



New Age Business Builders

The Atal Innovation Mission (AIM) of NITI Aayog, in collaboration with La Fondation Dassault Systemes (Dassault Systemes Foundation) in India, has launched the 'Student Entrepreneurship Program' (SEP) aimed at fostering the innovative spirit among young minds at Atal Tinkering Labs (ATL).

Inspired by the 'Made in 3D - Seed the Future Entrepreneurs Program' initiated in France by La Main à la Pate Foundation and La Fondation Dassault Systemes Europe in 2017, SEP is tailored to provide a hands-on experience of entrepreneurship to students. A team of six students and a mentor will receive seed funding to launch their pseudo-start-up venture. Using the 3D printing technology, students will design and prototype their innovations, formulate a marketing strategy, set product prices, and devise an expansion plan. The experience will provide valuable insight into start-up operations.

The program culminates in a national-level competition in which each school's pseudo-start-up presents its marketing plan to a panel of industry and academic experts. SEP endeavours to instil an entrepreneurial mindset in school students aged 12 to 16, introducing them to the dynamic realms of innovation and start-ups. AgriNXT Synergy from Excel Public School has advanced to the semi-final round of the Making in 3D: Seeding the Future Entrepreneurs Program season 2023. Led by mentor Mr. Gopinath Subramaniam, the team comprises Bhuvan PM (Class X), Nandan Hegde (Class IX), Aryan Kini (Class IX), Ishaan Rajesh (Class IX), Partha (Class VIII), and Prathyush (Class VIII).

The budding entrepreneurs will showcase their start-up products at the upcoming semi-finals and engage in enriching discussions with esteemed jury members from various fields, including industry, academia, and start-ups.