

# **STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE**

**Located at Government PG College, Hisar**



**Startup Incubator cum Centre of Excellence Powered By**

**Department of Higher Education, Haryana**

**Start-up Accelerator Chamber of Commerce**



## **What is SACC?**

Start-up Incubator cum Centre of Excellence is a platform for students to work on their Entrepreneurial skills. The goal behind Startup Incubator is to develop Self- Confidence, Entrepreneurial Skills and to build capacity among participants and encourage students to become job creators rather being job seekers.

## **SACC MISSION:**

- To promote like-minded entrepreneurial ventures.
- To build a knowledge base for Start-Up's.
- Identify and support New Business Enterprises.
- Develop Business Ideation at School/College Level.
- Encourage Innovative Start-up's, develop and encourage Women entrepreneurs

**Yes, we help students to become entrepreneurs and create employment.**



## **TABLE OF CONTENTS**

<b>S. NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
<b>1</b>	<b>AWARENESS SESSION</b>	<b>4-8</b>
<b>2</b>	<b>MENTORING SESSION</b>	<b>9-17</b>
<b>3</b>	<b>NEWS COVERED BY NEWSPAPERS</b>	<b>18-20</b>
<b>4</b>	<b>REGISTERED STARTUP TEAM</b>	<b>21-24</b>
<b>5</b>	<b>REVENUE OF REGISTERED STARTUP TEAM</b>	<b>25-29</b>

## Awareness Workshops

Awareness session organized in Government PG College, Hisar. We told the students about the startup incubator project and its benefits. We also guided them about entrepreneurship and how they can become a good entrepreneur.

Awareness session at Govt. P. G. College Hisar on 27-29 Jan 2020





## **Awareness Session**

**SACC Awareness Session, Govt PG College, Hisar, Students are getting to know how they can Start their Own business in the Guidance of Startup under state Govt of Haryana. Told them 8 Benefits of Being an Entrepreneur rewarding career. Work-life autonomy. leadership experience. Work from anywhere. company control. Flexible Schedule. Building a profitable network. Pride and satisfaction.**

**Govt. P. G. College, Hisar**

**5-7 Feb 2020**



## **Awareness Session**

Organized an awareness session at Government PG College Hisar and guided them about Startup Incubator Project. A startup incubator is a collaborative program designed to help new startups succeed. Incubators help entrepreneurs solve some of the problems commonly associated with running a startup by providing workspace, seed funding, mentoring, and training. The sole purpose of a startup incubator is to help entrepreneurs grow their business.

**GOVT. P. G. COLLEGE  
HISAR**

**27 - 28<sup>th</sup> Feb 2020**





## **Awareness Session**

We organized an awareness session at Government College Hansi and guided the student about the benefits of the Startup Incubator Project. They have some benefits such as business and technical support. Flexible/flexible lease space. A network of relationships with other business owners. Ability to adjust the business model to market conditions. Financial support and advice. Protection of working capital.



**N. M. GOVT. COLLEGE  
HANSI**

**10 - 11<sup>th</sup> March 2020**



## **Awareness Session**

We organized an awareness session in Government college for women, Hisar. Awared the students about startup India scheme. The Startup India Scheme is an initiative of the Government of India in 2016. The primary objective of Startup India is the promotion of startups, generation of employment, and wealth creation. Startup India has initiated several programs for building a robust startup ecosystem and transforming India into a country of job creators instead of job seekers. These programs are managed by the Department for Industrial Policy and Promotion (DPIIT).

**GOVT. COLLEGE FOR  
WOMEN HISAR**

**16 - 17<sup>th</sup> March 2020**





## Mentoring Session

Organized a mentoring session with Mr. Roshan Kirori. He is the founder of Daksh Animation. The chairperson of the session explained the marketing strategies to the students. Guided the students about the various marketing strategies which are used in the business.



## **Mentoring Session**

Organized a mentoring session with Mr. Chirag (Online marketer). The speaker of the session told the students about business skills and sales strategies. How we should market our product through online mode and he shared his work experience with startups.



## Webinar on Maintaining Business Relationships in the Lockdown Period.



**Speaker**  
**Mr. Ashish Chhabra**  
(Former Digital Marketing Lead for a private University of Haryana)

**Date**  
10th April 2020

**Time**  
12:00 PM - 12:30 PM

**Host of Webinar**  
Mr. Dharamveer Singh

**WEBINAR ON**  
Maintaining Business Relationships  
in the Lockdown Period

**LOCKDOWN**



 /SACCINDIA

 [www.saccindia.org/india](http://www.saccindia.org/india)

## Webinar on Key to Success



**International Session**

**WEBINAR ON**  
**key to Success**

**BIRENDRA SINGH**  
Director of Wibexa Group  
From Melbourne, Australia

**Friday, 24 April | 12:00 to 12.30 PM (IST)**

**HOST OF WEBINAR**  
Mr. Dharamveer Singh



 /SACCINDIA

 [www.saccindia.org/india](http://www.saccindia.org/india)



## Webinar on Maintaining Business Relationships in the Lockdown Period.



DOHE Govt. of Haryana  
in association with SACC

WEBINAR ON  
**Think Positive**

NEERAJ TANEJA  
Corporate Communication Head  
OSG University, Hisar

Friday, 08 MAY | 12:00 to 12.30 PM (IST)

