

Centre for Innovation, Incubation and Entrepreneurship (CIIE)

List and Report of activities conducted during the Academic Year: 2023-24



| S. No. | Description of Activity | Date | Mode | No. of Beneficiaries |
|--------|---|------------------------|---------|----------------------|
| 1 | 3 Days Bootcamp/ startup evaluation for Incubation Program | 12th - 14th July, 2023 | Online | 25 |
| 2 | Orientation session of IIHMR Foundation | 14-08-2023 | Offline | 300 |
| 3 | Inaugural session (Complete coverage & Peer to Peer Learning) of Saamarthya (Incubation program) | 16-08-2023 | Online | 10 |
| 4 | Celebration of Entrepreneurs Day | 23-08-2023 | Offline | 40 |
| 5 | A session on the Startup Journey, from Idea to Execution by Mr. Chirag Goyal, Co-Founder, Chikitsa | 24-08-2023 | Offline | 40 |
| 6 | A session on Value proposition and Business Model Canvas by Mr. Ramjee palla, COO, AIC- CCMB | 25-08-2023 | Online | 15 |
| 7 | Poster making competition on business and innovation | 28-08-2023 | Offline | 50 |
| 8 | Slogan writing competition on entrepreneurship | 29-08-2023 | Offline | 50 |
| 9 | Quiz competition on entrepreneurship | 01-09-2023 | Offline | 50 |
| 10 | TEDxIIHMR U, A TEDx event | 05-09-2023 | Offline | 120 |
| 11 | A session on Storytelling and Art of Pitching by Mr. Arjun Panchal , Startup coach | 08-09-2023 | Online | 15 |
| 12 | A session on Go to Market strategy- Problem solution fit by Mr. Rajeev Narang , Sales and marketing consultant | 15-09-2023 | Online | 15 |
| 13 | A session on Digital Marketing and UI/UX by Mr. Santosh Sahu, Digital Marketing Consultant at Jupiter Hospital | 03-10-2023 | Online | 15 |
| 14 | 3rd Edition of Grand Health Innovation Challenge 2023 | 04-10-2023 | Offline | 25 |
| 15 | A session on Brand Positioning and content Marketing for B2B & B2C startups by Ms. Ruchika Beri, Director People management at Punchh | 09-10-2023 | Online | 15 |

| S. No. | Description of Activity | Date | Mode | No. of Beneficiaries |
|--------|---|-------------------|---------|----------------------|
| 16 | A session on IPR and Legal aspect of Healthcare Business by Mr. Rahul Bagga, MD - Aumirah | 13-10-2023 | Online | 15 |
| 17 | A session on "Building a Scalable Sales Model in the Healthcare Segment by Mr. Anubhav Sukhwani, VP, CK Birla Hospitals | 20-10-2023 | Online | 15 |
| 18 | 2 days Pitch fest for startups of Saamarthya to improve in investment pitches of startups | 26 & 27 Oct. 2023 | Online | 15 |
| 19 | Fireside Chat with Mr. Akshay Kulkarni, Founder- Onco- Connect on " Revolutionizing Cancer Care: The Role of Technology and Innovation in Improving Healthcare Ecosystem" | 27-10-2023 | Online | 100 |
| 20 | An ecosystem partnership was done with Marwari Catalyst for their Startup Exchange event | 4 & 5 Nov. 2023 | Offline | 3000 |
| 21 | A session on "Telent Management and ESOP Policy" by Ms. Neha Lal, GM- Healthcare, Adani Group | 06-11-2023 | Online | 15 |
| 22 | Fireside Chat with Mr. Mohammad Shahnawaj, Co- Founder-Khushi Baby on " Catalyzing Change: Khushi Baby's trailblazing mission to transform healthcare at the last mile" | 07-11-2023 | Offline | 100 |
| 23 | A session on "Financial Model & Unit Economics" by CA. Kritika G Soin | 17-11-2023 | Online | 15 |
| 24 | Fireside Chat with Mr. Arun Agarwal, Founder-Janitri" Technology, Research, and Impact: Janitri's Journey in Maternal Healthcare" | 22-11-2023 | Offline | 100 |
| 25 | A session on "Understanding Valuation, Deal Structuring, Term Sheet & SHA" by Mr. Yaseen Shreef Shaik | 29-11-2023 | Online | 15 |
| 26 | Fireside Chat with Mr. Shubham Garg & Mr. Sarvesh Maloo Co-Founders, Mighty Minerals/ Pro & | 08-12-2023 | Offline | 50 |

| S. No. | Description of Activity | Date | Mode | No. of Beneficiaries |
|--------|--|------------|---------|----------------------|
| | Supps on "Empowering Health and Wellness: Navigating the Path to Holistic Living with Mighty Minerals" | | | |
| 27 | An ecosystem partnership was done with Dr. B. Lal Institute of Biotechnology for their Sustain-O-Preneurship 2.0 event | 16-12-2023 | Offline | 500 |
| 28 | Fireside Chat with Mr. Sachit Upadhyay & Mr. Darshit Upadhyay, Co-Founders – Yore Care on "Revolutionizing Healthcare: The Power of Unified Platforms and Integrated Medical Records | 12-01-2024 | Offline | 30 |
| 29 | Fireside Chat Mr. Puneet Sethi, COO, and Dr. Sameer Agarwal, CEO, of Bio Hubb | 23-01-2024 | Offline | 60 |
| 30 | Visit of iStart, a Govt. of Rajasthan incubator | 25-01-2024 | Offline | 55 |
| 31 | Inauguration of Aarambh 2.0 | 01-02-2024 | Online | 12 |
| 32 | INHSA (Innovate Health South Asia), an event in partnership with IIHMR Bengaluru | 03-02-2024 | Offline | 300 |
| 33 | A session on Idea Generation and Design Thinking by Mr. Sandeep Mehto under Aarambh 2.0 | 07-02-2024 | Online | 10 |
| 34 | A session on Customer Discovery by Ms. Anchal Srivastava under Aarambh 2.0 | 14-02-2024 | Online | 10 |
| 35 | Utkarsh 2024 | 23-02-2024 | Offline | 1000 |
| 36 | A session on Understanding & Preparing Business Model Canvas by Mr. Abhishek Gupta, startup cobsultant, under Aarambh 2.0 | 08-03-2024 | Online | 10 |
| 37 | A session on Marketing and Digital Marketing in Healthcare"by Mr. Anuj Agrawal, Founder- Cbetter under Aarambh 2.0 | 16-03-2024 | Online | 10 |
| 38 | A session on "IPR in Healthcare"by Ms. Pooja Rawal, Vice President Client Engagement and Business | 22-03-2024 | Online | 10 |

| S. No. | Description of Activity | Date | Mode | No. of Beneficiaries |
|--------|---|-------------------------------|---------|----------------------|
| | Development, Aumirahunder Aarambh 2.0 | | | |
| 39 | ScaleX a partner event with PIEDS (BITS, Pilani): A platform for founders, mentors, and investors to connect across incubators | 28-03-2024 | Offline | 100 |
| 40 | A session on "Decoding nitty gritty of Legal, Compliance & Finance for Entrepreneurs" by CS Nehal Thaker under Aarambh 2.0 | 01-04-2024 | Online | 10 |
| 41 | A session on "Sources of funds available for startups" by CA Jitendar Jain, Partner at Plus 91 Capital Advisors, under Aarambh 2.0 | 12-04-2024 | Online | 10 |
| 42 | 4 Days Bootcamp/ startup evaluation for Incubation Program, Saamarthya 2.0 | 12th April to 17th april 2024 | Online | 50 |
| 43 | Final B-Plan presentations of startups incubated under Aarambh 2.0, Pre- Incubation Program | 26-04-2024 | Online | 10 |
| 44 | Inagurual Session of Saamarthya 2.0, a growth Incubation Program, (Complete coverage & Peer to Peer Learning) | 10-05-2024 | Online | 20 |
| 45 | Action Plan mapping for the selected startups of Saamarthya 2.0 (growth incubation program) | 13th May to 15th May 2024 | Online | 20 |
| 46 | A session on " Value Proposition & Business Model Canvas" by Mr. Ramjee Pallela, COO, AIC-CCMB under Saamarthya 2.0 | 20-05-2024 | Online | 20 |
| 47 | A session on " Storytelling and Art of pitching" by Mr. Arjun Panchal,Founder, Startup lifestyle hub under Saamarthya 2.0 | 28-05-2024 | Online | 20 |
| 48 | A session on "Clinical trials and certification required in the healthcare industry" by Mr. Deepak Bagde,Founder & Head CRO, Bion Clinical under Saamarthya 2.0 | 03-06-2024 | Online | 20 |

| S. No. | Description of Activity | Date | Mode | No. of Beneficiaries |
|--------|---|---------------------|--------|----------------------|
| 49 | A session on "Go to Market Strategy in Healthcare" by Mr. Namit Soni, CEO, Soni Hospital, Jaipur under Saamarthya 2.0 | 12-06-2024 | Online | 20 |
| 50 | A session on "Digital Marketing & UI/UX" by Ms. Neha Agarwal, Founder, Digi Acai under Saamarthya 2.0 | 21-06-2024 | Online | 20 |
| 51 | A 2 days hackathone in collaboration with Jupiter, Belong Education and JKLU | 6/22/2024 (2 days) | Online | 200 |
| 52 | A session on "Brand Positioning & Content Marketing for B2B & B2C startups" by Mr. Anuj Agarwal, Founder, C Better under Saamarthya 2.0 | 28-06-2024 | Online | 20 |

