



MSIT E-Cell participation at “Vendor Development Programme” organized by MSME, GoI, on March 19-20, 2025.

One of the successful startups from E-Cell, MSIT, **Kashti Adventures**, participated in the ‘Vendor Development Programme’ hosted by the MSME Development and Facilitation Office, Okhla, New Delhi, a state office under the **Ministry of MSME, Government of India**. The event aimed to provide techno-managerial support to both established and aspiring entrepreneurs to bolster the MSME sector in the region. Scheduled for 11:00 AM on March 19, 2025, at Lloyd Institute of Engineering Technology, Greater Noida, the programme offered valuable opportunities for growth. Kashti Adventures represented E-Cell, MSIT, by showcasing their products and services at this buyer-seller meet, unlocking promising avenues for future development.





One of the successful startups from E-Cell, MSIT — *Kashti Adventures* — actively participated in the “Vendor Development Programme” hosted by the **MSME Development and Facilitation Office**, Okhla, New Delhi, under the **Ministry of MSME, Government of India**. The event, held on **March 19–20, 2025**, at **Lloyd Institute of Engineering Technology, Greater Noida**, was strategically designed to bridge the gap between government buyers and MSMEs by facilitating B2B and B2G interactions.

Scheduled to begin at **11:00 AM on March 19**, the programme brought together policymakers, MSME enablers, innovators, and entrepreneurs under one roof. It aimed to provide **techno-managerial guidance**, foster **institutional linkages**, and promote **inclusive growth** within the MSME ecosystem.

Kashti Adventures, an experiential travel startup incubated by **E-Cell MSIT**, showcased its unique offerings focused on eco-tourism and youth travel programs. Their stall drew the attention of several institutional buyers and investors, and their pitch highlighted the integration of sustainability with entrepreneurship — an approach well aligned with the government’s vision of Atmanirbhar Bharat and Vocal for Local.

The event also featured panel discussions, expert sessions, and one-on-one meetings with procurement officials from **PSUs, defense establishments, and government bodies**. Kashti Adventures used this opportunity to explore **vendor registration opportunities**, understand public procurement norms, and identify potential partnerships with government departments and corporate buyers.

In addition to gaining visibility and validation from senior stakeholders in the MSME domain, the startup team also networked with other entrepreneurs, creating possibilities for collaborative growth. Their participation served as a model for other student-led ventures at MSIT, reflecting E-Cell’s commitment to nurturing **innovation, market readiness, and enterprise sustainability**.

The event concluded with appreciation from the MSME authorities for the proactive participation of educational institutions and their startup arms. It reaffirmed the importance of such platforms in exposing student entrepreneurs to real-world market dynamics and procurement processes.

Overall, the presence of **E-Cell MSIT** and its incubated venture *Kashti Adventures* at the Vendor Development Programme not only elevated the institute's entrepreneurial footprint but also demonstrated the potential of youth-led ventures in contributing to India's growing startup ecosystem.