's Startup Ecosystem by Dr. Panneerselvam (PS) Madangopal, CEO of MeitY Startup Hub

Dr. Panneerselvam (PS) Madangopal, CEO of MeitY Startup Hub, delivered an inspiring welcome address highlighting the vision for strengthening India's startup ecosystem. He emphasized the importance of innovation, entrepreneurship, technology-driven solutions, and collaboration among academic institutions, industry, government, and incubators to nurture aspiring entrepreneurs. His address encouraged students and startup founders to transform innovative ideas into scalable ventures and contribute to India's vision of becoming a global hub for innovation and entrepreneurship.



The IAR Journey in Building Innovation Ecosystem by Brig. PC Vyas, Pro Vice-Chancellor and Director, IAR University



Brig. PC Vyas, Pro Vice-Chancellor and Director of IAR University, delivered an insightful address on **"The IAR Journey in Building an Innovation Ecosystem,"** highlighting the university's commitment to fostering innovation, entrepreneurship, and startup development. He emphasized the importance of nurturing student-led innovations, strengthening industry–academia collaboration, promoting research-driven solutions, and providing aspiring entrepreneurs with the necessary mentorship and incubation support to transform their ideas into successful ventures. His address underscored IAR University's vision of building a vibrant innovation ecosystem that empowers young innovators and contributes to India's entrepreneurial growth.

Panel Discussion : From Ideas to Impact: Startup Journeys under GENESIS by GENESIS EIR Founders



The session "**From Ideas to Impact: Startup Journeys under GENESIS**" was designed to highlight the entrepreneurial experiences of startup founders and their journeys in transforming innovative ideas into viable business ventures.

Featuring **Mr. Aman Loharuka, Co-Founder and CEO of PrepSom Labs**, and **Mr. Pranav Patel, Founder of Alphonix Design**, the session provided an opportunity to explore the challenges and opportunities involved in building startups, validating business ideas, developing solutions, and navigating the entrepreneurial ecosystem.

Moderated by Ms. Buvaneshwari Nagarajan, Manager, MeitY Startup Hub, the discussion featured real-world entrepreneurial insights from Mr. Aman Loharuka, Co-Founder and CEO of PrepSOM Labs, and Mr. Pranav Patel, Founder of Alphonix Design. The speakers shared perspectives on identifying market needs, developing innovative products, overcoming early-stage startup challenges, and building solutions with the potential to scale. Mr. Patel's venture focuses on deep-tech manufacturing, including high-efficiency brushless DC motors for applications such as drones and robotics.

The session inspired aspiring entrepreneurs to learn from founders' experiences, embrace innovation, and leverage the support available through the GENESIS initiative to transform ideas into impactful and sustainable businesses.

Masterclass 1 :

Topic : From Idea to Solution: Idea→ PoC→Prototype→ MVP

Expert Speaker: Mr. Anuj Sharma, Founder, Vervance Ventures



Mr. Anuj Sharma, Founder, Vervance Ventures, led Masterclass 1, "From Idea to Solution: Idea → POC → Prototype → MVP," an insightful and interactive session on turning ideas into practical solutions.

Through real-world examples, lively discussions and hands-on activities, students explored how to identify genuine problems, validate their assumptions through a Proof of Concept, build prototypes, and test their solutions with a Minimum Viable Product. The session encouraged participants to think like entrepreneurs, experiment freely with their ideas, and listen closely to customer feedback while building solutions for real needs.

The biggest lesson of the day: ***innovation isn't just about having an idea. It's about testing it, learning from every step, and building something people truly need.***



Master Class 2 :

Topic: GTM & Business Model Canvas(BMC) : Hands on activity to Build a BMC for their own idea/Startup

Expert Speaker: Dr.Divya Rajput, Innovation Evangelist and Angel Investor





Dr. Divya Rajput, Innovation Evangelist and Angel Investor, led Masterclass 2 on "Go-to-Market (GTM) Strategy and Business Model Canvas (BMC)," delivering an insightful and interactive session on developing effective market-entry strategies, identifying target customers, and building sustainable business models. Through a hands-on activity, participants developed a Business Model Canvas for their own ideas or startup ventures, gaining practical insights into transforming innovative ideas into viable business opportunities.

