



**JULY 2022**

# **STARTUP INCUBATOR CUM CENTRE OF EXCELLENCE, GURUGRAM, IMPACT REPORT**

(An Initiative by Department of Higher Education, Haryana)

**Presented by**

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**Reviewed by**

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# STARTUP INCUBATOR GURUGRAM NEWSLETTER

July, 2022



## Principal Message



### Mr. Virender Singh Antil

Principal, Dronacharya Government College, Gurugram

We at Startup incubator Gurugram are extremely thankful to the respected Principal Sir for his support and guidance.

He guides our startups and encourages them to follow the path of entrepreneurship.

It is under his guidance that the students are considering entrepreneurship as a career. He has always encouraged all the students to work harder for accomplishign their goals.

## Insights

### This Month



4

Outreach Sessions



2

Mentoring Sessions



18

New Startup Applications & Enquiries



3

New Startups Incubated



35

Total Number of Active Startups

# Acceleration Activities



We assisted Sridaa in introducing new products to the skin care line such as bath powder, dry shampoo, hair oil etc. We assisted the in packaging and deriving cost.

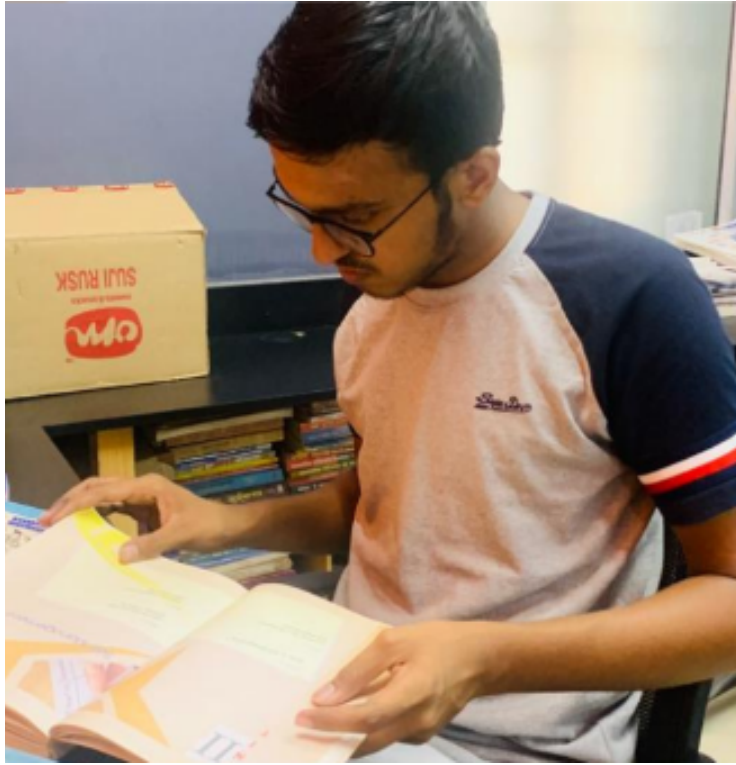
We assisted Ink by Hand & Deepshi Art Porium in generating more orders. We assisted them with the adding design elements. We also suggested creating more craft items.



A Rakhi stall had been organised to encourage Mahendi Artists. This gave the students an opportunity to display their talent, market their craft and get more orders.



# Acceleration Activities



Nomargin created a new campaign on Social Media. Under this campaign, readers talk about their favourite books.

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Parker worked on a plan of testing his product with the assistance of interns. For the same, he hired interns.



# Acceleration Activities

The SVAD introduced new Cold Coffee Packets. Various flavored coffee packets were also introduced. Both received great response.



We did a photoshoot for NK Crafts and assisted them in creating their brochure.

# Josh Talks



Shivani Kataria, Founder of The SVAD and

Village Bakery recorded a talk for Josh Talks,

Shivani is a BBA final-year student who has only one love interest in life, i.e., cooking. Growing up, she would sit on the kitchen table and admire her mother's cooking. She claims to have inherited the love for cooking and feeding people from her mother.

Tamanna, founder

Aavyaa recorded a talk for Josh Talks,

The entrepreneurial journey is a roller coaster ride. It calls for persistence and a strong mindset.

Born into a middle-class family, where no one had ever thought of doing a business, Tamanna dreamt of running a startup. Her interest in entrepreneurship began when she saw videos of successful entrepreneurs bringing change to society.



SPOTLIGHT OF THE  
...**MONTH**...



### **Aavyaa**

Aavyaa is a one stop destination for all your spiritual and religious needs. It is your partner in your spiritual growth. From plantable rakhi to havan cups to cones made from Temple flowers... it has an amazing collection. It generated orders from different corners of India.

# SPOTLIGHT OF THE ...MONTH...



## **THE SVAD' s Stall @ Canteen**

The Svad team put up a stall and sold hot and cold coffee inside the canteen. Teachers and students both appreciated his coffee.

