



MTI-HUB NEWSLETTER

APRIL 2025

ONE DAY CAPACITY BUILDING PROGRAM ON BUSINESS DEVELOPMENT STRATEGIES WITH THEME : THE ULTIMATE E-COMMERCE REVOLUTION

3rd April, 2025

Manipur Technology Innovation Hub (MTI-HUB) organized a highly engaging and practical **One Day Capacity Building Program on Business Development Strategies** on 3rd April 2025 at MTI-HUB, Imphal. Themed **“The Ultimate E-commerce Revolution: From Zero to Lakhs - Start, Dominate & Scale Online”**, the program focused on unlocking the vast potential of e-commerce for aspiring entrepreneurs, innovators, and existing startups.

The session was led by **Mr. Denil Moirangthem, Co-Founder & CEO of The Vstyle**, who shared his personal entrepreneurial journey and growth strategies that turned his startup into a successful brand in the online marketplace. With a keen understanding of digital trends and consumer behavior, Mr. Moirangthem delivered an insightful and motivating session that covered both foundational and advanced topics in e-commerce.



KEY TOPICS COVERED:

- Powerful combination of **E-commerce + Digital Marketing**
- Strategies for **Brand Building** and customer trust
- **Dropshipping model:** Risk-free startup method with minimal capital
- **Pricing strategies** tailored to product positioning and target audience
- Discovering **viral product formulas** that sell fast and grow organically
- Designing and running **effective online ads** using **Meta** and **Google Ads**
- **Automation tools** for managing customer engagement and orders
- **Content Marketing** for sustained brand engagement
- Comparing **Inventory vs. Zero-Inventory Models**
- Choosing **high-profit, fast-moving products**
- **Basic must-knows** before starting an online business



DISCUSSION & PARTICIPANT INTERACTION:

The session witnessed lively interaction and enthusiastic participation from the attendees throughout the day. Participants actively engaged with the speaker during key topic segments, particularly during discussions on dropshipping, ad strategies, and pricing models. Many attendees shared their own product ideas—from handmade crafts and food items to fashion accessories—and sought validation on their scalability and market potential. Mr. Denil Moirangthem provided individual feedback, offering practical suggestions on how to position their products, select the right platforms, and identify target customer segments.



The session received overwhelmingly positive feedback from around **60 participants** for being highly practical, relatable, and action-oriented. The training has sparked new business ideas and motivated many participants to immediately begin working on their e-commerce ventures.



5-DAYS BOOT CAMP TRAINING PROGRAMME ON “CONSTRUCTION OF AUTONOMOUS MULTIROTOR UAV FOR OBSTACLE AVOIDANCE” EXCLUSIVE FOR GIRLS / WOMEN

7th - 11th April, 2025

The **Manipur Technology Innovation Hub (MTI-HUB)**, in association with the **National Institute of Electronics & Information Technology (NIELIT)**, Imphal, successfully conducted a **5-Day Boot Camp Training Programme on “Construction of Autonomous Multirotor UAV for Obstacle Avoidance”** exclusively for girls and women. The training was held from **7th to 11th April 2025 at MTI-HUB**, IT Park, Mantripukhri, Imphal, Manipur, with **35** enthusiastic participants.

This unique initiative aimed to inspire and equip women with technical skills in drone technology, particularly in the area of autonomous UAV construction and programming.

Resource Persons:

- **Thockchom Chitaranjan**, Technical Officer (TO), Department of Drone Electronics, NIELIT Imphal
- **Salam Surjit Singh**, Project Associate (PA), Department of Drone Electronics, NIELIT Imphal



SPECIAL GUESTS – INAUGURAL SESSION:

Dr. Yumnam Jayanta Singh **Executive Director, NIELIT Imphal**

Dr. Jayanta's keynote was filled with motivation, encouragement, and vision, especially directed toward the women participants, whom he warmly applauded for stepping into a field often perceived as male dominated. He recognized their enthusiasm as a sign of progressive change and a move toward more gender-inclusive technology sectors.



