



An Initiative by Department of Higher Education, Haryana

Nurturing Indian Innovation through entrepreneurship



AUGUST 2022

STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, FARIDABAD IMPACT REPORT

(An Initiative by Department of Higher Education, Haryana)

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SACC INDIA NEWSLETTER

*Nurturing human excellence
through entrepreneurship*

August, 2022

Foreward

Every educational institution's primary goal is to bring out the best in all of the students it serves. With this in mind, the most significant shift that has been observed is a shift in our young minds' career choices from searching for jobs to starting businesses and becoming self-sufficient.

The Startup Incubator Cum Centre of Excellence, Faridabad is grateful to all of the principals who have helped to create entrepreneurs through the support of the Entrepreneurial Development Cell and the Incubation Centre. . This has significantly increased the value of education and created motivation for students.

With the help of various digital tools, resources, and our entrepreneur's network, the startup Incubator has been able to help passionate, young entrepreneurs take their ideas to the next level while having a lasting impact on their educational and professional development.

Special thanks to:

Dr. M.K Gupta

Principal, Pt Jawahrlal Nehru College,
Faridabad

Dr. Narender Narender Kumar

Principal, Govt. College for Women,
Faridabad

Dr Rajpal Singh

Principal, ,Shaheed Samarak Govt
College, Tigaon

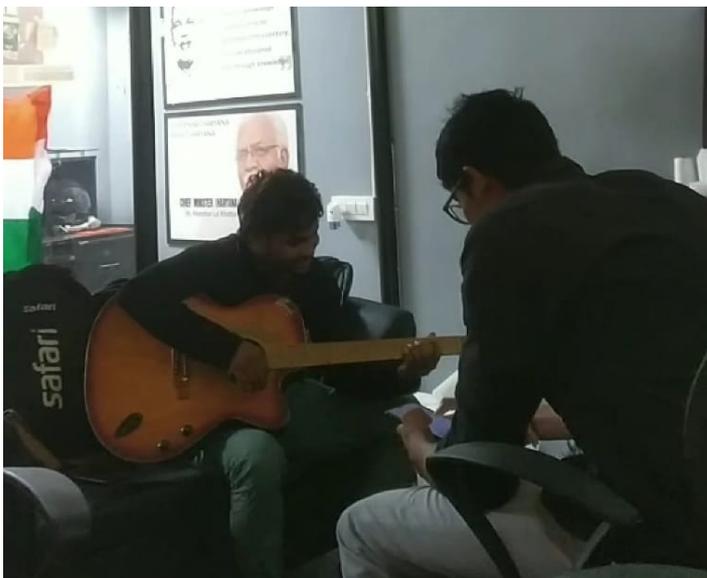
Dr. Sunita Malik

Principal, Government College,
KheriGujral

Acceleration Activities



On 1st Aug , 2022 our incubated startup founders- Moin Akhtar and Vishal conducted a workshop on "How to find your passion" and "Increasing demands of doorstep services" We guided them about the topics to be covered .



Every Tuesday and Thursday we at our incubation centre meet all our startups for some musical sessions. This music club was created for over all development of the startups and students . Students sing and play instuments and amuse each other.

Acceleration Activities



On 5th Aug 2022, we gathered with all our startups at incubation centre for Startup Panchayat with an activity on finding the core fear and how to tackle with such fears. This startup activity pushed startups to find out their fears and work on them to overcome them with our guidance and tips.

On 12 th Aug 2022 we had a fun friday session with all the startups and discussed problems, evaluated and tried to resolved them.All the startups actively participated in this session and it turned out to be a wonderful problem solving session.



Mentoring Sessions



On 12th Aug 2022 we had a meeting with a DRDO scientist Dr Shailendra Jaiswal . He wanted to connect with few startups from startup domain an "pitching in front of Investors for Investment"

He had one to one interaction with the startups and discussed strategies with them on how to achieve the desired targets.

Dr. Durgesh, one of the renowned professor from Pt. Jawaharlal Nehru College was invited to give mentoring to the startups. He gave much needed suggestion to the founders which turned out to be a wonderful and helpful session.



On 25th Aug 2022, we Invited Mr. Sahil from DHL team and asked him to have an open conversation for offering logistics help to the startups.



EDC Meeting



On 25th Aug 2022, Pt. Jawaharlal Nehru College an Interactions/discussion on online plus offline to inculcate startup values with the plans to reach out to the student database by telling their own startup stories.



