

## **NIRMAN 1.0**

**Date:** 12th April, 2025  
**Participants:** 120+  
**Teams Formed:** 30+  
**Time:** 8:00 AM - 6:00 PM

### **ABOUT Pandit Deendayal Energy University (PDEU):**

Pandit Deendayal Energy University (PDEU), formerly known as Pandit Deendayal Petroleum University (PDPU), was established by the PDPU Act, 2007; Acts of the Gujarat Legislature and Ordinances promulgated and Regulations made by the Governor, in the State of Gujarat, India. The primary thrust areas for the university are to ensure Energy for All, creating a Larger Social Impact and Prepare the Youth for tomorrow. PDEU has NAAC accreditation with "A++" Grade CGPA of 3.52 out of 4.00 & Graded Autonomy by UGC.

The University addresses the need for trained and specialised human resources for the energy industry worldwide. It intends to expand students' and professionals' opportunities to develop an intellectual knowledge base with leadership skills to compete globally. This objective is being addressed through several specialised and well-planned undergraduate and postgraduate energy education programs and intensive research initiatives, in management, engineering and humanities.

### **ABOUT PDEU Innovation and Incubation Centre (PDEU IIC):**

PDEU Innovation and Incubation Centre (formerly known as PDPU IIC) is an incubator at PDEU established in 2014. The Centre was formally established in 2017 u/s 8 of The Companies Act, 2013, with a vision to provide state-of-the-art support and service to innovators, technocrats and entrepreneurs who aim to create a social and economic pact in society through innovative solutions to existing problems. The centre acts complementary to the academic and research activities of the University.

PDEU IIC has also been approved to be a "**Technology Business Incubator**", a recognition by the Department of Science and Technology, Government of India. It is recognized as a Nodal Institute by the Government of Gujarat. PDEU IIC has incubated **220+ start-ups across 10+ domains** and generated **500+** employment opportunities through start-ups. The IIC Office has a specially designated area of **20,000 sq.ft** for the start-ups to work on.

### **ABOUT SCHOOL OF MANAGEMENT (SOM)-PDEU:**

The School of Management, earlier known as the School of Petroleum Management, focuses on preparing MBA students for strong career outcomes through consistent industry engagement and practical exposure. The school places a clear emphasis on building employability by aligning academic learning with real-world business expectations.

Backed by a well-connected industry network and support from its promoter company, the School of Management maintains active interaction with the corporate sector. This is achieved through guest lectures, industry seminars, internships, live projects, research collaborations, and both on-campus and off-campus placement initiatives. Through these

efforts, the school works towards ensuring that students graduate with the skills, confidence, and industry readiness required for successful professional careers.

#### **ABOUT E-CELL-SOM :**

**E-Cell SOM** serves as a dynamic student-driven initiative focused on building a strong entrepreneurial mindset within the School of Management. The cell works to create a space where students can explore ideas, think creatively, and develop a practical understanding of entrepreneurship. By encouraging idea-driven problem solving and practical exposure, E-Cell SOM actively contributes to the growing startup culture in India.

With a strong emphasis on learning beyond classrooms, E-Cell SOM works towards enabling students to convert ideas into meaningful ventures. The cell supports aspiring founders by facilitating mentorship, networking opportunities, access to startup resources, and exposure to funding and incubation pathways. Through thoughtfully curated events, hackathons, startup challenges, and speaker sessions, E-Cell SOM continues to inspire students to explore entrepreneurship and take confident steps toward building impactful businesses.

#### **ABOUT NIRMAN 1.0:**

**Nirman 1.0** marked the first flagship initiative of the Entrepreneurship Cell (E-Cell) of School of Management, Pandit Deendayal Energy University (PDEU), organised in collaboration with the PDEU Innovation and Incubation Centre (PDEU IIC). Conducted on April 12, 2025, the Business Plan (B-Plan) competition offered aspiring entrepreneurs and student innovators a focused platform to present their ideas before a panel of investors, mentors, and industry experts.

The competition saw participation from 84 teams, comprising 229 students from leading institutions and universities across India. The event was hosted on the PDEU campus in Gandhinagar, with the final rounds conducted primarily at Auditorium B Block and the SoM A Block. The event was open to participants with no entry fee, ensuring wider access for student founders. Following the initial screening, 30 teams were shortlisted to pitch their business plans, out of which 8 teams emerged as winners, sharing a total prize pool of INR 1 lakh.

