



OCTOBER 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

October, 2022

Foreward

Entrepreneurship has turned a new page in the business, creating many chances for creative minds in various disciplines. This shift toward building startups is feasible because institutions provide a doorway to modern technology, research, and simple access to resources. The conventional brick-and-mortar job roles are already giving way to businesses established by young entrepreneurs. Thus, with this level of energy and excitement, the generation may accomplish far more than they had imagined.

Department of Higher Education Haryana with SACC India are working together to enhance the lives of numerous students through the startup incubator initiative. Government colleges across Haryana are working as facilitators for student development. Incubation Centres are working tirelessly to design programs that accelerate the student startup founders' journey.

The Startup Incubator cum Centre of Excellence, Hisar, is grateful to all of the Principals, Entrepreneur Development cells, and teachers who have joined hands with us in building a conducive environment that positively impacts the journey of student founders.

Special thanks to:

Dr. 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

Insights This Month



04

Outreach Sessions



01

Mentoring Sessions



10

New Startup Applications
& Enquiries



28

Total Number of Active
Startups

Outreach Sessions



On 6th October'22, We visited Government College for Women, Hisar, and organized an awareness session in B.Com. First Year.

The session revolved around discussing business ideas and guidance about the Startup Incubator project and its benefits.

On 12th October'22, we organized an awareness workshop for 3rd-year B.Sc. students at Government College for Women in Hisar.

We explored business ideas with students during the session.



We hosted an awareness event at Government College, Barwala, on 14th October'22 to discuss business concepts with students and the benefits of startup incubator projects.

Over 50 students attended the awareness event at Government PG College in Hisar on 18th October'22. The event was designed to explore new ideas for startups and how entrepreneurs can benefit from them.



New Enquiries



On 27th October'22, Mr. Sahil from Government PG College, Hisar, visited the Startup Incubator Centre.

Our team assisted him by providing space at our facility for dancing sessions. We advised him on the benefits of startup incubator projects.

On 27th October'22, Mr. Anish from Government PG College, Hisar, visited the startup incubator center.

He wanted to launch a firm in the service industry, such as renting out rooms, like Oyo.



On 27th October'22, Ms. Aparna and Ms. Nishu from Government PG College, Hisar, visited the Startup incubator centre.

We spoke about various concepts for starting a fashion design firm. Our team educated her on how to sell the merchandise and other procedures.



New Enquiries



On 3rd October'22, Ms. Preeti, Ms. Komal, and Ms. Rinku from Government PG College Hisar visited the Incubator Centre.

They discussed their business idea related to fashion design. We guided them about the Startup Incubator project and its benefits.

Mr. Kunal from Government PG College Hisar visited the Startup Incubator Centre on 4th October'22.

We discussed his idea to initiate YouTube gaming. We discussed some more business-related points and guided him about Startup Incubator Project and its benefits.



On 11th October'22, Ms. Bhawna from Government College for Women, Hisar, visited the startup incubator centre.

She discussed the business idea for an organic product like Organic dhoop batti, chyawanprash, pickles, ghee, etc.

Mr. Kamal from Government PG College, Hisar, visited the startup incubator centre on 27th October'22.

He discussed his business concept of online marketing in various modes, including social media.



Spotlight of the Month



On 1st October'22, Startup Sales Exhibition was organized at Government PG College Hisar.

Principal Dr. Deepmala motivated more than 200 students with her participation in the sales exhibition. She also gave an insightful message on entrepreneurship to the students.

Our startups Reema Pickles, Sanwariya arts solution, Athwal fashion boutique, and SG Dancing world participated in the sales exhibition organized at Government PG College, Hisar, on 1st October'22



On 1st October'22, Ms. Vanshika, the founder of Bharat Kitab Ghar, participated in the sales exhibition organized at Government PG College, Hisar.

This exhibition gained a massive response for her startup from people who visited the event.

My Story Session



On 28th October'22, Ms. Vanshika-founder of Bharat Kitab Ghar, led a My Story Session. She shared her startup experience, hurdles, and accomplishments with the students. She also highlighted how mentors constantly supported her business at Startup Incubator

Mentoring Session



On 28th October'22, we organized a meeting with our mentor Mr. Chirag, an online marketer currently working in a Gurugram-based company.

His session highlighted his work experience with the students. He also shared various business skills, sales strategies, and online marketing of products.

Media Coverage

महिला कॉलेज में स्टार्टअप स्कीमों के बारे में दी जानकारी



हिस्सार | राजकीय महिला कॉलेज में कंप्यूटर साइंस विभाग और प्लेसमेंट सेल के तत्वावधान में कार्यरत एंटरप्रेन्योरशिप डिवेलपमेंट क्लब ने व्याख्यान का आयोजन किया। इस कार्यक्रम के मुख्य वक्ता मंजीत सिंह, सेंटर प्रबंधक, (सैक) से रहे। उन्होंने छात्राओं

स्टार्टअप स्कीमों एवं ईकमा के प्रोजेक्ट के बारे में जानकारी दी। प्राचार्या डॉ. आशा सहारण ने छात्राओं को अपना व्यवसाय शुरू कर आत्मनिर्भर बनने के लिए प्रेरित किया। इस अवसर पर एसोसिएट प्रोफेसर अमित बंसल, सहायक प्रोफेसर अनीता

Our team's hard work gained the media attention of Hisar Bhaskar newspaper. We organized an awareness session at Government College for Women, Hisar, which motivated three keen students to register with us.