HOST OF WEBINAR  
Mr. Dharamveer Singh

f t in /SACCINDIA

www.saccindia.org/india

## Webinar on Maintaining Business Relationships in the Lockdown Period.



DOHE Govt. of Haryana  
in association with SACC

WEBINAR ON  
**Importance of Digital Marketing in business expansion**

DR. TEJINDER BRAR  
HEAD MCA  
Chandigarh group of colleges, Landran

Friday, 15 MAY | 12:00 to 12.30 PM (IST)

HOST OF WEBINAR  
Mr. Dharamveer Singh

f t in /SACCINDIA

www.saccindia.org/india

## Webinar on Implementing Innovative Ideas in Intellectual Property Rights.



 **DOHE Govt. of Haryana**  
in association with **SACC** 



**DR. RAMAN CHADHA**  
Professor, CSE department,  
Dean Research & Development  
Chandigarh group of colleges,  
Jhanjheri

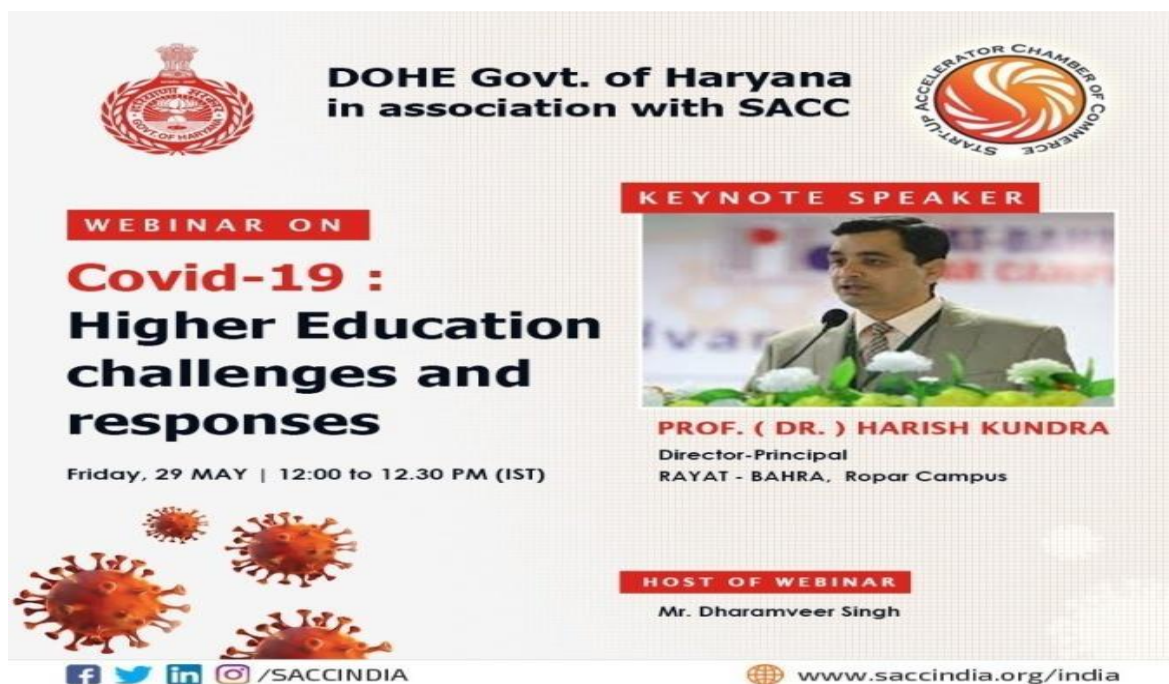
**WEBINAR ON**  
**Implementing  
Innovative Ideas  
in Intellectual  
Property Rights**



Friday, 22 MAY | 12:00 to 12:30 PM (IST)

**HOST OF WEBINAR**  
Mr. Dharamveer Singh

 /SACCINDIA  [www.saccindia.org/india](http://www.saccindia.org/india)


## Webinar on Covid-19 : Higher Education challenges and responses.



 **DOHE Govt. of Haryana**  
in association with **SACC** 



**WEBINAR ON**  
**Covid-19 :  
Higher Education  
challenges and  
responses**

Friday, 29 MAY | 12:00 to 12:30 PM (IST)



**KEYNOTE SPEAKER**  
**PROF. ( DR. ) HARISH KUNDRA**  
Director-Principal  
RAYAT - BAHRA, Ropar Campus

**HOST OF WEBINAR**  
Mr. Dharamveer Singh

 /SACCINDIA  [www.saccindia.org/india](http://www.saccindia.org/india)



## Webinar on Financial Planning



The poster for the 'Webinar on Financial Planning' features the DOHE Govt. of Haryana logo on the top left and the SACC logo on the top right. The title 'WEBINAR ON FINANCIAL PLANNING' is prominently displayed in the center-left. Below the title, the date and time are listed: 'Friday, 05 June 12:00 to 12.30 PM (IST)'. The speaker is identified as 'DR. SIB PRASADA PANDA', a Ph.D. in Economics and Assistant Professor at NMIMS University (Mumbai). The host is 'Mr. Dharamveer Singh'. A circular portrait of Dr. Sib Prasada Panda is shown on the right. In the background, there are stacks of Indian currency notes and a decorative orange circular pattern. Social media icons for Facebook, Twitter, LinkedIn, and Instagram are at the bottom left, and the website 'www.saccindia.org/india' is at the bottom right.

