



Department of
Information Technology
Government of Manipur



BCKIC
Bhubaneswar City
Knowledge Innovation
Cluster Foundation



MTI-HUB NEWSLETTER

SEPTEMBER, 2024

MANIPUR TECHNOLOGY INNOVATION HUB

NUTS & BOLTS OF MSME IDEA HACKATHON 4.0

23RD SEPTEMBER, 2024

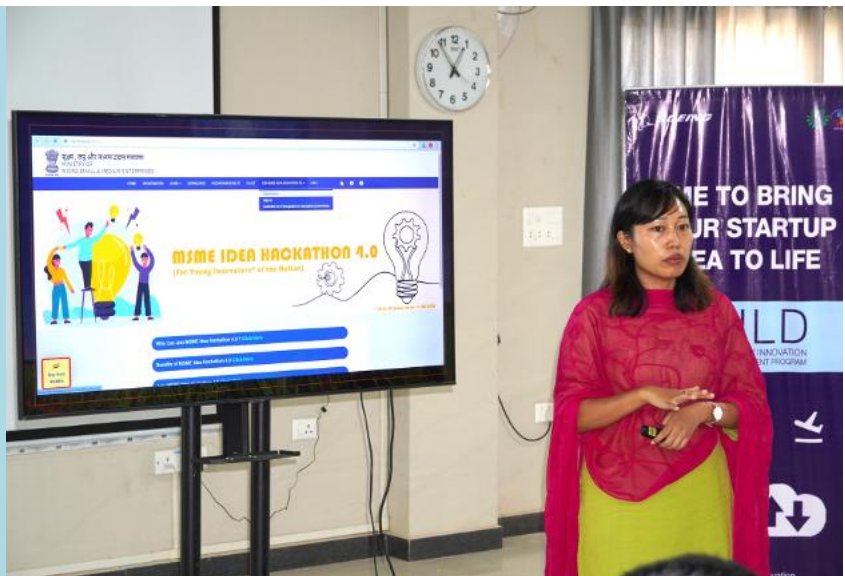
Manipur Technology Innovation Hub (MTI-Hub) organized the **Nuts & Bolts of MSME Idea Hackathon 4.0** on **23rd September 2024** at its premises in Imphal, Manipur. The event was aimed at creating awareness about the hackathon, guiding participants through the application process, and encouraging innovators and startups from Manipur to apply.

Objectives :

- The primary objective of the session was to familiarize potential applicants with the MSME Idea Hackathon 4.0, an initiative by the Ministry of Small and Medium Enterprises (MSME), Government of India.
- It aimed to demystify the application process, outline the benefits of participation, and encourage innovative ideas from the region to compete on a national platform.

Ms. Velloree Khuraijam,
Technical Associate, MTI-HUB
have presented on :

- Understanding MSME Idea Hackathon 4.0
- Guidance on the Application Process
- How to prepare a startup pitch deck.



The event began with an overview of the **MSME Idea Hackathon 4.0**, emphasizing its objective to support entrepreneurs and startups in developing innovative solutions and prototypes. Participants were informed about the hackathon's focus on fostering ideas in areas like technology, agriculture, manufacturing, and sustainable practices.

The benefits of participation, such as funding support, incubation opportunities, and mentorship, were thoroughly explained.



A step-by-step walkthrough of the application process was provided, including details on **eligibility criteria**, **key deadlines**, and the **online submission platform**. Special emphasis was placed on how to structure proposals effectively and highlight unique aspects of their ideas to make them stand out. Real-life success stories from past participants were shared to motivate attendees.

The interactive Q&A session allowed participants to address queries about the application process, project categories, and funding opportunities. The event concluded with a networking session where participants exchanged ideas and explored potential collaborations. MTI-HUB also assured continued support in finalizing applications for interested participants.

Outcomes and Impact:

The session witnessed participation from over 40 startups, entrepreneurs, and students, many of whom expressed their intent to apply. By demystifying the application process and offering hands-on guidance, MTI-HUB successfully drove enthusiasm and applications for the MSME Idea Hackathon 4.0, reinforcing its role as a catalyst for innovation in Manipur'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 20th & 23rd September, 2024 at Manipur Technology Innovation Hub office, Imphal.

