



JULY 2022

STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, PANCHKULA IMPACT REPORT

(An Initiative by Department of Higher Education, Haryana)

Presented by

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STARTUP INCUBATOR PANCHKULA NEWSLETTER

July, 2022

Foreward

Entrepreneurs are changing the fate of the Indian economy one day at a time. Their contribution to nation-building goes a long way. From sustaining their own families to the lives of many others employed and dependent on them, they do a lot of hard work without worrying about time.

We are grateful to all the principals for their support and assistance in the smooth operations of the startup incubator cum centre of excellence in the Panchkula district.

With their support, we have been able to sensitize thousands of students on entrepreneurship. We are grateful to the faculty members and the Entrepreneurial Development Cells of the respective colleges for guiding our team from time to time in organizing various awareness sessions, exhibitions, and mentoring sessions on their college premises.

This enables their students to build a strong pool of future student entrepreneurs and job creators.

Special thanks to:

Smt. Babita Verma

Principal, Govt. PG College
Sector 1, Panchkula

Smt. Promilla Malik

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

Shri. Rajeev Chaudhary

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

Dr. Richa Setia

Principal,
Govt. College, Barwala

Insights

This Month



4

Outreach Sessions



5

Mentoring Sessions



18

New Startup Applications
& Enquiries



3

New Startups Incubated



28

Total Number of Active
Startups

New Enquiries



Mr. Gaurav visited on 25th July, 2022 and was interested in starting his own business and has shared his concept of healthy food available through cloud kitchen.

We introduced him to the startup ecosystem and how we assist students in launching their own businesses.



On 5th July, 2022 Ms. Shelja and Ms. Jasleen both are students at Panchkula's Govt P.G College Sector 1. With their curiosity, they came to the Incubator to learn how to generate ideas and start a business in order to become self-sufficient.

We informed them about the initiative of Department of Higher Education of Startup Incubator and how we assist students in launching their own businesses.

Acceleration Activities



Supporting our startups with product shoot

The Startup Incubator team assisted Arty Kaushik's a newly incubated startup with its product promotion, marketing, and sales on its social media accounts.

Handcrafted Mandala earrings from their inaugural collection were completely sold out through WhatsApp Business and Instagram. Increasing the number of personalised jewellery orders.

25th July,2022



18th July,2022



Group Discussions with Startups

Regular group discussions with all incubated startups is done time to time to overcome their challenges and to groom them . Startups talk about their revenue generated and motivates one another. These group discussions are integral part of the incubation process .

Acceleration Activities



Supporting our startups with podcast interview

The Startup Incubator team recorded an interview podcast with our budding student entrepreneur Yaman Saini. This helps the startups to reach out to a wider audience with their Entrepreneurial journey. These initiatives help the startups to create impact among the student community.

31th July,2022



31th July,2022

Shoot for Diva Damm's New Collections Launch on Amazon

In the presence of scarce resources, our startups seek assistance from the Incubator for marketing and branding. Shreya, the founder of Diva Damm, was able to get a photoshoot done at a very low cost on July 31, 2022, thanks to the startup incubator. This new collection launch aided her growth on Amazon.



Acceleration Activities



Interaction with the College ED cell on a regular basis to assess the progress of startups

Held meeting with the ED Cell convener of Govt. PG College, Sector 1, Panchkula Mr. Naveen Jhangra, Dr. Chitra Tanwar and ms. Nisha Pannu appointed by the college for ED Cell showed them the Startup's business model and how they are scaling their startups.

They gave some suggestions to the startups and helped them in identifying the scope of developing their services.



Meeting with EDC Cell of Govt. PG College for Women, Sector 14, Panchkula and Startups

ED Cell of Govt. PG College for Women, Sector 14 Panchkula is actively involved in regular guidance and mentoring to all our incubated startups from their college. A healthy discussion about creating a strong ED Cell with student representatives from all the classes and departments was suggested and created with their support.

Mentoring Sessions



Dr. BS Bhan (SDO) Agriculture Department

On 6th July, 2022. This session was designed specifically to help students understand the significance of cultivating uniqueness in agriculture and how Agri businesses are disrupting the market. Agriculture Department SDO Dr. BS Bhan met with some of our incubated startups. Our startups informed him about their products and how they are currently reaching out to the right customers.

Mentor connect with Mr. Rohit Tindal

On 18th July, 2022 The team of Startup Incubator Centre of Excellence Panchkula held a mentoring session with Mr. Rohit to get to know the Government's programs, Schemes, and resources for aspiring startup owners.



Mentoring Sessions



Mentor connect with Mr.Avnish

On 16th July, 2022 Mr. Avnish, Social Media Manager at Netsmartz Inc mentored our incubated startups Merch Nest, Nicky Raj Creation, Ys Chatkara, and Amritdhra Potters on their product promotion with the help of social media.

Mentoring Sessions



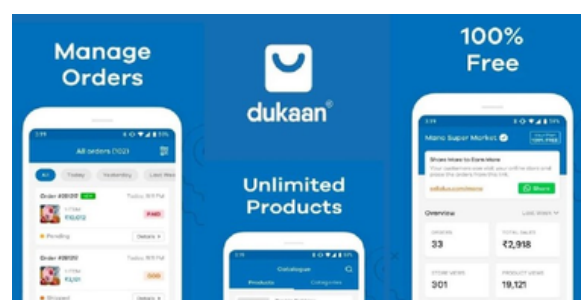
Mentor connect with Ms. Anisha Singh

MY Story session with Ms. Anisha Singh on 26th July, 2022. She is best known for co-founding Mydala, an e-commerce platform, and serving as a Founding Partner at She Capital.

