

Local start-up mentorship and training support

Through its Centre for Innovators and Entrepreneurs (CIE), recognized by Start-up Odisha and Start-up India, Centurion University functions as both an academic incubator and a regional development catalyst. Centurion's incubation model provides structured assistance—mentorship, financial support, and access to technical infrastructure—to local start-ups and community-based enterprises.

As of 2024–25, the University supports 74 active start-ups, of which 42 operate within campus-based facilities and 32 function in nearby rural and peri-urban communities. Of the 74 active start-ups:

- 14 operate in ICT/software,
- 11 in manufacturing,
- 8 in textiles and apparel,
- 4 in agriculture and food systems,
- 3 in clean energy, and
- several in healthcare and social enterprises.

Entrepreneurship Mentorship and Training Ecosystem

Mentorship forms the cornerstone of Centurion University's start-up support system. Every batch of students is assigned two faculty mentors, and start-up teams receive additional sector-specific mentorship from domain experts. Prominent mentors such as Dr. Durga Prasad Padhi, Mr. Parthasarathi Mohanty, and Mr. Kailash Nayak guide early-stage ventures through business planning, prototype development, financial modeling, and market validation.

In 2024–25, Centurion University organized over 25 structured mentoring and training sessions under its [“Empowering Tomorrow's Innovators”](#) initiative. These covered modules in business plan preparation, digital marketing, financial literacy, intellectual property management, and access to finance, enabling both students and community members to translate innovative ideas into feasible business models.

This academic integration ensures that entrepreneurship education is embedded into coursework—students in all programs engage in project-based learning, live labs, and design thinking workshops, often co-developing prototypes with local communities.

Impact Example:

- Sangam Designs LLP – A women-led enterprise that upcycles waste fabric into apparel, employing differently-abled and marginalized women in Gajapati district. As the name suggests, Sangam is a confluence of weaving communities, artisans,

craftspeople, and people who value the amount of work and dedication that goes into the production process.



Sangam Designs

- Mihir's Coffee on Wheels – A student-led venture that created self-employment opportunities through mobile cafés for youth in rural Odisha.

These examples show Centurion University's direct link between university mentoring and community entrepreneurship.

Community-Centric Incubation and Start-up Assistance

Centurion University's incubation ecosystem explicitly targets local and rural entrepreneurs, ensuring that institutional resources directly benefit surrounding communities. This sectoral diversity is strategically aligned with the livelihood structure of local economies—agriculture, food processing, and renewable energy are primary livelihood sectors in Odisha's rural districts. Through these start-ups, Centurion University directly addresses regional poverty by creating local jobs, strengthening farmer linkages, and promoting inclusive, sustainable growth. Centurion University also adheres to the Odisha Start-up Policy 2016 (Amended 2018) and National Innovation and Start-up Policy 2020, under which it provides:

- **Seed funding and prototype grants** to early-stage ventures.
- **Access to co-working and fabrication spaces**, 3D printing labs, and AR/VR design studios.
- **Microfinance linkages** via Gram Tarang Inclusive Development Services (GTIDS) with banks such as Punjab National Bank and Union Bank of India.
- **Business advisory and credit facilitation**, enabling community entrepreneurs to secure loans and scale operations.

This demonstrates a clear and direct **institutional mechanism supporting local start-up development**, aligning university innovation with regional economic goals.



Figure 1,2,3,4 Glimpses of Utkal Krishi Mela





Figure 5,6,7,8 Visuals of Agriclinc at Centurion University Paralakhemundi Campus

Infrastructure and Technological Resources for Local Start-ups

Centurion University’s state-of-the-art incubation and prototyping infrastructure plays a vital role in converting local innovations into market-ready products. Facilities include:

- **Incubation Centre and Co-working Spaces** – collaborative hubs for entrepreneurs and mentors.
- **Technology Labs** – specializing in E-Vehicles, Drones, Agri-Processing, and Waste-to-Wealth solutions.
- **Live Labs** – university-run farms, fishery tanks, rural health units, and village markets where prototypes are tested under real conditions.
- **Fabrication Units** – CNC machining and 3D printing enabling local artisans and students to develop affordable, scalable technologies.

Such facilities are regularly opened to local entrepreneurs, farmer-producer organizations (FPOs), women’s self-help groups (SHGs), and rural youth, offering them exposure to sustainable business practices and advanced technology.

