

# NEWSLETTER



**IIMT UNIVERSITY MEERUT**  
Transforming Education Systems, Transforming Lives  
NAAC Accredited with **A GRADE**

**UGC Approved**  
Section 2(f) & 12B

**START IN UP**  
A Government of UP Initiative

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of Education Initiative)

**MAY 2025**

## WHO WE EMPOWER?

▼ Innovators | ▼ Startups | ▼ Change-Makers

**FUELING FUTURES.**

At IIMT BIF, we empower visionaries with mentorship, resources, and real-world opportunities to transform ideas into thriving ventures.

### Empowering Visionaries, Building the Future



Welcome to the May edition of the IIMT Business Incubator Foundation (IIMT-BIF) newsletter.



## IIMT BUSINESS INCUBATOR FOUNDATION

At IIMT Business Incubator Foundation, we are dedicated to nurturing innovation, fostering entrepreneurship, and empowering startups to create lasting impact.

**Explore. Innovate. Achieve.**  
**Let's shape the future—together!**

## Table of Content :

1. About Us
2. Message from the Chancellor
3. Message from the Pro-Chancellor
4. Message from the Vice Chancellor
5. Our Vision & Mission
6. From the Desk of CEO
7. From the Desk of Editor
8. Activity Highlights
9. Startup Learning Corner
10. Other Happenings in the Incubator
11. Startup Stories
12. Upcoming Events
13. Contact Us



## IIMT BUSINESS INCUBATOR FOUNDATION

At IIMT Business Incubator Foundation, we are dedicated to nurturing innovation, fostering entrepreneurship, and empowering startups to create lasting impact.

## ABOUT US

The IIMT Business Incubator Foundation (IIMT-BIF) is a government-recognized incubator under the Start-in-UP and MSME initiatives, dedicated to nurturing early-stage startups and student-led innovations.

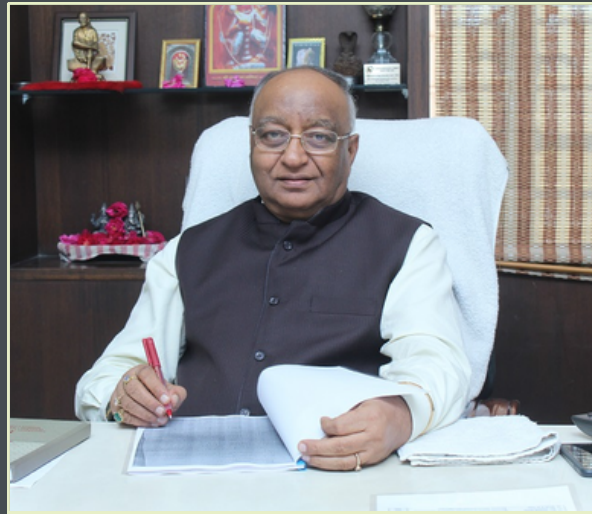
Established within IIMT University, Meerut, IIMT-BIF serves as a dynamic launchpad for aspiring entrepreneurs, offering end-to-end support including modern infrastructure, expert mentorship, access to funding, and strong industry linkages.

With a focus on ideation, innovation, and growth, we empower founders to transform their ideas into impactful, scalable ventures.

As of May 2025, we have successfully incubated over 30 startups, facilitated funding, and contributed to the creation of more than 100 jobs across various sectors. Our deep-rooted commitment to fostering a vibrant entrepreneurial ecosystem in Uttar Pradesh drives our mission forward—we are not just building businesses, we are building futures.

Join us at IIMT-BIF and be part of a movement that's shaping the next generation of changemakers.