Anisha Singh spoke candidly about her entrepreneurial journey in this session. The startups had the opportunity to learn about the small but important details to consider when starting a business. They also learned about marketing strategies and how to market their startups. Merch Nest, Diva Damm, Amritdhra Potters, Nicky Raj Creation, Arty Kaushik's, and HPM were among the startups that attended the session.

Meeting with Dukan App business Executive

On 25th July, 2022 The following 7 Startups had a meeting with the Dukan app officer. Diva Damm, Arty Kaushik's, Sahakt Nari, Merch Nest, Amrit Dhra Potters, HPM, Energetic Soul. This meeting with the Dukaan App team was organized to provide emerging startups with access to an ecommerce or digital store platform. The Dukaan team informed the startups about the features of their application and how the startups can create simple dukaan accounts. This will help startups grow their businesses.



New Incubates

General Baat

General Baat is the vision of a commerce student who wishes to share knowledge via his YouTube channel. The information he wishes to convey is about general topics such as history, geography, entertainment, automobiles, technology, and other topics that will assist viewers in expanding their knowledge.

Founder: Gourav- Student of Govt. PG College Sector 1, Panchkula



True Tune

Ramu, an Arts student at Govt. College Sector 1, Panchkula, aspires to build an Indian brand that produces exceptional speakers. He took the matter into his own hands because as a music lover his passion made him research every day about audio technology and worked to make small improvements. Wood is well-known for its ability to produce pure, natural sound. It beats plastic bodies hands down. He wants to bring this superior experience in classic wooden bodies that exude a unique aura and deliver unbelievably powerful sound through his Wooden Bluetooth Speaker.

Founder: Ramu, Student of Govt. PG College Sector 1, Panchkula



Energetic Soul

This startup aims to provide urban residents with healthy diet and exercise ideas with an Indian twist. Kanika's Energetic Soul is excited to offer a personalized health experience via their Social Media Handles, including customized nutrition, fitness, and stress management plans, solutions, and services; connected communities; and gamified challenges with reward incentives.

Founder: Kanika Gulati, Govt. PG College for Women Sector 14, Panchkula



Startup Testimonials



“Starting a business was challenging for me because I come from a middle-class family, but it's something I've always wanted to do. With the goal of working as a merchandiser for brands and influencers who are well-known on social media and other channels. I'd like to create merchandise for them and sell it on my site. With this initial thought, I went to our college's incubator, which was founded by the Haryana DHE. The Incubator team introduced me to numerous mentors ranging from graphic designers to web developers, and sat with us throughout vendor discussions. Helped us establish our online platform and, most importantly, gave the necessary handholding for a dreamer to fulfil his entrepreneurial aspirations.”

Ankit

Founder, Merch Nest
Student of Govt. PG College Sector 1, Panchkula



“During my graduation at PG College Sector -1 Panchkula, I thought about number of professional paths, mostly which stipulated having a creative mind and odd working hours. Now creative people know that we don't work by the clock. Half of our lives revolve around having a new idea every second and in the remaining, we work our heart and soul in bringing that idea to life . Finally my dream came true when I came in contact with Tanushree Mam at the start up incubator of our college. She has been a fantastic mentor to me . I started" Moments like this "with the motto Golden moments create treasured memories.”

Yashvi

Founder, Moments Like This
Student of Govt. PG College Sector 1,
Panchkula

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



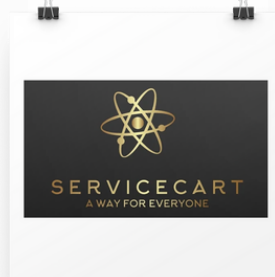
Moments Like This
Founder - Yashvi



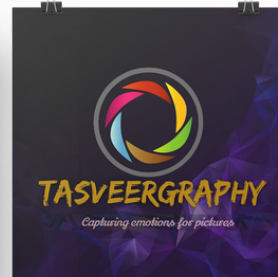
HPM
Founder - Kavita



Stay Hustle
Founder - Rahul



Service Cart
Founder - Subhash



Tasveergraphy
Founder - Punam



YS Chatkara
Founder-Yaman

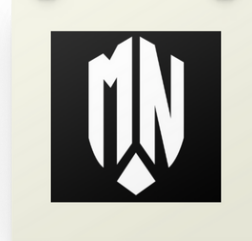
Our Incubated Startups



Mangat Handloom
Founder - Sharukh



Bharat Light
Founder - Ram Prasad



Merch Nest
Founder - Ankit



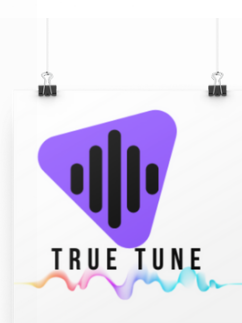
Le जाओ .COM
Founder - Sonu



Stark Collection
Founder - Shivam



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



True Tune
Founder - Ramu



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

