



IIMS & MANAGEMENT

IIM Calcutta Alumni Association Mumbai Launches Clarion Call 4.0; Invites Start-Ups Across The Country To Compete



By India Education Diary ...

On Apr 1, 2021

Kolkata: IIM Calcutta Alumni Association (IIMCAA) Mumbai, announces the fourth edition of India's largest start-up events, Clarion Call 4.0. This year, the event is organized in association with IIM Calcutta Innovation Park (IIMCIP) – a body established under the aegis of IIM Calcutta to promote entrepreneurship and innovation. Clarion Call 4.0 will consist of mentorships and masterclasses from leading entrepreneurs and industry stalwarts and deserving startups will be funded by eight best Angel Networks and several Venture Capitalists.

Both IIMCAA-M and IIMCIP are nonprofit organizations that are conducting this event with the vision to create a platform and a program to give promising start-ups access to funding, incubation, mentoring apart from visibility, prizes, and credits.

Sponsored by India's leading furniture and home products marketplace, Pepperfry, the contest begins with a call for entry from upcoming entrepreneurs on www.clarion-call.in until April 8th, 2021. Shortlisted 50 Startups will raise their pitch to a jury by April 20, 2021. The top 20 finalists get an opportunity to raise their pitch to investors on May 01, 2021 through a virtual round.

IIM Calcutta Alumni Association Mumbai (IIMCAA Mumbai) has been at the forefront of bringing the power of the IIM Calcutta Alumni network together to impact the start-up ecosystem in India via the Clarion Call event. Clarion Call was conceptualized in 2016 with a vision to recognize and support start-ups.

Ashish Chauhan, CEO of BSE & Honorary President of IIMCAA-Mumbai said, "Through Clarion Call we want to create a movement that enables industry experts and seasoned entrepreneurs, both IIM Calcutta Alumni and others, to contribute to the start-up ecosystem which is going to play a larger role in driving the future of Indian economy. This also helps us to connect our alumni network to exciting start-ups."

Subrat Pani, Co-Founder of One Assist Consumer Solutions & Member IIMCAA-MUMBAI & Lead Organiser for Clarion Call 4.0 said, "We are excited to bring together best of incubators/accelerators, angel networks, seed and venture funds, product and service partners, and corporate sponsors that are active in the start-up ecosystem – a total of 40 ecosystem partners coming together to power Clarion Call 4.0 to become the most impactful start-up business contest. We have mentorship and masterclasses from entrepreneurs/industry experts and product credits/discounts valued at over USD 8,00,000 for the finalists from our partners. To support fund raiser for promising start ups, Clarion Call 4.0 partnered with 8 best Angel Networks (5000 plus Angels) and a number of seed and early-stage VCs. This exposure and opportunity in a start-up business contest like Clarion Call 4.0 is unparalleled and I urge all early-stage start-ups to visit clarion-call.in and register for the program".

"Many IIM Calcutta Alumni, who are trailblazers in their own fields are signing up to provide mentorship/angel-investing in their own capacities too. The power of our alumni network to draw global expertise and provide it to the participating start-ups is one of the most powerful aspects of this program," Pani further added.

Ambareesh Murty, Founder & CEO of Pepperfry, which is the presenting sponsor for Clarion Call 4.0 said, "Associating with Clarion Call 4.0 is a proud moment for me, both as an alumnus of IIM Calcutta and as an entrepreneur. I am excited with the way the program has shaped up this year and as a start-up founder myself, I cannot over-emphasise the value of such a program in terms of exposure, learning, mentorship and guidance, all of which carry value over and above the opportunity for funding or prize money."

Clarion Call event is now live and interested start-ups can visit – clarion-call.in to get more details and register for the program. Registrations close on 8th April 2021.



India Education Diary Bureau Admin

- 41146 Posts - 0 Comments