

January, 2025

INNOVATION MEETS OPPORTUNITY:

MTI HUB's Visit to the Biotechnology and Innovation Festival

PREPARED BY :

Manipur Technology Innovation Hub

Report on Manipur Technology Innovation Hub's Visit to 1st Biotechnology and Innovation Festival



Date of Visit:
30th January, 2025

Event Details:

Date	: 29th and 30th January, 2025
Time	: 10:00 AM – 5:00 PM
Venue	: T.S. Paul Manipur Women’s College (TSPMWC) Campus, Mongshangei, Imphal West
Number of Stalls	: 21
Organizer	: Unnat Bharat Abhiyan Cell, TSPMWC In association with Department of Biotechnology, TSPMWC

Introduction:

The *1st Biotechnology and Innovation Festival*, held on 29th and 30th January 2025, was a landmark event organized by the Unnat Bharat Abhiyan Cell, TSPMWC, in association with the Department of Biotechnology, TSPMWC. The festival aimed to promote innovation in biotechnology and provide a platform for startups, researchers, and students to showcase their ideas and products. The event was hosted at the T.S. Paul Manipur Women’s College (TSPMWC) Campus, Mongshangei, Imphal West.

The Manipur Technology Innovation Hub team visited the festival to interact with participating startups, understand their innovations, and explore opportunities for collaboration and mentorship. This report provides a detailed account of the visit, including observations, interactions, and recommendations for future support.

MTI HUB's Objectives for the Visit:

- To identify promising startups.
- To understand the challenges faced by emerging entrepreneurs.
- To explore opportunities for mentorship and collaboration.
- To assess the potential for MTI HUB's incubation and handholding support.

Key Observations:

Startup Participation and Innovations:

A total of 21 stalls were set up, featuring a diverse range of startups, including those in biotechnology, food innovation and creative industries. Some of the notable startups included:

- **Dry Flower Innovations:**

- A startup working in the dry flower sector with the concept of waste to wealth. They transform floral waste into decorative items, eco-friendly products, and natural dyes.
- **Challenges:** Scaling production and finding sustainable markets for their products.

- **Snail Pickle Delights:**

- A unique startup producing snail pickles, which are rich in protein and have numerous health benefits.
- **Challenges:** Consumer awareness and regulatory approvals for unconventional food products.

- **Creative Cakes:**

- A startup specializing in artisanal cake making, using organic and locally sourced ingredients.
 - **Challenges:** Competing with established bakeries and expanding their customer base.
-



Student-Managed Food Stalls:

- Several food stalls were managed by students of TSPMWC, showcasing their culinary skills and entrepreneurial spirit.
- The stalls offered a variety of traditional and innovative dishes, attracting a large number of visitors.



Sales and Visitor Engagement:

- The average sales per day for each stall ranged between Rs. 2000 to Rs. 3000.
- While the sales figures were modest, the startups reported high levels of visitor engagement and interest in their products.
- Many startups used the event as an opportunity to gather feedback, build brand awareness, and network with potential customers and collaborators.

Challenges Faced by Startups:

- **Limited Resources:** Many startups lacked access to funding, advanced facilities, and technical expertise.
- **Market Access:** Several startups struggled with marketing and distribution channels to reach a wider audience.
- **Mentorship Gap:** Most startups expressed a need for guidance in areas such as business planning, product development, and scaling operations.

Interest in MTI HUB's Support:

- The startups showed a strong interest in receiving handholding and mentoring support from MTI HUB.
 - Specific areas of interest included:
 - Business model development and validation.
 - Access to funding and investor networks.
 - Technical mentorship and R&D support.
 - Workshops on marketing, branding, and intellectual property rights.
-

Recommendations:

Mentorship Programs:

- Organize regular mentorship sessions and workshops for startups, covering topics such as business planning, marketing, and fundraising.
- Connect startups with industry experts and successful entrepreneurs for guidance.

Funding Support:

- Facilitate access to funding opportunities through grants, investors, and crowdfunding platforms.
- Provide guidance on preparing pitch decks and business plans.

Technical Assistance:

- Offer access to facilities and technical expertise for product development and testing.
- Collaborate with academic institutions for R&D support.

Networking Opportunities:

- Organize networking events to connect startups with potential customers, partners, and investors.
- Facilitate participation in national and international exhibitions and trade shows.

Capacity Building:

- Conduct training programs on intellectual property rights, regulatory compliance, and quality standards.
- Provide resources and tools for market research and analysis.

Collaboration with Academic Institutions:

- Strengthen ties with institutions like TSPMWC to foster innovation and entrepreneurship among students and researchers.
 - Encourage joint projects and internships to bridge the gap between academia and industry.
-

Conclusion:

The 1st Biotechnology and Innovation Festival was a successful initiative that provided a platform for startups and students to showcase their innovations and connect with potential mentors and supporters. The event highlighted the growing interest in biotechnology, food innovation, and creative industries, as well as the need for structured support systems to nurture emerging entrepreneurs.

The MTI HUB team's visit was highly productive, as it identified several promising startups and student-led initiatives that could benefit from its incubation programs. The interactions revealed a clear demand for mentorship, funding, and technical support, which MTI HUB is well-positioned to provide.





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



MANIPUR TECHNOLOGY INNOVATION HUB (MTI HUB)

**An initiative by Dept. of Information Technology, Govt. of Manipur
&
Implemented by KIIT-TBI, Bhubaneswar**



**Manipur Information Technology Park Campus,
Mantripukhri, Imphal West,
Manipur - 795002**

website: www.mtihub.in | email id: info@mtihub.in



/Manipur Technology Innovation Hub