

**Event Report**  
**RISE 2021 (Rama Incubation And Startup**  
**Summit For Entrepreneurs)**  
**Virtual event, 25<sup>th</sup> to 26<sup>th</sup> June, 2021**  
**Organized by Rama University, Kanpur**



---

**Day 1<sup>st</sup>, 25<sup>th</sup> June 2021:**

The RISE event started at 11 am. The event gets inaugurated in the presence of Prof. S.N. Kulkarni, CEO Kulkarni Solution Pvt.Ltd., Advisor Honorable Ministers of Tribal Affairs, Higher and Technical Education, Government of Nagaland, Vice President, International Accreditation Organization, Houston, USA; Dr. Janardhana Amarnath V.J., Hon'ble Vice-Chancellor, Rama University, Kanpur; Dr. Prateek Singh, Hon'ble Director, Rama University Kanpur; Dr. Pranav Singh, Hon'ble Director, Public relations; Dr. Sandeep Shukla, Deputy Registrar, Prof. (Dr.) Hari Om Sharan, Head, Incubation Board, RCIIE, Prof. P.K. Singh, Mr. Tanuj Chawla, and Dr. Anita Yadav, Dean Agriculture, Rama University, Kanpur by lighting the lamp and worshipping Goddess Saraswati.

In the inaugural speech, Prof. Dr. Hari Om Sharan thanked and welcomed all the dignitaries, experts, chief guest, Vice-Chancellor, faculty members, and the students connected virtually (online) through Zoom. More than 375 participants were present at this event. Prof. Sharan further discusses the vision of our Hon'ble Prime Minister Shri Narendra Modi Ji about "Atmanirbhar Bharat; Make in India and Kushal Bharat". He stated that India is rich in terms of agriculture and many new ideas and developments, start-ups and entrepreneurs have come from rural areas in recent decades. He said that RCIIE, Rama University is providing opportunities to all startups, new businesses, and entrepreneurs to develop their ideas to commercially viable and socially impacted businesses.

Hon'ble Vice-chancellor Sir joined the event virtually and welcomes and thanks to all the experts, chief guests, students, and appreciate and entourages all the event organizers.

Prof. Kulkarni, our chief guest discusses that 68-73% of European Union startups are developed by Indians. He suggested to all the entrepreneurs to focus on the well-being of people by their start-ups. He congratulates RCIIE for starting this program and providing opportunities to entrepreneurs. He also offers to associate with RCIIE, Rama University that about 10 bright students of Rama University in the field of Computer Science will be included in their live startups and international certification will be provided to them.

Mr. Tanuj Chawla, Head Placement cell thanks all the dignitaries and participants.

The inauguration session ended by reciting accompanied by mass singing the National Anthem.

## **Speakers:**

### **Mr. Amit Mishra, Editor in chief, Vindhya Times**

He started with Thanking Rama & Rise. He shared his journey of Vindhya times. He talked about the importance of research before starting a startup. Vindhya times invested their 5 months in research in M.P to finalize the niche. He also focused on 'marketing importance' for the sustainability of a businessman, Web media & digital media are in the boom, he suggested having a web expert in your team. He talked about reducing the resource cost. He also makes us aware to take care of web security, as the Vindhya times channel was hacked.

### **Mr. Ajay Prakash – Editor Janjwar.com**

He gets connected with us while he was in field reporting. He found a highway-side 'Dhaba' to get connected with a strong internet network. First of all, we thank you for this effort. He started in 2007 with reporting as a career. He showed his Journey with 'Janwar.com' to us. He focused on ground-level/village-level issues. He talked about his participation in "Chhatra Andolan". Along with working in "Dainik Bhaskar" he also continued with 'Janjwar'. The main aggressiveness in Janjwar.com came in 2008. When "Facebook post of Janwar.com gets banned because of an "Anti-Modi Article' He said Journalism is highly influenced by politics these days He said them are huge potential in digital Media.

### **Dr. Devraj Singh – Times of Agriculture**

He suggested focusing on low-cost startups. Connecting with expert people. He also asked us to keep our self motivated, and not to be scared of barriers. Answering to question raised by Dr.Raj Kumar on 'how to find good training center on agriculture business projects? Dr. Devraj suggested connecting farmers with 'Kishan Kaylan Kendra'. He focused on connecting farmers to scientists as well.

