



**SHREEMATI NATHIBAI DAMODAT THACKERSEY
WOMEN'S UNIVERSITY,
MUMBAI-400 020**

Department of Innovation, Incubation & Linkages

CIRCULAR

SNDTWU/IIL/2026/001

Date: 13 October 2026

To:

All Principals
SNDT Women's University, Mumbai

Subject: Participation of Students, Researchers and Innovators in the Seva First Innovation Challenge 2026

The Seva First Innovation Challenge 2026, an initiative supported by the Government of Maharashtra, is being conducted from **23 September to 17 October 2026** to promote innovation, entrepreneurship and the development of solutions addressing key societal challenges.

The challenge invites participation from students, researchers, startups, Micro, Small and Medium Enterprises (MSMEs), companies, institutions and individual innovators across ten sectors viz Agriculture, Law and Order, Women and Child, Urban Development, Health and Medical, Defence, Sustainability, Infrastructure and Mobility, Emerging Technologies & Education and Employability

The challenge offers a **total prize pool of ₹5 crore across 10 sectors, with 50 awardees**, and includes General and Women categories. It provides an opportunity for innovators to showcase their ideas and solutions towards addressing critical challenges and contributing to the development of Maharashtra.

In view of the above, **all Principals are requested to take the following actions on priority:**

1. **Dissemination:** Circulate the information regarding the Seva First Innovation Challenge 2026 among students, faculty members, researchers, startups and other eligible innovators associated with their respective institutions.
2. **Encouragement of Innovation:** Motivate students, researchers and faculty members to identify, develop and submit innovative ideas and solutions relevant to the identified challenge sectors.
3. **Promotion of Women Innovators:** Encourage women students, researchers and aspiring women entrepreneurs to participate in the Women Category, wherever applicable.

4. **Outreach and Mobilisation:** Display the attached challenge poster on institutional notice boards and disseminate it through departmental communication channels, student groups, social media platforms and other appropriate institutional networks.
5. **Facilitation of Participation:** Encourage eligible participants to complete their registration and submit their ideas within the stipulated deadline.

Registration and Participation

Interested participants may scan the QR code provided in the attached poster to access the registration process. The last date for participation is **17 October 2026**.

The WISE SNDTWU Incubation Centre, SNDT Women's University, Mumbai, is supporting the initiative as the **Mobilisation and Outreach Partner**.

All Principals are requested to extend their full cooperation and ensure maximum possible participation from their respective colleges and departments. The initiative presents a valuable opportunity for the University community to demonstrate its innovation capabilities, entrepreneurial potential and commitment to addressing societal challenges, in alignment with the vision of **Viksit Maharashtra**.

This circular is issued for information, necessary action and wide dissemination among all concerned.

(Dr. Sachin S. Laddha)

Director – Innovation, Incubation & Linkages,

SNDT Women's University, Mumbai

Encl.: Seva First Innovation Challenge 2026 Poster

Copy to:

1. The Vice-Chancellor's Office, SNDT Women's University, Mumbai – for information.
2. The Registrar, SNDT Women's University, Mumbai – for information.
3. Manager, WISE SNDTWU Incubation Centre – for information and necessary coordination.
4. Office Copy.



Maharashtra
State Innovation
Society



SEVA FIRST INNOVATION CHALLENGE

23 September to 17 October 2026

“ This is an era of creativity, investment and innovation. The youth power of the new era will play a crucial role in laying the foundation for a Viksit Bharat.

- Prime Minister Narendra Modi

An Open Innovation Platform for Maharashtra Zone

Inviting innovative solutions for a brighter, stronger and Viksit Maharashtra

Suggest innovative solutions in the following sectors:

 1. Agriculture	 6. Defence
 2. Law and Order	 7. Sustainability (Energy, Climate and Others)
 3. Women and Child	 8. Infrastructure and Mobility
 4. Urban Development	 9. Emerging Technologies (AI, Blockchain and Others)
 5. Health and Medical	 10. Education and Employability

Competition will be held for above 10 sectors with 5 sub themes for each sector.

Who Can Participate?



Categories



SCAN TO REGISTER



TOTAL PRIZE POOL OF ₹5 CRORE
ACROSS 10 SECTORS | 50 AWARDEES

REGISTER NOW >



WISE SNITWU Incubation Centre
SNIT Women's University, Mumbai

Department of Skills, Employment, Entrepreneurship & Innovation,
Government of Maharashtra