



AUGUST 2022

STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, KARNAL IMPACT REPORT

(An Initiative by Department of Higher Education, Haryana)

Presented by

Mr. Sunant Grover, Incubation centre Head and Ms. Muskan, Outreach Coordinator

Guided by

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Reviewed by

Dr. Sarita Kumar, Principal Pt. CLS Government College, Karnal

STARTUP INCUBATOR KARNAL 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, Karnal 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. Sarita Kumar

Principal, Pt CLS Govt. College,
Karnal

Dr. Rajesh Rani

Principal, SUS Govt. College,
INDRI, Karnal

Dr. Nirmal Atri

Principal, Govt. College for
Women, Karnal

Dr. Suresh Kumar

Principal, Govt. College,
Gyanpura Gharaunda, Karnal

Insights This Month

**11**

Outreach Sessions

**1**

Mentoring Sessions

**12**New Startup Applications
& Enquiries**2**

New Startups Incubated

**43**Total Number of Active
Startups

Outreach Sessions



Conducted awareness session for 15 students from Department of Commerce at startup incubator on August 1st, 2022. Guided them about importance of entrepreneurship and it's role in economic development of our country.

They were also guided about the role of startup incubator and incubation process. Resolved queries of students regarding registration process and other formalities

Conducted awareness session on August 4th, 2022 for more than 20 students from Department of Commerce at startup incubator. One to one and unsupervised interaction helped us to communicate better and motivate them in right manner.



On August 4th, 2022, we conducted awareness session for 10 students from Department of Computer Science at startup incubator. 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 to listen to their point of view



Outreach Sessions



As we know that no two individuals are alike so one to one interaction according to their tastes is most integral part of our outreach program where we interact with students and naturally take away students fear of being judged.

On August 8th 2022, we conducted awareness session for 10 students from Department of Commerce at startup incubator centre.

Some students enjoy being in group setting and some crave for one to one interaction. We at our incubation centre focus on both types of students so that they are comfortable at first place.

On August 9th, 2022 Conducted awareness session for 40 students from Department of Commerce at startup incubator. This session was well applauded and got many new ideas.



On August 9th, 2022 Mr. Aman from Department of Biotechnology who visited us in the month of July further discussed his idea of starting training and guidance for immigration services.

We guided him about incubation process and formalities associated with it. We also helped furnish his partnership agreement, rent agreement and incubation agreement

Outreach Sessions



On August 16th 2022, we Conducted awareness session for 10 students from Department of Computer Science at startup incubator.

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 August 18th 2022, we conducted awareness session for 10 students from Department of Computer Science at startup incubator where a lot of new ideas were discussed.

Students enjoyed our session and many of them expressed their willingness to get incubated with the startup incubator.



On 23rd August, 2022, we conducted an awareness session for 13 students from Department of Commerce at startup incubator Karnal.

Students shared a few business ideas following which they were asked to Work on BMC Model and instructed to come back to us for further interaction.



Outreach Sessions



On 24th August 2022, we conducted awareness session for 35 students from various departments at startup incubator where we told them about the process of incubation and how they can generate revenue and motivate others.

On 26th August 2022, we conducted awareness session for 6 students from Department of Commerce at startup incubator. One to one interaction with them where we helped them to overcome their fears.



My Story Sessions

On 24th August 2022 , We provided an opportunity to one of our incubated startups to share her thoughts and journey of entrepreneurship. Ms. Kajal from startup team Hans Mehendi Arts was eager to talk to audience. She motivated them with her journey on how she faced lot of hurdles being a mehendi artist and coming from humble background with minimal family support. Around 35 students from various departments attended this session. .





MY STORY SESSION

with Kajal Kashyap
(Founder, Hans Mehendi Arts)

Wednesday,
August 24th, 2022
Time: 1:00 pm
Venue: Startup Incubator

Host:
Mr. Sunant Grover
Ms. Muskan
Startup Incubator, COE, Karnal



Idea Discussion



On August 1st 2022, Mr. Abhishek from Department Of Computer Science discussed his idea of starting network marketing for ayurvedic products. Our team guided him to list out the ayurvedic products and to list out people in his network.

On August 4th, 2022 Mr. Nitesh from Department of Commerce discussed his idea of starting you tube channel for information and entertainment. Our team guided him to list out the domains and content for his you tube channel. We also guided him to prepare sample videos to best suit the format.



On August 3rd, 2022 Mr. Aman Kumar from Department of Biotechnology further discussed his idea of starting Immigration Consultancy Services.

