

DISCOVER MAGIC

OFFICIAL NEWSLETTER OF

MAGIC BY CMIA
MAGICTM
Marathwada Accelerator for Growth
& Incubation Council

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Inception Meet**
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MAGIC Incubator Supported by



iDEX Innovations for
Defence Excellence
प्रधानमंत्री पुर्नस्कार 2021 से सम्मानित



महाराष्ट्र शासन

Maharashtra
State Innovation
Society

Ministry of Micro, Small and Medium Enterprises,
Government of India

MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु व मध्यम उद्यम

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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

Seventh edition of Discover MAGIC, official newsletter of Marathwada Accelerator for Growth and Incubation Council (MAGIC) provides information of activities executed by MAGIC during the January - March 2023.

We are delighted to present "DISCOVER MAGIC"- Official Newsletter, its seventh edition, covering reviews of events and activities conducted by MAGIC during Jan 2023 - March 2023 for nurturing Startups, Grass-root innovation, Women Entrepreneurship, and Accelerating MSMEs growth.

In Jan 2023, Marathwada Accelerator for Growth and Incubation Council (MAGIC) had hosted a series of events, conference, webinars and roundtable meetings from 11th - 16th January 2023. and became a part of the biggest celebration of India's entrepreneurial spirit.

Marathwada Accelerator for Growth and Incubation Council (MAGIC) in collaboration with Tata Technologies Ltd. launched 'Tata Technologies Magic Innovation Hub (TMIH @ ICONN)', India's first virtual exhibition for Startup ecosystem completes two successful years, MAGIC also conducted one day workshop "Tech Talks 2022" at Kolhapur as a part of the Ready Engineer program of Tata Technologies Ltd's

Ahead of inception meet of W20 in Chhatrapati Sambhajnagar, MAGIC signed a MOU with W20 India to support & nurture Women-led Startups, SME Women Entrepreneurs. MAGIC team and startups incubated at MAGIC got opportunity to participate in the inception meeting of W20, an official engagement group of G20.

MAGIC being partner incubator of IDEX DIO, conducted series of events for the awareness and promotion of defence challenges floated by IDEX.

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?



Innovations for
Defence Excellence

Supported by



Maharashtra
State Innovation
Society

Promoted by Members of



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.



MAGIC Saturday Mentoring Clinic

OFFERINGS

Networking Opportunities | Mentoring | Company Formation Services |
Technical Support | Product Designing | Product Prototyping | Marketing |
IP & Copyrights | Seed Funding | Angel, VC, Industry Connect



The quarterly newsletter 'Discover MAGIC - Issue 6', which reviews information from startup ecosystem and activities of Magic Institute working to create innovative entrepreneurs in tier 2 and 3 cities of Marathwada and national level, was released by State Industrial Development Commissioner Dipendra Singh Kushwaha during the Industrial Investment Conference held at Aurangabad. Speaking on the occasion, Kushwaha said that MAGIC Incubator is doing important work to grow the startup ecosystem in Marathwada.

On this occasion, Chhatrapati Sambhajinagar (Aurangabad) Collector Mr. Astik Kumar Pandey, State Industries Department Joint Director S. Londhe, Mr. B. T. Yashwante were also presence. This sixth edition of the Discover MAGIC Newsletter reviews the work and developments in MAGIC from October 2022 to December 2022.

[Read full newsletter: Click Here](#)



Tech Talks @ Kolhapur

MAGIC & Tata Technologies had jointly organized a one-day workshop "Tech Talks 2023" as a part of the Ready Engineer program of TTL's CSR initiative at Kolhapur. This was the second session in the series being hosted for the Engineering College Students & Faculties.

Mr. Prasad Kokil, MAGIC Director spoke on entrepreneurship as a career. He also shared the role of MAGIC in providing platform for student-led startups and making them job providers instead of job seekers. Mr. Arvind Tilak, MD AIPL Systems Pvt. Ltd. explained what Industry 4.0 entails, and its importance & career opportunities associated with it.