Media Coverage

AS A STARTUP FOUNDER, IF YOU MANAGE TO NAVIGATE THROUGH VARIOUS CROSSROADS, YOU GET TO CREATE HISTORY

WHAT DOES NOT BREAK YOU MAKES YOU



A startup founder fights many battles—some internal and many external. How can a woman build a startup? Are you good enough? Why don't you take a government job? Don't do business, it's very uncertain. At a job, at least you will get a regular flow of money and if you manage to shut off the outside noises, internal conflicts create a foolproof business plan, convince the best people to join your team, arrange funds, generate sales and the list never ends.

However, if you manage to navigate through all these crossroads, you create history. Below are the stories of young college students across northern India who did not allow anything to break them. Every obstacle was seen by them as a stepping stone.

Women Entrepreneurs are Breaking Social Norms

As a child, Purvina Dash was embarrassed about her hand writing. Her mother would constantly nag her about her terrible handwriting. At six, she decided to take matters into her own hands and started learning calligraphy—courtesy of five videos available online. This encouraged her to create motivational posters. However, very soon she forgot about her love affair with calligraphy. Further studies brought this creative child to Deviacharya Government College, Gurgaon. Here she enrolled in the incubation centre's startup acceleration programme.

At the two weeks long programme, she was introduced to the startup ecosystem and was



completely smitten by it. During the first lockdown, when the world was depressed, she started spreading positivity through positive quotes made using calligraphy art. She started posting them on her social media handles. The popularity of these quotes landed her the first client, who wanted his name written with calligraphy art.

"My biggest struggle was overcoming my shyness. Initially, I would hesitate to meet new people, approach clients, or even ask for money. However, the startup incubation centre at my college started me. They taught me to focus on my craft and be confident," states Purvina Dash, founder of Ink by Hand. During an exhibition at the startup incubator, Ink by Hand was highly appreciated and she won various orders. It was at this moment that she realised that she had an opportunity to build something big.

"By the grace of almighty, we have a high rate of return customers. Generally, everyone has been appreciative of our work.

However, the one thing I still need to conquer is my shyness," adds the talented youngster.

Another talented girl from Panchkula, Nandini went against the tide to create NickyRaj Creations. NickyRaj Creations is working to preserve the traditional art of hand-painted and crafted items. Nandini's college-day hobby of painting and sketching has helped her establish a name in handcrafted home décor. She had no idea that one day she could transform her hobbies into a startup idea.

NickyRaj Creations was born in the idea room of her Government College in Sector 1 Panchkula's startup incubation centre as a young artist's passion to support her family and change the experience of gifting. Nandini states, "As an artist, my unique products brought me confidence and appreciation, but

very little income. This made me realise that I was struggling to find the right product market fit. Necessity always changes you for the better, especially when it is a bootstrapped business started with one's own savings that faces risk at every moment. At the startup incubator at my college, I learnt to position my products."

There was a time when NickyRaj Creations created handmade gifting products out of waste, up-cycled home décor, Warli paintings, Mandala frames, etc., but there was not even a single order and they were piling up a dead inventory. It was a difficult period for Nandini as she thought that most of her efforts were going in vain.

She started to think that her family was right and that there was no future in her art and craft business. She is a girl from the rural areas of Ambala where people lack the spirit of entrepreneurship. Under societal pressure, her family would ask her to compromise with her passion and take a 9-to-5 job. She actually started looking for it and got a few offers before giving up on her passion. But the turning point in her life came when it was more important for her to support her family financially after the sudden death of her father. And the job that she had to do only fetched her Rs 10,000 monthly. Whereas her art business could potentially give her better returns with flexible timings and the independence to do more.

"This decision could only happen when I had the support of my extended family at the startup incubator who guided me and got me domain mentors through various mentor connections. With the exhibitions they organised for me, I regained the confidence to fight for my startup idea and believe in my own talent."

Today, NickyRaj Creations is making its place in the niche market of artisanal gifting products.

Back in her Class VI, Saleshi



was diagnosed with asthma. This meant she had to kill her dream of representing her school's football team and give up on the opportunity of participating in district, state, and national tournaments.

But she decided to cure her asthma without medicines or pumps. Although she was unaware of the yoga benefits, on a friendly suggestion, she started Pranayama to cure the problem.

