Date: February 13, 2026

CIRCULAR

Subject: Call for Proposals for Establishment of "Shakti Srijan – Pre-Incubation Centers"

The Department of Innovation, Incubation & Linkages, SNDT Women's University, Mumbai, is initiating the establishment of **"Shakti Srijan – Pre-Incubation Centers"** across all conducted and affiliated colleges and university departments to strengthen the innovation and entrepreneurship ecosystem within the University.

The proposed Pre-Incubation Centers aim to provide a structured platform for ideation, innovation, mentoring, prototype development and entrepreneurial capacity building among students and faculty, thereby creating a strong pipeline of incubation-ready ventures and promoting women-led entrepreneurship and inclusive innovation.

In this regard, all University Departments, Conducted Colleges and Affiliated Colleges are hereby invited to submit **proposals/Expression of Interest** for establishing a *Shakti Srijan Pre-Incubation Center* in their respective institutions.

Submission of Proposal /Expression of Interest

The proposal may kindly be submitted by filling following form:

https://tinyurl.com/ShaktiSrijan

Last date for submission: First round- February 23, 2026

All Heads of Institutions and Departments are requested to accord priority to this initiative and submit proposals to strengthen the University's innovation and entrepreneurship ecosystem across campuses.

Proposal shortlisted by February 24, 2026 will be receiving the "Shakti Srijan – Pre-Incubation Centers" in the program by the hands of Dr Shrikant Patil, CEO-Maharashtra State Innovation Society, Govt of Maharashtra and in the august presence of Hon Madam Vice Chancellor Prof Ujawala Chakradev.

[Prin (Dr) Sachin S Laddha]

Director (Addl. Charge)-Innovation, Incubation & Linkages

CC: 1) PA to Hon Vice Chancellor, SNDTWU

2) Registrar, SNDT Women's University, Mumbai

PROPOSAL ESTABLISHMENT OF A SHAKTISRIJAN PRE-INCUBATION CENTER (POWERED BY SNDT WU) ACROSS ALL AFFILIATED/CONDUCTED COLLEGES

In line with Nari Se Narayani Mission

Proposal Establishment of a ShaktiSrijan Pre-Incubation Center (Powered by SNDT WU) across all affiliated/conducted colleges

1. Background and Rationale

India's start-up ecosystem has witnessed remarkable growth in recent years, driven by robust support from the Central and State Governments through various entrepreneurship, innovation, and incubation initiatives. While numerous incubation centers now exist to nurture early-stage start-ups by providing infrastructure, mentorship, and financial assistance, an important gap remains in the **pre-incubation stage**—the phase where ideas are born, shaped, and validated.

Every successful start-up begins as an idea. This early-stage spark requires structured guidance, expert evaluation, and a nurturing environment to evolve into a viable business proposition. Currently, many potential innovators—especially from smaller towns, rural regions, and underserved communities—lack access to platforms that can help them refine their ideas, develop prototypes, and build foundational entrepreneurial skills.

To bridge this critical gap and to democratize access to innovation opportunities, the establishment of a **Pre-Incubation Centers** powered by 110 years old SNDT Women's University, Mumbai are proposed across India in our conducted as well as affiliated colleges. The center aims to support ideators at the nascent stage, helping them transition from conceptualization to the incubation-ready stage.

2. Vision

To create a dynamic and inclusive ecosystem that identifies, nurtures, and transforms innovative ideas—particularly from the remotest parts of Bharat—into viable, incubation-ready ventures, thereby contributing to national self-reliance and socio-economic development.

3. Objectives

The Pre-Incubation Center will pursue the following objectives:

- Provide a structured platform for ideation, innovation, and early-stage idea validation.

- Offer mentorship, technical guidance, and essential skill development to aspiring innovators.

- Establish collaborative linkages between industry, academia, and government agencies.

- Promote a strong culture of innovation and entrepreneurship among students, researchers, and rural innovators.

- Serve as a feeder pipeline to established incubation centers, accelerators, and funding programs.

