



October 2022 STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, FARIDABAD IMPACT REPORT

(An Initiative by Department of Higher Education, Haryana)

Presented by

Mr. Anurag Pandey , Incubation centre Head
and Ms. Muskan Kaur , Outreach Coordinator

Guided by

Mr. Vineet Khurana, Executive Director SACC India

Reviewed by

Dr. Mohender Kumar Gupta, Principal Govt. PG College, Faridabad

STARTUP INCUBATOR FARIDABAD 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, 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, Faridabad, 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:

Dr. M.K Gupta

Principal, Pt Jawahrlal Nehru College,
Faridabad

Dr. Narender Kumar

Principal, Govt. College for Women,
Faridabad

Dr. Rajpal Singh

Principal, Shaheed Samarak Govt
College, Tigaon

Dr. Sunita Malik

Principal, Government College,
Kheri Gujral

Acceleration Activities



On 3rd October'22, another milestone for the acceleration of our startups was achieved by creating an Instagram account for Yashi. And this is to make start-ups digitally visible so that we can track their progress as well as monitor them for future improvements through branding and marketing. Being digital visible will also challenge other start-ups to follow their path

Rupali, Varsha and Shivani organized a session on 14th October'22 to discuss working on the market expansion of their products.

They also discussed introduction of some more item to their product list for the target audience.



On 17th October 2022, Sonam, founder of Homezio, had a healthy discussion with Ms. Muskan Kaur about the Diwali exhibition. She showcased her talents and interest in many outreach exhibitions, which has proved to help her gain experience and revenue.



Strategic Meetings



On 27th October'22, an interaction session was organized /discussion online plus offline to inculcate startup values with the plans to reach out to their own student database by telling their startup stories

Startup Panchayat was conducted on 11th October'22. We were assigned the task of understanding the importance of money. The study involved two steps- first, to collect money with their partners and second, to get their money at least doubled by the nearby market visit with the team.

The activity encouraged them to have healthy competition with their colleagues and use business skills to do the same.



We met Incubation manager of STPI from Faridabad on 28/10/2022

We met STPI manager Deepak Raj to discuss about the further sharing of grants as well as awards among startups.



Spotlight of the Month



Nisha, the founder of Nisha's mehndi art, decided to conduct an exhibition on 10th October'22 on the occasion of Karva Chauth. We invited all the professors from the college for the display. The event was appreciated by everyone and boosted the atmosphere of the incubation centre.

On 3rd October'22, Yashi, one of our young startup founders, conducted a calligraphy workshop with a minimal registration amount and gained around 50+ students for her calligraphy workshop. The event boosted her self-confidence and generated decent revenue as well.

This turned out to be a fantastic workshop.



Outreach sessions



We organized the business-oriented Diwali exhibition with all startups and associated members for the market on 18th October '22.

The session turned out to be successful and increased the confidence of our young founders.

Diwali Expo in School chains:
Through this amazing opportunity, startups displayed their products to parents and teachers by startups at DPS SCHOOL, Faridabad; such initiatives build good and healthy relationships. Great sportsmanship to Sonam Kapoor and Vishal Raj India Cleaners for the presentation with the supporting of Mr Sagar.



Spotlight of the Month



On 26th October'22, our team planned a Diwali celebration with the startup founders. The celebration included activities like a decoration competition, ramp walk, and burning your bad business qualities. This boosted our team bonding and festive vibes..

Our artist-based startup, Mr. Moin, is doing interior decoration for houses with Vishal. We guided them with designs and pricing. This whole design was done in 2000 only.



News 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 Dvacharya 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 incubator, Ink by Hand was highly 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 décor. 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 décor, 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 making 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 Karnal, provides digital marketing services such as SEO (Search Engine Optimisation), SMO (Social Media Optimisation), Email marketing, social media platform marketing, website development, App development etc.

When he started his 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 Karnal, 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.

Ashek, a young entrepreneur from rural background has founded Ashek 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 so 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 incubation 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.

Ashek states, "Startup incubator team Hisar helped me with the guidance and infrastructure so that my startup could survive. The same mentors me with such a do it 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, Manoj Dhartiwal, 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."



helped me with the guidance and infrastructure so that my startup could survive. The same mentors me with such a do it specific mentors and helped me

55 am

Published in Times of India on 31st October 2022

Startup Testimonials



"Startup incubation Centre, Faridabad, guided me in multiple ways. This gave me guidance as well as working space to start my business. I am super grateful to be a part of the same."

Startup - UVA Fitness
Founder- Sakshi

"Startup incubation Centre, Faridabad, gave me numerous clients to expand my business. This gave me support and confidence. The networking and references to connect with people increased my profit and morale."

Startup - Nisha's mehndi art
Founder- Nisha



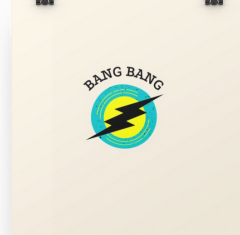
Our Incubated Startups



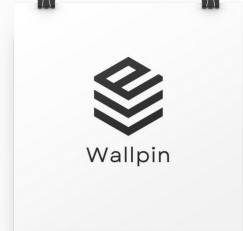
Arsh Traders
Founder - Arvind



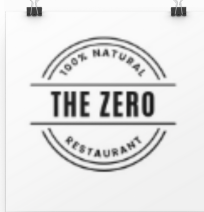
Crystal Creations
Founder - Priya



Bang Bang
Founder - Harsh,
Aryan and Shivam



Wallpin
Founder - Shivam



**The Zero
Restaurant**
Founder -
Shahrukh Khan



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



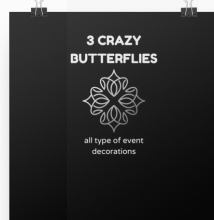
**Fiza's
Collection**
Founder - Fiza



**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



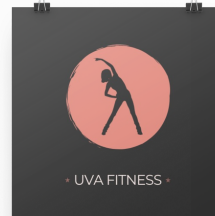
Homezio
Founder - Sonam Kapoor



InfoAdda
Founder - Ved prakash



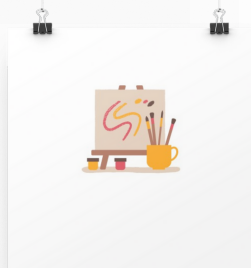
Miss foodie
Founder - Anjali



Uva Fitness
Founder - Sakshi



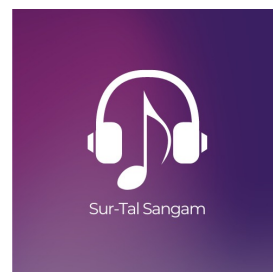
Blog Info Adda
Founder - Hritik



Custom Stars
Founder-Moin Akhtar



Graphics of Nation
FounderSaurabh



Sur-Tal Sangam
Founder- Aakash & Mukesh



The Masterpiece
Founder - Sagar Jain



Nurturing human excellence
through entrepreneurship

STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, FARIDABAD 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.

 www.saccindia.org

    /saccindia

 +91 - 9311140034

 Startup Incubator cum Centre of Excellence
Pt. Jawaharlal Nehru College, Faridabad, Haryana 121001

