



# AUGUST 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

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, Gurugram 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:

#### 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

# Acceleration Activities



## Market Place Visit

On August 10th, 2022, our incubated startups the SVAD & Srida visited Dastkar and Old Delhi to understand various packaging options, display and new products that can be added.

## Market Place Visit

On August 22nd, 2022, Tasvim team visited Franchise India event. They got a better understanding of the franchise model. In addition, the team also made various relevant contacts.



## Independence Day Celebration

On August 11th, 2022, the Incubation Centre celebrated Independence Day with the Incubated Startups.



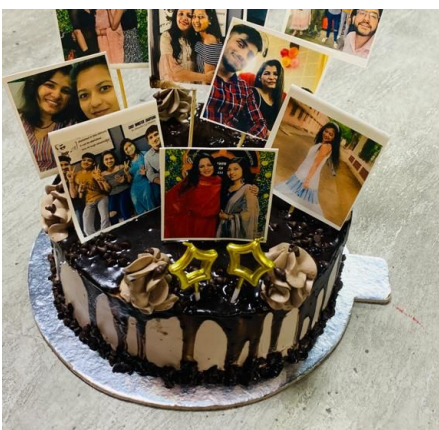
# Acceleration Activities



The SVAD Introduced Chai Masala We assisted SVAD in introducing Chai Masala.They were connected to vendors for procuring the best raw materials and testing the same. We also assisted them in the packaging.



We assisted in Sridaa contacting all its customers and checking their progress. This resulted in receiving various repeat orders. The startup also generated new clients only via word of mouth.



We guided the team of - The Village Bakery to create the customized edible photo cake. The cake won appreciation and got them more orders.



# Acceleration Activities

GD Perfect Tutition Classes conducted a mentoring session for Government School students .



# Mentoring Sessions

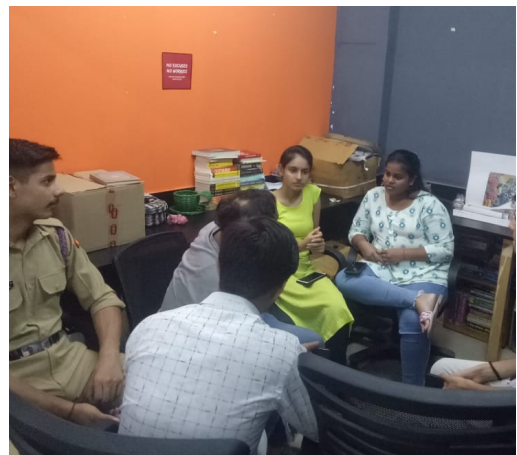
## Mentoring session on Calculating the Product Cost



On 22nd August, we conducted a mentoring session on Calculating the Product Cost. Through this session, we walked the startups through all the important elements that should be kept in mind while calculating the cost of their products. Startups used the method and calculated the correct costing of their products

## Mentoring session on Graphic Designing using Canva

On 24th August, we conducted a mentoring session on Graphic Designing Using Canva. Through this session, we walked the startups through all the steps of creating design using the free online tool - Canva. Post the session, students used this to create posters, social media posts etc.





# 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 licences 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



# New Incubates

## Kaka Ji Fitness Club

Kaka Ji Fitness Club is a fitness focused startup. They have a state of the art gym equipped with best machines.

**Founder: Deepak Yadav**



## MIHR Fashion

MIHR is providing fast fashion clothes for students at affordable rates.

**Founder: Harshita, Roshni, Manisha, Ishita**



## Ganshu

Ganshu is providing fast fashion jewellery for students at affordable rates.

**Founder: Sapna**





# Startup Testimonials



"I am extremely grateful to The Department of Higher Education and SACC India for helping us establish our startup - EcorganicIndia. In the initial days, we were lost and did not know what to do. Through the incubation centre, we were able to create our business canvas and get corporate orders," says Himanshu Sharma, co-founder EcorganicIndia.

**Hemant**  
Founder, Ecorganicindia



"I am extremely thankful to the Department of Higher Education and SACC India for nurturing the entrepreneur in me. I have always dreamt of wearing the founder's hat, but never had the confidence. I am grateful to them for giving me this confidence and guiding me in accomplishing my dreams,".

**Deepa**  
Founder, Deepa Beauty Parlor

# Our Incubated Startups



**Mechanic Guru**  
Founder - Gaurav



**Myiaar International**  
Founder -  
Mohammad Shahid



**Coopearn**  
Founder-Tamana  
and Vishesh



**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



**Sellify**  
Founder - Anuj



**Shulink**  
Founder - Akashdeep



**Ink By Hand**  
Founder - Poornima



**Sheoran Brothers  
Packers and  
Movers**  
Founder - Yogesh



**The SVAD**  
Founder - Aakashdeep



**Vasudha  
Consultancy**  
Founder-Ashish



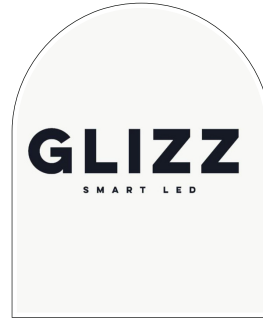
# Our Incubated Startups



**The Village Cafe**  
Founder - Shivani



**Deepshi Art Porium**  
Founder - Deepshikha



**Glizz**  
Founder - Gaurav



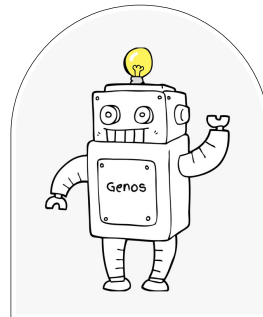
**Angel Craft**  
Founder - Bharti



**Taasvim**  
Founder - Tamanna and Vishesh



**Mental Health**  
Founder - Sahil and Rahul



**Genos Software**  
Founder - Yashwant



**No Margin**  
Founder - Anshuman



**Deepa Beauty Parlour**  
Founder - Deepa



**Sky Line Kreatives**  
Founder - Mohit Saini



**Paintings and Art by Bhawna**  
Founder - Bhawana



**Eprise Trends**  
Founder - Yogesh



**Mini Skills**  
Founder - Ashok



**Card Wipe**  
Founder - Kapil



**Shankar wholesaler and retailer**  
Founder - Nandkishor



**Gheedhara**  
Founder - Sumit and Shivani

# Our Incubated Startups



**Sridaa**  
Founder - Sanjna  
Choudhary



**Macrame City**  
Founder - Anita



An Initiative by Department of Higher Education, Haryana



Nurturing human excellence through entrepreneurship

## STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, GURUGRAM IMPACT REPORT

August 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](http://www.saccindia.org)

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