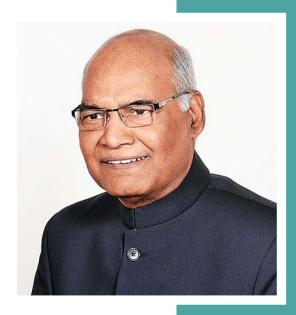


Cover Illustration & Booklet Design by DNODE Studio, Ahmedaba Email: dnodestudio@gmail.com



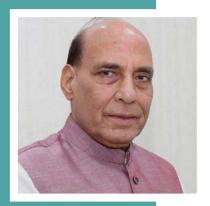


The Hon'ble President of India, Shri Ram Nath Kovind, appreciates GUSEC during his Keynote Address at the 66th Convocation of Gujarat University on January 21, 2018

"I am told that through Gujarat University Startup and Entrepreneurship Council (GUSEC), several new startups are being supported, and that Council for Innovation & Skill Development has also been created. This is a very significant and enabling students to become selfreliant, and employable, should be a top priority of today's universities."

Defence Minister Shri Rajnath Singh on **Gujarat University Startup** & Innovation Policy

GUSEC is making every possible effort to support not from other domains as well."





Shri Suresh Prabhu Former Minister of Commerce

"Gujarat University is one of the first universities in the country to come up with such a policy, and I welcome this initiative. I assure you my full support & I ask you to draft a policy to scale this nationally."





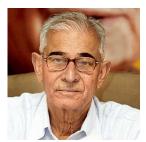
Shri Anurag Thakur Union Minister of state for finance & corporate affairs

"At GUSEC, I have witnessed the best innovations and solutions which have been created to address the most pressing challenges faced by our society. I congratulate GUSEC for taking these significant efforts in the field of startups."

Shri Mansukh Mandaviva Union Minister of State for Chemicals & Fertilisers and Independent Charge for Ministry of Shipping

"IhighlyappreciatetheeffortsmadebyGujaratUniversityinthe startup ecosystem of Gujarat. The state-of-the-art facilities provided by GUSEC for startups has incredibly encouraged the young entrepreneurs to achieve their set goals."





Shri O.P. Kohli Former Governor of Gujarat

"GU is one of the oldest and renowned universities of Gujarat and always comes up with new initiatives. One such initiative is the establishment of GUSEC which has done exceptionally good work in the startup ecosystem within three years of its operation."



Shri Vijay Rupani Chief Minister of Gujarat

"I am happy to know about the noteworthy efforts taken up towards supporting startups by Gujarat University Startup and Entrepreneurship Council (GUSEC) and I extend my best wishes for the success of the Gujarat University Startup and Innovation Policy."

Shri Bhupendrasinh Chudasama Education Minister of Gujarat

"Three years ago I inaugurated GUSEC, and I am pleased and satisfied at how the organisation has grown and scaled. GUSEC is a model startup support system that all universities should follow.





Smt. Vibhavariben Dave MoS for Women and Child Welfare, Education and Pilarimage Department, Government of Gujarat

"The vision of Gujarat University to establish a world-class startup support system is seen to be achieved, considering how GUSEC has always been on top throughout the three years since its inception, when it comes to providing support to startups."

Lt. Gen. Kanwal Jeet Dhillon Commander, XV Corps, Indian Army

"Major companies like Apple, Microsoft, Facebook etc. started as startups a few years ago. Today's startups take us to new direction and perspective with research students being the direct beneficiaries of MoU with Gujarat University."





Smt. Anju Sharma Principal Secretary (Education), Government of Gujarat

" GUSEC has embarked on a tough job of bringing great minds together, and it gives me great pleasure to say that it is already accomplishing it. Having seen the efforts made by GUSEC team closely, I am confident to say that they have set a benchmark in the startup support system of Gujarat."

Shri H K Mittal Head, NEB, Govt. of India

"I can say with confidence that no University in the country has the quality and level of innovators and startups like Gujarat University does, and I would like to extend my heartiest congratulations to GUSEC for the same."





Mrs. Asha Jadeja Motwani of Motwani Jadeja Family Foundation & Silicon Valley philanthropist

"GUSEC is an incredible space in Ahmedabad for both hardware and software startups, one of the best in the country."

Shri A.K. Singh Ahmedabad City Police Commissioner

"GUSEC startups are developing innovative solutions. We look forward to working with these young innovators in solving city's law enforcement and traffic issues by deploying their innovations."







Prof. Himanshu A. Pandya Vice-Chancellor, **Gujarat University**

I'm pleased at the way GUSEC has performed and grown since its inception. No other university in the country has had the opportunity to host two national incubators including the Technology Business Incubator, and the Atal Incubation Centre, as well as be a nodal agency for state-run startup grants in Gujarat. With over 150 startups supported till date and with best-in-class infrastructure spread over 50,000 sq. ft. of space, Gujarat University is without a doubt a leading authority in startup support and incubation in the country. This annual snapshot document provides just a glimpse of the efforts and initiatives undertaken by GUSEC, as well as all the very interesting startups supported by us, and I invite all aspiring entrepreneurs and innovators to come visit GUSEC and become a part of the incredible community that we have built.







Responding to the call of Startup India by the Hon'ble Prime Minister, Gujarat University is proud to be a leading authority on startups, innovations and entrepreneurship in our state of Gujarat since the inception of GUSEC. Entrepreneurship, problem-solving and innovative thinking have become important skills for students to possess these days, and Gujarat University is at the forefront of bringing about this change to build the capacity of our students, and ensure students endeavour to become job creators and not job seekers. I'm pleased that GUSEC has performed exceptionally well in the last one year, and this annual snapshot document is a testament to that effect.





Rahul Bhagchandani Group Chief Executive Officer, GUSEC

Ever since GUSEC was founded in 2016, the organisation has strived to be the best-in-class startup and innovation support system for entrepreneurs and innovators hailing from all walks of life. We are extremely proud that GUSEC has enabled a substantial number of young entrepreneurs and innovators by offering support, resources, mentorship and several other facilities every startup needs. Our zero-day, zero-cost startup support system has been a phenomenal new-way of building a large bench-strength of problem solvers which shall further support the incredible startup and innovation support pipeline that is being built together by various stakeholders. As we continue to build our capacity and expand our programming strengths, we hope to continue empowering our aspiring entrepreneurs and innovators to do better and create better.



Prof. Ravi Gor Joint Coordinator, **GUSEC**



Innovation is a key driver for any economy these days, and GUSEC is pleased to be a part of India's larger innovation story. Our efforts on inclusive innovation through programs such as herSTART and the Children Innovation Festival in partnership with UNICEF, and on intellectual property awareness and creation, have been pathbreaking. GUSEC has outreached over 1.2 lakh students, making it one of the most networked organisations in the country. In the previous year, we were pleased to continue our growth trajectory, as we supported more startups than ever, and while we aim to continue building that, we also aim to include our researchers into the sphere of commercialisable innovation. In the near future, we also aim to use our efforts to improve pedagogy and bring in necessary interventions to build our capacity of young innovators and entrepreneurs.

GUSEC... IMPACIS

58 PRODUCT STARTUPS



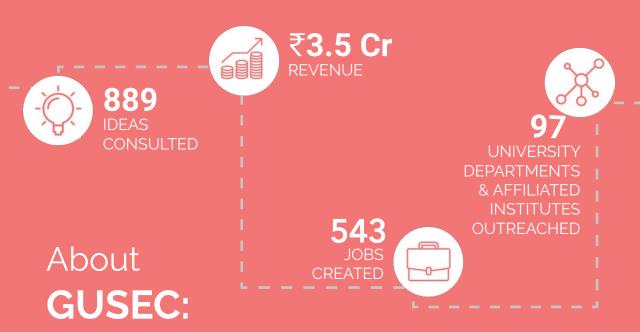
201 STARTUPS SUPPORTED

B---

1,15,048 STUDENTS OUTREACHED

₹1,43,48,675 FUNDS DISBURSED TO STARTUPS 

68
IDEAS
COMMERCIALISED



Brief about GUSEC along with key timeline & journey thus far

Gujarat University Startup and Entrepreneurship Council (GUSEC) is India's leading startup support system, established in February 2016 as a division of the Gujarat University. In February 2017, GUSEC has been registered as a non-profit company promoted by Gujarat University. GUSEC has played a pivotal role in shaping and nurturing the startup ecosystem in Gujarat. GUSEC is supported by the Department of Science and Technology, Government of India for setting up a Technology Business Incubator (TBI) and Atal Innovation Mission by NITI Aayog for setting up Atal Incubation Center for social impacts.

GUSEC offers incubation and pre-incubation support to startups, entrepreneurs, and innovators from across Gujarat in tech sectors along with Basic Sciences, Arts, Commerce, and other non-IT sectors. GUSEC is currently supporting 110+ startups and is undertaking efforts to sensitise close to 4 lakh students of the university regarding startups and entrepreneurship. GUSEC is providing infrastructural support with a 300+ seats air-conditioned co-working space spread across 30,000 square feet area with well-lit ambience and ample space for meetings and collaborations. Well equipped with high-speed 1 Gbps internet, GUSEC is also helping startups get access to the university's specialised laboratories, multimedia research center and Library. GUSEC has played a vital role in fostering entrepreneurship by organizing various events.



Efforts, Programs, Events, Initiatives, Partnerships:

Focus on Impact

IMPACT



GUSEC

ACTIVATE

Activate is a student engagement program structured to promote entrepreneurship and innovation across the Gujarat University ecosystem. The program drives various entrepreneurship oriented sessions like inspirational talks, workshops etc. giving students enough exposure to start-up as well as access to various opportunities to work on their ideas as well as inspire others to do the same. So far GUSEC has organized more than 40 Activates. By the initiation of Activate programs around 87,795 students were sensitized about entrepreneurship and innovation. Out of these, a significant number of ideas are converted into startups.

87,000+ STUDENTS ACTIVATED

GUSEC **SURGE**

₹25 LAKHS DISBURSED UNDER SURGE FUND Surge, more broadly, 'Startup Urge', is a resource-access program for innovative ideas and early-stage startups. Surge focuses on enabling startups to create a Minimum Viable Product (MVP) which could be tested in markets and could contribute to a more robust pilot product for the startup.

Surge gives access to a grant funding in the form of resources of upto INR 2 lakhs for startups which they could leverage to build MVPs and prototypes. Currently, Surge is funded through the grant received by GUSEC under the Student Startup & Innovation Policy of Government of Gujarat.





GUSEC TRIGGER

It is targeted to sensitized as many as faculty members of Gujarat University about startup and entrepreneurship. The trigger initiative is a comprehensive framework to involve faculty members as key stakeholders in the startup and innovation movement of the university, and the initiative plays a key role in tickling down major activities proposed under this policy. Under the trigger initiative, GUSEC sensitized more than 2000 faculty members of Gujarat University. Also provided comprehensive training to at least 500 GUSEC's Institute Faculty Coordinators.

2000+
FACULTY
MEMBERS OF
GUJARAT UNIVERSITY
SENSITIZED

GUSEC **TOWNHALLS**

250+ APPLICATIONS RECONSIDERED UNDER TOWNHALL INITIATIVE GUSEC Townhall is an informative session drawn up with the aim of starting a dialogue with startup applicants who were not selected on their initial application to GUSEC. The motive is to make them understand what went wrong in their earlier pitch and educate them about important aspects of building a sustainable and innovative venture. So far GUSEC has organized 3 town halls and more than 700 innovators were given handholding support for their ideas and encouraged them to re-apply for incubation after refining their ideas.





GUSEC **DOCKNINGS**

GUSEC Docknings is a networking platform for newly incubated startups. Once in a month, Docknings is scheduled, letting all the already incubated startups interact with the newly incubated startups. This activity has been proven to promote a strong network building within the startup community of GUSEC.

GUSEC STARTUP-MEET

By conducting one startup meet every quarter, various suggestions and feedbacks from the incubated startups are taken into consideration and are implemented thereafter for the betterment of the GUSEC and its community itself.



GUSEC **LIFTOFF**

It is a program curated to enhance the onboarding process of startups at GUSEC in a structured way. It is composed of an array of sessions, bootcamps, and workshops, which are focused to grow the analytical as well as creative thinking skills of the startups. So far 100+ startups attended an array of sessions, bootcamps, and workshops which focussed on improving the analytical as well as creative thinking skills of them. Lift off comprises of sessions on Design Thinking, Ideation & Validation, S-Grills, Lean Innovation, Business Model Canvas and Legal.