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

Mr. Siddharth Yawalkar, Assistant Manager, CSR Department, Tata Technologies explained the idea behind the initiative.



This was the second session in a series organized under the Ready Engineer project to Enhance Skill, Entrepreneurship among students from tier2-3 cities of Maharashtra.

Mr. Ameya Deshpande, 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.

Students of leading Engineering Colleges from Kolhapur presented their ideas during the TechTalks session hosted by MAGIC & Tata Technologies Ltd. as part of ReadyEngineer program, which is a CSR initiative of Tata Technologies Ltd.





INTERACTIVE SESSIONS AT TMIH

ICON THURSDAY TALKS
Effective Protection of Industrial Design in India
Nikhil S. Reddy
Partner, K&S Partners
12th JANUARY, 2023
03:30 PM - 04:15 PM IST | 11:00 AM - 11:45 AM CET
bit.ly/TMIH_TTS1

The Seventh of, Thursday Talks 2.0 "Protection of Industrial Design in India". was hosted at TMIH in collaboration with Shri Guru Gobind Singhji Institute of Engineering and Technology (SGSIET), Nanded on 12-Jan-2023. The event was a part of Startup innovation week to celebrate National Startup Day.

ICON THURSDAY TALKS
IPR Protection in Digital Technologies
Madhu Rewari
Partner, Anand & Anand
19th JANUARY, 2023
03:30 PM - 04:15 PM IST | 11:00 AM - 11:45 AM CET
bit.ly/TMIH_TTS1

The Eighth Session of Thursday Talks 2.0 "IPR protection in digital technologies" was hosted at TMIH in collaboration with HI-TECH Institute of Technology on 19-Jan-2023.

ICON THURSDAY TALKS
Effective Communication Strategies for SMEs and Startups
Srinjoy Mukhopadhyay
Manager, Corporate Communications, EBTC
2nd FEBRUARY, 2023
03:30 PM - 04:15 PM IST | 11:00 AM - 11:45 AM CET
bit.ly/TMIH_TTS1

The Ninth Session of Thursday Talks 2.0 "Effective Communication Strategies for SMEs/Startups" was hosted in collaboration with Deogiri Electronics Cluster Pvt. Ltd. on 2-Feb-2023

ICON THURSDAY TALKS
Overview & opportunities for Startups/SMEs in the Europe-India Aviation Corridor
Atul Suri
Cluster Head, Transport and Logistics
European Business and Technology Centre (EBTC)
16th Feb 2023
03:30 PM - 04:15 PM IST | 11:00 AM - 11:45 AM CET
bit.ly/TMIH_TTS1

The tenth Session of Thursday Talks 2.0 "Overview & opportunities for Startups/SMEs in the Europe-India Aviation Corridor" was planned in collaboration with Marathwada Auto Cluster on 16-Feb-2023

MAGIC is delighted to celebrate two years of Strategic Partnership with CII's Centre of Excellence for Innovation, Entrepreneurship & Startups

MAGIC Business Incubator SME Accelerator is delighted to announce the successful completion of 2 years of its association with CII Centre of Excellence for Innovation, Entrepreneurship and Startups (CIES).

MAGIC had launched India's first virtual exhibition for India's startup ecosystem & support startups to showcase their products & services through permanent online 365days & 24x7 Tata Technologies MAGIC Innovation Hub (TMIH @ ICONN)

NATIONAL STARTUP DAY CELEBRATION

With an aim to honour the extraordinary contributions and achievements of our entrepreneurs in shaping the startup landscape of India, DPIIT is collaborated with entrepreneurs and key ecosystem stakeholders across the length and breadth of the country to organized a series of startup related events and workshops across the week as of **Azadi Ka Amrut Mahotsav**.

MAGIC had hosted a series of events, conference, webinars and roundtable meetings from 11th – 16th January 2023. and became a part of the biggest celebration of India's entrepreneurial spirit.