**DOHE Govt. of Haryana**  
in association with **SACC**

**WEBINAR ON**  
**FINANCIAL PLANNING**


Friday, 05 June  
12:00 to 12.30 PM (IST)

**DR. SIB PRASADA PANDA**  
Ph.D. Economics  
Assistant Professor  
NMIMS University (Mumbai)

**HOST OF WEBINAR**  
Mr. Dharamveer Singh

[f](#) [t](#) [in](#) [ig](#) /SACCINDIA [www.saccindia.org/india](http://www.saccindia.org/india)

## Webinar on Personality Development



The poster for the 'Webinar on Personality Development' features the DOHE Govt. of Haryana logo on the top left and the SACC logo on the top right. The title 'WEBINAR ON PERSONALITY DEVELOPMENT' is prominently displayed in the center-left. Below the title, the date and time are listed: 'Friday, 12 June | 12:00 to 12.30 PM (IST)'. The keynote speaker is identified as 'DR. LIZA SHARMA', a Ph.D. in English, IELTS/PTE Expert, Writer, and Motivational Speaker. The host is 'Mr. Dharamveer Singh'. A portrait of Dr. Liza Sharma is shown on the left. On the right, there is a graphic of a tree where the left half is a bare, white silhouette and the right half is a full, green tree. Social media icons for Facebook, Twitter, LinkedIn, and Instagram are at the bottom left, and the website 'www.saccindia.org/india' is at the bottom right.

**DOHE Govt. of Haryana**  
in association with **SACC**

**WEBINAR ON**  
**PERSONALITY DEVELOPMENT**

Friday, 12 June | 12:00 to 12.30 PM (IST)

**KEYNOTE SPEAKER**  
**DR. LIZA SHARMA**  
Ph.D. English  
IELTS/PTE Expert, Writer and  
Motivational Speaker

**HOST OF WEBINAR**  
Mr. Dharamveer Singh

[f](#) [t](#) [in](#) [ig](#) /SACCINDIA [www.saccindia.org/india](http://www.saccindia.org/india)



## Webinar on Business Communication



**DOHE Govt. of Haryana**  
in association with **SACC**



**WEBINAR ON**

# **BUSINESS COMMUNICATION**

Friday, 19 June  
12:00 to 12.30 PM (IST)



**AMARESH KUMAR RAI**  
Business Coach  
CEO - Krti Consulting Private Limited

**HOST OF WEBINAR**  
Mr. Dharamveer Singh

 /SACCINDIA  [www.saccindia.org/india](http://www.saccindia.org/india)

## Webinar on Personality Development



An Initiative by Department of  
Higher Education, Haryana

# **An Effective and Engaging Webinar on Personality Development**

by Startup Incubator, Hisar



 12-June-2020



EKH-Tanisha Bal...

ekh- Rakesh

1fP7saThfvhw3...

Simran

nancy

harjeet kaur

Redmi

realme 5i

ekh- Saloni

M

Uma

Tanya

'ekh-jyoti bansal'


iPhone

Ashish Chhabra

iPhone

Navi

Unmute Start Video Participants Chat Share Screen Reactions More

 /SACCINDIA  [www.highereduhry.com](http://www.highereduhry.com)  [www.saccindia.org/india](http://www.saccindia.org/india)



## Webinar on Financial Planning by Startup Incubator, Hisar

**A Gainful Online Session on Financial Planning by Startup Incubator, Hisar**  
05-June-2020

Participants in the grid include: Dharamveer Singh, Ashish Chhabra, Siba panda, EKH - PARDEEP..., ekh-Jyoti Bansal., ekh- Saloni, ekh- AjayGarg, vivo 1610, ekh-shilpi, ekh-Poonam, Ekh-Nimisha, Arzoo Sheoran, ekh-komal, himani, and ekh-shannu rani.

Participant list on the right includes: Avnish Sharma (M), Siba panda (Host), Ekh-AJAY, vivo 1610, ekh-kiran sharma, Dharamveer Singh, 1kPD0LtTsu3WCM, Aastha, Arzoo Sheoran, Ashish Chhabra, ASHISH PHOGAT, and others.

Footer: /SACCINDIA | www.highereduhry.com | www.saccindia.org/india

## Webinar on Implementing Innovative Ideas in Intellectual Property Rights

**An Informative Webinar on Implementing Innovative Ideas in Intellectual Property Rights**  
22-May-2020

Participants in the grid include: Avnish Sharma, Raman Chadha, 1fW50aShffhBF..., Galaxy A50, Siba, Aakansha, Nitish Kr..., 12345, Neha, Manjeet Singh, Jatin, divay goyal ( Mr..., Tanushree Chan..., Lalit Saini, Manisha, Sunant Grover, Nisha Verma, Shilpa Saluja, 1kP6sTsTu73w4..., Ashish Chhabra, 1XK3oYsK, Heena\_rathore08, and others.