4. Scope and Key Activities

The center will undertake a comprehensive set of activities to support innovators at the idea stage:

a. Idea Harvesting and Screening

- Conduct idea-generation camps, hackathons, and innovation challenges.
- Create an open submission channel to receive innovative ideas from across the state and country.
- Implement a structured evaluation mechanism for idea screening and selection.

b. Mentoring and Capacity Building

- Organize workshops on design thinking, business model canvas, prototyping methods, and innovation management.
- Provide access to expert mentors from academia, industry, start-up ecosystems, and research institutions.

c. Prototype Development Support

- Facilitate access to labs, maker spaces, and digital tools for developing proof-of-concept prototypes.
- Assist innovators with technical support, design mentoring, and testing facilities.

d. Networking and Exposure

- Arrange interactions with successful entrepreneurs, investors, government officials, and ecosystem enablers.
- Host exhibitions, innovation showcases, and demo days for idea presentation and visibility.

e. Transition to Incubation

- Prepare selected innovators for incubation programs by supporting pitch development, market validation, and initial financial planning.
- Facilitate linkages with relevant incubation centers, accelerators, and funding bodies.

5. Stakeholders and Partnerships

A strong multi-stakeholder approach will be adopted for effective functioning:

- **Government:** Policy alignment, funding support, and coordination through national and state innovation missions.

- **Industry:** Mentorship, real-world problem statements, CSR collaboration, and market access.

- **Academia:** Knowledge support, infrastructure sharing, faculty involvement, and student participation.

- **Society and Community Groups:** Grassroots innovation, idea sourcing, and inclusive participation.

This collaborative framework will be anchored in the **triple helix model** of Industry–Academia–Government partnership.

6. Proposed Infrastructure and Resources

The Pre-Incubation Center will include:

- Innovation and Ideation Lab

- Dedicated Meeting and Mentoring Rooms

- Digital Learning and Virtual Collaboration Facilities

- Prototype Development Support Units

- Administrative and Coordination Team

7. Funding and Sustainability

Initial Funding

Initial funding will be provided by Department of Innovation, Incubation & Linkages, SNDT Women's University. The grant amount will be Rs 25/year/student. The center with good ideas may be supported by University's Incubation Center.

Long-Term Sustainability

Sustainability will be ensured through:

- Corporate CSR partnerships

- Competitive project-based grants

- Nominal membership and program fees

- Revenue generation through consulting, training programs, and technology transfer initiatives

8. Expected Outcomes

The establishment of the Pre-Incubation Center is expected to:

- Increase the number of validated, market-ready ideas entering incubation centers.

- Enhance participation of rural, semi-urban, and women innovators in the start-up ecosystem.

- Strengthen innovation and entrepreneurship culture within educational institutions.

- Build a strong pipeline from ideation to incubation, contributing significantly to **Atmanirbhar Bharat**.

- Empower innovators with skills, confidence, and exposure to pursue entrepreneurial pathways.

10. Action Plan

To ensure the effective establishment and successful operationalization of the Pre-Incubation Center, the following phased Action Plan is proposed:

Phase I: Foundation & Establishment (0–3 Months)

1. Governance and Structure Setup

- Establish a Steering Committee comprising representatives from academia, industry, and government.

- Appoint a dedicated Pre-Incubation Center Coordinator and supporting administrative staff.

- Define operational guidelines, policies, and workflow frameworks.

2. Infrastructure Development

- Identify and allocate space for the Innovation & Ideation Lab, mentoring rooms, and administrative areas.

- Procure essential equipment: computing systems, prototyping tools, audio-visual infrastructure, and digital learning facilities.

- Set up an online portal for idea submissions, registrations, and virtual mentoring (carried out University).

3. Branding and Outreach Preparation

- Develop branding elements: logo, communication templates, and promotional materials.

- Create brochures, digital flyers, and informational content to promote the center.

Phase II: Launch & Initial Operations (3–6 Months)

4. Soft Launch Activities

- Conduct an inaugural Ideation Bootcamp to attract early participants.

- Launch the online idea submission platform with statewide promotions (Online platform will be created by university).

- Introduce the first round of awareness workshops across colleges and rural communities.

5. Creation of Mentor and Industry Network

- Onboard expert mentors from academia, industry, start-up ecosystems, and research institutions.

- Establish partnerships with leading industries for problem statements, mentorship, and CSR support.

- Form an Advisory Panel for regular guidance and ecosystem alignment.