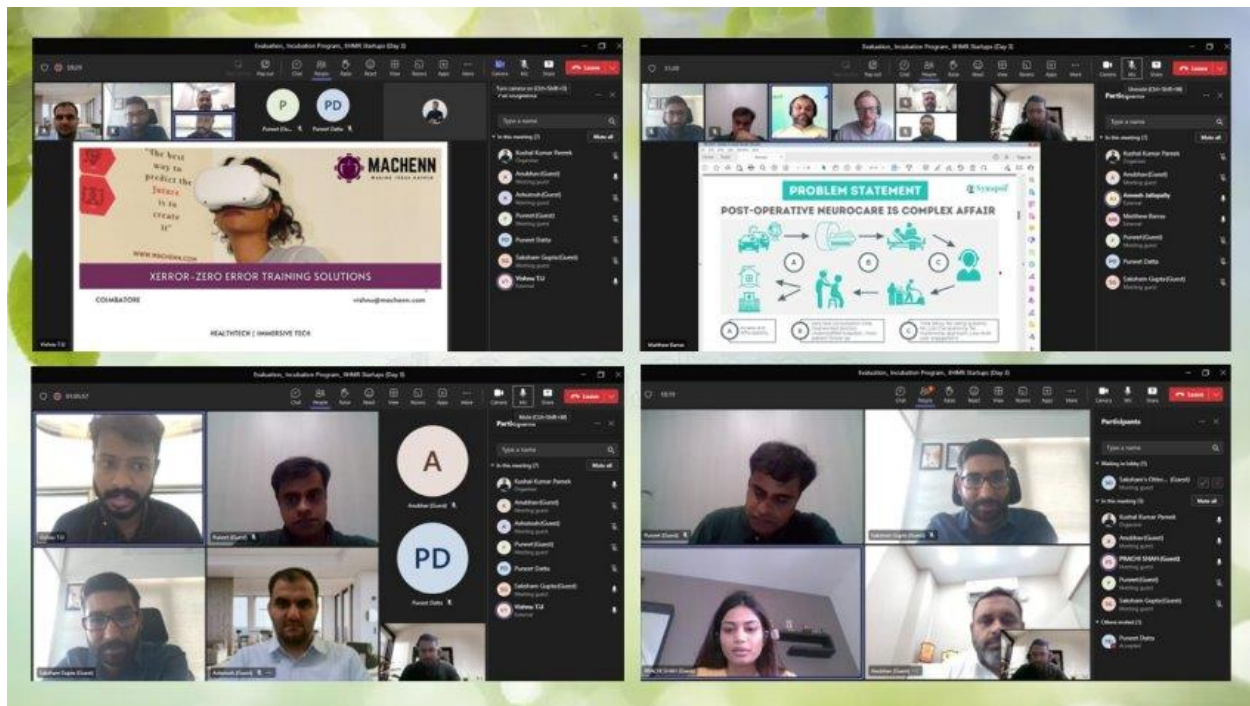
Activity: 3 Days Bootcamp/ startup evaluation for Incubation Program. A panel of 6 people evaluated startups for onboarding of potential startups for Incubation

Date: 12-14 July 2023

Mode: Online

Beneficiaries: 25

Poster:



Activity: An orientation session of IIHMR Foundation was conducted for the new batch 2023-25 of IIHMR University. Mr. Sharad Bansal, co-founder of Tinkerly was invited to motivate students to start their entrepreneurial journey

Date: 14 August 2023

Mode: Physical

Beneficiaries: 300

Poster:



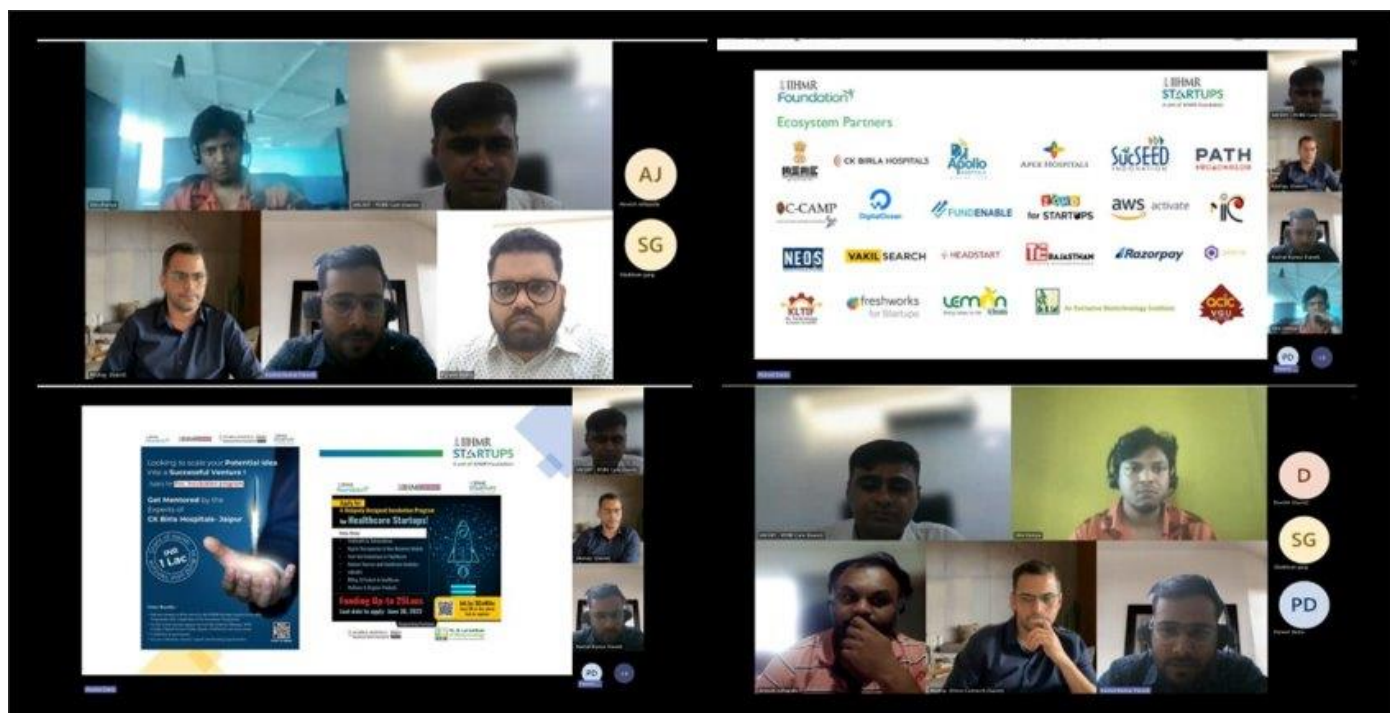
Activity: Inaugural session (Complete coverage & Peer to Peer Learning) of Saamarthya (Incubation program) was conducted for selected startups.

Date: 16 August 2023

Mode: Online

Beneficiaries: 10

Poster:



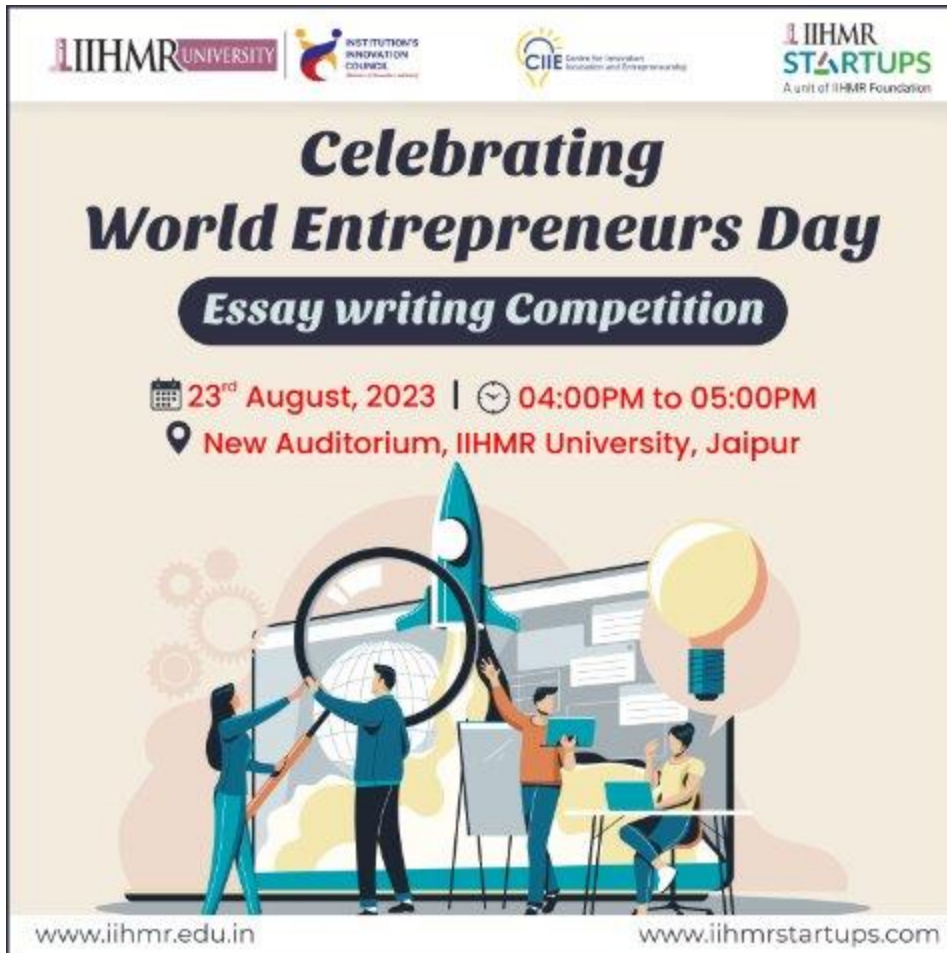
Activity: Essay writing on creating innovation in an enterprise. celebration of entrepreneur's day.