INTELLECTUAL PROPERTY RIGHTS

The Government of India, under the Make in India initiative, launched the Scheme for Facilitating Startups Intellectual Property Protection (SIPP) in January 2016 in an effort to reach out to startups, protect and promote their Intellectual Property Rights (IPR).

GUSEC, being a beneficiary of Student Startup & Innovation Policy (SSIP) grant by Government of Gujarat, has been sanctioned a total grant of INR 27L for two years, i.e., 2018-19 & 2019-20, earmarked to promote and support IPR amongst the startups, entrepreneurs and innovators. GUSEC has implemented a provisional plan to utilise INR 25L of the grant under SSIP initiative for two major programs entailing:

- (a) conduction of IPR awareness seminars, conferences or workshops, and
- (b) promotion of Trademark/Patent filing amongst the startups.

Gujarat University signed a Memorandum of Understanding (MoU) with an IPR firm, Y.J. Trivedi & Co., on November 22, 2018, in an effort to promote and support IPR through GUSEC being a nodal body. Interestingly, this partnership not only benefits incubated startups of GUSEC but all the dedicated students and faculty members of Gujarat University who intends to file patents, trademarks, copyright or design patent for their researches in their fields.

IP - Hall of Fame Honours, under the aegis of IP Promotion Outreach Foundation (IPPOF), at the 3rd edition of the 'Intellectual Property Fest' 2019, recognised Gujarat University as "IP Emerging Campus Of The Year (Non-Legal) 2019" for its remarkable efforts in promotion and support in IPR filing.



WORKSHOPS/ CONFERENCES CONDUCTED ON IPR AND PATENTS



30 PATENTS FILED



02DESIGN
PATENTS FILED



10 TRADEMARKS REGISTERED



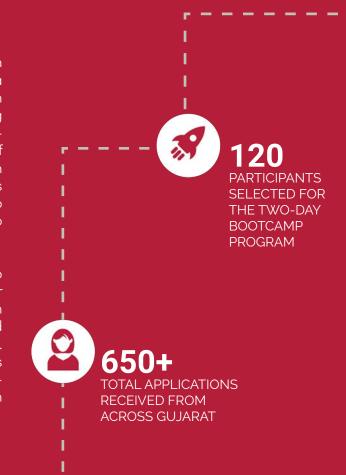


hospari

GUSEC **herSTART**

herSTART- a bootcamp and pre-incubation program for women entrepreneurs is a unique initiative by GUSEC partnered with TiE Ahmedabad to provide young, aspiring women entrepreneurs a platform to start-up and boost their talent. A lower rate of participation of women entrepreneurs in comparison to the male entrepreneurs in the ecosystem encouraged GUSEC to conceptualize the herSTART program to promote women-led startups/businesses.

The first edition of herSTART bootcamp was conducted on March 1-2, 2019. Mentor sessions on quintessential domains in startup ecosystem were curated and scheduled for the two-day bootcamp. Out of 120 participants, 35 participants were selected for the three months preincubation program at GUSEC based on their Jury presentation.







The top 5 participants were rewarded with a sponsored cash prize worth INR 10 lakhs along with several other benefits like access to market in Israel and the UK, access to GUSEC Surge fund, Cloud credits of upto USD 20,000 and membership of British Library as well.







Partners & Collaborators:



















Achievements by some of GUSEC startups and innovators:



STARTUPS RECOGNISED BY INDIAN AND ISRAELI **PRIME MINISTERS**

Hon'ble Prime Minister of India and Hon'ble Prime Minister of Israel felicitated and recognised two GUSEC startups, viz. Blecan Innovations and Aerobotics7, during their visit to Ahmedabad for the India-Israel Innovation Summit held in March 2018.



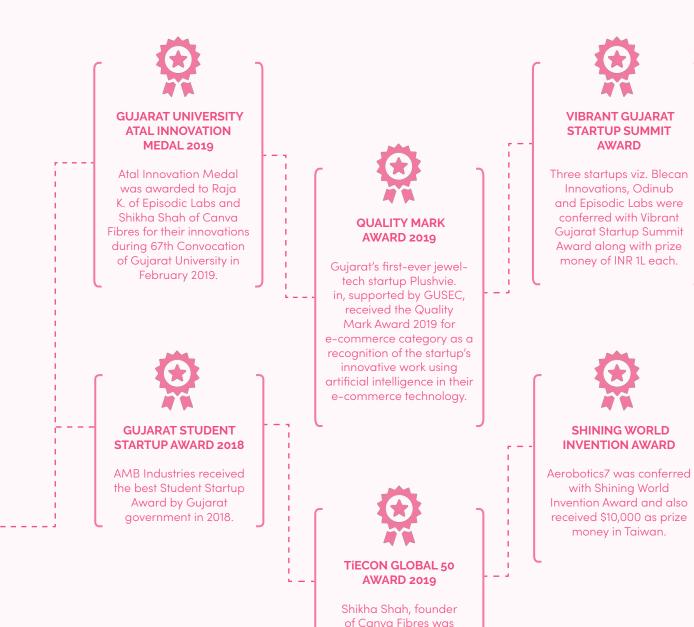
NITI AAYOG WOMEN TRANSFORMING INDIA **AWARD**

Shikha Shah, founder of Canva Fibres, was awarded with Women Transforming Award by NITI Aayog, Government of India, for her startup and innovation efforts



RECOGNITION AT ARMY TECH SEMINAR 2019

Three startups viz. Canva Fibre, Rivera Namkins and AMB Industry, were selected for the ARTECH 2019 - the Army Technology Seminar and were felicitated by General Bipin Rawat. Rivera Namkins then further went on to display their innovation at the Army House to Minister of Defence, Smt. Nirmala Sitharamanan. The innovation of Rivera Namkins is being tested by the Indian army as a pilot.



awarded TiEcon Global 50 Award at Silicon Valley in May 2019.



GUJARAT SSIP PRASHANSHA AWARD 2019

Shikha Shah, founder of Canva Fibres was awarded SSIP Prashansha Award 2019.



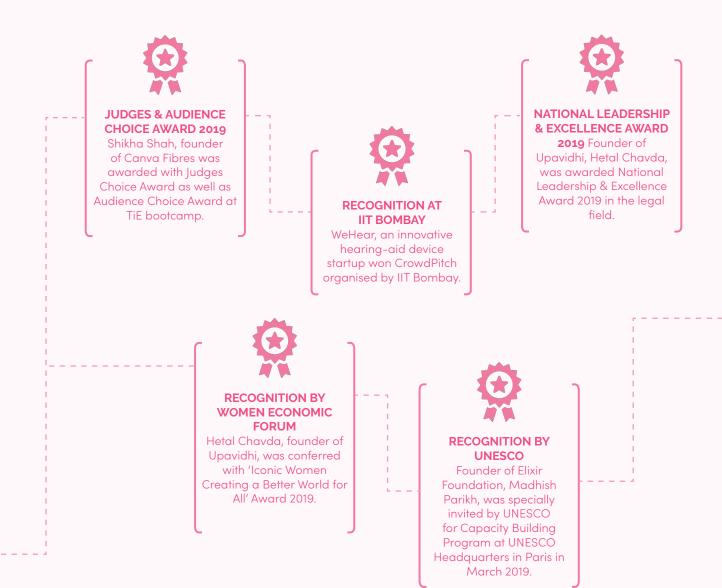
BEST HEMP STARTUP AWARD

Best Hemp Startup Award was awarded to Canva Fibres supported by GUSEC at Asian Hemp Summit.



RECOGNITION BY ASEAN AFRICAN **FORUM**

Innovative Cancer Care and Rehabilitation Pvt Ltd recognised as Leader in Social Innovation By ASEAN African Forum.



SEEDS FOR GUSEC LAID

Jul 3rd, 2015

Hon'ble Vice-Chancellor along with the core committee announces Gujarat University's intent to support startups and entrepreneurs

GUSEC IS BORN

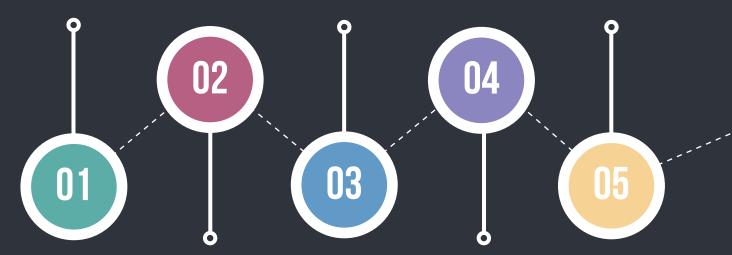
Feb 26th, 2016

Formal inauguration of Gujarat University Startup and Entrepreneurship Council (GUSEC) at University School of Sciences, Gujarat University campus

FIRST ANNIVERSARY!

Feb 26th, 2017

GUSEC completes one year of establishment and creates huge impact in the startup ecosystem of Gujarat.



BRINGING ALL UNIVERSITIES TOGETHER

Aug 21st, 2015

A roundtable meeting of Vice-Chancellors of all universities of Gujarat hosted by GU to discuss the role of universities to support startups, under the chairpersonship of Hon'ble Education Minister

RECOGNISED BY STATE GOVERNMENT

Jun 2016

Education Department, Govt of Gujarat, circulates a letter to Vice-Chancellors of all state universities remarking GUSEC as a model startup support system

EXTENSION INAUGURATION BY SHRI HARKESH MITTAL

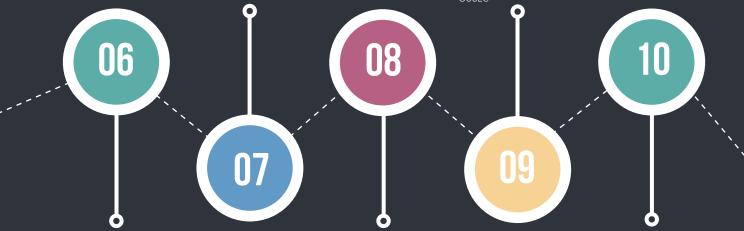
Nov 16th, 2017

Extension premises of **GUSEC** West Wing is inaugurated by Shri Harkesh Mittal, the head of National Entrepreneurship Board, Government of India

HON'BLE PRESIDENT OF INDIA APPRECIATES GUSEC EFFORTS

Jan 21st. 2018

Hon'ble President of India lauds efforts of GUSEC in his speech at 66th Annual Convocation of Gujarat University and interacts with startups supported by GUSEC



SUPPORTED UNDER SSIP

Sept 2017

GUSEC receives a grant worth Rs. 1 crore under the Student Startup & Innovation Policy of state Government from Hon'ble CM of Gujarat

INTERACTION OF PRINCIPAL SECRETARY (H&TE), GoG, WITH GUSEC STARTUPS

Nov 24th, 2017

Mrs Anju Sharma, **Principal Secretary** (Higher & Technical Education), Government of Gujarat, visits GUSEC for a tour and an interaction with startups of GUSEC

GUJARAT UNIVERSITY CONFERRED WITH BEST UNIVERSITY AWARD

Feb 2nd, 2018

Hon'ble Chief Minister Shri Vijay Rupani presents the Best University Award for supporting startups & innovations to Gujarat University during the Grand Education Fair 2018

GUJARAT UNIVERSITY CONFERRED WITH BEST UNIVERSITY AWARD

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SECOND ANNIVERSARY!