Phase III: Program Implementation (6–12 Months)

6. Idea Harvesting & Screening

- Conduct periodic hackathons, idea challenges, and campus innovation drives.

- Launch "Innovation Scouts" initiative to collect ideas from rural and semi-urban regions.

- Implement a three-tier screening mechanism: Idea Intake → Evaluation → Selection.

7. Structured Mentorship Program

- Start fortnightly mentorship clinics covering:
    - idea refinement
    - design thinking
    - business model development
    - prototype planning
- Assign each idea to a mentor/mentor group for personalized guidance.

8. Prototype Development Support

- Enable innovators to utilize labs, maker spaces, and fabrication facilities for proof-of-concept (PoC) development.
- Facilitate expert consultations in engineering, design, digital tools, and testing support.
- Offer small prototyping grants subject to evaluation.

9. Learning & Capacity-Building Initiatives

- Organize regular workshops, seminars, and masterclasses on:
    - innovation management
    - IP & patent awareness
    - financial literacy
    - market validation
    - pitch preparation

Phase IV: Consolidation, Collaboration & Growth (12–24 Months)

10. Networking and Exposure

- Host quarterly interaction sessions with entrepreneurs, investors, and government bodies.
- Organize annual Innovation Showcase & Demo Day for idea presentation.
- Arrange exposure visits to incubators, research labs, and successful start-ups.

11. Pipeline Transition & Incubation Linkages

- Identify high-potential ideas for transition into formal incubation programs.
- Facilitate connections with:

- o incubators

- o accelerators

- o angel networks

- o government funding schemes

- Assist innovators in preparing pitches and applications.

12. Monitoring & Evaluation

- Implement an "Innovation Dashboard" to track:

  - o number of ideas submitted

  - o ideas shortlisted

  - o prototypes developed

  - o incubation-ready ventures

- Conduct biannual program reviews with stakeholders.

Phase V: Sustainability & Long-Term Expansion (After 24 Months)

13. Revenue and Sustainability Mechanisms

- Introduce nominal membership fees and training program fees.

- Generate revenue through:

  - o consulting

  - o specialized workshops

  - o IP facilitation services

  - o industry-sponsored innovation challenges

- Strengthen CSR partnerships and apply for government innovation grants.

14. Scalability Initiatives

- Launch a Virtual Pre-Incubation Platform for national-level participation.

- Expand Innovation Scout network across multiple districts.

- Establish satellite innovation cells in affiliated colleges.

15. Annual Flagship Programs

- Annual "Idea Mahotsav" for statewide ideation.

- Rural Women Innovators Festival for grassroots innovations.

- Publication of "Innovation Outlook Report" highlighting success stories and impact.

Expected Impact of the Action Plan

- A steady and scalable pipeline of validated, incubation-ready ideas.

- Increased participation from women, rural innovators, and first-time entrepreneurs.

- Enhanced collaboration among government, academia, industry, and society.

- Strengthened innovation culture aligned with Atmanirbhar Bharat mission.

- Establishment of SNDT Women's University as a national pioneer in pre-incubation excellence.