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.

With a focus on fostering innovation and entrepreneurship, the event included interactive sessions, case studies, and presentations on key aspects of building a startup.



Boeing University Innovation Leadership Development (BUILD) Program

BUILD Sensitization Camp

Venue : Manipur Technology Innovation Hub
Time : 20th September 2024



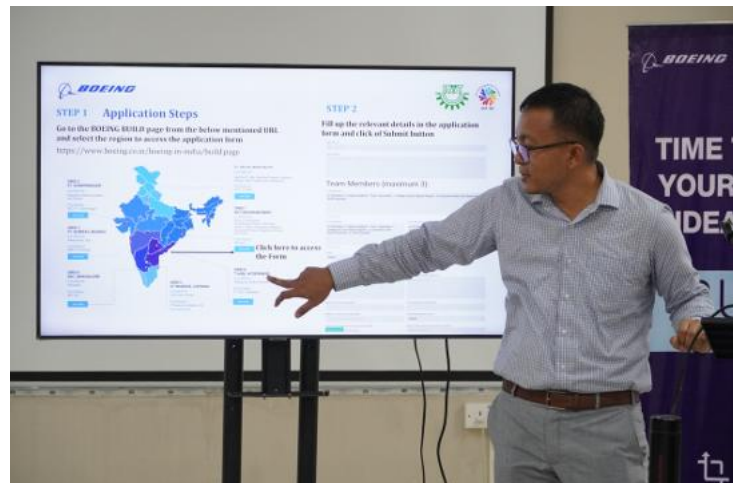
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kiitincubator.in/boeing-4-0/

For Queries, Contact:
+91-90405 85652



The energy was electrifying as startup and Innovators gathered to discover the endless possibilities that lie within the Boeing BUILD 4.0 program and its wide range of thematic areas.

The passion and enthusiasm of these bright minds leave us inspired and motivated to keep pushing the boundaries of innovation



The event saw enthusiastic participation from over 50 startups 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.





Boeing University Innovation Leadership Development (BUILD) Program

BUILD Sensitization Camp

Venue : Manipur Technology Innovation Hub
Time : 23rd September 2024





Apply today:
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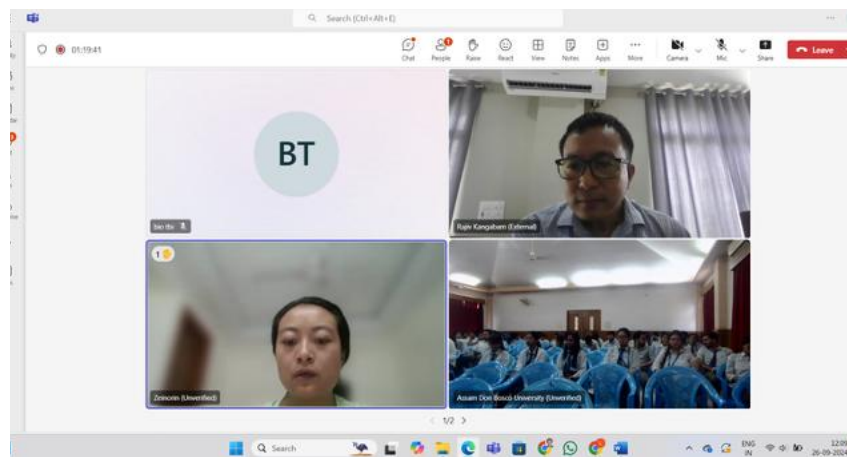
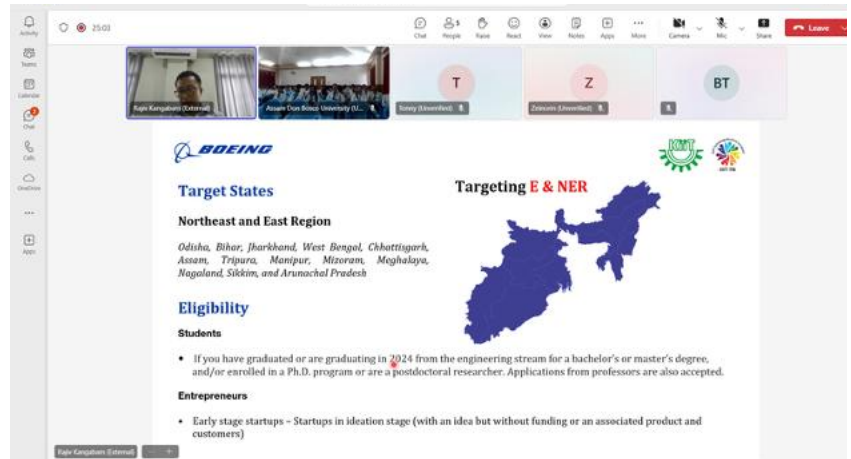
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We're excited to share that the Boeing BUILD Sensitization program has reached new heights in the captivating city of Guwahati, hosted by the esteemed **Assam Don Bosco University** virtually on **26th September, 2024**.

