

ISSUE 3

JAN- MARCH 2022

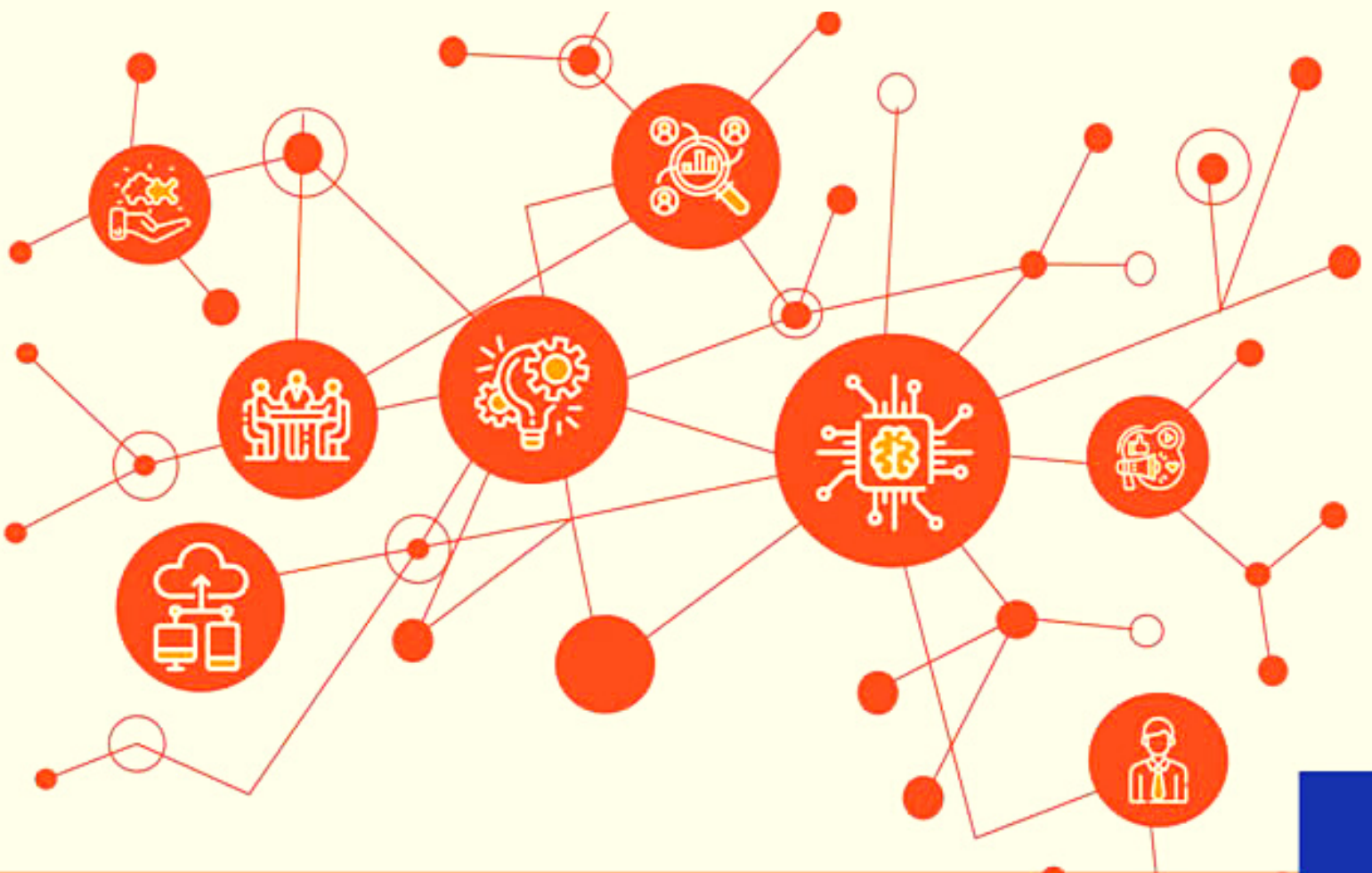
DISCOVER MAGIC

OFFICIAL NEWSLETTER OF

MAGIC BY CMIA

MAGIC

Marathwada Accelerator for Growth
& Incubation Council



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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

Third edition of Discover MAGIC, official newsletter of Marathwada Accelerator for Growth and Incubation Council (MAGIC) provides information of activities executed by MAGIC during the Jan-Mar 2022

Delighted to present "DISCOVER MAGIC"- Official Newsletter, its third edition, covering reviews of events and activities conducted by MAGIC during January 2022 - March 2022 for nurturing Startups, Grass-root innovation, Women Entrepreneurship, and Accelerating MSMEs growth.

