



OCTOBER 2022

STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, GURUGRAM IMPACT REPORT

(An Initiative by Department of Higher Education, Haryana)

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STARTUP INCUBATOR GURUGRAM NEWSLETTER

October, 2022



Foreward

Entrepreneurship has turned a new page in the business, creating many chances for creative minds in various disciplines. This shift toward building startups is feasible because institutions provide a doorway to modern technology and research and simple access to resources. The conventional brick-and-mortar job roles are already giving way to businesses established by young entrepreneurs. Thus, with this level of energy and excitement, the generation may accomplish far more than they had imagined.

Department of Higher Education Haryana with SACC India are working together to enhance the lives of numerous students through the startup incubator initiative. Government colleges across Haryana are working as facilitators for student development. Incubation Centres are working tirelessly to design programs that accelerate the student startup founders' journey.

The Startup Incubator cum Centre of Excellence, Gurugram, is grateful to all of the Principals, Entrepreneur Development cells, and teachers who have joined hands with us in building a conducive environment that positively impacts the journey of student founders.

Special thanks to:

Sh. Virendra Antil

Principal, Dronacharya
Government College,
Gurugram

Dr. RK Garg

Principal, Government
College for Girls, Sector 14
Gurugram

Dr. Mahashweta

Government College,
Shidhrawali

Dr. Randhir Singh

Principal, Govt. PG College,
Gurugram

Insights

This Month



06

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New Startup Applications
& Enquiries



03

New Startups Incubated



40

Total Number of Active
Startups

Outreach Sessions



An awareness sessions was conducted at Dronacharya Government College on 3rd October'22 with an agenda for sensitising students about "Entrepreneurship as a career".

On 4th October'22, an awareness session was organized at Government Girls College.

Around 50 students were a part of the one-to-one interaction which helped them to communicate and made them feel motivated.



To sensitize the students about Entrepreneurship as a career, we conducted an Awareness Session at Dronacharya Government College on 18th October'22.

The students were enlightened on how entrepreneurship promotes social changes and accelerates economic growth.

Outreach Sessions



An awareness session highlighted the importance of "Entrepreneurship as a career."

The session was conducted at Dronacharya Government College on 27th October'22

An awareness session, attended by 15 students, was organized on 27th October'22 at Dronacharya Government College.

A session was led to guide the students about the basic concepts of running a startup. We also addressed the queries of the passionate students who were interested in running Startups.



An awareness session was conducted on 11th October'22 to address the students who wanted to learn the fundamentals of starting a startup.

This awareness session was attended by 37 students at Sector-14 Government Girls College.



New Ideas Received



Diya Sharma, a student of Government Girls College, Sector- 14, holds a deep passion for dancing. On October 11th, she presented the idea of starting the Dance Academy.

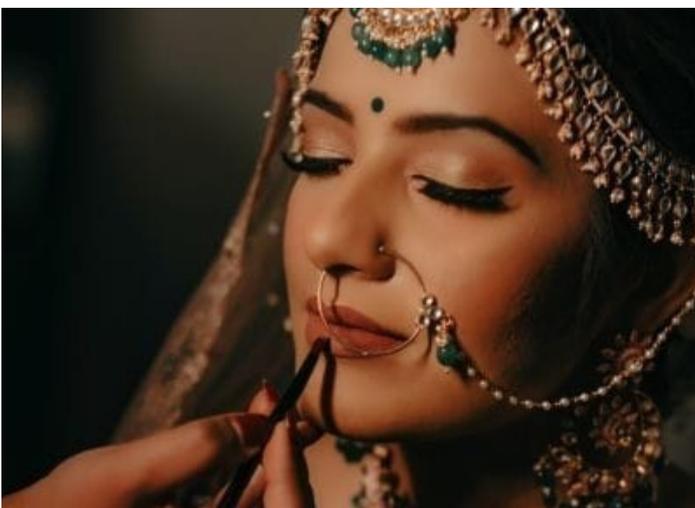
Our team discussed various processes with her to take forward her idea.