Phase IV & V will be taking care by SNDT WU WISE Incubation Center, Mumbai

11. Organogram

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                    │    Advisory Committee    │
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                    │       Director-IIL       │
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                    │  Institute Head (Preincubation │
                    │          Center)         │
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                    │ Advisory Committee (Preincubation │
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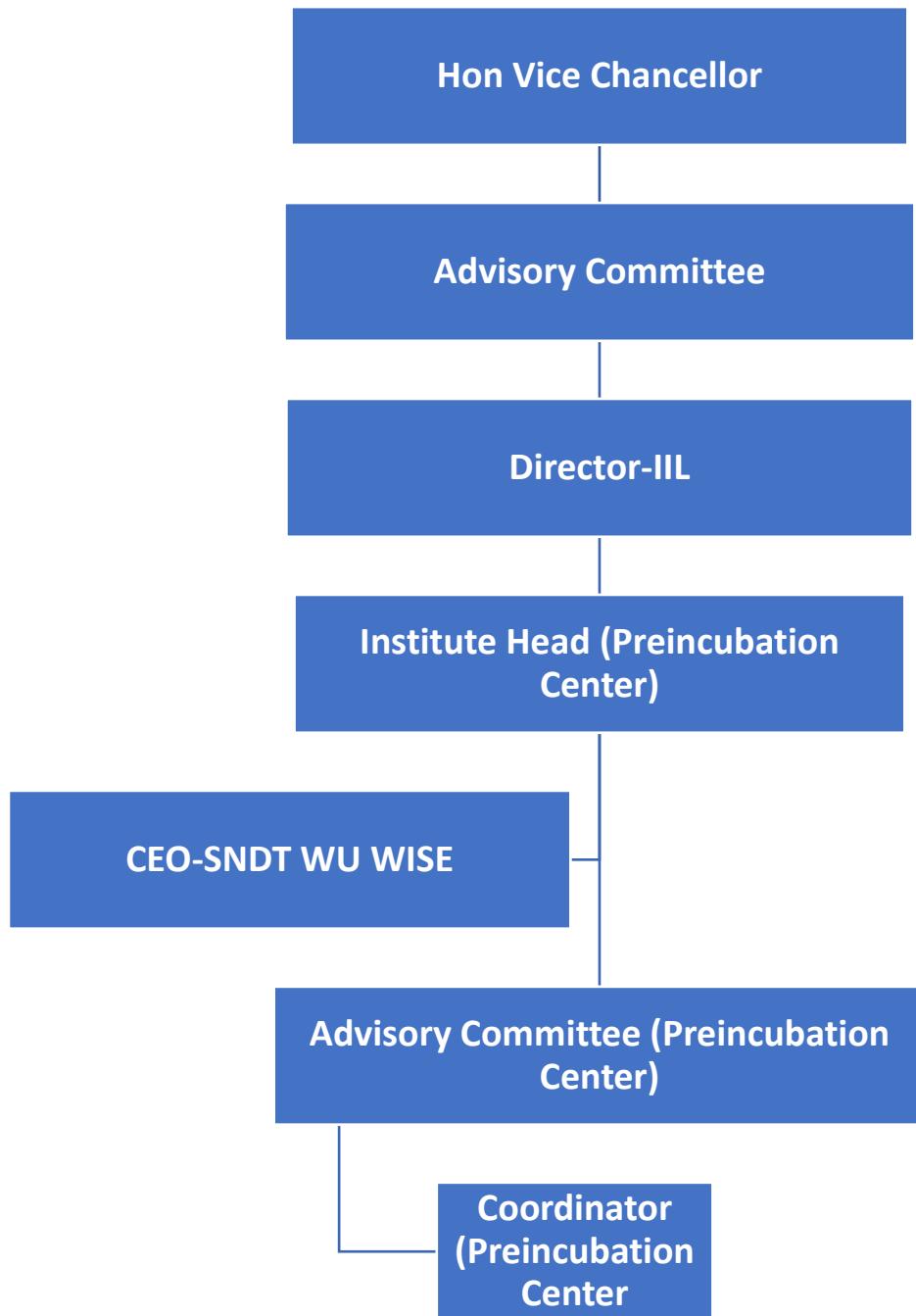
10. Conclusion

The proposed Pre-Incubation Center will serve as a critical catalyst in the start-up development value chain by nurturing ideas at their inception. Through strong collaboration between government, industry, and academia, the center will enable innovators from all corners of Bharat to transform their creative ideas into impactful ventures. This initiative aligns with national priorities of inclusive innovation, women empowerment, and sustainable socio-economic growth.

Annexure 1

Functioning of Preincubation Center & Initial Funding

The Preincubation Center at each affiliated and conducted colleges will be established in the same pattern as that of NSS unit established.

To strengthened the preincubation center, Department of Innovation, Incubation & Linkages, SNDT Women's University, Mumbai is proposing Rs 50/student/year as Entrepreneurship Development fees just like to that of Ashwamegh Fees. These fees will be divided equally amongst Preincubation Center of the college/department and Department of Innovation, Incubation & Linkages, SNDT Women's University, Mumbai. Preincubation Center is expecting to utilize these fees against program (40%), infrastructure (40%) & initial grant to student (20%) for prototype creation. At the end of the Academic year, the Preincubation Center is expecting to submit the detailed report as well as Utilization Certificate to Director-Innovation, Incubation & Linkages, SNDT Women's University, Mumbai. At the end of the year, the Preincubation Center will be evaluated and top 5 colleges will be felicitated with cash prize and trophies in Innovation Mahakumbha, a flagship event to be organized by Department of Innovation, Incubation & Linkages, SNDT Women's University, Mumbai.