With the first of its kind initiative in India - Tata MAGIC Innovation Hub TMIH @ ICONN2021, MAGIC has launched the first virtual exhibition on 26 Dec 2021 for startup ecosystem in India. The three-month virtual exhibition provided platform for Startups, Budding Entrepreneurs, Students led Startups (specially from tier 2 and 3 cities) to showcase their products. It also conducted eight sessions in association with EBTC and AGNI.

In Feb 2022, MAGIC has launched the 4th edition of its signature annual innovation challenge. This year's edition is 'Innovate for India Challenge 2022' that emphasizes on innovations that have the potential to contribute to the wealth creation and accelerated development, job creation & intellectual property for the nation.

MAGIC has requested Govt. to provide special facilities for Startups in AURIC. MAGIC also raised the challenges facing by the existing startups at Aurangabad

MAGIC's renovated office was inaugurated in the presence of Maharashtra Industries Minister Hon. Subhash Desai on 25th March 2022.

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

I take the 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.

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Mr. Ashish Garde,
Editor,
DISCOVER MAGIC



MAGIC requests Government for creation of **Special Zone for Supporting Startups at AURIC and creation of World-class Accelerator Centre as mentioned in the Maharashtra State Startup Policy, 2018**

Aurangabad is emerging as a thriving hub for industry, MSMEs and now even Startups. There are currently over 200 DPIIT registered Startups, and this number is expected to grow significantly in the coming days. However, these startups are facing many problems such as non-availability of small plots of land, non-availability of government schemes / grants for businesses in rented space, large rents in existing industrial estates. To address this issue the government should create special zones and infrastructure for startups at AURIC (Shendra) demanded by MAGIC in written letter to government ministers and concerned officials on Friday. The MAGIC also urges the government to create World class Incubation Center announced for Aurangabad in State Startup Policy and to develop R&D centers, Innovation Parks and provide the necessary infrastructure to support Startups at AURIC.

AURIC, India's first smart industrial city with the concept of 'walk to work' is expected to bring investments worth Rs 70,000 crore and jobs to three lakh people in the coming years. With a 10000-acre available land bank, it can be a major growth engine for Aatmanirbhar Bharat Mission. The Smart Industrial Township can be an ideal destination for innovative Startups & government needs to focus on the Startups and create special facilities/infrastructure at Shendra, AURIC required for promoting Startups. MAGIC also ask government to take the startup and innovation culture beyond the metro cities and take it to tier 2 cities like Aurangabad. According to the latest released Startup Ecosystem Ranking 2021 report published by StartupBlink Aurangabad ranks among the top 1000 cities in the world.

Aurangabad ranks 36th in the country and 42nd in South Asia. Aurangabad city has registered more than 200 startups on the DPIIT portal, in various fields including Agriculture, AI, IT, Automobile, IoT, Health, EV, 3D Printing, Design/Architecture, and Power/Energy.

In 2018, Govt. of Maharashtra has announced a separate Policy for Startups, the policy, announced by the Government of Maharashtra's Skill Development and Entrepreneurship Department, states that two world-class accelerators for the cities of Nagpur and Aurangabad, with a focus on mentorship and education. It is an appropriate time to expedite action in this matter.