Dr. Maibam Aken Singh **Faculty Member, Dhanamanjuri** **University (DMU)**

Dr. Aken delivered an insightful and inspiring address, focusing on the transformative potential of UAV technology for youth and students. He highlighted how the world is rapidly moving towards automation and smart technologies, and how drone technology is emerging as a critical skill area with immense potential across various sectors.



TOPICS COVERED DURING THE BOOTCAMP :

Throughout the boot camp, participants engaged in a comprehensive curriculum that combined theoretical knowledge with practical application. The training encompassed:

- **Fundamentals of UAVs:** Understanding the components and design principles of drones.
- **Hands-on Assembly:** Building multirotor UAVs and conducting preliminary component testing.
- **Simulation-Based Training:** Utilizing software tools for flight simulations and mission planning.
- **Real-Time Flight Exercises:** Operating drones in real-world scenarios to grasp autonomous flight modes.
- **Obstacle Avoidance Demonstrations:** Implementing and observing drones' capabilities to navigate around obstacles autonomously.
- **Entrepreneurial Guidance:** Exploring opportunities for innovation and support provided by MTI-HUB.



HANDS-ON PRACTICAL DEMONSTRATIONS:

Participants actively engaged in:

- **Assembling drone components.**
- **Performing simulated test flights using drone simulation software.**
- **Real-time field flying of UAVs**
- **Demonstrating autonomous navigation and obstacle avoidance capabilities**
- **The hands-on sessions empowered participants with functional skills and confidence to independently operate and program multirotor drones.**



VALEDICTORY SESSIONS :

Smt. Victoria Yengkhom, IPS Commandant, 2nd Manipur Rifles

During the valedictory session, she lauded the determination of women stepping into male-dominated tech spaces and shared words of encouragement for participants to pursue further training and leadership roles in technology and governance.



Smt. Nejolata Haobijam Chief Manager, Bank of Baroda, Imphal Branch

She spoke on financial independence through innovation and discussed how women can access funding and banking support to turn their technical skills into businesses.



Lt. Col. Langam Ranjana Devi Administrative Officer, National Cadet Corps (NCC)

She inspired participants with her journey in defense services and motivated them to integrate discipline with innovation to serve both self and society.

She also called upon participants to combine discipline, technical skills and patriotism to serve the nation in unique ways, including through innovations in defense and surveillance applications. She emphasized that women have an equally vital role to play in strengthening the country's technological capabilities.



The program concluded with a certificate distribution ceremony, where all **35 participants** were awarded certificates in recognition of their successful completion of the boot camp. The special guests felicitated the trainees, acknowledging their efforts and encouraging them to continue their journey in drone-based innovation. The boot camp was a milestone event toward empowering women in emerging technologies.



BUSINESS IDEA COMPETITION 2025 DURING MANFETE

25th April, 2025

The **Business Idea Competition 2025**, a flagship entrepreneurial event under the banner of **MANFETE**, was successfully conducted on **April 25, 2025**, at Manipur University. The event was jointly organized by **Manipur Institute of Management Studies (MIMS)** and **Manipur Technology Innovation Hub (MTI-HUB)**, which served as the official **Knowledge Partner** for the competition.

The primary objective was to inspire innovation and provide a platform for students, early-stage startups, and aspiring entrepreneurs across the region to showcase their business ideas, receive expert feedback, and gain access to resources to convert their ideas into viable ventures.

As the Knowledge Partner, **MTI-HUB** played a critical role in the successful conceptualization, planning, and execution of the Business Idea Competition. Key contributions included:

- **Program Design Support:** Assisted in the structure of the competition, evaluation parameters, and mentor connect.
- **Expert Panel Participation:** Provided resource persons and startup mentors as part of the judging panel and mentoring session.
- **Outreach & Promotion:** MTI-HUB helped amplify the competition through its extended startup and academic networks in the region.
- **Logistical & Coordination Support:** Supported backstage execution and logistics during the pitch session on April 25, 2025.



