

## **For Immediate Release**

### **PRESS RELEASE**

#### **Bihar Ideas Yatra – A Bold 45-Day Journey to Spark Startups across Rural Bihar**

On 13 June 2025, a significant press conference was held at BHUB, Maurya Lok, Patna, to announce the launch of the Bihar Ideas Festival, a statewide initiative aimed at fostering entrepreneurship and innovation across Bihar. The event was jointly organized by the Chandragupt Institute of Management Patna, the Department of Industries, Government of Bihar, and YourStory Media. The press conference was addressed by esteemed dignitaries including Shri Nitish Mishra, Hon'ble Minister, Department of Industries, Government of Bihar; Ms. Shradha Sharma, Founder & CEO, YourStory Media; Prof. (Dr.) Rana Singh, Director, Chandragupt Institute of Management Patna (CIMP); and Shri Kumod Kumar, CEO, CIMP & President, TiE Patna.

The Bihar Ideas Yatra is a dynamic 45-day journey designed to ignite the entrepreneurial spirit in every district of Bihar, with a special focus on women, rural youth, and aspiring innovators across all age groups. The mission is to enable 10,000 new enterprises and startups from across Bihar. This statewide mission aims to incubate and scale new ventures across urban, rural, and semi-urban clusters by providing strategic mentorship, digital tools, and exposure. The initiative aims to select and groom high-potential ideas, conduct education and startup awareness sessions, build access to investor networks, and facilitate eligible ideas to avail seed funds under the Bihar Startup Policy 2022.

Ms. Shradha Sharma emphasized the importance of extending entrepreneurial opportunities beyond Patna to every district, highlighting the need to include every woman, youth, and dreamer in Bihar's progress. She committed herself to the mission of enabling unicorns to rise from every district of Bihar. Shri Nitish Mishra highlighted the launch of the Bihar Innovation Board, which has already received 1,700 innovative ideas. He noted that the number of registered startups in Bihar has nearly tripled from 586 in 2024 to 1,522 today, showcasing the potential of Bihar's youth. He invited the public to contribute suggestions for policy changes during the Yatra and confirmed that micro-initiatives, seed funds, and investor linkages will be actively implemented with support from the Department of Industries Startup Bihar Policy 2022, YourStory, and CIMP.

Prof. (Dr.) Rana Singh expressed his gratitude to the Honourable Minister and Ms. Sharma for their vision and support. He emphasized the role of CIMP in nurturing and mentoring young entrepreneurs, providing them with the necessary guidance and resources to turn their ideas into viable businesses. He highlighted the importance of creating a supportive ecosystem that encourages innovation and entrepreneurship at the grassroots level.

Shri Kumod Kumar, CEO of CIMP and President of TiE Patna, announced that CIMP, in collaboration with all district startup cells and YourStory, will roll out a coordinated outreach tour. The vision is to reach even the remotest innovators, nurture their ideas under CIMP's guidance, provide media visibility via YourStory, and leverage the Bihar Startup Policy to turn them into successful ventures. He stressed the importance of creating a network of support for startups, including mentorship, funding, and market access. He also highlighted the role of TiE Patna in fostering a culture of entrepreneurship and innovation across the state.

The Bihar Ideas Yatra includes a unique 38-District Startup Discovery Bus Yatra, an on-ground campaign that will travel across all 38 districts to identify over 100,000 raw ideas directly from students, artisans, women entrepreneurs, and micro businesses. This effort will be driven by college E-Cells, District Industries Centres (DICs), KVIC, MSME offices, and local enabler networks.

Ms. Shradha Sharma, a trailblazer in India's entrepreneurial storytelling, has been officially onboarded as a Mentor at CIMP. She will play an active role in supporting Bihar's entrepreneurs through storytelling, visibility, and mentorship for emerging founders.

The Bihar Ideas Festival, a flagship entrepreneurship festival, will celebrate Bihar's startup strength and provide a platform for founders to pitch, network, and showcase innovations to investors and ecosystem leaders. YourStory will curate and amplify the journeys of 50 high-potential startups through national digital coverage, investor connects, and partnership opportunities—placing Bihar's innovators on the startup map of India.

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The Bihar Ideas Yatra marks a significant step towards fostering a vibrant startup ecosystem in Bihar. With the combined efforts of the Government of Bihar, CIMP, and YourStory, this initiative aims to unlock the entrepreneurial potential of Bihar's youth, drive innovation, and contribute to the broader economic growth of the state.







