



# OCTOBER 2022 STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, PANCHKULA IMPACT REPORT

(An Initiative by Department of Higher Education, Haryana)

## Presented by

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## Guided by

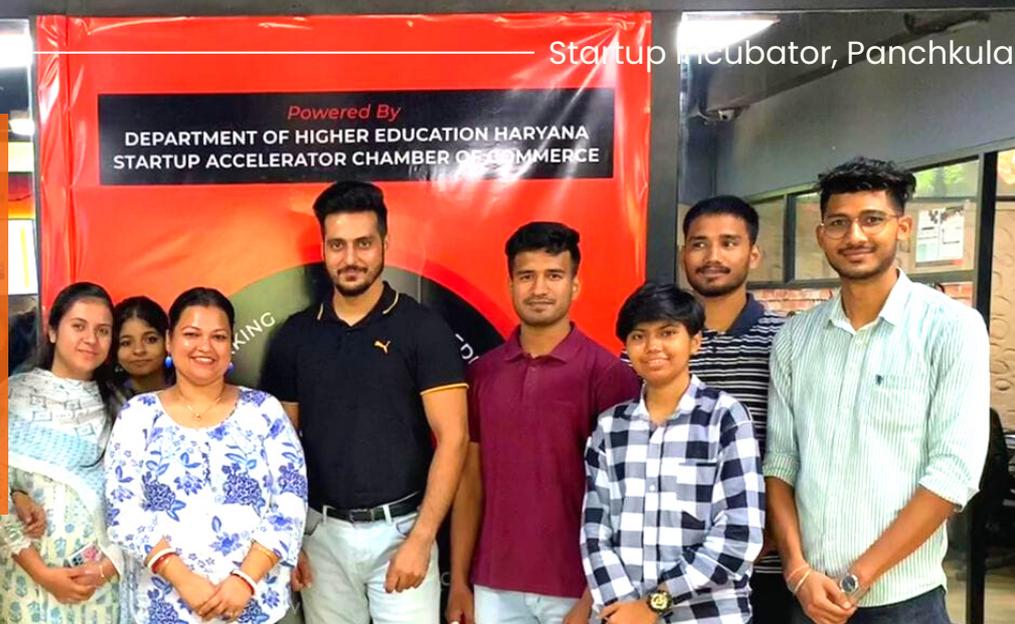
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## Reviewed by

Smt. Babita Verma, Principal Govt. PG College, Sector 1, Panchkula

# STARTUP INCUBATOR PANCHKULA NEWSLETTER

October, 2022



## Foreward

Entrepreneurship has turned a new page in the business, creating golden 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 paving the way for 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, Panchkula, 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:

#### Smt. Babita Verma

Principal, Govt. PG College  
Sector 1, Panchkula

#### Smt. Sangeeta Mehtani

Principal, Govt. PG College  
for Women  
Sector 14, Panchkula

#### Smt. Kamna Verma

Principal, Smt. Aruna Asif  
Ali, Govt. PG College  
Kalka

#### Dr. Richa Setia

Principal,  
Govt. College, Barwala

## Insights This Month



03

Outreach Sessions



03

Mentoring Sessions



12

New Startup Applications  
& Enquiries



01

New Startups Incubated



26

Total Number of Active  
Startups

# Outreach Sessions



On 28th October'22, Startup Incubator Cum Centre of Excellence, Panchkula, hosted an awareness session at Government PG College, Sector-1, Panchkula in association with the ED Cell.

Mrs. Honey Garg headed the session and educated the students about various career opportunities in entrepreneurship.

On 19th October'22, Startup Incubator Cum Centre of Excellence, Panchkula, hosted an Awareness Session at Government P.G College Sector-14, Panchkula.

The main motive of this session was to encourage students to seek business careers.



21 students attended the awareness session organized by startup incubator team on 6th October 2022 at Government P.G College, Sector-1, Panchkula.

This activity motivated the students to generate an idea on the spot and develop it by the business plan.

The young children were able to think creatively on the spot and learn the value of effective introductions through this activity.



# Acceleration Activities



Startup Bazaar Exhibition-cum Sale, a five-day event from 1st to 5th October'22, was organized at Kalibari in Chandigarh.

Rajesh Roy, President of Kalibari, Chandigarh, inaugurated the exhibition and welcomed Startup Accelerator Chamber of Commerce (SACC) India rural entrepreneurs.

We had put stalls that showcased variety of products made by rural and female student entrepreneurs in Haryana. They sell hand-beaten coffee, handcrafted jewellery, clothing, designer handmade home decor products, hand-ground spices, pickles, and other items.