To celebrate this week, Startup India had selected 75 incubators and institutes in the country. Marathwada Accelerator for Growth and Incubation Council (MAGIC) was one of the selected incubators of Startup India as one of the incubators in India.

Below are the details of the events.

11 Jan | 11 am - MAGIC LearnNXT: Be Investment Ready with Qapita & MAGIC

11 Jan | 1pm - MAGIC LearnNXT: Opportunities in Defence Sector for Innovators & Startups - in partnership with Ankur Incubation Center, Govt. Engineering College, Aurangabad

12 Jan | 11 am - RoundTable: Future of incubation Ecosystem in Marathwada at MIT College, Aurangabad.

12 Jan | 3.30 pm - MAGIC Activity : Thursday Talks at TMIH Protection of Industrial Design in India in partnership with SGGS Engineering College Nanded.

13 Jan | 11 am - MAGIC Flagship Activity 'My Skill My Business' in partnership with Govt. ITI Ambad, Jalna District.

13 Jan | MAGIC HEADONN :National Conference on the theme Innovation, Technology and Entrepreneurship (ITE 2022), in partnership with G H Raisoni Institute at Jalgaon.

16 Jan | 11 am - Opportunities for innovators & Startups through Industry-Association-led Incubators at DIEMS, Aurangabad

LearnNXT

MAGIC BY CMIA™
Marathwada Accelerator for Growth & Incubation Council

BE INVESTMENT READY WITH

11th JAN 2023 | 11:00 AM

11:00 AM

Shrikant Prabhu
Vice President - Growth Council

ROUNDTABLE DISCUSSION ON
Future of Incubation Ecosystem in Marathwada

Chief Guest

Presided by

Ms. Afreen Shaikh
Manager, Admin cum Registrar
Maharashtra State Innovation Society (Mains)

Mr. Dushyant Patil
Vice President, Chamber of
Marathwada Industries and
Agriculture, (CMIA)

NATIONAL CONFERENCE ON
INNOVATION, TECHNOLOGY AND ENTREPRENEURSHIP (ITE-2022)

Friday | Jan 13, 2023

11:00 am - 05:00 pm

Venue: Gat No 57/1, Shirsoli Road, at post Mohadi, Jalgaon

OPPORTUNITIES FOR INNOVATORS AND STARTUPS
THROUGH INDUSTRY-ASSOCIATION LED INCUBATORS

Keynote Speaker

Mr. Vivek Bhosale
Executive Council Member, Marathwada
Shikshan Prasarak Mandal, Aurangabad

Keynote Speaker

Mr. Nikhil Kulkarni
Jt. CEO, Marathwada Accelerator for Growth
and Incubation Council (MAGIC)

MAGIC Initiatives

My Skill, My Business

Mr. Sunil Raithatha, Director-MAGIC interacted with the students. MAGIC in association with GIZ & Govt ITI has taken a unique initiative for fostering the spirit of skill based Entrepreneurship amongst ITI Students. A session on My Skill, My Business was organized at ITI Ambad.



Mr. Sunil Raithatha, Director MAGIC interacted with the students for creating the awareness & developing the mindset for establishing an enterprise based on their respective skills. Principal of Govt. ITI, Ambad, Mr. Yogesh Tawade, Incubation Manager, MAGIC were present.

iDEX Partner Incubator

A session on Business opportunities in Cybersecurity & Defencetech

An interactive and engaging session on Business opportunities in Cybersecurity and Defencetech was held March 1, 2023 at CSMSS Chh. Shahu College of Engineering, Aurangabad by MAGIC and SINE, IIT Bombay.

Keynote speaker Mr. Parsharam Patil, SINE IITB shared insights on newly launched iDEX DISC-9 challenges as well as engaging discussions on nuances and opportunities in the space of cybersecurity that startups can leverage.

MAGIC Director Ashish Garde spoke on the defence ecosystem of Marathwada region. The region has evolved as an automobile vendor hub in all faculty, hence the same vendor base offers the support system for production.