Date: 23 August 2023

Mode: Physical

Beneficiaries: 40

Poster:



Activity: A session on the Startup Journey, from Idea to Execution by Mr. Chirag Goyal, Co-Founder, Chikitsa

Date: 24 August 2023

Mode: Physical

Beneficiaries: 40

Poster:

The poster is for a session titled "A Session on Startup Journey, from Idea to Execution". It features a central image of Mr. Chirag Goyal, Co-Founder of Vigorus Healthtech Pvt. Ltd. (Chikitsa). The background is dark blue with a circuit-like pattern. At the top, there are logos for IIHMR University, Institutions Innovation Council, IIHMR Foundation, and IIHMR STARTUPS. The date and time are listed as Thursday, 24th August, 2023, from 04:00 PM to 05:00 PM. At the bottom, there are social media icons for Facebook, LinkedIn, and X, along with the location "New Auditorium, IIHMR University" and the website "www.iihmrstartups.com".

IIHMR UNIVERSITY INSTITUTIONS INNOVATION COUNCIL IIHMR Foundation IIHMR STARTUPS A unit of IIHMR Foundation

A Session on Startup Journey, from Idea to Execution

Thursday, 24th August, 2023 04:00 PM – 05:00 PM

Mr. Chirag Goyal
Co- Founder
Vigorus Healthtech Pvt. Ltd. (Chikitsa)

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Activity: A session on Value proposition and Business Model Canvas by Mr. Ramjee palla, COO, AIC- CCMB

Date: 25 August 2023

Mode: Online

Beneficiaries: 15

Poster:

The poster features a dark blue background with a subtle geometric pattern. At the top, there are four logos: IIMHR UNIVERSITY, INSTITUTIONS INNOVATION CENTRE, IIMHR Foundation, and IIMHR STARTUPS. The main title, "A Session on Value Proposition Canvas & Business Model Canvas", is prominently displayed in white. Below the title, the date "Friday, 25th August, 2023" and the time "02:00 PM – 03:00 PM" are shown. A portrait of Mr. Ramjee Pallela, COO, AIC-CCMB, is centered on the poster. At the bottom, there are social media icons for Facebook, LinkedIn, and X, along with the website address "www.iimhrstartups.com".

IIMHR UNIVERSITY INSTITUTIONS INNOVATION CENTRE IIMHR Foundation IIMHR STARTUPS A unit of IIMHR Foundation

A Session on Value Proposition Canvas & Business Model Canvas

Friday, 25th August, 2023 02:00 PM – 03:00 PM

Mr. Ramjee Pallela
COO, AIC-CCMB

Follow us on: www.iimhrstartups.com

Activity: As a part of the entrepreneurial week celebration, Poster making competition on business and innovation was conducted for IIHMR University students.

Date: 28 August 2023

Mode: Physical

Beneficiaries: 50

Poster:



Activity: As a part of the entrepreneurial week celebration, Slogan writing competition on entrepreneurship was conducted for IIHMR University students.

Date: 29 August 2023

Mode: Physical

Beneficiaries: 50

Poster:



Activity: As a part of the entrepreneurial week celebration, Quiz competition on entrepreneurship was conducted for IIHMR University students.

Date: 01 September 2023

Mode: Physical

Beneficiaries: 50

Poster:



Activity: TEDxIIHMR U, A TEDx event was orgnaized at IIHMR University

Date: 05 September 2023

Mode: Physical

Beneficiaries: 120

Poster:



Activity: A session on Storytelling and Art of Pitching by Mr. Arjun Panchal, Startup coach

Date: 08 September 2023

Mode: Online

Beneficiaries: 15

Poster:

The poster features a dark blue background with a subtle geometric pattern. At the top, there are four logos: IIHMR UNIVERSITY, INSTITUTIONS ASSOCIATION COUNCIL, IIHMR Foundation, and IIHMR STARTUPS. The main title, "A Session on Storytelling and Art of Pitching", is prominently displayed in white. Below the title, the date and time are given as "Friday, 08th September, 2023" and "03:00 PM – 04:00 PM". A central portrait of Mr. Arjun Panchal, a man with glasses and a beard, is shown. Below the portrait, his name and title, "Mr. Arjun Panchal" and "Founder & Startup Coach - Startup Lifestyle Hub", are listed. At the bottom left, there are social media icons for Facebook, LinkedIn, and X, with the text "Follow us on:". At the bottom right, the website "www.iihmrstartups.com" is provided.

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A Session on Storytelling and Art of Pitching

📅 Friday, 08th September, 2023 ⌚ 03:00 PM – 04:00 PM

Mr. Arjun Panchal
Founder & Startup Coach - Startup Lifestyle Hub

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www.iihmrstartups.com

Activity: A session on Go to Market strategy- Problem solution fit by Mr. Rajeev Narang, Sales and marketing consultant

Date: 15 September 2023

Mode: Online

Beneficiaries: 15

Poster:

The poster is for a session titled "A Session on Go to Market strategy in Healthcare". It features a portrait of Mr. Rajeev Narang, a man with glasses wearing a blue suit and a red patterned tie. The background is dark blue with a network of glowing lines. At the top, there are logos for IIMR University, Institutions Innovation Council, IIMR Foundation, and IIMR STARTUPS. The session details are: Friday, 15th September, 2023, from 03:00 PM to 04:30 PM. Below the portrait, Mr. Rajeev Narang is identified as a Transformation Consultant- Sales & Marketing. At the bottom, there are social media icons for Facebook, LinkedIn, and X, along with the website www.iimrstartups.com.

IIMR UNIVERSITY **INSTITUTIONS INNOVATION COUNCIL** **IIMR Foundation** **IIMR STARTUPS**
A unit of IIMR Foundation

A Session on Go to Market strategy in Healthcare

📅 Friday, 15th September, 2023 ⌚ 03:00 PM – 04:30 PM

Mr. Rajeev Narang
Transformation Consultant- Sales & Marketing

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Activity: A session on Digital Marketing and UI/UX by Mr. Santosh Sahu, Digital Marketing Consultant at Jupiter Hospital.

This session supported startups in identifying the right strategy for their digital marketing

Date: 03 October 2023

Mode: Online

Beneficiaries: 15

Poster:

The poster features a blue background with a network of glowing lines and nodes. At the top, there are four logos: IIMMR UNIVERSITY, INSTITUTIONS ASSOCIATION COUNCIL, IIMMR Foundation, and IIMMR STARTUPS. The main title "A Session on Digital Marketing and UI/UX" is prominently displayed in white. Below the title, the date and time "Tuesday, 03rd October, 2023 12:00 PM – 02:00 PM" are shown. A portrait of Mr. Santosh Sahu is centered, with his name and title "Mr. Santosh Sahu Digital Marketing Consultant Jupiter Hospital" in a white rounded rectangle below it. At the bottom left, it says "Follow us on:" with icons for Facebook, LinkedIn, and X. At the bottom right, the website "www.iihmrstartups.com" is listed.

IIMMR UNIVERSITY INSTITUTIONS ASSOCIATION COUNCIL IIMMR Foundation IIMMR STARTUPS A unit of IIMMR Foundation

A Session on Digital Marketing and UI/UX

Tuesday, 03rd October, 2023 12:00 PM – 02:00 PM

Mr. Santosh Sahu
Digital Marketing Consultant
Jupiter Hospital

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Activity: 3rd Edition of Grand Health Innovation Challenge 2023.

A competition for entrepreneurs and startups having an innovative idea. Received 45 Application for the competition, 12 shortlisted participants presented their idea. Selected ideas got Pre-Incubation or Incubation support

Date: 04 October 2023

Mode: Physical

Beneficiaries: 25

Poster:

Grand Health INNOVATION CHALLENGE 3rd Edition

Don't Miss The Chance

Rewards:

- Cash rewards for winners.
- Pre-Incubation Support for selected participants.
- Startup Tool Kit (Conditions apply).

"Igniting Tomorrow's Entrepreneurs Today"

Eligibility:

Applicant can be a Student of UG/PG/Ph.D Scholar.

SAVE THE DATE:

Last Date to Register: September 25, 2023
Pitch Day: October 4, 2023

For Queries:

Dr. Akshita Singhal: +919588299607
Dr. Shubhangi Garg: +918192840474
Mr. Tanish Jain: +919413367931

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3rd Grand Health INNOVATION CHALLENGE

Mr. Puneet Datta
CEO, IHMR Startups

Dr. Suhasani Jain
Medical Superintendent,
CK Birla Hospital, Jaipur

Dr. Sheenu Jain
Centre Lead
LHMIIIT Centre for Entrepreneurship

Ms. Komal Joshi
Incubation Manager,
JECRC University

4th October, 2023
Venue: Old Audi, IHMR University, Jaipur

Activity: A session on Brand Positioning and content Marketing for B2B & B2C startups by Ms. Ruchika Beri, Director People management at Punchh

This session helped startups in making the best content marketing strategy

Date: 09 October 2023

Mode: Online

Beneficiaries: 15

Poster:

The poster features a blue background with a grid pattern and a central image of Ms. Ruchika Beri, a woman with long dark hair, smiling and giving a thumbs up. At the top, there are four logos: IIMMR UNIVERSITY, INSTITUTIONS INNOVATION COUNCIL, IIMMR Foundation, and IIMMR STARTUPS. The main title is "A Session on Brand Positioning & Content Marketing for B2B & B2C startups". Below the title, it says "Monday, 09th October, 2023" and "04:30 PM – 06:00 PM". At the bottom, there is a white rounded rectangle containing the name "Ms. Ruchika Beri", her title "Director", and her role "People Operations & General Management- Punchh". At the very bottom, there are social media icons for Facebook, LinkedIn, and X, followed by the text "Follow us on:", and the website "www.iimmrstartups.com".