Expert Session:

Name of the Topic : Identity : New Horizons

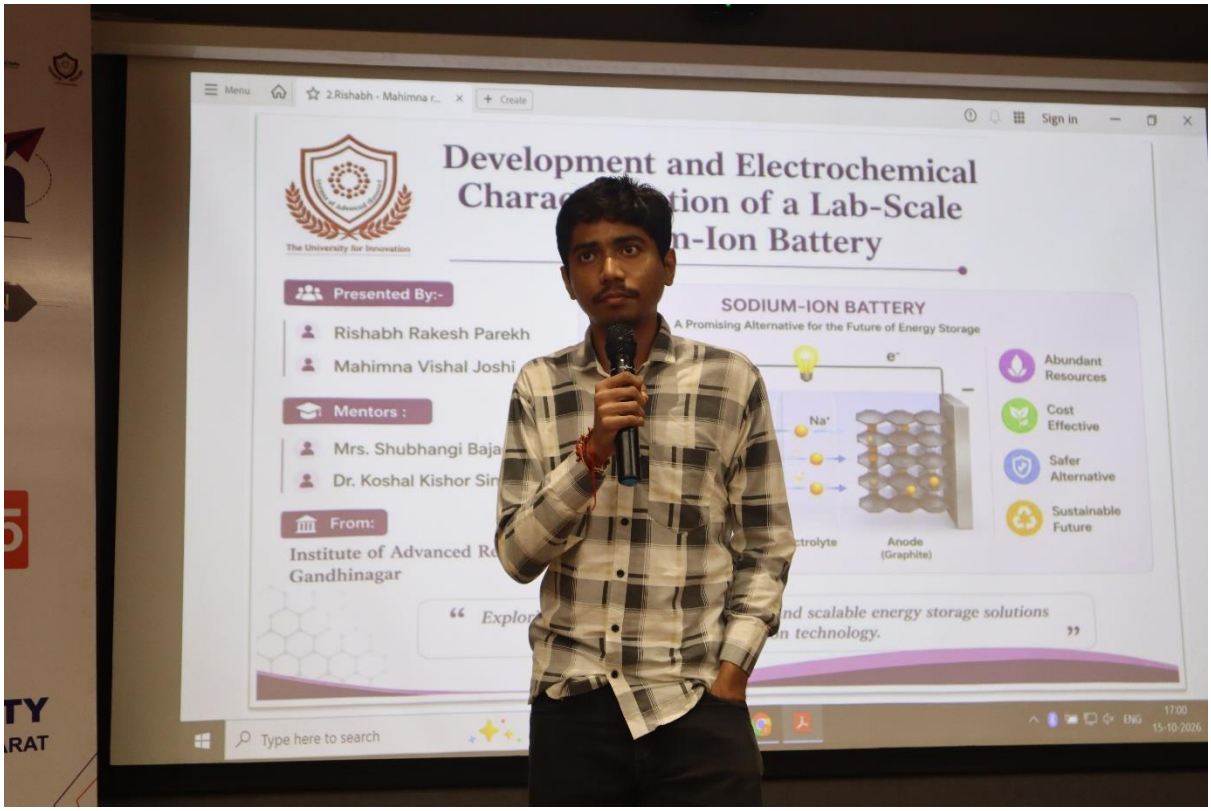
Name of Expert Speaker: Mr.Zach Ninan, Head- Innovation, UIDAI



Mr. Zach Ninan, Head – Innovation, UIDAI, led an insightful session on "Identity: New Horizons," exploring the evolving landscape of digital identity and its role in fostering innovation and creating new opportunities. The session highlighted the potential of identity-based solutions to drive digital transformation, enhance service delivery, and enable innovative applications across sectors, inspiring participants to explore emerging possibilities in technology and entrepreneurship.

GENESIS PITCH ARENA







A total of 31 startup founders submitted their pitch decks for participation in the GENESIS Pitch Arena, out of which 12 startup founders were shortlisted to present their innovative ideas before the jury panel.