## MESSAGE FROM THE CHANCELLOR



**Dear Stakeholders,**

*I am pleased to share my thoughts with you in this May 2025 edition of the IIMT Business Incubator Foundation newsletter. Each passing month, IIMT-BIF continues to reaffirm its role as a catalyst for innovation, entrepreneurship, and transformative change. The energy and commitment shown by our incubated startups, mentors, and support teams are truly commendable.*

*At IIMT University, we remain steadfast in our mission to empower the next generation of changemakers. I encourage all students, researchers, and aspiring founders to leverage the vibrant ecosystem of IIMT-BIF—where ideas are nurtured, talent is guided, and dreams take flight.*

*Let us move forward with renewed purpose and passion to shape a future driven by creativity, technology, and enterprise.*

**Warm regards,**

**Sh. Yogesh Mohanji Gupta**

**Chancellor, IIMT University**



## MESSAGE FROM THE PRO CHANCELLOR



***Dear Members of the IIMT Community,***

*As we reflect on the progress made in May 2025, I am inspired by the continued dedication and innovation emerging from the IIMT Business Incubator Foundation. IIMT-BIF is steadily becoming a cornerstone of entrepreneurial advancement—not only within our university but also across the broader landscape of Uttar Pradesh.*

*It is heartening to see our startups gaining momentum, securing support, and building solutions that address real-world challenges. This is a testament to the collaborative spirit and dynamic environment cultivated at IIMT-BIF. I encourage all students, faculty, and industry partners to remain actively involved in this journey of innovation and impact.*

*Together, let us continue to shape a future defined by bold ideas, meaningful ventures, and inclusive growth.*

***Best regards,***

***Dr. Mayank Agarwal***

***Pro-Chancellor, IIMT University***

## MESSAGE FROM THE VICE CHANCELLOR



**Dear Readers,**

*It is a privilege to share my thoughts in this May 2025 edition of the IIMT Business Incubator Foundation newsletter. At IIMT University, we believe that innovation is the cornerstone of progress—and IIMT-BIF stands as a testament to this belief. The incubator's tireless efforts in empowering young entrepreneurs and translating ideas into viable businesses are both inspiring and impactful.*

*As Vice Chancellor, I take great pride in the role IIMT-BIF plays in shaping a vibrant startup ecosystem rooted in creativity, collaboration, and resilience. I encourage our students, researchers, and alumni to explore the wide range of opportunities the incubator offers—from mentorship and funding access to industry linkages and skill-building programs. Let us continue to foster a culture where knowledge meets enterprise, and vision turns into action. The future belongs to those who innovate—and IIMT-BIF is where that future begins.*

**Sincerely,**

**Dr. Deepa Sharma**

**Vice-Chancellor, IIMT University**

## OUR VISION & MISSION

### Vision:

To be a leading incubator in Uttar Pradesh, recognized for nurturing successful startups that contribute to the state's economic growth. We aim to support 50+ startups by 2028, fostering a sustainable and impactful entrepreneurial ecosystem.

### Mission:

- **Incubate** : Provide comprehensive support to 15-20 early-stage startups annually, focusing on mentorship, resource access, and strategic guidance.
- **Empower** : Offer targeted workshops and training programs, delivering 40+ hours of skill development sessions each year to equip entrepreneurs with essential business acumen.
- **Connect** : Facilitate meaningful networking opportunities with 25+ investors, industry experts, and potential partners to foster collaboration and growth.
- **Impact** : Support startups in generating a combined annual revenue of ₹20+ Crore, contributing to the economic development of Uttar Pradesh.

## FROM THE DESK OF CEO

*Dear Entrepreneurs, Partners, and  
Supporters,*

*As CEO of the IIMT Business Incubator  
Foundation, I am delighted to share*



*our continued progress and achievements in this May 2025 edition. Over the past month, we have seen incredible energy, ideas, and ambition from our incubated startups. Their determination to innovate, solve real-world problems, and create impact is exactly what IIMT-BIF stands for.*

*Our team remains focused on building a supportive, resource-rich ecosystem that provides early-stage ventures with the mentorship, funding access, infrastructure, and networks they need to succeed. With strong backing from Start-in-UP, MSME, and IIMT University, we are proud to be part of a larger mission—to drive sustainable innovation and inclusive growth across Uttar Pradesh and India.*

*I encourage all aspiring founders, domain experts, and investors to join hands with us. At IIMT-BIF, we're not just accelerating startups—we're building a future powered by ideas and driven by purpose.*

*Warm regards,*

*Dr. Vaibhav Sharma*

*CEO, IIMT Business Incubator Foundation*

## FROM THE DESK OF EDITOR

Dear Readers,

Welcome to the May 2025 edition

of the IIMT Business Incubator

Foundation newsletter. Each month, we

have the privilege of showcasing the



incredible journey of startups, mentors, and ecosystem partners who are shaping the future through innovation and collaboration.

