

DISCOVER MAGIC

OFFICIAL NEWSLETTER OF

MAGIC BY CMIA
MAGICTM

Marathwada Accelerator for Growth
& Incubation Council



Supported by



iDEX Innovations for
Defence Excellence
प्रधानमंत्री पुरस्कार 2021 से सम्मानित



Maharashtra
State Innovation
Society

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 October - December 2022

We are delighted to present "DISCOVER MAGIC"- Official Newsletter, its sixth edition, covering reviews of events and activities conducted by MAGIC during Oct 2022 - Dec 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



Fifth edition of Discover MAGIC - The Official newsletter of MAGIC Business Incubator SME Accelerator was released in the gracious presence of Hon Ashwini Vaishnaw Minister of Railways, Communications, and Electronics & IT, Hon Raosaheb Danve, Hon Dr. Bhagwat Karad, Hon Sandipan Bhumare & Chamber of Marathwada Industries and Agriculture Office Bearers.

The newsletter was released during the 'Destination Marathwada Programme' hosted by CMIA. The dignitaries took keen interest in the activities of MAGIC and the newsletter covers major happenings during July-Sept 2022 and developments connected with MAGIC

Through the publication of newsletter - 'Discover MAGIC' MAGIC Business Incubator SME Accelerator is consistently reaching out to its all stakeholders & keeping them updated on the latest happenings & developments of this unique incubator & SME Accelerator.

Read full newsletter: [Click Here](#)



Tech Talks @ Solapur

MAGIC & Tata Technologies had jointly organised one day workshop "Tech Talks 2022" as a part of the Ready Engineer program of TTL's CSR program at Solapur. This was the 1st session in the series being hosted for the Engineering College Students & Faculties. .

Dr. Digvijay Singh, Dean and Head of Industry 4.0, Kirloskar Institute of Management, Pune explained what Industry 4.0 entails, and its importance & career opportunities associated with it.



Mr. Tushar Kanikadale, Technical Project Leader, Cummins India, highlighted the importance of innovation in design, and explained the nuances of product design to the participating students through group activities.



Yogesh Gawande, an incubatee at MAGIC, narrated his Startup Entrepreneurship journey from his Engaging College Project he took up as #Student in engineering college, and turning that project into a product into a successful Startup.



Mr. Siddharth Yawalkar, Assistant Manager, CSR Department, Tata Technologies explained the idea behind the initiative This was the first session in a series organized under the Ready Engineer project to Enhance #Skill, #Entrepreneurship among students in tier2-3 cities of Maharashtra

INTERACTIVE SESSIONS AT TMIH

ICON Thursday Talks 2.0
Key Considerations for Patent Monetisation
Ms. Aastha Uppal
Consultant, ICT Drafting and Prosecution, Sagacious IP
10th November 2022
03:30 PM – 04:15 PM IST | 12:00 PM – 12:45 PM CET
bit.ly/TMIH_TTS1

First Session of Thursday Talks 2.0 at TMIH @ ICONN22 "Key considerations for Patent monetization" is planned in collaboration with Thakur Institute of Management Studies, Career Development & Research on Nov 10.

ICON
PARTNERS: #startupidia, ANACAMA PARTNERS, BHALAKRISHNA, NFGC
PARTNERS: TATA TECHNOLOGIES MAGIC INNOVATION HUB, Ansys, accenture, icreate, pwc, TATA, TATA STEEL, Lemnif
YouTube

Second Session of Thursday Talks 2.0 "The importance of patent translation during Internalization" hosted by MAGIC, Tata Technologies in assortment with EBTC & collaboration with CSMSS Engineering College.

ICON THURSDAY TALKS
Directives for Trademark Registration in EU
Sergio González
IP Attorney, SHIP Global IP
24th NOVEMBER, 2022
03:30 PM – 04:15 PM IST | 11:00 AM – 11:45 AM CET
bit.ly/TMIH_TTS1

Third Session of Thursday Talks 2.0 "Directives for Trademark Registration in EU" hosted by MAGIC, Tata Technologies in assortment with EBTC & in collaboration with MSS's Ankushrao Tope College, Jalna on 24 Nov.