The GENESIS Pitch Arena was evaluated by the following esteemed jury members:

- Mr. Bharat Thakkar, President, Federation of Entrepreneurs
- Dr. Srinadh Mattaparthi, Senior Incubation Manager, Karnavati Innovation and Incubation Foundation, Karnavati University
- Dr. Tvarit Patel, Assistant Professor, IAR University
- Mr. Javid Sheikh, Programme Manager, Knowledge Consortium of Gujarat (KCG), Government of Gujarat

The jury members evaluated the shortlisted startups based on their innovative ideas, business potential, feasibility, scalability, and overall presentation.

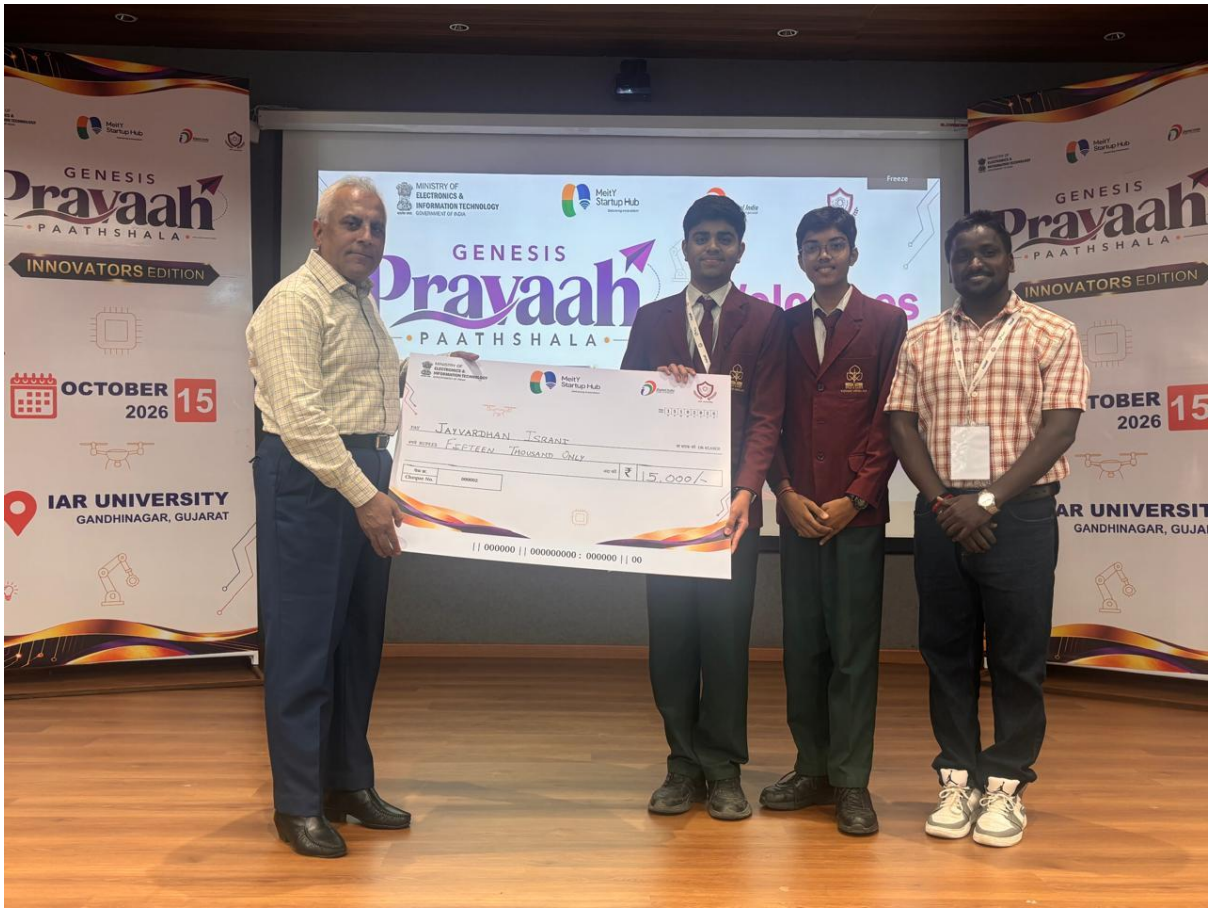
Cash Prize to Top Three Winners of Pitch Arena

FIRST PRIZE WINNER:



Ms. Shruti Mehta, CEO of BharatGodam Solutions LLP, won the **First Prize of ₹20,000** at the GENESIS Pitch Arena for presenting an innovative warehouse monitoring and management solution designed specifically for agricultural warehouses. Her startup aims to enhance operational efficiency, improve warehouse monitoring, and strengthen the management of agricultural storage facilities through technology-driven solutions.