In a significant move to promote entrepreneurship in the region, **MTI-HUB** extended free incubation support to all finalist startups of the Business Idea Competition. This includes:

- **Access to MTI-HUB Incubation Facility**
- **Mentorship and Guidance** from in-house and external domain experts
- **Support for Company Formation** and regulatory compliance
- **Opportunity to Avail Grant/Funding Opportunities** via state and national schemes
- **Networking and Exposure** to industry events, investor meets, and bootcamps



Winners of the Business Idea Competition 2025:

Winner - Extrive Innovations

- Recognized for their practical and scalable innovation, Extrive Innovations emerged as the top winner of the competition and received the cash prize of **₹1,00,000**, sponsored by Goertrip.

First Runner-up - Kongjenbam Nirmala Chanu

- An individual innovator with a strong and socially impactful idea, Nirmala Chanu secured the second position and impressed the jury with her presentation and clarity of purpose.

Second Runner-up - Antjoy Manufacturing Pvt. Ltd.

- With a compelling manufacturing-based business idea, Antjoy Manufacturing Pvt. Ltd. claimed the third spot with a solid value proposition and go-to-market strategy.



STARTUP SURGE MANIPUR: Unlocking Venture Capital Funding Opportunities & Potential for Startups through Manipur Startup Venture Fund (MSVF)

29th April, 2025

Manipur Technology Innovation Hub (MTI-HUB), in collaboration with **NEDFi Venture Capital Ltd.**, successfully organized a one-day intensive program titled **"STARTUP SURGE MANIPUR: Unlocking Venture Capital Funding Opportunities & Potential for Startups through Manipur Startup Venture Fund (MSVF)"** on **29th April 2025** at the MTI-HUB campus in Imphal.

The event aimed to create awareness and build capacity among early-stage startups and entrepreneurs of Manipur on venture capital funding opportunities available through the **Manipur Startup Venture Fund (MSVF)**.

The program began with a formal welcome and felicitation of the dignitaries and resource persons by the MTI-HUB team.



OPENING REMARK:

The event officially commenced with an Opening Remark by **Mr. Prasanta Kumar Talukdar, Deputy General Manager, NEDFi Venture Capital Ltd.** He highlighted NEDFi's growing role in supporting startups across the Northeast through venture funding and stressed the importance of structured funding opportunities like MSVF in building scalable businesses.



INAUGURAL ADDRESS:

Dr. R.K. Tombisana Singh, Joint Director, Planning Department, Government of Manipur, delivered the Inaugural Address. He emphasized the state government's ongoing commitment to foster innovation and entrepreneurship in Manipur and acknowledged MTI-HUB's role in catalyzing startup growth. He encouraged startups to leverage MSVF as a gateway to structured growth and sustainability.



TECHNICAL SESSIONS:

Session 1: Insight into Manipur Startup Venture Fund (MSVF) by Mr. Nickson Sharma, Investment Analyst, NEDFi Venture Capital Ltd.

Mr. Sharma provided a comprehensive presentation on the structure, objectives, eligibility, documentation, and application process of MSVF. He also shared key insights into what evaluators look for during the screening and funding assessment process.



Session 2: Compliance & Regulatory Aspects for Startups by Mr. Aayush Baid, Partner, SKPT & Co.

Mr. Baid delivered a detailed session on the legal and regulatory framework surrounding startups. Topics included company registration, GST, income tax, ROC filings, IPR protection, and compliance checklists for investment readiness.



Session 3: Startup Ecosystem and Investor Expectations by Mr. Prasanta Kumar Talukdar, DGM, NEDFi Venture Capital Ltd.

Mr. Talukdar offered valuable insights into the expectations of venture capital investors. He stressed the importance of problem-solution fit, scalability, market understanding, team strength, and financial discipline as key components of an investment-worthy startup.



ONE-ON-ONE SESSION AND Q&A:

The formal sessions were followed by exclusive one-on-one mentoring and Q&A sessions where startups had the opportunity to interact directly with the speakers. Entrepreneurs received personalized guidance on funding gaps, compliance issues, and how to improve their investor readiness.



The event concluded with a vote of thanks by the **MTI-HUB team**, expressing gratitude to all dignitaries, speakers, and participants. Special appreciation was extended to NEDFi Venture Capital Ltd. and the Planning Department, Government of Manipur, for their collaboration and continuous support.



