



About SU Incubation Cell

The main objective and mission of the Incubation Cell, Sushant University is to ensure that all innovations, improvements and developments thought of or put forth, must eventually bring about a change in the students' outlook, in their thinking and must ultimately bring about a transformation that directly or indirectly brings in value and proves to be beneficial to the society and to the mankind.

This will entail:

- a. Obtaining grants and endowments – from the private sector or from the government.
 - b. Expanding the reach of the students and making them capable of a profound study in the field of research, examination and exploration
 - c. To be in tandem with the industry to ensure that all actions are directed towards the needs and wants of the various industries, domains and towards the different sectors of the Indian economy.
- The requisite area of the establishment and the commissioning of the incubation cell as well as space for providing training and interaction with the students is available within the university premises

About INCUBE – A Trans- Disciplinary Certificate Course (Curated for Students of Sushant University) by Incubation cell Sushant University

Incubation Centre at Sushant University has been offering Trans- Disciplinary Course by the name of INCUBE which is offered to the students across different schools wherein students through case studies, meet with entrepreneurs' session and industry visits get to know about the basics of Entrepreneurship.

Students who are keen to start their own venture or need connects with MSME, Funding agencies gets benefitted from this course. The idea is to brainstorm on a problem identified and convert it to a business proposition.

The members of the incubation cell who are also the field experts in their own area guide/handhold students throughout their journey and provide constructive Feedback/ideas which will help their business to grow.

The specially curated syllabus for the same covers all the pre-requisites including market research ideas to validate the business idea, Unit economics and everything related to cost and key terminologies, coming up with proof of concept, funding and financing options, Legal and ethical considerations and Negotiation skills.

Students (who would like to take their ideas forward and convert their dream into business) will be mentored by the team of Experts till the pre incubation stage.

LIST OF ACTIVITIES/EVENTS ORGANIZED BY SUICC

YEAR - 24-25

1. Startup Idea Session
2. INDIA's Emerging Quality Revolution
3. Mastering Entrepreneurship: A Strategic Guide for Future Business Leaders
4. Internal Hackathon 2024 Report
5. Visit to Footwear Park Association, Bahadurgarh
6. "NIRMAAN" Business Plan Competition

YEAR - 25-26

1. NIRMAAN" 2.0 Business Plan Competition
2. World Creativity & Innovation Day
3. Event - National Technology Day
4. **Workshop on Raising Capital and Managing Finance for Startups**
5. **World Intellectual Property Day – Series of Guest lectures**
6. Basics of Intellectual Property Rights and its Importance for Innovators and Entrepreneurs
7. Qalakriti Website Designing Artwork Company by Students of Design and Engineering

Incubation Activity 1 – STARTUP IDEA SESSION - Incubation cell aims to develop an ecosystem for aspiring entrepreneurs having innovative and executable ideas with both commercial value and positive impact on society. Young Aspiring Entrepreneurs of Sushant University have presented their ideas in front of the Incubation Cell, comprising of members with expertise in their respective multi-disciplinary domains. The ideas were analyzed by the members of the cell from scalable business perspective

Students received suggestions from incubation cell members and expert guidance from Mr. Neeraj Kaul, External Advisor to Incubation Cell.

Now the students are going to submit a formal proposal to the SU Incubation Cell for the evaluation.

Pictures



INTERNAL HACKATHON 2024

Date: September 10, 2024

***Venue: Room No. 221B, D Block,
Sushant University***

***Organized by: Incubation Cell,
Sushant University, in collaboration
with the School of Engineering and
Technology (SET)***

The Internal Hackathon 2024, organized by the Incubation Cell in collaboration with the School of Engineering and Technology (SET), took place on September 10, 2024, in Room No. 221B, D Block, Sushant University. The event was designed to foster innovation, creativity, and problem-solving skills among students, with 54 participants across 8 teams from both undergraduate and postgraduate programs.

The hackathon was inaugurated with a welcome address by Prof. Antim Dev Mishra, the SPOC for Smart India Hackathon (SIH) 2024, who highlighted the importance of innovation in solving real-world problems. Dr. Bharat, Dean of SET, officially inaugurated the event, encouraging participants to think outside the box and create impactful solutions.



Key Highlights:

The participants were tasked with developing innovative solutions to technical problems within a fixed timeframe. The event provided a platform for students to showcase their technical acumen, problem-solving abilities, and teamwork skills. The participants were judged by a panel of esteemed faculty members, including:



1. Dr. Schine Datt – School of Design, Sushant University
2. Dr. Rinky Ahuja – SET, Sushant University
3. Dr. Dinesh Rai – SET, Sushant University

The teams presented their solutions, followed by detailed discussions with the jury. The jury panel provided insightful feedback, highlighting the innovative approaches taken by the participants and offering suggestions for further development.