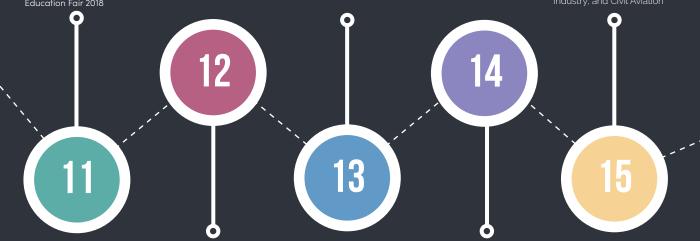
Feb 26th, 2018

GUSEC celebrates its second-anniversary 'GUSECOND' curated by its startup Lutalica

GUJARAT UNIVERSITY STARTUP & INNOVATION POLICY LAUNCHED BY COMMERCE MINISTER

Mar 11th, 2018

Launch of Gujarat University Startup and Innovation Policy by Shri Suresh Prabhu, Union Industry, and Civil Aviation



INTERACTION OF HON'BLE HOME MINSTER WITH GUSEC STARTUPS

Feb 10th, 2018

Hon'ble Home Minister Rajnath Singh interacts with GUSEC startups and lauds their efforts

BRINGING SCHOOLS TOGETHER

Mar 3rd, 2018

GUSEC organises Startup - School Forum, under the GUSEC i4 program

GUJARAT UNIVERSITY PARTNERS WITH INDIAN ARMY

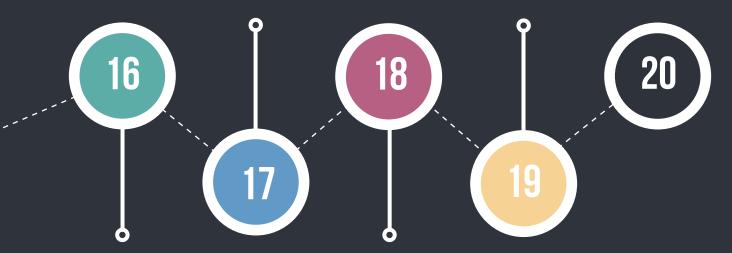
Jan 5th, 2019

Gujarat University signs MoU with Indian Army to identify and innovate solutions for the defence purpose

GUSEC ORGANISES herSTART PROGRAM

Mar 1st & 2nd, 2019

GUSEC organises two-day bootcamp herSTART, dedicated to promote and support women entrepreneurs



AHMEDABAD POLICE COMMISSIONER VISITS GUSEC

Oct 25th, 2018

Shri AK Singh, Ahmedabad Police Commissioner visits **GUSEC** and interacts with startups and innovators

ROUNDTABLE CONFER-ENCE WITH SCIENCE & TECH LED STARTUPS

Feb 27th, 2019

GUSEC organises Roundtable with Science and Technology led startups as part of consultation for the Festival of Innovation and Entrepreneurship 2019, Rashtrapati Bhavan





Startups
Supported by

GUSEC

STARTUPS





Advit Theranostix

Advit Theranostix is developing a molecular diagnostics assay for major diseases and disorders by using some advanced technologies like Real Time PCR, next generation technology and Micro-array. Currently, India is dependent heavily on foreign manufacturer for current needs when it comes to molecular diagnostics. At Advit, the team would like to develop and validate these assay for Indian and Asian population. Their aim is to make these solutions cost effective and effective for Indian population and eliminate the need to depend on foreign manufacturers for the same.

Aerobotics7

Aerobotics7, a technological startup, is developing Multi-Spectral Technology drones. These drones can identify Landmines and apart from that, they also have multiple characteristics that go into identifying landmines efficiently. They make products that are innovative and advanced, in pursuit of making life better. The drones that will be developed can help save lives by the features that they offer and the areas of life in which they can be implemented.

AEROBOTICS7 IS
MAKING LANDMINE
DETECTING
AUTONOMOUS DRONES

Agrimony Spiritual

Agrimony Spiritual is into utilising the ancient scientific codes to harness cosmic energies, convert them into life-saving frequency-concoctions (energy capsules), for Body-Mind-Soul wellness & combining with modern technologies like virtual reality and artificial intelligence is what "Agrimony" is all about! The treatment is medicine-less! There's no heavy expenditures like we spend in hospitals. It's proven and being widely used in western countries now. "Stress-Anxiety-Depression is the new Cough & Cold", and instead of going to any psychiatrist and consuming antidepressant drugs which all the more are addictive, cosmic energy treatments are the new modern way of getting solace! It's mind and soul experience to gain happiness!

Alagrand.com

⊙ GUSEC FELLOW 2018

ALAGRAND IS
GUJARAT'S LARGEST
FASHION E-COMMERCE
STORE CONNECTING
LOCAL BRANDS AT A
SINGLE PLATFORM

Alagrand.com is India's first-of-a-kind region fashion marketplace for local fashion brands and stores. Launched in late 2015, the vision is that shopping from local brands should be as easy and effortless. Presently, it has more than 15 premium brands from Gujarat including Jade Blue, Asopalav, Blue Buddha, etc. with over 20,000 products listed at prices 20 to 50% less than market rates, Alagrand.com is changing how local fashion brands and consumers transact. It is time for even local brands to go digital and with the help of Alagrand.com!



All4Lab

All4Lab is a startup that started with a vision to provide a platform for quality improvements in medical laboratories and health care organizations. All4Labs has an online platform for External Quality Assurance Scheme (EQAS) for Medical laboratory. They plan to help their clients to achieve excellence in quality practices through increasing awareness, training and ability to implement quality standards in medical laboratories and health care organizations. Their aim is to become a leading service provider for Total Quality Management in Medical Laboratories and Health Care Organizations across Gujarat and Western India

Alteration Innotech Private Limited

Alteration Innotech Private Limited is working on a project called keyU smart door lock and mobile operated padlock. When the world is moving towards the IOT based connected products, the team of Alteration Innotech Private Limited has developed security systems based on specific Indian situations. Security is the major thing in this connected world, and the team will create a market for such advanced, security options by providing such kind of innovative and patented products at affordable and cost effective rates.

AMB Industries INC is developing unique energy solutions which have the potential to solve the energy generation problem throughout the world. Their product, the Freejulator, is capable of harvesting energy from the atmosphere and is currently able to charge a mobile phone, power light bulbs, microprocessors and street lights. The device is 10 times more efficient and 5 times cheaper than Solar cells. They are also working on long distance transmission of electricity, Insole generator, water battery and vedic super-capacitors. The future needs a Freejulator!

AMB INDUSTRIES
IS HARVESTING
ENERGY FROM THE
IONOSPHERE LAYER
OF THE ATMOSPHERE









Amounee

Amounee is a digital marketplace for all the Weavers and artisans. Amounee markets their products by doing photoshoots and uploading these photos of their art and products on various platforms and selling them. Amounee's primary objective is to connect artisans directly to the urban market. Their strategy provides a digital platform where nationwide clients can conveniently establish communication and business with the rural artisans. Not only will this help in saving the various art forms that are present in the country but it will bring them to the forefront and provide them with exposure, business and visibility. Efficient and easy!

Aparam Edutech LLP (OHA Akademy)

Aparam Edutech LLP is trying to break through the contentbarrier, language-barrier, location-barrier & feedbackbarrier through Ed-tech solutions which enhances the knowledge quotient for candidates seeking to break the competitive examinations and in turn increase the quality of tomorrow's workforce & public services professionals. The country has a lot of competitive exams and in comparison to that, various barriers exist when it comes to refining their knowledge for the said exams. With Aparam Edutech LLP, this will be eliminated soon.

Arc Attest

Arc Attest is an easy to use, secure, web based automated platform that relieves employers from handling verification requests from background screening companies and fellow organisations, by passing this to the central repository. It also delivers powerful insights on exited employee movement to help employers manage attrition and build culture.

It uses an advanced technology that offers a dedicated web based, automated repository of ex-employees to deliver quick and efficient employment verification. It allows employers to upload employee information in a more controlled, secure and uniform manner. It eliminates manual efforts to free up time and increase productivity of employer.



ArtyOwl.com

Cotton Compactor has developed a machine that, instead of storing cotton in a huge bulk, ArtyOwl.com is marketplace for handmade & hand-curated products across categories like Home Decor, Food, Fashion & Personal Care. It is the perfect place for people who are looking for special products curated by artists and are handmade. These products make great gifts to friends and family and even on special occasions. This will be a platform for artists to come together and sell their products to the customers who are looking for something exactly like this.

AtomByte

AtomByte is an IoT startup that provides real-time machine data to manufacturing companies which would help managers/owners in making decisions in improving their machine efficiency leading to higher profit. AtomByte will revolutionize the way in which data is gathered and analysed in order to improve performance of the machines. This will change the profit margins for manufacturers and revolutionize the entire decision making process.

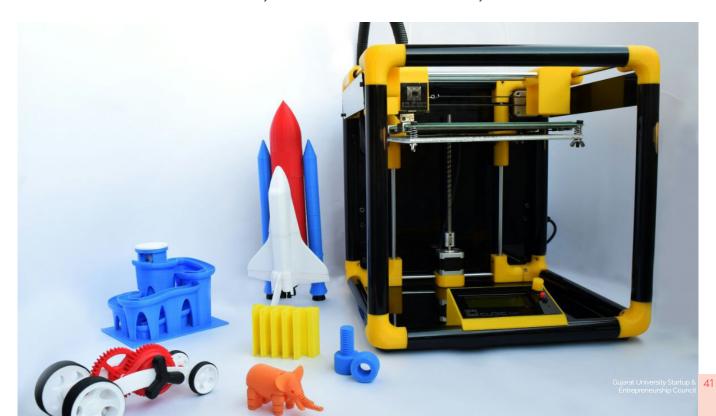
Beehive Congruence

Beehive Congruence is looking to cater to various VR/AR needs in the following sectors: Defence, Training and Education, Healthcare, AEC (Architecture, Engineering, and Construction), Experience Design and Information Design. By using VR/AR in the functioning and everyday events, these sectors can benefit in a lot of ways. With the advancement in technology, so much is possible with the help and guidance of people who have the required knowledge about the said VR/AR services. This is where Beehive Congruence comes into the picture.

BIOBANDAGES ARE BANDAGES MADE OUT OF SEA-WASTE WHICH IS RECYCLED TO MAKE NATURE-FRIENDLY BANDAGES FOR ALL

Biobandages

Biobandage is working on the idea to develop efficient and long lasting bandages made out of sea waste. This bandage will be helpful to the people who are suffering from hemostasis. It's wound healing rate is much faster than normal bandages. Not just that, these bandages are developed in a way that waste that is present in the sea is recycled. This way, these bandages are nature friendly and a productive way to reuse sea waste. It is one step forward in terms of managing tons and tons of unrecycled waste present in our oceans to a better cause. Biobandages also provide a way for people who are looking for ways to reduce their waste consciously.



Bioplastics GUSEC STUDENT INNOVATOR OF THE YEAR 2019

Bioplastic is a kind of plastic made out of plant components which is biodegradable in nature. It can truly be the replacement of synthetic plastics because it has almost the same properties as of the conventional synthetic plastics. It can be the hope that future generations require in order to save the planet! Today, one of the main issues for mankind is the toxic nature of plastic. It is one such element that has caused various permanent damage already. Using plastic for almost every industry has become a thoughtless product. However, Bioplastics is here with an alternative that won't harm the planet at all.

BIOPLASTIC IS A
PLASTIC MADE
OUT OF PLANT
COMPONENTS AND
IS BIODEGRADABLE
IN NATURE. IT IS
HERE TO REPLACE
SYNTHETIC PLASTIC

Blecan

Blecan innovations is a smart universal platform for food, retail and events which bridges the gap between users and merchants. Pois for food eliminates for a user to have different apps, and advertises contextually. Pois creates a new way for users to interact with customers. For merchants Pois reduces the workload by introducing a revolutionising crm, inventory management system, path for direct communication between users and merchants, inventory based offers and real time tracking of users along with contact less payments reducing the overall workload for merchants and providing a whole new range of offers which connect to users.

POIS IS A POINT OF INTERACTION SYSTEM WHICH ESTABLISHES SEAMLESS USER-EXPERIENCE

BrainItOn

BrainItOn brings fun into learning. Their mission is to unlock the deepest potential of each and every learner, of all ages by making learning fun, interactive, engaging and social through challenges and quizzes. Their website provides users a platform to learn and practice concepts based on their academics, competitive exams or other topics by solving quizzes and challenges. The process is collaborative and interactive where users get a sense of achievement & accomplishment.





Canva Fibre Labs LLP GUSEC STARTUP OF THE YEAR 2019

PATH BREAKING PRODUCTS MADE USING NATURAL AND SUSTAINABLE FIBERS Canva Fibre Labs LLP is the only company in India to be able to process Natural and Sustainable fibres like Hemp, Ramie, Banana, Nettle to spin counts higher than 30. It is path breaking not only in terms of quality but also because they do it at 30% lesser cost as compared to the only competing country - China.

