अंतःप्रेरणा

Newsletter

Atal Incubation Centre – Rambhau Mhalgi Prabodhini (AIC-RMP)

Supported by Atal Innovation Mission, NITI Aayog

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Incubator for 'New Age Entrepreneurs' to Build 'New India'
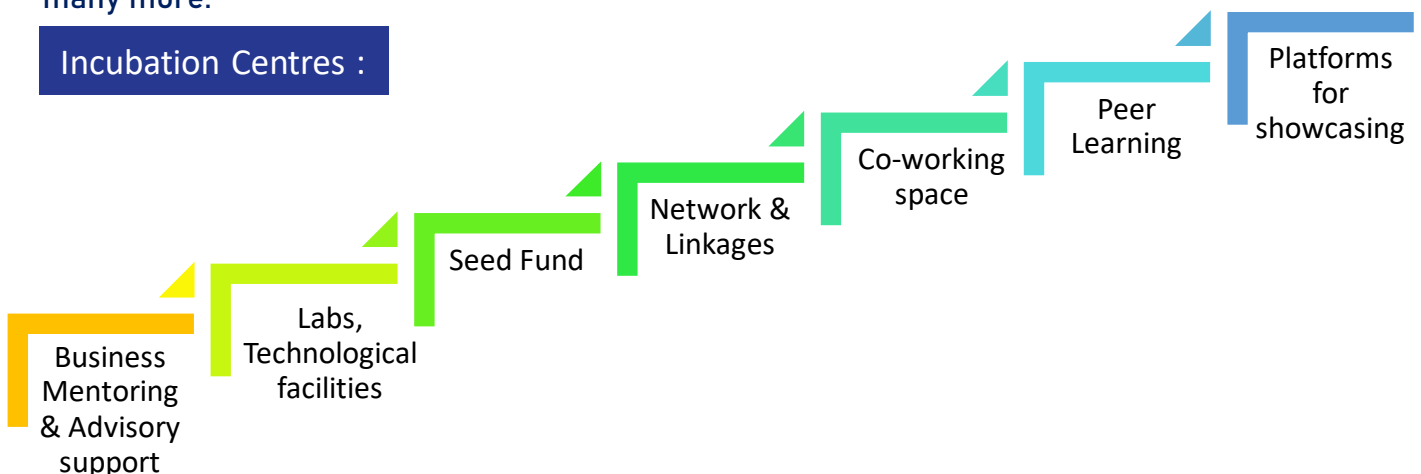
Uday Wankawala
(CEO, Atal Incubation Centre – Rambhau Mhalgi Prabodhini)

In India, for ages, the skill of undertaking businesses was passed on from generation to generation, with specific communities carrying out such activities within the caste system. With democratization of knowledge in the modern era, imparting empirical business mentoring in an institutionalized way became the necessity. There lies the emergence of Business Incubators. And as India is witnessing the demographic dividend, entrepreneurship is recognized as a crucial force in solving societal problems through innovation & technology-led startups while creating meaningful employment opportunities for many more.

Incubation centres are the institutions that support entrepreneurs in developing their startups during the initial stage.It includes assistance provided in terms of physical space to operate, experiment & develop themselves, mentoring & advisory support, various avenues of funding and mostly importantly connections with the key stakeholders at the right time. This is thespace where entrepreneurs can share their challenges, receive curated guidance and get mutual benefits through peer learning.

In my last ten-years of journey in the Indian startup ecosystem, I have come across different types of entrepreneurs including students, researchers, innovators, techies, first-time entrepreneurs and few PPT driven folks as well! The eco-system has evolved to become a vibrant and dynamic sphere where more & more students are starting their entrepreneurial journey whilst still on the campus. To tap this youth energy, Indian Government has taken notable steps such as platforms like Smart India Hackathon (SIH) by MHRD Innovation Council (MIC) & AICTE, Startup India Portal, Invest India, new incubators being set-up through DST, Atal Innovation Mission of NITI Aayog, etc.

