

Sarvajnik Education Society
Sarvajnik University
Sarvajnik College of Engineering & Technology
Dr. R. K. Desai Marg, Opp.Mission Hospital, Athwalines, Surat-395001

Report for The MIC-Driven Activity (an online session)

“MeitY Startup Hub: Empowering Innovation in HEIs.”

Date: Thursday, 10th September 2026

Time: 11:30 AM IST

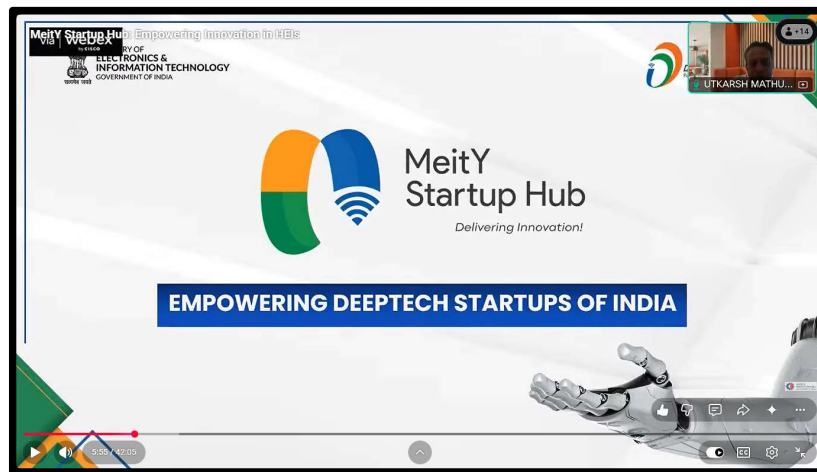
Live streaming: <https://youtube.com/live/HtVKOCxZRRE?feature=share>

Speaker:
Mr. Utkarsh Mathur
Senior Manager - Corporate Programs & Partnerships
MeitY Startup Hub (MSH)

In association with
Institution's Innovation Council (IIC), SCET

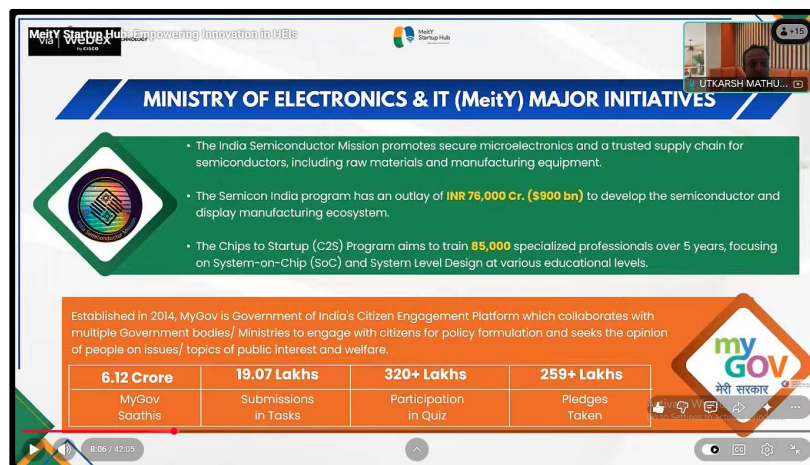
Aim of the session:

- To provide an overview of MeitY Start-up Hub (MSH)'s vision, mission, key priorities, and flagship programmes which helps in strengthening innovation and startup ecosystems in Higher Educational Institutions (HEIs).
- **To build awareness** about startup opportunities, resources, and innovation frameworks among students, faculty, and aspiring entrepreneurs in Higher Educational Institutions.



Inauguration of the Session:

The Session was opened by welcoming all participants & the speaker by DR. Dipen Sahu (National Coordinator, IIC). As a session speaker, Shri **Panneerselvam Madanagopal Chief Executive Officer (CEO)**, MeitY Startup Hub, supposed to present but because of some urgency he was not present. So, **Mr. Utkarsh Mathur**, The Senior Manager–Corporate Programs & Partnerships MeitY Startup Hub (MSH), had handled the entire session wonderfully to give all information about MSH. Then by DR. Dipen Sahu (National Coordinator, IIC) gave a brief Introduction of the session Speaker **Mr. Utkarsh Mathur**.