On 6th October'22, startup panchayat was organized at the incubation centre to discuss plans revolving around growth, execution, and problems faced by startups.



On 3rd October'22, we organized a connect session for Gurugram and Panchkula startup founders for sharing knowledge. Ecoshala, Amrit Dhra, Nazakat, Beat, and Merch Nest discussed new techniques and products.

This helped in creating pool for new opportunities and collaboration. For instance- Startups like Amrit Dhra Potters Ecoshala, beat, Merch Nest, Nazakat collaborated for future work.



# Acceleration Activities



On 18th October'22, a startup meet was organized to discuss various opportunities for the growth of startups.

We also discussed about planning events and targeting audience. Amritdhra Potters, Arty Kaushik's, Diva Damm, Merch nest, HPM, YS Chatkara, etc., were various startups that joined this session.

Media featured two of our student entrepreneurs-Diva Damm and Arty Kaushik's. The entrepreneurs shared the startup journey.



On 12th October'22, the student entrepreneurs exhibited their products at Government P.G college, Sector-14, Panchkula.

This Start-up Bazaar featured variety of products curated by rural and female student entrepreneurs in Haryana. It included hand-beaten coffee, handcrafted jewellery, clothing, handmade home decor, hand-ground spices, pickles etc.



# Acceleration Activities



On 7th October'22, SACC Incubator Panchkula Startups exhibited the products on the occasion of festive season.

at Shri Mata Mansa Devi Sanskrit Government College.

The event added confidence and real time experience for the young students.

Startups of SACC Incubator Panchkula exhibited stalls at the Daan Utsav held at DLF Mall, Chandigarh, on 8th October'22.

The exhibition cum sale was conducted to provide platform to the students to share their startup journey with the audience.



# Acceleration Activities

'Startup Bazaar Exhibition-cum Sale, a five-day event segment, was organized at Kalibari, Chandigarh.

Rajesh Roy, President of Kalibari Chandigarh, inaugurated the event and welcomed the student entrepreneur of Startup Incubator Centre of Excellence, Panchkula.

The stalls exhibited various products by rural and female student entrepreneurs in Haryana. It included hand-beaten coffee, handcrafted jewelry and clothing, hand-ground spices, pickles, and other items.



On 12th October'22, the startup incubator team collaborated closely with the Government P.G College for Women , Sector-14, Panchkula to provide the best Karva Mela 2022 experience.

The event provided decent revenue and a stage to these young entrepreneurs to showcase their hardwork.

# New Enquiries



On 12th October'22 , Shivam & Sahil, students of Government P.G college, Sector-1, Panchkula came with an intent to know about startup ecosystem.

Our team shared a brief introduction and guided them regarding the path to initiate startup.

Mr. Abhisekh student of Government P.G college sector-1, Panchkula was curious to know about the startup ecosystem.

We briefly took him through the entire ecosystem, the path we follow to help students and various facilities we provide to these students.



Ms. Tanya, a student of Government P.G College for Women, Sector-14, Panchkula was introduced to Startup Incubator Panchkula by .

Our team provided detailed information regarding the facilities like Amazon onboarding, technology incorporation etc offered at the centre.



# Spotlight of the Month



With the help of good connections and network, SACC Incubator Panchkula startups were given the opportunity to showcase their products at the DLF Valley premises on the occasion of Diwali.

This Mela Cum Exhibition was held on 22nd and 23rd October'22 for the residents.

The Incubator team held numerous meetings and phone calls to ensure that the event should be magnet to galore of appreciations and decent revenue.



Our startup founders, Sahil and Sushil, made the best use of these Diwali festivities. They established an offline marketplace and sold the products of all startups, earning a total revenue of INR 80,000/. This aided them in gaining exposure to the product market, sales, and marketing.



# Spotlight of the Month



SACC Incubator Panchkula Startups were given the opportunity by Govt P.G College sector-1, Panchkula to showcase their products on the occasion of the Diwali festival for their employees and students on 21st October'22

On 13th October'22, One of our startup Nicky raj creations was featured by DOHE.

She promoted a live teaching session on Facebook on the DOHE page where she educated people about upscaling waste, and making useful product.

**UDAAN 2.0**  
युक्ता दृढ़ निश्चय आत्मनिर्भर आत्मविश्वास  
An initiative of Department of Higher Education, Haryana

**Diwali DIY craft**  
Theme- Green Diwali  
by **Ms.Nandini**

13th oct' 2022  
Thursday  
@12pm

Founder Nicky Raj Creations a startup of  
Home Decor and Creative products



On 11th October'22, our startup founder organized a small Karva bazaar at the Startup Incubator Centre of Excellence, Panchkula. The products displayed by the young student entrepreneurs ranged from clothing to homemade pickles, spices, handicrafts, and other home decor items.