IIMMR UNIVERSITY **INSTITUTIONS INNOVATION COUNCIL** **IIMMR Foundation** **IIMMR STARTUPS**
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A Session on Brand Positioning & Content Marketing for B2B & B2C startups

Monday, 09th October, 2023 04:30 PM – 06:00 PM

Ms. Ruchika Beri
Director
People Operations & General Management- Punchh

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Activity: A session on IPR and Legal aspect of Healthcare Business by Mr. Rahul Bagga, MD - Aumirah.

Startups got to know about various aspects of legality in healthcare business

Date: 13 October 2023

Mode: Online

Beneficiaries: 15

Poster:



Activity: A session on "Building a Scalable Sales Model in the Healthcare Segment" by Mr. Anubhav Sukhwani, VP, CK Birla Hospitals
Startups gained the knowledge about scaling venture

Date: 20 October 2023

Mode: Online

Beneficiaries: 15

Poster:

The poster features a dark blue background with a subtle geometric pattern. At the top, there are four logos: IIMMR UNIVERSITY, INSTITUTIONS INNOVATION COUNCIL, IIMMR Foundation, and IIMMR STARTUPS. The main title, "A Session on Building a Scalable Sales Model in the Healthcare Segment", is prominently displayed in white. Below the title, the date and time are specified: "Friday, 20th October, 2023" and "03:00 PM – 04:00 PM". A central portrait of Mr. Anubhav Sukhwani, a man in a dark suit and blue tie, is shown. Below the portrait, his name and title are listed: "Mr. Anubhav Sukhwani, VP, Rukmani Birla Hospital, Jaipur". At the bottom left, there are social media icons for Facebook, LinkedIn, and X, with the text "Follow us on:". At the bottom right, the website "www.iihmrstartups.com" is provided.

IIMMR UNIVERSITY INSTITUTIONS INNOVATION COUNCIL IIMMR Foundation IIMMR STARTUPS A unit of IIMMR Foundation

**A Session on
Building a Scalable Sales Model in
the Healthcare Segment**

Friday, 20th October, 2023 **03:00 PM – 04:00 PM**

Mr. Anubhav Sukhwani
VP,
Rukmani Birla Hospital, Jaipur

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Activity: 2 days Pitch fest for startups of Saamarthya to improve in investment pitches of startups

Date: 26 - 27 October 2023

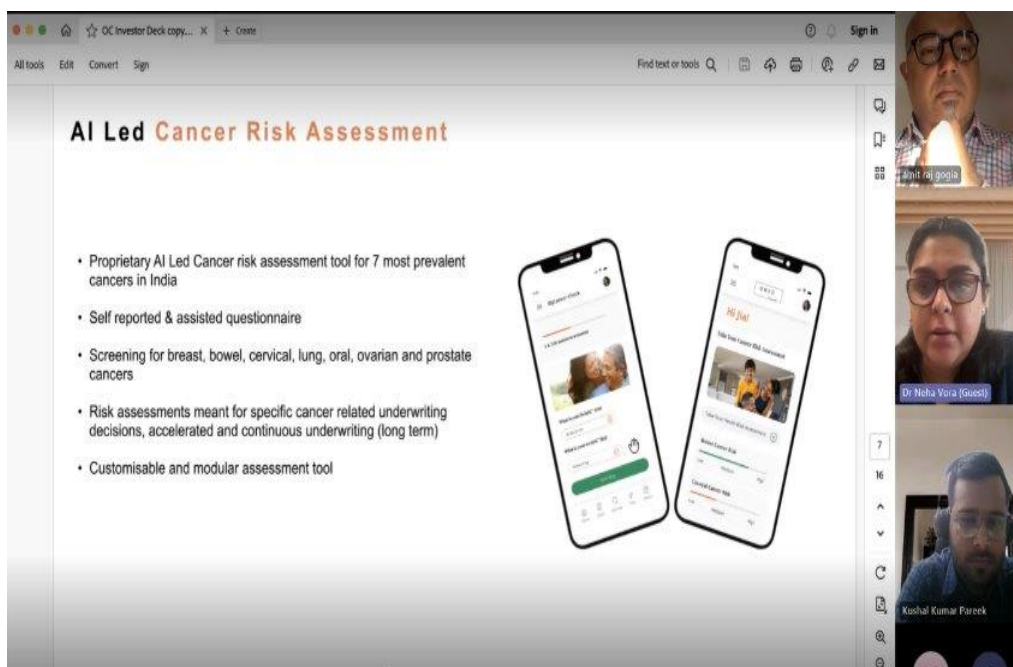
Mode: Online

Beneficiaries: 15

Poster:



The image shows a pitch deck slide for Synapsil. The logo features a stylized brain inside a circle with the text "Synapsil" and "Redefining Neurohealth". Below the logo, a text box states: "IoT based brain health monitoring system to understand persons' cognition status in real-time." To the right is a teal image of a hand holding a brain. At the bottom, a row of logos includes NIDHI PRAYAS, MAKE IN INDIA, birac, DST, and IRVESH Enterprises. On the right side of the slide, three video call participants are visible: Kushal Kumar Pareek, amit raj gogia, and Anvesh Jallapally.



The image shows a pitch deck slide titled "AI Led Cancer Risk Assessment". It lists the following features:

- Proprietary AI Led Cancer risk assessment tool for 7 most prevalent cancers in India
- Self reported & assisted questionnaire
- Screening for breast, bowel, cervical, lung, oral, ovarian and prostate cancers
- Risk assessments meant for specific cancer related underwriting decisions, accelerated and continuous underwriting (long term)
- Customisable and modular assessment tool

Below the text, two smartphones are shown displaying the app interface. On the right side of the slide, three video call participants are visible: amit raj gogia, Dr Neha Vora (Guest), and Kushal Kumar Pareek.

Activity: Fireside Chat with Mr. Akshay Kulkarni, Founder- Onco- Connect on " Revolutionizing Cancer Care: The Role of Technology and Innovation in Improving Healthcare Ecosystem"

Date: 27 October 2023

Mode: Online

Beneficiaries: 100

Poster:



Activity: An ecosystem partnership was done with Marwari Catalyst for their Startup Exchange event. Investor pitches and product showcase were done by Incubate startups of IIHMR Foundation at the event.

Date: 4-5 November 2023

Mode: Offline

Beneficiaries: 3000

Poster:



Activity: A session on "Talent Management and ESOP Policy" by Ms. Neha Lal, GM- Healthcare, Adani Group

It helped startups not only attract and retain top talent but also create a culture of ownership, motivation, and long-term focus that can contribute to the company's success.

Date: 06 November 2023

Mode: Online

Beneficiaries: 15

Poster:

The poster is for a session titled "A Session on Talent Management & ESOP Policy". It features a portrait of Ms. Neha Lal, General Manager - Healthcare at Adani Group. The session is scheduled for Monday, 06th November, 2023, from 03:00 PM to 04:00 PM. The poster includes logos for IIHMR University, Institutions Association Council, IIHMR Foundation, and IIHMR STARTUPS. At the bottom, it says "Follow us on:" with icons for Facebook, LinkedIn, and X, and the website "www.iihmrstartups.com".

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A Session on Talent Management & ESOP Policy

Monday, 06th November, 2023 03:00 PM - 04:00 PM

Ms. Neha Lal
General Manager- Healthcare
Adani Group

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Activity: Fireside Chat with Mr. Mohammad Shahnawaj, Co- Founder-Khushi Baby on "Catalyzing Change: Khushi Baby's trailblazing mission to transform healthcare at the last mile"

Date: 07 November 2023

Mode: Physical

Beneficiaries: 100

Poster:



Activity: A session on "Financial Model & Unit Economics" by CA. Kritika G Soin. It helped startups with the tools and insights needed to make informed financial decisions, attract investors, and build a sustainable and successful business.

Date: 17 November 2023

Mode: Online

Beneficiaries: 15

Poster:

The poster features a blue background with a network of glowing lines and nodes. At the top, there are four logos: IIMMR UNIVERSITY, INSTITUTIONS INNOVATION COUNCIL, IIMMR Foundation, and IIMMR STARTUPS (A unit of IIMMR Foundation). The main title "A Session on Financial Model & Unit Economics" is prominently displayed in white. Below the title, the date and time are listed: "Friday, 17th November, 2023" and "03:00 PM – 04:30 PM". A central image shows a smiling woman, Ms. Kritika G Soin, with long dark hair, wearing a light-colored top. Below her image, a white rounded rectangle contains her name and title: "Ms. Kritika G Soin, Entrepreneur, KIAH". At the bottom left, it says "Follow us on:" followed by icons for Facebook, LinkedIn, and X. At the bottom right, the website "www.iimmrstartups.com" is listed.

IIMMR UNIVERSITY **INSTITUTIONS INNOVATION COUNCIL** **IIMMR Foundation** **IIMMR STARTUPS**
A unit of IIMMR Foundation

A Session on Financial Model & Unit Economics

Friday, 17th November, 2023 03:00 PM – 04:30 PM

Ms. Kritika G Soin
Entrepreneur
KIAH

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Activity: Fireside Chat with Mr. Arun Agarwal, Founder– Janitri. " Technology, Research, and Impact: Janitri's Journey in Maternal Healthcare"

Date: 22 November 2023

Mode: Offline

Beneficiaries: 100

Poster:



Activity: A session on "Understanding Valuation, Deal Structuring, Term Sheet & SHA" by Mr. Yaseen Shreef Shaik.