## **Day 2nd, 26th June 2021:**

### **Er. Sanjay Singh – Director CTED, Amethi**

He started with sharing his memories of engineering days And took us back in 1993- when his focus was just on getting a job. In 1998-99 he joined the ED Institute of India as a faculty. He said, Although updated technology is available in India it is not yet customized enough for grass root level people. So, he started as a social entrepreneur and left his job in 2004. His vision is to make technology available for ground-level people. His organization focuses on making a bridge of information between Government policies & Potential beneficiaries. He advised on and audience questions on 'How to do manpower management for a new startup without proper remuneration? He asked to customize yourself for all the roles, means act differently with different level of employees. He advises motivating employees for intrapreneurship.

**Mr. Vikas Arya- Director Blueforsknig**

He started with his presentation on entrepreneurship in the digital edge. Black & White”. He talked about the available opportunity & innovation. He focuses upon things to remember in the digital era- like- Idea should be innovative, Build on a strong platform, Security for data and information, upgrade possibilities He advises on the areas to explore like smart home, wearables, smart city, industrial interest, connected car, connected health, smart retail, smart supply chain, smart farming. He ended his session by congratulating Rama on such a great event.

**Mr. Akshay Tiwari- Head- Sales & Marketing, Arboreal**

He focused on research to be done before working on an idea. He said entrepreneurship is not just getting a CEO designation, It’s all about solving problems, which you think are in higher necessity starting. He shared his journey of starting the “Hyderabad Poetry Project” with us.

**Valedictory:****Valedictory speech by Prof. (Dr.) Hari Om Sharan**

Sir, thanked all the patrons, chief guests & all the speakers for all their inputs. He dragged audience's attention towards the startup plans, which were invited for the RISE summit, he also congratulated the two winners, who presented innovative startup plans. He advised all the aspirant entrepreneurs to learn with the journey of speakers, and get themselves motivated. He also congratulated the team RCIIE for this successful event. He motivated students to become ‘job providers rather the job seeker’. He said RCIIE will keep on accepting startup proposals after this event as well. He asked students, faculty members, and employees to come up with innovative ideas, and assured RCIIE will provide them incubation for scaling of the business.

**Award-**

Mementos and certificates were felicitated to all the speakers. Rama faculty members accepted the mementos and certificate on behalf of speakers. All the speakers were connected online and witnessed this ceremony.

**Rise Business Plan winner Award-**

Out of 116 businesses plan received from pan India, and after 3 rounds of evaluation, the two winners were selected. All the business plans were evaluated & reviewed by RCIIE members and expert panels. The two-round were virtual, and the final round was in physical mode. Out of four finalists, two winners were decided by the Jury members for seed money grant and incubation under RCIIE.

The certificates of incubation were awarded to the two winners.

- 1) Green Leaf – Akhil Singh Chandel, Isha Yadav, Man Bhadur Thapa
- 2) EduGuru – Nilesh Kumar, Dr. Raj Kumar.

RCIIE congratulate you on your achievement and look forward to beginning a new Journey.

### **Vote for thanks:**

Dr. Raj Kumar delivered the vote of thanks. He thanked all the patrons and dignitaries. He thanked all the speakers for their precious time and input. He congratulated team RCIIE for organizing such a great summit and also congratulated all the winners. He specially thanked Prof. Dr. Hari om saran for all his support and guidance.

### **RISE event glimpse:**



**Thank you  
Team RCIIE**



**RAMA**  
UNIVERSITY

[www.ramauniversity.ac.in](http://www.ramauniversity.ac.in)



**“RISE 2021”**

**Rama Innovation and Startup Summit  
for Entrepreneurs**



The Rama Group is a multi-activity and multi-industry group that actively participates in many major contributions to our society. It strongly believes in creating responsible citizens out of its students and hence works with a 360-degree approach towards the all-round development of the students. In this effort, the group provides adequate opportunities to its students to gain both the theoretical and the practical hands-on knowledge by way of providing training and work exposure within the Group companies.

**25-26**  
**June 2021**



# RAMA CENTRE FOR INNOVATION, INCUBATION AND ENTREPRENEURSHIP

Rama Centre for Innovation, Incubation and Entrepreneurship (RCIIE) was established on dated 1<sup>st</sup> June 2019 aims to manifest the latent entrepreneurial spirit of the students of various professional as well as non-professional courses. RCIIE is dedicated to nurture the ideas of innovation, research, and entrepreneurial activities in various fields. The cell not only motivates the students but also develops scientific temper among the students and provides a platform to incubate their innovative ideas into commercially viable products. The cell also provide facilities like initial growth funds (seed money/seed funds), marking and mentoring assistance, comprehensive business plan development and training programs, technological facilities, network and linkages, co-working spaces, lab facilities and advisory supports.