All their products satisfy the 3 criteria:

- 1) Raises farmer income upto 400%(Social Impact)
- Consumes significantly less water & energy less than
 (Environmental Impact)
- 3) Provides better functional qualities(Economic impact)

Climate Care Environment Consultant

Climate Care Environment Consultant (CCEC) aims to improve ecology, environment, economic and social pillars of society by providing technical support to various stakeholders. CCEC has already developed its network through government, NGOs, industries and academic institutes. Unlike any other agencies, CCEC aims to develop a collaborative approach which will expand its horizon from multilateral local, district, state and national agencies. The advancement of technology can be beneficial to all if they know how to apply it and where. With Climate Care Environment Consultant you can do it all!

Congruence agro-healthtech

Congruence agro-healthtech proposes a synthesis of a nano based sensor for on spot detection of CA 15 – 3 for breast cancer at home. You get results by a small drop of blood with the use of an android application. The method available at present for the detection of breast cancer is a laboratory based procedure and needs trained people to perform. Also it needs costly instruments. This device can be used by a layman also to detect CA 15 –3 which can be useful for further screening and diagnosis. This will surely bring revolution in the field of screening methods for breast cancer. Often, one misses out on the initial signs of breast cancer. This can be prevented with the use of Agrobalthtech



COPD Treatment Evaluator

COPD Treatment Evaluator is working in the field of healthcare. Health and healthcare is one such field where technological advancements, when applied correctly, can save lives. Chronic Obstructive Pulmonary Disease is an incurable but preventable disease. The device, spirometer, measures respiratory parameters which would suggest treatment like smoking cessation, vaccination, pharmacological treatment, non-pharmacological treatment, and oxygen therapy. This COPD Treatment Evaluator can save lives and actually help the advancement of medicine and treatment options that are already available in the market.

MEASURES RESPIRATORY **PATTERNS AND** SUGGESTS TREATMENTS FOR **COPD AND CAN SAVE** LIVES

THE SPIROMETER

Cubic Desktop Engineering

Cubic Desktop Engineering, a 3D printer, designed with the aim of making sure that machinery does not take up a lot of space and is not expensive as well, is here to change the way in which various industries function. The basic idea of Cubic Desktop Engineering is to modify useful industrial machinery in such a way that it will become cost effective, user friendly, consume less space and be electrically efficient. It is a 3D printer that prints with accuracy. It can be used to print 3D models of various things across a range of fields like education, decor, medical, architecture, etc.

Curio O Box

Curio O Box is into makes learning easy and more practical for children of age 5 to 15 by using practical aids and kits created by Curio O Box. Curio O Box is trying to bridge a gap in existing education system by giving kids practical and real life exposure. The kits and practical aids that the Curio O Box offers are made in a way that they enhance the problem solving approach in children from a young age of 5 onwards. Using these aids, kids can get an overall development when it comes to education as there is little or no exposure to practical learning in the current education system.

DOTcam

DOTcam is into making the world's fastest scanning app and the most accurate app when it comes to scanning things on the go. Unlike camscaner, DOTcam needs a specific design of page. This app would click the photo of the notebook page or document without even clicking the capture button on your phone and would crop the image accordingly once it has been scanned. This kind of an app has still not been developed anywhere else so this is innovative, helpful to society and the first of its kind.





Dronation Labs Private Limited

We live in a digital world, a world that constantly asks for innovation, for Drone Nation is an end to end aerial solutions provider which integrates custom-built drone hardware and software technologies to provide complete and cost-effective solutions according to customer needs. They currently provide Data acquisition and Data processing services in Aerial Photogrammetry, Mapping & Surveying, Inspection & Monitoring. Their expertise lies in providing better reach, productivity and authenticity against the traditional methods at a lower cost and lesser time for their clients and provide them with complete end to end solutions and business intelligence using aerial data.

easilyDone offers a platform that allows people to manage the functioning of the housing society they live in. easilyDone provides a common platform to all the needs of your society (residential & commercial). It helps put all the administrative work of the society into one neat app, and makes the work smoother. easilyDone boasts of features like polling, fund collection, vehicle registry, keeping a track of visitors and vendors, etc. Things that usually happen on paper, can now be done with an app, in a more efficient and faster way.

EASILYDONE ELIMINATES
THE TRADITIONAL WAY
OF MANAGING THE
ADMINISTRATIVE WORK OF
RESIDENTIAL SOCIETIES AND
COMMERCIALS ON PAPERS AND
RATHER ACCESS IT ALL AT A
SINGLE CLICK THROUGH ITS APP

Flectrike

Electrike is an Electric Campus Vehicle designed and developed to solve the issue of campus mobility in large premises such as airports, railways, university campuses, industrial plants etc., where one has to travel long distances within the said campus. This means that it will be available to people who have difficulty navigating and travelling through these campuses and also for people who are in a rush to get somewhere. This vehicle will make it possible for senior citizens to explore new spaces as well even if they are not able to do so on foot

Elixir Foundation

Elixir Foundation is an initiative by the Presidential Awardees of Government of India i.e IG NSS Awardees and National Youth Awardees to be ever present and to enhance lives for a better society. Elixir is a step to ubiquitously, in every area, do small and big deeds and deal with the concerns in our own small ways to improve the state of the world. Youth Empowerment through community services is one of the major drives at Elixir to make today's youth more socially responsible and the Elixifoundation achieves it through numerous initiatives. The future lies in the nands of today's youth and based on that idea, Elixir Foundation works to make the youth responsible and more aware.

Episodic Labs is here to change how training takes place in the world of Cricket and eventually, other sports as well. With the help of technology, Episodic Labs is making the first revolutionary sensor- enable product that will change how cricketers train, practice and get better at the game This sensor-enabled product will give instant feedback to the cricketers making it easier for them to train as they can understand their mistakes and correct their game based on the data provided by the sensor-enabled device.

Expresso Inc.

Expresso.inc aims to establish a platform for the arts by building of Creative training pivot and an Ecosystem for Revolutionizing the Arthdustry, they plan to start with one artifield i.e DANCE initially in their firs phase, providing training and community based infrastructure and filling the need gaps of this industry and then to expand it exponentially to othe artifields. With this revolutionary startup, they will initially provide online and very soon with offline Infrastructure for artists to grow skillfully and financially with greater reach and credibility.

BEMRR IS A
SENSOR-BASED DEVICE
FOR SPORTSPERSONS
TO IMPROVE THEIR
PERFORMANCE USING
MACHINE LEARNING AND
DEEP ANALYTICS

FunExpedia

FunExpedia combines leadership and adventure together! They conduct outbound leadership programs for IIMs and other leading management institutes through adventure activities like Everest Base Camp Adventure Program and also other Adventure activities. They use the world's most spectacular classrooms to teach leadership, outdoor skills and environmental ethics. This sheer joy of fulfillment and contentment during such programs leads to networking and word-of-mouth publicity of such trips which is the core philosophy of their Innovation.

Fusionova Beverages(Young Monk brand)

Fusionova Beverages (Brand name Young Monk) has come out with an innovative range of Fruit juice based drinks fusion-ed with Aloe Vera. They have some unique flavours which are not available in the Ready To Drink Fruit Juice drink segment in the market. Their USP lies not only with Aloe Vera fusion but also that they have added a range of 7 vitamins in their products. They are placing our product as a healthier alternative to the existing fruit juice drinks and the aerated drinks available in the market. Not only that, they have reduced about 50% of added sugars in our products compared to the drinks available in the market and yet give the same level of sweetness in their products.

Futuriztic

Futuriztic was formed in the year 2017 after realising while renovating our home that in spite of presence of automation solutions in the market, they are very expensive since most of them are from imported companies. This inspired Futuriztic to form a start-up which focused on designing and developing solutions that were explicitly 'MADE IN INDIA' and could positively answer the question - "Is there low cost automation available in India, for the common man?" Built with the aim of making sure that India, and every common person in the country at that, has access to automation in their houses, Futuriztic hopes to make India stand at par with the world in terms of technologically advanced homes.



FUTURIZTICC BRINGS LOW COST AUTOMATION TO INDIAN HOUSEHOLDS AND REVOLUTIONIZES **HOW WE LIVE WITH TECHNOLOGICALLY ADVANCED HOMES**





Finception

Finception is all about simplifying information on stocks and stock markets that will help in boosting retail participation and offers unbiased and well-researched analysis on companies without any recommendations of buy/sell. This will be a platform where one can find everything they need to know about stocks and stock market investment. Every person, at one point or another, has considered the option of investing in stocks and the stock market. However, it can get confusing as there are so many different opinions about what to do, which companies to invest in, etc. This is where Finception comes in.

Fluvina Technologies Pvt. Ltd.

Fluvina Technologies Pvt. Ltd. is a pure play patient engagement and behavior change company for chronic diseases. They help in better communication (use of AI to decide communication plan), gamification, education and counseling and monitoring compliance through our smart device. This will be useful for patients as well as doctors and will make sure that healthcare is revolutionized, made effortless and easier to manage with the use of proper technology set in the right direction. The aim is to make this more efficient and user friendly with the use of AI and to increase seamless communication on all fronts.

Freshours

Freshours is a platform which provides free contact-less deliveries of Milk, Fresh Vegetables, Fruits & Breads every morning before 7 AM at the doorstep of users. Orders can be placed till 12AM midnight. It would be a Subscription-based model with key features like no minimum order required & no delivery charges for even ₹1 order. In a life that is fast paced, it is a hassle for people to actually go and manage to buy groceries and everyday essentials for their home. What then happens is that various products go to waste as they are not consumed when they are fresh because of excessive storage.

Formulation of Herbal Tooth-tablet (Solid Mouthwash)

Formulation of Herbal Tooth- tablet (Solid Mouthwash) is a chemical free option, developed in order to decrease the side effects of other dental cleaners which result in issues such as chances of ulcer creation, inaccuracy in every dose, not proper use compliance, formula contain synthetic surfactants which cause health hazards, etc. Herbal tooth-tablets reduced sensitivities and reduces dental health problems for users and would be cost effective as well. These solid mouthwash tablets are herbal and would hence be a natural element when it comes to dental health. Dental health is of utmost importance to overall health of a person and that is what makes Formulation of Herbal Tooth - Tablet (Solid Mouthwash) very crucial.



Garbage Collector

Garbage Collector is a garbage collector system that is a long vertical space passing by each floor in a building. People who are on that floor can put their waste in this special area allocated to it. Adopting this solution can reduce garbage dumping, produce by products from it, educate people on waste segregation and we can solve the biggest problem of door to door waste collection from multi-story buildings. This way, every individual is responsible to manage their own waste by just dumping it in the collector area, thereby reducing the problems related to garbage.

G.E.L.E (Galactus Enhanced Learning Environment)

G.E.L.E is an Ed-tech startup that aims to use virtual reality for education. Based on the idea that certain concepts can be better explained and understood with the perfect visualization, the team has developed a subscription-based business model which will be using virtual reality to teach different kinds of concepts. The main target customers will be top CBSE & ICSE schools in Gujarat. Once the team is ready with an initial set of products, they will start pitching it to their prime customers. Additionally, many tuition classes and other educational institutes have shown interest in this product as well and so, they will also showcase their product to them too.

Gifter.com - Pick your perfect gift

GIFTER.COM - Pick your perfect gift is developing a unique platform/ Application of aggregator of customized corporate personal gifts and variety of gifts. The main objective of this application is to give a platform to small household gift article makers who are women and young girls who have immense creativity but do not have a platform to showcase their products. The main objective is to bring out the talent of women by showcasing their products and this will also not tamper their current or future commitments. This Application will even have the facility to upload new creative gifting ideas through users and thereby generating revenue through background rolling advertisement.



③ GUSEC TRACTION AWARD 2018 GeoSafe

Geosafe is a complete GPS tracking solution system. Geosafe tracking give solutions to various safety issues and provides real time fleet monitoring, incorporating travel history, movement reports, alerts, control of devices remotely, mobile apps and compatibility for various GPS tracking devices. Currently, GeoSafe is providing android and IOS applications that will keep logging the GPS data on tracking server, making it an efficient way to stay safe, wherever you are. Developed with the vision to ensure safety, this can be a very useful tool when it comes to detecting unusual activity, no matter where you are.