The gathering of faculties and student innovators shared curiosity for the boundless potential of the Boeing BUILD 4.0 program and its diverse thematic areas.

We also had the privilege of hosting technology-based innovators, ready to take on the challenges of tomorrow.



Boeing University Innovation Leadership Development (BUILD) Program BUILD Sensitization Camp

Venue : Assam Don Bosco University
Time : 26th September 2024



Apply today:
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For Queries, Contact:
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VOICE FOR BT : AN INTERCOLLEGIATE PUBLIC SPEAKING CONTEST ON BIOTECHNOLOGY 27TH SEPTEMBER, 2024

Manipur Technology Innovation Hub (MTI-HUB) hosted participants of the **Voice of BT : An Intercollegiate public speaking contest on Biotechnology**, on 27th September, 2024 at MTI-HUB Office Imphal by providing them with the necessary resources and support to excel in their presentations.

MTI-HUB facilitated access to high-speed internet, video conferencing tools, and software, ensuring smooth virtual participation.



Participants were mentored by industry experts, who helped them refine their projects and enhance their presentation skills.

MTI-HUB also organized rehearsal sessions and public speaking workshops to boost the participants' confidence. Through this support, the participants were able to deliver polished, professional presentations, contributing to their successful involvement in the competition.



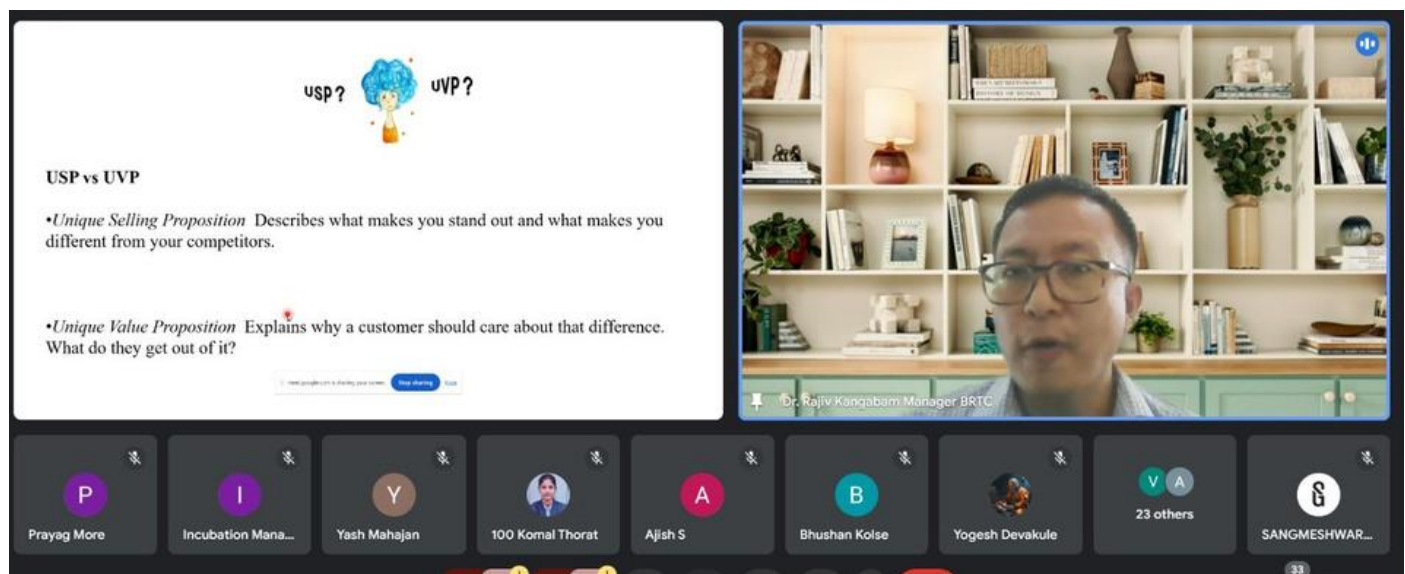
DEFINING UNIQUE VALUE PROPOSITION FOR STARTUPS