MAGIC also raised the challenges facing by the existing startups at Aurangabad

- Startups operating from rented premises are missing out on many government incentive schemes & subsidies for want of own land/premises.
- Startups are paying out large sums as rent and also facing difficulties in expanding/scaling up their operations from smaller premises.
- There is no MIDC land available in Waluj, Chikhalthana & Shendra.
- Industrial land is available in AURIC-Shendra but the unit sizes are too big for a startup/SME company which they do not need and also cannot afford the price.
- Govt. should consider allotment of industrial land in AURIC-Shendra to the Startups with a plot size of 7500--15000 Sq Ft with the concessional rate for startup companies which will help startup companies to move to the next stage of growth.



Inauguration Ceremony of TATA TECHNOLOGIES - MAGIC Innovation Hub TMIH @ ICONN2021



Startups in the country are the key component in the journey of 'Atmanirbhar Bharat'. Startup India is a focused programme of Government of India and the government extends best possible support to startups in the entire country.

Dr. Bhagwat Karad,
Minister of State for Finance, Govt. of India

Startups are key component in journey of 'Atmanirbhar Bharat': Dr. Bhagwat Karad

Startups in the country are the key component in the journey of 'Atmanirbhar Bharat', Union Minister of State for Finance Dr. Bhagwat Karad said at the virtual inauguration of Tata Technologies MAGIC Innovation Hub TMIH @ ICONN2021. Startups are not all about employment, this is also about finding solutions to the problems in the country itself, the minister noted.

Startup India is an important programme of Government of India and the government strongly stands with startups in the country. The startups of the country have created over 6 lakh jobs and among them over 1.14 lakh are from Maharashtra. The three-month virtual exhibition provided platform for Startups, Budding Entrepreneurs, Students led Startups (specially from tier 2 and 3 cities) to showcase their products.

Manisha Verma, Maharashtra's Principal Secretary for Skill Development and Employment said, "There are nearly 58 thousand startups registered and out of them 19 per cent are in Maharashtra. The state has so far established 17 incubation centres for nurturing the innovative ideas.

Head of Agni Mission Rahul Nair, CSR head, Tata Technologies Vikrant Gandhe, Vincent van Noord of the EBTC, CII West zonal Chairman BJ Thiagarjan and MAGIC Directors were present for the virtual inauguration Ceremony.

**Inauguration Ceremony of
TATA TECHNOLOGIES - MAGIC Innovation Hub
TMIH @ ICONN2021**

Out of the total 60,000 registered Startups in India, around 20% Startups are in Maharashtra. State is actively promoting Startup Ecosystem through network of incubators. TMIH virtual exhibition is going to give tremendous boost and also ensure attracting investment and showcasing innovative products and help capacity building through online seminars.

Manisha Verma
Principal Secretary, Skill Development, Employment and Entrepreneurship, Govt

ICONS21 SUPPORTED BY: #startupindia, agni, ebtc, TATA TECHNOLOGIES MAGIC INNOVATION HUB, ICON 2021, CII

**Inauguration Ceremony of
TATA TECHNOLOGIES - MAGIC Innovation Hub
TMIH @ ICONN2021**

Startup help drive growth, they help upgrade productivity and help deliver keep ability in key sectors like Healthcare, Technology, Defense, Agriculture and many areas of industry. Statistics shows, every startup in India provides average 11 direct jobs.

AGNI is delighted to be a part of TMIH @ ICONN 2021, 3 months virtual exhibition which will give growth opportunity to Startups.

Mr. Rahul Nayar
Head, AGNI Mission

ICONS21 SUPPORTED BY: #startupindia, agni, ebtc, TATA TECHNOLOGIES MAGIC INNOVATION HUB, ICON 2021, CII

**Inauguration Ceremony of
TATA TECHNOLOGIES - MAGIC Innovation Hub
TMIH @ ICONN2021**

Innovation and Skill enhancement is always been key focus area of TATA Technologies, we are supporting TMIH under our flagship CSR program 'Ready Engineer'.

TMIH at ICONN2021 will enable startup ecosystem players from tier 2-3 cities to showcase and enrich innovative ideas along with expert sessions, it will promote innovation, entrepreneurship, job creation and to take ideas to next levels.

Mr. Vikrant Gandhe
Head CSR, Tata Technologies Ltd.

