



AUGUST 2022 STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, HISAR IMPACT REPORT

(An Initiative by Department of Higher Education, Haryana)

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STARTUP INCUBATOR HISAR 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, Hisar is grateful to all of the principals who have helped to create entrepreneurs through the support of the Entrepreneurial Development Cell and the Incubation Centre. . This has significantly increased the value of education and created motivation for students.

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

Special thanks to:

Dr. Deepmala Lohan

Principal, Govt. PG College, Hisar

Dr. Asha Rani Saharan

Principal, Govt. College for Women, Hisar

Dr. Ram Partap

Principal, Govt. College, Hansi

Dr. Sunder Singh Dhandha

Principal, Govt. College, Barwala

New Enquiries



On 8th August 2022, Ms. Anjali from Government PG College Hisar visited the Startup Incubator centre and discussed her business idea. She was keen to start a startup related to fashion designing. She is active on internet and seeks help from internet for her designs. We guided her on how incubation centre can be helpful for her business journey.

Student of Government PG College, Hisar visited at incubation centre on 8th August 2022 with few business ideas and were full of curiosity. We had a discussion on the journey of entrepreneurship and one to one interaction to make sure that we give required attention to each student and listen to their business ideas.



On 9th Aug, 2022 Students of Government PG College Hisar visited the Startup Incubator centre to enquire about the services we provide. We guided them about incubation process and formalities associated with it. They were interested to know how they could start a startup with a unique idea. We guided them about the Startup Incubator project and its policy.

On 17th August 2022, Mr. Nirmal visited the Startup Incubator centre with business idea of Fruit Juices with seasonal fruits

.We suggested him to explore more on his business idea and also told him about the legal formalities of a startup in the incubation centre.



New Enquiries



On 16th August, Mr. Sumit visited Startup Incubator centre and showed interest to start a food business. We guided him about the food licenses he must filled and also discussed the concept of cloud kitchen. We asked him to visit us again with more knowledge and study on his business idea.

On 24th Aug 2022, Mr. Yudhveer of Government PG College Hisar visited the Startup Incubator centre and we discussed about his business idea. He aspires to start an animation video startup and is working on it already . We guided him about how incubation centre can be helpful to him in his business journey and asked him to get incubated with us.



On 4th August 2022, Ms. Ravina from Government PG College, Hisar visited at our incubation centre with a business idea on fashion desgining. We guided her to explore market and come back with her USP.



On 1st August 2022, Ms. Kashish from Government PG College, Hisar visited the Startup Incubator Centre and discussed her business idea with us. Presently she does not have any business ideas but she was keen to start her own startup with a unique idea. We gave her some business ideas and inspired her to start her business journey.



Strategic Meetings



Our team had a meeting with Dr. KS Nehra on 9th Aug 2022 and discussed with him on the legal documents of the Startup Incubator project.

We discussed with him about conducting awareness sessions to discover new students for starting up their businesses.

On 9th August, Mr. Ayan Goswami, Chief Manager, State Bank of India visited the Startup Incubator centre and we discussed with him the scheme to finance new businesses like Stand up India, PMEGP, and Bank Mudra loan.



On 9th August 2022, we visited Government PG College, Hisar, and organized a meeting with staff. Discussed the regular classes scheduled after admission and awareness sessions to be planned in the future.



Organized a meeting with Dr. Ramesh Arya of Government PG College Hisar on 26 August where we discussed about the policies for new startups. Planned with him to work on mega ideas for the startups together.



Acceleration Activities



Organized idea search competition on 17th August, 2022 and More than 15 students participated in this session. Students actively participated and shared creative business ideas. We discussed how incubation centre can be helpful in their business journey. We gave them examples of our incubated startups which motivated many attendees

On 29th August, 2022 we guided few of our incubated startups – Ashok Pencil Art, Preet Enterpriseshr, Uri Mehndi and Painting Hub and asked them to show their artwork at incubation centre and motivate others.



On 23rd August, we organized a mehndi workshop in collaboration with one of our incubated startup, Ms. Urmila founder of Uri Mehendi and Painting Hub and More than 12 students participated. Ms.Urmila taught them the technique to be used in applying mehendi for better colour and designs.



Mentoring Sessions



On 17th August 2022, IT skills session was organized at Startup Incubator Centre. The speaker of the session was Mr. Vikas Sharma (Graphic Designer). The speaker explained the role of graphic design in startups. Startups can create posts for their business for social media marketing.

New Incubates

SG Dancing World

SG dancing world is involved in providing training for different types of dance classes like Hip-hop, Haryanvi dance, group dance, Solo performances, Theatre dance, etc.

Founder: Mr. Suraj



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 Manjiv 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 with the support of the Startup Incubator team started our startup named Gogia Enterprise. I got all possible help from the Incubator team and have completed all the legal formalities of our business and now we are working on the marketing strategy of our business.

The Startup Incubator team helped me a lot in increasing the demand for our products, customers, and advertising. In collaboration with the Startup Incubator team and Govt. of Haryana, I am able to start my business and now I am running a good business

Himanshu Gogia

Founder, Gogia Enterprise

My startup is involved in manufacturing and selling different types of Mushrooms at reasonable prices to its clients. I got tremendous help from the Incubator team and have completed all the legal formalities of our business and now we are working on the marketing strategy of our business. The Startup Incubator team got me the visibility for our products, customers, and advertising.

In collaboration with the Startup Incubator team and Govt. of Haryana, I am able to start my business and contributing to the livelihood of my family.

Monika

Founder, Kajla Mushroom Farm



Our Incubated Startups



Karwasra Trading Co.
Founder - Krishan



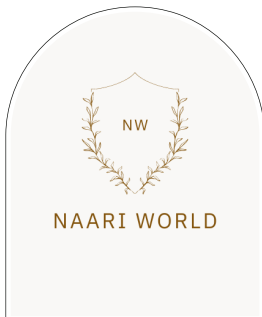
Reema's Pickles
Founder - Reema



Indusvilla.in
Founder-Manjeet



Kajla Art Gallery
Founder-Anju



Naari World
Founder - Pooja



LD Butic & Training Centre
Founder - Nisha



Saini Mega Mall
Founder - Sahil



Mishru Enterprise
Founder-Monika



Party Heaven
Founder - Sumit



Ashok Pencil Art
Founder - Ashok



Sanwariya arts solution
Founder - Bhavesh



Gogia Enterprises
Founder - Himanshu



UV Bangles and Handicrafts
Founder - Urmila



Krishu Mehendi Art
Founder - Ajay



Kajla Mushroom Farm
Founder - Monika



Kalagram
Founder-Sunaina

Our Incubated Startups



**Sanwariya
Fashion House**
Founder - Charu



RD Milk Dairy
Founder - Rahul



**Uri Mehandi
and painting
hub**
Founder - Urmila



**Preet
Enterprises**
Founder - Preeti



**Mor Bihari
Collection**
Founder - Minakshi



Mit arts Gallery
Founder - Rohit



DG Art Square
Founder - Dikshita



**SG DANCING
WORLD**
Founder - Suraj



An Initiative by Department of Higher Education, Haryana



Nurturing human excellence through entrepreneurship

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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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