Greenobazaar.com

Greenobazaar is an online platform (website, android and iOS apps) that offers certified organic, natural, recycled/upcycled products. These products are categorised into food/nutrition, health care, personal care, baby care, home and living, recycled and art & craft. They promote and offer pure, healthy and eco-friendly products that every family requires in their day to day lives. They plan to have stores across the country in Tier 1 cities which will act as warehouses as well as functioning stores in order to reduce logistic costs as well as their marketing costs.



Greenbed Lifestyle- Relax in Heaven

Greenbed Lifestyle is a service model which is Eco friendly, based upon an advanced technology for garden cultivation in which Hydroponics and other traditional style gardening techniques would be used. The idea is to build along and guide young children about garden cultivation and management in an organized form which can serve two foremost purposes: Making people understand the importance behind nature's existence for food, by offering healthy supplies of various salads, juices (fruits and flowers) and providing a sitting place which is like an in-house scenery for relaxation for the family. (Contracts with residential premises which has space for cultivation) and designing courses for small scale gardening for school going children by training the gardeners. Knowledge about the garden tools would also be provided with the prospective collaboration with Sharpex Engineering Work.

Happy Rolls

Happy Rolls brings you healthy food, quickly. We never equate fast food to healthy food. Those two words are always used as a contradiction. However, what if there was a way to mix the quick nature of the fast food with they healthy nature of healthy food? Happy Rolls is a healthy Indian fast food brand, serving traditional roti sabzi in a modern way, combining traditional Indian ingredients with modern international cuisine. So, you can now indulge and have your favourite dishes and not worry about the unhealthy nature of the same, only with Happy Rolls.

Hello Skate Mobility

HELLO SKATE MOBILITY
IS DEVELOPING AN
ELECTRIC SCOOTER
WHICH CAN BE
UNLOCKED AND USED
USING AN APP AND WILL
BE AVAILABLE AT MAJOR
PUBLIC PLACES AND
TOURIST DESTI NATIONS

Hello Skate Mobility is an urban mobility startup that is developing electric scooters which can be used once you unlock them from the app developed specifically for these scooters. They will be available at public places, malls, tourist destinations, etc. They are developed using an IoT enabled model. These electric scooters will be available for individuals and business on rental bases. The Startup is invited to provide scooters inside ISRO Ahmedabad as well. These scooters can reduce the transport-related problems inside various spaces that are huge like campuses malls tourist locations, etc.

Herbal Remedy For Diabetes

Herbal Remedy for Diabetes is developed to make sure that the treatment that is offered to the patients of diabetes is healthy, natural and without any side effects. The aim is to treat Diabetes by using ancient ayurvedic medicine, in a cost effective way. An herbal composition to treat and prevent diabetes by healing the pancreas is what the remedy is based on, pancreas being a root cause of the problem, with no side effects, high efficiency and best of all better taste.

Hobby in a Box

Hobby in a Box is a Hobby marketplace for women. They provide digita platform to creative micro-preneurs via their DIY WORKSHOPS, DIY SUBSCRIPTION BOXES and Online Classes. They believe in supporting women who want to create a living from following their dreams, and in giving people opportunities to explore the talents that they already have. It so happens that when people who are talented go out to look for platforms where they can showcase their talents, they never find any place which allows them to do so. This is exactly the vision with which Hobby in a Box is developed.



Human Resource Intelligent Systems LLP

Human Resource Intelligent System LLP brings you HRiS365, a platform to manage HR activities of any organization. HRiS365 is an innovative Saas-based human resource management system for small, medium and large enterprises, helping organisations streamline HR processes. It provides a range of services that make the HR process simple to handle and transparent for everyone, like self service portal, attendance system, leave management system, handling payroll, performance management and recruitment, among a few other things. Using this will save time, increase efficiency and transparency, meanwhile saving time.

idoor

idoor is here to help lessen your worries when it comes to security as security is one of the main issues today as the lives we lead are fast paced, constantly on the go and highly demanding. In such a scenario, the team of idoor has designed an app powered smart lock and door bell with that also comes with face recognition and door assistance. These features are based on Artificial Intelligence. idoor has been installed as a door lock in more than 500 homes and the team has successfully developed prototype for this doorbell. With technological advancement, one can rest assured about their safety when they have idoor.

IDOOR, AN APP **POWERED** SMART LOCK. **USES ARTIFICIAL INTELLIGENCE TO PROVIDE UTMOST** SAFETY TO HOMES AND SPACES WHERE IT IS INSTALLED

Innovative Cancer Care & Rehabilitation Private Limited

Innovative Cancer Care & Rehabilitation Private Limited is a venture is focussed on conceptualizing, developing and commercializing healthcare and cancer related products that can be used for treatment, surgery, support and care for patients. Besides, establishing tobacco wellness centres for cessation to prevent, cure, rehab and care tobacco addiction, stimulate individuals to adapt a healthy lifestyle and ensure the counselling and screening services are available at the best price for varied socio-economic groups at both the urban and rural regions. They have created an e-commerce site (www.icancare.in) to ensure 24x7availability of specific and genuine cancer care and rehabilitation products at affordable prices. They also offer homecare solutions for patients.

Joyous Beam Candles

Joyous Beam Candles is a creative startup working on manufacturing and designing innovative candles that are effective and essential to an individual and not just for lighting purposes but are also long-lasting. Their most exclusive range of candles also include a Soy Butter Candle which is made with 15 natural ingredients. Melted content of such candles can be directly applied on your skin for a relaxing Body Massage. Blend of Essential Oil like avocado and jojoba with healthy Shea body butters gives this candles a complete different meaning of having a smooth skin and therapeutic massage with a candle.



③ GUSEC RISE AWARD 2018 **Konect Health**

Konect Health, a platform envisioned and co-founded by a group of medical professionals and IT experts, will solve your health related issues by connecting you to doctors and providing you ready information about common diseases and health issues. Improvement in the health and well-being of individuals and communities is the core objective of this innovative platform. Konect Health gives access to various health tracking tools and health & disease related information. It puts the patient and the doctors in touch with each other. This makes it easier for patients to get the guickest, more efficient healthy solutions whenever required.

KrishiBox

KrishiBox, with the aim of digitizing agriculture, is solving the issue of limited productivity in the agro-ecosystem by optimizing inputs and maximizing the farm yield. They work on the belief that farmers deserves to get the supply of easy and digestible information about their farm in a way that would help improve yields.Started in October 2017, KrishiBox first ventured into tackling distribution problems by building vertical coordination between farmers & food businesses. They successfully enabled the flow of 3.65Ton farm produce in the same & later on realized the entire ecosystem's problem set starts from the production side, thus pivoted the model keeping the same vision - "Digitizing Agriculture".



Legiticheck

Legiticheck is building the world's first and patent filed non fraudulent system to secure academic credentials with their unique hardware tag and software, which will enable to create the academic credentials truly Authentic, Verifiable, Most Secure, Immutable and Trackable This kind of service is required today where the authenticity and legitimacy of academic documents is a must and very few people can verify these for you. For that, one can surely turn to Legiticheck!

Lower limb orthosis rehabilitation device

A REHABILITATION
DEVICE THAT ALLOWS
PHYSICAL THERAPISTS
TO MONITOR KNEE
HEALTH AS WELL AS
PROVIDE RECUPERATIVE
THERAPY

Lower limb orthosis rehabilitation device is built on a plan to develop a device which allows the physical therapist to monitor a patient's knee health as well as provide individuals with recuperative therapy, especially for the legs. The foregoing and other aspects of the device are provided by a continuous passive motion device, the shape looks like a triangular model that includes a movable structural cradle or support which precisely defines the desired motion, and means for actuating the cradle (or support) so as to achieve a preferred CPM therapy. This device consists of a mechanical mechanism, flex sensors, microcontroller, Bluetooth module and 16x2 LCD. So, this device provides an efficient way of therapy.

Magenta Connect Private Limited

Magenta Connect aims to help these individuals and organizations gain control and total & complete visibility into their business for informed decision making. Their Business Intelligence tool connects with their internal ERP/existing software and generates insightful, action-oriented reports in a blissfully simple interface. If you are running an organization that does anywhere between 25 Cr. To 500 Cr. in annual turnover and are existing in distribution space (electronic items, FMCG, Lifestyle products etc.), you do not have access to the real-time performance of your business as on date. Most of your decisions as on date are based upon your previous experiences or reports that are delayed/not accurate. This causes massive gaps in opportunities and lapses in judgment.



③ GUSEC RISE AWARD 2019 Mfreights

Mfreights is the first web platform for shipping industry where users will be able to search, compare and book export import shipments. While they do this, they will also be able to submit all the relevant documents online, without any hassle. Along with that, the users (Shippers/ forwarders/ agents/ transporters/ CHA) can compare domestic as well as international logistics freights at a click! We are seamlessly integrated with shipping lines, transport operators, insurance companies, etc. Ever wondered how easier it would be if one could just compare and search all the information and book export-import shipments? Well, mfreights.com is here to give you a solution!

Migraine Band: A quick relief!

Migraine Band is a sustained release migraine band to give relief from episodic headache by using a single band for a day. The present idea comprises of a mixture of various natural plants as ginger, peppermint oil, Valerian, Coriander seed that can come together to relieve the migraine pain. The sustained release is obtained by the use of natural proteins like gelatin, agarose, albumin, zein, etc. This formula would aid to prevent the recurrence of chronic headache throughout the day and hence avoid breaks from regular day course and other health related disruptions to one's schedules.

Mypaybook

mypaybook is an open to use and a centralized HR Management and payroll processing system which is bundled with many innovative features like GPS based attendance and efficiency mapping system for field force, e-Verification of pre-employment phases, Artificial intelligence based HR Activities and all other sorts of modules which required to automate HR functions. This will reduce the paperwork and time that is consumed by these processes if they are to be done on paper or manually. With mypaybook, running an HR department will become a systematic affair, without fuss.

Nandeta Sood Virtual Reality Design Firm

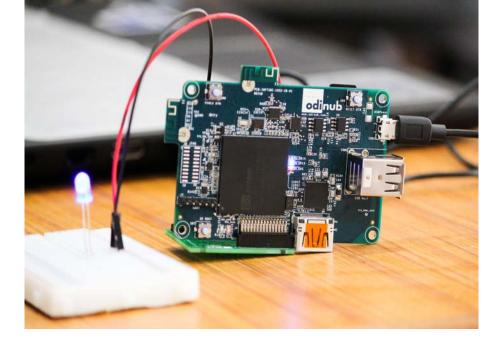
Nandeta Sood design firm's website has 100's of pre-designed interior mock-up spaces catering to commercial as well as Residential space. The client has many choices and can browse through the catalog to select a design for their space. Using Nandeta Sood Virtual Reality Design Firm will help clients in furthering their business by finding the design that suits them best. Virtual Reality is a thing of the present and this way, a lot of options will be available to the clients for the first time ever!

Nirmisu

Nirmisu is a contemporary art platform which works on reviving traditional art styles from all across India. As a part of it, these different styles are executed by a contemporary approach. The starting project is dealing with the block printing art from Gujarat specifically known as Ajrakh print. This way, all the traditional art styles that are currently on the verge of disappearing will now get a chance to be revived and at a larger scale as well, making sure that they hold their appeal and tradition. Such a platform is important to preserve the art forms of this country which are otherwise overlooked.

Novel Diagnostic Kit Development for Rapid and Accurate Detection of Mycobacterium Tuberculosis

Novel Diagnostic Kit Development for Rapid and Accurate Detection of Mycobacterium Tuberculosis is working in the field of healthcare. Here, you can see the development of a Novel Diagnostic Kit which will help in the diagnosis of TB/MDR-TB/TDR-TB. The diagnostic kit will be useful to all pathological laboratories (private as well as government). By using this kit, one can get accurate test results when looking for the detection of Mycobacterium Tuberculosis. Advancement in healthcare is the future of the country and Novel Diagnostic Kit can help in this area tremendously.



NUTRYLYF

NUTRYLYF is a startup that is totally based on organic farming. It is developed for providing Healthy & Innovative organic food products to the people. No harmful chemicals are used in farming, processing as well as packaging. At Nutrylyf, one can be assured that the product they are receiving is natural, organic and pure. People who use such products are also leading a healthy lifestyle, which is what the team promotes as well.