ICONS21 SUPPORTED BY: #startupindia, agni, ebtc, TATA TECHNOLOGIES MAGIC INNOVATION HUB, ICON 2021, CII

**Inauguration Ceremony of
TATA TECHNOLOGIES - MAGIC Innovation Hub
TMIH @ ICONN2021**

European Business & Technology Center (EBTC) organization is committed to the internationalization of Startups and development of the Europe-India Business Corridor. EBTC is delighted to be part of TMIH @ ICONN2021 as Technology Partner.

Mr. Vincent Van Noord
Director Europe, EBTC

ICONS21 SUPPORTED BY: #startupindia, agni, ebtc, TATA TECHNOLOGIES MAGIC INNOVATION HUB, ICON 2021, CII

INTERACTIVE SESSIONS AT TMIH

THURSDAY TALKS

IP DUE DILIGENCE
20th January 2022
03:30 PM - 04:15 PM IST
11:00 AM - 12:15 PM CET
Register: bit.ly/tmihip

Tanmay Mittal
Head, IP Solutions,
India Region

YouTube

THURSDAY TALKS

Tax Exemptions and Implications of Raising Overseas Funds
27th JANUARY 2022
3:30 PM - 4:15 PM IST | 11:00 AM - 11:45 AM CET
Register: bit.ly/tmihip

Ms. Nidhi Maheshwari
Chartered Accountant

Ms. Rupal Kothari
Chartered Accountant

YouTube

THURSDAY TALKS

Foundation of Legal Contracts
3rd FEBRUARY, 2022
3:30 PM - 4:15 PM IST | 11:00 AM - 11:45 AM CET
Register: bit.ly/tmihip

Mr. Siddharth Mahajan
Partner
Athena Legal

YouTube

THURSDAY TALKS

Importance of Patent Drafting
10th FEBRUARY, 2022
3:30 PM - 4:15 PM IST | 11:00 AM - 11:45 AM CET
Register: bit.ly/tmihip

Mr. Tanmay Mittal
Head, IP Solutions - India Region
- India Sales, Sagacious IP

YouTube

THURSDAY TALKS

Discover Europe – Internationalisation in Europe
17th FEBRUARY, 2022
3:30 PM - 4:15 PM IST | 11:00 AM - 11:45 AM CET
Register: bit.ly/tmihip

Ms. Olivia Exton
Programme Manager
Startup Campus

YouTube

THURSDAY TALKS

Trademark and Branding
24th FEBRUARY, 2022
3:30 PM - 4:15 PM IST | 11:00 AM - 11:45 AM CET
Register: bit.ly/tmihip

Ms. Aishwarya Mennon
Partner
K&S Partners

YouTube

agnii | INVEST INDIA | MACCIA | TATA TECHNOLOGIES MAGIC INNOVATION HUB | CII | MAGIC

An exclusive webinar

Cleantech: Innovations the Future Needs

February 28, 2022 | 3:00 PM

Mr. Amit Manohar
Senior Manager, Invest India

YouTube

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MAGIC LearnNXT

CleanTech Sector: Designing for Entrepreneurial Success

March 25, 2022 | 3:00 PM

Register: <https://bit.ly/tmihsession>

Mr. Karthik Chandrasekar
Partner, Sangam Ventures

YouTube



Startups from all Industry sectors are welcome to apply

Prototype Stage | Revenue Stage

Startups at Ideation Stage can apply under Prototype category

WINNERS WILL GET



Prize Worth
Rs. 5,00,000



Seed Funding
Support



Incubation Support at
MAGIC Incubator



MAGIC Launches 'Innovate for India Challenge 2022' for Startups

4th edition of MAGIC's flagship Annual Innovation Challenge is open for startups across all industry sector at Prototype and Revenue Stage

