



AUGUST 2022

STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, PANCHKULA IMPACT REPORT

(An Initiative by Department of Higher Education, Haryana)

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SACC INCUBATOR PANCHKULA 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, Panchkula 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:

Smt. Babita Verma

Principal, Govt. PG College
Sector 1, Panchkula

Shri. Rajeev Chaudhary

Principal, Govt. PG College for Women
Sector 14, Panchkula

Smt. Promilla Malik

Principal, Smt. Aruna Asif Ali , Govt. PG
College Kalka

Dr. Richa Setia

Principal,
Govt. College, Barwala

New Enquiries



On 8th Aug 2022, Mr. Vikram walked in at our incubator who aspired to start an Educational Startup. We introduced him to the startup ecosystem & how we are helping students to start their startups and Facilities we provide to the student startups.

Ms. Ritika is a student of Govt P.G college sector-14, Panchkula. On 23rd Aug 2022, she visited our incubator and showed interest in starting her startup. She shared her idea on customised gifting Boxes. We Guided her with some ideas that she could potentially brainstorm on.



On 22nd Aug 2022, Mr. Saurabh Surana, walked-in to the incubator. He was interested in doing his startup and shared his idea of organic farming. We guided him to visit few farms nearby for some preliminary market validation.



Acceleration Activities

**SLEEP IN COMFORT
WAKE WITH A SMILE**

Make Your Life Comfortable

UP TO
11 YEAR
GUARANTY

A popular choice amongst architects and interior designers Kurefoam mattress well is the other name for comfort, luxury and elegance, all at the same time, made with a blend of latest technology: PU Foam and Bonded Foam, it provides peerless support to the middle portion of the body. Printed cotton viscose with attractive quilt patterns, make this mattress the first choice of those who have an eye for style.

RoohLife
mattress

ORTHOPEDIC SUPPORT
SUPPORTIVE
BREATHABLE AND COOL
DURABILITY

HDQ
HIGH DENSITY QUALITY

LIVING WELL
100%
SINGLE SOURCE
Health & Hygiene PROTECTION
ECO friendly

On 5th Aug 2022, we helped our incubated startup named Mangat Handlooms's founder Sharukh Khan with branding for their newly launched mattresses for good advertisement and generating prospects for better revenue.

On 9th Aug 2022, we helped one of our Incubated startup-True Tune by a student Entrepreneur named Mr. Ramu studying B.A. at Govt. College sector 1, Panchkula.

He is a passionate music lover and out of curiosity and passion, he started with an idea to create a sustainable Bluetooth speaker. With his hard work and consistency, he has created 3rd prototype for his wooden Bluetooth speaker. He is looking for some strong recommendations for manufacturing this wooden speaker for a final prototype.

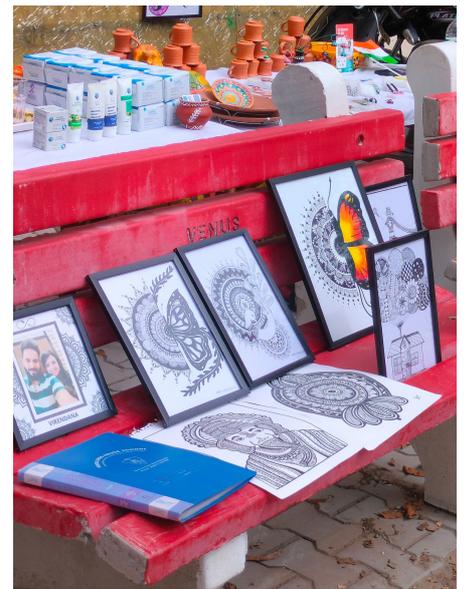
VESION
OF CREATE
SOMETHING DIFFERENT

GIVING LIFE TO HIS OWN VISION

Spotlight of the Month



On August 5, 2022, a Startup Bazaar was held in District Court, Panchkula, where our incubated startups displayed their products and connected with prospective customers. AmritDhra Potters, Ys Chatkara, Nicky Raj Creation, Sashakt Nari Healthcare Products, Arty Kaushik's, Diva Damm, Energetic Soul, and HPM were among the startups that displayed and generated revenue.



Startup Bazaar at Opera Garden, Zirakpur

A Startup Bazaar was organized in Opera Garden, Dhakoli on 9th Aug 2022, where our startups displayed their products and connected with customers. Startups who exhibited were AmritDhra potters, Ys Chatkara, Nicky raj Creation, Sashakt Nari Healthcare Products, Arty Kaushik's, Diva Damm and HPM who got good exposure.



Spotlight of the Month



From 13th to 21st Aug, our incubated startups exhibited at Chandigarh Flea market of Sector 46 Chandigarh.

The startups who displayed their products were HPM, Arty Kaushik's, Sahakt Nari, Amrit Dhra Potters, and Nicky Raj Creation and got a good response from Tricity customers.