SECOND PRIZE WINNER:



Mr. Jayvardhan Israni and Mr. Jainil Patel of Navrachana Vidyani Vidyalaya, Vadodara, won the **Second Cash Prize of ₹10,000 at the GENESIS Pitch Arena** for their project, “PRALAY SHAMAK.” Their innovative project demonstrated the potential of young minds to develop creative, solution-oriented ideas, reflecting their enthusiasm for innovation, problem-solving, and entrepreneurship.

THIRD PRIZE WINNER:



Mr. Poojan Joshi, CEO of JiTS, won the T**hird Cash Prize of ₹5,000 at the GENESIS Pitch Arena** for **presenting "JiTS: Intelligence That Scales – Neural Edge Energy Computer," an AI-powered intelligent solution for electricity infrastructure**. The startup aims to leverage artificial intelligence and edge computing to enhance the intelligence, efficiency, and scalability of energy systems, demonstrating the potential of emerging technologies to address challenges in the power and energy sector.

Group Photo with GENESIS Pitch Arena Winners



Glimpse of GENESIS PRAVAAH PAATHSHALA : INNOVATORS EDITION

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BATTERY
Abundant Resources
Cost Effective
Safer Alternative
Sustainable Future
Anode (Graphite)


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IDENTITY

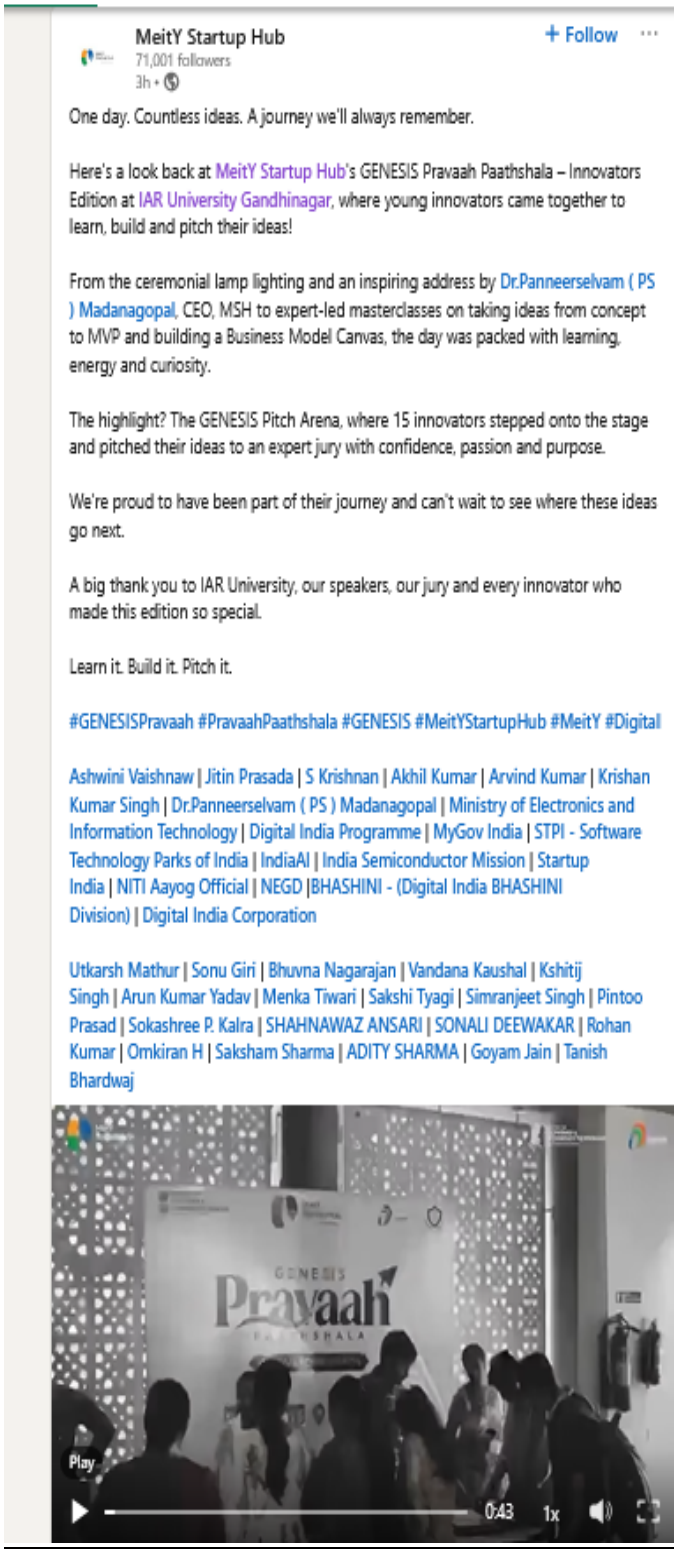

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One day. Countless ideas. A journey we'll always remember.

Here's a look back at MeitY Startup Hub's GENESIS Pravaah Paathshala – Innovators Edition at IAR University Gandhinagar, where young innovators came together to learn, build and pitch their ideas!

From the ceremonial lamp lighting and an inspiring address by Dr.Panneerselvam (PS) Madanagopal, CEO, MSH to expert-led masterclasses on taking ideas from concept to MVP and building a Business Model Canvas, the day was packed with learning, energy and curiosity.

The highlight? The GENESIS Pitch Arena, where 15 innovators stepped onto the stage and pitched their ideas to an expert jury with confidence, passion and purpose.