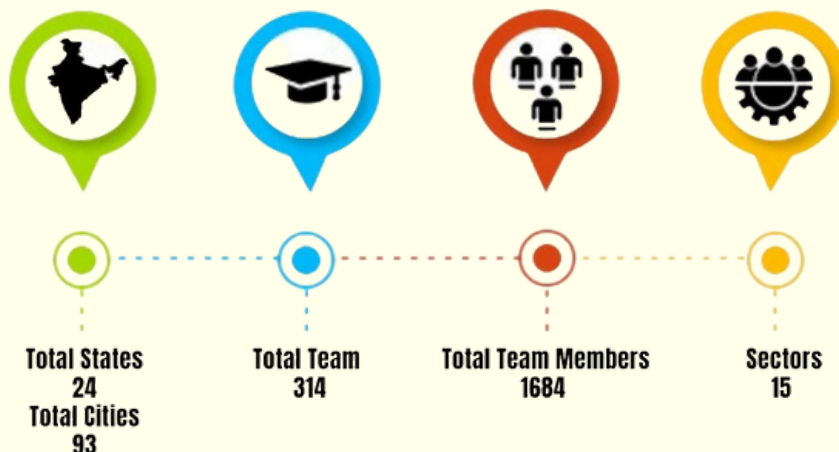
CMIA's MAGIC (Marathwada Accelerator for Growth & Incubation Council) - a vibrant incubator that supports entrepreneurs, translate their innovative ideas into commercially viable enterprises - has launched the 4th edition of its signature annual innovation challenge. This year's edition is 'Innovate for India Challenge 2022' that emphasizes on innovations that have the potential to contribute to the wealth creation and accelerated development, job creation & intellectual property for the nation.

The success of the previous edition 'Atmanirbhar Bharat Innovation Challenge 20-21' was demonstrated by the volume, quality & diversity of startups. We received ~350 applications from 17 states/UTs in the Country. After multiple rounds of thorough evaluation across two months, six winners were announced with cumulative prizes of ~Rs 4 Lac." The event was well received & appreciated at the national level & the participants & winners are actively connected with MAGIC in various capacities.

MAGIC's Innovate for India Challenge 2022 (IFIC 2022) is inviting applications from startups at Prototype & Revenue stages. There are separate evaluation tracks & awards for startups at Prototype & Revenue stages. Startups at the Ideation stage are welcome to apply under the Prototype category. The cumulative award value is ~Rs 5 Lac. IFIC 2022 is powered by 3D Engineering - one of the fastest growing engineering product companies.

This is an open innovation challenge conducted at all-India level & welcomes innovators from all education backgrounds, ages, genders, and sectors.

STATISTICS OF IFIC 2022





INAUGURATION OF MAGIC RENOVATED OFFICE

Hon. Subhash Desai Minister of Industries Govt of Maharashtra , inaugurated the renovated office of CMIA's Marathwada Accelerator for Growth & Incubation Council (MAGIC), Aurangabad on 26th March 2022. Speaking further, he said that entrepreneurs come up with new ideas, often they do not come to fruition, because they do not know the way to implement the idea, guides play an important role in this time, and MAGIC is working to guide innovative entrepreneurs in Marathwada.



Hon. Subhash Desai, Minister of Industries, Govt. of Maharashtra had a detailed interaction with Startups incubated at MAGIC and got to know their ideas and innovation of their startup coming across various field like Agriculture, Healthcare, AR, IoT and others. Hon. Minister also interacted with the Women led startups of MAGIC, he acknowledged the product they have developed and guided them about the potential expansion of the business. On this occasion, MAGIC felicitated our CSR partners Mr. Kahalekar HDFC Bank, Mr. Ram Bhogale, UmaSons, architect of the MAGIC office Mr. Yogesh Deora and CMIA President Shivprasad Jaju for their support.



MLA Ambadas Danve, district collector Sunil Chavan, entrepreneur Ram Bhogale, CMIA president Shiv Prasad Jaju, Milind Kank, Sunil Raithatta, Nitin Gupta, Satish Lonikar, Ritesh Mishra, Dushyant Patil, MAGIC office bearers and entrepreneurs were present.



FUNDING DEMYSTIFIED

MAGIC in collaboration with Arthayan had organized Funding Demystified. The Funding Demystified, which is powered by Mixpanel was a ten-part lecture series which was delivered by reputed VC firms (Verlinvest, PointOne Ventures, Chiratae Ventures, Lead Angels, Indian Angel Network, etc.) and experienced Founders to cover all of the major aspects of Fundraising.

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