ICON THURSDAY TALKS
How Start-ups & MSMEs can Protect their IP Rights in the most Economical & Fastest Way
Vivek Singh
Head - IP Filing & Prosecution Practice, Sagacious IP
1st DECEMBER, 2022
03:30 PM – 04:15 PM IST | 11:00 AM – 11:45 AM CET
bit.ly/TMIH_TTS1

Fourth Session of Thursday Talks 2.0 on "How Start-ups and MSMEs can protect their IP rights" hosted by MAGIC, Tata Technologies in assortment with EBTC & in collaboration with GH Rasoni Group, Jalgaon on Dec 1

ICON Thursday Talks 2.0
Counterfeiting and Brand Protection Measures in India
15th DECEMBER 2022
03:30 PM – 04:15 PM IST | 11:00 AM – 11:45 AM CET
bit.ly/TMIH_TTS1

Thursday Talks 2.0 session on "Counterfeiting and brand protection measures in India" was hosted by MAGIC, Tata Technologies in assortment with EBTC & in collaboration with SBES College of Science, Aurangabad at TMIH @ ICONN22.

ICON THURSDAY TALKS
Intersection of Artificial Intelligence and IPR
Aastha Uppal
ICT Drafting and Prosecution, Sagacious IP
15th DECEMBER, 2022
03:30 PM – 04:15 PM IST | 11:00 AM – 11:45 AM CET
bit.ly/TMIH_TTS1

The sixth Session is out, Thursday Talks 2.0 "Intersection of Artificial Intelligence and IPR". Ms. Aastha Uppal, Consultant - ICT Drafting and Prosecution, Sagacious IP sheds light on the matter.

MAGIC has been selected as Partner Incubator of iDEX



MAGIC Business Incubator SME Accelerator is delighted on its selection as IDEX Dio Partner Incubator & promoting #Defence & #Aerospace related #Startups & #MSMEs facilitating the process of developing local MSMEs for manufacturing indigenous components for meeting Defence requirements #AtmanirbharBharat



Begin

YOUR SUCCESSFUL
STARTUP JOURNEY WITH
**STARTUP INDIA
SEED FUND SCHEME**

**Apply Now for SISFS
at MAGIC**

MAGIC Initiatives

My Skill, My Business

MAGIC in association with GIZ & Govt ITI has taken a unique initiative for fostering the spirit of Skills based Entrepreneurship amongst the ITI Students. Session on My Skill, My Business was hosted at Govt. ITI Badnapur.



Mr. Prasad Kokil, Director & Founder MAGIC interacted with the students for creating the awareness & developing the mindset for establishing an enterprise based on their respective skills. Mr. D M Rathod Principal of Govt. ITI, Badnapur, Mr. Ravi Korgal, GiZ India were present.

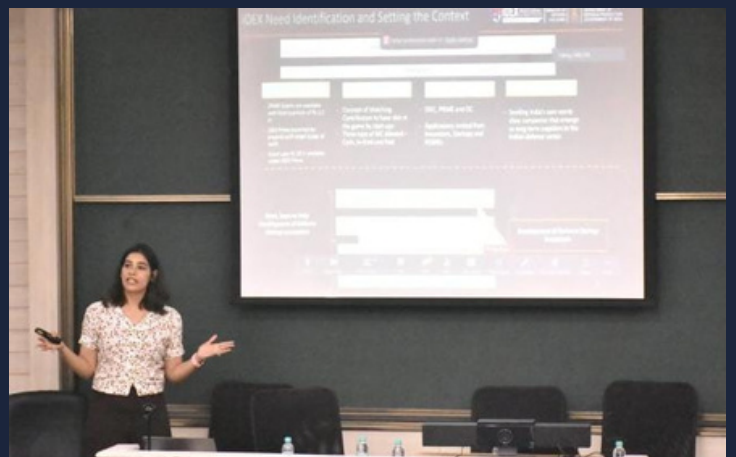


A session on mission DefSpace at SINE IITB

MAGIC being a Partner Incubator iDEX DIO, had arranged an outreach program in association with SINE IITB & DIO at IIT Bombay (in hybrid mode). The session focused on 8th cycle of Defence India Start-up Challenge (DISC-8) & iDEX Prime (SPACE) under mission DefSpace.