MAGIC Jt. CEO CEng. Nikhil Kulkarni shared details about the MAGIC and Scheme iDEX with its objectives, scheme details.



W20 Inception Meet

Inauguration Programme



Inception Meet of W20 was inaugurated at Chhatrapati Sambhajinagar (Aurangabad) in the presence of Galaxy of eminent dignitaries Minister Ministry of WCD, Hon. Smriti Irani, G20 India Sherpa Amitabh Kant, MoS Finance Dr Bhagwat Karad, & MoS Railways Hon. Raosaheb Danve & Hon. Sandipan Bhumare. Hon. Atul Save Minister , G20 Secretary Hon.Nagaraj Naidu Kakanur, W20 Chairperson Hon. Sandhya Purecha, W20 India Chief Coordinator Hon. Dharitri Patnaik were present on this occasion.



MAGIC has signed a MOU with W20 India to support & nurture Women-led Startups, SME Women Entrepreneurs.

MAGIC team got an opportunity to meet G20 India Sherpa Hon. Amitabh Kant & W20 Chairperson Dr. Sandhya Purecha and Chief Coordinator Hon. Dharitri Patnaik after the inaugural ceremony of W20 Inception Meet at Chhatrapati Sambhajinagar (Aurangabad).



W20 Inception Meeting at Chhatrapati Sambhajinagar (Aurangabad) offered an opportunity to Women-led Startups incubated at MAGIC to showcase their products in the exhibition hosted for the W20 delegates.



W20 INCEPTION MEETING

27-28 February 2023, Aurangabad



CMIA President Mr. Nitin Gupta, Hon Secretary Mr. Arpit Save & President Wider Opportunities for Women(WOW) Ms. Ruchira Darda appreciated the G20-W20 logo created out of Pebble Artwork by MAGIC Incubatee Mrs. Prachi Joshi, Founder Innori Craft.

W20 Chairperson & Chief Coordinator visit to MAGIC



W20 Chairperson Dr. Sandhya Purecha interacted with women entrepreneurs incubated at MAGIC.

As a part of Startup Innovation Week 2023 to celebrate National Startup Day, an interaction meeting was arranged for the Women Entrepreneurs & Women led startups at MAGIC with the W20 India Chairperson Dr. Sandhya Purecha & Ms. Dharitri Patnaik - Chief Coordinator W20 India on 15th January 2023 during their visit to Chhatrapati Sambhajinagar (Aurangabad).



W20 Officials interacted with the Women led Startups which are being Incubated at MAGIC & they also had a look at the unique products introduced by the Startups from Aurangabad region.

The team of W20 India Officials also had a detailed discussion with the Board Members of MAGIC for knowing more details of the scope of activities that are being executed by MAGIC - the India's First, Regional Industries Association led sector Agnostic Incubator & SME Accelerator and the Impact it has created through the support & services that are offered to Startups & Women Entrepreneurs.

Ms. Dharitri Patnaik highlighted the importance of G20 meetings in India & also explained the role played by W20 India in the process of empowering women.



The Women Entrepreneurs of Today!

THE WOMEN ENTREPRENEURS OF TODAY!

A roundtable discussion on role of Women Entrepreneurs in the development of the Country and celebration of International Women's Day 2023!

8th March | 11 am

MAGIC OFFICE,
CMIA, BAJAJ BHAVAN,
RAILWAY STATION MIDC,
CHHATRAPATI SAMBHAJINAGAR
(AURANGABAD)

LIVE bit.ly/MAGIC-Live

A roundtable discussion on role of Women Entrepreneurs in the development of the Country and celebration of International Women's Day 2023!

Theme for this year was DigitALL: Innovation and Technology for Gender Equality.



Interaction @ MAGIC

Officials of World Bank India



Delegation of officials of The World Bank India visited MAGIC along with Govt. of Maharashtra officials for knowing more details about the programmes & activities executed by the MSInS supported incubator in Maharashtra.