She enrolled in a yoga centre, where she put in extra effort to cure herself as soon as possible, so she could join the school football team. Gradually, she fell in love with yoga and began enjoying the whole process. Her asthma was cured, and she joined the school football team. Her love for yoga gave her the motivation to pursue it as a full-time career and she founded UVA Fitness.

Youngsters take the road less travelled

Manoj, the founder of Binary Wings at startup incubator Karnal provides digital marketing services such as SEO (Search Engine Optimization), SMO (Social Media Optimization), Email marketing, social media platform marketing, website development, App development etc.

When he started his new platform in association with another company, he faced a lot of hurdles and challenges in his entrepreneurial journey. For a few months, cash outflow was more than inflow which exhausted his savings and he was about to quit. While building his business from the startup incubator at PCLS government college Karnal, he faced fierce competition from agencies offering lower pricing to

the clients.

Just when he was about to give up, he was guided by the incubator team to offer niche services that could add much more value to the clients. With a bit of experimentation, they started offering their clients improvisation in internal management via CRM for sales and ERP for resource management for increasing work efficiency, productivity and measuring employee performance.

Asbok, a young entrepreneur from rural background has founded Asbok Pencil in Hisar. In the early days, he struggled with infrastructure, financing, and skills for doing business. During the times of Covid lockdown, he was depressed and unmotivated as survival was tough. But he finally saw light at the end of the tunnel and started sketching portraits from pencil followed by wall paintings on demand for his customers.

As he brought a new dimension to modern art in a budget friendly manner, he won applause and referrals from the customers. As time passed, he realised that there were hundreds of other talented artists in Hisar who struggled with knowing how to make money from their art. This led him to start his art academy with the help of the startup incubator centre situated at Government College Hisar. After struggling with lack of enrolments, he changed the course of his efforts by spreading awareness among the people. With this guerrilla marketing strategy suddenly the number of clients of his academy skyrocketed and led him to profitability.

Asbok states, "Startup incubator team Hisar helped me with the guidance and infrastructure so that my startup could survive. They were not just there to give us a do it yourself specific mentors and helped me

get meaningful connections. I could potentially be doing a low paying job but instead with all the support I received, I am running a successful business and offering employment to the local youth."

Speaking about the initiative, Vijayendra Kumar, principal secretary higher education Haryana said, "More than 50% of startups come from tier 2 and 3 cities. It is with this vision that we are currently running five incubators in districts of Panchkula, Karnal, Hisar, Gurgaon and Faridabad. We have invited startup accelerators to establish five more incubators in our colleges in various districts. We have experienced an undying spirit to do well amongst these young entrepreneurs. These startup incubators have not only given the students in our colleges a meaningful platform for channelising their energies but also enabled them to earn bread for their families while still studying."

Talking about the importance of starting entrepreneurship at a young age, Manish Dharwal, a serial entrepreneur and cofounder of SACC India said, "Looking at the demographics of India, entrepreneurship is the single most important tool for making our position strong in the global economy. Today, people do not need to build a 20 years experience for starting a business. The organisations like SACC create a conducive environment for them to start a business right while studying and learn from mentors who have been there, done that. It's heartening to imagine how far these youngsters will reach 20 years down the line while building their sustainable businesses at our incubators."



55 am

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Startup Testimonials



After meeting the startup incubator team of our college, my idea of starting a keyring business which could not flourish earlier due to lack of sufficient managerial skills, and finance, suddenly got a foundation to grow. I started working on my business plan under the supervision of the Startup Incubator team, and today is running well.

Sanwariya Arts Solution now manufactures a wide variety of handmade keyrings and a variety of art designs as per the demand of clients.

Startup- Sanwariya Arts Solution

Startup Incubator is a beautiful entrepreneurial platform. I have constantly profited from the events, newsletters, print magazines, and endless marketing possibilities provided by the mentors.

I appreciate the motivation that helped me build a startup to supply excellent quality LED Bulbs, Lights, and Electronic Components. They have played a significant role in developing my venture from zero experience to a successful business.

Startup- Mishru Entreprises



Our Incubated Startups



Karwasra Trading Co.
Founder - Krishan



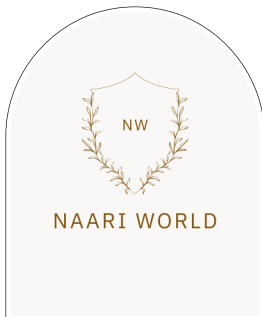
Reema's Pickles
Founder - Reema



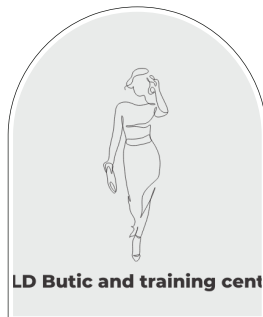
Indusvilla.in
Founder-Manjeet



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



Athwal Fashion Boutique
Founder - Payal



Mic dance academy
Founder - Monika



Bharat Kitab Ghar
Founder - Vanshika



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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