Ms. Kriti Taneja shared the details of Defence Innovation Organization and highlighted the details of the iDEX challenges. A fireside chat between the entrepreneur and the investor was arranged during the session. Srikanth Tanikella, Managing Partner- Pavestone Capital & Prof. Arindrajit Chowdhury, IIT Bombay participated in the conversation.

Active collaboration and partnership between SINE IITB & MAGIC ensured the success of the outreach program, as MAGIC got onboarded as iDEX partner incubator.



Interactions @ MAGIC

Vice Chancellor of MSSU



Ms. Apoorva Palkar, Vice-chancellor of Maharashtra State Skills University (MSSU) visited MAGIC and interacted with MAGIC Directors. MAGIC team presented the progress of MAGIC Incubator and SME Accelerator.

Dr. Apoorva Palkar appreciated the efforts taken by MAGIC for supporting startups, promoting innovation and nurturing entrepreneurship.



Chairman of CII Maharashtra State



Chairman of CII Maharashtra State & Managing Director, Endress+Hauser Mr. Sriram Narayanan visited MAGIC office and took keen interest in the activities of MAGIC Incubator and SME Accelerator



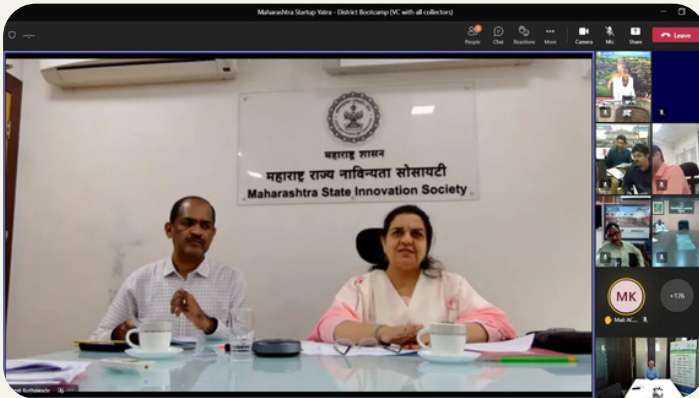
Unique Skill Development Center



Delegation of Unique Skill Development Center, Pune/Nashik visited MAGIC to understand activities/initiatives of MAGIC. During the meeting the delegation also highlighted initiatives taken by the Unique Skill Development Center to deliver vocational education and skill development training for nurturing #Skilling & #entrepreneurship in aspiring youths.

Interactions @ MAGIC

Review Meeting by MSInS



MSInS conducted detailed meeting for reviewing the progress for the upcoming Bootcamps & Startup Pitching Sessions to be conducted at District Level as part of Maharashtra Startup Yatra. Stakeholders from across Maharashtra participated in the meeting.



Indian Institute of Foundrymen,



Office Bearers of Indian Institute of Foundrymen, Kolhapur chapter visited MAGIC to know more about the working of Industry Association-led Incubation Centre.

MAGIC Directors shared the journey of MAGIC Incubator, SME Accelerator & explored opportunity of collaboration.



L&T Skill Academy Team Visit



CEO L&T Skill Academy, Mumbai along with his Team visited MAGIC to know more about the working of Industry Association-led Incubation Centre. MAGIC Directors shared the journey of MAGIC Incubator, SME Accelerator.

A meeting was organized at CMIA for exploring opportunities available through Industry Academic Institute Interactions / Partnerships and building the required ecosystem.



B.A. Damahe CEO L&T Skill Academy & Satish Suryawanshi, Jt. Director DVET Aurangabad along with Principals of ITIs from Aurangabad & Jalna participated in the meeting for the discussions connected with skilling & innovation opportunities for enhancing employment in the region.

Events with Ecosystem Partners



Aamhi Udyogini Pratishthan, the ecosystem partner of MAGIC hosted #AUPBxAwards '22 - a platform for Artists, Entrepreneurs, Startups, Businesses to get recognized by Industry Leaders! The award ceremony was held for the awards in 21 categories.

Eminent women entrepreneurs from various sectors were recognized & facilitated for their achievements during the Covid19 Pandemic.