We're proud to have been part of their journey and can't wait to see where these ideas go next.

A big thank you to IAR University, our speakers, our jury and every innovator who made this edition so special.

Learn it. Build it. Pitch it.

#GENESISPravaah #PravaahPaathshala #GENESIS #MeitYStartupHub #MeitY #Digital

Ashwini Vaishnaw | Jitin Prasada | S Krishnan | Akhil Kumar | Arvind Kumar | Krishan Kumar Singh | Dr.Panneerselvam (PS) Madanagopal | Ministry of Electronics and Information Technology | Digital India Programme | MyGov India | STPI - Software Technology Parks of India | IndiaAI | India Semiconductor Mission | Startup India | NITI Aayog Official | NEGD |BHASHINI - (Digital India BHASHINI Division) | Digital India Corporation

Utkarsh Mathur | Sonu Giri | Bhuvna Nagarajan | Vandana Kaushal | Kshitij Singh | Arun Kumar Yadav | Menka Tiwari | Sakshi Tyagi | Simranjeet Singh | Pintoo Prasad | Sokashree P. Kalra | SHAHNAWAZ ANSARI | SONALI DEEWAKAR | Rohan Kumar | Omkiran H | Saksham Sharma | ADITY SHARMA | Goyam Jain | Tanish Bhardwaj

Short Report for Social Media :

LinkedIn Link :

https://www.linkedin.com/company/meitystartuphub/posts/?feedView=all&viewAsMember=true

Acknowledgement –

The committee members acknowledges contribution of:

- Mr.Mineshkumar Prajapati, Head Incubation, IAR University
- Mr.Milan Trivedi, Assistant Professor, School of Computing and Technology
- Ms.Riddhi Trivedi, Assistant Professor, School of Biotechnology and Bioengineering
- Director, IAR
- Dean Academics
- Registrar
- Dean Research
- Heads, All the Department
- All Female Staff and Faculties, IAR
- IT, Finance and Admin Department
- Student Volunteers

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- Heads of all the Department

Roli Mishra

Signature
Dr. Roli Mishra
Chairperson, IIC, IAR

M.K. Prajapati

Signature
Mr. Minesh Prajapati
Head-Incubation

INSTITUTE OF ADVANCED RESEARCH GANDHINAGAR

Date: 23/10/2026

Place: Gandhinagar