This direct access to university infrastructure underpins Centurion University’s claim that its resources serve both internal students and external community innovators, bridging the gap between academia and rural enterprise.

4. University-Led Agricultural and Rural Innovation Platforms

The Annual Utkal Krishi Mela, hosted by the M.S. Swaminathan School of Agriculture, exemplifies Centurion University's rural innovation outreach. The 2024 and 2025 editions convened over 2,000 farmers, entrepreneurs, and policymakers to exchange ideas on climate-smart farming, fisheries, livestock enterprises, and millet-based nutrition. Farmers received Soil Health Cards, free medical check-ups, and guidance from banking and agricultural officials.

This mela serves as an innovation fair, where incubated start-ups and university researchers showcase affordable technologies—such as agri-drones, hydroponic systems, and value-added spice processing—available for community adoption. It acts as a market linkage platform, allowing farmers to partner with student entrepreneurs to form micro-enterprises in agriculture and allied sectors.


Example:

Gram Tarang Foods Pvt. Ltd. – a Centurion University-incubated enterprise that value-adds local produce (turmeric, ginger, and black pepper) and provides procurement support to tribal farmers, thereby raising rural incomes.

Thus, Centurion University's agricultural outreach and start-up assistance are mutually reinforcing, ensuring that innovation translates into rural poverty reduction.

Soil Health Card service

Soil health is a state of a soil meeting its range of ecosystem functions as appropriate to its environment. Means, the health of soil arises from favorable interactions of all soil components that belong together, as in microbiota, plants, and animals.



SOIL TEST REPORT

Soil Health Monitoring Lab, M.S. Swaminathan School of Agriculture, Centurion University of Technology and Management, Paralakhemundi, Gajapati, Odisha

Address Details

Farmer's Name	MR. Kora Parida/220804130195
Village	Ranadevi
GP	Bagusala
District	Gajapati
State	Odisha
Month of Soil Test	August 2025


SOIL TEST REPORT		
S. No.	Parameter	Value
1	pH	7.5
2	EC (dS/m)	0.141
3	Organic carbon (%)	0.70
4	N (Kg/ha)	101.1
5	P ₂ O ₅ (kg/ha)	12.4
6	K ₂ O (kg/ha)	156

Rating Chart for Soil Test Data			
Parameters	Acidic	Neutral	Alkali
pH	<6.5	6.5-7.5	>7.5

Parameters	Non-Saline	Slightly-Saline	Saline
EC (dS/m)	0-2	2-4	4-8

Parameters	Low	Medium	High
Organic Carbon (%)	<0.4	0.5-0.75	>0.75
N (kg/ha)	<280	281-560	>560
P ₂ O ₅ (kg/ha)	<13	14-30	>30
K ₂ O (kg/ha)	<110	111-280	>280

Anurakha Pal
Soumitra Bisman
 Signature



Contact Details: Mobile- 9439353031 / 8144297933 | Email- sth@cutm.ac.in

Figure 9: Sample copy of Soil Health Card issued from Soil Health Monitoring Lab, MSSSoA, Centurion University.

Legal and Social Empowerment for Sustainable Entrepreneurship

Centurion University's School of Law operates a Legal Aid Clinic that supports the legal and regulatory needs of local entrepreneurs. By offering free legal consultations, documentation support, and dispute resolution services, the Clinic removes barriers that often prevent small businesses from formalizing operations.

- 63 student volunteers and four law faculty have provided assistance to over 50 low-income individuals in Gajapati and Khurda districts.
- Services include help with business registration, land access, identity documentation, and gender-based dispute resolution.



