



Union Minister Shri Jayant Chaudhary Launches ‘Navachar Mantra’, a National Initiative for Grassroots Innovators and Entrepreneurs

**Programme designed to support scalable innovations from
Tier 2, Tier 3 and rural India through collaboration between
government, academia and industry**

**Applications Open till July 5, 2026; NIESBUD and FITT, IIT
Delhi to Drive Programme Delivery**

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The Ministry of Skill Development and Entrepreneurship (MSDE), Government of India, today launched ‘Navachar Mantra’ - a national initiative focused on strengthening grassroots entrepreneurship and expanding opportunities for innovators across emerging India. The programme is being implemented by the National Institute for Entrepreneurship and Small Business Development (NIESBUD), with Foundation for Innovation and Technology Transfer (FITT), IIT Delhi serving as the Technical Knowledge Partner.

The initiative was launched by Shri Jayant Chaudhary, Minister of State (Independent Charge) for Skill Development and Entrepreneurship and Minister of State for Education, Government of India at IIT Delhi in the presence of policymakers, startup ecosystem leaders, academic institutions, investors and young entrepreneurs.

Addressing the gathering, Minister of State (Independent Charge) for Skill Development and Entrepreneurship and Minister of State for Education, Government of India, Shri Jayant Chaudhary said, “The world should not only use products made in India but should use technologies imagined in India, that is the true spirit of Navachar Mantra. Whether it is artificial intelligence, semiconductors, green energy, biotechnology, digital public infrastructure or advanced manufacturing, the next wave of global transformation must carry India’s intellectual imprint. Not because of ambition alone, but because India possesses something unique: the scale of challenges, the diversity of realities, and the talent of young minds capable of solving problems at a global level.”

“On this occasion, I would also urge young innovators to pursue ideas and careers that genuinely excite and inspire them. These are life decisions, and you have to be happy with what you choose to do. Do not pursue something that does not bring you fulfilment, because over time it will weigh on you from within. The most meaningful innovations are often created by people who wake up every day looking forward to their work, driven not just by opportunity, but by purpose and passion. Navachar Mantra is about creating an ecosystem where such ideas, and such innovators, can thrive,” he further added.

A key highlight of the event was a fireside chat titled “Navigating the Entrepreneurial Journey: From Grassroots Innovation to National Scale”, which brought together accomplished entrepreneurs and innovators from diverse sectors. The session featured Shri Rajat Vardhan, Founder & CEO, Scanxt Scientific Technologies, as moderator, alongside Shri Sandeep Agarwal, Founder, Droom; Shri Bipin Preet Singh, Founder & CEO, MobiKwik; Dr. Jagadis Gupta Kapuganti, Founder, Fruvetechn Pvt. Ltd.; and Ms. Meenal Gupta, Founder, Easiofy Solutions Pvt. Ltd. Drawing from their own entrepreneurial journeys, the panellists shared valuable insights on innovation, resilience, scaling ventures, and building sustainable businesses, inspiring aspiring entrepreneurs and innovators in attendance.

Navachar Mantra is a transformative national initiative of the Ministry of Skill Development and Entrepreneurship (MSDE) aimed at identifying, nurturing, and amplifying India's most promising grassroots innovators and early-stage entrepreneurs. Implemented by the National Institute for Entrepreneurship and Small Business Development (NIESBUD) in partnership with the Foundation for Innovation and Technology Transfer (FITT), IIT Delhi, the programme seeks to create pathways for innovators from Tier-2 and Tier-3 towns, aspirational districts, and underserved geographies to access mentorship, visibility, and growth opportunities.

The initiative is designed to provide a structured ecosystem of support for innovators working across priority sectors such as AgriTech, HealthTech, EdTech and Skilling, Climate and Sustainability, Rural Commerce, and MSME Enablement. Through Navachar Mantra, innovators will gain direct access to policymakers, industry leaders, investors, and domain experts, enabling them to refine their ideas, strengthen business models, and accelerate their journey from innovation to enterprise.

Following the launch, registrations are now open for applications from innovators and entrepreneurs across the country through a dedicated digital platform. The last date registration July 5, 2026. A rigorous multi-stage evaluation process involving experts from academia, industry, investment firms, and government institutions will be undertaken to identify high-potential ventures. The programme is expected to attract applications from across India, with a special focus on innovators creating solutions for local challenges and community impact.

Selected innovators will be inducted into a year-long engagement programme comprising mentorship roundtables, thematic webinars, innovation showcases, investor interactions, and national-level storytelling platforms. Participants will receive tailored guidance on business development, market access, regulatory compliance, intellectual property, fundraising, and scaling strategies. The programme will also facilitate opportunities for pilot projects, partnerships, and market linkages to help promising innovations translate into sustainable enterprises.

A key feature of Navachar Mantra will be its focus on visibility and recognition. Through ministerial podcasts, innovation showcases, digital campaigns, and ecosystem events, selected innovators will be provided national exposure and a platform to share their journeys with a wider audience. The programme will culminate in a national showcase event, bringing together innovators, industry leaders, investors, policymakers, and ecosystem stakeholders to celebrate innovation-led entrepreneurship and chart pathways for future growth.

By building a robust pipeline of grassroots innovators and connecting them with the country's leading institutions and networks, Navachar Mantra aims to strengthen India's innovation ecosystem and contribute to the vision of a self-reliant, entrepreneurial, and innovation-driven Viksit Bharat.

The launch event was attended by several distinguished dignitaries and senior officials, including Shri Dilip Kumar, Director General, Directorate General of Training (DGT); Ms. Hena Usman, Joint Secretary, Ministry of Skill Development and Entrepreneurship (MSDE); Ms. Archana Mayaram, Economic Adviser, MSDE; Prof. Rangan Banerjee, Director, IIT Delhi; Dr. Poonam Sinha, Director General, NIESBUD and

Dr. Nikhil Agarwal, MD, FITT - IIT Delhi. The event also witnessed participation from senior representatives of government ministries, industry, academia, innovation institutions, startup ecosystem enablers, and other partner organisations.







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