Visiting delegation of The World Bank officials shown keen interest in the activities of MAGIC & how the INCUBATOR is supporting Startups & nurturing entrepreneurship while promoting innovation amongst academic institutions & industries through its initiatives.

Startups incubated at MAGIC interacted with the World Bank India delegation & shared their incubation journey & the support & services offered by the MAGIC Incubator & SME Accelerator.

Startups showcased their products on this occasion.



Building the roadmap for promoting ecosystem for nurturing Hightech Startup



CMIA's Deogiri Electronics Cluster in association with MAGIC hosted a special session for **Building the roadmap for promoting ecosystem for nurturing Hightech Startup** in the Marathwada region at CMIA.

Keynote Speaker Mr. Mahesh Jadhav(USA), Investor & Coach gave the insights in How to Scale up Hightech Start-up.

Serial Entrepreneur Mr. Vivek Pawar explained the Hubli Model of Hightech Startup Ecosystem and suggested that the same initiative can be taken at Chhatrapati Sambhajinagar.

Mr. Prashant Deshpande shared the Purpose of organizing the event. He explained the opportunities in Hightech Products& solution and Potential of Marathwada Region in creating Talent pool with help of Academic Institutes, Startup Incubator-MAGIC & Electronics Cluster. Mr. Suresh Todkar summarized the proceeding of the program and spoke about the way forward to promote High-tech ecosystem with the help of academic institutes of the region. Mr. Ashish Garde proposed the vote of Thanks.



Events with Ecosystem Partners



G H Raisoni Institute, Jalgaon hosted a **National Conference on INNOVATION, TECHNOLOGY & ENTREPRENEURSHIP (ITE-2022)** on 13th Jan 2023.. MAGIC was the ecosystem partner for this conference & Mr. Milind Kank, Director MAGIC keynote Speaker for the event highlighted the importance of innovation and adoption of new technology in entrepreneurship journey.



Leap to Unicorn program by IDFC First Bank in association with Moneycontrol.com & CNBC-TV18. MAGIC was the ecosystem partner for this initiative. The initiative provided a platform for early-stage startups.



MAGIC in association with SINE IITB, and Maharashtra Institute of Technology had organized an Industry-Academia Roundtable on Business Opportunities in Cyber Security and Defence Technology on 20th March 2023 ,11 pm at MIT Campus, Beed Bypass, Chhatrapati Sambhajnagar.



MAGIC in association with MSInS and SINE IITB had organized a session on Business Opportunities in Cyber Security and Defence Technology for Maharashtra-based Incubators & Organizations. This was the outreach activity to promote iDEX DISC9.



Your Story flagship event **TechSparks Mumbai 1st Edition** was successfully hosted in the financial capital of India. The event focused on Building on India's Tech Agenda. **MAGIC** actively promoted this startup centric conclave.



TechSparks Mumbai 1st edition offered excellent networking opportunity for Incubators, Startups, Govt Officials & other key Stakeholders of startup ecosystem on the sidelines of TechSparks

Outreach Events



Panel Discussion on Entrepreneurship Development

MAGIC Director Mr .Milind Kank participated in the Panel Discussion on Entrepreneurship Development at the Annual Conference of ABVP's Devgiri Region, held at Parbhani on Jan 21, 2023

He addressed the youths & encouraged them to take up Entrepreneurship as a career option.



CII's 10th Centre of Excellence

CII's 10th Centre of Excellence The Centre for Innovation, Entrepreneurship & Startups CIICIES was inaugurated at T-Hub Hyderabad. MAGIC Incubation has partnered with CII CIES for supporting startups & connecting them with corporates.

MAGIC congratulated CII CIES team for the launch of CII's 10th Centre of Excellence. The aim of the CoE is to support innovation in SMEs & large companies, connecting them with startups to leverage innovation.