Odinub

Odinub is here to bridge the gap between two products or ideas. There is an increasing demand of industrial motherboards/small size computer chip set in the digital world today. It is observed that there is a huge gap between industrial motherboards and small sized computer chip sets or project boards. Odinub has a solution to build bridges between the two areas! This will cater to all the students who want to boost their project to the market as well as the industry people across the globe. The product that we aim to bring to the market will be cost and performance effective. Initially, they plan to gain as much market experience as possible by targeting the retail and wholesale vendors at local areas.

ODINUB IS MAKING THE POCKET-**SIZED COMPUTER** WITH ENHANCED CAPABILITIES THAN THE CONVENTIONAL ONES

ONOB - Kitchen Innovation

ONOB is a device which aims to automate the process of controlling gas stove's knob to make your cooking safe and easy. It automatically controls the temperature level of food cooking on the stove. This appliance would be replaced with the existing knob and a mobile application would be used to get cooking instructions for your favorite dishes from a variety of cuisines as well as customize your cooking with timers, heat control from anywhere in the house and safety alerts for gas leakage or increase in carbon monoxide. The team would also like to integrate a store in the app where you can buy spices and cooking utensils without stepping out of your house

Outliers Publishing Pvt. Ltd.

GUSEC COMMUNITY AWARD 2019

PUBLISHBOOK
PROVIDES HIGH
QUALITY PUBLISHING
SERVICES TO
ASPIRING AUTHORS
ACROSS THE
WORLD, WITHOUT
BOUNDARIES

PublishBook started in March 2016 as a provider of high quality publishing services to authors across the world. They decided not to limit their state of the art services to geographic boundaries. PublishBook offers various publishing, book printing and distribution options to both authors and publishers from around the world. They are a technology start-up & one of the fastest growing book publishing companies in the world. They aim to make book publishing accessible to every author, aspiring or established, across the globe. Their prime motto is to provide a platform for authors to be able to focus on producing their books with premium content, and this is going to change the way people look at the world.





Organic pickle

Organic Pickle is into manufacturing organic pickle, from material that is easily available from the forest. The organic pickle is currently not available in the market and is rarely seen in market in some of the parts of Gujarat. Production of organic pickle is from Bamboo, Beal fruit, Kakad, etc. These pickles are healthy, come from traditional recipes and homes, made by the best ingredients that are natural and that is what makes it a healthy and tasty option.

Organize

Organize is developing a platform that will help you with everything that you need when organizing an event. The single platform includes large number of caterers, venues, decorators, photographers, etc. and the users can view and compare the real-time prices without any artificial inflation created by the vendors. This way, planning an event will become smooth and hassle-free. The trouble of going from one shop to another will be eliminated and a seamless experience will be created for each and every individual who has the burden of planning an event on their shoulders.

Petrocab ERP is a LabVIEW based solutions Provider Company in academic and industrial field. LabVIEW has vast applications in research which play a vital role in student skill development. It works in data acquisition solutions, test & measurement, automated test equipment, and academic products to bring about system development solutions for industrial and academic clients. Research is an integral part of education and when it comes to that, Petrocab ERP is your one step solution for research related needs, in academic as well as industrial fields.

INNOVATIVE AND
INTERACTIVE
VISUALIZATION
PRODUCTS AND
SERVICES DEVELOPED
OF AUGMENTED
REALITY AND VIRTUAL
REALITY

Plutomen Technologies Pvt Ltd

Plutomen Technologies is a technology service, one of the leading developers of Augmented Reality and Virtual Reality solutions. It is a technology enterprise that offers innovative & interactive visualization products and services. It enhances the customer experience of reality and brings engrossing virtual content to the real world. Plutomen Technologies create solutions/platforms and experiences that inspire, inform, educate and entertain using Augmented Reality and Virtual Reality. While we are focusing on emerging technologies, we also hold expertise in Mobile Application Development and Web solutions. We also offer animation services that include 2D & 3D animated / infographics videos.



GUSEC RISE AWARD 2019 Plushvie

Plushvie makes shopping for authentic jewellery simpler and pleasurable jewellery retailers on a single platform so that it becomes easier for buyers to shop, compare and decide There is 100% assurance of getting authentic jewellery products for their money, no cheating involved. Along with this, they plan to offer the best-in-market prices and offers to their users.

PLUSHVIE IS A UNIQUE ONLINE PLATFORM FOR **AUTHENTIC JEWELLERY CONNECTING THE LOCAL** REPUTED JEWELLERY **RETAILERS AT A SINGLE PLATFORM**

Power Generating Tiles

Power Generating Tiles is set to convert mechanical energy to electrical energy which will then generate electricity, all you have to do is step on from the main source of electricity, by using these power generating tiles, such tiles at public places where humans can walk to produce power. Such places are Railway Station, school, theater, and places where a large crowd is constantly present. This way, an alternate source of electricity can be developed that is produced by simply walking.

GUSEC COMMUNITY AWARD 2019 PreBOO

institutes to record activity. PreBOO is taking a big leap by developing a coding platform where schools kids aged between 5-15 years can be introduced to the concept of basic coding through using visual code blocks that represent real programming concept and which makes programming actually, they are learning about coding at the same time.

Probakins

Probakins is a packaged cake that people can consume without worrying about their weight and health. It also has gluten free options for people who need it. It is a cake/brownie which is sugar less, has no refined flour, no trans fats, no cholesterol, has essential amino acids, is protein rich and people. It is a healthier substitute to any other regular bakery item and is easy to carry as well. Indeed, it is a great news for weight watchers and healthy eaters who have a sweet tooth!



Rapidcode

Rapidcode is a startup that aims to make healthy food easily accessible to all. In a world that is constantly moving, it is important to take care when it comes to consuming healthy food. However, in India, it is impossible to find vending machines that provide you healthy food options. Built with the vision to make healthy meals easily available, Rapidcode works on the vision that there will be healthy meals that people can access whenever they need. Rapidcode is working in the field of providing healthy meals through vending machines to people who don't have time to think about and prepare meals for their day.

RAW Power

RAW POWER aims to provide the necessary daily nutrition to the everincreasing, stressed urban working professionals. With growing competition and dynamic environment, the working hours are becoming longer and more taxing. To ensure increased productivity and long term health benefits, balanced nutrition plays a vital role. RAW POWER aims to provide shots, functional water, lemonades, smoothies, etc to fill the gap. These products, which are full of nutrients, are easy to carry and easy to consume, making it even more appealing and effortless to stay healthy and eat right.



Reality Learning

Reality Learning is an Android and IOS based mobile application for better learning experience using the technologies like Augmented reality and Virtual Reality, which primarily targets the pre-school kids. Using virtual reality, there are many things preschool kids can learn and actually benefit from. Technology has made its way into the lives of little children. One can argue that technology and tech devices are here to stay. It is up to us how we make use of them in order to give a better future to the next generation. This is where reality learning steps in.

GUSEC TRACTION AWARD 2019 3 Reelo

Reelo is a marketing automation and CRM solution for small to medium businesses. By having an easy to use system and customer insight, small business owners who could not afford the hassle or time to set up a complex customer management system can now deploy a loyalty and marketing system quickly. They will also have access to customer behaviour data which will give them some tools and insights that were previously only available to big box competitors. Their vision is to become the salesforce.com of hyperlocal retail!

REELO IS A LOYALTY **BASED PROGRAMME FOR RESTAURANTS** AND CAFES

Revenue-from-waste

Revenue-from-waste seeks to provide a connecting interface through a web-portal initially and later on through android-application, between two potential ends. On one end there lies the farmers, who have bulk agricultural waste(wastes from crops- harvest like wheat , rice, maize, cotton, corn & bio-wastes from live-stock). On the other end, there exists industries that require cheap fuel for energy-production(or burning). Once these two are connected, the waste present with the farmers can be utilised by the industries that need fuel. This way, the waste is managed better and is in fact, turned into fuel that can be utilised. This is the driving vision of Revenue-from-waste.

Rey Naturals

Rey Naturals brings you a way to let go of stress. In a world that is extremely stressful, it is important to take time out and relax. One such way to do this is with the use of aromatherapy and essential oils. Essential oils are natural liquid extraction of plants, flowers, roots & fruits. Each one of us lives a stressful life and do not focus on our own self. Rey Naturals provides natural products like essential oils, diffuser and other products which can be used for aromatherapy, natural bath, body & soul care. The range of products infused with Pure Natural Essential Oils are available with Rey Naturals, for the overall well being of the users.



GUSEC IMPACT AWARD 2019 Rivera Namkins Pvt. Ltd.

Rivera Namkins Pvt. Ltd. is a startup that converts farm produce like grains, pulses, fruits, vegetables and meat into ready to eat products. These ready to eat products require no cooking and at the same time, retain most of its nutritional value. These food items can be eaten anytime, anywhere. Logistically as well, these products are easy to manage and can be carried anywhere, even for people who hardly have any time to eat. Built with the vision that once the perishable factor is removed from the farm produce, it can be stored for a longer duration, Rivera Namkins Pvt. Ltd. is working to revolutionise how healthy stored food is.

RIVERA NAMKINS BRING YOU HEALTHY. READY-TO-EAT FOOD PRODUCTS, DIRECTLY FROM THE FARM TO **YOUR TABLE**

Runflat System

Runflat system is a polymer device that is to be fitted on the rim of the wheel. In turn, what it does is that It adds mobility to a vehicle in case of terrain or ballistic related tyre damage. If there is one situation which has happened to most of us, it is a flat tyre and that to at an unfortunate time or when no help is available around us. So, if you have the Runflat System in place, a vehicle can travel up to 100 kilometers with the damaged tyre (Flat tyre) with one or more tyres. Having this can save a lot of unfortunate circumstances from happening and can help you reach a garage safely.

WITH RUNFLAT. ADD **MOBILITY TO YOUR VEHICLE TRAVEL UP** TO 100 KILOMETERS **ON A FLAT TYRE AND AVOID UNFORTUNATE CIRCUMSTANCES**

Royal Gabat ③ GUSEC TRACTION AWARD 2019 Food Science & Technology LLP

RGFST LLP has been incorporated with the vision of making tasty and healthy food items that are actually alternative medicine. They have developed products in form of food items, like a sherbet, which carry medicinal properties like a natural supply of iron, calcium, contain no preservatives, no sugar and is made from natural plant based ingredients. Consuming this has many positive effects for people from curing fatigue to increasing the hemoglobin levels, from reversing the side effects of chemotherapy to healthy pregnancies, it can help with all. Apart from this, they also have cold pressed oils that can be used for various purposes and are rich in nutrients.

RGFST LLP OFFERS FOOD PRODUCTS THAT CARRY MEDICINAL PROPERTIES AND THEY ACTUALLY TASTE GOOD!

SAFEPLATE

SAFEPLATE designs vehicular number plates to avoid damages of any kind, from weather to minor accidents, these vehicular number plates can survive it all. These number plates are made from transparent engineering grade material, which shields the front side of the number plates, which then goes on to increase the life of the number plate. These vehicular number plates come in sophisticated designs, not only protect number plates but also enhance the look of your vehicle as well. This is done in the attempt to attract various owners to put SAFEPLATE on their vehicle

SciTech AcademicsAn Experiential Science Academy



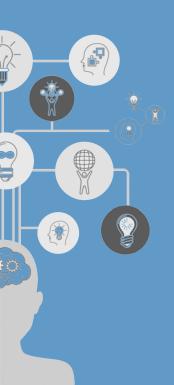
SciTech Academics is an experiential science academy that goes beyond textbook learning. When a child learns something by experiencing it, the learning is profound and they will never forget it. The main aim of SciTech is to expose kids to "experiential Learning" and develop to build Scientific temperament and aptitude in children upto Grade 8 by different languages of learning. Textbook learning alone is not helpful enough to the developing mind of a child. Experiential learning, however, challenges the mind to come up with solutions in their own way, thus creating an understanding of things instead of just learning theoretically.

Sharnatrana

Sharnatrana is a biofilm (matrix) made up with bacterial resistance and absorbent bacteria. There are various kinds of biofilm that are developed by the team. If there is a pollution crisis, the biofilm can get into metal and pesticide resistant area and these biofilms can treat the said polluted are, water body or even industrial or other kinds of waste. These biofilms can be used to detect and clear out toxic waste and can even be used to detect a particular metal, a practice that is seen in mining, etc. All of this is made available at a low cost by Sharnatrana.

