



OCTOBER 2022

STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, KARNAL IMPACT REPORT

(An Initiative by Department of Higher Education, Haryana)

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STARTUP INCUBATOR KARNAL 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, Karnal, 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. Sarita Kumar

Principal, Pt CLS Govt. College,
Karnal

Dr. Nirmal Atri

Principal, Govt. College for
Women, Karnal

Dr. Satish Bhardwaj

Principal, SUS Govt. College,
INDRI, Karnal

Dr. Suresh Kumar

Principal, Govt. College,
Gyanpura Gharaunda, Karnal

Insights

This Month



09

Outreach Sessions



09

New Startup Applications
& Enquiries



43

Total Number of Active
Startups

Awareness Sessions



An awareness session was conducted on 3rd October 2022 for 23 students from various departments of Pt. CLS Government College at a startup incubator.

We shared valuable guidance on how to enrich communication skills.

On 3rd October 2022, an awareness session was organized for 18 students from the Departments of Psychology of Pt. CLS Government College at our startup incubator.

We reviewed the entrepreneurial path and paid close attention to each student's point of view throughout the one-on-one interaction.



20 students joined our awareness session conducted on 4th October 2022 for various departments of Pt. CLS Government College at the startup incubator.

We advised them on entrepreneurship and its role in economic growth and answered students' questions about the registration procedure and other requirements.

Awareness Sessions



An awareness session was conducted on 6th October 2022 for 23 students from various departments of Pt. CLS Government College at our startup incubator.

We interacted with the students one on one to aid them in overcoming their anxiety about being judged.

On 6th October 2022, we conducted an awareness session for 17 students from various departments of Pt. CLS Government College at a startup incubator.

At our incubation centre, we received applause and fresh ideas by focusing on group talks and one-on-one interaction to keep students at ease.



We conducted an awareness session for ten students from various departments of Pt. CLS Government College at startup incubator on 7th October 2022

We gladly answered their questions as we communicated with them one by one.



Awareness Sessions



On 12th October 2022, we conducted an awareness session for 25 students from various departments of Pt. CLS Government College at Girls Common Room.

We also organized an awareness session for six students from various departments of Pt. CLS Government College at a startup incubator. The ultimate aim was to give a platform to students to interact with successful entrepreneurs.



On 21st October 2022, we conducted an awareness session for 50 students from various departments of Pt. CLS Government College.

Through our startup incubator's initiatives, we created exciting opportunities to learn more.

Idea Discussion



Mr. Varun, from the Department of Commerce, revealed his concept of launching a YouTube channel for infotainment on 6th October 2022.

We advised him to make a list of domains in which he may expand and to create sample content for the videos.

On 12th October 2022, Mr. Anuj from the Department of Computer Science explained his concept of beginning security services and installing CCTV camera systems.

We advised him to create a list of the items and services for clients and cost analysis of benefits and coached him on the legal aspects.



On 17th October 2022, Mr. Deven Kaushik from the Department of Computer Science elaborated his notion of exporting handloom items. We advised him to research shipping options for several destinations.

We also discussed how involvement in other events, such as trade shows and exhibits, may help his proposal.



Idea Discussion



On 21st October 2022, Mr. Shivam from the Department of Commerce discussed his idea of making paintings and portraits.

We directed him to create some samples and calculate the exact cost. We also advised him how exhibitions and trade shows can boost his idea.

On 19th October 2022, Ms. Charu from the Department of Home Science shared her plan to start creating dresses

She was instructed to create some sample designs and calculate the cost. She was also advised on the business incubation process and legal requirements.



On 21st October 2022, Mr. Satyam from the Department of Computer Science outlined his idea of establishing a consumer delivery network. He was advised to create a scrutinized list of consumer services and calculate the exact cost.

We recommended that he develop an operational and financial model for his concept.

Idea Discussion



On 26th October 2022, Ms. Divya from the Department of Biotechnology mentioned her plan to create an organic farm.

We briefed her on various cultures used in organic farming, such as aquaponics and aeroponics. We also educated her about the startup incubation process and legal procedures.

On 28th October 2022, Mr. Shivam shared his idea of Reselling Academic books. We asked him to conduct a little survey with students regarding how many students are interested in selling their old books.



Mr. Raman from the Department of Commerce outlined his concept of beginning the consumer goods supply chain on 28th October 2022. We advised him on the myriad challenges of supply chain management and product delivery safety. He also reported on the business incubation process and the legal requirements involved.

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, Purnima Dash 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 nurtured me. They taught me to focus on my craft and be confident," states Purnima 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.



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 Nicky-Raj 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.

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 Nicky-Raj 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

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

Back in her Class VI, Sakshi



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 this 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 P. CLS 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.

Ashok, a young entrepreneur from rural background has founded 'Ashok 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 enrollments, 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.

Ashok states, "Startup incubator team Hisar helped me with the guidance and infrastructure so that my startup could survive. The mentor meets me with various a day 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, Manoj Dhariwal, 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 30 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."

5.55 am

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Startup Testimonials



I am an alumnus of Pt CLS Government College, Karnal. Having started my venture of Home-made Chocolates, I am grateful to the Startup Incubator team for mentoring us daily.

My start-up now includes flavors like Vanilla, Butterscotch, Dry fruit, Kesar, Pista, Pan, and many more. I am very thankful to Startup Incubator Karnal for showing me this path to follow and earn.

Founder: Ms. Riya
Startup-MOM S CHOCO BITES



As a student at Pt CLS Government College in Karnal, I feel confident that I have founded my Mehandi production, Mehandi training, and application business. I am glad to receive the assistance of startup incubator in every scenario.

Founder: Ms. Kajal
Startup- Hans Mehandi Arts

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



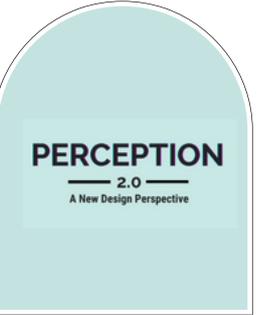
Book World
Founder - Shivani



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



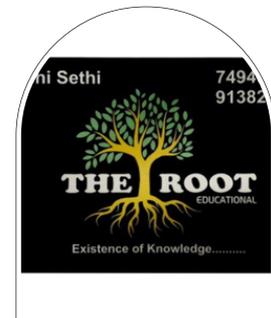
Candle Oasis
Founder - Prachita



Krishna caterings
Founder - Sapna



Radhey Radhey Fashion
Founder - Kajal



The Roots
Founder - Sakshi



BINVESTS
Founder - Deepak



Hwealth Connection
Founder - Namandeep

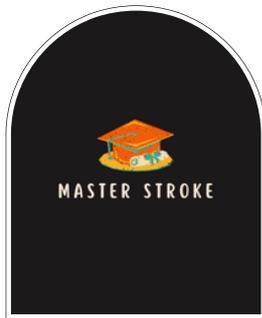


Karnal Home Tuitions
Founder - Vikas



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 Mehandi
Arts**
Founder - Kajal



Shivangi Creatives
Founder - Shivangi



**Hwealth
Connection**
Founder - Naman



**Linken Abroad
Junction &
Educademy**
Founder - Aman



Binary Wings
Founder - Manoj



Nail Glam by Leena
Founder - Leena



Nurturing human excellence
through entrepreneurship

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OCTOBER 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

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