It helped startups in, essential insights into valuation methodologies, financing options, and negotiation strategies

Date: 29 November 2023

Mode: Online

Beneficiaries: 15

Poster:

The poster features a dark blue background with a subtle geometric pattern. At the top, there are five logos: IIMHR UNIVERSITY, INSTITUTIONS ASSOCIATION COUNCIL, CIIE (Centre for Innovation, Entrepreneurship and Strategic Consulting), IIMHR Foundation, and IIMHR STARTUPS (A part of IIMHR Foundation). The main title is "A session on 'Understanding Valuation, Deal Structuring, Termsheet & SHA'" in white, bold, sans-serif font. Below the title, the date and time are listed: "Wednesday, 29th November, 2023" and "03:00 PM – 05:00 PM". In the center is a portrait of Mr. Yaseen Shareef Shaik, a man with a beard wearing a white shirt and a dark vest. Below the portrait, his name and title are displayed in a white rounded rectangle: "Mr. Yaseen Shareef Shaik, Lead- Funding Desk, NSRCEL, IIM Bengaluru". At the bottom left, it says "Follow us on:" followed by icons for Facebook, LinkedIn, and X. At the bottom right, the website "www.iimhrstartups.com" is listed.

Logos at the top: IIMHR UNIVERSITY, INSTITUTIONS ASSOCIATION COUNCIL, CIIE (Centre for Innovation, Entrepreneurship and Strategic Consulting), IIMHR Foundation, IIMHR STARTUPS (A part of IIMHR Foundation).

Session Title: A session on "Understanding Valuation, Deal Structuring, Termsheet & SHA"

Date & Time: Wednesday, 29th November, 2023 | 03:00 PM – 05:00 PM

Speaker: Mr. Yaseen Shareef Shaik
Lead- Funding Desk
NSRCEL, IIM Bengaluru

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Website: www.iimhrstartups.com

Activity: Fireside Chat with Mr. Shubham Garg & Mr. Sarvesh Maloo Co-Founders, Mighty Minerals/ Pro & Supps on "Empowering Health and Wellness: Navigating the Path to Holistic Living with Mighty Minerals".

Date: 08 December 2023

Mode: Physical

Beneficiaries: 50

Poster:



Activity: An ecosystem partnership was done with Dr. B. Lal Institute of Biotechnology for their Sustain-O- Preneurship 2.0 event. Ideation startups pitched in this event, and winners received Pre- Incubation support from IIHMR Startups

Date: 16 December 2023

Mode: Physical

Beneficiaries: 500

Poster:



Activity: Fireside Chat with Mr. Sachit Upadhyay & Mr. Darshit Upadhyay, Co-Founders – Yore Care on “Revolutionizing Healthcare: The Power of Unified Platforms and Integrated Medical Records.

Date: 12 January 2024

Mode: Physical

Beneficiaries: 30

Poster:



Activity: Fireside Chat Mr. Puneet Sethi, COO, and Dr. Sameer Agarwal, CEO, of Bio Hubb on "Navigating the Frontiers of Biorepository Excellence with Bio hubb's Leadership Duo".

Date: 23 January 2024

Mode: Physical

Beneficiaries: 60

Poster:

IIHMR UNIVERSITY **INSTITUTIONAL ACCREDITATION COUNCIL** **IIHMR Foundation** **CIIE** **IIHMR STARTUPS**
A unit of IIHMR Foundation

Jigyasa
Fireside Chat on
**Navigating the Frontiers of
Biorepository Excellence with Bio Hubb's Leadership Duo**

Tuesday, 23rd January, 2024 **04:00 PM - 05:00 PM**

New Auditorium, IIHMR University, Jaipur

Dr. Sameer Agarwal
CEO
Bio Hubb

Mr. Puneet Sethi
COO
Bio Hubb

Dr. Rohan George
Student Coordinator
IIHMR, Startup

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Activity: Visit of iStart, a Govt. of Rajasthan incubator by aspiring entrepreneurs and students of IIHMR University to gain exposure about startup ecosystem in Rajasthan

Date: 25 January 2024

Mode: Physical

Beneficiaries: 55

Poster:



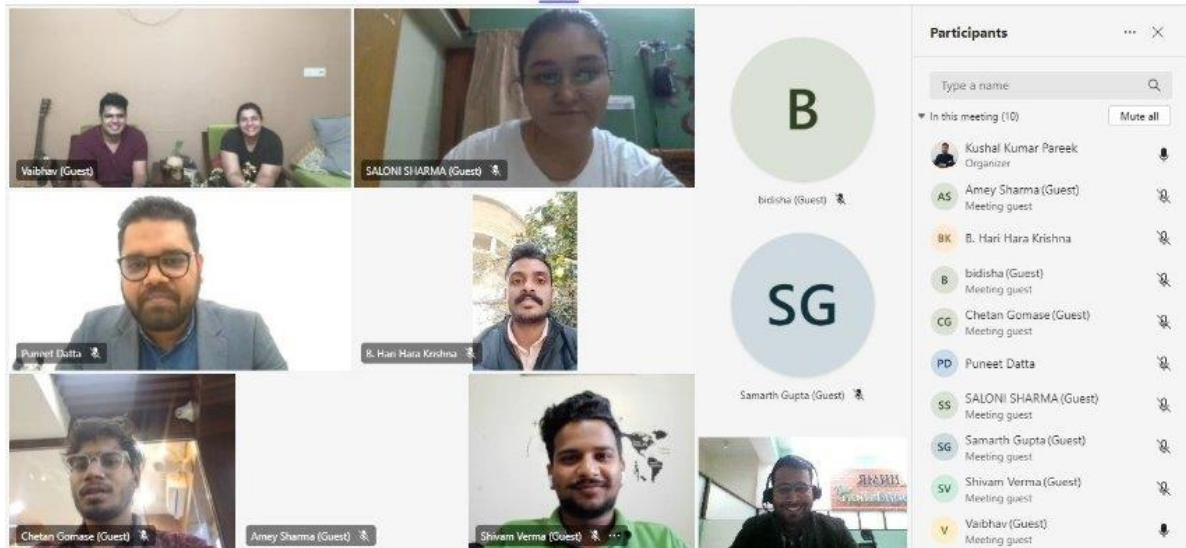
Activity: Inauguration of Aarambh 2.0, A 3 months of Pre- Incubation program for budding entrepreneurs.

Date: 01 February 2024

Mode: Virtual

Beneficiaries: 12

Poster:



Activity: INHSA (Innovate Health South Asia), an event in partnership with IIHMR Bengaluru to support startups in digital healthy

Date: 03 February 2024

Mode: Physical

Beneficiaries: 300

Poster:



Activity: A session on Idea Generation and Design Thinking by Mr. Sandeep Mehto under Aarambh 2.0, a pre- incubation program of 3 months.

Date: 07 February 2024

Mode: Virtual

Beneficiaries: 10

Poster:

The poster features a dark blue background with a subtle star pattern. At the top, there are five logos: IIMMR UNIVERSITY, INSTITUTION'S INNOVATION COUNCIL, IIMMR Foundation, CIIE (Center for Innovation, Incubation & Entrepreneurship), and IIMMR STARTUPS (A unit of IIMMR Foundation). The main title 'Aarambh 2.0' is in a large, white, stylized font. Below it, 'Session on' is in yellow, followed by 'Idea Generation & Design Thinking in Healthcare' in white. The date and time 'Wednesday, 07th February, 2024 3:00 PM – 4:00 PM' are in yellow. On the left, a portrait of Mr. Sandeep Mehto, Co-Founder of Bharat Calling, is shown. On the right, there is a glowing, futuristic lightbulb graphic. At the bottom left, social media icons for Facebook, LinkedIn, and Twitter are shown with the text 'Follow us on:'. At the bottom right, the website 'www.iimmrstartups.com' is listed.

Aarambh 2.0
Session on
Idea Generation & Design Thinking in Healthcare
Wednesday, 07th February, 2024 3:00 PM – 4:00 PM
Mr. Sandeep Mehto
Co-Founder, Bharat Calling
Follow us on: [f](#) [in](#) [t](#) www.iimmrstartups.com

Activity: A session on Customer Discovery by Ms. Anchal Srivastava under Aarambh 2.0, a pre-incubation program of 3 months.

Date: 14 February 2024

Mode: Virtual

Beneficiaries: 10

Poster:



The poster is for a virtual session titled "Aarambh 2.0 Session on Customer Discovery". It features a dark blue background with a glowing lightbulb graphic on the right side. At the top, there are logos for IIMMR University, Institution's Innovation Council, IIMMR Foundation, CIIE (Centre for Innovation, Incubation and Entrepreneurship), and IIMMR STARTUPS (A unit of IIMMR Foundation). The main text "Aarambh 2.0" is in a stylized white font, followed by "Session on Customer Discovery" in white. Below this, the date and time "Wednesday, 14th February, 2024 3:00 PM – 4:30 PM" are displayed in yellow. A photo of Ms. Anchal Srivastava, Program Manager at TIH Foundation for IoT and IoE, IIT-Bombay, is shown in the center. At the bottom left, it says "Follow us on:" with icons for Facebook, LinkedIn, and Twitter. At the bottom right, the website "www.iimmrstartups.com" is listed.

Logos at the top: IIMMR UNIVERSITY, INSTITUTION'S INNOVATION COUNCIL, IIMMR Foundation, CIIE Centre for innovation, Incubation and Entrepreneurship, IIMMR STARTUPS A unit of IIMMR Foundation

Aarambh 2.0

Session on

Customer Discovery

📅 Wednesday, 14th February, 2024 ⌚ 3:00 PM – 4:30 PM

Ms. Anchal Srivastava
Program Manager
TIH Foundation for IoT and IoE , IIT-Bombay

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Activity: Utkarsh 2024: A dynamic Investor demo day where 10 startups presented groundbreaking ideas, a Healthcare Expo featuring over 20+ innovative startups that showcased advancements in medical technology, and a spirited Business Baazigar Competition, challenging students and early-stage startups to showcase their business acumen in the realm of healthcare entrepreneurship.

