

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY

(Established by H.P. State Legislature vide Act No. 14 of 2002)

Report on Himalayan Startup Trek 2023 Participation



Jaypee University of Information Technology (JUIT) was privileged to be invited to participate in the Himalayan Startup Trek 2023. This event, organized by Indian Institute of Technology (IIT) Mandi Catalyst and supported by HPCED, offered a unique platform for our startup community to showcase innovative solutions in a picturesque Himalayan setting. The event took place from September 29 to October 1, 2023, at IIT Mandi North Campus. The Himalayan Startup Trek 2023 was not just an expedition; it provided aspiring founders with the opportunity to explore their creative potential amidst the stunning backdrop of the Himalayas. Participants engaged in transformative experiences, established lasting connections, and gained invaluable insights that could shape their entrepreneurial journeys.



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One team from JUIT enthusiastically participated in the event with their startup named "Bijli Banao." The team was led by Aditya Soni, a third-year B.Tech. student from the CSE/IT department of JUIT. Other members of the team included Sanskriti Priya, Satuti Seth, Shruti Shree, Prachi Varshney, and Isha. Their startup was mentored by Dr. Aman Sharma, Assistant Professor (SG), and Dr. Shruti Jain, Associate Dean (Innovation) and Professor, Department of ECE.

Startup Concept: "Bijli Banao"

The innovative concept presented by "Bijli Banao" aimed at generating electricity using piezoelectric material made from fish scales. The project, led by Team Sigma Zombies, focused on designing a cost-effective system to efficiently capture electricity from road traffic. The report provided a comprehensive overview of the problem statement, the proposed solution, its potential from a business perspective, and its environmental implications. Additionally, the report identified potential markets for this innovative technology, such as consumer electronics, healthcare, automotive, and more.

Key Encounters

Day 1: Meeting Dr. Puran Singh

On the first day, the team had the privilege of meeting Dr. Puran Singh, Associate Professor, IIT Mandi and Faculty Incharge of IIT Mandi Catalyst. He provided valuable guidance on enhancing public relations with professors and mentors.

Day 1: Interaction with Mr. Karthik Padmanabhan

Following the showcasing program, the team had an opportunity to interact with Mr. Karthik Padmanabhan, Developers Relation Head at Google India & MENA. He shared insights into the exciting work being done in Artificial Intelligence and provided valuable perspectives on the field.

Day 2: Meeting Mr. Saurabh Mittal and Dr. Shyam Kumar Masakapalli

On the second day, the team had a golden opportunity to meet Mr. Saurabh Mittal, Founder of QYON, an Executive Coach, Professor of Practice, and a prominent figure in entrepreneurship. Dr. Shyam Kumar Masakapalli, Associate Professor at the IIT, Mandi, also met with the team. Dr. Shyam extended an invitation for internship opportunities at IIT Mandi.

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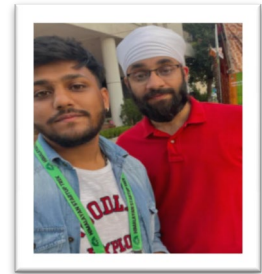
Mr. Karthik Padmanabhan
Developers Relation Head
@ Google India & MENA



Mr. Saurabh Mittal
(Founder - QYON | Executive Coach | Professor of Practice | Board Member | Advisor | Mentor | Entrepreneurship)



Dr. Shyam Kumar
Masakapalli
(Associate Professor at Indian Institute of Technology, Mandi)



Dr. Puran Singh
(Associate Professor IIT Mandi & Faculty Incharge & IIT Mandi Catalyst)

Dinner Interaction with Miss. Aditi Madan

The team had the privilege of interacting with Miss. Aditi Madan, known as MOMO MAMI, who secured investment on Shark Tank from Aman Gupta (CEO of Boat), Ashneer Grover (former Co-Founder at BharatPe), and Vineeta Singh (CEO at Sugar Cosmetics). This interaction provided valuable insights into entrepreneurship and investment.



Participating in the Himalayan Startup Trek 2023 was a remarkable experience for the JUIT team. It offered a platform to showcase their innovative solution, connect with influential figures in the field of entrepreneurship, and explore opportunities for future growth and collaboration. The event's immersive environment against the backdrop of the Himalayas added to the uniqueness of the experience. JUIT looks forward to continuing its entrepreneurial journey with the valuable knowledge and connections gained from this event.

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Key Highlights and Benefits for Startups:

- ❖ It gave an opportunity to make a meaningful impact by presenting their solutions to the Chief Minister of Himachal Pradesh and other government officials visiting the IIT Mandi campus
- ❖ The event offered access to a diverse pool of more than 30 experienced mentors from various industries. These mentors will provide valuable guidance, industry insights, and advice to support the growth of participating startups.
- ❖ The event featured workshops led by esteemed mentors and industry giants from companies like Google, Zee, Tesco, and Samsung. These workshops promise valuable insights and practical knowledge to enhance the success of startups.
- ❖ Complimentary stalls are offered to startups, allowing them to showcase their products or prototypes to a diverse and engaged audience, further enhancing their exposure and networking opportunities.

The Himalayan Startup Trek 2023 was an exceptional opportunity for our startup community to gain exposure, connect with mentors and investors, and acquire valuable knowledge. We believe that participation in this event aligns with our commitment to fostering innovation and entrepreneurship within our startup ecosystem.