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**VEER NARMAD SOUTH GUJARAT UNIVERSITY**

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

**વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી**

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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CIRCULAR

To,

HODs of all PG Departments, Co-ordinators of all Self-finance Programmes,  
Principals of all Colleges,

Subject: Nomination of Student teams for Mind to Market (M2M) innovation challenge- Defence Sector, Energy Sector, FMCG, Toy Industry, Launched by i-Hub Gujarat.

**The M2M's (Mind to Market)** main purpose is to shortlist the startups and other individuals to provide support to them with the right mentorship and thereafter develop indigenous products under the MAKE IN INDIA campaign and develop an AATMA NIRBHAR BHARAT. This initiative will help us to develop a responsive eco-system to connect the youth of India and empower them to contribute with their ideas, energy, and technical prowess to serve the Nation.

**M2M Defence Innovation Challenge** initiative will help us to develop a responsive eco-system to connect the youth of India and empower them to contribute with their ideas, energy, and technical prowess to serve the National Interest and enhance the DEFENCE INDUSTRIAL BASE of our great nation.

**M2M Energy Innovation Challenge** initiative will help us to develop a responsive eco-system to connect the youth of India and empower them to contribute with their ideas, energy, and technical process to serve energy requirements of the country. We aim to bring in a revolution in the Energy Sector.

**M2M FMCG Innovation Challenge** initiative will help us to develop a responsive eco-system to connect the youth of India and empower them to contribute with their ideas, energy, and technical prowess to serve the FMCG Sector of the country.

**The M2M - Toy Innovation Challenge** is to create indigenous technology in Toy Industry and as a part of Atmanirbhar Bharat i-Hub is launching Mind to Market innovation challenge for Toy Industry. This initiative will help us to develop a responsive ecosystem to connect the youth of India and empower them to contribute with their ideas, energy, and technical prowess to serve the Nation.

For more details kindly visit

<http://ihubgujarat.in/m2m>

[For Any Queries]

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I/C . Registrar