At IIMT-BIF, we remain committed to providing a platform where ideas are not only encouraged but empowered. This newsletter is a reflection of the momentum we are building—highlighting milestones, success stories, and the people behind them. It is also a reminder of the potential that lies within our student entrepreneurs, early-stage ventures, and academic collaborators.

I extend my sincere thanks to everyone contributing to this vibrant ecosystem—your passion and participation are the true driving forces behind our progress. Let us continue to engage, inspire, and innovate together.

Warm regards,

Akshay Raj

Editor / Sr. Manager

IIMT Business Incubator Foundation



## ACTIVITY HIGHLIGHTS - MAY 2025



Picture - IIMT University students with Vipul Gupta at “GitToGather 2025” organized by IIMT BIF and GDG IIMT Meerut. Students shows enthusiasm in understanding git and github and explored the opportunities in the open source community.

## “Git & GitHub Bootcamp ‘25 Unlock the World of Open Source!”

The Git & GitHub Bootcamp 2025 was successfully held with enthusiastic participation from students across technical disciplines. The session focused on fostering a culture of open-source contribution and practical development skills. The bootcamp provided an excellent platform for beginners to step into the world of coding.

### Key Highlights:

- Students gained hands-on experience with Git for version control.
- Participants learned how to collaborate on projects using GitHub, including pull requests and conflict resolution.
- Real-world workflows and open-source practices were discussed, inspiring students to explore development beyond the classroom.
- Several students created their first GitHub repositories and made their initial open-source contributions during the session.



Dignitaries like Mr. Harshvardhan Bajoria from GitHub campus expert and Mr. Vipul Gupta joined at the GitToGather 2025. Their engaging sessions provided students with hands-on exposure to real-world development workflows, open-source contribution, and collaborative coding. The event left participants inspired and better equipped to navigate the tech industry.

## ACTIVITY HIGHLIGHTS - MAY 2025



Picture - Mr. Bharat Gupta is delivering his insightful session on Microsoft Azure with the IIMT University audience, sparking engaging discussions and inspiration during the "Azure Developer Bootcamp."

### Azure in Action: A Hands-On Cloud Workshop Recap

On 19th May 2025, IIMT Business Incubator Foundation (BIF) conducted a 3-hour hands-on workshop on Azure AI fundamentals, Functions, and DevOps. The session offered participants a practical learning experience through live labs where they built real cloud-based solutions and project deployment.

The event also served as a valuable networking platform, bringing together developers and IT professionals from industry experts. The collaborative environment encouraged interaction, knowledge exchange, and future connections. Participants left with enhanced cloud development skills.

Led by Azure expert Bharat Gupta, the workshop covered key Azure tools and workflows. His expert insights helped attendees gain a better understanding of how to implement Azure services in real-world scenarios.





## STARTUP LEARNING CORNER – MAY 2025



Planning, learning, and adapting—just like startups do. This visual captures the energy of structured brainstorming and dynamic goal setting

**A dynamic space to share valuable insights, practical resources, and bite-sized wisdom for future founders. Because meaningful learning never truly stops in the startup world!**

**Top 3 Lessons Startups Learned This Month**

- Test Before You Build
- Talk to Your Users
- Solve Real Problems, Not Just Cool Ideas

**Book of the Month: *The Lean Startup* by Eric Ries**

*A modern classic that every aspiring entrepreneur should read.*

*Why it's a must-read:*

- Introduces the Build-Measure-Learn loop
- Teaches how to avoid costly product failures
- Focuses on validated learning and agility



## STARTUP NEWS & HIGHLIGHTS - MAY 2025



### Women Founders Breaking Barriers in Tech

The startup ecosystem is witnessing a significant rise in women-led ventures. In 2025, nearly 1 in 4 funded startups in India are being led by women entrepreneurs.

Trailblazers include:

- **Priya Jain** – Founder of *EduGenie*, an AI-powered adaptive learning platform.
- **Farah Ali** – Creator of *SafeShe*, a safety-tech solution for women commuters.
- **Kavita Iyer** – Innovator behind *NeuroNest*, a mental health AI assistant.