Incubation Centres :

- Business Mentoring & Advisory support
- Labs, Technological facilities
- Seed Fund
- Network & Linkages
- Co-working space
- Peer Learning
- Platforms for showcasing

The further impetus has been given by the Corporates & social impact organizations through various sector specific Accelerator Programmes.

Given this conducive environment, India is bound to move higher up in 'Innovation' and 'Entrepreneurship' World Index. However, we need to cultivate among 'New Age Entrepreneurs' an ability to unlearn-learn-Relearn, Act Fast-Act Global and work in a collaborative mode in order to realize the vision of 'New India'.

AIC-Rambhau Mhalgi Prabodhini

To bring innovation, technology, enterprise and efficient management together for realizing the vision of 'New India', Rambhau Mhalgi Prabodhini (RMP) has taken a step to set up Atal Incubation Centre (AIC) under Atal Innovation Mission of NITI Aayog. The role of the parent institution is pivotal in the sustainability and success of any Incubator. RMP too, with its legacy of building capacity of leaders from socio-political walks of life since 1982, provides a crucial support to the unprecedented activities of AIC-RMP, while striving towards 'Nation Building'.

While leveraging upon the strengths of RMP, AIC-RMP has ironed out the broad policy to bring about a clarity and a purpose of existence for the incubator. The primary focus is on sustainability, profitability & scalability of startups from the spheres of Agriculture, Information, Communication & Technology (Education & Healthcare) & Social Enterprises, from Maharashtra. AIC-RMP is handholding entrepreneurs who has the focus on solving genuine societal problems by working on-ground and perceive the value of the incubator beyond treating it as a co-working space or a funding agency.

At AIC-RMP, we believe that our role is to constantly identify the brightest and most eager minds, help them curate business and graduate them to face the world on their own. While AIC-RMP looks for talented enterprises & entrepreneurs at various early to mid-stage of evolution to be part of the incubator, we are acutely conscious of our responsibility to be of help through their journey. Thus, the alignment of business thoughts, ideals, founder's dreams, goals, dovetailing of belief and intent, all go into our process of selection.

AIC-RMP is looking forward to foster the lasting relationships with startups who are the job creators of tomorrow & can contribute back to the society through societal impact.

Information, Communication & Technology (ICT)

TGC is a gamified, socially impactful and highly scalable digital ecosystem that democratizes the campus to career strategy of corporates, Institutions and startup incubators alike. Their vision is to create a gamification led ecosystem that provides equal career opportunity for graduates across the country with a mission to reach 50,000 tier 2/3 city graduates by 2022

www.thegamificationcompany.com
Pune

Immrse is an Ed-tech company that uses simulations and technology to solve all career related queries. It has developed and launched its first experiential online product called the "Virtual Internship Program" through which students get hands-on, practical understanding about different careers through simulation activities.

www.immrse.in
Mumbai

Omnicuris is an impact driven social enterprise that has pioneered online continuous medical education by leveraging advanced digital technology and combining it with rich medical expertise of reputed medical associations and medical institutes in India with the primary goal of improving quality of healthcare through continuous education and training.

www.omnicuris.com
Banglore

Panthrax has developed single software viz. ERP, Site, App, SEO, Analytics where any school can easily transform from traditional to data driven institute. Its mission is to empower each and every school digitally at affordable cost.

www.panthrax.com
Thane

Onfees is a platform for educational institutes to make their fee payments online. With other solutions to make the system automated, they aim at creating the educational space digital.

www.onfees.com
Mumbai

Social

COLORWALE

Colorwale is into beautification of Interior and exterior walls through Intelligent Painting. They are creating employment opportunities for women painters

www.colorwale.in
Thane

JAWHAR TOURISM
A Town Of Waterfall

Jawhar Tourism is working towards development of tourism related activities in the tribal region of Jawhar, Palghar. Their objective is to restrict rural–urban migration and generate livelihood opportunities, thus empowering local communities.

www.jawhartourism.com
Palghar

Rural Caravan
Inspiring Lives. Empowering Society.