Principal Meeting



On 9 Aug 2022, we conducted a workshop on, 'Live Pitching' in the presence of Dr. MK Gupta, Principal of Pt JLN Government PG College, Faridabad along with the professors of the college. The workshop helped participants explore and learn various aspects of successful pitching when it comes to leading a progressive startup. After the workshop, Dr. MK Gupta guided the participants on valuable ideas and tips to boost their business journeys while also making them aware of the entire concept of the Startup Ecosystem.



On 26th Aug 2022, we had discussed with the college staff on implementation of new rules to overcome the challenge of start up discipline as well as startup engagement with newly incubated startups.

Media Coverage

Powering A State With Young Entrepreneurs

Haryana is famed for successful sportsmen who bring laurels to the country. Besides sportsmen, the state is also nurturing a large number of start-ups. According to government statistics, the state is home to nearly 4,000 start-ups. One of the key benefits offered to start-up founders is the start-up incubators run by the higher education department, Haryana with SACC India. At incubation centres located in districts like Panchkula, Hisar, Karnal, Gurgaon and Faridabad, students are given grassroot level assistance to launch and run their businesses smoothly. There are over 150 student start-ups generated by these incubators in the last five years, which led to creation of over 2,000 jobs directly and indirectly. Read on to discover the journey of student start-ups.

THE NATURAL ENTREPRENEUR

Sanjana Choudhary is unlike any teenager you have met. She meditates daily, has read the *Ashtanga Hridayam*, speaks of the benefits of Mudra and does not eat junk food. Ten minutes with her, leaves you wondering whether she actually belongs to Gen Z. A

topper throughout, this intelligent girl won scholarships in both Class X and XII. Currently, the 17-year-old is studying BA at Dronacharya Government College, Gurugram.

She first walked the path of Ayurveda when she was diagnosed with asthma. In order to cure herself, she relied on naturopathy. Later, this scholar started suffering from acne. An unfortunate experience with a dermatologist left her face with more marks. This deepened her faith in our ancient science and she cured her problem with natural plant-based remedies. Within weeks of launching her natural skin

and friends. With all the necessary licenses in place, she plans to build a sustainable and growing business.

On the support she received from the start-up incubator at her college, she speaks highly of the business mentorship she received from mentors, besides a product validation ground with a large audience arranged by the incubator.

AN EMPATHETIC READER

At the incubation centre in Dronacharya Government College, a 17-year-old is trying to find his space in the start-up ecosystem. While most teenagers are hooked to web series, battling love issues and getting baffled about career choices, **Anshuman Rai** felt concerned about classmates who could not afford course books.

He noticed that a change in semester was accompanied with some of his classmates getting extremely

poor grades and students being deprived of their right to education. Anshuman decided to do something about it and soon, "Nomargin" was born.

Nomargin is a marketplace for second hand books and stationery available at affordable rates. Access to the incubation centre while doing BCA at Dronacharya Government College, Gurugram gave him the opportunity to host book fairs and exhibitions. At both these events, he got a large number of books in donations and sold books to students.

Nomargin aims at reviving the art of reading, which is slowly losing out to screen time. In order to do so, they donate books at NGOs and host book clubs.

MAKING IT SPECIAL

At 20, Panchkula Government College student **Yashvi** was confused about her career. After analysing her options, she decided to start her own venture, specifically, an event organisation company that made celebrations truly special. She named it "Moments like this."

To implement her idea, she contacted the start-up incubator team at Government PG College, Sector 1 Panchkula with a plan of action. They assisted her with planning, organising and executing an action plan for great corporate, social and personal events.

Today, her startup generates over Rs one lakh in monthly revenue and is famed for organising fantastic events for small and large gatherings. With hard work and great execution,

they could have ever imagined.

BREAKING OUT OF A CLOISTERED LIFE

Fiza, 20, grew up sheltered. She did not have many friends and was not allowed to speak to strangers.

However, when she shared her idea of selling affordable party wear with the Incubation Centre team at Pt JLN Government College Faridabad, she was given mentorship and confidence to approach vendors and customers. Under their guidance, the BBA final-year student launched her start-up, Fiza's Collection.

With great effort and patience, she convinced her parents to let her go ahead. The most difficult part of her journey was collecting stock from

vendors, who were mostly based in remote areas. Travelling to and fro with poor connectivity, spending hours selecting the product and reaching home late was emotionally and physically taxing. Also her poor negotiation skills and shyness posed major challenges. She dealt with both with courage.

Soon, she launched her online business on almost all social media handles and e-commerce platforms such as Amazon and more. Her dresses are comfortable and popular across generations. Today she generates a respectable revenue of Rs 50,000 per month, growing rapidly month on month.