These women are not just building startups – they're reshaping entire industries and setting benchmarks for the next generation of founders.

~The Economic Times

### Teen Builds App to Help Farmers

16-year-old Meena Sharma from Jaipur has developed "*KrishiConnect*", a mobile app to assist farmers with:

- Real-time weather updates
- Crop price trends
- Fertilizer usage tips
- Local agri-support contacts

Watching her grandfather struggle with unpredictable weather and market rates, Meena's solution is now being piloted in Haryana with support from *AgriTech* mentors.

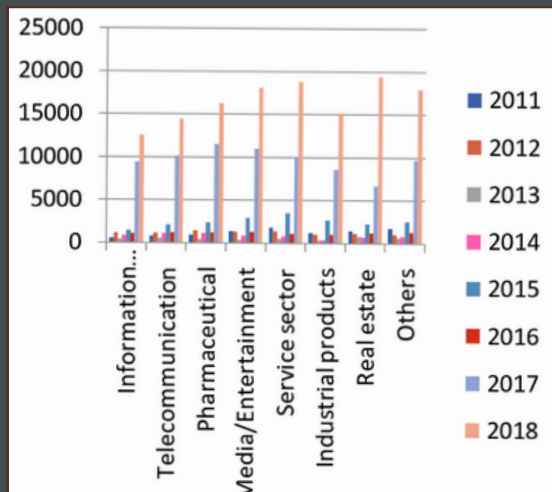
~Telegraph India



### Where's the Smart Money Going in 2025?

- Startup funding is flowing into solutions that combine tech + impact. Top investment trends this year include:
- AI-first Consumer Apps (hyper-personalized experiences)
- HealthTech Platforms (mental wellness, diagnostics)
- Carbon Offset Marketplaces (climate-positive business models)
- DeepTech in Manufacturing (3D printing, robotics, nano-materials)
- According to a Sequoia report, early-stage funding for climate tech alone has increased by 67% compared to last year.
- Investors are focusing on purpose-driven innovation, not just valuation.

~Blue Lake Capital



## OTHER HAPPENINGS IN THE INCUBATOR

### Recently Incubated Startups

In May 2025, IIMT BIF successfully incubated two startups which are empowering youth through skill-based career support and promoting healthy lifestyles with smart, nutritious snacking solutions.

**Startup Incubation Announcement**  
IIMT Business Incubator  
Proudly Welcomes  
**The Food Associates**

Delivering healthy, delicious, and quick snacks designed for modern lifestyles. Whether you're a student, professional, or on-the-go, their products keep nutrition and flavor in perfect balance.

We are excited to support their journey in redefining everyday snacking through **quality, nutrition, and smart solutions**.  
Incubated at: IIMT Business Incubator  
*Driven by Innovation - Committed to Wellness*

101 Pocket, Ganga Nagar, Mawana Road, Meerut  
www.iimtcie.com | bi@iimtindia.net

#### The Food associates - QuicSnacks

The Food Associates, now incubated at IIMT Business Incubator, is dedicated to offering healthy, tasty, and quick snack options tailored for today's fast-paced lifestyles. Whether for students, working professionals, or people constantly on the move, their products ensure a perfect balance of nutrition, flavor, and convenience. Focused on redefining everyday snacking, the startup promotes smart, quality-driven, and wellness-oriented solutions that align with modern dietary needs and preferences.

#### Key focus areas included:

- Nutritious and on-the-go snacking
- Innovation in food packaging and shelf life
- Taste without compromising health
- Smart and sustainable food solutions
- Customer-centric product development
- Use of natural and wholesome ingredients
- Promoting wellness through mindful eating habits



**Incubation Announcement**  
Now Incubated at IIMT Business Incubator:  
**NaukriTube India Pvt. Ltd.**

A **visionary startup** building a digital platform for career development and job readiness, connecting youth with opportunities through **skill-based content, training, and placement support**.

NaukriTube is empowering the next generation with the tools they need to succeed in a fast-evolving job market.