Footer: /SACCINDIA | www.highereduhry.com | www.saccindia.org/india

## Webinar on Importance of Digital Marketing by Startup Incubator, Hisar

**A Gainful webinar on Importance of Digital Marketing by Startup Incubator, Hisar**

An Initiative by Department of Higher Education, Haryana

15-May-2020

**How does a business define digital marketing?**

- Digital marketing uses "numerous digital tactics and channels" to connect with customers through online mode. From the website itself to a business's online branding assets -- digital advertising, email marketing, online brochures, and beyond -- there's a spectrum of tactics that fall under the umbrella of "digital marketing."
- The best digital marketers have a clear picture of how each digital marketing campaign supports their overall goals. And depending on the goals of their marketing strategies, marketers can support a larger campaign through the "free and paid channels" at their disposal.
- A content marketer, for example, can create a series of blog posts while the company's social media marketer might then help promote these blog posts through paid and organic posts on the business's social media accounts. Furthermore, the email marketer creates an email campaign to send the desired information.

**Traditional Marketing**

- It is the process or action of promoting and selling products or services.
- The "key" word in this definition is "process"; marketing involves process of "researching, promoting, selling, and distributing products or services."
- The key to successful marketing is finding the right marketing strategy, including your "message, timing, and method of communication" to reach and influence your consumers.

Participants: Avnish Sharma, Dharamveer Singh, Sachin, Raja Kumar, realme C2, Sonia Kaushal, Shilpa Saluja, Muskan Jang..., Manjeet Singh, Sumit Rathore, Ankit, Lalit Saini, 16f7ff35

Accelerator Chamber of Commerce Startup

Social media links: /SACCINDIA, www.highereduhry.com, www.saccindia.org/india

## Webinar on Stay Positive & Hopeful in Times of Social Distancing

**WEBINAR SESSION Stay Positive & Hopeful in Times of Social Distancing**

An Initiative by Department of Higher Education, Haryana

08-May-2020

Participants: Avnish Sharma - Me, Babita, DGC Gaurav Dawar, Dharamveer Singh, Heena Rathore, Manjeet Singh, Nisha Verma, sandeep.sharma, Shanisha Yadav, Simran Malik

Accelerator Chamber of Commerce Startup

Social media links: /SACCINDIA, www.highereduhry.com, www.saccindia.org/india



# Start-up Founders News Covered by Times of India.

## 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 care line, she was able to generate good interest among her extended family

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 stressed about not being able to afford books. This in turn resulted in

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, "Moments like this" is juggling more calls, contracts and ceremonies than

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 P 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 startup, 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 also had the good sense to channelise her love for fashion into business and



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 Haridwa 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 P C I 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, they have a good team of tutors and a satisfactory number of students. Now

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 65% 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 Mohan Sharan, additional chief secretary, higher education, Haryana.

## Start-up Founders News Covered by Dainik Bhaskar.

राजकीय महिला महाविद्यालय की छात्रा मोनिका का स्टार्टअप एक्सीलेरेटर पंजीकृत

सिटी रिपोर्टर • राजकीय महिला महाविद्यालय की छात्रा मोनिका ने अपना व्हाइट बटन मशरूम के बिजनेस का स्टार्टअप एक्सीलेरेटर चैंबर ऑफ कॉमर्स के माध्यम से पंजीकरण करवाया है। प्राचार्या डा. आशा सहारण ने छात्रा की इस उपलब्धि पर उसकी सराहना की और छात्राओं को आत्मनिर्भर बनने के लिए प्रेरित किया। उन्होंने बताया कि छात्रा मोनिका ने अपने स्टार्टअप का नाम काजला मशरूम फार्म रखा है, जिसका उद्देश्य सस्ते रेट पर अच्छी गुणवत्ता वाले मशरूम उपलब्ध करवाना है। इसके माध्यम से छात्रा का प्रयोजन अपने काजला गांव के व्यक्तियों को रोजगार उपलब्ध करवाकर आत्मनिर्भर बनाना है। महाविद्यालय की इस छात्रा का चयन एंटरप्रेन्योर डेवलपमेंट क्लब की संयोजिका हीना पाहुजा द्वारा एक आइडिया प्रेजेंटेशन कंपटीशन में किया गया था।



## Start-up Founders News Covered by Times of India.

# BEYOND USUAL NEW AVENUES OF SELLING ONLINE

Any entrepreneur will testify to the difficulties faced by budding entrepreneurs. The business dreams of many are derailed in the face of obstacles. Some however, get the right guidance to map their journey of success.

**STARTUP & RUNNING**

**TERRACOTTA DREAMS**



Amarjeet, a young postgraduate student at Panchkula's Govt PG College aspired to sell clay handicrafts. However, she had her doubts, considering that she came from a family of craftspersons and had never seen her father make enough money from pottery to sustain their family of six.

During an entrepreneurship session conducted by the department of higher education, Haryana's start-up incubator in her college, she met the team and got an understanding of the ways to capitalise on her talent. She conceived of Amrit Dhira Potters to resurrect the fading art form of terracotta pottery.

Her venture is breathing fresh life into fading historical traditions.

She designs clay articles and planters that promote healthy, natural living.

Besides other things, she was assisted in listing her business on "Dukaan App", an e-commerce portal, where she published her offerings and began selling online.

**A STITCH IN TIME**

A few kilometres away from Panchkula, three friends - Kapil Yadav, Prince Pandey and Bhavesh Poonia came together to form their start-up. They chalked out a business plan, spent hours online educating themselves about the business and opened an online shop. However, the very next day, the nationwide lockdown was announced.

A gruelling process of trial and error followed. After experimenting with various products, they settled on apparel and launched the Fashionya venture.

