



SWAMI VIVEKANANDA UNIVERSITY

EXCELLENCE . INNOVATION . ENTREPRENEURSHIP

www.swamivivekanandauniversity.ac.in

Nirman Mela 2025: A Confluence of Innovation and Enterprise

Organized by: School of Management, Swami Vivekananda University

In Association with: Institution's Innovation Council (IIC)

Date: 13th - 15th February 2025

Mode: Blended

Venue: Swami Vivekananda University, West Bengal

Event Overview

Nirman Mela 2025, themed "Youth Empowerment" and "Vocal for Local," celebrated student-led innovation and promoted regional enterprises. The three-day fair featured over 500 student startup showcases, interactive knowledge-sharing sessions, and cultural displays promoting traditional Bengali crafts.

**Everyone's Invited
Free for All**

When
13, 14 & 15 February 2025
10 AM to 5 PM

Where
Swami Vivekananda
University
Barrackpore - Barasat
Rd, Sewi Telipara, Malir
Math, Bara Kanthala,
West Bengal 700121

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Vocal For Local | Youth Empowerment

**Nirman Utsav
Startup Fair 2025**

Igniting Innovation ...
Inspiring Change...

A flagship initiative of Swami Vivekananda University

Key Highlights

1. Student Startup Showcase:

- 500+ student-led startups exhibited innovative solutions.
- Live demonstrations, interactive sessions, and insights into SVU's startup ecosystem.

2. Pavilion of Bengal's Leading Startups:

- Featured successful startups incubated at IIT Kharagpur and IIM Calcutta.
- Visitors engaged with founders to understand growth strategies and challenges.

3. Vocal for Local - Artisan Pavilion:

- Showcased Bengali craftsmanship including Mukhoshgram masks, Rabrigram sweets, Shantipur Taant sarees, Patachitra paintings, Bankura terracotta crafts, and Janai's Monohora sweets.

4. Interactive Sessions:

- Panel discussions, keynote speeches, and "Ask Me Anything" sessions with industry leaders.
- Business quizzes and debates encouraging student participation.

5. Startup Awards:

- Top 3 startups received cash prizes and mentorship opportunities.
- Recognition given to mentors, organizers, and key contributors.

6. SVU Deal Zone:

- Startups connected with potential investors for funding and strategic partnerships.



Notable Guests and Speakers

Prominent figures included Dr. Abhay Jere (AICTE), Mr. Tanmoy Ghosh (CSI Kolkata), Miss Supriya Roy (Mann Deshi Project), and industry leaders like Mr. Utsav Parekh (SMIFS Capital Markets), Mr. Pradeep Sureka (Sureka Group), and Mr. Subhajit Ghosh (Microsoft Consultant), among others.

Leadership and Organization

The event was successfully led by **Prof. Dr. Keya Das Ghosh**, Director of the Institution's Innovation Council (IIC), in collaboration with the School of Management at SVU. This marked the first major initiative by the IIC at the university.



Outcomes and Impact

- **Student Engagement:** Interactive sessions enhanced entrepreneurial skills and provided valuable mentorship.
- **Networking and Collaboration:** The event fostered partnerships between students, startups, and investors. Some of the best startup ideas get funded by investors upto Rs. 50,000.
- **Inspiration and Motivation:** Success stories encouraged students to pursue entrepreneurial goals.

Future Outlook

Building on Nirman Mela 2025's success, SVU aims to continue fostering innovation, expanding the reach of future events, and empowering students to become entrepreneurial leaders.



