

## Govt launches AIM-PRIME Playbook to help academicians launch deep-tech spin-offs

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**Dr Bharati Pravin Pawar unveils Atal Innovation Mission- PRIME Playbook & Startup showcase**



Dr Bharati Pravin Pawar, Union Minister of State for Health and Family Welfare launched Atal Innovation Mission- PRIME (Program for Researchers for Innovation, Market Readiness and Entrepreneurship) Playbook & Startup showcase at Dr Ambedkar International Centre, New Delhi.

Speaking on the occasion, Dr Pawar said, "AIM PRIME (Program for Researchers in Innovation, Market Readiness and Entrepreneurship) programme will serve an important purpose of creating strong indigenous manufacturing capabilities in all critical sectors."

The AIM PRIME (Programme for Researchers in Innovation, Market Readiness and Entrepreneurship) programme was aimed at promoting early-stage science-based, deep technology ideas to market through training and guidance over a period of 12 months using a blended learning curriculum. Other programme benefits include the PRIME Playbook, a guide for science-based entrepreneurs and ventures, the PRIME Library, a curated resource shared by the faculty and expert mentors associated with the program, and the PRIME Videos, an open-access video collection of the lectures delivered as part of the PRIME Classroom.

Dr. Premnath, director Venture Center said, "The Venture Center team and the AIM PRIME faculty and mentors are excited to see the final outcomes of the program with most startups making significant progress in their investor readiness and the cohort even raising almost Rs 20 crore in funding within the duration of the program itself. 18 patents were filed and 6 patents and 2 trademarks were issued. Over 15 key partnerships have been forged with marquee companies such as Mahindra, and Kimberly Clark during the course of the programme."