

PRESS NOTE

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SRM University-AP is the Regional Hub for ISF's 'Rural Ankura Start-up Yatra'

In line with its positioning as India's foremost Entrepreneurial University, SRM University-AP is proud to announce its partnership with the International Startup Foundation (ISF) as the regional hub for the 'Rural Ankura Start-up Yatra'. This ambitious initiative by ISF seeks to ignite the entrepreneurial spirit across the tier 2 and 3 cities & rural areas of AP, by identifying and nurturing entrepreneurial talent.

The Rural Ankura Start-up Bus Yatra, spearheaded by ISF, is more than just a journey—it's a celebration of the entrepreneurial potential nestled within the heart of rural Andhra Pradesh. By uniting global CXOs, mentors, investors, researchers, and educators, this statewide yatra aims to strengthen the rural startup ecosystem, ultimately catalysing job creation and fostering economic growth in underserved regions.

The startup pitch contest, a key component of the Yatra, will serve as a platform for rural innovators to showcase their ideas and solutions for regional problems. This initiative aligns seamlessly with SRM University-AP's mission to drive innovation and entrepreneurship across the country.

Vice-Chancellor of SRM University-AP, Prof. Manoj K Arora, expressed his enthusiasm for the partnership, stating, "At SRM University-AP, we are deeply committed to fostering social entrepreneurship. Partnering with ISF for the Rural Ankura Yatra allows us to extend our mission beyond urban centres, empowering rural innovators to drive meaningful change within their communities."

The regional semi-finals at SRM University-AP are scheduled for September 11, 2024. The event is expected to draw over 500 participants from various districts, with the top 20 teams—10 from each category—advancing to the final demo day. These teams will have the opportunity to exhibit their ideas and solutions at SRM University-AP, vying for the support and investment needed to bring their ventures to life.

A distinguished panel of high-profile delegates, including professors from SRM University-AP and leaders from ISF, will serve as the jury, selecting the most promising ventures for the finals. Notably, five offers from venture capitalists associated with ISF will be extended to the top ventures.

Prof. Sidharth Tripathy, Director of Entrepreneurship and Innovation at SRM University-AP, added, "The Rural Ankura Yatra is a remarkable initiative that aligns with our vision of holistic development. By handholding entrepreneurial talent in rural areas, we are not only fuelling economic growth but also promoting sustainable development across Andhra Pradesh."

Mr J.A. Chowdary, Founding Director of Software Technology Parks of India and former IT Advisor and Special Chief Secretary to the Chief Minister of AP, emphasised the importance of the Yatra, stating, "The Rural Ankura Yatra is a vital step towards unlocking the vast potential of rural Andhra. By bringing together global expertise and local talent, we aim to create a thriving ecosystem that supports innovation and entrepreneurship at the grassroots level."

SRM University-AP has consistently championed entrepreneurship both as a learning springboard and a social change catalyst. One of the university's flagship initiatives, ADITRI, stands as a testament to this commitment. As a pioneering rural micro-entrepreneurship project, ADITRI is dedicated to supporting and empowering rural women entrepreneurs in Andhra Pradesh. With funding of ₹2 crores, the project aligns with the university's mission to promote social entrepreneurship, focusing on economic empowerment, job creation, gender equality, and community development. Through initiatives such as Micro Entrepreneurship Bootcamps and the Rural Women Innovation and Entrepreneurship Hub (RWIEH), SRM University-AP is continuing to make a significant impact, having already reached over 1400 women across various mandals in Andhra Pradesh.

As the university steps into this nodal role of a regional hub for ISF's Rural Ankura Yatra, it reaffirms its commitment to nurturing the next generation of entrepreneurs who will drive India's socio-economic transformation.