Two-Day Capacity Building Workshop on Business Design and Knowledge-Based Startup

21st- 22nd April, 2025

The Research and Development Cell, Manipur University, in collaboration with the International Institute of Management Science, Kolkata, successfully organized a **Two-Day Capacity Building Workshop on Business Design and Knowledge-Based Startup** on 21st and 22nd April 2025 at Manipur University. The workshop was part of the ongoing efforts to strengthen the innovation and entrepreneurial ecosystem in the region by nurturing ideas and empowering aspiring entrepreneurs and academic researchers.

The workshop focused on critical aspects of business design thinking, ideation, innovation-led entrepreneurship, and the development of knowledge-based startups driven by research, local resources, and emerging technologies.



One of the key sessions of the workshop was delivered by **Dr. Rajiv Kangabam, Lead of Manipur Technology Innovation Hub (MTI-HUB)**, who was invited as a Key Speaker. Dr. Rajiv presented an informative and engaging talk on the topic **“Technology-Based Startups and Funding Opportunities in Manipur.”**



During his session, **Dr. Rajiv** highlighted the growing scope for technology-driven entrepreneurship in Manipur, touching upon sectors such as agritech, healthtech, cleantech, bio-based innovations, and IT-enabled services. He elaborated on how local problems can be solved through technological innovations and how such initiatives are gaining national attention when nurtured properly.

He further introduced the role of MTI-HUB in supporting budding entrepreneurs through:

- **Incubation and mentoring support**
- **Access to laboratory and prototyping facilities**
- **Linkages with government schemes and startup missions**
- **Support in registering for intellectual property and company formation**
- **Handholding for applying to funding schemes such as Startup Manipur, Startup India, DST, DBT, MeitY, RKVY-RAFTAAR, and others**

Dr. Rajiv also shared success stories of startups incubated at MTI-HUB, encouraging participants to explore similar paths and to think innovatively within their own research domains and local ecosystems.

Participants included research scholars, postgraduate students, faculty members, and aspiring entrepreneurs from various departments of Manipur University and other institutions. The interactive nature of the workshop and the regional relevance of the content made the sessions highly impactful and motivating for attendees.



Shajibu Cheiraoba Keithel 2025

10th - 14th April, 2025

To celebrate the essence of **Shajibu Cheiraoba**, the Meitei New Year, **Shajibu Cheiraoba Keithel 2025** was held from **10th to 14th April 2025** as a vibrant 5-day expo event. With the theme **“Support and Uplift Local Entrepreneurs. Together, Let’s Revive and Grow,”** the initiative aimed to provide a meaningful platform for local entrepreneurs to exhibit their products, connect with customers, and promote self-reliance in local economies.

Jointly organized by **Khut Saa, RVR Products, Chaokhat Khongthang Training Institute, and Fondi Beauty**, the event brought together a dynamic mix of startups, artisans, homegrown brands, and community-based enterprises.

OBJECTIVES :

- To empower and promote local entrepreneurs and indigenous startups.
- To create public awareness about supporting locally made products.
- To offer a marketplace for traditional and contemporary innovations from the region.



The event was graced by **Dr. Rajiv Kangabam, Lead, MTI-HUB, Mr. Lairenjam Niranjana Singh, Director & CEO, JCRE Skill Solutions, Mr. Roshini Kumar Yambem, Managing Director, Globizs Web Solutions Pvt. Ltd.** are the **Chief Guest** during the inaugural ceremony.



In his address, **Dr. Rajiv** emphasized the critical role of grassroots entrepreneurs and home-based industries in driving sustainable economic development in Manipur. He appreciated the collaborative efforts of the organizing teams and encouraged the participants to leverage such platforms to scale up their ventures and enhance market presence.

His presence inspired many young entrepreneurs and added momentum to the overall objective of promoting the local entrepreneurial ecosystem.