Kapil Yadav, co-founder Fashionya states, "My father funded our digital ad campaigns. We learnt the process of running campaigns via

videos. Even when we followed the exact same format, our results were drastically different. However, we were unaware of logistics such as the RTO."

**FODDER FOR THOUGHT**

Many aspiring entrepreneurs never try to realise their vision due to the misplaced belief that heavy investment is a prerequisite for a new business. Krishna, a student from Hisar broke this myth. He built Karwasra Trading Company with little money but immense hard work. Karwasra Trading deals in sourcing and sale of quality fodder.

The company has been established with the concept of producing high quality animal feed at a reasonable price by removing the middleman.

Krishna, founder Karwasra Trading explains, "In the initial days, our infrastructure and production capacity were dependent on sales. Low sales resulted in demotivation. Soon, we understood that relying solely on offline sales was a mistake. I realised that it's not usual to sell fodder online but we can experiment. This worked wonders, especially during the pandemic."

**WELLNESS PAYS**

There is a silver lining to the darkest cloud, a particularly optimistic teenager from Faridabad realised when the pandemic held the world at ransom. Her start-up, Arsh Traders, is contributing to people's well-being.

Shweta, co-founder of Arsh Traders states, "The Covid 19 pandemic changed the way we look at health and luck. I have built my start-up around handicraft items made of brass and copper. The reason being that these are good for health and

are also considered auspicious."

Although this industry is crowded, she is unfazed by competition. "My unique selling point is the cus-

**RIDING THE ONLINE WAVE**



A soft spoken woman from Karnal became a role model by becoming a successful entrepreneur in tough times. She sells cosmetics and handlooms under the brand-name Radhey Radhey Fashion. Kajal, founder Radhey Radhey Fashion states, "We recently embarked on our online journey. The reason being that our buyers prefer this mode and we can give better deals online."

**KEEP UP WITH THE TIMES**

Modern business practices need you to not just innovate your offerings consistently to suit market needs but also consider all possible avenues of selling your products and services. Today you can be anywhere, running a business and controlling everything with the click. Hence, we encourage all young entrepreneurs incubated at our start-up incubators across Haryana and otherwise to not ignore the power of selling online," says Anand Mohan Sharan, principal secretary, department of higher education, Haryana.

**TIE-UP WITH ONLINE RETAILER**

Manipal Dhariwal, president, SACC India says, "Selling online is a \$200 billion dollar opportunity in India. To ensure that the start-ups incubated by SACC do not miss the bus, we have inked an agreement with Amazon India. This partnership not only offers faster onboarding to Amazon's marketplace but also gives start-ups multiple in-kind benefits like lower referral fee, free product photoshoot, free cataloging etc."

## Start-up Founders News Covered by Dainik Bhaskar.

**दैनिक भास्कर** | 12-Nov-2019 | Page 5

# ट्रेनिंग के दौरान बिजनेस, लैंग्वेज, और इंटरव्यू को फेस करना सीख रहे स्टूडेंट्स

राजकीय महाविद्यालय में एम्प्लॉयबिलिटी ट्रेनिंग का हुआ आयोजन

भास्कर न्यूज़ | हिसार



कार्यक्रम में छात्रों और आयोजकों के साथ मौजूद रणवीर गंगवा।

राजकीय महाविद्यालय हिसार में 5 दिवसीय एम्प्लॉयबिलिटी ट्रेनिंग और रोजगार मेले का आयोजन 15 नवंबर को किया जा रहा है। इसके उद्घाटन समारोह में मुख्य अतिथि के तौर पर रणवीर सिंह गंगवा उपस्थित रहे। इसके साथ ही विशिष्ट अतिथि भूमवीर सिंह सेक्टर ईचार्ज सैक ने निभाई। प्लेसमेंट फेयर के कर्नलर डॉ. रमेश आर्य ने कहा कि एक अच्छी जाँच प्राप्त करने के लिए डिग्रियों के साथ-साथ सॉफ्ट स्किल का ज्ञान होना अति आवश्यक है। कम्प्यूटेशन स्किल, बिजनेस, इंग्लिश, एनालिटिकल एबिलिटी के बिना किसी भी जाँच में अच्छा परफॉर्म कर पाना बहुत ही मुश्किल कार्य है। अतः विद्यार्थियों को चाहिए कि वे पढ़ाई के साथ साथ सॉफ्ट स्किल को भी विकसित करें। कार्यक्रम को संबोधित करते हुए

प्राचार्य प्रोफेसर पीएस रोहिल्ला ने कहा कि डिजीजन स्तर पर होने वाले इस कार्यक्रम में पहले 4 दिन विद्यार्थियों को एम्प्लॉयबिलिटी ट्रेनिंग दी जाएगी तथा पाँचवें दिन यानी 15 नवंबर को विद्यार्थियों के इंटरव्यू विभिन्न कंपनियों द्वारा कंडक्ट किए जाएंगे। इससे स्टूडेंट्स साक्षात्कार में शामिल होकर अपने आप का मूल्यांकन कर सकेंगे। उन्होंने कहा कि एम्प्लॉयबिलिटी

ट्रेनिंग के दौरान बिजनेस, लैंग्वेज, कलिंग टू कारपोरेट लाइफ, वैटिक मैथमेटिक्स, हाउ टू फेस इंटरव्यू आदि विषयों को कवर किया जाएगा। भूतवाद ज्ञापन बलवंत सिवाच और डॉ. रुचि बधवा ने सफल मंच संचालन किया। इस अवसर पर डॉ. के.एम. गिल, डॉ. मनोज कुमार, डॉ. दुर्गंत अग्रोया, प्रो. कपिल, ज्योति, रितिका, पुण्या, सुमन, राजपाल आदि मौजूद थे।