# Mentoring Sessions



A mentoring session was organized at the incubation center on 18th October'22.

Vijender Singh Bachhal, CPA, CA Co-Founder at TaxReco lent his insightful expertise to our startups about the opportunities and challenges in a business. He also highlighted about compliances of sole propitership , partnership firm and a company.

On 11th October'22, the student entrepreneurs met Mr. Raghuveer (Vice President at Private Equity Pro Partners) at Startup Incubator, Panchkula. The students introduced their startups and received valuable feedback which could be implemented in future to improve the performance.



# News Coverage

## राजकीय महिला कॉलेज सेक्टर 14 में लगा ताना-बाना का सेमिनार, लगी 30 स्टॉल



विजय सवेरा, हरपाल सिंह

पंचकूला । राजकीय महिला महाविद्यालय सेक्टर 14 पंचकूला में डॉ अलका शर्मा (महिला प्रकोष्ठ प्रभारी) , अंजली सिवाच (प्लेसमेंट सेल प्रभारी) तथा शिवानी कौशिक( अध्यक्ष, अर्थशास्त्र) ने छात्र उद्यमिता पहल ताना-बाना कार्यक्रम का आयोजन किया। इस कार्यक्रम का शुभारंभ प्राचार्या डॉ संगीता मेहतानी ने रिब्वन काट कर किया। प्राचार्य ने बताया कि इस

कार्यक्रम में छात्राओं ने अपनी प्रतिभा का प्रदर्शन करते हुए विभिन्न प्रकार के कला के नमूने पेश किए जिनमें हाथ से बने बैग, मिट्टी से बने आकर्षण गहने, हर्बल प्रोडक्ट, सजावटी सामान, मोमबतियां, दिये, फूड स्टॉल, मनोरंजन के लिए फनी गेम स्टॉल आदि के स्टाल लगाए गए। छात्राओं ने विभिन्न व्यंजनों के स्टाल भी लगाए जिनका महाविद्यालय की छात्राओं ने खुब लुत्फ उठाया। इस अवसर पर मेहंदी प्रतियोगिता का भी आयोजन किया

गया है। इस ताना-बाना कार्यक्रम के अंतर्गत 50 छात्राओं ने लगभग 30 स्टॉल लगाए गए जिनमें अधिकतर सामग्री करवा- चौथ और दिवाली के त्योहार से संबंधित थी। प्राचार्या ने छात्राओं के सामान की सरहना की। प्राचार्या एवं स्टाफ सदस्यों ने छात्राओं से सामान खरीदा। इस कार्यक्रम का आयोजन डॉ. भारती छिवाड़, डॉ ईशा गोयल, डॉ मधु, डॉ मनी नरवाल, डॉ. सुनीता रानी, डॉ. कल्पना, बलविंदर कौर के सहयोग से हुआ।

News Coverage of our startups

# News Coverage

## Start-up market at P'kula college

PANCHKULA, OCTOBER 7

A "Swa Udyami Bazaar" (start-up market) was organised at Shri Mata Mansa Devi Government Sanskrit Mahavidyalaya here today. It was organised in collaboration with the Start-up Accelerator Chamber of Commerce under the guidance of Dr Reeta Gupta, Principal of the college. Dr Renuka and Dr Tanushree Chandra managed the event.

SDM Panchkula Richa Rathi inaugurated the event as chief guest. Stalls of various products made by students were set up. Hand-beaten coffee, terracotta products, clothes, hand ground spices, pickles, games, quiz, fruit chaat and other items were available at the stalls.— TNS

On Oct7th, 2022 Our startup incubator gained popularity across Tricity. The media coverage talked about the startup markets and various crossroads overcome by these young entrepreneurs.

## एसडीएम ने स्वउद्यमी बाजार का उद्घाटन किया

संवाद न्यूज एजेंसी

पंचकुला। श्री माता मनसा देवी राजकीय संस्कृत महाविद्यालय में शुक्रवार को स्वउद्यमी बाजार का एसडीएम डॉ. रीता राठी ने शुभारंभ किया। राठी ने छात्रों की प्रदर्शनी को देखकर कहा कि उनकी विक्री, विपणन और बातचीत कोशल को देखना उत्साहजनक था।