Govt schemes & other opportunities

know about opportunities beyond equity investments

24 Dec 2022 4:00 PM

WITH

Mukesh Kestwal

Program Head, Innovation



Leap to Unicorn program by IDFC First Bank in association with Moneycontrol.com & CNBC-TV18. MAGIC was the ecosystem partner for this initiative. A webinar was held on December 24, 2022 on "Govt. Schemes & other Opportunities", know about opportunities beyond equity investments by the keynote speaker Mr. Mukesh Kestwal, Program Head, Innovation Hub, Headstart Network Foundation.



An awareness session on SIDBI Schemes for Startups and MSMEs was held at CMIA, Aurangabad. Mr. Bhagwan Chandnani, AGM-SIDBI & Mr. Nayak, Manager-SIDBI gave detailed presentation & shared information on SIDBI's various Green Financing Schemes. Startups incubated at MAGIC participated in the session.



MAGIC participated in Jalna Rotary Expo 2022 organized at Jalna from 21st Dec to 23rd Dec 2022.

7 Startups incubated at MAGIC is also participating in the Expo! #VocalForLocal #Exhibit #Startup #Innovation



During TIE Global summit, a special session for Incubator Showcase was held & select Incubators presented their scope of activities. MAGIC got opportunity to highlight its activities & initiatives for supporting startups & nurturing entrepreneurship.



MAGIC Directors participated in the Industry-Academic Institutions Interaction meeting arranged at Aurangabad. Higher & Technical Education Minister, GoM Mr. Chandrakant Patil, Principal Secretary, Higher & Technical Education Mr. Vikas Rastogi, Director DTE, Dr.Abhay Wagh were present.

Events with Ecosystem Partners



MAGIC team actively participated in the 10th #NationalConference on Social Innovation & interacted with the key stakeholders connected with Social Entrepreneurship & Social Innovation



MAGIC incubated Startups interacted with the key Speakers and Mentors at 10th National Conference on Social Innovation held at Pune. MAGIC was the outreach Partner of the event.



Students of GECA, Aurangabad recently launched their Startup RENTLEE at Ankur GECA, an Ecosystem Partner of MAGIC

RENTLEE is an outcome of MAGIC's initiative HeadOnn & continuous efforts of Team-MAGIC led by Director, Prasad Kokil as mentor to them.



The India CSR Summit, co-hosted by CSR BOX & NGOBOX offered a platform to discuss the entire ecosystem of CSR in India with the fraternity of social development leaders and examine the best strategies. The summit was addressed by Hon. MoS Finance Dr. Bhagwat Karad.



Young & dynamic team of Your Story has curated a fantastic 3 days content rich conference under leadership of Ms. Shraddha Sharma offering unique experience & opportunity to all Startups Ecosystem



TechSparks offered an opportunity to contact Your Story Founder Ms. Shraddha Sharma on the sidelines of #TechSparks2022. MAGIC's journey was shared with her since first bootcamp hosted at Aurangabad in association with GiZ & YourStory in 2018.



A two-day international conference 'Global Automotive Supply Chain Challenges and Opportunities - Inching Towards Atmanirbhar India' (GASCO CON 2022) arranged by SAE India



'Swayam Talks' has revived the tradition of intellectual talks in an interesting form. The real life heroes and the much needed role models for the society are presented on this platform.

Events with Ecosystem Partners



ISBA Learnx

ISBALEARNX three-day Capacity Building Program for Incubation Executives was hosted at iCreate Campus. Over 3 days, participants got an opportunity to interact with Incubation experts & got strategic insights to develop sustainable incubation models.



Maharashtra Startup Yatra: Boot Camp

Maharashtra Startup Yatra is a platform to help innovators and entrepreneurs realize their startup dream. During the Second Round i.e. District Boot Camp at Aurangabad, team MAGIC helped the participants & created awareness about the Essence and Process of Incubation along with the necessary support available during their entrepreneurial journey. Startups will also have the opportunity to get incubated to succeed in their journey from idea to enterprise.



