



अंतः प्रेरणा

NEWSLETTER

**ATAL INCUBATION CENTRE-
RAMBHAU MHALGI PRABODHINI
(AIC-RMP)**

Supported by Atal Innovation Mission, NITI Aayog



INDEX

1	Interview of Ravi Pokharna (Chief Advisor, AIC-RMP)	1
2	New Incubatees Added into the 2nd Cohort	4
3	Achievements of Incubatees	6
4	Glimpses of Incubation Programme	7
5	New Mentors Onboarded	12
6	New Partnerships	13
7	Contribution to the Ecosystem	14
8	Upcoming Events	16
9	Testimonial of Incubatees	17



1 INTERVIEW WITH RAVI POKHARNA (CHIEF ADVISOR, AIC-RMP)

Ravi Pokharna is the Chief Executive Officer of Rambhau Mhalgi Prabodhini (RMP). He is currently serving as the Joint Coordinator of the Standing Committee on Civil Society Organization, NITI Aayog as well as the member of the Working Group for the “New National Policy for the Voluntary Sector” constituted by NITI Aayog.



Q 1: WHAT WAS THE VISION OF RAMBHAU MHALGI PRABODHINI TO ESTABLISH AN INCUBATION CENTRE AS ONE OF ITS IMPORTANT INITIATIVES?

Ravi: While four decades of RMP’s work is majorly towards building leadership in the public domain, when we got an opportunity to extend our expertise and experience in the entrepreneurial space, we decided to go for it. The vision is to create and nurture leaders in the field of business who have a passion and commitment towards nation building.

Incubation Centre not only gives us an opportunity to support New Age Entrepreneurs but also provides us a platform to understand, interact & have a dialogue with the right stakeholders from the Eco-system. India is at the 48th position in the list of top 50 innovative countries, according to Global Innovation Index 2020, released by the World Intellectual Property Organisation (WIPO). We strongly believe that we can contribute to ‘Startup India, Standup India’ movement through our initiatives. We would also like to get hands-on insights into new emerging businesses & technologies that are solving real issues & can help the Nation to move forward. We are excited to have NITI Aayog’s partnership in this.

Q 2: HOW WAS THE SCREENING PROCESS AT AIM & YOUR EXPERIENCE OF STARTING ATAL INCUBATION CENTRE AT RMP IN ALIGNMENT WITH AIM-NITI AAYOG?

Ravi: Atal Innovation Mission at NITI Aayog followed a rigorous selection process. There were around 3000 applicants out of which around 30 were eventually called for the interview round, so it was a thorough and rigorous process. There were 4-5 members in the panel including AIM Mission Director and Programme Director who were unrelenting and seeking evidence for any experience you sighted. Once we got selected, the challenge was to build a good team with an able captain and set-up the right processes.



Q 3: WOULD YOU LIKE TO SHARE INSIGHTS INTO YOUR INTERACTIONS AND SUPPORT PROVIDED BY ATAL INNOVATION MISSION, NITI AAYOG, AND THE RESPECTIVE LEADERS DURING THE FORMATIVE YEARS OF THE INCUBATOR?

Ravi: Dr Rajiv Kumar, VC, NITI Aayog played an important role in terms of setting a goal for us. He challenged us on the very first day of launch and asked us if we can leverage on RMP's strengths and develop AIC into one of the best performing and a model AIC for others. Mr. Ramanan, Mission Director, AIM is an outstanding leader and was extremely helpful during our setting-up stage. AIM is fortunate to get his leadership in the initial phase. Dr. Unnat Pandit has been a great mentor to us in this entire process. His guidance and contribution have been invaluable in AIC-RMP's journey, so far.

During formative years, the support and suggestions of Governing Board, Experts & Mentors through regularly held Experts' Meet were also invaluable in giving the right direction to the overall execution plan.

Q 4: WHICH ARE THE CHERISHABLE MOMENTS & KEY LEARNINGS SINCE INAUGURATION IN JAN 2019? WHAT HAS BEEN THE IMPACT ACHIEVED BY THE INCUBATOR SO FAR?

Ravi: Our products are our startups. When they succeed in their business, when they surpass their targets and when they achieve accolades, those are our real moments of happiness. Since RMP is into leadership development of public leaders, many senior leaders in Government and bureaucracy often visit the campus and AIC facilities. Once RSS Chief Shri Mohan Bhagwat paid a visit to campus and spent quality time at AIC. He interacted with the team members and gave many valuable suggestions. It was also cherished by the team.

AIC-RMP in the last 2 years has significantly contributed towards strengthening the startup ecosystem particularly in Mumbai, Pune and Thane regions. We had organized 2 editions of New India Startup Conclave at national level. The participation from Ministers, Government officials, Investors, Entrepreneurs, Academicians and other key stakeholders set the new milestones in creating the strong eco-system for our Incubatees and accelerating the pace of engagement.

30+ startups which were incubated through 2 Cohorts, have created sustainable business models with the support from the Incubator, around 5 startups have successfully pivoted during Covid19 times and have generated 50+ direct employment so far. It was a proud moment when one of our Healthcare startup incubatees received an opportunity to work in Aspirational Districts of India through NITI Aayog.