Felicitation of Mr. N. Shriram, MD - E+H India

MAGIC Directors and CII members attended CII Maharashtra State Annual Meeting at Mumbai & felicitated Mr. N. Shriram, MD-Endress+Hauser, India for successfully completing his tenure as Chairman, CII Maharashtra State. For the significant contributions during last 10 years for strengthening various initiatives, a special citation was presented to Mr. N. Shriram on the occasion CII Maharashtra State Annual Meet.



Pandit Dindayal Upadhyay Job Fair

MAGIC participated in Pandit Dindayal Upadhyay Job Fair held at at Rajiv Gandhi stadium, Chhatrapati Sambhajinagar, (Aurangabad) on 25th Feb 2023. MAGIC interns .Sapna and Neha represented and created awareness about MAGIC.

MAGIC with its Startups at Expo



MAGIC actively participated in the 4 day Advantage Maharashtra Expo organised by the MASSIA & facilitating the participation of Startups being Incubated at MAGIC.



Advantage Maharashtra Expo 2023' was inaugurated at the hands of Union MoS Finance Hon. Dr. Bhagwat Karad & Industries Minister Hon. Uday Samant at AURI City. On this occasion, Hon. Sandipan Bhumare, Hon. Abdul Sattar, Hon. Atul Save, Hon. Haribhau Bagde, industry leaders & govt. Officials were present.



Hon. Harshadeep Kamble, Principal Secretary, Industries Dept Govt. Of Maharashtra visited MAGIC Booth at Advahtage Maharashtra Expo 23 at Auric City & interacted with MAGIC Incubated Startups participating in the **AMExpo23**



Session on '**Opportunities for Startups & MSME in Defence Sector through IDEX**' was conducted at Advantage Maharashtra Expo 2023 at AURIC City. Mr. Kartik Rampal, Program Executive, IDEX DIO was the keynote speaker of the session



During the session in AMExpo23, Mr. Ashish Garde, MAGIC Director, highlighted the role of MAGIC as a partner incubator of IDEX in supporting startups and MSMEs for promoting innovation connected with opportunities in defence sector.



Mr. Prasad Kokil, Director MAGIC highlighted the key strengths & advantages of Aurangabad as industrial and tourism destination for setting up new businesses in the region during the Promoting Destination for attracting investments at Auric City

MOUs

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



MAGIC is delighted to announce its partnership with the W20, the official engagement group of G20.

MAGIC has signed a MOU with icreate to support iWIN initiative, a never-before initiative to promote women's empowerment.

Congratulations!

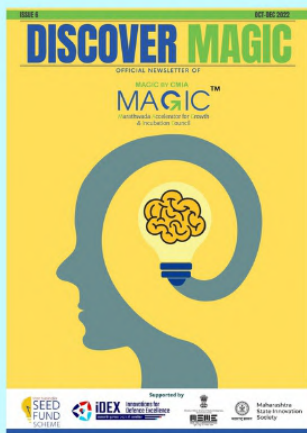


Congratulations to Mr. Abhilash Goje (Director- Khana Anywhere Private Limited) for being awarded by the deAsra Foundation with Entrepreneur Excellence Award by the Hands of Shri Anand Deshpande, Founder, Chairman Persistent Systems Limited & Chairman.



In a unique initiative, MAGIC is offering internship opportunities to students to work on the live projects being executed at MAGIC.

There is overwhelming response from enthusiastic students from various streams & currently 4 Girl Students are availing the Internship opportunity.



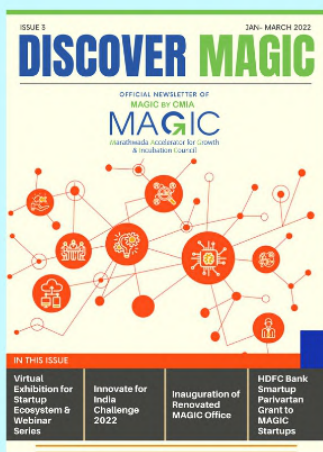
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