



Department of
Information Technology
Government of Manipur



BCKIC
Bhubaneswar City
Knowledge Innovation
Cluster Foundation



MTI-HUB NEWSLETTER

OCTOBER, 2024



MANIPUR TECHNOLOGY INNOVATION HUB

MTI-HUB STARTUP IDEATION PROGRAM ON HOW TO PITCH A WINNING IDEA **4TH OCTOBER, 2024**

The **MTI-HUB Startup Ideation Program on How to Pitch a Winning Idea** was successfully conducted on **4th October 2024** at **MTI-HUB, Imphal**. The program aimed to help aspiring entrepreneurs effectively communicate their innovative ideas to stakeholders such as investors and mentors. It featured a mix of expert sessions, interactive activities, and networking opportunities.

Objective:

- To guide participants in articulating their startup ideas effectively.
- To provide a framework for building compelling pitch decks.
- To enhance participants' confidence and presentation skills.
- To foster a deeper understanding of investors' expectations.



The event commenced with a welcome address by the **Dr. Rajiv Kangabam, Lead, MTI-HUB**, who stressed the significance of clear and impactful communication for startups.

He also shared the overview and objective of the MTI-Hub highlighting the importance of the Technology Business Incubator in the state of Manipur.

Mr. Okram Premjit Singh, Founder, Maiyon Agro LLP, Grantee of BIRAC BIG, BIRAC SBIRI, RKVY-RAFTAAR, Startup Manipur, Winner CSIR Ideation Challenge, Jhorat was the resource person who have presented on **How to pitch a winning startup idea**.

Key topics includes :

- **Problem statement**
- **Value proposition**
- **Market opportunity**
- **Revenue model**
- **Competitive landscape**
- **Team expertise**



The program featured an engaging Q&A session where participants addressed their queries to the expert. Questions ranged from how to tailor pitches for different audiences, to overcoming challenges in pitching to investors. The expert shared actionable advice and real-world examples, ensuring participants left with a clearer understanding of practical pitching strategies.



The MTI-HUB Startup Ideation Program on **"How to Pitch a Winning Idea"** was a significant step towards creating a robust entrepreneurial culture in Manipur. The program not only equipped participants with the tools to pitch effectively but also inspired them to pursue their entrepreneurial ambitions with greater confidence. MTI-HUB remains committed to nurturing innovative ideas and providing unwavering support to entrepreneurs on their journey to success.



MTI-HUB INNOVENTURE : STARTUP PITCH CHALLENGES

17TH, 18TH & 19TH OCTOBER, 2024

The **MTI-HUB INNOVENTURE: Startup Pitch Challenges 2024** was successfully held from **17th to 19th October 2024** at the **Manipur Technology Innovation Hub (MTI-HUB), Imphal**. The event aimed to identify, nurture, and support innovative startup ideas across diverse sectors, providing a platform for budding entrepreneurs to showcase their business concepts and gain valuable feedback from industry experts.

Objectives :

- **Promote entrepreneurship and innovation in Manipur and the northeastern region.**
- **Facilitate networking opportunities for startups, mentors, and experts.**
- **Select high-potential startups for incubation and support at MTI-HUB.**

Participants:

The event witnessed enthusiastic participation, with over 50 startups from various sectors, including agriculture, technology, food processing, healthcare, and sustainability. These startups presented their ideas across both the **Ideation stage and Prototype stage** to a distinguished panel of judges comprising successful startups/entrepreneurs and academic experts.

Jury Panel:

The jury for the MTI-HUB Innoventure Startup Pitch Challenges comprised an illustrious group of individuals with extensive experience in their respective domains:

- **Successful Startup Founders:** Entrepreneurs who have established thriving businesses and secured significant grants shared their insights and evaluated the startups' scalability and market potential.
- **Industry Experts:** Professionals with years of experience in key sectors such as technology, agriculture, and sustainability provided critical feedback on the feasibility and innovation of the ideas.
- **Academicians:** Renowned professors and researchers from leading institutions offered their academic perspectives and emphasized the importance of research-backed innovation.