Industry-Yuva Interactive Session

Industry-Yuva Interactive Panel Session was held at CSMSS Chh. Shahu College of Engineering, Aurangabad. The session was organised by Young Indians Aurangabad Chapter in association with MAGIC & CSMSS Chh. Shahu College of Engineering, Speaker Sunil Kirdak, Miheer Vaidya, & Siddhant Tawarawala shared their experience of entrepreneurial journey.



ISBA LearnX 2022

Mr Ashish Garde, Founder/Director, MAGIC, had an informative session on the topic 'Stakeholder Management' at ISBA LearnX 2022. He had taken the participants through the complete stakeholder ecosystem involved in the journey of an incubator.



Session for ITI Faculties

Govt. ITI Aurangabad & MAGIC jointly conducted an Awareness Session about 'Startup Ecosystem' for ITI faculty. MAGICs Incubation Manager provided detailed information about the role of MAGIC & appealed faculty to encourage #entrepreneurship, #innovation among students

MAGIC at Expo



MAGIC participated in the Jalna Rotary Expo 2022 organized at Jalna from 21st Dec to 23rd Dec 2022

7 Startups incubated at MAGIC also participated in the Expo! Rotary Jalna Expo 2022 was a golden opportunity for Startups & MSMEs to participate and tap the business potential in tier 2 city like Jalna and grab opportunities connected with new businesses, brand exposure, product launches and networking with buyers.



MAGIC, India's first regional Industrial Association-led Startup incubator and SME Accelerator is proudly exhibiting at Maharashtra Pavilion Hall No 2at IITF 2022 Pragati Maidan in New Delhi.



MSME Department, GoI officials visited MAGIC stall at IITF 22. They appreciated MAGIC's effort being taken for MSME Idea Hackathon 2.0 MAGIC has received 50+ innovative ideas for the Hackathon from all over India.



MSBTE team visited MAGIC stall during the two-day conference 'Global Automotive Supply Chain Conference' arranged by SAEIndia at Marathwada Auto Cluster, Aurangabad



SAE INDIA team visited MAGIC stall in the exhibition during the two-day conference 'Global Automotive Supply Chain Conference' arranged by SAEIndia at Marathwada Auto Cluster, Aurangabad

MOUs

MAGIC Business Incubator SME Accelerator is growing & so is its network of ecosystem partners from across India, various regions & multiple domains.



MAGIC Business Incubator SME Accelerator is delighted to partner SBES College of Science, Aurangabad for supporting Innovations, nurturing Startups & fostering Entrepreneurship.

MAGIC signed MoU with Hi-Tech Institute of Technology, Aurangabad for supporting Innovations, nurturing Startups & fostering Entrepreneurship.



Congratulations!

Bharat Dental Innovations Pvt. Ltd.



Bharat Dental Innovations Pvt. Ltd.

MAGIC's Incubated Startup

for securing State Level Second Prize in Healthcare in Maharashtra Startup Yatra



Congratulations to "Bharat Dental Innovations Pvt. Ltd." MAGIC's Incubated Startup for securing State Level Second Prize in Healthcare in Maharashtra Startup Yatra 2022 organised by the Government of Maharashtra-Skill Development and Entrepreneurship Department's, Maharashtra State Innovation Society (MSInS)



On the global innovation index (GII), India is on an upward trajectory, rising from a rank of 81 in 2015 to 40 in 2022. Thanks to the robust ecosystem of R &D, skilled manpower, intellectual property filings along with technology and knowledge intensive start-ups.



Congratulations to Dr. Sunil Sahuji, Bharat Dental Innovations and Er. Ashutosh Bhattad, Spark Battery - Startups Incubated at MAGIC for receiving grants in MSME Idea Hackathon 2022

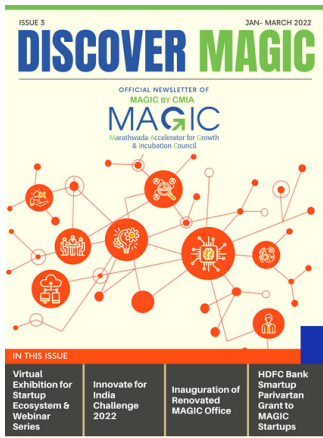
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ISSUE 5
 July-Sept 2022



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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