## स्टार्टअप इंडिया स्कीम से हुई बिजनेस की शुरुआत, पिता भी दे रहे भरपूर साथ



तलवंडी गांव की बीकॉम पास निशा वर्मा के बिजनेस की शुरुआत तब हुई जब स्टार्टअप इंडिया की टीम उनके कॉलेज में आई। स्टार्टअप इंडिया की स्कीम निशा को पसंद आई। इस आइडिया में निशा की फ्रेंड गरिमा भी जुड़ गई और पिता ने भी बतौर पार्टनर रजिस्टर किया। उन्हें प्रिंसिपल और हिना पाहुजा ने पूरा सपोर्ट किया। बिजनेस 3 मार्च को ही रजिस्टर हुआ। लॉकडाउन में इस पर काम करने और स्ट्रेटजी बनाने का पूरा वक्त मिला। अनलॉक की प्रक्रिया शुरू होते ही काम शुरू कर दिया। उनकी बनाई प्लेट्स मार्केट में काफी दुकानों पर सप्लाई हो रही हैं।



## **REGISTERED STARTUP TEAMS**

<b>S NO.</b>	<b>NAME OF STARTUP</b>	<b>NAME OF FOUNDER</b>	<b>DESCRIPTION</b>	<b>SECTOR</b>
1	Artificial Jewellery	Neelam	Artificial Jewelry deals in selling Artificial Jewellery of the latest trends and fashion at an affordable price range for women.	Social Impact/ Lifestyle/ Art & Craft
2	Verma Enterprise	Nisha Verma	At Verma Enterprise, they are engaged in manufacturing & production of good quality Disposable Cutlery at the bulk level and are selling these to the wholesalers.	Social Impact/ Lifestyle/ Art & Craft
3	Karwasra Trading Company	Krishan Karwasra	Karwasra Trading company deals in sourcing & sale of good quality fodder.	Agriculture
4	S.D.Zoyal Fashion Designing & Manufacturing Co.	Sonu	Zoyal Fashion Designing & Manufacturing Company is in to designing & manufacturing of Dresses & Dress Materials for Women at a budget price.	Social Impact/ Lifestyle/ Art & Craft
5	Khyalia Dairy	Ravinder	Khyalia Dairy deals in production of good quality Milk & Dairy Products.	Agriculture
6	SB Atta factory	Lalit	S.B. Atta Factory is a new setup & startup which offers services to the people for processing of Wheat & other grains at an affordable price point. Also they are in to sourcing & selling their own flour brand in the market.	Agriculture
7	Gahlot Dairy Farm	Sandeep	Gahlot Dairy Farm is a new age dairy farm started by the Founder – Sandeep, to produce & deliver high quality Milk & Dairy Products to the residents & commercial places in his city at an affordable price.	Agriculture
8	Sharda Organic Fertilizers	Neeraj Kumar	With the trending wave & love for Organic food, the founder of Sharda Organic Fertilizers has started his	Agriculture

			business in delivering 100% Organic Fertilizers to the farmers engaged in farming Organic Fruits & Vegetables.	
9	Jangra Cement Store	Santosh	Jangra Cement Store deals in all sorts of Cements required in construction, renovation & improvement of homes & buildings offering good quality material to their Customers.	Services
10	Phogat Enterprises	Ashish	Phogat Enterprises is a startup engaged in dealing with Solar Batteries at an affordable price with the objective of enabling individuals to afford power backup for their homes at an affordable cost.	Renewable Energy
11	DP Enterprises	Deepak Batra	DP Enterprises deals in Sales of affordable home appliances and electronic items.	Ecomm/ Marketplace
12	Indusvilla.in	Manjeet Singh	Indusvilla. deals in selling garments to the local seller and serving customers with the motto of the best quality at the best price.	Fashion
13	Kajla Art Gallery	Anju	Kajla art gallery deals in the creation and selling of handmade art and poster at an affordable price range.	Art & Craft
14	Reema's Pickles	Prerna Sardana	Reema's Pickles has understood the need of the market for the consumption of Pickles and they have started production of Pickles to suffice the needs of their clients.	Food Processing
15	Naari World	Pooja	Naari World is involved in the design and manufacturing of clothing and apparel materials for women at reasonable prices.	Fashion
16	Ashok Pencil Art	Ashok	Ashok has a startup named Ashok Pencil Art which is involved in making paintings from pencil, sketch, wall painting, and color painting to its customers as per their choice.	Art & Craft