Pitch Presentations:

Startups presented their ideas in 8-minute pitches, followed by detailed 7-minutes Q&A sessions with the jury members. The Q&A sessions provided an interactive platform where participants received valuable suggestions on market positioning, customer acquisition strategies, and revenue generation models.

Startups were evaluated in two categories: **Ideation Stage and Prototype Stage**. Each category highlighted innovative solutions tailored to different levels of development.

Jury members emphasized the importance of understanding target audiences and refining their value propositions which includes :

- Recommendations on cost optimization and scalability of operations.
- Insights on securing intellectual property rights for unique ideas.
- Suggestions for integrating technology to improve efficiency & customer engagement.



Winners and Recognition:

The 6 winners in both categories receive comprehensive support from MTI-HUB, including:

- Incubation facilities
- Mentorship and technical guidance
- Access to funding opportunities
- Market linkages and networking support

Additionally, 24 startups received consolation prizes for their participation and efforts in presenting unique and impactful ideas.

The MTI-HUB Innoventure Startup Pitch Challenges provided an invaluable platform for startups to gain critical feedback to improve their business models and access a robust support system tailored to their needs.



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Congratulations to the Winners of
MTI-HUB INNOVENTURE
STARTUP PITCH CHALLENGE - 2024

IDEA STAGE

 LAISHRAM PREMJI Manipur Institute of Technology	 MANIKANTA WAIROKPA Heihaa Pvt. Ltd.	 1. OKRAM DIAMOND 2. CHAMPION PUKHRAMBAM Exgrant
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PROTOTYPE STAGE

 1. KHAIDEM DAYANANDA 2. THOUDAM NEATSON Fijilan Marketing Pvt. Ltd.	 YUMNAM RANJAN Mathel Foods	 THOUDAM KHELJEET National Institute of Technology, Manipur
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Participants expressed their gratitude for the opportunity to engage with experts and the high-quality mentorship provided during the event. **“The MTI-HUB Innoventure Pitch Challenges have been a game-changer for our startup, providing us with the resources and exposure needed to scale,”** shared by one of the participants.

The **MTI-HUB Innoventure Startup Pitch Challenges 2024** was a resounding success, reinforcing MTI-HUB’s commitment to fostering innovation and entrepreneurship in Manipur. The event has set a benchmark for similar initiatives, and MTI-HUB looks forward to supporting the growth of these startups and empowering the region’s entrepreneurial ecosystem.

BOEING BUILD 4.0 SENSITIZATION PROGRAM

The Boeing BUILD 4.0 Sensitization Program was successfully conducted by Manipur Technology Innovation Hub (MTI-HUB) on 4th October, 2024 at Manipur Technical University

The program aimed to inspire and empower young minds by introducing them to the opportunities and resources available through the Boeing BUILD 4.0 initiative.



The event saw enthusiastic participation from over 50 students and faculty members who showed keen interest in the initiative. The session emphasized the importance of innovation, mentorship, and access to technology as essential elements of entrepreneurial success. Attendees were encouraged to ideate, collaborate, and take advantage of MTI-HUB's incubation support and funding opportunities.

The event concluded with a Q&A session where participants actively engaged which showcasing their eagerness to explore entrepreneurial pathways.



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JOURNALIST SANGHAMITRA KAR P TALKS TO MANIPUR STARTUPS AT MTI-HUB 7TH OCTOBER, 2024

Sanghamitra Kar P, an accomplished journalist with a strong focus on **how technology and the Internet economy impact society**, recently visited the Manipur Technology Innovation Hub (MTI HUB) on 7th October, 2024 and interacted with some of the prominent startup from the state.