EVENT HIGHLIGHTS

- **Over 50+ local entrepreneurs and emerging businesses participated.**
- **Wide product range included:**
 - **Traditional Manipuri food, sweets, and snacks**
 - **Organic and herbal beauty products**
 - **Handloom textiles and handmade crafts**
 - **Agri-processed and eco-friendly products**
- **Live product demonstrations, interactive sessions with entrepreneurs, and cultural aesthetics enhanced the festive and engaging experience.**
- **The event served as a microcosm of innovation and tradition, drawing in a steady stream of visitors, families, and community leaders.**

Launch of Extrive Innovation's Exoskeleton Product at Imphal International Airport

10th April, 2025

Extrive Innovation, a promising incubatee under the **Manipur Technology Innovation Hub (MTI-HUB)**, officially launched its innovative **exoskeleton assistive device** at **Imphal International Airport**. This product has been specifically designed to support airport ground staff by reducing physical strain while carrying passenger luggage, ultimately enhancing efficiency and reducing risk of injury.

The launch event was held in the presence of **airport officials**, who acknowledged the potential of this indigenous solution in improving workplace ergonomics for airline and airport personnel. The exoskeleton is lightweight, user-friendly, and engineered to provide physical support during lifting and load-carrying tasks.

Dr. Rajiv Kangabam, Lead of MTI-HUB, participated in the launch event and lauded the efforts of the **Extrive Innovation** team for translating their idea into a practical solution addressing a real-world challenge. He highlighted MTI-HUB's role in providing incubation support, mentorship, and technical guidance to startups working on breakthrough innovations with local relevance.

This launch marks a key milestone for both **Extrive Innovation** and **MTI-HUB**, reinforcing the potential of Manipur's startups to contribute to industrial-grade innovations that can benefit public infrastructure and workforce welfare.



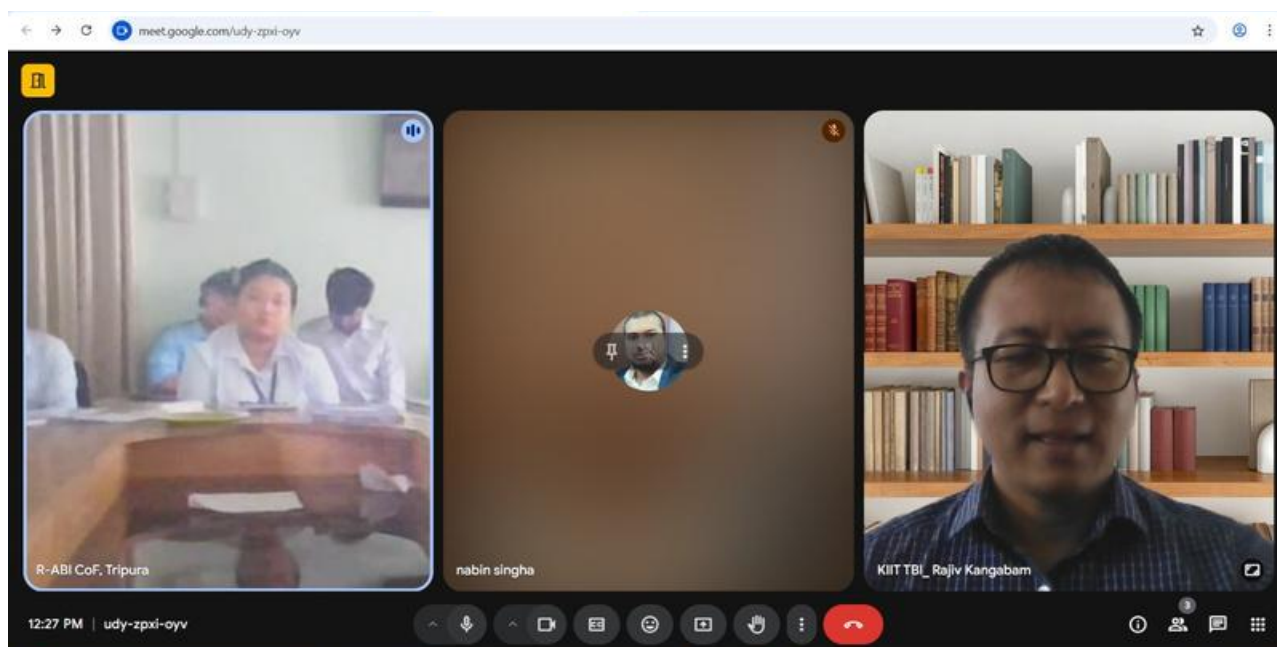
MTI-HUB at “Seed to Success: Agri-Startup Development Program” at Central Agricultural University