17	Meri Maa Arts	Rajat	Meri Maa Arts is involved in creating new designs for Sketch and Portrait at a reasonable cost to its customers.	Art & Craft
18	Sanwariya Arts Solution	Bhaves	Sanwariya Art Solutions is involved in manufacturing a wide variety of Handmade Keyrings and a variety of Art Designs as per the demand of its customers.	Art & Craft
19	Gogia Enterprise	Himanshu Gogia	Gogia Enterprises is involved in manufacturing and selling a wide range of cosmetics products and clothes at reasonable prices to its clients.	Fashion
20	Mishru Enterprise	Ms. Monika Rani	Mishru Enterprise is involved in the manufacturing and selling of new generation LED Bulbs, LED Lights, and Electronic Components.	Renewable Energy
21	Party Heaven	Mr. Sumit	Party Heaven is involved in the manufacturing and sale of products used in Birthday Celebrations and All Party Solutions	Food & Beverage
22	UV Bangles and Handicrafts	Urmila	UV Bangles & Handicrafts is involved in manufacturing and selling a wide variety of attractive bangles at reasonable prices to its clients.	Art & Craft
23	LD Butic & Training Centre	Nisha Jangra	Nisha is involved in creating new types of dress designs for girls and women at reasonable prices and also provides training and education to make new designs dress for people in her startup.	Fashion
24	Sumesh Butic & Handloom Emporium	Ekta	Sumesh Butic & Handloom Emporium are involved in the sale and purchase of Women's suits, Kurties, tailoring and training to other tailors.	Fashion
25	Krishu Mehendi Art	Mr. Deepanshu	Krishu Mehendi Art is involved in the manufacture and sells a wide variety of Handmade Mehendi and its accessories and provides training to	Art & Craft



			our clients to learn Mehendi Designs.	
26	Kalagram	Sunaina	Kalagram is involved in manufacturing and selling a wide variety of sketches, creative paintings and wall murals, wooden art, wedding calendars, and embroidery designs to its customers.	Art & Craft
27	Sanwariya Fashion House	Charu	Saawariya Fashion House is involved in manufacturing and selling various designs of Lady's Wear, Artificial Jewelry, a Variety of Fashionable Wear, etc.	Fashion
28	Uri Mehendi and painting hub	Urmila	Uri Mehendi & Painting Hub is involved in making different types of Mehndi Designs, Paintings, and Sketches for its customers as per their choice.	Art & Craft
29	Preet Enterpriseshr	Preeti	Preet Enterpriseshr is into creativity of art and craft and she sells her fine products on Flipkart, Amazon, and ShopClues.	Art & Craft
30	Mor Bihari Collection	Minakshi	Mor Bihari Collection is involved in tailoring, manufacturing and selling a wide variety of Women's Clothing at reasonable prices.	Fashion
31	Mit arts Gallery	Sumit	Mit Arts Gallery is involved in creating all kinds of artworks for its clients and also provides art design training to its clients.	Art & Craft
32	SG dancing world	Suraj	SG dancing world is involved in providing training for different types of dance classes like Hip-hop, Haryanvi dance, Haryanvi group dance, Solo performance, Theater dance, etc.	Life style
33	Bharat Kitab Ghar	Vanshika Garg	Bharat Kitab Ghar is involved in providing different types of books like syllabus books, Devotional books, Historical fiction, etc.	Education

34	Radhey Shyam Footwear Company	Ritik	Radhey Shyam Footwear Company is involved in manufacturing and selling a wide variety of Men's and Women's footwear at reasonable prices to its clients.	Art & Craft
----	-------------------------------	-------	--	-------------

### **REVENUE OF REGISTERED STARTUP TEAMS**

S NO.	NAME OF STARTUP	FOUNDER	DESCRIPTION	SECTOR	REVENUE
1	Artificial Jewellery	Neelam	Artificial Jewelry deals in selling Artificial Jewellery of the latest trends and fashion at an affordable price range for women.	Social Impact/ Lifestyle/ Art & Craft	Rs. 308,500
2	Verma Enterprise	Nisha Verma	At Verma Enterprise, they are engaged in manufacturing & production of good quality Disposable Cutlery at the bulk level and are selling these to the wholesalers.	Social Impact/ Lifestyle/ Art & Craft	Rs. 4,47,000
3	Karwasra Trading Company	Krishan Karwasra	Karwasra Trading company deals in sourcing & sale of good quality fodder.	Agriculture	Rs. 26,07,000
4	S.D.Zoyal Fashion Designing & Manufacturing Co.	Sonu	Zoyal Fashion Designing & Manufacturing Company is in to designing & manufacturing of Dresses & Dress Materials for Women at a budget price.	Social Impact/ Lifestyle/ Art & Craft	Rs. 2,48,000
5	Khyalia Dairy	Ravinder	Khyalia Dairy deals in production of good quality Milk & Dairy Products.	Agriculture	Rs. 598,000
6	SB Atta factory	Lalit	S.B. Atta Factory is a new setup & startup which offers services to the people for processing of Wheat & other grains at an affordable price point. Also they are in to sourcing & selling their own flour brand in the	Agriculture	Rs. 182,000

			market.		
7	Gahlot Dairy Farm	Sandeep	Gahlot Dairy Farm is a new age dairy farm started by the Founder – Sandeep, to produce & deliver high quality Milk & Dairy Products to the residents & commercial places in his city at an affordable price.	Agriculture	Rs. 257,000
8	Sharda Organic Fertilizers	Neeraj Kumar	With the trending wave & love for Organic food, the founder of Sharda Organic Fertilizers has started his business in delivering 100% Organic Fertilizers to the farmers engaged in farming Organic Fruits & Vegetables.	Agriculture	Rs. 250,000
9	Jangra Cement Store	Santosh	Jangra Cement Store deals in all sorts of Cements required in construction, renovation & improvement of homes & buildings offering good quality material to their Customers.	Services	Rs. 224,000
10	Phogat Enterprises	Ashish	Phogat Enterprises is a startup engaged in dealing with Solar Batteries at an affordable price with the objective of enabling individuals to afford power backup for their homes at an affordable cost.	Renewable Energy	Rs. 222,000
11	DP Enterprises	Deepak Batra	DP Enterprises deals in Sales of affordable home appliances and electronic items.	Ecomm/ Marketplace	Rs. 251,000
12	Indusvilla.in	Manjeet Singh	Indusvilla. deals in selling garments to the local seller and serving customers with the motto of the best quality at the best price.	Fashion	Rs. 758,000
13	Kajla Art Gallery	Anju	Kajla art gallery deals in the creation and selling of handmade art and poster at an	Art & Craft	Rs. 118,000