- During her visit at MTI-HUB, Sanghamitra engaged in in-depth interviews with several promising Manipur-based startups, many of which are incubated at MTI-HUB. **These discussions revealed the extent to which ongoing communal violence and the prolonged internet ban have disrupted the entrepreneurial landscape in the state.**
- Despite the monumental challenges they face, the startups that Sanghamitra interviewed displayed an unwavering spirit of resilience. **Their determination to survive, adapt, and innovate in the face of adversity is commendable.** While the conflict and its consequences have slowed their progress, these entrepreneurs remain hopeful that the situation will stabilize, allowing them to regain their momentum and continue contributing to Manipur's growing startup ecosystem



Link for the article :

<https://restofworld.org/2024/manipur-internet-blackout-startups/>

MTI-HUB AT CAREER COUNSELLING PROGRAM AT JNV, IMPHAL 5TH OCTOBER, 2024

MTI-HUB participated as a Resource Person for the **Career Counseling session under Vigyan Jyoti Phase V**, held on 5th October 2024 at **Jawahar Navodaya Vidyalaya, Imphal**.

The session focused on inspiring young students to explore careers in science, technology, engineering, and mathematics emphasizing the importance of innovation and entrepreneurship.



The MTI-HUB Lead Dr. Rajiv Kangabam shared insights into the startup ecosystem in the Northeast, particularly Manipur, highlighting success stories and the support available through initiatives like Startup India and MTI-HUB.

The session concluded with an interactive Q&A, where students actively engaged in discussions about their career aspirations.

The MTI-HUB Lead provided personalized advice on educational paths and encouraged students to consider entrepreneurship as a viable option.

The event successfully motivated participants to pursue careers in entrepreneurship, and MTI-HUB looks forward to future collaborations with Vigyan Jyoti and similar initiatives to foster young talent in the region.



MTI-HUB AT 'DIGITAL FOR GOOD' EVENT

6TH OCTOBER, 2024

The '**DIGITAL FOR GOOD**' event, organized by **Ya All The Youth Network** on **6th October 2024** in **Imphal**, focused on the intersection of digital innovation and social impact.

The event gathered over 100 young entrepreneurs and digital enthusiasts, encouraging them to harness the power of technology for social good. It featured discussions on how digital tools can foster positive societal change, especially in Manipur and the northeastern region, while inspiring the youth to explore opportunities in entrepreneurship and digital advocacy.

As a key speaker on '**Startup Ideation**,' the **MTI-HUB Lead, Dr. Rajiv Kangabam** highlighted the importance of transforming innovative ideas into scalable startups.



The session covered crucial aspects of identifying local market opportunities, structuring ideas to attract investment, and using digital tools to drive business growth. Participants actively engaged in discussions, and many showed interest in further collaboration with MTI-HUB to incubate their entrepreneurial ideas. This event was an inspiring step toward fostering a vibrant startup ecosystem in the region.



NUTS & BOLTS OF STARTUP MANIPUR 2.0

25TH OCTOBER, 2024

MTI-HUB successfully hosted the "Nuts & Bolts of Startup Manipur 2.0," on 25th October 2024,. The event aimed at promoting awareness and encouraging participation in the Startup Manipur 2.0 registration drive.

The event attracted around 60 startups, providing a dynamic platform for entrepreneurs to network, share ideas, and learn about the various support systems available for budding businesses in the state of Manipur.



Attendees engaged in insightful discussions and workshops led by industry experts, who emphasized the importance of collaboration, innovation, and leveraging government initiatives for startup growth.

The event not only highlighted the vibrant startup ecosystem in Manipur but also aimed to empower entrepreneurs with the tools and knowledge necessary to navigate the complexities of establishing and scaling their ventures. Feedback from participants was overwhelmingly positive, with many expressing a renewed sense of motivation and clarity regarding their business aspirations.

As a result of this initiative, MTI-HUB anticipates a significant increase in registration for Startup Manipur 2.0, fostering a more robust entrepreneurial landscape in the region.