The stall was in the canteen for one week. He won various customers and encouragement. .



## **Aavyaa Rakhi Package**

Aavyaa is selling eco-friendly plantable rakhi and rakhi. An urge to take an eco-friendly route to celebrate the grand festivity, with an aim to carry forward the age-old tradition and conserve the environment hampers, Aavyaa introduced plantable rakhi.



# New Incubates

## Gheedhara

A startup that focuses on selling A2 Ghee that is preservative free and is very good for health.

**Founder: Sumit and Shivani**



## Srida

An Ayurvedic Skin care startup that sells skin care products that are preservative free and are made with natural skin care products, like anti tan powder, neem powder, manjistha powder, hibiscus powder etc.

**Founder: Sanjna Choudhary**



## Macrame City

A startup that makes handmade products like Dolls, Bags, wall hangings, mirrors, etc.

**Founder: Anita**



# Startup Testimonials



"I am thankful to the Department of Higher Education for incubating my startup Vasudha Consultant at Startup incubator centre of excellence. Thanks to them we do not only have access to office space but also to mentors. Since, we have started working from here, we have built a team and have started generating revenue,"  
Ashish Kumar, founder Vasudha Consultant

**Ashish Kumar**

Founder, Vasudha Consultant

"I was confused about my career choices. The only thing I knew was that I loved art and craft and creating posters with calligraphy. The Department of Higher Education and SACC India helped me convert this passion into a business. Every time I get an order, I am elated and thank them," stated Purnima, founder of Ink by Hand

**Purnima**

Founder, Ink by Hand



# Our Incubated Startups



**Mechanic Guru**  
Founder - Gaurav



**Myiaar International**  
Founder -  
Mohammad Shahid



**Coopearn**  
Founder-Tamana  
and Vishesh



**Blare**  
Founder-Suraj



**Park Exo**  
Founder - Mohit



**PM Enhance**  
Founder - Parul



**Fash Noya**  
Founder - Prince



**Star Fitness GYM**  
Founder-Shahid



**G.D Perfect  
Classes**  
Founder - Gaurav



**Ecoorganicindia**  
Founder - Hemant



**Sellify**  
Founder - Anuj



**Shulink**  
Founder - Akashdeep



**Ink By Hand**  
Founder - Poornima



**Sheoran Brothers  
Packers and  
Movers**  
Founder - Yogesh



**The SVAD**  
Founder - Aakashdeep



**Vasudha  
Consultancy**  
Founder-Ashish

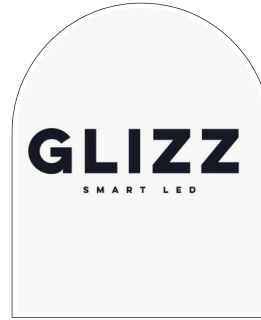
# Our Incubated Startups



**The Village Cafe**  
Founder - Shivani



**Deepshi Art Porium**  
Founder - Deepshikha



**Glizz**  
Founder - Gaurav



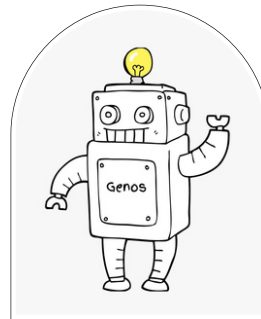
**Angel Craft**  
Founder - Bharti



**Taasvim**  
Founder - Tamanna and Vishesh



**Mental Health**  
Founder - Sahil and Rahul



**Genos Software**  
Founder - Yashwant



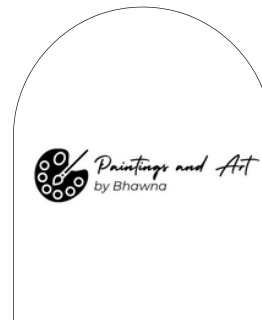
**No Margin**  
Founder - Anshuman



**Deepa Beauty Parlour**  
Founder - Deepa



**Sky Line Kreatives**  
Founder - Mohit Saini



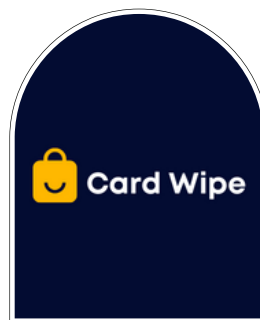
**Paintings and Art by Bhawna**  
Founder - Bhawana



**Eprise Trends**  
Founder - Yogesh



**Mini Skills**  
Founder - Ashok



**Card Wipe**  
Founder - Kapil



**Shankar wholesaler and retailer**  
Founder - Nandkishor



**Gheedhara**  
Founder - Sumit and Shivani

# Our Incubated Startups



**Sridaa**  
Founder - Sanjna  
Choudhary



**Macrame City**  
Founder - Anita



An Initiative by Department of Higher Education, Haryana



Nurturing human excellence through entrepreneurship

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

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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.

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

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