

Prof. Vineet Kansal  
Coordinator, TEQIP-III



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AKTU/TEQIP-III/2019/207

Date: 17 Sept. 2019

To  
Directors/Principals  
Engineering Institutes/Colleges affiliated/associated to Dr. APJ Abdul Kalam Technical University  
Lucknow, Uttar Pradesh

**Subject: Regarding Dr. Kalam Startup Parikrma at GCRG Lucknow on 21 Sept. 2019**

Dear Sir/Ma'am

It is to share that TEQIP III, AKTU Lucknow is organizing a workshop entitled "**Target Audience for Startups**" for students and alumnus of Engineering Institutions affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow, as a part of 'Dr. Kalam Startup Parikrama' on 21 Sept. 2019 through K-CIIS (Kalam Centre for Innovation and Incubation of Start-Ups) at GCRG Memorial Trust's Group of Institutions, Lucknow. Interested students from AKTU affiliated institutions in and around Lucknow can register through link: <https://tinyurl.com/KSP-2018-19>

Online entries will be accepted on first come first serve basis with a ceiling of maximum 200 students latest by 19 September 2019.

The top three ideas will be selected and felicitated on the basis of novelty of ideas, team structure, structured thinking, business model, targeted market size etc. The ideas will be screened by PPT uploaded by students during registration. Details are attached herewith.

  
(Prof. Vineet Kansal)

Coordinator TEQIP-III

Copy to:

1. Registrar, AKTU Lucknow
2. Finance Officer and Nodal Officer (Finance), TEQIP-III, AKTU Lucknow
3. Nodal Officer (Procurement), TEQIP-III, AKTU Lucknow
4. Nodal Officer (Academic), TEQIP-III, AKTU Lucknow
5. Media Prabhari, AKTU Lucknow
6. Staff Officer to Hon'ble Vice Chancellor, AKTU Lucknow
7. All AKTU affiliated / associated Institutions in and around Lucknow

  
(Prof. Vineet Kansal)

**Details of workshop**  
**“Target Audience for Startups”**

**Date:** 21 Sept. 2019

**Venue:** GCRG Memorial Trust's Group of Institutions, Chandrika Devi Rd, Near Parvat Pur, Bakshi Ka Talab, Lucknow, Uttar Pradesh 227202

**Maximum Number of participants: 200** (on first come first serve basis)

**Register Here:** <https://tinyurl.com/KSP-2018-19>

**Last date of online registration:** 19 Sept. 2019 (5:00 PM)

**Guidelines for students:**

1. Primary screening will be done on the basis of PPT submitted by student
2. Shortlisted students will be given 5 minutes for presentation of their project (Maximum 7-10 slides)
3. Students may include 30-45 second video in support of project
4. Students will have to answer questions asked during/after presentation
5. Project will be judged on the basis of novelty of idea, team structure, structured thinking, business model, targeted market size etc.

**Note:**

1. Students must bring their institute identity card
2. Students must have confirmation email (sent by K-CIIS) for participation
3. No TA/DA will be given to students
4. There is no entry/participation fees
5. Confirmation will be done in order of application time (first come first serve basis)
6. This event is only for AKTU students

*For any query drop an email to [kciis@aktu.ac.in](mailto:kciis@aktu.ac.in)*

**Contact Persons:**

1. Mr. Pankaj Kumar Rawat (Mobile - 9473595883)
2. Mr. Abhishake Nandan (Mobile - 8707728907)