			affordable price range.		
14	Reema's Pickles	Prerna Sardana	Reema's Pickles has understood the need of the market for the consumption of Pickles and they have started production of Pickles to suffice the needs of their clients.	Food Processing	Rs. 422,000
15	Naari World	Pooja	Naari World is involved in the design and manufacturing of clothing and apparel materials for women at reasonable prices.	Fashion	Rs. 142,200
16	Ashok Pencil Art	Ashok	Ashok has a startup named Ashok Pencil Art which is involved in making paintings from pencil, sketch, wall painting, and color painting to its customers as per their choice.	Art & Craft	Rs. 77,000
17	Meri Maa Arts	Rajat	Meri Maa Arts is involved in creating new designs for Sketch and Portrait at a reasonable cost to its customers.	Art & Craft	Rs. 4200
18	Sanwariya Arts Solution	Bhavesb	Sanwariya Art Solutions is involved in manufacturing a wide variety of Handmade Keyrings and a variety of Art Designs as per the demand of its customers.	Art & Craft	Rs. 59,500
19	Gogia Enterprise	Himanshu Gogia	Gogia Enterprises is involved in manufacturing and selling a wide range of cosmetics products and clothes at reasonable prices to its clients.	Fashion	Rs. 667000
20	Mishru Enterprise	Ms. Monika Rani	Mishru Enterprise is involved in the manufacturing and selling of new generation LED Bulbs, LED Lights, and Electronic Components.	Renewable Energy	Rs. 60500

21	Party Heaven	Mr. Sumit	Party Heaven is involved in the manufacturing and sale of products used in Birthday Celebrations and All Party Solutions	Food & Beverage	Rs. 15350 0
22	UV Bangles and Handicrafts	Urmila	UV Bangles & Handicrafts is involved in manufacturing and selling a wide variety of attractive bangles at reasonable prices to its clients.	Art & Craft	Rs. 14200
23	LD Butic & Training Centre	Nisha Jangra	Nisha is involved in creating new types of dress designs for girls and women at reasonable prices and also provides training and education to make new designs dress for people in her startup.	Fashion	Rs. 96,000
24	Sumesh Butic & Handloom Emporium	Ekta	Sumesh Butic & Handloom Emporium are involved in the sale and purchase of Women's suits, Kurties, tailoring and training to other tailors.	Fashion	Rs. 128,00 0
25	Krishu Mehandi Art	Mr. Deepanshu	Krishu Mehandi Art is involved in the manufacture and sells a wide variety of Hand made Mehandi and its accessories and provides training to our clients to learn Mehandi Designs.	Art & Craft	Rs. 295,00 0
26	Radhey Shyam Footwear Company	Ritik	Radhey Shyam Footwear Company is involved in manufacturing and selling a wide variety of Men's and Women's footwear at reasonable prices to its clients.	Art & Craft	Rs. 17,500
27	Kalagram	Sunaina	Kalagram is involved in manufacturing and selling a wide variety of sketches, creative paintings and wall murals, wooden art, wedding calendars, and embroidery	Art & Craft	Rs. 5800

			designs to its customers.		
28	Sanwariya Fashion House	Charu	Saawariya Fashion House is involved in manufacturing and selling various designs of Lady's Wear, Artificial Jewelry, a Variety of Fashionable Wear, etc.	Fashion	Rs. 6,000
29	Uri Mehandi and painting hub	Urmila	Uri Mehandi & Painting Hub is involved in making different types of Mehndi Designs, Paintings, and Sketches for its customers as per their choice.	Art & Craft	Rs. 5,900
30	Preet Enterpriseshr	Preeti	Preet Enterpriseshr is into creativity of art and craft and she sells her fine products on Flipkart, Amazon, and ShopClues.	Art & Craft	Rs. 12,500
31	Mor Bihari Collection	Minakshi	Mor Bihari Collection is involved in tailoring, manufacturing and selling a wide variety of Women's Clothing at reasonable prices.	Fashion	Rs. 1,77,000
32	Mit arts Gallery	Sumit	Mit Arts Gallery is involved in creating all kinds of artworks for its clients and also provides art design training to its clients.	Art & Craft	Rs. 15,300
33	SG dancing world	Suraj	SG dancing world is involved in providing training for different types of dance classes like Hip-hop, Haryanvi dance, Haryanvi group dance, Solo performance, Theater dance, etc.	Life style	Rs. 56,000
34	Bharat Kitab Ghar	Vanshika Garg	Bharat Kitab Ghar is involved in providing different types of books like syllabus books, Devotional books etc. Historical fiction, etc.		Rs. 1000



**THANK YOU!**