Jai, a student of Dronacharya Government College, came up with his idea of starting a business selling hand-beaten Masala (spices) on October 14th, 2022.

We appreciated his idea of initiating such a business plan to address the importance of natural ingredients and their positive impact on our health.



Ripon, a student of Dronacharya Government College, presented the idea of makeup photography on 17th October 2022. We guided her further on how she could collaborate with new makeup artists for better networking and Business opportunity



New Ideas Recieved



Amit, a student of Dronacharya Government College, presented the idea of creating sustainable cloth bags on 11th October 2022

We asked him to conduct market research.

Tushar Bhardwaj, a Student of Dronacharya Government College, presented the idea of a Cake Bakery on 19th October 2022

With his deep passion for baking, we guided her to create a list of menus and prices.



Kartik Tyagi, a Student of Dronacharya Government College, presented the idea of herbal products on 31st October 2022. We asked him to conduct competition analysis.



Spotlight of the Month

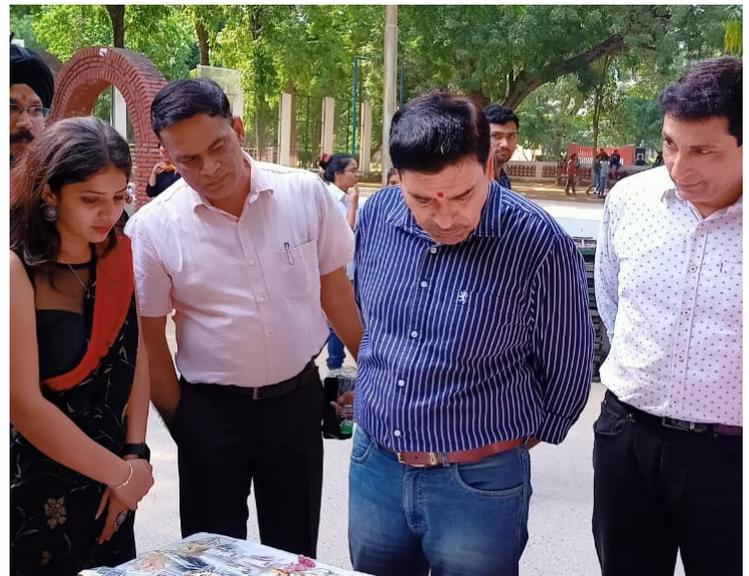


The incubated startups participated in a five-day Exhibition titled Kala Utsav at Sector-29, Gurugram, from 12th to 16th October'22.

Apart from sales, the participating startup founders gained immense exposure, confidence, and contacts and won various accolades—the startups who participated were ARTIX, SVAD, NK Craft, Gansu, and Magic Touch Jewellery.

Diwali Exhibition at Incubation Centre

MIHR Fashion, Artix, Gansu, and Magic Touch Jewellery participated in the Diwali Mela held on 20th October'22 with unique products, food, and game stalls.



One of our startups, Beat, participated in the Chandigarh Diwali Mela. He explored and learned about new market aspects. This practical exposure helped him gain knowledge about how to connect with customers.

Acceleration Activities



Artix Pvt. Ltd expertise in creating various posters, visiting cards, etc.

The main agenda behind this was to spread awareness about their product. We assisted them in creating the card with minimalist details and design on 11th October 2022. We also assisted them in creating more products.

We recommended Artsy Bhanu to collaborate with two Instagram influencers - Swati Dalal and Cafeholic for Karvachauth. This collaboration not only boosted orders but also increased her networks and customers on 10th October 2022



MIHR Fashion participated in the Commerce & BBA Festival, which was held on 19th October'22.

They sold fashionable tops, dresses, t-shirts, sweaters, and accessories at reasonable rates. We assisted them throughout the event, from planning the items for the festival to delivering marketing at the stall.



Acceleration Activities



Two of our startups, Beat and Aavyaa, received an order for 30 Diwali Hamper on 20th October'22.

With the help of the Incubation centre and the guidance provided by mentors, these orders were well-planned and delivered successfully to various customers.

Magic Touch Jewellery went to the old Delhi market to stock up on supplies for the Diwali Mela. We guided them through identifying the finest items and quoting the appropriate cost.



