



KAMARAJ IAS ACADEMY
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Atal Innovation Mission

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Atal Innovation Mission launches coffee table book featuring 75 successful women entrepreneurs of India

Atal Innovation Mission (AIM) NITI Aayog launched the fourth edition of '**Innovations for You**' coffee table book featuring 75 successful women entrepreneurs of India.

The 75 women entrepreneurs are supported by Atal Incubation Centres (AICs) of AIM, NITI Aayog.

As the country celebrates the Azadi ka Amrit Mahotsav – 75th Year of Independence, Innovations for You series captures how startups in various sectors are innovating to create a sustainable future for the communities.

'Innovations For You' is a Coffee Table Book series with 3 editions being released previously.

The book **captures success stories of start-ups** supported through **Atal Incubation Centres, Atal Community Innovation Centres and Atal New India Challenges**, three flagship programs under the Atal Innovation Mission.

Each edition showcases the **journey of entrepreneurs** working in different sectors and is dedicated to creating new, disruptive, innovative products, services, and solutions that can pave the path for a sustainable future.

The first edition was focused on the **Healthcare sector**; the second on **Agriculture and the Allied sector** and the third on **Transport and Mobility**.

Atal Innovation Mission:

Atal Innovation Mission (AIM) is the Government of India's **flagship initiative** to **promote a culture of innovation and entrepreneurship** in the country.

It was launched by **NITI Aayog** in 2016.

Its objective is to develop new programmes and policies for fostering innovation in different sectors of the economy, provide platform and collaboration opportunities for different stakeholders, create awareness and create an umbrella structure to oversee the innovation ecosystem of the country.

Major Initiatives:

Atal Tinkering Labs: These are **creating problem solving mindset** across schools in India.

Atal Incubation Centers: Fostering **world class startups** and adding a new dimension to the incubator model.

Atal New India Challenges: Fostering product innovations and aligning them to the needs of various sectors/ministries.

Mentor India Campaign: A **national mentor network in collaboration** with the public sector, corporates and institutions, to support all the initiatives of the mission.

Kamaraj IAS Academy

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Atal Community Innovation Center: To **stimulate community centric innovation** and ideas in the unserved/underserved regions of the country including Tier 2 and Tier 3 cities.

Atal Research and Innovation for Small Enterprises (ARISE): To stimulate **innovation and research in the MSME** industry.