Conclusion:

The Internal Hackathon 2024 successfully achieved its goal of promoting teamwork, creativity, and innovation among students. It reinforced Sushant University's commitment to fostering an environment of academic and creative excellence. The event concluded with a group photograph, symbolizing the collaborative spirit and teamwork that defined the day.



The Incubation Cell and SET look forward to hosting more such events to continue nurturing innovation and providing students with opportunities to apply their skills in real-world scenarios.

MASTERING ENTREPRENEURSHIP: A STRATEGIC GUIDE FOR FUTURE BUSINESS LEADERS

Date: October 1, 2024

Venue: Auditorium D-421, Sushant University

Organized by: School of Business's Entrepreneurship Club & Incubation Cell

Guest Speaker: Ms. Vanya Goel, Co-founder of Pitchnhire

On October 1, 2024, the School of Business's Entrepreneurship Club, in collaboration with the Incubation Cell, successfully hosted an inspiring guest lecture titled “Mastering Entrepreneurship: A Strategic Guide for Future Business Leaders” in the university's Auditorium D-421. The session featured the esteemed Ms. Vanya Goel, co-founder of Pitchnhire, who shared invaluable insights on navigating the complex and competitive world of entrepreneurship.

The event saw active participation from students, faculty, and aspiring entrepreneurs eager to learn from Ms. Goel's journey and expertise. Throughout her engaging talk, she covered essential

The poster is for an event titled "Mastering Entrepreneurship: A Strategic Guide for Future Business Leaders". At the top, it features logos for Sushant University (sourcing high), a stylized smiley face logo, SICC (Sushant Institute for Career & Leadership Development), and the SU Incubation cell Sushant University logo. The main title is "Mastering Entrepreneurship: A Strategic Guide for Future Business Leaders". Below this, it lists "Key Takeaways:" with five bullet points: "Scaling Your Business", "Failure and Resilience", "Managing Growth Challenges", "Leadership and Vision", and "Sustainable Business Models". A circular photo of Ms. Vanya Goel is shown next to the text "GUEST SPEAKER : VANYA GOEL" and "co-founder-pitchnhire". The event details are listed: "TIME: 2 PM TO 4 PM", "DATE: 1ST OCTOBER", and "Venue: Sushant University, D-421". At the bottom, there is a red banner with "FOR INQUIRIES" and contact information for ABHISHEK YADAV (President, Entrepreneurship Club, Mob No-8178736508) and MANJOT KAUR (Vice President, Entrepreneurship Club).



strategies for scaling businesses, overcoming failure, and leading with vision. Key topics discussed included:

- Scaling Businesses Effectively: Strategies to expand and scale operations without losing quality or control.
- Overcoming Failure with Resilience: How to turn setbacks into learning experiences and grow stronger.
- Managing Growth Challenges: Navigating the growing pains associated with business expansion.
- Leadership and Vision: The importance of clear leadership and long-term vision in entrepreneurship.
- Developing Sustainable Business Models: Building businesses that thrive in the long run while maintaining ethical and financial sustainability.
- Retaining Customers and Ensuring Satisfaction: Techniques for keeping customers loyal and happy, ensuring sustained success.

Ms. Goel's interactive and motivational talk inspired attendees to embrace failure as a stepping stone to success and to lead with confidence. The session was followed by an interactive Q&A segment where students had the opportunity to seek personalized guidance on their entrepreneurial ventures.

The event was a huge success, leaving attendees feeling empowered with actionable strategies and a renewed passion for entrepreneurship.

Special Thanks To:

- Ms. Vanya Goel for her insightful session and inspiring journey.
- The Entrepreneurship Club and Incubation Cell for their flawless coordination in making the event possible.

The School of Business looks forward to hosting more such impactful events, further nurturing the next generation of innovative business leaders.



VISIT TO FOOTWEAR PARK ASSOCIATION, BAHADURGARH

Date: October 22, 2024

Organized by: Incubation Cell, Sushant University

Location: Footwear Park Association, Bahadurgarh (Under the Ministry of MSME)

On October 22, 2024, the Incubation Cell of Sushant University organized an enriching educational visit to the Footwear Park Association in Bahadurgarh, a key initiative under the Ministry of MSME (Micro, Small, and Medium Enterprises). The visit aimed to provide students with firsthand exposure to the footwear manufacturing industry and an understanding of the critical role MSMEs play in India's economy.

A poster for an industrial visit. The top half features a photograph of a modern footwear manufacturing factory with rows of automated machines. The bottom half is a white text box with a blue border. It contains the title 'INDUSTRIAL VISIT OPPORTUNITY' in bold blue letters. Below the title, it states: 'The Incubation Cell of Sushant University invites you to a valuable industry visit at Footwear Park Association under the Ministry of MSME, Government of India.' The poster is divided into four sections: 'Location' (Plot No. I-1, HSIIDC, Sec-4B, Bahadurgarh, Haryana - 124507), 'When' (22nd October 2024, 9AM onwards), 'Why attend' (Interact with MSME experts, Learn about funding opportunities, Explore the footwear industry), and 'Contact us' (Dr. Swati Shrivastava, +919717009234). There are also icons for a location pin, a calendar, a person, and social media symbols.