Ecoshala was tasked with designing the wall, and we assisted them with design and coloring techniques. Customers provided favorable feedback and expressed satisfaction with their job.



Acceleration Activities



In the BBA & Commerce Festival, Singh is King collaborated with MIHR Fashion to create a food stall. With collaborative suggestions, we guided him to curate a menu with hot-selling dishes such as rolls, chole bhature etc.

Srida introduced another product to the startup, i.e., face serum. We guided her in generating more college customers via word-of-mouth marketing.



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Aavyaa, one of our aura cleansing startups, completed 450 orders online. Further, we guided them to explore the offline mode of marketing.

Mentoring Sessions

Best Practices for the Diwali Exhibition



Anshuman Rai, the founder of No margin, led this mentoring session on "Implementation of Diwali Exhibition" on October 17, 2022.

Various startups were guided about how to place multiple stalls and other marketing tips. The session was joined by our fellow startups such as NK Crafts, Deepshi Art Porium, Ink By Hand, The SVAD, Aavyaa, Ecoraganic India, MIHR Fashion, The Village Bakery, Ecoshala, Affy Genius, Aapsara Collection, Ganshu, Singh is King, Sridaa, and Magic Touch Jewellery.

Financial Independence

A session on Financial Independence was conducted by Raghuvver Nath, Vice President at Private Equity Pro Partners and Vice President of the International Institute of Venture Capital, Private Equity, and Mergers & Acquisitions (IIVPM), on 6th October 2022. This session was attended by many students who gained financial awareness.



Media Coverage

AS A STARTUP FOUNDER, IF YOU MANAGE TO NAVIGATE THROUGH VARIOUS CROSSROADS, YOU GET TO CREATE HISTORY

WHAT DOES NOT BREAK YOU MAKES YOU



A startup founder fights many battles—some internal and many external. How can a woman build a startup? Are you good enough? Why don't you take a government job? Don't do business, it's very uncertain. At a job, at least you will get a regular flow of money and if you manage to shut off the outside noises, internal conflicts create a foolproof business plan, convince the best people to join your team, arrange funds, generate sales and the list never ends.

However, if you manage to navigate through all these crossroads, you create history. Below are the stories of young college students across northern India who did not allow anything to break them. Every obstacle was seen by them as a stepping stone.

Women Entrepreneurs are Breaking Social Norms

As a child, Purnima Dash was embarrassed about her handwriting. Her mother would constantly nag her about her terrible handwriting. At six, she decided to take matters into her own hands and started learning calligraphy—courtesy of free videos available online. This encouraged her to create motivational posters. However, very soon she forgot about her love affair with calligraphy. Further studies brought this creative child to Dronacharya Government College, Gurgaon. Here she enrolled in the incubation centre's startup acceleration programme.

At the two weeks long programme, she was introduced to the startup ecosystem and was



completely smitten by it. During the first lockdown, when the world was depressed, she started spreading positivity through positive quotes made using calligraphy art. She started posting them on her social media handles. The popularity of these quotes landed her the first client, who wanted his name written with calligraphy art.

"My biggest struggle was overcoming my shyness. Initially, I would hesitate to meet new people, approach clients, or even ask for money. However, the startup incubation centre at my college nurtured me. They taught me to focus on my craft and be confident," states Purnima Dash, founder of Ink by Hand. During an exhibition at the startup incubation, Ink by Hand was hugely appreciated and she won various orders. It was at this moment that she realised that she had an opportunity to build something big.

"By the grace of almighty, we have a high rate of return customers. Generally everyone has been appreciative of our work,

However, the one thing I still need to conquer is my shyness," adds the talented youngster.

Another talented girl from Panchkula, Nandini went

against the tide to create NickyRaj Creations. NickyRaj Creations is working to preserve the traditional art of hand-painted and crafted items. Nandini's college-day hobby of painting and sketching has helped her establish a name in handcrafted home decor. She had no idea that one day she could transform her hobbies into a startup idea.