Date: 23 February 2024

Mode: Physical

Beneficiaries: 1000

Poster:



Activity: A session on Understanding & Preparing Business Model Canvas by Mr. Abhishek Gupta, startup cobsultant, under Aarambh 2.0, a pre- incubation program of 3 months.

Date: 08 March 2024

Mode: Virtual

Beneficiaries: 10

Poster:

The poster features a dark blue background with a glowing lightbulb graphic on the right side. At the top, there are logos for IIMMR UNIVERSITY, INSTITUTION & INNOVATION COUNCIL, IIMMR Foundation, CIIE (Center for Innovation, Incubation and Entrepreneurship), and IIMMR STARTUPS (A unit of IIMMR Foundation). The main title 'आरम्भ 2.0' is written in Devanagari script, followed by 'Session on' in yellow. Below this, the topic 'Understanding & Preparing Business Model Canvas' is written in white. The date and time 'Friday, 08th March, 2024 3:00 PM – 4:00 PM' are displayed in yellow. A portrait of Mr. Abhishek Gupta, a man with short dark hair wearing a blue shirt, is shown in the center. Below his portrait, his name and title 'Mr. Abhishek Gupta Startup Consultant' are written in white. At the bottom left, there are social media icons for Facebook, LinkedIn, and Twitter, with the text 'Follow us on:'. At the bottom right, the website 'www.iimmrstartups.com' is listed.

IIMMR UNIVERSITY | INSTITUTION & INNOVATION COUNCIL | IIMMR Foundation | CIIE Center for Innovation, Incubation and Entrepreneurship | IIMMR STARTUPS A unit of IIMMR Foundation

आरम्भ 2.0

Session on

Understanding & Preparing Business Model Canvas

Friday, 08th March, 2024 3:00 PM – 4:00 PM

Mr. Abhishek Gupta
Startup Consultant

Follow us on:

www.iimmrstartups.com

Activity: A session on "Marketing and Digital Marketing in Healthcare" by Mr. Anuj Agrawal, Founder- Cbetter under Aarambh 2.0, a pre-incubation program of 3 months.

Date: 16 March 2024

Mode: Virtual

Beneficiaries: 10

Poster:



The poster features a dark blue background with a subtle star pattern. At the top, there are five logos: IIHMR UNIVERSITY, INSTITUTION'S INNOVATION COUNCIL, IIHMR Foundation, CIE (Center for Innovation, Incubation & Entrepreneurship), and IIHMR STARTUPS (A unit of IIHMR Foundation). The main title "aarambh 2.0" is written in a stylized white font, with "Session on" in yellow below it. The topic "Marketing & Digital Marketing in Healthcare" is in white. The date and time "Saturday, 16th March, 2024 11:00 AM – 12:00 PM" are in yellow. A portrait of Mr. Anuj Agrawal, a man with a beard wearing a white blazer, is centered. To his right is a glowing, wireframe lightbulb. Below the portrait, a white rounded rectangle contains the text "Mr. Anuj Agrawal" and "Founder- Cbetter Consulting Services". At the bottom left, it says "Follow us on:" with icons for Facebook, LinkedIn, and Twitter. At the bottom right, the website "www.iihmrstartups.com" is listed.

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aarambh 2.0

Session on

Marketing & Digital Marketing in Healthcare

📅 Saturday, 16th March, 2024 ⌚ 11:00 AM – 12:00 PM

Mr. Anuj Agrawal
Founder- Cbetter Consulting Services

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www.iihmrstartups.com

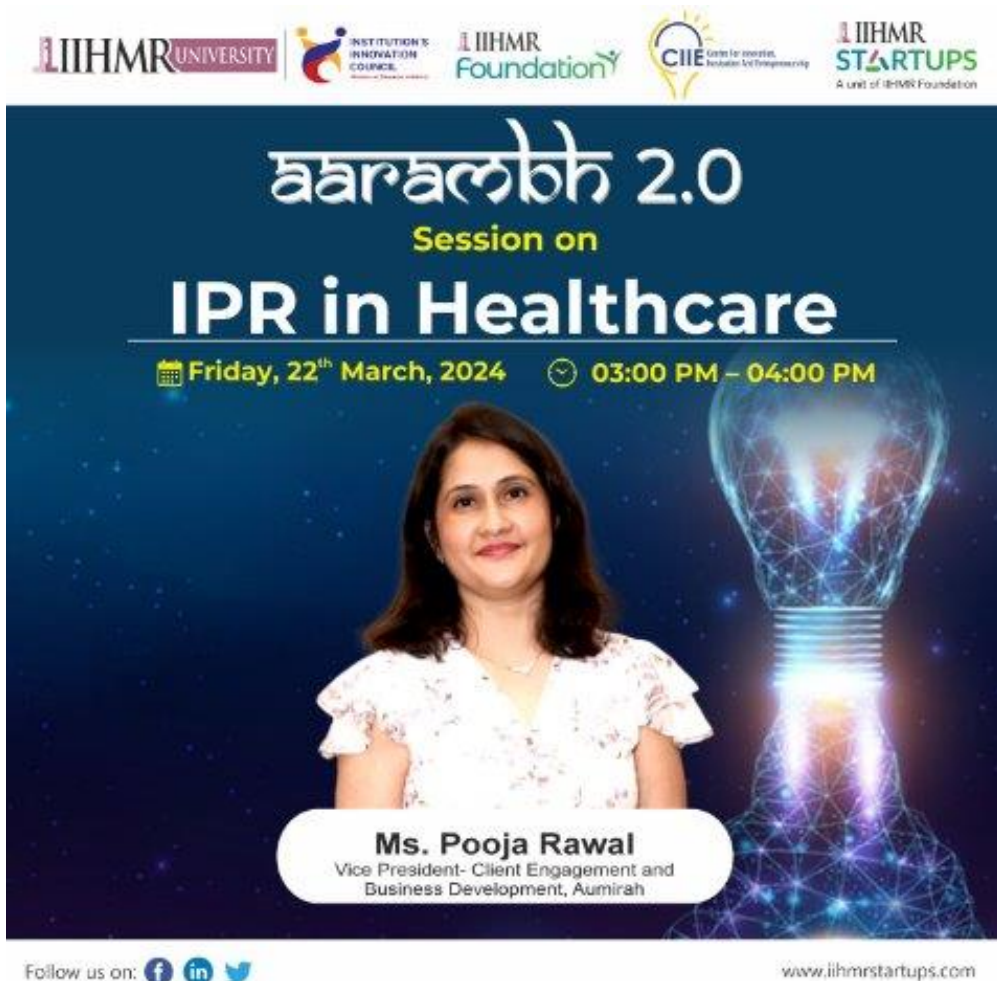
Activity: A session on "IPR in Healthcare" by Ms. Pooja Rawal, Vice President Client Engagement and Business Development, Aumirah under Aarambh 2.0, a pre-incubation program of 3 months.

Date: 22 March 2024

Mode: Virtual

Beneficiaries: 10

Poster:



The poster features a dark blue background with a glowing lightbulb graphic on the right side. At the top, there are logos for IIHMR University, Institution's Innovation Council, IIHMR Foundation, CIIE, and IIHMR STARTUPS. The main title "Aarambh 2.0" is in a stylized font, followed by "Session on IPR in Healthcare". The date and time are listed as "Friday, 22nd March, 2024" and "03:00 PM – 04:00 PM". A photo of Ms. Pooja Rawal is shown, with her name and title "Vice President- Client Engagement and Business Development, Aumirah" in a white box below it. At the bottom, there are social media icons and the website "www.iihmstartups.com".

IIHMR UNIVERSITY | INSTITUTION'S INNOVATION COUNCIL | IIHMR Foundation | CIIE | IIHMR STARTUPS

Aarambh 2.0
Session on
IPR in Healthcare

📅 Friday, 22nd March, 2024 ⌚ 03:00 PM – 04:00 PM

Ms. Pooja Rawal
Vice President- Client Engagement and
Business Development, Aumirah

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Activity: ScaleX a partner event with PIEDS (BITS, Pilani): A platform for founders, mentors, and investors to connect across incubators.

Date: 28 March 2024

Mode: Offline

Beneficiaries: 100

Poster:



Activity: A session on "Decoding nitty gritty of Legal, Compliance & Finance for Entrepreneurs" by CS Nehal Thaker under Aarambh 2.0, a pre- incubation program of 3 months.

Date: 1 April 2024

Mode: Virtual

Beneficiaries: 10

Poster:

The poster features a dark blue background with a subtle star pattern. At the top, there are five logos: IIHMR UNIVERSITY, INSTITUTIONS INNOVATION COUNCIL, IIHMR Foundation, CIIE Centre for Innovation, Incubation & Entrepreneurship, and IIHMR STARTUPS A unit of IIHMR Foundation. The main title 'Aarambh 2.0' is written in a large, white, stylized font. Below it, the text 'Session on Decoding Nitty Gritty of Legal, Compliance & Finance for Entrepreneurs' is displayed in white. The date and time 'Monday, 01st April, 2024' and '03:00 PM – 04:00 PM' are shown in yellow. A portrait of CS Nehal Thaker, a woman with dark hair wearing a blue patterned sari, is positioned in the center. To her right is a glowing lightbulb graphic with a network of blue lines inside. Below the portrait, a white rounded rectangle contains the text 'CS Nehal Thaker', 'Compliance Officer', and 'NSDL Database Management Ltd.'. At the bottom left, it says 'Follow us on:' followed by Facebook, LinkedIn, and Twitter icons. At the bottom right, the website 'www.iihmrstartups.com' is listed.