PRESS MEET: A NEW ERA OF MANIPUR'S AQUACULTURE: FRESH WATER PEARL FARMING, 23RD OCTOBER, 2024

The Manipur Technology Innovation Hub (MTI-HUB) have organize a press meet on the topic **A new Era of Manipur's Aquaculture: Fresh Water Pearl Farming in Manipur, 23rd October, 2024.**

During the press meet MTI-HUB is excited to announce the successful completion of Manipur's first-ever 2-day training program on freshwater

pearl farming held at the MTI-HUB on 29th & 30th July, 2024, the program equipped local farmers and entrepreneurs with the skills to venture into pearl farming, covering crucial techniques like pearl implantation, and sustainable aquaculture methods

For the first time in Manipur, participants have now successfully launched pearl farming projects in local water bodies, marking a historic moment for the state.



The introduction of freshwater pearl farming offers a new and sustainable income source for farmers in Manipur, integrating aquaculture with existing agricultural practices. This pioneering initiative not only boosts economic prospects for rural communities but also promotes environmentally friendly business models, ensuring minimal impact on local ecosystems



SEMINAR ON ENVIRONMENTAL PROTECTION

5TH OCTOBER, 2024, IIIT MANIPUR



The Seminar on Environmental Protection held on 5th October 2024 organized by Students for Development, Manipur held at IIIT Manipur, focused on raising awareness about sustainability and climate action.

The event featured expert discussions on pollution control, natural resource conservation, and renewable energy solutions. A panel discussion highlighted challenges in environmental policy implementation, with active participation from the Manipur Technology Innovation Hub (MTI-HUB), which presented innovative environmental solutions and emphasized the role of technology in sustainability efforts. Students also presented green technology ideas. The seminar concluded with a call for collaborative action, engaging participants from academia, government, MTI-HUB, and local communities.



ARTICLE ON ASSESSING THE DISTRIBUTION AND ECOTOXICOLOGICAL RISKS OF ORGANOCHLORINE PESTICIDES IN A RIVER WETLAND SYSTEM OF THE MANIPUR RIVER BASIN, INDIA 7TH OCTOBER, 2024

This article investigates the environmental impact of organochlorine pesticides (OCPs) in this critical ecological zone.

The study focuses on the distribution of these persistent organic pollutants across water, sediment, and biota samples collected from the river and wetland areas. It highlights the risks that OCPs pose to aquatic life and the broader ecosystem, as these chemicals, widely used in agriculture, remain in the environment long after application.

The research outlines potential toxic effects on local species, emphasizing the vulnerability of wetland ecosystems.

Furthermore, the study raises concerns about the long-term

consequences of OCP exposure for human health, biodiversity, and the need for improved environmental monitoring and stricter regulations to manage pollution effectively.

This comprehensive assessment underscores the importance of sustainable agricultural practices to protect riverine ecosystems in the region.

To link to this article:

<https://doi.org/10.1080/15715124.2024.2405046>



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Assessing the distribution and ecotoxicological risks of organochlorine pesticides in a river-wetland system of the Manipur River basin, India

Chingakham Chinglenthoba, Kangabam Medhabati, Nikhil Nishikant Patil, Mrutyunjay Suar, Namrata Misra, Rajiv Das Kangabam & Priya K. L.

