

PRESS RELEASE

Innovation Showcase in Madhya Pradesh

On April 17, 2021 Consulate General of India, New York partnered with the Friends of MP NYNJ and MP Industrial Development Corporation (MPIDC), Government of Madhya Pradesh for an event **Innovation showcasing Startups from Madhya Pradesh**. A number of innovative ideas in a variety of sectors from Defence to Waste Management to Healthcare were presented.

Friends of MPNYNJ is a diaspora group of the Indian State of MP in the New York area. Starting from socio - cultural events the group has now supported Innovation and Entrepreneurship in their native MP: “Innovation in MP” is an attempt to provide a global platform for the same.

Randhir Jaiswal, Consul General in New York in his opening remarks addressed the audience and conveyed that this unique model can be followed by other Diaspora organisations also. Mr. John Kingsly, MD, MPIDC also addressed the audience.

The event witnessed active participation and remarks by C P Gurnani , CEO and MD of Tech Mahindra who asserted that “Entrepreneurship is in the blood of MP, and if this can be extrapolated, the possibilities are immense. Abid Ali Neemuchwala, Partner, Dallas V Capital, Ex CEO Wipro conveyed about his passion with MP/Indore or Bhopal doing what Gurgaon or Pune/Hyderabad/Bangalore has done for youth, more so post-COVID. Austin Noronha,MD of Sony Innovation Fund and Arun Maheshwari, Founder PMSI/CSC Indore expressed strong hopes of an MP Innovation Fund.

The 10 Innovation Companies : Smarg technologies, Swaaha Resource Management , Anaxee Digital Runners (Last mile logistics), Technido (Defense), Rameshwaram Worldtech (Alkaline Water), Digisparsh (Payments), Cutting Edge (Medical Devices), Stage (Dialect based OTT) Reccoty (HR) and Clothing Innovation (Textiles) also made their presentations and answered questions virtually during the event. Representatives of StartUp India/Invest India also interacted with the presenting companies.

Friends of MP NYNJ believes that “Innovation in MP” Event would continue as a journey of supporting StartUp Companies from MP with mentorship, business connections and other avenues which will become a movement for Diaspora and India.

The event was attended by 300+ audiences.

Place: New York
Date: April 19, 2021