Rural Caravan is a for purpose social enterprise that envisions to enhance the lives and livelihoods of the rural people through appropriate technology interventions. Their designing principle is human centred and focused to encourage all involved stakeholders to participate in strengthening rural economy.

www.ruralcaravan.com
Nashik

kolhapurichappal.co.in
KORAKARI Authentic Leather Kolhapuri Chappals!

Divyam Leather Crafts is into designing & manufacturing handmade leather sandals – kolhapuri chappals in different variety and colors. Mission is to sustain the heritage art of making kolhapuri chappals, attract new generation into this business and increase the employment in rural areas through skill development.

www.korakari.com
Pune

Pre-incubatee

Team PRAYAAS

To reduce the efforts of carrying load on the back while walking for miles in rural areas, Prayaas team has come up with a bamboo product which concentrates the center of gravity (CG) of the load on hip bone of the carrying person, rather than transferring it to back and shoulder. The team is the winner of Smart India Hackathon (Hardware)– 2018 edition.

Navi Mumbai

Agriculture

Vasundharaa Geo Technologies works in the area of satellite and drone based remote sensing and location intelligence. With machine learning driven analytical solutions, they are involved in regular monitoring of farmlands, using a combination imaging sensors, field sensing techniques, and data distribution techniques.

www.dharaatech.in
Pune

Shekru has developed Android based mobile app which lists events, government schemes, helplines, advisories, etc. to increase awareness about resources available in Agriculture, Food and Healthcare sectors

www.shekru.net
Navi Mumbai

Preferred Sectors

Agriculture

Social Impact

Information, Communication & Technology

Bootcamp
4th & 5th October, 2019

AIC-RMP organized Two-day residential bootcamp at the launch of the Incubation Programme for the 1st Cohort of Startups on 4th-5th October, 2019.

Dr. Ravindra Kulkarni and Ravindra Sathe while welcoming the incubatees into the 1st cohort

Dr. Ravindra Kulkarni (Pro Vice Chancellor, University of Mumbai) was the Chief Guest at the occasion. He motivated the incubatees and shared the current trends in the startup ecosystem.

R. Ramanan addressing AIC-RMP incubatees over video call

R. Ramanan (Mission Director, Atal Innovation Mission, NITI Aayog) virtually addressed & welcomed AIC-RMP startups into the first cohort.

Prof. Kannan addressing AIC-RMP stakeholders at Meet & Greet session

'Meet & Greet' platform was conceptualised with the objective of introducing various stakeholders of AIC-RMP with the 1st Cohort of Startups. Prof. Kannan from IIT-Bombay was the Guest of Honour for this session. The august gathering of 70+ included mentors, experts, partners (academic, eco-system, corporate, programme), special invitees, guests and startups.

Suresh Bhageria at the valedictory session of the Bootcamp

Suresh Bhageria (Chairman, Bhageria Industries Ltd.) was the Guest of Honour for the valedictory session of the Bootcamp. The senior Industrialist shared his life story, struggle, courage he had shown in decision making & implementation and the importance of having mentors in the entrepreneurial journey. He suggested the startups to reflect upon both success as well as failures.

Agri Startups- Waiting in the Wings

H.R. Dave
(Former Deputy MD, NABARD)

Grounds for a conducive ecosystem for growth of Startups in India were laid with the Govt of India announcing Startup India Programme in 2016. In the Startup space, in a short span of less than three years, country moved up to 17th position among 100 nations, a staggering jump of 20 spots ! India is now geared up to take the world leadership in this regard. As per the Economic Survey 2019, there were over 16,575 Startups across 499 districts. Maharashtra, followed by Karnataka and Delhi, are among the top ten performers in terms of state-wise distribution of recognised start-ups in India. As per industry-wise distribution of recognised start-ups, IT services accounted for around 15% followed by healthcare and life sciences at around 9% and education at 8%. These units mobilized funds of the order of $7.5 billion in 2018, up from $3.5 billion in 2016, according to the survey. Retail sector led fund-raising, having mopped up about $2.09 billion in 2018, followed by food sector ($1.65 billion) and fintech space ($1.4 billion).