**Vision:** To develop a world Class, vibrant, socially relevant, result oriented, self-sustaining incubation center and innovation ecosystem on University campus for nurturing and enrichment of innovation, incubation and entrepreneurship.

**Mission:** The mission of RCIIE is to nurture and empower the next generation entrepreneurs amongst students, faculty members and other aspirants for establishment and growth of every knowledge based ventures through their start-up phase to meet the social obligations and economic growth of our communities.

## Objectives:

- To nurture and support creativity, innovation and entrepreneurial opportunities amongst students, researchers and faculty members.
- To provide mentoring assistance for the comprehensive business plan development.
- To provide network and linkages between universities and professional incubation institutions and contributing to the growth and success of emerging technology businesses.
- To provide necessary training and co-working spaces for the sustainable growth of starts-up.
- To maintain job creation and to contribute in "Make in India" Model of Government of India.
- To promote new technology/knowledge/innovation based start-ups.

## RAMA INNOVATION AND STARTUP SUMMIT FOR ENTREPRENEURS

The Rama University, Kanpur, INDIA in the aegis of Rama Centre for Innovation, Incubation and Entrepreneurship (RCIIE) organizing the first Rama Innovation and Startup Summit for Entrepreneurs (RISE) 2021 which aims to bring together leading innovators, entrepreneurs, industrialist and businessman from all disciplines to exchange and share their experiences and journey towards success.

The RISE 2021 also provides the premier incubation and startup forum to submit the application with new and innovative business idea from prospective innovators and entrepreneurs. The RISE 2021 is a close door pitch competition to support entrepreneurs looking to start, accelerate and grow. The event aims to inspire and actuate brilliant young minds of the country, by exposing them to a challenging atmosphere where they can prove their mettle. The RISE 2021 plays a significant role in inspiring breakthrough innovations from fundamentals to technological challenges and applications that are shaping the era of Industry 4.0.

The prospective startups have to present their business model with its Venture description, Market Analysis, Unique Value Proposition, Competitive Landscape, Revenue Model, Innovation and Implementation, Social Impact and Future Growth Strategy.

# COMMITTEE

## CHIEF PATRON :

Dr. Suraj B.S. Kushwah  
Hon'ble Chancellor  
Rama University Uttar Pradesh, Kanpur, INDIA

## PATRON :

Dr. Janardhana Amaranath B.J.  
Hon'ble Vice-Chancellor  
Rama University Uttar Pradesh, Kanpur, INDIA

Dr. Anu Kushwah  
Hon'ble Director  
Rama University Uttar Pradesh, Kanpur, INDIA

Ms. Aprajita Chauhan  
Principal Director  
Rama University Uttar Pradesh, Kanpur, INDIA

Dr. Prateek Singh  
Hon'ble Director  
Rama University Uttar Pradesh, Kanpur, INDIA

Dr. Pranav Singh  
Hon'ble Director, Public Relations  
Rama University Uttar Pradesh, Kanpur, INDIA

## CONVENER :

Prof. (Dr.) Hari Om Sharan  
Head, Incubation Board, RCIE  
Dean, FET & Academic Affairs  
Rama University, Kanpur INDIA

## ORGANIZING COMMITTEE :

Dr. Deeksha Ranjan  
Dr. Anuj Dixit  
Dr. Atul Yadav  
Dr. Kamran Javed Naquvi  
Mr. Raj Kumar  
Mr. Raghvendra

## EXECUTIVE COMMITTEE :

Dr. Sunil Kumar Mishra  
Dr. Devendra Trivedi  
Dr. Praveen Kumar Mall  
Dr. Aditya Kumar Mishra  
Mr. Nilesh  
Ms. Shivangi Dixit  
Mr. Vaibhav Yadav  
Mrs. Namita Batra  
Ms. Shikha Tiwari

## INTERNAL ADVISORY BOARD :

Mr. Prabhat Ranjan  
Mr. R.K. Yadav  
Dr. Sandeep Shukla  
Dr. Hari Om Sharan  
Dr. P.K. Singh  
Dr. V.N. Tripathi  
Dr. Brijendra Nigam  
Dr. Abdul Wadood Siddiqui  
Dr. Aneeta Yadav  
Dr. Praveen  
Dr. Shivendu Kumar  
Dr. S. Sujata  
Dr. Ajay Kumar  
Mr. Tanuj Chawla  
Mr. Sameer Mishra  
Mr. Satish Parihar  
Mr. Amit Kumar  
Mr. Rajendra Bhadauriya  
Mrs. Rati Bajpai  
Mr. Aditya Gautam