NickyRaj Creations was born in the idea room of her Government College in Sector 1 Panchkula's startup incubation centre as a young artist's passion to support her family and change the experience of gifting.

Nandini states, "As an artist, my unique products brought me confidence and appreciation, but

very little income. This made me realise that I was struggling to find the right product market fit. Necessity always changes you for the better, especially when it is a bootstrapped business (started with one's own savings) that faces risk at every moment. At the startup incubator at my college, I learnt to position my products."

There was a time when NickyRaj Creations created handmade gifting products out of waste, up-cycled home decor, Warli paintings, Mandala frames, etc., but there was not even a single order and they were piling up a dead inventory. It was a difficult period for Nandini as she thought that most of her efforts were going in vain.

She started to think that her family was right and that there was no future in her art and craft business. She is a girl from the rural areas of Ambala where people lack the spirit of entrepreneurship. Under societal pressure, her family would ask her to compromise with her passion and take a 9-to-5 job. She actually started looking for it and got a few offers before giving up on her passion. But the turning point in her life came when it was more important for her to support her family financially after the sudden death of her father. And the job that she hated to do only fetched her Rs 10,000 monthly. Whereas her art business could potentially give her better returns with flexible timings and the independence to do more.

"This decision could only happen when I had the support of my extended family at the startup incubator who guided me and got me domain mentors through various mentor connections. With the exhibitions they organised for me, I regained the confidence to fight for my startup idea and believe in my own talent."

Today, NickyRaj Creations is marking its place in the niche market of artisanal gifting products.

Back in her Class VI, Sakshi



was diagnosed with asthma. This meant she had to kill her dream of representing her school's football team and give up on the opportunity of participating in district, state, and national tournaments.

But she decided to cure her asthma without medicines or pumps. Although she was unaware of the yoga benefits, on a friendly suggestion, she started Pranayama to cure the problem. She enrolled in a yoga centre, where she put in extra effort to cure herself as soon as possible, so she could join the school football team. Gradually, she fell in love with yoga and began enjoying the whole process. Her asthma was cured, and she joined the school football team. Her love for yoga gave her the motivation to pursue it as a full-time career and she founded UVA Fitness.

Youngsters take the road less travelled

Manoj, the founder of Binary

Wings at startup incubator Karan provides digital marketing services such as SEO (Search Engine Optimization), SMO (Social Media

Optimization), Email marketing, social media platform marketing, website development, App development etc.

When he started this new platform in association with another company, he faced a lot of hurdles and challenges in his entrepreneurial journey. For a few months, cash outflow was more than inflow which exhausted his savings and he was about to quit. While building his business from the startup incubator at P. C. S. government college Karan, he faced fierce competition from agencies offering lower pricing to

the clients.

Just when he was about to give up, he was guided by the incubator team to offer niche services that could add much more value to the clients. With a bit of experimentation, they started offering their clients improvisation in internal management via CRM for sales and ERP for resource management for increasing work efficiency, productivity and measuring employee performance.

Ashok, a young entrepreneur from rural background has founded Ashok Pencil in Hisar. In the early days, he struggled with infrastructure, financing, and skills for doing business. During the times of Covid lockdown, he was depressed and unmotivated as survival was tough. But he finally saw light at the end of the tunnel and started sketching portraits from pencil followed by wall paintings on demand for his customers.

As he brought a new dimension to modern art in a budget friendly manner, he won applause and referrals from the customers. As time passed, he realised that there were hundreds of other talented artists in Hisar who struggled with knowing how to make money from their art. This led him to start his art academy with the help of the startup incubator centre situated at Government College Hisar.

After struggling with lack of enrollments, he changed the course of his efforts by spreading awareness among the people. With this guerrilla marketing strategy, suddenly the number of clients of his academy skyrocketed and led him to profitability.

Ashok states, "Startup incubator team Hisar helped me with the guidance and infrastructure so that my startup could survive. The mentor support was not with various disciplines specific mentors and helped me

get meaningful connections. I could potentially be doing a low paying job but instead with all the support I received, I am running a successful business and offering employment to the local youth."