19th April, 2025

As part of its commitment to strengthening the agri-startup ecosystem in Northeast India, MTI-HUB participated in the **“Seed to Success: Agri-Startup Development Program”** organized by the **College of Fisheries, Central Agricultural University** on **19th April 2025** at its Lembucherra campus in Tripura.

Dr. Rajiv Kangabam, Lead, MTI-HUB, was invited as a key speaker for the session titled **“Innovating for Growth: Generating New Business Ideas in Agriculture and Allied Sector as a Startup.”** His talk focused on enabling aspiring agri-entrepreneurs to ideate, validate, and evolve scalable innovations based on local resources, market needs, and sustainable practices.

In his address, **Dr. Rajiv** emphasized the role of grassroots innovations, the integration of traditional knowledge with modern science, and the importance of institutional support systems such as incubators, mentors, and funding schemes. He also shared success stories of startups incubated at MTI-HUB that are working on value-added agri-products, sustainable aquaculture, and circular economy models.



The program witnessed participation from students, researchers, early-stage entrepreneurs, and agri-professionals, aiming to transition their ideas into viable startup ventures.



Webinar on Prakriti Incubation Launchpad for Sustainable and Circular Economy Startups from Manipur

30th April, 2025

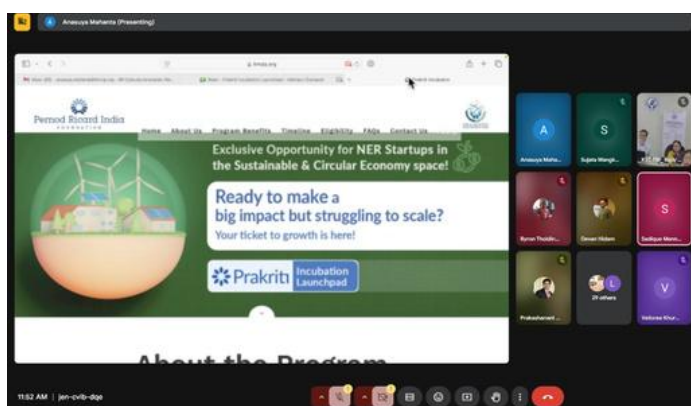
As part of its continuous effort to connect promising entrepreneurs from Manipur to national-level incubation and funding opportunities, MTI-HUB, in its role as an Ecosystem Partner, co-hosted an **Outreach Webinar on the Prakriti Incubation Launchpad on 30th April 2025**.

The Prakriti Incubation Launchpad is a flagship initiative by **Pernod Ricard India Foundation in collaboration with the IIM Calcutta Innovation Park (IIMCIP)**. It is designed to support startups working towards sustainability, environmental impact, and circular economy models—particularly those focused on solving challenges in waste management, sustainable agriculture, climate-resilient livelihoods, and green innovations.

The virtual outreach session aimed to inform and inspire early-stage entrepreneurs, innovators, and changemakers from Manipur and the Northeast region, encouraging them to apply for the program and benefit from the intensive support ecosystem.

MTI-HUB Lead Dr. Rajiv Kangabam, in his opening remarks, emphasized the critical role of sustainability-focused startups in the ecological and economic resilience of Manipur. He urged local innovators to leverage such platforms to scale their impact beyond regional boundaries.

The session featured a comprehensive overview of the program structure, eligibility criteria, benefits including seed funding, incubation, expert mentorship, and networking opportunities.



INCUBATEES HIGHLIGHT

MTI-HUB Startups Shine at Startup Mahakumbh - Bharat Innovates 2025

Two promising startups incubated at MTI-HUB — **Dieticare Tribal Essence Pvt. Ltd.** and **Nibiaa Devices Pvt. Ltd.** participated in the **Startup Mahakumbh - Bharat Innovates**, held from **3rd to 5th April 2025** at Bharat Mandapam, New Delhi.