Our team guided him about process of incubation, partnership agreement, rent agreement and incubation agreement. He also got guidance about analyzing financials of his idea.

Idea Discussion



On August 12th 2022 Mr. Deepak from Department of Computer Science discussed his idea of starting digital marketing for clients.

Our team guided him to list out the services to be offered to clients. He was also guided about the incubation process and legal formalities associated with it.

On August 8th 2022, Ms. Teena from Department of Commerce discussed her idea of starting tiffin services. We guided her to list out the food items of her tiffin menu. Also guided her to decide her target clients and market strategy



On August 16th 2022, Mr. Manoj from Department of Computer Science discussed his idea of starting digital marketing and content writing for clients.

We guided him to list out all the services to be offered to clients. He was also guided to fix financials of all the services to be provided to clients.



Idea Discussion



On August 22nd 2022, Ms. Leena from Department of Commerce further discussed her idea of starting Salon for providing Beauty & Wellness services. She was guided about recognizing the USPs of her services and to add USPs to their pitch for clients. We also guided her about partnership agreement and rent agreement.

On 23rd August 2022, Ms. Khushi from Department of Biotechnology discussed her idea of starting online and offline classes for chemistry and biology.

We guided her to list out topics and classes for teaching. She was also guided to prepare sample content and lectures for demonstration.



On 24th August 2022, Ms. Aarti from Department of Commerce discussed her idea of starting to make paper crafts using waste material. We guided her to prepare some sample craft items.

She was also guided about financial and cost analysis of the craft items



On 26th August 2022, Ms. Parveen from Department of Arts discussed her idea of starting farm of Karkarnath Chickens.

We guided her to analyze cost of establishment of poultry farm. We also guided her to analyze scale and quantity of chickens to be produced.



Strategic Meetings



On August 17th 2022, our team held meeting with Dr. P P Atreja (Retired Principal Scientist from NDRI) and discussed about conducting mentorship session on Food Technology for startup teams and other students.



On August 17th 2022, our team held meeting with Ms. Preeti Sharma from Department of Home Science and discussed about conducting workshop on mehendi and nail arts for students of their department

Strategic Meetings



On 23rd August 2022, our team held meeting with Dr. Sarita Arya (Convener of Legal Cell) and discussed about conducting workshops on Legal Literacy and Entrepreneurship and awareness session for the students of their department



On August 25th 2022, our team visited respected principal's office to meet Dr. Sarita Kumar. We explained her about the activities and achievements of startup incubator.

Held Meeting



On August 18th, 2022, we held meeting with Dr. Amarjeet from Department of Mass Communication and discussed about conducting workshops on News Coverage, reporting and awareness session for the students of their department.



On August 22nd 2022, we held meeting with Mr. Ramesh Arora (Placement Officer) and discussed about conducting workshops on various topics for the students associated with placement cell.

Mentoring Session



Mentoring session on end to end Accounting Solution with ZOHO

On 5th Aug,2022 our incubated startups attended this informative session by team Zoho.

The startup founders were told about the features provided by Zoho One and how they can make the best use of their ZOHO account for startups growing their business & managing their work.

The Zoho team guided our startups about the benefits of having a ZOHO account for maintaining hassle free accounting.

It is noteworthy that under the partnership of Zoho with SACC India, each of our incubated startups are entitled for a one year free Zoho one subscription worth Rs. 1,90,000.

Mehandi Stall

On 9th August & 10th August, Ms. Kajal from startup team Hans Mehendi Arts organized mehandi arts application exhibition cum stall.

She was guided to fix the prices for mehandi arts application for festive season. Also guided her to promote the event on social media channels.

***Mehandi Art by
Hans Mehendi Arts***



9th August & 10th August,
2022
Startup Incubator COE, Karal
Contact No. 7027390528

*Happy Raksha
Bandhan!*





With an overwhelming response, she was able to generate good revenue and was able to get many connects and few mehandi orders too.

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 setting 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 "Mo-



ments 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 Manipal Dhariwal, co-founder and president, SACC India.