18TH SEPTEMBER, 2024

DBATU Forum of Innovation, Incubation & Enterprise (DFIIE) have organized a session on **Defining Unique Value Proposition in Startup**. During this event **Dr. Rajiv Kangabam**, Lead - Manipur Technology Innovation Hub have been invited as a Key speaker.

He covered essential topics that are crucial for early-stage startups, including:

- Understanding and defining customer profiles ; Crafting a compelling value proposition;
- Aligning value propositions with customer needs; Testing and iterating value propositions; Utilizing the Value Proposition Canvas



usp? uvp?

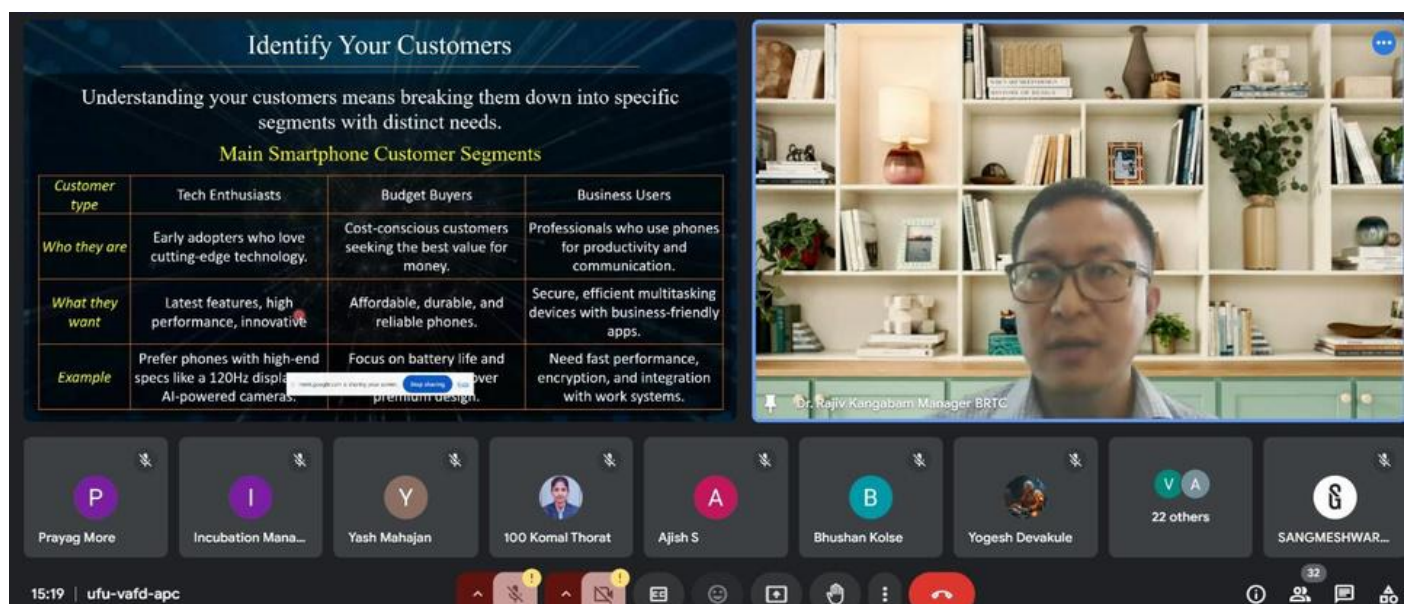
USP vs UVP

- **Unique Selling Proposition** Describes what makes you stand out and what makes you different from your competitors.
- **Unique Value Proposition** Explains why a customer should care about that difference. What do they get out of it?

Dr. Rajiv Kangabam Manager BRTC

Participants: Prayag More, Incubation Mana..., Yash Mahajan, 100 Komal Thorat, Ajish S, Bhushan Kolse, Yogesh Devakule, 23 others, SANGMESHWAR...

These insights are invaluable for startup founders and innovators as they work towards refining their business models and enhancing their market fit. The session provided practical tools and methodologies to better understand customers & articulate the unique value their startups offer.



Identify Your Customers

Understanding your customers means breaking them down into specific segments with distinct needs.

Main Smartphone Customer Segments

Customer type	Tech Enthusiasts	Budget Buyers	Business Users
Who they are	Early adopters who love cutting-edge technology.	Cost-conscious customers seeking the best value for money.	Professionals who use phones for productivity and communication.
What they want	Latest features, high performance, innovative	Affordable, durable, and reliable phones.	Secure, efficient multitasking devices with business-friendly apps.
Example	Prefer phones with high-end specs like a 120Hz display, AI-powered cameras.	Focus on battery life and premium design.	Need fast performance, encryption, and integration with work systems.

Dr. Rajiv Kangabam Manager BRTC

Participants: Prayag More, Incubation Mana..., Yash Mahajan, 100 Komal Thorat, Ajish S, Bhushan Kolse, Yogesh Devakule, 22 others, SANGMESHWAR...