While the overall Startup economy is poised for major expansion, the majority of the units are coming up in metro or urban space. The rural and more particularly agri Startups are still to gain traction. Some of the reasons for this skewed growth could be; the general perception about rural and agri space as having low paying capacity, dispersed nature of the clients, perception as a risky sector, lower preference of the Funds to invest, etc.

Sustained by improved access to inputs such as fertilisers and seeds, as well as better irrigation and credit coverage, agricultural production in India has been increasing. Furthermore, the sector has also been diversifying from grains towards pulses, fruit, vegetables and livestock products and demand for processed food is increasing, largely driven by evolving demographics, changing demand patterns, and a modernising retail sector.

In response to the above structural changes, start-ups with innovative asset-light business models and larger reach as compared to the unorganized players are emerging. These companies are benefiting tremendously from the increasingpenetration of mobile phones and falling costs of technology (especially artificial intelligence and deep learning) and are making bold attempts to solve some of the large problems facing agriculture.

Some of the innovative solutions provided by existing agri-start-ups are Hybrid/gene-edited seeds, bio-pesticides / bio-fertilisers, biological plant growth regulators, equipment services with digital order booking capabilities, leased

warehouses with IoT based monitoring, precision irrigation solutions, drone based real time field mappers and sprayers digital traceability solutions using blockchain/RFID tags, IoT based animal monitoring, and so on. Today, country needs more and more agri focused incubation centers, accelerators and funding arrangement for seed capital, and scaling up capital. The Fund of Fund for Startups in SIDBI of Rs.10,000 crore need to scale up its rural and agri focus. NABARD's NABVENTURES, which has committed Rs.500 crore for agri Startups, will encourage private capital to flow in this sector.

Coming soon...

Workshops & Training Programs

5.1: Startup Fundamentals

By Dr. Aakash Ganju (Founder, Saathealth)
6th September, 2019

In this session, Dr Aakash shared valuable learnings from his entrepreneurial journey. He retrospectively asked thought-provoking questions such as "Is the customer proposition same as the business proposition?", "Do you need external capital? Why?" "Focus on the user, not on the product", etc. for the startup entrepreneurs to reflect upon.

5.2: Bootcamp

5th October, 2019

AIC-RMP organized 2-days bootcamp at the launch of the Incubation Programme for the 1st Cohort of Startups. The bootcamp had three learning sessions.

Session 1: HappyPreneur

By Arun Sehgal (Chairman & Managing Director, Chempro Pharma)

The session 'HappyPreneur- Growing your business and happiness together as an entrepreneur' focussed on how Intelligence Quotient, Emotional Quotient as well as Spiritual Quotient play a significant role in the journey of an entrepreneur. The resource person opined that 'success is having health, money and time to spend on the things which make you happy, that money can't buy.'

Session 2: Basics of Finance

By Dr. Sapna Malya (CA, Associate at S. P. Jain Institute of Management & Research)

In this interactive session, startups were asked to share their understanding & work with actual numbers on 4 important heads of Accounting statement– Income, Assets, Expenses and Liabilities. Although company accounts are usually managed by the professionals, Dr. Sapna impressed upon the entrepreneurs the significance of knowing the basics of accounts for the smooth functioning of their businesses.

Session 3: Legal & Compliances

Anita Nair (Company Secretary, Lawyer, Regional Head- R & A Associates, Samisti Legal)

The session elaborated on the types of companies that can be formed under various Acts in India, comparison & differentiation between the advantages & disadvantages of each type, processes & documents required for the registration, etc. Pathik Shah (CA, B P Shah & Co.) talked about GST, its advantages & related compliances.

AIC–RMP' 1st Cohort Incubatee logo

5.3: Workshop on Marketing

By Shivakumar Valadi (Partner, MediaBulls Digital)
8th-9th Nov, 2019

The trainer shared tips and tools to devise marketing strategies of any business and gave valuable insights into topics such as difference between buyer, influencer & consumer, etc. Peer learning and knowledge through hands-on-activities were evident in this workshop.