Q 5: WHAT IS THE VISION OF AIC-RMP? HOW DO YOU SEE THE INCUBATOR EVOLVING IN THE COMING YEARS?

Ravi: Atal Incubation Centre is an important platform & initiative for RMP to contribute towards Nation Building. After achieving the targets set by AIM for the first year, we are confident of doing better in the coming years. Going forward we want to focus on the following area:-

- 1.** Standardising our offerings and services to Startups and setup robust systems and processes to execute and monitor the same.
- 2.** Leveraging RMP's strength and network in socio-political spheres to help and support startups. That is also our USP which not many incubators in the country may be able to provide.
- 3.** Ensuring that AIC becomes self-sufficient in next 3 years so that when the NITI Aayog's financial support is pulled out, we are firmly on our foot.

Q 6: WHAT WOULD BE YOUR KEY MESSAGE/ ADVICE TO THE EMERGING INCUBATORS & OTHER STAKEHOLDERS FROM THE INDIAN STARTUP ECOSYSTEM?

Ravi: It is sometimes disconcerting to note that on one hand many startups are working on cutting-edge technologies like Artificial Intelligence, Machine Learning, Deep learning etc. but at the same time we continue to see things like manual cleaning of sewers. Somehow technology has still not entered to address our day-to-day social and governance problems.

I only hope that while the Indian startups compete and emerge as the best in the world, they also assess their performance by the contribution they make towards the motherland.

So, I would like to appeal to all fellow Incubators to focus on nurturing committed entrepreneurs and work on sustainability of their startups by providing all possible support & resources so that they contribute towards the Nation Building.

2 NEW INCUBATEES ADDED INTO THE 2ND COHORT



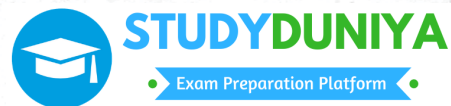
ICT (INFORMATION, COMMUNICATION & TECHNOLOGY)



TUTORMATE TECHNOLOGIES PVT. LTD.

Mumbai
www.tutormate.in

TutorMate is a company in the K-12 E Learning space that works towards creating high quality, engaging, affordable and outcome focus content in order to improve learning outcomes for students at affordable prices. TutorMate follows a 360 degree learning process for students to learn, practice, test and further improve themselves.



KHAIRNAR TECHNOLOGIES PVT. LTD. (STUDY DUNIYA)

Pune
www.studyduniya.com

StudyDuniya is an e-learning platform that helps students prepare for various competitive exams. It is a comprehensive platform where students can learn concepts, practise questions, download ebooks, watch video lectures and get their doubts solved from experts. It also helps Institutes create their own brand with its white-labelled product offering.



2 NEW INCUBATEES ADDED INTO THE 2ND COHORT



AGRICULTURE



JYOSH AI SOLUTIONS PVT. LTD.

Thane

www.jyoshrobot.com

This unique environment friendly innovative program is related to automation of Cotton cultivation. It automates entire cotton cultivation which includes seed sowing, weed management, plant health Monitoring (diseases, insects, pest and nutrition) and Cotton harvesting and ensures high profitability by reducing labour and chemicals cost.



3 ACHIEVEMENTS OF INCUBATEES



Intech Harness Pvt. Ltd.
IRRIGATION AUTOMATION THAT WORKS

**ET RISE RANKING
INDIA'S MOST INNOVATIVE
MSMEs**

Intech Harness Pvt. Ltd.

October, 2020



**WINNER OF GIZ
INNOVATION CHALLENGE**

New Leaf Dynamic
Technologies Pvt. Ltd.

Category: Renewable Energies

October, 2020



Froots Technologies Pvt. Ltd.

Category: Supply Chain and
Agriculture Logistics

February, 2021



JyoSH AI Solutions Pvt. Ltd.

Category: Mechanization of
Farming and Allied Activities

February, 2021

AGRI INDIA HACKATHON 2020 WINNER



**ASME:
ENGINEERING FOR CHANGE-
WINNER OF THE HARDWARE
TRAILBLAZER AWARD**

New Leaf Dynamic
Technologies Pvt. Ltd.