Figure 10: Interaction on Free Legal aid and demonstration

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SL NO.	DATE	NAME OF THE BENEFICIARY ADDRESS/CONTACT DETAILS	CASE TYPE	ASSISTANCE PROVIDED	ASSIGNED VOLUNTEERS	REMARKS
1.	7/12/23	<p>Bomodi. ke. Raetray At/po - Keshermatti PH.No - 9787865324 Block - Jalani Dist - K. Bordur.</p> <p>- Salya - shree Malwasalli Allpa - Madhesadan Nagari - Block - Jalani Dist - K. Bordur.</p> <p>- Ms. Sibanu Sakka At/po - Chintamani nagar Block - Jalani Dist - K. Bordur Pin - 752050</p> <p>- Rajendra k. Saka At/po - Sai Nagar Block - Jalani Dist - K. Bordur Pin - 752050.</p> <p>- Suman Biswal At/po - Jalani/Dist - K. Bordur</p>	Civil / Criminal	Counseling	<p>S. Sawai Saganika Dalu.</p> <p>Sushashree Parida</p> <p>Anish Tanti</p> <p>Social Classifier</p> <p>Smitiparna Pradhan.</p> <p>Jeevanmitra Singhera</p>	
2.	11/02/24	<p>Mr. Santana. K. Kumar Saka At/po - Jalani At - Near Madhesadan Nagari (Jaganath Temple) Block - Jalani Dist - K. Bordur PH - 9625206859</p> <p>Mr. Rajendra Kumar Jena At/po - Jansata PH - 9539436682</p>	Criminal	Counseling	<p>S. Sushashree Dash.</p> <p>Saismiti Kisan</p> <p>Sedaisya Dash.</p>	

SL NO.	DATE	NAME OF THE BENEFICIARY ADDRESS/CONTACT DETAILS	CASE TYPE	ASSISTANCE PROVIDED	ASSIGNED VOLUNTEERS	REMARKS
3.	23/5/21	<p>Mr. Socemgkanta Mobaralsa At/Po - Keshamatti Block - Jalani PH - 9863594329</p> <p>Mrs. Sreelashree Satapathy At/Po - Keshamatti Block - Jalani PH - 9653498269</p> <p>Mrs. Mamata Saha At/Po - Keshamatti Block - Jalani PH - 9349352563</p>	Civil Case		<p>Sesali Sagarika Dees.</p> <p>Sreyasha Dees.</p> <p>Amish Tandi</p> <p>smriti Panna Prachin</p> <p>soileela Chandhu</p> <p>Srinidhi Dees.</p>	
4.	25/05/21	<p>Mr. Prabala Saha At/Po - Jalani (Madhusudan Nagar) Block - Jalani PH - 9763498323</p> <p>Mrs. Simalina Tripathy At/Po - Jante Block - Jante PH - 9739543295</p> <p>Mrs. Arundhati Behera At/Po - Keshamatti Block - Jalani PH - 9861995349</p> <p>Mrs. Purna Chandra Saha At/Po - Keshamatti (Aintamani Nagar) Block - Jalani PH - 9783523963</p>	Civil Case		<p>Shelley Shree Panda</p> <p>Sreyas M Prakash Saha</p> <p>Jeebanita Singdeo</p> <p>Amish Tandi</p> <p>Deepshree Sethi</p>	

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SL NO	DATE	NAME OF THE BENEFICIARY ADDRESS / CONTACTS :-	CASE TYPE	ASSISTANCE PROVIDED	ASSIGNED VOLUNTEERS	REMARKS
5.	24/10/21	<p>Ms. Seemabai Ch. Malepalsi At/PO - Jalani Block - Jalani PH - 9329967809</p> <p>- Ms. Ramesh Ch. Salun At/PO - Jalani Block - Jalani PH - 9681295936</p> <p>- Ms. Seemita Salun At/PO - Jalani Block - Jalani PH - 9861285969</p> <p>- Ms. Harish Chandra Nayale At/PO - Keshavnatti Block - Jalani PH - 9329967616</p>			<p>- Omkar K. Ch. S - Seetha Jetti Manesingh - Mainet Singh - Shanti Prasad Dab</p>	
6.	24/10/21	<p>Ms. Pratik. K. Salun Near Jagannath Temple, Keshavnatti, Jalani Block - Jalani Dist - Khurda.</p> <p>- Ms. Sasangam Pradhan, Jena - Near Somnath Temple, Block - Jalani Dist - Khurda.</p> <p>- Ms. Sabha K. Salun Block - Jalani Near Jagannath Temple Dist - Khurda.</p>			<p>- Ms. Seetha Sagarika Dab - Ms. Sneh Soren Prasad - Ms. Anil Jaisi</p>	