Speaking about the initiative, Vijayendra Kumar, principal secretary higher education Haryana said, "More than 50% of startups come from tier 2 and 3 cities. It is with this vision that we are currently running five incubators in districts of Panchkula, Karnal, Hisar, Gurgaon and Faridabad. We have invited startup accelerators to establish five more incubators in our colleges in various districts. We have experienced an undying spirit to do well amongst these young entrepreneurs. These startup incubators have not only given the students in our colleges a meaningful platform for channelising their energies but also enabled them to earn bread for their families while still studying."

"Talking about the importance of starting entrepreneurship at a young age, Manojal Dharwal, a serial entrepreneur and cofounder of SACC India said, "Looking at the demographics of India, entrepreneurship is the single most important tool for making our position strong in the global economy. Today, people do not need to build a 20 years experience for starting a business. The organisations like SACC create a conducive environment for them to start a business right while studying and learn from mentors who have been there, done that. It's heartening to imagine how far these youngsters will reach 20 years down the line while building their sustainable businesses at our incubators."

55 am

Published in Times of India on 31st October 2022

New Incubates

Affy Genius

Affy Genius lays its focus on skill building. They have built their own platform that offers various startup building skills such as Digital Marketing and Graphic designing.

Founder-Shivam Yadav



Apsara Collection

Apsara Collection is providing fast fashion clothes for students at affordable rates. The unique styles elevates your shopping experience to next level as you choose from handpicked selections.

Founder-Ayush



Startup Testimonials



The loved received for the taste of coffee, whether cold or hot has motivated me to work more for my startup. The hand-beaten paste feedback, overall hygiene, packaging knowledge, reaching the right audience, all this was possible due to the constant mentoring provided to me . I feel grateful for being associated with the incubator team .

Founder- Aakashdeep

Startup- SVAD

My vision of starting business is one of the incubated startups at SACC Gurugram. All of this feels like a blessing. After joining the centre, I have felt a change in myself. The lovely people, new friends, networks, and LinkedIn connections have brought this change. The mentoring sessions have guided us on the path of entrepreneurship and I love to attend them.