Sushant University
Incubation cell
Sushant University

INDUSTRIAL VISIT OPPORTUNITY

The Incubation Cell of Sushant University invites you to a valuable industry visit at Footwear Park Association under the Ministry of MSME, Government of India.

Location
Plot No. I-1, HSIIDC,
Sec-4B, Bahadurgarh,
Haryana - 124507

When
22nd October 2024
9AM onwards

Why attend
Interact with MSME experts
Learn about funding
opportunities
Explore the footwear
industry

Contact us
Dr. Swati Shrivastava
+919717009234

The group was divided into two teams to ensure effective engagement and personalized learning experiences. The students toured the factory floor, observing the various stages of the footwear production process, including:

- Designing: The initial concept phase of footwear creation.
- Cutting: Precise cutting of raw materials like leather, fabric, and rubber.
- Stitching: The assembly of individual parts to form the final product.
- Quality Control: Rigorous checks to ensure product durability and comfort.

In addition to the factory tour, students had the opportunity to interact with the factory's management team and skilled workers. These discussions offered valuable insights into:



- Technological advancements used in production processes.

- Supply chain operations, including sourcing raw materials and distribution channels.

- The support provided by the government to MSMEs, including funding, training, and infrastructure development.

Key Learnings and Takeaways:

The visit proved to be a highly interactive and insightful experience for the students, providing a closer look at the operational challenges and opportunities in the footwear manufacturing sector. It inspired students to think about:

- Innovative solutions for production challenges.

- The role of technology in streamlining processes.

- Entrepreneurial opportunities within the MSME sector.

Students left the visit feeling motivated and excited about potential entrepreneurial ventures in the footwear industry and other MSME-related sectors. The practical exposure not only enhanced their knowledge but also deepened their appreciation for the manufacturing industry's importance in the broader economic landscape.

Conclusion:

The educational visit to the Footwear Park Association was a resounding success, offering students valuable insights into both the technical and business aspects of footwear manufacturing. It highlighted the opportunities in the MSME sector and encouraged students to explore innovative and entrepreneurial pathways within this vital industry.



INDIA'S EMERGING QUALITY REVOLUTION

Date: October 1, 2024

Time: 10:30 AM – 11:30 AM

Venue: Auditorium D-421, Sushant University

***Organized by: School of Business,
School of Engineering & Technology,
School of Law***

***Guest Speaker: Dr. Ravi K. Roy,
Director, W. Edward Deming Quality,
Innovation, and Leadership
Incubator, Southern Utah University
(SUU), USA***

On October 1, 2024, Sushant University hosted a session on "India's Emerging Quality Revolution: Innovation and Prosperity in the Market". The event, organized by the School of Business, School of Engineering & Technology, and School of Law under the Sushant University Incubation Cell, featured Dr. Ravi K. Roy as the keynote speaker.



Dr. Roy shared his insights on how quality management and innovation can drive prosperity in India's growing market. He emphasized the importance of integrating Deming's principles for management and leadership to foster innovation and operational excellence. He also discussed the challenges and opportunities facing India's industries and the role of quality leadership in global competitiveness.

The session saw active participation from students, faculty, and industry professionals who engaged in a lively Q&A on applying these concepts in business, engineering, and law sectors.

Key takeaways included the need for quality-driven innovation, leadership in quality, and adaptation of global standards to local contexts for sustainable growth. The event was an enriching experience, setting the stage for future initiatives that bridge quality, innovation, and leadership for India's global economic success.

Acknowledgements:

We thank Dr. Ravi K. Roy for his valuable insights and the organizing teams for making the event a success.

"NIRMAAN" BUSINESS PLAN COMPETITION

In alignment with the mission of employment generation as envisioned by the Honorable Prime Minister, the "NIRMAAN" business plan competition at Sushant University epitomized the spirit of innovation and entrepreneurship. Emphasizing the need for incubation, fostering new ideas, and transforming individuals into job creators rather than job seekers, the event resonated with the broader vision of India as a Vishwa Guru by the year 2047. With a focus on generating employment for society, "NIRMAAN" aimed to cultivate a culture of entrepreneurship and drive economic growth through innovative business solutions by young minds. Where Sushant University played host to the exhilarating business plan competition, "NIRMAAN," on April 27th, drew attention from across universities and schools highlighting the vibrancy of India's entrepreneurial ecosystem.