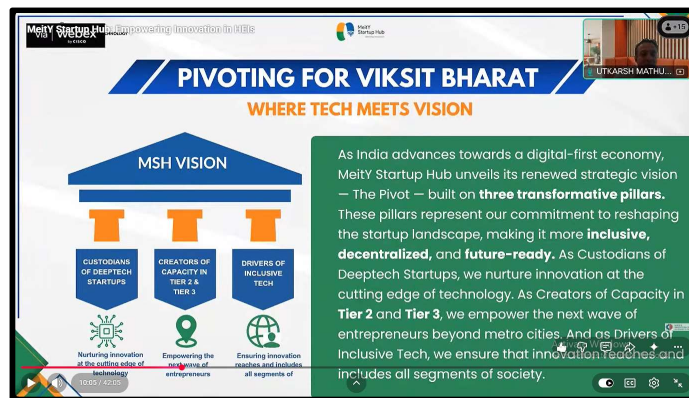


Essence of the Core Presentation :

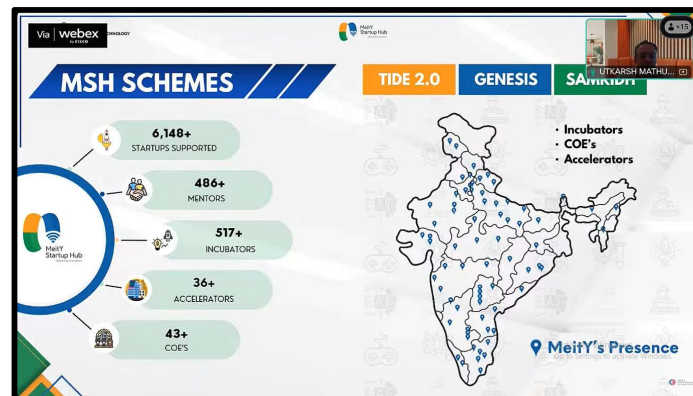
Below is the summary of the information provided by the speaker about MSH.

➤ **The Vision of MSH:**

Ministry of Electronics & Information Technology (MeitY), Government of India is leading and facilitating a gamut of Innovation and IPR-related activities across the country towards the expansion of this ecosystem. To facilitate MeitY's vision of promoting technology innovation, start-ups, and the creation of Intellectual Properties, a nodal entity called 'MeitY Start-up Hub' (MSH) has been set up under its aegis. MSH will act as a national coordination, facilitation, and monitoring center that will integrate all the incubation centers, start-ups, and innovation-related activities of MeitY.



➤ **MSH SCHEMES:**



TIDE 2.0 (Technology Incubation and Development of Entrepreneurs): Promotes tech entrepreneurship by providing financial and technical backing to 51 incubators supporting ICT startups utilizing emerging technologies in areas of societal relevance.

GENESIS (Gen-Next Support for Innovative Startups): An umbrella scheme with a budget outlay of ₹490 Crore over 5 years focused on discovering and accelerating tech

startups in **Tier-II and Tier-III cities**, targeting over 10,000 startups via components like Entrepreneur-in-Residence (EIR) and Investment support.

SAMRIDH (Startup Accelerator of MeitY for Product Innovation, Development, and Growth): Supports software product accelerators to provide acceleration services and matching funding support of up to ₹40 lakh to tech startups.

➤ MSH PARTNERSHIP POOL:

The MeitY Startup Hub (MSH) acts as a national coordination, facilitation, and monitoring center under the Ministry of Electronics and Information Technology (MeitY), integrating tech startups, incubators, and innovation stakeholders across India. Its partnership and corporate engagement initiatives form a collaborative pool connecting early-stage ventures with industry leaders, accelerators, and financial institutions



➤ INTERNATIONAL EXPOSURE TO STARTUP:

The **MeitY Global Startup Bridge** initiative is the primary framework through which the MeitY Startup Hub (MSH) provides international exposure, market access, and global scaling opportunities for Indian tech and deep-tech startups.



Key offerings and focus areas of MSH's international exposure programs include:

International Market Access: Bridges Indian startups with global ecosystems (such as recent delegations to Brussels) to help navigate foreign markets

Global Networking: Facilitates strategic connections with international investors, corporations, and R&D partners.

Regulatory Guidance: Offers insights into compliance, international intellectual property (IP), and cross-border expansion challenges.

Ecosystem Visibility: Showcases cutting-edge Indian innovations on international platforms to boost global adoptability and investment.

CONCLUSION:

Student and faculty innovators cannot apply directly to MeitY as individuals. The absolute takeaway is that funding and support calls are strictly routed through MeitY-designated institutional incubators, which handle the initial screening before sending proposals up to the MeitY Startup Hub (MSH) level. For an HEI to successfully extract value from MeitY schemes, its Institution's Innovation Council (IIC) must actively bridge the gap between regional student talent and central government resources.

Report Prepared By:

Dr. Manisha Patel
R&D and IIC CELL,
(ASHD representative)
SCET, SU.