FASHION MAKES BIZ SENSE

Minakshi, who belongs to a rural background, is fond of the latest in fashion. She has an eye for affordable, low-cost, trendy and latest accessories. She



launched the Mor Bihari collection, which caters to tailoring, manufacturing and selling a wide variety of women's clothing at reasonable prices.

She was determined to address the scarcity of quality wearable clothing in Barwala and surrounding towns. To do so, she launched a line of dedicated, wearable clothing. For this, she received guidance from the SACC team at Government PG College, Hisar.

She faced several hurdles and challenges. She needed funds, infrastructure, people to work with and collaboration. Minakshi intended to self-finance her dream and build a proof of concept to test her plan. Now, she is developing her brand with flagship products and working on all her endeavours.

TAKING TUITION HOME

Mamta, Vikas and Pratibha, ex-students of Pt C L Government College, Karnal, came together to launch Karnal Home Tuition, which, as the name suggests, provides home tuition services to students. They hire tutors and send them to the students' homes for personal tutoring. Teachers earn a good side income through their platform.

Diversifying from academics, they also provide yoga and fitness classes. They initially wished to start their own coaching centre, but in view of the competition, they decided to start a door-to-door service as a differentiator. This makes it easy for parents and students to get quality education in the comfort of home. Besides giving infrastructural support, the incubation centre team helped them market their offerings to target customers. Today

that they have experienced Karnal as a testing ground, they plan to expand throughout India.

CHALLENGES FACED BY INCUBATION CENTRES

For all the success stories, incubation centres face peculiar challenges, one of which is a fixed mindset.

"The biggest challenge is that most rural students come with the mindset of getting a government job. They have limited or no exposure to the start-up ecosystem. We begin by introducing them to the world of entrepreneurship. Since they do not have the resources, we provide product development assistance, free infrastructure like plug and play office, internet, onboarding on market places like Amazon, mentorship, fundraising and entrepreneurship education. As India is ambitious about its future of becoming a \$5 trillion economy, rural entrepreneurship is an important pillar for generating mass employment," said Manjpal Dhariwal, co-founder and president, SACC India.

"Haryana's youth has a lot of potential and steam which has been exhibited by them time and again. While our country's biggest challenge is a large population, it may be seen as the biggest strength to have over 60% of the working population- the highest in the world. As the Haryana government is serious about entrepreneurship as a way to generate mass employment in the state, the department of higher education Haryana came up with its start-up incubators in government colleges of Haryana to ensure that the youth considered entrepreneurship at early stages of their careers. Our start-up incubator teams have been able to implement our vision successfully by creating a conducive startup ecosystem in the state," said Anand

Startup Testimonials



Startup incubation centre Faridabad helped me a lot in my startup. Incubation gave me the opportunity to attend seminars and exhibitions and have provided office address and space for my startup. I met a lot of people in the Startup incubation centre Faridabad from whom I got to learn a lot.

Arvind & Shweta
Founder, Arsh Traders

I was confused about my career choices. The only thing I knew was that I loved art and craft. The Department of Higher Education Haryana and SACC India helped me convert this passion into a business by incubating me at Startup incubator at Pt. Jawaharlal Nehru government college. Every time I get an order, I am elated and thank them.

Moin Akhtar
Founder, The custom Stars



Our Incubated Startups



Arsh Traders
Founder - Arvind



Crystal Creations
Founder - Priya



Bang Bang
Founder - Harsh,
Aryan and Shivam



Wallpin
Founder - Shivam



**The Zero
Restaurant**
Founder -
Shahrukh Khan



**Swami Balaji
Enterprises**
Founder -
Shubham and Amit



**Fiza's
Collection**
Founder - Fiza



**VRS Financial
Consultants**
Founder - Sandeep



VKT Mixer Jar
Founder - Tammana



3 crazy butterflies
Founder - Varsha,
Rupali, Shivani



**Bhardwaj
Flower
Decoration**
Founder - Prashant



5 star coaching
Founder - Akashdeep



India Cleaners
Founder - Poornima



**Flawless coaching
class**
Founder - Yashi



Hybrid Utopia
Founder - Kunal



**News Adda
Online**
Founder - Shivani

Our Incubated Startups



Homezio
Founder - Sonam
kapoor



InfoAdda
Founder - Ved prakash



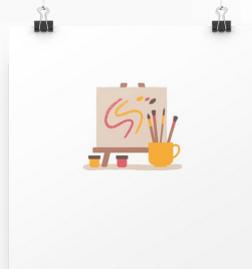
Miss foodie
Founder - Anjali



Uva Fitness
Founder - Sakshi



Blog Info Adda
Founder - Hritik



Custom Stars
Founder-Moin
Akhtar



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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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