Mentoring Sessions

Akash Swaminathan

Business Analyst, Zoho for Startups



Amit Suman

Lead, Zoho Books Support

Mentoring session on End to End Accounting Solution with ZOHO

On 5th Aug 2022, two members of team Zoho named Mr. Akash Swaminathan & Mr. Amit Suman Conducted mentoring session for all our startups on Zoho accounting. Most of our startups attended this informative session. He told us about the features Zoho offers and how it helps startups to grow & manage their work. He further guided how startups could avail free Zoho One account for a year.

Startups Meet Mr. Golmaal Gagan

Mr. Golmaal Gagan from 94.3 My FM met our startups on 8th Aug 2022 and discussed one-to-one with each startup to know about their startup ideas. Startups showed him their products and shared the services they provide to the customers. Mr. Gagan shared his life journey with startups and how he opted to be a RJ jockey. Students were motivated and encouraged by listening to him.



Mentoring Sessions



A flagship Networking event Startups & Emerging Technologies was conducted on August 6th, 2022 at IISER, Mohali. Our startups participated and got to know about some new ideas of startups and connected with mentors. Following startups attended the session- Bharat Light, Stay Hustle, Diva Damm, Amritdhra Potters, Nicky Raj Creation, BizDigiSol, and HPM.



A mentoring session with Ms. Deepali Gulati was conducted at the incubator on 24th Aug 2022. Ms. Deepali is the president of corporate social responsibility (CSR) council at WICCI and an HR Consultant. She involved startups in various activities to develop their logical thinking. All startups actively participated and this session was very informative.

Mentoring Sessions



On 31st Aug 2022, we hosted a mentoring session with our startups (Nazaakat, Sashakt Nari, HPM- Healthy Prakritik Masale, Stay Hustle, Diva Damm, Mrch Nest, Bharat Light and Amritdhra Potters). We guided them about the documentation- How they can register their startups in Udhyam Portal.

New Incubates

Stark collection

They are providing Digital marketing services like SEO (Search Engine Optimization, SMO (Social Media Optimization, E-mail marketing, Social media platform marketing, Website Development, App Development etc. They have also started a local News Platform in association with another company.

Founder: Mr. Shivam



Nazaakat

They are providing coaching classes for training in IELTS, PTE and other related services.

Founder: Ms. Mehtaab



Founder: Anita

Founder: Shivangi

Glimpse of Video shoot



Women-led Startups from all over Haryana visited the Startup Incubator Centre of Excellence in Panchkula on 24th Aug 2022 for a documentary shoot that will help them reach a wider audience both nationally and internationally. The documentary is titled "Enhancing Rural Women's Livelihoods Through Entrepreneurship". Startup founders were interviewed By Anika Dhariwal a Young Social Entrepreneur and founder of Gluten Free Jio. Hisar Reema's Pickle based out of Hisar, Faridaad based Arh Traders, Aavya from Gurugram, Amrit Dhra Potters & Divadamm along with Karnal based Masterstroke were selected to be featured in this documentary.

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 start-up 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



I, being from a Middle class family had much restriction to start the business but I have always wanted to do my own thing. As I like fitness and self-defence, I decided to start my defence and fitness Academy where I could give self defence classes to the everyone at very reasonable price. Startup incubator gave me access to the infrastructure and potential members which helped me kickstart the journey. I was overjoyed when people enquired about our fitness classes.

Our first of many classes was organised at Startup Incubator and we got an amazing response.

Madhu Goyal
Founder, Knockout Fitness Academy

Learning with Startup Incubator has been a fantastic experience, one I will never forget.

My time at Startup Incubator was jam-packed with education and development. It offered me the chance to interact with many types of people from various industries from whom I learned a lot. I am grateful to all of the instructors and mentors for giving us the right direction.

Ramu
Founder, True Tune



Our Incubated Startups



Amrit Dhra Potters
Founder - Amarjeet



Diva Damm
Founder - Shreya



Arty Kaushik's
Founder-Vidhi



Energetic Soul
Founder-Kanika Gulati



General Baat
Founder - Gourav



Knockout Fitness Academy
Founder Madhu



Sashakt Nari Healthcare Products
Founder - Priyanka



Hope Enterprises
Founder-Ishank



Nickyraj Creations
Founder - Nandini



Madhav Dress Collection
Founder - Pooja



Moments Like This
Founder - Yashvi



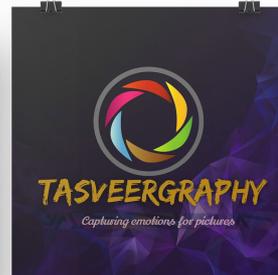
HPM
Founder - Kavita



Stay Hustle
Founder - Rahul



Service Cart
Founder - Subhash



Tasveergraphy
Founder - Punam



YS Chatkara
Founder-Yaman

Our Incubated Startups



Mangat Handloom
Founder - Sharukh



Bharat Light
Founder - Ram Prasad



Merch Nest
Founder - Ankit



Le जाओ.COM
Founder - Sonu



Stark Collection
Founder - Shivam



**BizDigiSol
(Business Digital Solution)**
Founder - Sahil



True Tune
Founder - Ramu



Nazakaat
Founder - Mehtaab



Nurturing human excellence
through entrepreneurship

STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, PANCHKULA IMPACT REPORT

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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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