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INCUBATEES HIGHLIGHT

✓ **12-14 September, 2024** Dianthe Pvt. Ltd. one of the startup incubated at MTI-Hub have participated at North East Potential 2024, organized by the **PhD Chamber of Commerce** from **September 12-14 at the Constitution Club of India, New Delhi!** The event was great opportunity to showcase the rich heritage of the state and good platform to connect with innovative minds.



✓ **15th to 19th September 2024** Ministry of Tribal Affairs, Government of India have organized **Aadi Bazaar** to experience the magic of tribal craftsmanship the exquisite craftsmanship of tribal artisans from across the country showcasing their unique art and handicrafts.

Dianthe Pvt. Ltd. one of the startup incubated at **MTI-Hub** have participated and showcase her product during this event. The event was great opportunity to showcase the rich heritage of the state and good platform to connect with innovative minds.



✓ **19th – 22nd September 2024** **Soyam Products, Manipur** one of the startup incubated at MTI-Hub have participated and showcase product during World Food India (WFI) 2024 held on September 19–22, 2024 at Pragati Maidan in New Delhi. The event have showcase India's food processing sector and promote investment in the country's food industry. The event was great opportunity to showcase the rich heritage of the state and good platform to connect with innovative minds.



✓ **25th September 2024** Recently Assam down town University have Honored the remarkable achievements to one of the startup incubated at Manipur technology Innovation Hub (MTI-HUB)

Ms. K Chokhone Krechina, Founder of Dianthe Pvt. Ltd. as AdtU Alumni Award for Inspiring Achievement, Faculty of Science.



This awards was honours during Assam down town University convocation ceremony held on 25th September, 2024.

EMINENT VISITOR



MTI-HUB team along with young entrepreneurs of the state.



MTI-HUB team along with the students and faculty member of Shree ShreeGour Gobind Girls' College, Imphal

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



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