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Aarambh 2.0

Session on
Decoding Nitty Gritty of Legal, Compliance & Finance for Entrepreneurs

Monday, 01st April, 2024 03:00 PM – 04:00 PM

CS Nehal Thaker
Compliance Officer
NSDL Database Management Ltd.

Follow us on: www.iihmrstartups.com

Activity: A session on "Sources of funds available for startups" by CA Jitendar Jain, Partner at Plus 91 Capital Advisors, under Aarambh 2.0, a pre- incubation program of 3 months.

Date: 12 April 2024

Mode: Virtual

Beneficiaries: 10

Poster:

The poster features a dark blue background with a starry space theme. At the top, logos for IIHMR University, Institution's Innovation Council, IIHMR Foundation, CIIE, and IIHMR STARTUPS are displayed. The main title 'Aarambh 2.0' is in a stylized white font, followed by 'Session on Sources of funds available for startups' in white. The date and time are listed as 'Friday, 12th April, 2024' and '03:00 PM – 04:00 PM'. A portrait of CA Jitendar Jain, Partner at Plus91 Capital Advisors, is shown in the center. To the right is a glowing lightbulb graphic. At the bottom, there are social media icons and the website 'www.iihmrstartups.com'.

IIHMR UNIVERSITY | INSTITUTION'S INNOVATION COUNCIL | IIHMR Foundation | CIIE | IIHMR STARTUPS

Aarambh 2.0

Session on
Sources of funds available for startups

📅 Friday, 12th April, 2024 ⌚ 03:00 PM – 04:00 PM

CA Jitendar Jain
Partner
Plus91 Capital Advisors

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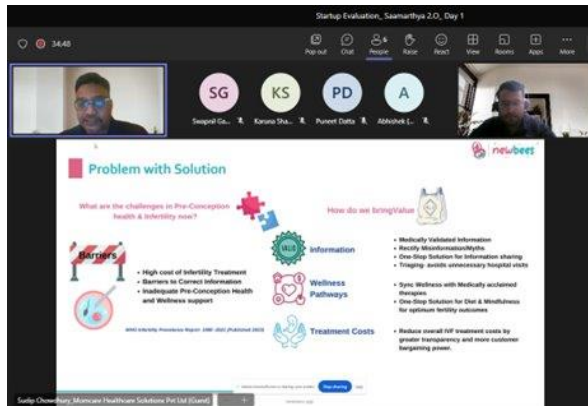
Activity: 4 Days Bootcamp/ startup evaluation for Incubation Program, Saamarthya 2.0. A panel of 6 people evaluated startups for onboarding of potential startups for Incubation.

Date: 12-17 April 2024

Mode: Virtual

Beneficiaries: 50

Poster:



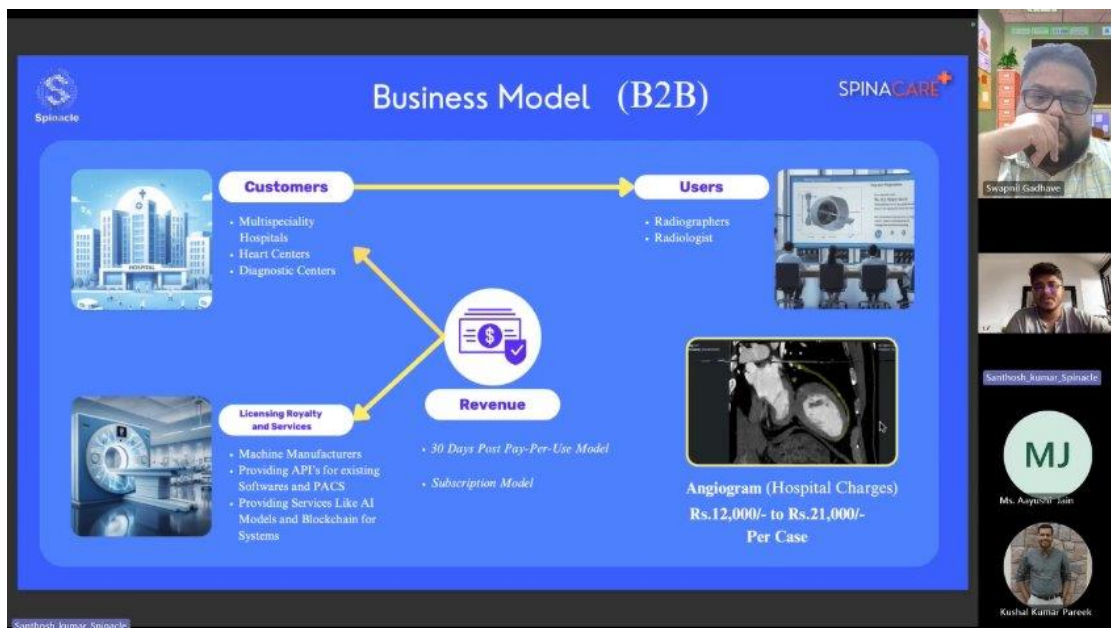
Activity: Final B-Plan presentations of startups incubated under Aarambh 2.0, Pre- Incubation Program

Date: 26 April 2024

Mode: Virtual

Beneficiaries: 10

Poster:



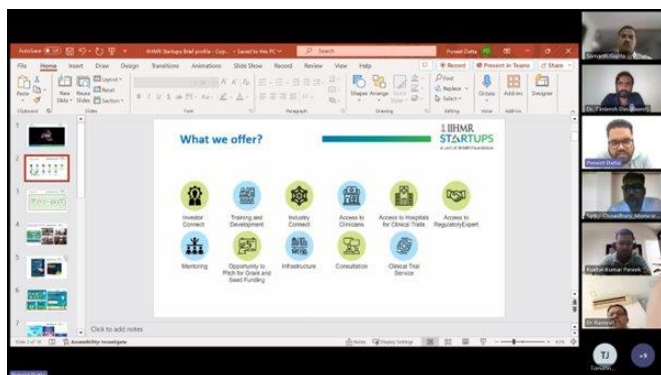
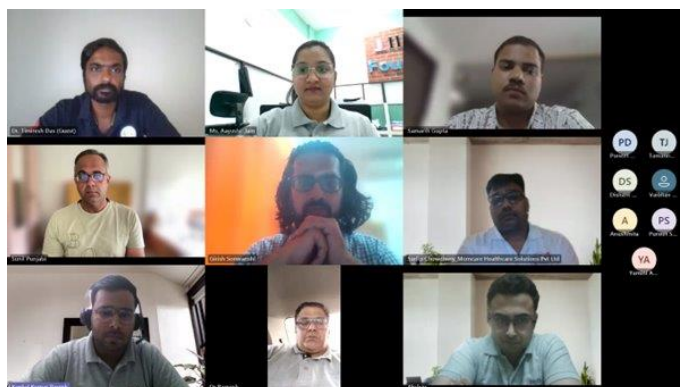
Activity: Inaugural Session of Saamarthya 2.0, a growth Incubation Program, (Complete coverage & Peer to Peer Learning) was conducted for selected startups.

Date: 10 May 2024

Mode: Virtual

Beneficiaries: 20

Poster:



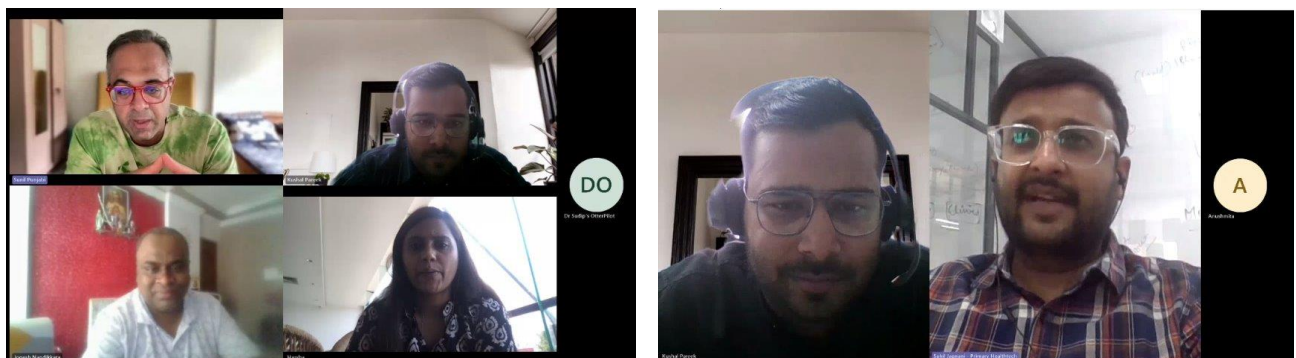
Activity: Action plan mapping for the selected startups of Saamarthya 2.0 (growth incubation program)


Date: 13 May- 15 May 2024

Mode: Virtual

Beneficiaries: 20

Poster:









Our Expectation from Saamarthya 2.0

Marketing & Sales

- Market Research
- Competitive Analysis, Product Positioning Strategies and Branding plans
- Marketing Strategy (Digital)
- Finalizing Business Strategy and Business Plans
- Sales & Distribution Strategy, Sales processes, Reporting mechanisms and Governance plans





Activity: A session on " Value Proposition & Business Model Canvas" by Mr. Ramjee Pallela, COO, AIC-CCMB under Saamarthya 2.0 for post MVP and revenue-generating startups.