Both startups showcased their innovative products and solutions across the three-day program, attracting attention from stakeholders across industries.

- **Dieticare Tribal Essence Pvt. Ltd.** presented its unique line of health and wellness products inspired by traditional tribal knowledge and natural resources from the Northeast, with a focus on dietary supplements and herbal infusions.
- **Nibiaa Devices Pvt. Ltd.** exhibited its cutting-edge sensor-based technologies and indigenous electronic devices aimed at solving real-world challenges through innovation and affordability.
- Notably, Nibiaa Devices Pvt. Ltd. was honored as one of the **winners of the Startup Maharathi under the Defence and Space Tech category**, a significant recognition of its contribution to India's strategic tech capabilities. This achievement not only highlights the potential of startups from Manipur but also demonstrates the quality of incubation support provided by MTI-HUB.



INCUBATEES HIGHLIGHT

Dianthe Pvt. Ltd., Interacts with Japanese Dignitaries in Assam

We are proud to share a significant moment for **Dianthe Pvt. Ltd.**, one of the innovative startups **incubated at MTI-HUB**, which had the esteemed opportunity to interact with **Mr. Fukushiro Nukaga, Speaker of the House of Representatives, Japan**, during his recent visit to Assam, India.

As part of this memorable occasion, Dianthe presented Mr. Nukaga with a curated dry flower bouquet, representing a thoughtful fusion of craftsmanship and culture. The dignitary graciously received the bouquet, holding it correctly by its base — a small but telling gesture of appreciation for the delicate artistry involved, as such creations are often unknowingly held by their fragile blooms.

This special interaction highlights Dianthe's mission to promote sustainable floral art and craftsmanship on global platforms, and reflects MTI-HUB's commitment to nurturing startups that blend innovation with cultural relevance.



WELCOME ABOARD



Onboarding New Startup **The Vstyle**



Onboarding New Startup **Extrive Innovation**



A preliminary trial of **Extrive's product** has also been conducted at **MTI-HUB** to assess its efficiency and effectiveness, with encouraging results.

EMINENT VISITORS



MTI-HUB team with officials of Department of Science and Technology, Government of Manipur



MTI-HUB team with officials of Grant Thornton Bharat LLP

UPCOMING EVENT



Department of
Information Technology
Government of Manipur



lamzing



BCKIC
Bhubaneswar City
Knowledge Innovation
Cluster Foundation

A ONE-DAY WORKSHOP ON POWER OF BUILDING A WEBSITE WHY EVERY STARTUP NEEDS A WEBSITE?

Start Smart. Get Found. Grow Faster.

Every big idea starts small – but without a website, your startup is invisible to most of your customers.

What Happens Without a Website?

- Your brand doesn't show up on Google
- Customers only find you on social media (if at all)
- You miss out on serious leads
- You look unprofessional and temporary
- No control over how your business is presented

Modern Websites Are Easy & Affordable

Thanks to AI-Powered tools, now:

- You don't need to code
- Your site is live in **48 hours**
- Fully optimized for **mobile + SEO**

Why a Website is a Game-Changer?

- Be visible 24/7 from anywhere
- Look professional and trustworthy
- Tell your story your way
- Allow easy customer contact and queries
- Get leads, bookings and online sales
- Show up on Google and Maps
- Link all your social profiles and promotions

Key Takeaways

- **Understand Why a Website Matters**
- **Discover Cost-Effective Website Solutions**
- **Build a Strong Digital Foundation**
- **Learn How to Get Found Online**
- **Networking and Handholding**

Date: 10th June, 2025

Time: 11:00 AM - 2:00 PM

Venue: MTI-HUB, IT Park, Mantripukhri, Manipur

Registration Fee :

₹ 200/-

SCAN TO REGISTER

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Manipur Information Technology Park, Mantripukhri,
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E-Mail : info@mtihub.in Website : www.mtihub.in



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