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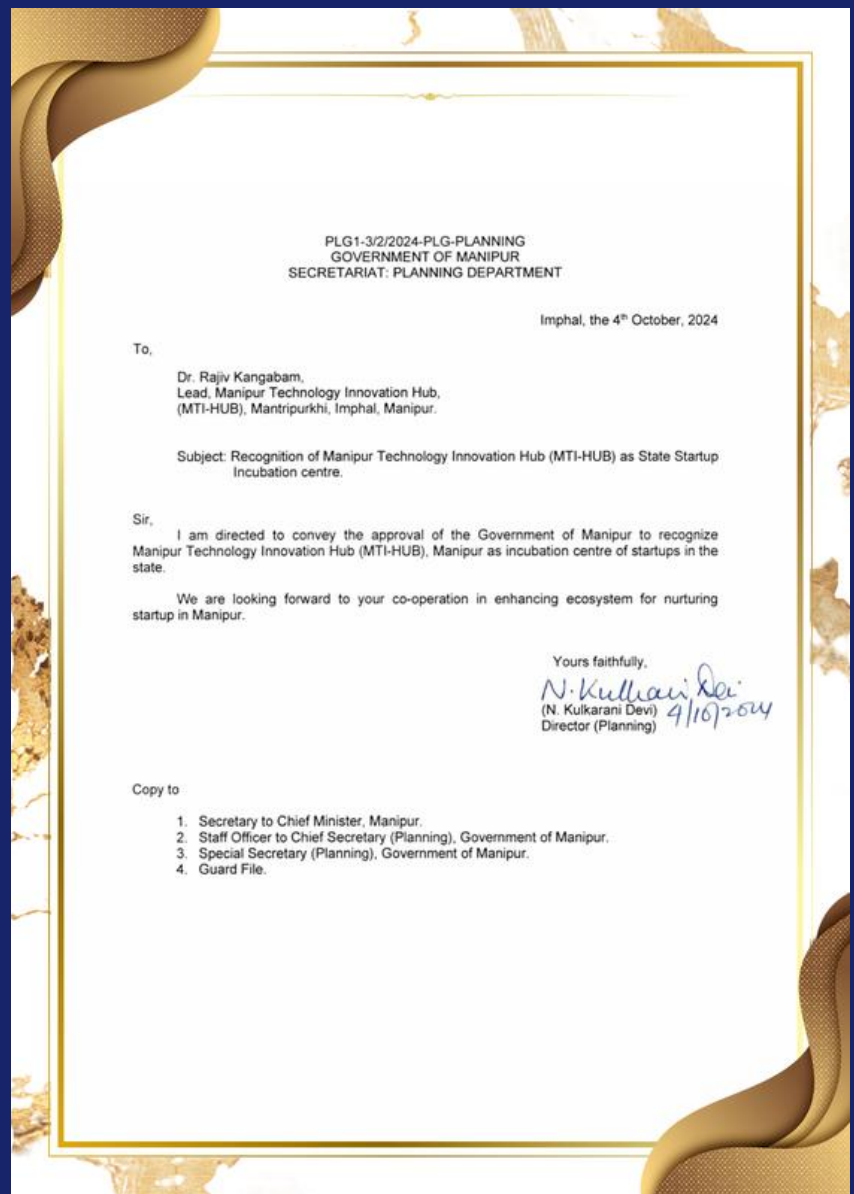
MTI-HUB HIGHLIGHT

MTI-HUB Recognition as Incubation center of Startups in the state of Manipur.

Manipur Technology Innovation Hub (MTI-HUB) has been formally recognized as an official incubation center for startups by the Planning Department of the Government of Manipur via letter dated 4th October, 2024. This prestigious recognition highlights MTI-HUB's pivotal role in fostering innovation and entrepreneurship across the state.

As an incubation center, MTI-HUB is dedicated to supporting early-stage startups through strategic mentorship, access to resources, networking opportunities, and a robust ecosystem for growth. With a focus on nurturing homegrown ideas and aligning with the government's vision for economic development, MTI-HUB provides a conducive environment for startups to thrive and scale.

This recognition by the state government further solidifies MTI-HUB's position as a key player in shaping the startup landscape in Manipur, encouraging entrepreneurs to leverage the platform for turning innovative ideas into successful ventures.



EMINENT VISITOR



MTI-HUB team along with official team of BusinessK

The Gateway to South-East Asia & now
**The Next Hot-Spot
For Startups**



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