The poster for the NIRMAAN Business Plan Competition features the Sushant University logo at the top left and the School of Business logo at the top right. The title "NIRMAAN Business Plan Competition" is prominently displayed in the center. Below the title, it states "Registrations Open!!" and "In Partnership With" followed by the AVALYTIX logo. A registration link is provided: <https://forms.gle/chWbPWA2vqJFGpuh9>. The poster also highlights "Attractive Cash Prizes" with images of three trophies and their respective amounts: 7,000, 10,000, and 4,000. A QR code labeled "SCAN FOR PAYMENT" is located at the bottom left. Contact details for the organizers are listed at the bottom right. A motivational quote, "Don't just dream it, pitch it!", is placed above a colorful geometric design consisting of several triangles in various colors (pink, orange, yellow, green, blue, purple) arranged in a circular pattern.

Sushant University
soaring high

School of Business

Registrations Open!!

NIRMAAN
Business Plan Competition

Don't just dream it, pitch it!

In Partnership With

AVALYTIX

Registration Link-
<https://forms.gle/chWbPWA2vqJFGpuh9>

Attractive Cash Prizes:

7,000 10,000 4,000

SCAN FOR PAYMENT

Contact Details:
Ripun Bhardwaj - 9310678275
Sagar Gupta-9871264996
Teesha Kalra- 8448813167
Lavanya Jaswal - 9625366266

With participation from 18 universities and colleges, and over 50 students eager to unveil their start-up visions, "NIRMAAN" was a testament to the enthusiasm and creativity of India's youth. Each team meticulously crafted and passionately pitched their unique business ideas to a panel of three external judges, renowned for their expertise in the field. Under the visionary leadership of Vice Chancellor Professor (Dr) Rakesh Ranjan, Sushant University reaffirmed its commitment to academic excellence and holistic development. Dr. Ranjan's words of encouragement resonated

with the students, inspiring them to unleash their creativity and offering unwavering support from the university.

Pro-Vice Chancellor and Registrar Dr. Sanjeev Kumar Sharma underscored the significance of industry integration and global collaboration, emphasizing the real-world relevance of entrepreneurial ventures. Prof. Vijay Anand Dubey, as a forever guiding light, the associate dean of SOB, his vision and leadership inspired the organizing team and participants alike, fostering an environment conducive to innovation and

excellence. Behind the scenes, a dedicated team of faculty event drivers, comprising Dr. Deepti, Dr. Swati, Ms. Neha, and Dr. Richa, meticulously orchestrated the competition's logistics, ensuring flawless execution and an enriching experience for all participants.

As the event concluded, participants departed with newfound inspiration and a renewed sense of purpose, ready to embark on their entrepreneurial journeys and contribute to the growth and prosperity of the nation.



Recent Incubation cell Events

2025-26

The Sushant University Incubation Cell has continued to strengthen the culture of innovation and entrepreneurship by organizing a wide range of activities focused on ideation, startup development, industry exposure, and skill enhancement. During the academic year, the Incubation Cell conducted the following initiatives:

- Demo Day & Idea Showcase for student innovators to present and validate their startup ideas.
- Innovation & Entrepreneurship Outreach Program in Schools to promote entrepreneurial awareness among school students.
- AI & Innovation Sprints: Rapid Prototyping Workshop on leveraging AI for developing innovative solutions.
- Expert Talk on Innovation Development & Technology Readiness Levels (TRL) by industry experts.
- Workshop on Sales and Marketing for Startups covering branding, customer acquisition, and market strategies.
- Inter/Intra Institutional Innovation Hackathon & Idea Challenge to encourage interdisciplinary problem-solving and innovation.
- Awareness Workshop on Entrepreneurship as a Career introducing students to startup opportunities and government support schemes.
- "My Story" Motivational Session by Entrepreneurs, where founders shared their entrepreneurial journeys and experiences.
- Workshop on AI & Industry 4.0 Tools focusing on emerging technologies and their applications in business.
- Session on Intellectual Property Rights (IPR) highlighting patents, copyrights, trademarks, and innovation protection.
- Problem–Solution Fit Workshop to help students identify real-world problems and develop customer-centric solutions.
- Business Model Development Session introducing participants to the Business Model Canvas and startup planning.

In addition to these on-campus initiatives, the Incubation Cell organized an educational visit for students to the IIT Roorkee E-Summit (February 2026), where participants interacted with entrepreneurs, startup founders, investors, incubators, and industry experts, gaining valuable exposure to India's startup ecosystem.

Further adding to the Cell's achievements, Anaya Bansal, President of the Incubation Cell, was selected as an IIT Bombay Campus Ambassador Intern, representing Sushant University in

national-level entrepreneurship outreach initiatives. Through these activities, the Incubation Cell continues to empower students with practical knowledge, industry exposure, leadership opportunities, and the entrepreneurial mindset required to build impactful and sustainable ventures.

