

MESSAGE FROM THE FACULTY CHAIR

At **SIDBI Swavalamban Chair** at **Vivekananda Global University**, we are building a purposeful platform for innovation, entrepreneurial learning, and MSME-focused problem solving, deeply anchored in real industry needs.

Through sustained outreach, research-driven initiatives, student-led innovation, capacity-building programs, and close engagement with MSMEs, we actively bridge the gap between academia and enterprise.

What began as an effort to nurture entrepreneurial thinking has evolved into a vibrant ecosystem where ideas translate into viable ventures and deployable solutions.

As we move ahead, our focus remains on fostering self-reliance, strengthening Rajasthan's MSME and startup ecosystem, and empowering students and entrepreneurs to create meaningful and lasting impact.

Malvika Dudi Bagaria

Faculty Chair,
SIDBI Swavalamban Chair



OUR SECTORAL PORTFOLIO



AI & DeepTech

Cybersecurity, agri-AI, phygital retail, energy harvesting, and medical robotics solutions transforming traditional industries.



Climate & Sustainability

Waste management, recycled materials, EV systems, and circular economy solutions for a greener future.



MSME & Enterprise Solutions

BPO/logistics, digital networking, apparel-tech, PropTech, and institutional audits driving operational excellence.



Consumer, Health & Creative Economy

Women's health, food brands, pet-care, arts, and sustainable fashion creating impact at scale.



SIDBI SWAVALAMBAN CHAIR

Rajasthan's MSME Solutions Engine
Converting Real MSME Challenges into Research-Backed, Investible Startup Opportunities

Two Years of Measurable Impact



27 Startups Incubated



17 Research Publications



50+ Innovation Initiatives



6,000+ Stakeholders Engaged



₹76+ Lakh Total Funding Impact



1 Patent Filed (Medical Technology)



22 MSME Collaborations across 15+ sectors

EVENTS AND INITIATIVES



Shark Tank (4 seasons)



Desert Bloom



Smart VGU Ideathon (4 seasons)



Vendor Development Program



Thatera & Bagru Cluster Visit



Round Tables on MSME Issues

ABOUT

Bridging MSMEs and Innovation

SIDBI Swavalamban Chair for MSME Solutions is a flagship initiative supported by SIDBI under the SAHAS Program, hosted at Vivekananda Global University, Jaipur.

Positioned as Jaipur's MSME Solutions Engine, the Chair goes beyond conventional incubation. It converts live MSME bottlenecks into research briefs, pilots, and market-ready startup opportunities, with a strong focus on Tier-2 and Tier-3 India.

We function as a trusted bridge between MSMEs, startups, academia, industry, investors, and policymakers—ensuring that innovation leads to adoption, scale, and measurable impact.



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WHY SIDBI SWAVALAMBAN CHAIR MATTERS?

SIDBI-Backed Credibility

Supported by India's premier MSME development institution and embedded in a university-led innovation ecosystem.

MSME-First Approach

Problems originate from market realities, not classrooms—ensuring relevance and adoption.

Research-Integrated Innovation

Solutions progress through research, pilots, patents, and publications—bridging academia and industry.

Proven Execution Capability

Track record across AI, ClimateTech, MSME operations, consumer sectors, and applied research.

FROM PROBLEM TO SOLUTION

From MSME Bottlenecks to Market Solutions

01 | MSME Challenge Identification

Through cluster engagements, industry clinics, and the Desert Bloom platform, we identify challenges in finance, operations, digital adoption, compliance, supply chains, and sustainability.

02 | Research Translation

Challenges are converted into research briefs, case studies, and student-faculty innovation projects.

03 | Solution Development

Startup challenges and solution sprints create pilot-ready MSME solutions.

04 | Market Deployment

Validated solutions move into pilots, grants, incubation, and scale pathways

CORE ENGAGEMENT PATHWAY



RESEARCH-TO-MARKET TRANSLATION

Applied research is aligned with deployment, ensuring that academic insights transform into market-ready solutions.

Our approach bridges the gap between theoretical innovation and practical implementation, creating tangible value for the MSME ecosystem.

17 research publications across agri, AI, energy, sustainability, and MSME system.

1 patent filed for Smart PCG Device for early cardiac detection

Clear pathways for MSME manufacturing, licensing, and commercialization

Every research initiative is designed with one question in mind: **How does this solve a real MSME challenge?**

DESERT BLOOM: MSME SUMMIT

Desert Bloom is our flagship convening platform Jaipur's MSME Conglomerate Platform. Across three seasons (1.0, 2.0, 3.0), it has evolved into a continuous ecosystem where MSMEs, startups, researchers, policymakers, and investors collaborate to move from dialogue to deployment.

More than a conference, Desert Bloom effectively functions as "Oasis of MSME Ecosystem" where MSMEs pitch real problems and startups, researchers, and innovators pitch solutions, with structured follow-through.

MSME-Centric by Design
Built with MSMEs, not around them

Cross-Sector Congregation
Manufacturing, textiles, EV, health, digital, sustainability

Three Seasons of Continuity
Built with MSMEs, not around them

Outcomes Beyond Networking
Pilots, MoUs, research projects, deployments