SirahErgo

SirahErgo is a startup that is developing a neck and shoulder belt that will work in the direction of prevention for forward head posture. For people who do a lot of desk work, this posture is a common problem and in the long run, it can harm the person's spine. SirahErgo runs on batteries and has a buzzer which will go off when the person wearing this neck and shoulder belt will be sitting in the wrong posture. The buzzer will stop as soon as you correct the posture. This way, you can prevent your spine from suffering the problems that are born by working on a desk all day.



SuperParents

Super Parents is a one-stop solution portal catering to parental needs. It provides quality content in parenting space which is appropriate and applicable to their child's age and interests/needs such as preschools, schools, activity centers, health and nutritional aspects, parenting tips and content, educational toys and various other child products, etc. Parenting isn't easy and a new parent would not have time to go looking for good, quality content related to parenting. All a parent needs to do is get on SuperParents and keep exploring!

Smartify

Smartify is an automation company for homes, buildings, offices, hospitals, hotels, etc. They have packages for all, be it their home or workspace, while keeping in mind to be energy efficient at the same time. However, one does not always know what and how to make a smart home, what kind of products to use and so on. This is where Smartify steps in. Smartify changes the home automation game by taking away the hassle of picking the right products and setting those up. This way, you can Smartify your space with us, without any hassle on your end.

Stitch Guru

Stitch Guru is an e –tailoring business. They have focused on some important areas like fitting, comfort, design and others. They are making an online platform where customers can select designs of their favourite form of apparel (if material is not available with customer then customer can select the type of material which already provide on application) and place the order by providing other relevant information. Then they will send an employee who will take the measurement, material (if available) and other recommendations from the customers. Then a tailor, to whom the stitching will be outsourced, will do the stitching as per customer's need and then product will be ready, which will provide fitting, comfort and satisfaction, will be delivered to the door of the customer.

StudentDesk

StudentDesk is a space that is bridging the communication gap between students and readers of the country and connecting book readers of various institutes with each other. Circulation of books will not only make accessing book economical but will also help in building a sustainable environment by reducing paper wastage. Here, students can buy, sell, exchange, rent or donate their books, magazines or other study material via an Android app or a browser. These transactions can happen within one's institutes or cities.

BUY, SELL, EXCHANGE OR RENT BOOKS AND MAGAZINES AT ONE SINGLE TOUCH



The Carousel Co.

The Carousel Co. aspires to be a B2B cum B2C marketplace for baked goods. Carousel brings home bakers, caterers, food chains, and dessert lovers under one sweet roof. The B2B module helps chains and caterers source baked goods conveniently and transparently. The B2C module helps consumers discover and order the sweetest of what their city bakers have to offer, as well as help them with the perfect bulk orders. Finding the perfect themed cupcakes for that next memorable party is no biggie, right?

The Sewing Project

The Sewing Project is designed to help with time management and aims to be a problem solving service to all the designers by providing them numerous fabric options which are of multiple quality at wholesale price rates. Apart from that, collaboration with an existing textile manufacturer make The Sewing Project a one-stop provider of multiple services. They also provide online inventory and supply-stock management to their clients. It is a one stop solution for all the designers!

Thing Finder

Thing finder a device that can be used by common people and people suffering from Alzheimer's to easily locate their important things. Thing Finder is a tag which is to be attached to the thing which is generally misplaced and then whenever the person loses it, it can be found easily by making a request on any of the AI assistants like google assistant to find that thing. The request will trigger the buzzer in the tag over the internet, or a local network without internet, and it finds the things just like finding a phone.

उपविधि

उपविधि- Lawyer- At your doorstep! In the tradition of innovation, this is an endeavour to make a platform that helps people hire a lawyer in a faster, easier and technofriendly way. This service will be available in any city of Gujarat. The mission is to make legal experience remarkable by making legal services cost effective and on demand for every need. This is going to be a LAWYER REFERRAL MEDIUM that is responsive, resourceful and brings results for the people and by the people and assures effective, efficient and expeditious outcome.

Vega Bikes

Vega Bikes is into building a two-wheeled self-balancing, semi-automatic portable, mobile vehicle which can help in travel and transporting loads as well as a human from one place to another. Often, it happens that one has to look for options when there is transport to be considered. With Vega Bikes, be it a human being or other loads that require transportation, you can rely on Vega Bikes to do the same. This will give a new face to load transportation that is developed based one the advancement of

Virtual Hand (For Operating Computer for Disabled Peoples)

Virtual Hand uses a standard built-in camera or USB webcam to track the user's head. If you move your head to the left, the mouse pointer moves to the left, and so on. Clicking can be done by "dwell time". If you hold the mouse pointer within a certain area of the screen for, say, a second, a mouse click will be issued by the program. The purpose of Virtual Hand is to help people with physical disabilities to access the computer. In particular, Virtual Hand has proved very helpful to people who have no voluntary movement below the neck, people who can voluntarily control only their head. People with Cerebral Palsy, traumatic brain injury, ALS, Multiple Sclerosis, and various other disorders have used Virtual Hand to access the computer and internet.

VEGA BIKE IS A TWO-WHEELED. **SELF-BALANCING**, SEMI-AUTOMATIC PORTABLE **VEHICLE WHICH WILL HELP** IN TRANSPORTING LOADS AND MANAGE TRAVELING **FOR HUMANS**

WEHEAR
IS DEVELOPING A
REVOLUTIONARY
HEARING-AID WHICH
IS CLAIMED TO BE
EFFECTIVE EVEN TO
PATIENTS HAVING
90% DEAFNESS

WeHear is a hearing care company originated with the aim of developing the most effective and economical hearing solutions. By using the bone conduction technology which will ultimately give a hearing-aid solution like never before, WeHear is developed. The team has successfully developed the hearing-aid solution for people who are hearing impaired. Currently, they are developing a set of new age headphones which provide over the top quality, design, innovation and comfort without damaging the ears of the users. At WeHear, as a company, the team believes that technological advancements are always a path to help mankind and not the other way around.

Zifcare

Zifcare aims to empower patients to manage their own health. This will be done by creating an online resource for medical information available in English and Indic languages. The website and mobile apps will be powered by Zifo, the AI health assistant that will seek to understand patient requirements and assist them accordingly. Eventually, the team will build an Amazon Echo type device that will act as a health assistant. The use of technology done here, in the rightful way, will make health care easy, manageable and will make sure that you are empowered to manage your own health.





Facilities Offered to

GUSEC Startups

FACILITIES



FACILITIES OFFERED

GUSEC is located within the lush-green university campus right in the heart of Ahmedabad, making GUSEC one of the most accessible startup support systems in the state. Startups and innovators incubated at GUSEC have access to a plethora of specially created facilities, as well as existing resources and facilities available at the university, some of which include:

WORKING SPACE:

A 300-seater, air-conditioned co-working space spread across over 30,000 square feet area with well-lit ambience and ample of space for meetings and collaborations. The space is open 24x7 and features several types of seatings. Surrounded by common university lawns, botanical gardens, and a tea kitli, GUSEC is also perfect for those outdoor meetings you always wanted to do! GUSEC facilitates a well-equipped pantry catering to the food requirements of its community.

Also, GUSEC subscribes for various Monthly Dailies & Periodicals like The Indian Express, Mint, Harvard Business Review, The Economist, India Today, Outlook and many more. All the publications are easily accessible to all the startups as and when required.





HIGH-SPEED INTERNET:

GUSEC startups avail unlimited, unrestricted superfast internet. A 1-Gbps leased-line over the National Knowledge Network (NKN) ensures entrepreneurs and innovators at GUSEC are always connected to the world through super fast WiFi and LAN connectivity.

AUDITORIUMS, CONFERENCE HALLS AND CLASSROOMS:

Startups can avail access to all auditoriums, conference halls & classrooms in the university campus for meetings, events and get-togethers, at low- or no cost. Over 10 auditoriums and conference halls of different sizes. and over 100 classrooms are available on request to all incubated startups.







SPECIALISED LABORATORIES:

Startups have full access to over 40 laboratories and related equipment across a spectrum of specialisations and all departments of the university - from computer science to physics to climate change to forensic science.

MULTIMEDIA RESEARCH CENTRE:

Startups also can take benefit of the UGC-sponsored Electronic Multimedia and Research Centre (EMMRC) in the university campus that is equipped with stateof-the-art audio-video recording studio and necessary equipment for producing industry-grade audio-visual content for product videos, crowdfunding sequences, etc.



UNIVERSITY LIBRARY:

The Gujarat University library houses over 3.5 lakh books, and provides access to over 1.6 lakh eBooks. All facilities available at the university library are extended to incubated entrepreneurs and innovators by default.

MENTORSHIP:

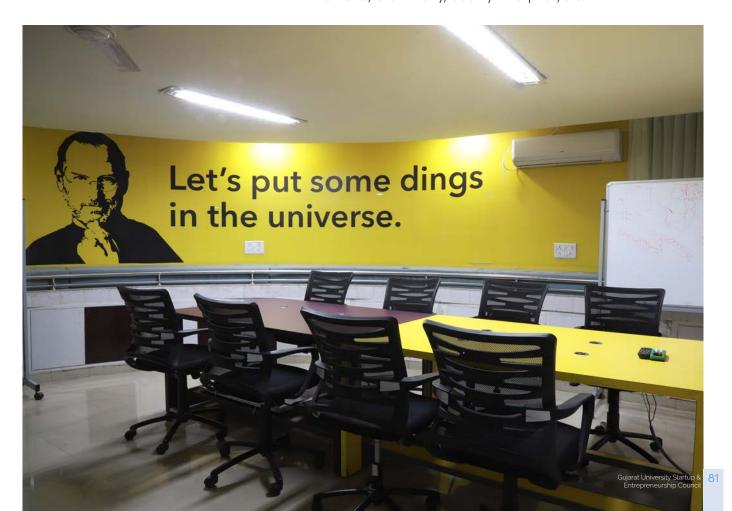
Incubated startups also have access to GUSEC Mentor Board, a board of external subject experts from a wide array of industry verticals and specialization, for mentorship and guidance. GUSEC is under the process of forging relations with investors and other funding agencies to provide tangible funding support to incubated startups.

ASSOCIATIONS:

GUSEC has partnered with prominent organisations to avail their service/products at low or no cost for incubated startups. These associations include \$20,000 in Google Cloud credits, credits from msg91.com, credits from Amazon Web Services, etc.

TECHNOLOGY PLATFORMS:

GUSEC has subscribed for several quintessential technological platforms which assists the startups in several domains like Business model planning, prototype designing, designing marketing materials etc. These subscriptions include Adobe Creative Cloud, Animaker, Apple Sketch, Biteable, Canva, Envato Elements, Grammarly, Udemy Enterprise, etc.





Gujarat University
Startup & Innovation
Policy

POLICY

PREMISE

Over the last few years, Gujarat University has made progressive, iterative and consistent efforts towards building a coherent startup ecosystem in the state of Gujarat. Founded in February 2016, Gujarat University Startup and Entrepreneurship Council (GUSEC) has been undertaking key initiatives to create an end-to-end support system to enable young entrepreneurs and innovators of Gujarat to start up, innovate and scale their ideas into sustainable businesses.

'INDIA'S FIRST UNIVERSITY BASED STARTUP POLICY.'

Inspired by the Hon'ble Prime Minister, an alumnus of Gujarat University himself, supporting and nurturing startups and innovations is now one of the key priorities and form one of the essential pillars of the University's long-term vision, making Gujarat University one of the first, if not the first, university in the country to do so.

This Gujarat University Startup & Innovation Policy is a broad document that envisions Gujarat University as a hub of global standards for creating, nurturing and supporting innovative businesses across a variety of sectors. The policy takes a practical approach to interventions proposed by the Gujarat Student Startup & Innovation Policy (SSIP) and has been devised over numerous internal iterations through on–ground experience and efforts of Gujarat University Startup and Entrepreneurship Council (GUSEC) over the last two years.

SCOPE OF THE POLICY

This policy shall be beneficial to GU students, faculty, alumni, staff, and affiliated colleges faculty. GU, however, welcomes non-GU individuals to avail support from this policy as well, and such support to non-GU applicants shall be granted as long as there is no conflict of interests or conflict with prevalent policies or rules of the state Government or that of the University which may differ from case-to-case.