Founder- Anshuman

Startup- No margin



Our Incubated Startups



Mechanic Guru
Founder - Gaurav



Myiaar International
Founder -
Mohammad Shahid



ARTIX
Founder-
Deepshika Saini



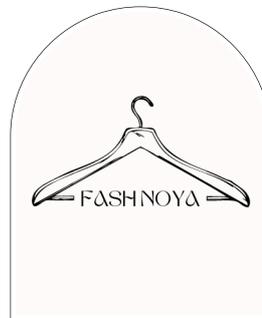
Blare
Founder-Suraj



Park Exo
Founder - Mohit



PM Enhance
Founder - Parul



Fash Noya
Founder - Prince



Star Fitness GYM
Founder-Shahid



G.D Perfect Classes
Founder - Gaurav



Ecoorganicindia
Founder - Hemant



Ganshu
Founder - Ganshu



MIHR Fashion
Founder - MIhr Fashion



Ink By Hand
Founder - Poornima



Sheoran Brothers Packers and Movers
Founder - Yogesh



The SVAD
Founder - Aakashdeep



Vasudha Consultancy
Founder-Ashish

Our Incubated Startups



The Village Cafe
Founder - Shivani



Deepshi Art Porium
Founder - Deepshikha



Glizz
Founder - Gaurav



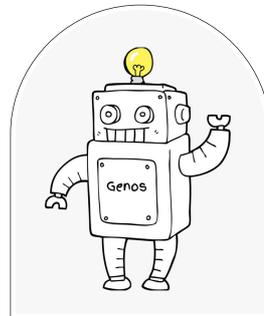
NK Craft
Founder - Bharti



Taasvim
Founder - Tamanna and Vishesh



Founder-Sahil and Rahul



Genos Software
Founder - Yashwant



No Margin
Founder - Anshuman



Deepa Beauty Parlour
Founder - Deepa



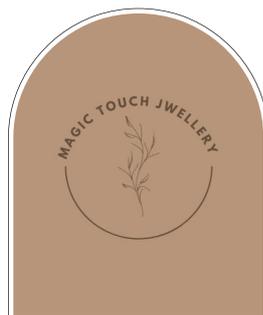
SINGH IS KING
Founder: Malvinder Singh



Artsy Bhanu
Founder - Bhawana



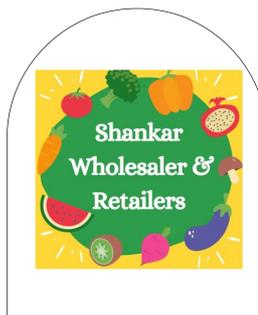
Eprise Trends
Founder - Yogesh



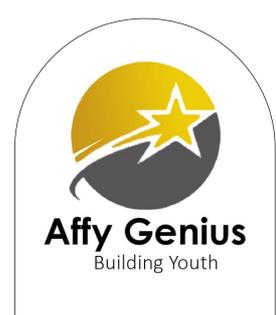
Magic Touch Jewellery
Founder - Ashok



KAKA JI Fitness GYM
Founder - Deepak Yadav



Shankar wholesaler and retailer
Founder - Nandkishor

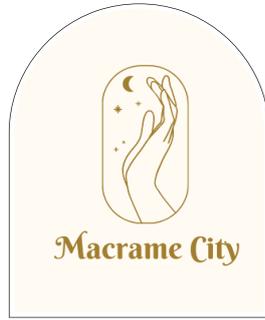


Affy Genius
Founder - Shivam Yadav

Our Incubated Startups



Sridaa
Founder - Sanjna
Choudhary



Macrame City
Founder - Anita



BEAT
Founder - Akashdeep



An Initiative by Department of Higher Education, Haryana

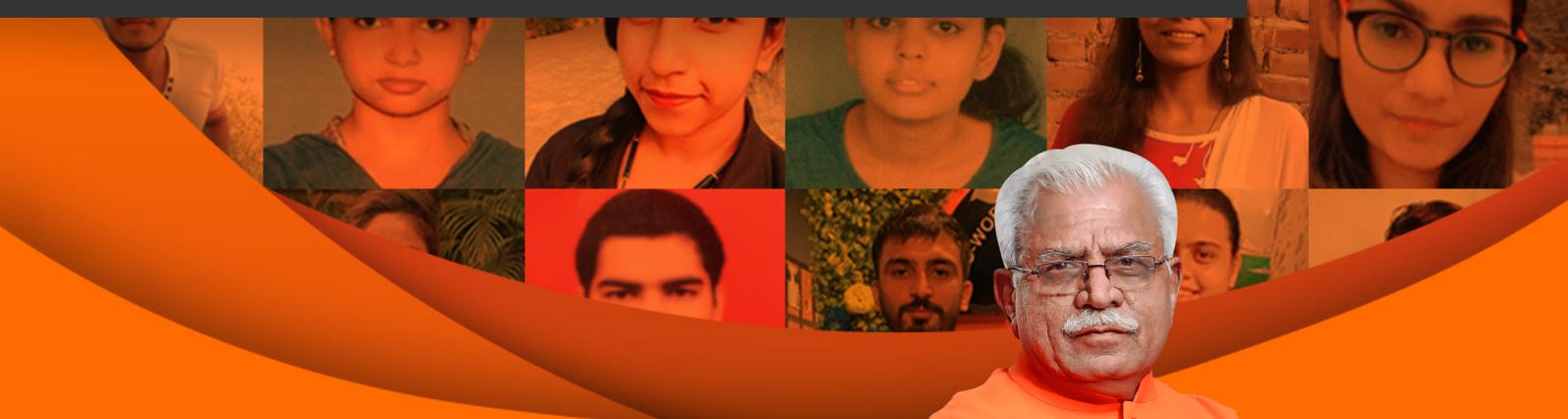


Nurturing human excellence through entrepreneurship

STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, GURUGRAM IMPACT REPORT

October 2022

Startup Incubator cum centre of Excellence is an initiative by the Department of Higher Education Haryana and SACC India for promoting rural and women entrepreneurship and building a conducive startup ecosystem in Haryana.



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