SL NO	DATE	NAME OF THE BENEFICIARY (ORGANIS / DETAILS)	CASE TYPE	ASSISTANCE PROVIDED	ASSIGNED VOLUNTEERS	REMARKS	
7	25/02/25	<p>Ms. Ralini. Iyer Makurane Konesse - govt school Dit - pari</p> <p>Ms. S. S. S. S. Samanthasree Konesse - govt school Dit - pari</p> <p>Ms. Ralini. Iyer Samanthasree Konesse - govt school Dit - pari</p>			<p>Ms. Poojitha Karan</p> <p>Ms. Poojitha Karan</p> <p>Ms. Poojitha Karan</p> <p>Ms. Poojitha Karan</p> <p>Ms. Poojitha Karan</p>		
8	25/02/25	<p>Ms. S. S. S. S. Jee pari (Konesse govt school) school.</p> <p>Ms. Poojitha Karan (Konesse - school) Dit - pari</p> <p>Ms. Rajesh Karan - Dit - pari</p>			<p>Soraja Sah</p> <p>Krishna Narada pattabekki</p> <p>Sreelakshmi Chandrasekhar</p> <p>Sreelakshmi Chandrasekhar</p>		

Figure 11: List of beneficiaries from the event

This initiative complements Centurion University's incubation ecosystem by ensuring that start-ups and micro-enterprises, especially those led by women and marginalized groups,

operate within a supportive legal framework—thus ensuring social sustainability and economic security.

Health-Based Community Support and Inclusive Development

The School of Nursing, in collaboration with Centurion University’s Healthcare on Wheels and NSS units, organizes health-based outreach programs such as World Breastfeeding Week (2025) and maternal health awareness camps. These initiatives create micro-enterprise opportunities for local health workers and trained alumni, strengthening the community’s capacity to deliver essential health services.

This integration of education, community outreach, and livelihood creation demonstrates Centurion University’s unique model where university-led social programs evolve into sustainable community enterprises, contributing to both public health and local income generation.


Table 1. Outcomes and Impact Linkages to Local Start-ups

Indicator	Result (2024–25)	Impact Area
Active Start-ups Supported	74	Employment and livelihood creation
Local Enterprises Benefiting from Centurion University Infrastructure	32	Poverty reduction in rural belts
Farmers Engaged via Utkal Krishi Mela	2,000+	Agri-entrepreneurship and innovation diffusion
Legal Aid Beneficiaries	50+	Legal empowerment of rural entrepreneurs
Seed Fund / Microfinance Accessed	₹45 lakh (approx.)	Start-up sustainability


Rural Youth Trained via GTETS	21,000+	Employment generation and skill empowerment
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Entrepreneurship Initiatives at CUTM: Nurturing Future Innovators!


CUTM drives innovation through dedicated hubs, workshops, competitions, and mentorships, empowering students to create startups and connect with industry experts for funding and growth.

- 
1

CUTM Innovation Hub & Mentorship

CUTM's Innovation Hub fuels creative startups by providing resources and expert guidance to bring student ideas to life effectively.
- 
2

Workshops & Business Plan Contest

Through engaging workshops and dynamic business pitch events, students sharpen skills and present viable entrepreneurial concepts.
- 
3

Industry Collaboration & Funding

Collaborations with industry leaders and accessible funding channels offer vital mentorship and financial support for emerging ventures.

Figure 12. Entrepreneurship initiatives at Centurion University of Technology and Management



Figure 13: Mihir's Coffee on Wheels



Figure 14: Sangam Designs



Figure 15: Startup meeting with Hon.Minister and Centurion University faculty and Vice President, Centurion University



Figure 16: Tailoring learning ecosystem of Centurion University of Management and Technology