POLICY PLATFORMS

'10.000 INNOVATORS TO BE SUPPORTED BY 2021' The Student & Innovation Policy creates several initiatives, reforms, and mandates, all of which are bifurcated into the following nine distinct policy platforms.

INFRASTRUCTURAL PLATFORM

Infrastructure is at the heart of the Gujarat University Startup & Innovation Policy. With 1% of University students envisioned to become job creators, it is targeted that 5% of the University students shall attempt to become entrepreneurs and innovators. To provide for enough infrastructural resources necessary to support the envisioned target of young entrepreneurs and innovators, the following forms the crux of the infrastructural platform of this policy:

Massive Central Infrastructure Facility at University-level

Gujarat University has transferred 30,000 sq. ft. of land to GUSEC for utility towards building capacity of young entrepreneurs, innovators, and startups. It is further proposed under this policy to make available at least 50,000 sq. ft. of area by 2020 towards scaling efforts geared at pre-incubation, incubation and acceleration of innovative ideas of students and recent alumni with GUSEC's fundamental zero-day, zero-cost approach in mind.

'50.000 SO. FT. OF AREA FOR ZERO-DAY. ZERO-COST SUPPORT BY 2020'

Infrastructure at Affiliated Institutes - 'GUSEC Spoke'

With over 300 colleges affiliated to Gujarat University, by 2021, each institute shall be required to have prescribed-minimum resources and infrastructure at a startup & innovation support system, which could be branded as a GUSEC Spoke, for at least 30 student innovators or 2% of the total student strength of institute, whichever is higher, creating a massive and decentralised, hub-spoke based, support system model with a capacity of supporting over 10,000 student innovators and entrepreneurs, who can avail support at zero cost on zero day.

Access to Available Infrastructure

The University and all its constituent institutes are equipped with state-of-the-art laboratories, equipment, classrooms, auditoriums, meeting rooms, specific resource centres and other facilities, that this policy envisions to make available to young entrepreneurs and innovators at no or low-cost.

It is targeted that this uniform infrastructure access policy of sharing resources is implemented at the University level by the end of 2018, and across all affiliated colleges by the end of 2020. This unique policy shall allow a cross-collaboration of students and faculty from different departments, institutes, and disciplines, as well as lower costs of procuring common equipment while increasing efficiency and utility of current available equipment across the University ecosystem.

GUSEC shall enable a model, which is currently being tried at the University-level, for the entire ecosystem of the University, and a comprehensive IT platform shall be utilised to effortless and seamlessly seek and approve use of such resources.

ACADEMIC PLATFORM

This policy establishes a number of key targets to ensure a unique intersection between innovations, startups and the University's academics, which are:

School of Entrepreneurship: This policy envisions establishment of a faculty and school of entrepreneurship at Gujarat University which shall deal with the nuances of delivering practical-oriented entrepreneurship and innovation training, while being involved in academic research centred around entrepreneurship and innovation management

Start-up track: By the end of 2018, this policy proposes awarding a post-graduate diploma or equivalent in entrepreneurship and innovation to a startup founders who have demonstrated excellent track record and have put in consistent efforts towards building a startup or towards developing an innovation.

Attendance Credits: Through an online system to be put into place by mid-2018, Gujarat University students involved in entrepreneurship or innovation activities shall be eligible to avail attendance benefits of anywhere between 5% to 20% for a given academic term. The scale of benefit will change as per faculty and as per the level of involvement a student has. For example, a co-founder of a vetted startup supported by GUSEC for over 6 months may be eligible for a 20% attendance grace, where as a key volunteer of a 'GUSEC Spoke', an extension centre of GUSEC at an affiliated college, may get an attendance grace of 5%.

'THE POLICY
PROVISIONS
A BUILT-IN
ATTENDANCE
CREDITS FOR YOUNG
INNOVATORS AND
ENTREPRENEURS'

GUSEC Trigger: Under the Trigger initiative, it is targeted to sensitise at least 2000 faculty members of Gujarat University by the end of 2018, and all faculty members by the end of 2019, regarding necessary understanding around entrepreneurship and innovation. It is further proposed to provide comprehensive training to at least 500 GUSEC Institute Faculty Coordinators by the end 2018. The Trigger initiative is a comprehensive framework to involve faculty members as a key stakeholder in the startup and innovation movement of the University, and the initiative plays a key role in trickling down major initiatives proposed under this policy.

Startup Literacy Program and Startup Aptitude Test: A literacy program to sensitise Gujarat University students is proposed to be launched in 2018, with the mandate of delivering a basic introductory course on startups, entrepreneurship and innovation in form of a Massive Online Open Course

(MOOC). Every student undertaking this program shall also take an aptitude test which shall help the student understand his / her entrepreneurship and innovation aptitude.

Research to Revenue (R2R): Mandate to commercialise existing and a significant part of future research undertaken at the University.

INTELLECTUAL PROPERTY PLATFORM

'STUDENTS AND FACULTY SHALL HAVE ACCESS TO PATENT FILING SUPPORT AT ZERO COST.'

This policy formalises Gujarat University's existing mandate to have no claim of ownership towards any patent or other form of intellectual property filed by a faculty or a student of the University. The policy provisions for institution of an IP Cell under GUSEC which shall act as a facilitator for supporting IP-related matters of students, faculty and startups supported by Gujarat University.

This policy further formalises the University's existing zero-cost patent filing mandate, through which any student or faculty may file a patent and get a reimbursement of up to the full expense borne for filing the patent, as per prior approvals accorded by the aforementioned IP Cell.

Skill Development Platform

Under the aegis of GUSEC, the Council for Innovation & Skill Development (CIS) has been recently instituted to advance skills of University students. Under the Startup & Innovation Policy of Gujarat University, it is envisioned to develop skills as follows:

TRAIN OVER 2500 FACULTY MEMBERS BY 2019' Offline training and sessions: A number of skills requiring offline training shall be delivered in classrooms, and the impact measured through traditional methods of penand-paper tests, group discussions and in-person assessments

Online skilling platform: It is proposed to deliver a number of industry-standard and in-demand skills through a University-specific online platform, where skilling shall be done through interactive content, videos, and video conferences. Skills imparted shall be measured through AI-based online learning as well as the platform shall be integrated with the University's result management system to reflect courses taken by a student on the online platform. It is expected to make this University-wide skill platform available by early 2019.

CO-CURRICULAR AND EXTRA-CURRICULAR PLATFORM

Co-curricular and extra-curricular activities form one of the key aspects of a student's life in college. To amalgamate entrepreneurship and innovation as an integral part of the university's co-curricular and extra-curricular activities is one of the key mandates of this policy, and it is being envisioned to be done through the following initiatives:

STARTUP DAY'

University Startup Festival: A week during the winter of 2018 shall be celebrated as the Startup & Innovation Festival across the University ecosystem and the final day of the week shall be celebrated as the Startup Day. Equivalent to that of a cultural festival, the Startup Festival will recognise young entrepreneurs and innovators, as well as provide a platform for aspiring entrepreneurs and innovators through several micro-events including speaker sessions, bootcamps, hackathons, etc.

Student-led eCells and GUSEC Spokes: Proposed 'GUSEC Spokes' at affiliated institutes shall be encouraged to be managed by student volunteers, who shall the have the ability to avail incentives such as attendance credits, certificates and recognition directly from the University. Temporary volunteering at GUSEC Spokes / institute eCells shall be considered equivalent to an internship, whereas prolonged efforts of a student may be considered equivalent to fellowships.

Integration in existing events: The University encourages and shall also support integration of startup, entrepreneurship and innovation component in existing cultural, technical and academic events across the University ecosystem.

Internships & fellowships: It is proposed that in the next 3 years, industry internships shall be made compulsory for all students.

Furthermore, GUSEC shall act as a facilitator to connect students and startups of the ecosystem for internship opportunities through an online internship platform.

Moreover, internships at the University shall be further encouraged. A model for Universitybased internships is currently being tested at GUSEC and a scaled model for the University shall be developed based on its findings in order to allow students to understand functioning of a University through internships and fellowships.

Gap Placements: Alumni undertaking startup and innovative activities after graduation will be allowed to sit in placements until 3 years after their graduation, post necessary approval from competent authority.

Recognition: This policy also formalises several number of broad types of recognitions to stakeholders of the University ecosystem for their efforts in the field of startups, entrepreneurship and innovation and these include:

Gujarat University Startup Ratna: Highest University-honour in the field instituted to recognise unprecedented efforts of an individual towards the advancement of Gujarat's startup ecosystem. The first Startup Ratna shall be awarded in early 2018.

Vice-Chancellor's Innovation Prize: A micro seed-fund instituted by the University to recognise the most innovative student ideas of Gujarat University, slated to be awarded later in 2018.

Awards and prize monies for supported ideas and innovators: The first GUSEC Annual Awards are slated to be awarded during early 2018 to recognise some of the most promising startups incubated and supported by GUSEC. Likewise, the policy formalises further recognition of ideas supported by the University and by its affiliated institutes.

Faculty & staff Recognition: It is also proposed to award best performing faculty and staff members in the field of startups and innovations with appropriate awards and prizes.

Institutional Recognition: High performing academic departments and institutes shall also be recognised from time-to-time.

FACULTY & STAFF SUPPORT PLATFORM

The Gujarat University Startup & Innovation Policy formalises the ability for a University faculty or staff to start a startup, as long as the startup is approved by a competent committee which shall check whether the startup is not in direct conflict of interest with the staff's or faculty's role and responsibilities. To seek support for starting up as a faculty or staff member, one shall have to raise such a request with GUSEC, and a senior competent committee chaired by the Vice-Chancellor, the composition of which shall be determined by the Board of GUSEC, shall review such requests on at least a monthly basis, and this frequency may be altered as and when required depending on the number of such requests.

CONSULTANCY PLATFORM

The University has established the Gujarat University Consultancy Cell (GUCC) to further consultancy efforts of the University. As established by the Cell, 30% of revenue of any consultancy project shall be University's share of the project, where as the 70% of the revenue may be shared for operational expenses of the project, as well as be used to incentify the team that worked on the project.

This Startup & Innovation Policy extends the benefits of the Consultancy Cell to startups supported by GUSEC, subject to each project undergoing necessary scrutiny as established by the Consultancy Cell. The policy also allows for Consultancy projects to be converted into startups and be directly supported through GUSEC.

INDUSTRY-ACADEMIA-STARTUPS PLATFORM

This policy emphasis strongly on industrial interfacing and formalises the establishment of the Industry-Academia Facilitation Cell (GU-IAFC) under GUSEC. It is envisioned to undertake University-level academic, research and innovation collaborations with the industry through GUSEC's IAFC. It is also envisioned to scale and reiterate efforts such as the Industry Interexchange Impact Initiative (i4) created by GUSEC.

FINANCIAL PLATFORM

The financial aspects of implementing this policy could be broadly categorised into two key distinctions: a) funding startups & innovators, and b) funding institution-building activities. GUSEC, being the agency responsible to implement and deploy this policy, shall be the routing body for all such funds.

GUSEC is a non-profit company established under the section 8(a) of the Companies Act of 2013, and accordingly is entitled to accept grants from governmental and non government organisations, accept funding under the CSR laws of the country as well as seek donations in kind or against services offered. This policy establishes the following ways of fund mobilisation to successfully implement the policy:

Funding startups & innovators:

Startups and innovators shall be funded through two primary models:

Grants, such as the GUSEC JumpStart, GUSEC Liftoff, and GUSEC Surge grants, which are sourced either from state government, directly from University's own sources or via independently-raised donations / corporate collaborations

Angel / venture funds, through proposed initiatives such as creation of the Gujarat University Alumni Angel Fund by early 2019 funding institution-building activities Institution-building activities such as creating GUSEC Spokes across affiliated colleges and funding the operations and maintenance of preincubation and incubation activities, shall be funded through the following models:

University's own budgetary provisions, to primarily fund maintenance of existing efforts

Collaborations with NGOs, private institutions, corporate partners, CSR funds, etc. to trickle down benefits of this policy to the remotest beneficiaries

DEPLOYMENT OF THE POLICY

It is proposed that the deployment and implementation of the policy be done through Gujarat University Startup and Entrepreneurship Council with an oversight by the Board of GUSEC.

















































































































































































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