Incubated at: IIMT Business Incubator  
*Innovating Careers | Inspiring Futures*

101 Pocket, Ganga Nagar, Mawana Road, Meerut  
www.iimtcie.com | bi@iimtindia.net

#### NaukriTube India Pvt. Ltd.

NaukriTube India Pvt. Ltd., now incubated at IIMT Business Incubator, is a visionary startup focused on empowering youth through a digital platform for career development and job readiness. It offers a wide range of skill-based content, training programs, and placement support, helping young professionals connect with real-world opportunities. NaukriTube is committed to equipping the next generation with the tools and guidance they need to thrive in today's fast-evolving job market.

By offering practical learning resources, expert-led training, and job assistance, the platform bridges the gap between education and employment, guiding students toward meaningful career paths.





STARTUP STORY

## *Showcasing Innovation at IIMT-BIF*



*Each month, this newsletter will spotlight one of the innovative startups incubated at IIMT Business Incubator Foundation, sharing their journey, challenges, and successes.*

*This May, we are thrilled to feature **QuicSnacks**, a startup offering wellness-oriented solutions.*

## STARTUP STORIES - QUICSNACKS



**QuicSnacks**, incubated at IIMTBIF, is promoting healthy lifestyles with smart, nutritious snacking solutions.

## WHAT MAKES QUICSNACKS UNIQUE?

QuicSnacks is redefining the way India snacks by offering 100% natural, dry-roasted blends of super seeds and nuts — with zero oil, preservatives, or added sugar. Each mix is crafted for a specific health benefit like heart health, blood sugar control, or glowing skin.

With a passion-driven team of engineers-turned-founders, QuicSnacks has grown organically through early traction across Amazon, retail stores, and their D2C platform.

From chia seeds to functional blends like SugarFit & SuperBites, they're not just promoting better snacks—they're building a health-forward community.

## FAST GROWING HEALTH SNACKING STARTUP



## IMPACT AND VISION

QuicSnacks envisions a snack revolution—where clean, functional food becomes the new normal. With DPIIT and Start-In-Up certification, they are expanding into untapped innovations like seed jams and seed butters.

With over 500+ orders, growing repeat customers, and retail expansion, they aim to become India's go-to brand for functional snacking.

## UPCOMING EVENTS

Stay ahead with IIMT-BIF's curated selection of events designed to empower startups and students foster innovation. Mark your calendars and join us to gain valuable insights, network with industry experts, and accelerate your entrepreneurial journey.

**WE ENCOURAGE ALL STARTUPS AND ENTREPRENEURS TO ACTIVELY PARTICIPATE IN OUR UPCOMING EVENTS. TOGETHER, LET'S EXPLORE, INNOVATE, AND ACHIEVE!**

### IGNITE '25 – STARTUP SYNERGY MEET

 Date: June 20, 2025

 Time: 10:00 AM onwards

 Location: Online (Virtual Platform – Details Soon)

Connecting Startups with Mentors, Virtually

We're excited to announce Ignite '25 – Startup Synergy Meet, a fully virtual gathering designed to connect early-stage startups with seasoned mentors, investors, and innovation enablers across the ecosystem.

This isn't just another webinar — Ignite '25 is a virtual matchmaking experience where startups will engage in structured one-on-one meetings, mentor rooms, and collaborative sessions tailored to support their unique growth journey.

◆ **Key Highlights:**

- Curated startup-mentor matchmaking via virtual breakout sessions
- Live startup pitch rooms with real-time feedback
- Thematic networking zones for funding, product strategy, go-to-market and more
- Insightful panel discussions featuring ecosystem leaders and successful founders
- Opportunities for ongoing virtual mentoring and follow-ups

Whether you're a founder seeking strategic advice or a mentor eager to support emerging ventures, Ignite '25 is your chance to engage in purposeful, high-value conversations — from anywhere.

 Mark your calendar: June 20, 2025

 Registration and platform details will be shared shortly.

Let's build the future together — one virtual connection at a time.

## CONTACT US

We're here to support your entrepreneurial journey. Whether you have questions, feedback, or partnership inquiries, we'd love to hear from you.

We are committed to responding to your inquiries promptly. Let's shape the future—together!

**FOLLOW US**



**CONTACT US**



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## Visit Us :

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Meerut, Uttar Pradesh - 250001

**SCAN ME**



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