## Expert Talk :

1. Mr. Vikas Arya, Director (Founder), Blue forsknng Pvt Ltd.
2. Mr. Arpit Sahu, Director, Objectify technologies Pvt. Ltd
3. Mr. Amit Mishra, Editor in Chief, Vindhya Times
4. Mr. Karan Rastogi, Director (Founder), Help us Green Ltd.
5. Mr. Akshay Tiwari, Head – Sales & Marketing, arboreal Bio innovations Pvt Ltd.
6. Mr. Sanjay Singh, Driector, CTED Amethi
- 7 Mr. Ajay Prakash, Editor, Janjwar.com
8. Dr. Devraj Singh, Editor in Chief, Times of Agriculture Magazine

## EXTERNAL ADVISORY BOARD :

Prof. SN Kulkarni  
CEO, Prof. Kulkarni's Solutions Ltd  
Dr. Ravishankar Singh  
Professor, IIT BHU  
Mr. Jainendra Singh  
SRAM Architect, NXP Semiconductors  
Mr. Gajendra S Patel  
Senior Engineer, Bosch India  
Mr. Amit Mishra  
Chief Editor, Vindhya Times  
Mr. Ajay Prakash  
Editor, Janjwar News

Dr. Sanjay Pathak  
Prof. & Head, A.N.D. University of  
Agriculture and Technology Ayodhya  
Dr. O.P. Rao, Dean  
A.N.D. University of Agriculture and  
Technology Ayodhya  
Dr. Bhanu Pratap, Professor  
A.N.D. University of Agriculture and  
Technology Ayodhya  
Dr. A. K. Singh  
Principal Scientist, CISH Rehman kheda,  
Lucknow  
Dr. Dev Kumar Yadav  
Prof., Banda Agriculture University

## Chief Guest

**Prof. S.N. Kulkarni**

CEO, Professor Kulkarni's Solutions Ltd.

ADVISOR, Honorable Minister of Tribal Affairs,

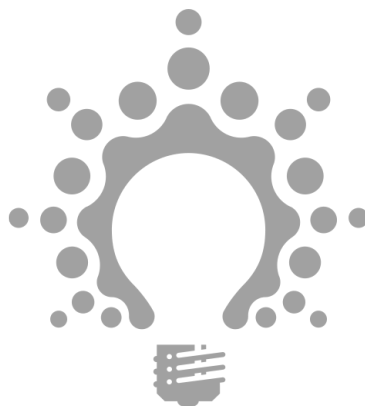
Higher & Technical Education, Government of Nagaland, India

Vice President, International Accreditation Organization

(IAO), Houston, Tx, USA

## IMPORTANT DATES :

|   |                    |
|---|--------------------|
| Startup Proposal Submission Deadline      | : May 31, 2021     |
| Presentation for short listed candidates  | : June 7-15, 2021  |
| Notification of Acceptance/Rejection      | : June 17, 2021    |
| Registration Deadline for Attending Event | : June 20, 2021    |
| Release of RISE 2021 schedule             | : June 20, 2021    |
| Event Dates                               | : June 25-26, 2021 |



## CALL FOR STARTUP PROPOSALS

We invite high quality, new and innovative, previously un-submitted original startup proposals for seed funding. The prospective entrepreneurs have to submit their idea in prescribed format. After the preliminary screening, the candidate will be invited to present the details in front of selection board. Candidates can submit their proposal with relevant information on:

<https://www.ramauniversity.ac.in/rciie-36>



Registration Fee: No fee for registration to attend this event, only need to register on given portal:<https://forms.gle/dUDi16v6VsuhJgti7>



\* The link (Preferably zoom) of the event will be shared on given mail ID and WhatsApp number.

\* All attendee will get e-certificate.

CONTACT US :

Convener, RISE – 2021

**Dr. Hari Om Sharan**

+91-7860343334

(For Event related query)

+91- 8862995286

(For Startup/Business plan related query)

rciie@ramauniversity.ac.in

## Mode of Event : Virtual/Online

### Schedule :

#### DAY 1.

Inauguration

Expert Talk

Awarding the Seed Grant

#### Day 2.

Expert Talk

Awarding the Seed Grant

Valedictory