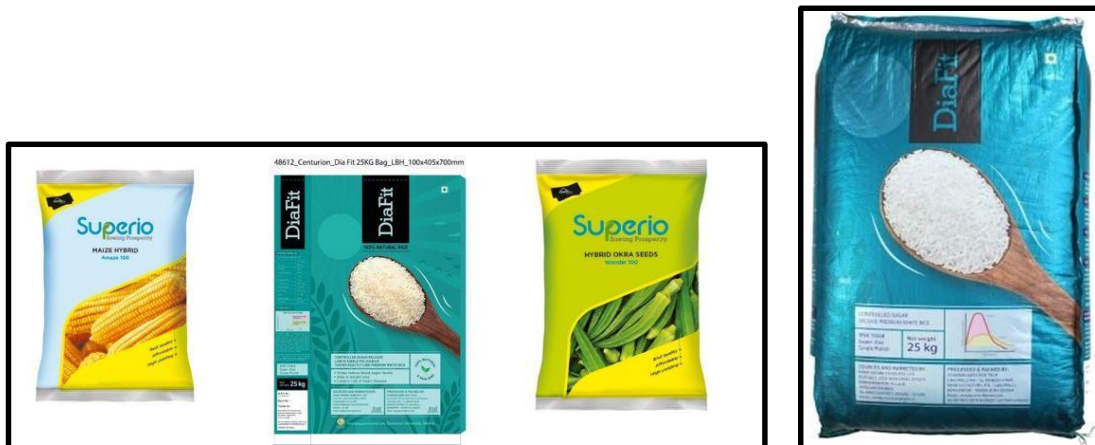


Figure 17: Diafit Rice and Hybrid seeds developed by Centurion University of Technology and Management for sale



Figure 18: Our Transformer production Unit

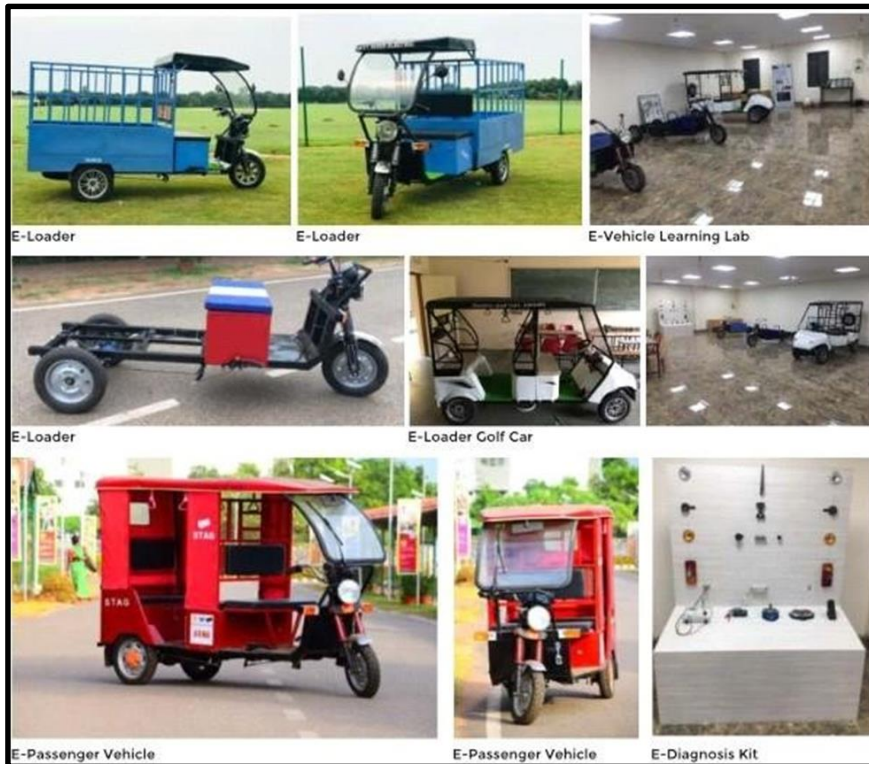


Figure 19: E-vehicle production set up in Centurion



Figure 20: Our clothing manufacturing unit



Figure 21: Our production unit of wood-based artefacts

These data points clearly demonstrate that Centurion University’s entrepreneurial and community initiatives are integrally linked to the development and sustainability of local start-ups. The University’s ecosystem not only nurtures student-led ventures but also incubates community-based enterprises that contribute to inclusive growth, thus directly fulfilling the intent of SDG 1.4.1. Centurion University’s start-up ecosystem exemplifies how higher education can be a transformative engine for local economic resilience. By providing sustained mentorship, training, legal assistance, financial facilitation, and access to world-class infrastructure, the University ensures that both students and community members can initiate and sustain financially and socially viable businesses. Centurion University’s model—rooted in local engagement, global best practices, and institutional accountability—positions it among India’s most effective university-driven entrepreneurship ecosystems. Its initiatives directly address the reviewer’s concern by clearly demonstrating how the University’s education, mentorship, and resources translate into tangible support for local start-ups, thereby contributing to poverty reduction, inclusive growth, and long-term sustainability.