The Department of Innovation, Incubation & Linkages will be creating vibrant entrepreneurship (please see **Annexure 2**) in association with SNDT WU WISE Incubation Center by using the amount collected from the fee's collected.

Annexure 2

1. Idea Discovery Through Hyperlocal Innovation Scouts (HIS Model)

Instead of waiting for ideas to come to the center, the center proactively goes to the people.

Actions

- Recruit and train *Innovation Scouts* from villages, colleges, NGOs, SHGs, and community leaders.

- Scouts collect raw ideas, local problems, frugal innovations, and women-led micro innovations.

- Monthly "**Grassroots Idea Mining Drives**" in rural and semi-urban clusters.

- Create "**Innovation Mitras**" similar to ASHA workers, paid part-time for identifying local innovators.

Outcome

Brings hidden innovators from remote Bharat into the mainstream pipeline.

2. The *14-Day Idea-to-Prototype Sprint* (A highly structured, time-bound format)

Most pre-incubation programs run for months; this is an intensive innovation bootcamp.

Actions

- Daily 3-hour hands-on sessions covering Problem Fit → Solution Fit → Prototype Fit → Market Fit.

- Rapid prototyping using low-cost materials + digital tools (Figma, no-code apps, simulation tools).

- Daily mentor "hot seat" sessions.

- Final Day Investor/Expert Jury.

Outcome

Any enrolled innovator produces a *demo-ready prototype* in 2 weeks.

3. Digital Twin of Pre-Incubation Center (Virtual PIC 24×7)

A 24×7 virtual replica for innovators across Bharat.

Actions

- Build a 3D virtual center where innovators can:

    o attend workshops,

    o meet mentors,

    o explore content,

    o submit ideas,

    o join real-time events.

- Record and archive all sessions for anytime access.

- Create "**virtual mentor cabins**" for scheduled video mentoring.

Outcome

Bridges geographical barriers; turns the center national without additional infrastructure.

4. Problem Bank from Industry, Government & Community

Instead of only focusing on innovators' ideas, the center also provides **curated real-world problem statements**.

Actions

- Collect 100+ problem statements from:

    o Municipal corporations

    o MSMEs & large industries

    o Government departments (Health, Women & Child, Rural Development)

    o Community organizations

- Publish the "**SNDTWU Grand Challenge Booklet**" every 6 months.

Outcome

Innovators work on real validated problems → higher market success.

5. *Women Innovators in Residence (W-IIR)* Fellowship

Focus on women innovators and giving them space/time to innovate.

Actions

- Select 10–15 women innovators annually.
- Provide:
    - free workspace
    - ₹25,000–₹50,000 prototyping grant
    - 1:1 mentorship
    - peer learning circles
- Fellows also mentor rural girls to create a multiplier effect.

Outcome

Creates a pipeline of confident women-led pre-startups.

6. The *Innovation Highway Model* (Idea Pipeline Management)

A systems-driven approach like a manufacturing assembly line.

Five Lanes

1. Idea Intake
2. Screening & Prioritization
3. Deep Dive Mentoring
4. Prototype Development
5. Incubation Readiness

Actions

- Every idea receives a "**Highway Card**" with checkpoints.
- Clear criteria to move between lanes.
- Automated dashboard visible to stakeholders.

Outcome

Streamlined, measurable, and scalable pipeline.

7. Reverse Mentorship Network (RMN)

Young innovators mentor industry leaders on technology & trends.

Actions

- Pair students/young innovators with:
    - senior industry leaders
    - government officers
    - academicians
- Reverse mentoring on:
    - AI tools
    - new-age tech
    - digital branding
    - youth insights
- Encourages cross-learning and builds innovation confidence.

Outcome

Breaks hierarchy, fosters openness and co-creation.

8. National *FailFest* – Celebrating Failures & Attempts

Recognizes unsuccessful attempts as learning milestones.

Actions

- Annual "FailFest Bharat" event celebrating:
    - failed prototypes
    - rejected ideas
    - pivots

- Talks by founders who failed first.