5.4: Faculty Development Program

2nd to 6th December, 2019

The program was in collaboration with PTVAIM' Center for Entrepreneurship & Innovation (COEI) to upskill the faculty members in becoming entrepreneurship educators on college campuses in Mumbai. The participants were imparted the strategies, frameworks & tools to strengthen their E-Cells for nurturing innovative ideas & entrepreneurial spirit among students.

5.5: Workshop on Business Model Canvas

By Dr. Kaustubh Dhargalkar (Founder, Potentials & Possibilities)
18th-19th December, 2019

The workshop covered 9 building blocks of Business Model Canvas, various attributes of a product/ service to be taken into consideration and related activities for startups to think through & work upon getting the basics of their businesses right.

Collaborations & Partnerships

6.1: Corporate Partnerships

18th November, 2019
Amazon Web Services

AWS is a cloud platform that provides services such as Storage, Databases, Analytics, IoT, Artificial Intelligence, Content Delivery, Messaging, etc.

19th November, 2019
Google Cloud

Google Cloud Platform provides a set of management tools as well as a series of modular cloud services including computing, data storage, data analytics and machine learning.

21st November, 2019
Dassault Systems SolidWorks Corporation

Solidworks is CAD software that helps to create 3D solid models for mechanical and product designing applications.

6.2: Ecosystem Partners

27th August, 2019
deAsra, Persistent Systems, Pune

deAsra enables people to start, manage & grow a small business successfully, through an array of services.

5th October, 2019
PTVAIM' Center of Entrepreneurship & Innovation (COEI), Mumbai

COEI aims to build entrepreneurial culture in the PTVA family & extended community and incubates promising business ideas and helps them launch.

2019
100X.VC, Mumbai

100X.VC is an institutional investor who invests in early stage startups using India SAFE Notes.

25th November, 2019
UPAYA Social Ventures, Bangalore

Upaya provides business development support and investment capital to entrepreneurs with the potential to create jobs and improve the quality of life for people living in extreme poverty.

6.3: Academic Partnership

13th September, 2019

Collaboration with SIES College of Arts, Science & Commerce, Sion, Mumbai to support Nirmittee Kendra (Entrepreneurship Cell & Skill Hub) formed under RUSA grant

Rohidas Patil Institute of Management Studies

Date: 20th August, 2019

Shree L.R. Tiwari College of Engineering

Date: 14th September, 2019

6.4: Endorsing Startup Eco-System Events

Sankalp 2019

11th Global Summit 2019, a platform for Social Entrepreneurship, organized by Sankalp Forum, an Intellecap initiative
(as Outreach Partner)

iPreneur 2019

Social Entrepreneurship Summit organized by E-Cell, Centre for Social Entrepreneurship, School of Management and Labour Studies, Tata Institute of Social Sciences (TISS), Mumbai
(as Ecosystem Partner)

Sowing the Seeds…
Reaching out to Academic Campuses

To tap the demographic dividend of India and inspire the youth to embark on the entrepreneurial journey, Team AIC–RMP has been visiting and conducting orientation sessions for college students from different parts of the Country. Led by Uday Wankawala (CEO, AIC-RMP), these interactive sessions cover topics such as 'Idea to Startup Journey', 'Opportunities in Social Entrepreneurship', 'Design Thinking, Innovation & Startup Ecosystem', 'How valid is your startup idea from the lens of an incubator?', etc. & in this endeavour, we covered more than 10 cities

20th August, 2019

IIT Madras

21st August, 2019

SIES College of Commerce & Economics, Mumbai

23rd August, 2019

DICERUPT Summit, ISME School of Management and Entrepreneurship, Mumbai

27th September, 2019

Samrat Ashok Technological Institute, Vidisha, Madhya Pradesh

28th September, 2019

AIC- Prestige Inspire Foundation, Indore

8th November, 2019

Indian Institute of Democratic Leadership (IIDL), RMP, Mumbai

25th November, 2019

Jammu University

27th November, 2019

PTVA's Institute of Management, Mumbai

3rd December, 2019

Connecting Dreams Foundation, Mumbai

Screening Rounds

AIC-RMP believes that an incubator's role is to constantly identify the brightest and most eager minds, help them curate the business and graduate to face the world on their own. While ensuring fair, consistent and rational process of sieving the startup applications, AIC-RMP team has personally interacted with more than hundred startups to form its 1st Cohort of Incubatees in 2019.