Date: 20 May 2024

Mode: Virtual

Beneficiaries: 20

Poster:

The poster features a dark blue background with a pattern of glowing blue and white dots and lines, resembling a digital or network theme. At the top, there are five logos: IIMMR UNIVERSITY, INSTITUTIONS INNOVATION COUNCIL, CIIE (Centre for Innovation & Entrepreneurship), IIMMR Foundation, and IIMMR STARTUPS (A unit of IIMMR Foundation). Below the logos, the text "SAAMARTHYA 2.0" is written in large, bold, white capital letters. Underneath, "A Session on" is in smaller yellow text, followed by "Value Proposition & Business Model Canvas" in large, bold, white capital letters. A horizontal line separates this from the date and time: "Monday, 20th May, 2024" with a calendar icon, and "03:30 PM – 04:30 PM" with a clock icon. In the center is a portrait of Mr. Ramjee Pallela, a man with short dark hair, wearing a light blue striped shirt and a grey vest. Below the portrait is a yellow banner with the text "Mr. Ramjee Pallela" in bold black font, and "COO- AIC CCMB" in smaller black font below it. At the bottom left, it says "Follow us on:" followed by icons for Facebook, LinkedIn, and X. At the bottom right, the website "www.iimmrstartups.com" is listed.

SAAMARTHYA 2.0
A Session on
Value Proposition & Business Model Canvas

Monday, 20th May, 2024 03:30 PM – 04:30 PM

Mr. Ramjee Pallela
COO- AIC CCMB

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Activity: A session on " Storytelling and Art of pitching" by Mr. Arjun Panchal, Founder, Startup lifestyle hub under Saamarthya 2.0 for post MVP and revenue-generating startups.

Date: 28 May 2024

Mode: Virtual

Beneficiaries: 20

Poster:

The poster features a dark blue background with a pattern of glowing blue and purple lines. At the top, there are five logos: IIHMR UNIVERSITY, INSTITUTIONS INNOVATION COUNCIL, CIIE, IIHMR Foundation, and IIHMR STARTUPS. The main title "SAAMARTHYA 2.0" is in large white letters, followed by "A Session on Storytelling and Art of Pitching" in yellow and white. Below this, the date and time "Tuesday, 28th May, 2024 03:00 PM – 04:30 PM" are displayed. A central image shows Mr. Arjun Panchal, a man with glasses and a beard, wearing a dark jacket over a light blue shirt. Below the image, a yellow banner contains the text "Mr. Arjun Panchal" and "Founder & Startup Coach at Startup Lifestyle Hub". At the bottom left, it says "Follow us on:" with icons for Facebook, LinkedIn, and X. At the bottom right, the website "www.iihmrstartups.com" is listed.

IIHMR UNIVERSITY INSTITUTIONS INNOVATION COUNCIL CIIE IIHMR Foundation IIHMR STARTUPS

SAAMARTHYA 2.0
A Session on
Storytelling and Art of Pitching

Tuesday, 28th May, 2024 03:00 PM – 04:30 PM

Mr. Arjun Panchal
Founder & Startup Coach at Startup Lifestyle Hub

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Activity: A session on "Clinical trials and certification required in the healthcare industry" by Mr. Deepak Bagde, Founder & Head CRO, Bion Clinical under Saamarthya 2.0 for post MVP and revenue-generating startups.

Date: 3 June 2024

Mode: Virtual

Beneficiaries: 20

Poster:

The poster features a dark blue background with a futuristic, glowing grid pattern. At the top, logos for IIHMR University, IIHMR Foundation, and IIHMR Startups are displayed. The main title "SAAMARTHYA 2.0" is in large white letters, followed by "A Session on Clinical trials and certification required in the Healthcare industry" in yellow and white. Below this, the date and time "Monday, 03rd June, 2024 03:00 PM – 04:00 PM" are shown. A central image of Mr. Deepak Bagde, a man in a light blue suit, is featured. A yellow banner at the bottom identifies him as "Mr. Deepak Bagde, Founder & Head CRO- Bion Clinicals". At the very bottom, social media icons for Facebook, LinkedIn, and X are shown, along with the website "www.iihmrstartups.com".

IIHMR UNIVERSITY IIHMR FOUNDATION IIHMR STARTUPS
A Unit of IIHMR Foundation

SAAMARTHYA 2.0
A Session on
Clinical trials and certification required in
the Healthcare industry

Monday, 03rd June, 2024 03:00 PM – 04:00 PM

Mr. Deepak Bagde
Founder & Head CRO- Bion Clinicals

Follow us on: www.iihmrstartups.com

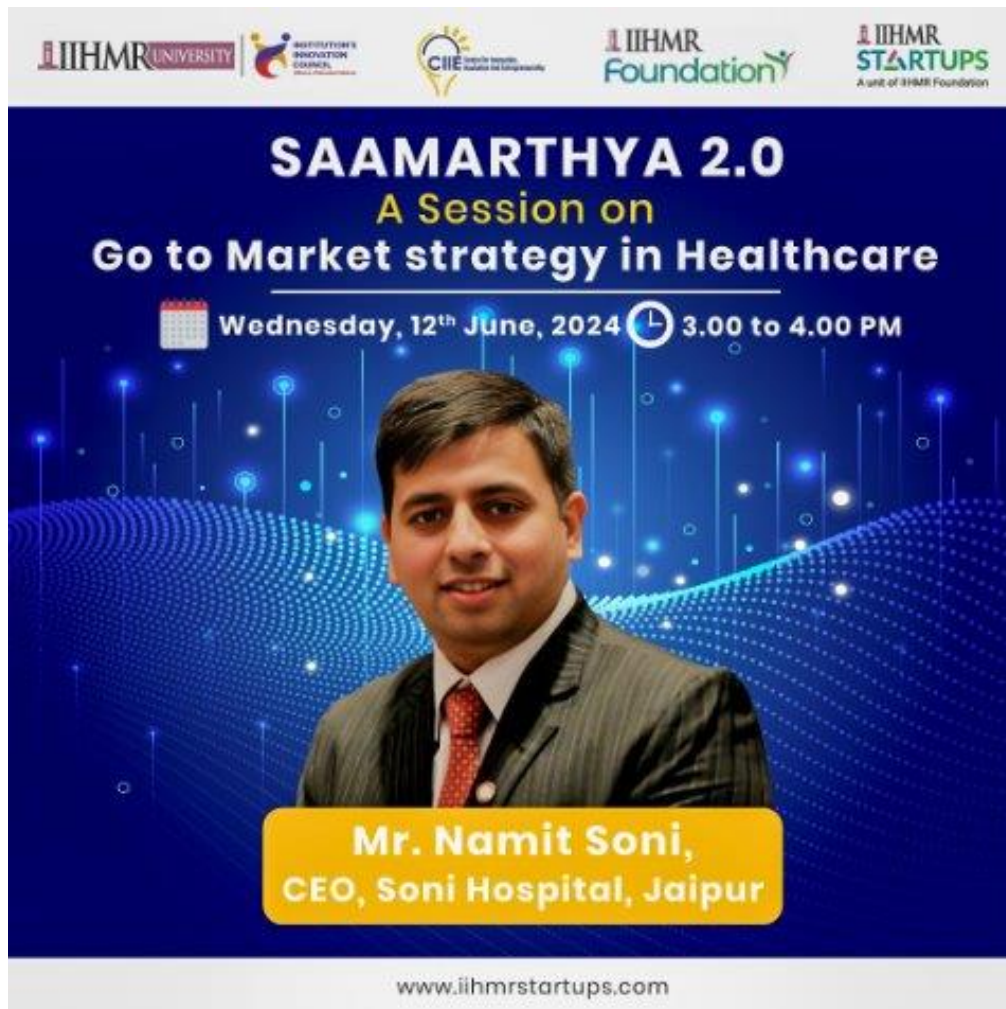
Activity: A session on "Go to Market Strategy in Healthcare" by Mr. Namit Soni, CEO, Soni Hospital, Jaipur under Saamarthya 2.0 for post MVP and revenue-generating startups.

Date: 12 June 2024

Mode: Virtual

Beneficiaries: 20

Poster:



Activity: A session on "Digital Marketing & UI/UX" by Ms. Neha Agarwal, Founder, Digi Acai under Saamarthya 2.0 for post MVP and revenue-generating startups.

Date: 21 June 2024

Mode: Virtual

Beneficiaries: 20

Poster:



Activity: A 2 days hackathone in collaboration with Jupiter, Belong Education and JKLU to promote entrepreneurship and the tech ecosystem. 150 people participated, including working professionals.

Participants showcased their innovative ideas and technical prowess, competing for the top spot. The winners not only received a cash prize but also earned an incredible opportunity to work with Jupiter, a leader in the Fintech industry.

Date: 22 June 2024

Mode: Virtual

Beneficiaries: 200

Poster:



Activity: A session on "Brand Positioning & Content Marketing for B2B & B2C startups" by Mr. Anuj Agarwal, Founder, C Better under Saamarthya 2.0 for post MVP and revenue-generating startups.

Date: 28 June 2024

Mode: Virtual

Beneficiaries: 20

Poster:

The poster is for a virtual session titled "SAAMARTHYA 2.0: A Session on Brand Positioning & Content Marketing for B2B & B2C startups". It features a portrait of Mr. Anuj Agarwal, Founder of C Better, against a blue background with digital patterns. The session is scheduled for Friday, 28th June, 2024, from 03:00 PM to 04:30 PM. Logos for IIMHR University, IIMHR Foundation, and IIMHR Startups are at the top. Social media links and the website www.iihmrstartups.com are at the bottom.

SAAMARTHYA 2.0
A Session on
Brand Positioning & Content Marketing for
B2B & B2C startups

Friday, 28th June, 2024 03:00 PM – 04:30 PM

Mr. Anuj Agarwal
Founder- C Better

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