- Awards for "Best Pivot", "Brave Attempt", "Smart Failure".

Outcome

Reduces fear of failure; encourages risk-taking.

9. 100-Hour *Social Innovation Marathon* (for rural women)

Focus on low-cost, high-impact rural solutions.

Actions

- 5-day continuous marathon in rural clusters.

- Themes: health, agriculture, safety, livelihood, education.

- Local women trained through hands-on modules.

Outcome

Inclusivity + grassroots innovation pipeline.

10. Innovation Credit System (ICS) for Students

What mak Innovators earn credits like bank points.

Actions

- Credits for:

    o idea submission

    o presenting in demo day

    o prototyping

    o completing bootcamps

- Credits redeemable for:

    o lab access

    o certifications

    o internship priority

Outcome

Boosts continuous engagement.

11. Technology Translation Capsules (TTCs)

Converts research into business possibilities.

Actions

- Explore patents from academia and convert them into "translated business ideas".

- Publish 20 TTCs every year.

- Provide innovators ready-made IP-backed ideas.

Outcome

Promotes IP utilization and research commercialization.

12. "Innovation-to-Society (I2S)" Adoption Model

Ensures ideas touch real users early.

Actions

- Every prototype is field-tested with actual users.
- Partner with:

  o   Anganwadis

  o   SHGs

  o   Local schools

  o   Rural entrepreneurs

- Collect feedback and iterate.

Outcome

User-validated solutions → faster adoption.

13. Annual "WISE StartUp Yatra Across Bharat"

Mobility-based scouting and training.

Actions

- Team travels to 20 districts annually.

- Conduct micro-workshops and idea camps.

- Capture stories, ideas, and local solutions for documentation.

Outcome

Builds national identity and reaches unexplored regions.

14. AI Innovation Assistant for Every Innovator

AI-driven personalized innovation support.

Actions

- Provide each participant AI templates and tools for:

    o business model creation

    o pitch deck preparation

    o prototype simulation

    o market analysis

- Offer a chatbot trained on center's content.

Outcome

Faster learning, better outcomes, higher efficiency.

Final Deliverable: Uncommon, Impactful Action Plan

The above strategies ensure the Pre-Incubation Center becomes **distinct, scalable, national-level, and future-ready**, positioning SNDT Women's University as a pioneer in idea development and grassroots innovation.

Annexure 3

Constitution of Advisory Committees:

University Level Advisory Committee

Sr No	Detail	Designation
1	Hon Vice Chancellor	Chairperson
2	All Deans`	Member
3	3 Startups nominated by Vice Chancellor	
4	3 Industrialist nominated by Vice Chancellor	Member
5	3 Angel Investors nominated by Vice Chancellor	Member
6	3 Grassroot Innovators nominated by Vice Chancellor	Member
7	Manager-Lead Bank	Member
8	Representatives from Maharashtra Chamber of Commerce Industry & Agriculture	Member
9	Representative from Western region, Innovation Cell, AICTE, New Delhi	Member
10	Representative from MIDC	Member
11	CEO-WISE Incubation Center, Mumbai	Member
12	3 College Principals nominated by Vice Chancellor	Member
13	3 HODs nominated by Vice Chancellor	Member
14	Any nomination by Vice Chancellor	Member
15	Director-Innovation, Incubation & Linkages	Member Secretary

College Level Advisory Committee for Preincubation Center

Sr No	Detail	Designation
1	Head/Director/Principal of the Institute	Chairperson
2	University Nominee by Director-IIL	Member
3	3 Startups nominated by Head/Director/Principal	
4	3 Industrialist nominated by Head/Director/Principal	Member
5	3 Angel Investors nominated by Head/Director/Principal	Member
6	3 Grassroot Innovators nominated by Head/Director/Principal	Member

7	Manager-Lead Bank	Member
8	Representatives from Local Industries Association	Member
9	Representative from Western region, Innovation Cell, AICTE, New Delhi	Member
10	Representative from MIDC	Member
11	Nominee by WISE Incubation Center, Mumbai	Member
12	3 faculty nominated by Head/Director/Principal	Member
13	3 students nominated by Head/Director/Principal	Member
14	Any nomination by Head/Director/Principal	Member
15	Faculty Coordinator-Preincubation Center	Member Secretary