"Haryana's youth has a lot of potential and steam which has been exhibited by them time and again. While our country's biggest challenge is a large population, it may be seen as the biggest strength to have over 60% of the working population- the highest in the world. As the Haryana government is serious about entrepreneurship as a way to generate mass employment in the state, the department of higher education Haryana came up with its start-up incubators in government colleges of Haryana to ensure that the youth considered entrepreneurship at early stages of their careers. Our start-up incubator teams have been able to implement our vision successfully by creating a conducive startup ecosystem in the state," said Anand

New Incubates

Binary Wings

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. Manoj

Linken Abroad Junction & Educademy

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



Founder: Mr. Aman

Startup Testimonials



I am thankful to the Startup incubator centre of Excellence, Karnal. Started by a student of B.sc Home Science Ms. Radhika from Pt CLS Government College, Karnal, Spark & Glow offers Beauty services at your door steps. They are providing all salon services and mehendi services with customized packages at very reasonable prices. The best motivation behind their business idea is their passion and their interest started working on their skills

These young entrepreneurs maintain good customer relations. Startup incubator COE, Karnal helped them to convert their idea into their startup as before they hesitate but after attending some workshops and personal mentoring sessions they get motivated and execute their plan into their business.

Radhika

Founder- Spark and Glow

Started by a student of B.sc Home Science Ms. Anu from Pt CLS Government College, Karnal, Pearl Sisters is manufacturing Handmade Pearl jewellery. They also manufacture jewellery according to customers choice like particular colour and with particular design. The best motivation behind their business idea is their passion and their interest started working on their skills.

These young entrepreneurs also participated in TieCon, Chandigarh and Exhibition in DLF Mall, Chandigarh explored many new things and made contacts. Startup incubator COE, Karnal helped them in day to day activities also to convert their idea into their startup as before they hesitate but after attending some workshops and personal mentoring sessions they get motivated and execute their plan into their business.

Anu

Founder,-Pearl Sisters



Our Incubated Startups



Radhey Krishna Dairy farm
Founder - Gaurav



Prithvi Gardening Tech
Founder - Vasu



Navu Art & Craft
Founder-Navneet



MN Handloom
Founder-Afsana



Marketing Hub
Founder - Ravi



Her Crafts
Founder - Diksha



Healthy Life diet clinic
Founder - Reena



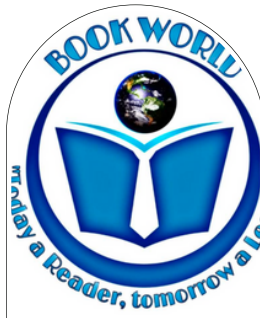
Happy Hands
Founder-Dimpal



Craft Hub
Founder - Dimpal



Build it Better
Founder - Himanshi



Book World
Founder - Shivani



Alphabetz
Founder - Anita



Anupam Pickles
Founder - Ankush



Perception 2.0
Founder - Vandhana



The Learning Point
Founder - Sonia



Super power Securities
Founder-Sumit

Our Incubated Startups



Around Services

Founder – Shivani



AWS Gallery

Founder – Saloni



Style Boutique

Founder – Gaurav



Spark N Glow

Founder – Bharti



Pearl Sisters

Founder – Anu



MR Job Placement Agency

Founder-Sandeep



Pathway Counselling Services

Founder – Ravita



Baani Arts

Founder – Sheetal



Candle Oasis

Founder – Prachita



Krishna caterings

Founder – Sapna



Radhey Radhey Fashion

Founder – Kajal



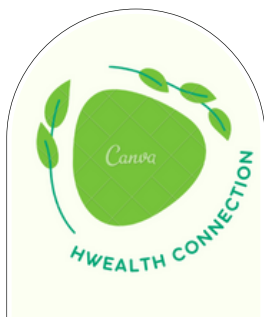
The Roots

Founder – Sakshi



BINVESTS

Founder – Deepak



Hwealth Connection

Founder – Namandeep



Karnal Home Tuitions

Founder – Vikas



Usherr

Founder – Shubham

Our Incubated Startups



Master Stroke

Founder - Apurva



**HR 10 Media
Production**

Founder - Ankush



Meta Clay

Founder - Gaurav



**MOM'S CHOCO
BITES**

Founder - Riya



Shivions group

Founder - Smile



KINAVA

Founder - Naveen



Digicell

Founder - Ashish



**Hans Mehendi
Arts**

Founder - Kajal



Shivangi Creatives

Founder - Shivangi



**Hwealth
Connection**

Founder - Naman



**Linken Abroad
Junction &
Educademy**

Founder - Aman



Binary Wings

Founder - Manoj



Nurturing human excellence
through entrepreneurship

STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, KARNAL IMPACT REPORT

AUGUST 2022

Startup Incubator cum centre of Excellence is an initiative by the Department of Higher Education Haryana and SACC India for promoting rural and women entrepreneurship and building a conducive startup ecosystem in Haryana.

 www.saccindia.org

    /saccindia

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