| Interacted with **100+** startups | Final Pitching by **30+** Entrepreneurs | Involvement of **15+** Mentors & Experts | **4** Screening Rounds | **12** Startups Incubatees in 2019 |

Call for Application

10th August 2019

21st September 2019

23rd November 2019

6th September 2019

Photo Gallery

6th August 2019

Ravindra Sathe (Director, AIC-RMP) and Ravi Pokharna (Chief Advisor, AIC-RMP) having enriching discussions with R. Ramanan (Mission Director, AIM-NITI Aayog) at New Delhi, strengthening the commitment to boost innovations from grassroots & startup ecosystem in India

10th August, 2019

AIC-RMP Governing Board, Experts & Mentors during 3rd Experts' Meet

August, 2019

Sheetal Panchal (Manager, Admin & Ops., AIC-RMP) exploring & exchanging incubation practices during her visit to RIIDL, Incubation Centre @ Somaiya, Atal Incubation Centre-NMIMS (supported by AIM, NITI Aayog) at NMIMS and SP-TBI (Supported by DST, NSTEDB) at Bhavan's campus in Mumbai

30th – 31st August, 2019

Bridging the gap between aspirations of Rural Entrepreneurs & Youth from colleges in Mumbai to make a difference by supporting their Micro Enterprises at 'Social Impact Challenge-Bootcamp' organized by Connecting Dreams Foundation in collaboration with AIC-RMP

11th September, 2019

Team Prayaas, pre-incubated at AIC-RMP, demonstrating the prototype that reduces the efforts of load carriers to Dr. Abhay Jere (Chief Innovation Officer, Ministry of HRD, Govt. of India) at First Annual Innovation Festival by MHRD Innovation Cell in New Delhi

17th – 18th October, 2019

Uday Wankawala (CEO, AIC-RMP) participating in the Workshop on 'Corporate Social Responsibility for Agricultural Development' organized by National Institute of Agricultural Extension Management (MANAGE) & BIMTECH at Hyderabad, which explored the theme 'Water Management'

9th November, 2019

The 1st cohort of AIC-RMP Incubatees interacting with Dr. Rutwik & Deepali Thengodkar at Cyanofarm Research Centre in Keshav Srushti, Uttan

16th December, 2019

AIC-RMP hosted Sub-National Innovation Challenge organized by Youth Co:Lab, UNDP and AIM-NITI Aayog, motivating budding entrepreneurs to work towards Social Impact for New India

19th December, 2019

Manisha Phadke (Director, School of Design, NMIMS) sharing her thoughts on Design Thinking process & how entrepreneurs need to think from User perspective, with AIC-RMP Incubatees

22nd December, 2019

As a part of the panel, Pallavi Ramane (Incubation Manager, AIC-RMP) while evaluating the projects at the final round of iPreneur 2019 organized by E-Cell, Centre for Social Entrepreneurship, Tata Institute of Social Sciences (TISS)

Youtube

10.1: Watch the video for an inspiring entrepreneurial journey narrated by Hanmant Gaikwad, Chairman & MD of BVG India Ltd.

https://www.youtube.com/watch?v=9GLk2OhlpmE

10.2: Take a look at the insights shared by Prof. Prabhat Ranjan, Vice Chancellor of D Y Patil International University, Akurdi, Pune where he talks about Transforming Education in India to keep up with Innovations & New Technologies to enable Social Transformation

https://www.youtube.com/watch?v=5ckNsko7R28

10.3: In WEP (Women Entrepreneurship Platform) Friday Morning Masterclass Series of NITI Aayog, listen to Anjali Bansal (Founder, Avaana Capital) and Uday Wankawala (CEO, AIC-RMP) for interesting insights into incubation support & investment options for startups

https://www.youtube.com/watch?v=4NvugkXCoAI&t=11s

10.4: Glimpses of AIC-RMP milestones in the year-2019

https://www.youtube.com/watch?v=lNl9iC0ToJM

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