ये उत्पाद पर्यावरण के अनुकूल हैं। इनका उपयोग भी वर्तमान वैश्विक परिदृश्य की एक महत्वपूर्ण आवश्यकता है। भविष्य में निरंतर ऐसे कार्य करने की जरूरत है। श्री माता मनसा देवी संस्कृत राजकीय महाविद्यालय की प्रधानाचार्या डॉ. रीता गुप्ता के निर्देशन में और डॉ. रेणुका ध्यानी, डॉ. तनुश्री चंद्रा और उनके सहयोगी पंचक द्वारा कार्यक्रम का आयोजन किया गया।

कार्यक्रम की निर्विघ्न समाप्ति के लिए हवन का आयोजन डॉ. राजवीर कौशिक के सानिध्य में हुआ। इस स्टार्ट-अप



राजकीय संस्कृत महाविद्यालय में उद्यमी बाजार का उद्घाटन करते

बाजार में हरियाणा के छात्रों द्वारा बनाए विभिन्न उत्पादों की विक्री करने वाले स्टॉल लगाए गए।

इन स्टॉलों पर हैंडमेड कॉफी, कपड़े, डिजाइनर हैंडमेड होम डेकोर

प्रोडक्ट्स, हाथ से पिसे मसाले, अचार, फ्रूट चाट और अन्य सामान की स्टॉल लगाई गई हैं। इस प्रदर्शनी और विक्री समारोह में 300 से अधिक लोगों ने भ्रमण किया।

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 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 Demacharya 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 pen-draw 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.

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 full-time hobby of painting and sketching has helped her establish a name in handcrafted home decor. 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 decor. 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 area of Ambala where people lack the spirit of entrepreneurship. Under societal pressures, 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 hated 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, Sakshi



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 got 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 UNVA 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 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 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 ensuring 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 knowledge 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 network supports a distinctive 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 guided the students in our colleges to do well amongst these young entrepreneurs. These startup incubators have not only guided the students in our colleges to do well amongst these young entrepreneurs. These startup incubators have not only guided the students in our colleges to do well amongst these young entrepreneurs."

Talking about the importance of starting entrepreneurship at a young age, Manoj 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

# New Incubates

## Tussya Greens

With the idea of developing fresh handcrafted jam & jellies, Tussya Greens came up with this startup filled with the goodness of local fruits and veggies in their small villages of Haryana and Himachal.

**Founder- Shivam**



# Startup Testimonials



Founder - Shivangi

**Founder: Shivangi**

I had a great time working under the guidance of Startup Incubator. They provided me with a wealth of learning and growth opportunities. I got to interact with people from all backgrounds and gained knowledge from them. I'm grateful to the mentors and the incubator team.

The Startup Incubator was all things considered, a remarkable experience and a lasting memory.

Startup - Merch Nest  
Founder- Ankit

# Our Incubated Startups



**Amrit Dhra Potters**  
Founder - Amarjeet



**Diva Damm**  
Founder - Shreya



**Arty Kaushik's**  
Founder-Vidhi



**Energetic Soul**  
Founder-Kanika Gulati



**General Baat**  
Founder - Gourav



**Knockout Fitness Academy**  
Founder Madhu



**Sashakt Nari Healthcare Products**  
Founder - Priyanka



**Hope Enterprises**  
Founder-Ishank



**Nickyraj Creations**  
Founder - Nandini



**Madhav Dress Collection**  
Founder - Pooja



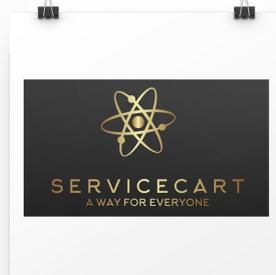
**Moments Like This**  
Founder - Yashvi



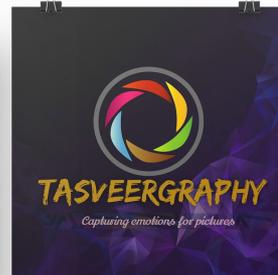
**HPM**  
Founder - Kavita



**Stay Hustle**  
Founder - Rahul



**Service Cart**  
Founder - Subhash



**Tasveergraphy**  
Founder - Punam



**YS Chatkara**  
Founder-Yaman

# Our Incubated Startups



**Mangat Handloom**  
Founder - Sharukh



**Bharat Light**  
Founder - Ram Prasad



**Merch Nest**  
Founder - Ankit



**Le जाओ .COM**  
Founder - Sonu



**Stark Collection**  
Founder - Shivam



**BizDigiSol  
(Business Digital Solution)**  
Founder - Sahil



**True Tune**  
Founder - Ramu



**Nazakaat**  
Founder - Mehtaab



Nurturing human excellence  
through entrepreneurship

## STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, PANCHKULA IMPACT REPORT

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

    /saccindia

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 Startup Incubator cum Centre of Excellence  
Government PG College Sector-1, Panchkula

