

Everyone's Invited Free for All

When

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

Where

Swami Vivekananda
University
Barrackpore - Barasat
Rd, Sewli Telinipara, Malir
Math, Bara Kanthalia,
West Bengal 700121



Contact Info:

+91 94773 66395

deptmgmt@svu.ac.in



Nirman Utsav Startup Fair 2025

Igniting Innovation ...
Inspiring Change...

Nirman Utsav

Nirman Utsav is the flagship initiative of Swami Vivekananda University to

- promote youth-led innovation
- portray local enterprises

Rooted in the values of creativity, inclusivity, and regional pride, this event offers a dynamic platform for showcasing groundbreaking ideas and fostering collaboration.

Core Themes:

- **Youth Empowerment** : Enabling students to innovate, lead, and drive meaningful change.
- **Vocal for Local** : Promoting regional artisans, entrepreneurs, and homegrown talent to thrive in the modern economy.



Event Highlights

What to Expect at Nirman Utsav:

1. **Students Startup Showcase**
2. **Pavilion of Bengal's leading startups**
3. **Vocal for Local Stalls**
4. **Interactive Sessions**
5. **Startup Awards**



Students Startup Showcase

Innovative Ideas ... Bright Futures ...

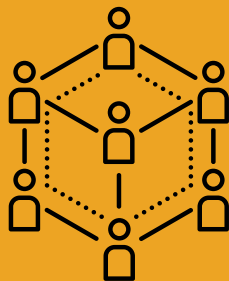
Explore 40 student-led startups presenting groundbreaking solutions across industries. Meet the founders and witness the future of entrepreneurship.

What to Expect:

- Live demonstrations of innovative solutions.
- Opportunities to interact with student founders and hear their entrepreneurial journeys.
- Insight into the vibrant startup ecosystem nurtured at SVU.

Why Attend?

Witness the future of entrepreneurship and innovation as envisioned by our brightest students. These startups are set to solve real-world challenges while striving towards sustainable growth.



Pavilion of Bengal's startups

Celebrating Regional Success

Discover the entrepreneurial excellence of Bengal with leading incubatees showcasing their innovations, growth stories, and regional impact.

Highlights:

- Meet successful startups that are incubated at IIT Kharagpur, IIM Calcutta, etc
- Learn about their challenges, breakthroughs, and growth stories.
- Discover how local talent is making a global impact.

Why Attend?

The Pavilion offers an exclusive glimpse into Bengal's thriving entrepreneurial ecosystem and serves as a source of inspiration for aspiring entrepreneurs.



Vocal for Local – Artisan Pavilion

Empowering Bengal's Timeless Handicrafts

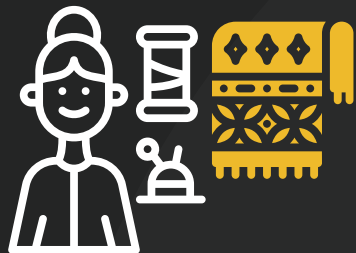
Aligned with the theme Vocal for Local, this exclusive segment shines a spotlight on Bengal's rich heritage of world-class craftsmanship.

Highlights:

- **Exquisite Handicrafts:** Unique creations, each reflecting the rich cultural heritage of Bengal.
- **Sustainable Creations:** Eco-friendly products crafted with care and tradition.

Why Attend?

Immerse yourself in the beauty of Bengal's cultural legacy, support local artisans, and be a part of a movement to elevate their craft globally.



Mukhoshgram, Purulia

Mukhoshgram masks are exquisite handcrafted pieces, made using traditional Bengali techniques, showcasing intricate designs and vibrant colors, often used in folk performances and rituals.



Rabrigram, Hooghly

Rabri is a traditional sweet prepared in bulk by cottage industries in Rabri Gram, and is sold via a B2B model to multiple cities.



Shantipur Taant, Nadia

Shantipur Taant sarees are handloom creations renowned for their fine craftsmanship, intricate patterns, and vibrant colors.



Patachitra, Medinipur

Patachitra from Paschim Medinipur is a traditional form of scroll painting, known for its intricate storytelling through vibrant illustrations.



Terracotta, Bankura

Terracotta from Bankura is renowned for its stunning craftsmanship, depicting animals, deities, and rural life, reflecting the rich cultural traditions and artistic heritage of West Bengal.



Janai's Monohora, Hooghly

Monohora, a Bengali sweet from Janai, is famous for its soft Sandesh core and sugary coating. Despite its decline, Monohora has the potential for revival with proper marketing.

Interactive Sessions

Engaging Minds, Sparking Ideas

At Nirman Utsav, our interactive sessions bring together industry leaders, entrepreneurs, and experts for insightful discussions and valuable learning.

Key Sessions:

- **Panel Discussion:** Empowering Entrepreneurs
- **Keynote Speech:** The Future of Entrepreneurship in Bengal
- **"Ask Me Anything"** (AMA) with Entrepreneurs

Why Attend?

- Learn from experts and experienced entrepreneurs.
- Gain actionable insights and strategies for your startup journey.
- Participate in live Q&A with entrepreneurs.



Startup Awards

Celebrating Innovation and Excellence

The grand finale of Nirman Utsav is dedicated to honoring and encouraging the brightest ideas and entrepreneurial spirit.

Highlights:

- **Top 3 Startups Awards:** Cash prizes and mentorship opportunities for the most promising ventures.
- **Acknowledging Excellence:** A tribute to the mentors, organizers, and collaborators who made this event a success.

Why Attend?

Celebrate the triumphs of innovation, network with visionary entrepreneurs, and witness the next generation of changemakers being recognized for their contributions.





Swami Vivekananda University

Shaping Futures, Inspiring Excellence

Swami Vivekananda University (SVU), inspired by the teachings of Swami Vivekananda, stands as a beacon of education, innovation, and community development. With a multi-disciplinary approach and a commitment to holistic growth, SVU nurtures young minds to become leaders and changemakers.

Highlights:

- **Diverse Disciplines:** From management to technology, arts to sciences, SVU empowers students across fields.
- **Entrepreneurship Focus:** Encouraging value creation through initiatives like the Innovation & Entrepreneurship Development Cell (IEDC). & Nirman Utsav.
- **Community Impact:** Promoting regional development through "Vocal for Local" initiatives and other outreach programs.
- **State-of-the-Art Infrastructure:** Equipped with modern facilities, SVU creates an environment conducive to learning and creativity.



Our Core Inspiration ✨



"It is my pleasure to welcome you all to Nirman Utsav, a celebration of youth empowerment and local entrepreneurship. This event marks an important step in our journey to foster innovation, creativity, and leadership among our students.

At Swami Vivekananda University, we believe in the power of young minds to shape the future. By supporting student-led startups and local artisans, we are building a sustainable ecosystem that empowers individuals, strengthens our local economy, and nurtures a spirit of collaboration.

I encourage all participants to seize this opportunity to learn, innovate, and grow. Let Nirman Utsav be a catalyst for new ideas and connections that will lead to a brighter future for everyone.

Thank you, and I wish you all the best.

Dr. Nandan Gupta

Chancellor

Swami Vivekananda University

