

University of Mumbai

Department of Innovation, Incubation & Linkages



No. II & L/ECD/2025-26/37

Date: 21/06/2025

CIRCULAR:-

Subject: Launch of VASUNDHARA 1.0 – Inclusive Startup Cohort for Tribal and SC Entrepreneurs

Dear Principals/Directors, Department of Innovation, Incubation & Linkages, University of Mumbai in association with MU IDEAS Foundation Incubation pleased to announce the launch of **VASUNDHARA 1.0**, a dedicated 12-week cohort program for student founders and innovators working on inclusive, socially impactful startup ideas — especially those led by or serving **Scheduled Castes (SC)** and **Vanvasi (tribal)** communities. This initiative is organized by the **MU IDEAS Foundation Incubation Center**, the official incubation center of the University of Mumbai, with the vision of enabling grassroots entrepreneurship through structured support and institutional backing.

VASUNDHARA stands for **Vanvasi and SC Udyami Nurturing Development Hub for Acceleration, Resilience, and Aspiration**. The program provides tailored guidance to help students develop enterprises that solve real problems in areas like education, health, livelihood, sustainability, and indigenous innovation. Participants will undergo guided sessions focused on problem-solving, social entrepreneurship, financial planning, and community engagement. The cohort includes access to mentor networks, policy awareness, and exposure to government support schemes.

VASUNDHARA 1.0 is rooted in MU IDEAS' commitment to fostering inclusive innovation and empowering underrepresented communities through entrepreneurship. The program is specially crafted to support student-led ideas that address social, regional, and developmental challenges — particularly those impacting Scheduled Castes (SC) and Vanvasi (tribal) populations. By offering targeted mentorship, access to ecosystem enablers, and exposure to relevant government schemes, VASUNDHARA creates a nurturing environment for building impactful, community-focused startups that contribute to equitable economic growth.

Program Details

Program Name: VASUNDHARA 1.0 – Inclusive Startup Cohort

Duration: 12 Weeks (June–September 2025)

Mode: Hybrid (Online & In-person sessions)

Eligibility: Students from University of Mumbai and its affiliated colleges with ideas serving or led by SC/Tribal communities or aligned with social impact

Program Highlights

1. Dedicated mentoring on social innovation and rural entrepreneurship
2. Awareness of government schemes (MSJE, TRIFED, MSME, Startup India)
3. Sector-specific guidance in education, health, agriculture, and livelihood
4. Linkages to incubation and funding support at MU IDEAS
5. Priority access to relevant policy and CSR programs

Who Can Apply?

All students of the University of Mumbai — across any stream or district — who are working on startups or impactful ideas that serve or uplift SC and tribal communities are invited to apply. Both individual founders and team entries are welcome.

Application Process

Register via: <https://tinyurl.com/vasundhara4u>

Email queries to: incubation.manager@mu.ac.in

Let your journey of inclusive innovation begin with VASUNDHARA! Be part of a movement that builds equity, resilience, and empowerment through entrepreneurship.

Looking forward to your enthusiastic participation!

Prin (Dr) Sachin S. Laddha

Director, Innovation, Incubation & Linkages