The event aimed to promote entrepreneurial thinking by supporting innovation-led ideas, enabling investor interaction, and connecting students with mentorship, networking opportunities, and structured feedback to help validate their ventures. Nirman 1.0 was structured as a multi-stage B-Plan competition covering a wide range of relevant sectors, including ESG, Technology and IT, EdTech, FinTech, AgriTech, Green and Sustainable Tech, Healthcare and Biotech, and Consumer and E-Commerce.

## Schedule of the Event:

<b>Time</b>	<b>Segment</b>	<b>Venue</b>
08:15 – 09:00	Registration	Auditorium (B Block)
09:00 – 09:30	Welcome Address	Auditorium (B Block)
09:30 – 10:00	IIC Introduction	Auditorium (B Block)
10:30 – 12:00	Round 1 (Evaluation)	SoM (A Block)
12:00 – 13:00	Lunch Break	Cafeteria
13:00 – 14:45	Grand Jury Round	Auditorium (B Block)
14:45 – 15:15	Winners Announcement	Auditorium (B Block)
15:15 – 15:30	Vote of Thanks	Auditorium (B Block)
15:30 Onwards	Refreshments	Auditorium (B Block)

### **WINNERS:**

The teams were judged by an **Esteemed Panel** on the basis of following criterias:

- **Idea Novelty:** Evaluates the originality of the concept and how effectively it improves upon existing market solutions.
- **Team Composition:** Diversity of skills and the collective experience the members bring to execute the project.
- **Product Strength:** User experience, and overall readiness of the actual prototype or service.
- **Financial Projection:** Scalability of the revenue model
- **Technical Ability:** Judges the complexity & robustness underlying technology and engineering used.

**The Winning Teams and their details are given below:**

#### **1. Team: Tatvam AI**

Tatvam AI is a technology-driven venture that uses artificial intelligence to analyze data and deliver smart, practical solutions to real-world challenges. It focuses on building scalable AI systems that help organizations make better decisions and achieve meaningful, measurable impact.

Prize amount: **₹30,000**

#### **2. Team: Sorted**

Sorted is a digital dispute resolution platform that provides mediation and arbitration services through a web and app-based system. It enables individuals, businesses, and communities to resolve disputes quickly, affordably, and legally without long court delays.

Prize amount: **₹20,000**

### **3. Team: Bronzzee**

Bronzzee is a Direct-to-Consumer (D2C) brand delivering 100% pure, authentic, and premium-quality Kansa utensils, crafted to blend tradition with modern living. Bronzzee operates on a MADE-TO-ORDER model with centralized quality control.

Prize amount: ₹10,000

### **4. Team: MinVenor**

MinVenor is developing an AI-powered Vendor Management System (VMS) that caters to businesses across sectors by optimizing procurement, inventory, and vendor performance processes. We aim to eliminate human error, reduce operational costs, and bring transparency and intelligence to vendor-related decisions.

Prize amount: ₹8,000

### **5. Team: Print & Go**

Print & Go is a self-service, cloud-connected printing solution that lets users upload documents, make digital payments, and print instantly through vending machines. It offers fast, secure, and 24/7 access to printing, making document printing convenient and hassle-free.

Prize amount: ₹8,000

### **6. Team: Prega-Care**

Prega-Care is a holistic maternity wellness platform that offers end-to-end pregnancy and postpartum care through a single digital ecosystem. It integrates doctor consultations, nutrition support, mental health services, and postpartum recovery to support modern working mothers seamlessly.

Prize amount: ₹8,000

### **7. Team: Nutrifusion Foods**

NutriFusion Foods is a health-first company focused on blended functional oils and high-protein snacks made from upcycled oilseed cakes. It aims to deliver pure, nutrient-rich, and sustainable nutrition for daily cooking and smart snacking.

Prize amount: ₹8,000

### **8. Team: Go-to-Guide**

Go-to-Guide is an online platform that lists verified tourist guides along with clear details such as pricing, availability, and services offered. It enables travelers to easily compare options and book guides based on their travel needs and schedule.

Prize amount: ₹8,000

## **OUTCOME OF THE EVENT:**

NIRMAN 1.0 strengthened PDEU IIC's mission of nurturing early-stage entrepreneurship by providing assistance to students to validate their business ideas through expert feedback and interaction. The event marked the beginning of a new entrepreneurial journey at the School of Management, PDEU(SoM-PDEU). It enabled teams to refine their ideas and build

strong connections with professionals and mentors. Once again, PDEU IIC proved to be a platform for innovation, collaboration and startup growth on campus.