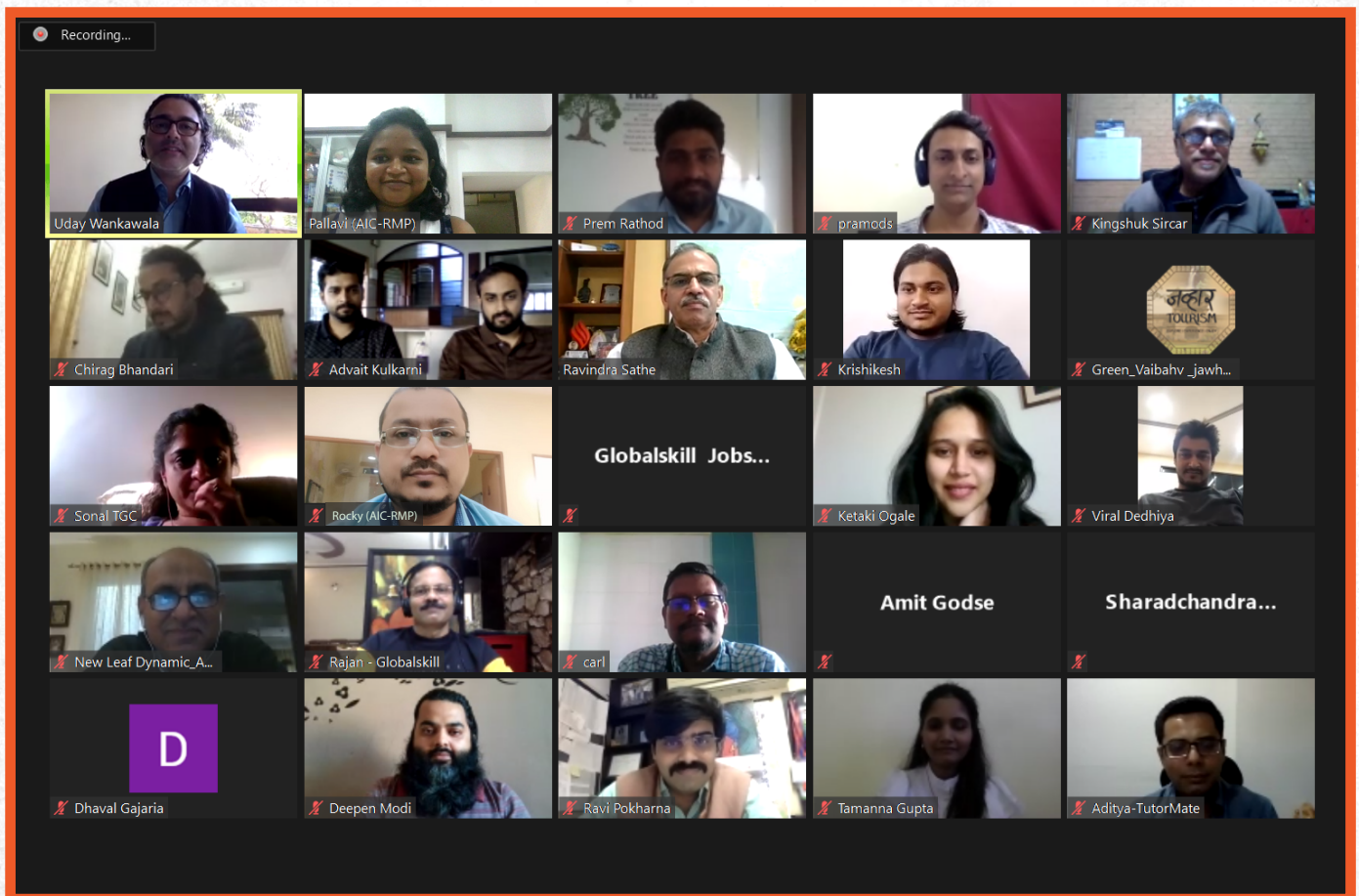
December, 2020



4 GLIMPSES OF INCUBATION PROGRAMME

4.1 2ND ANNIVERSARY OF AIC-RMP

AIC-RMP celebrated its 2nd Anniversary on 20th January, 2021 virtually, along with the Governing Board Members and Incubatees from both the Cohorts.





4.2 ONLINE WORKSHOPS & TRAINING SESSIONS FOR INCUBATEES

Oct 2020 to March 2021

Series of 5 Orientation Sessions by Rishabh Gill on Startup Success Program of Wadhvani VFT

4th November, 2020

Session on 'Introduction to Startup India Platform: Initiatives & Offerings' by Swani Ramchandani (Associate, Invest India)

Oct-November, 2020

Series of 4 Sessions on 'Demystifying Entrepreneurial Finance' for Cohort 1 by Farzan Ghadially (Mentor, AIC-RMP)

7th November, 2020

Fireside Chat on 'Fund Raising' with Hiren Ghelani (Director, Prime Fresh Ltd.)
Watch the Video here: <https://youtu.be/SaT8F1zXIFk>

25th & 28th November, 2020

Masterclass on 'Fundamentals of Startup Finance' for Cohort 2 by Shirang Tambe (Mentor, AIC-RMP)

20th January, 2021

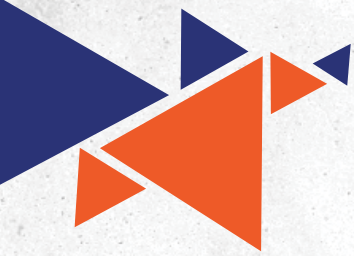
Workshop on 'Digital Marketing' by Tamanna Gupta (Founder, Umanshi Marketing)

20th March, 2021

Workshop on 'Practical Design Thinking' by Surendra Vaidya (Mentor, AIC-RMP)

26th March, 2021

Interactive Session with AIC-RMP Expert- R & A Associates, Samisti Legal Team on 'Fundamentals of Equity, Dilution, Valuation, Funding Process & Legal Contracts'



4.3 'GROWING TOGETHER AS A COMMUNITY'

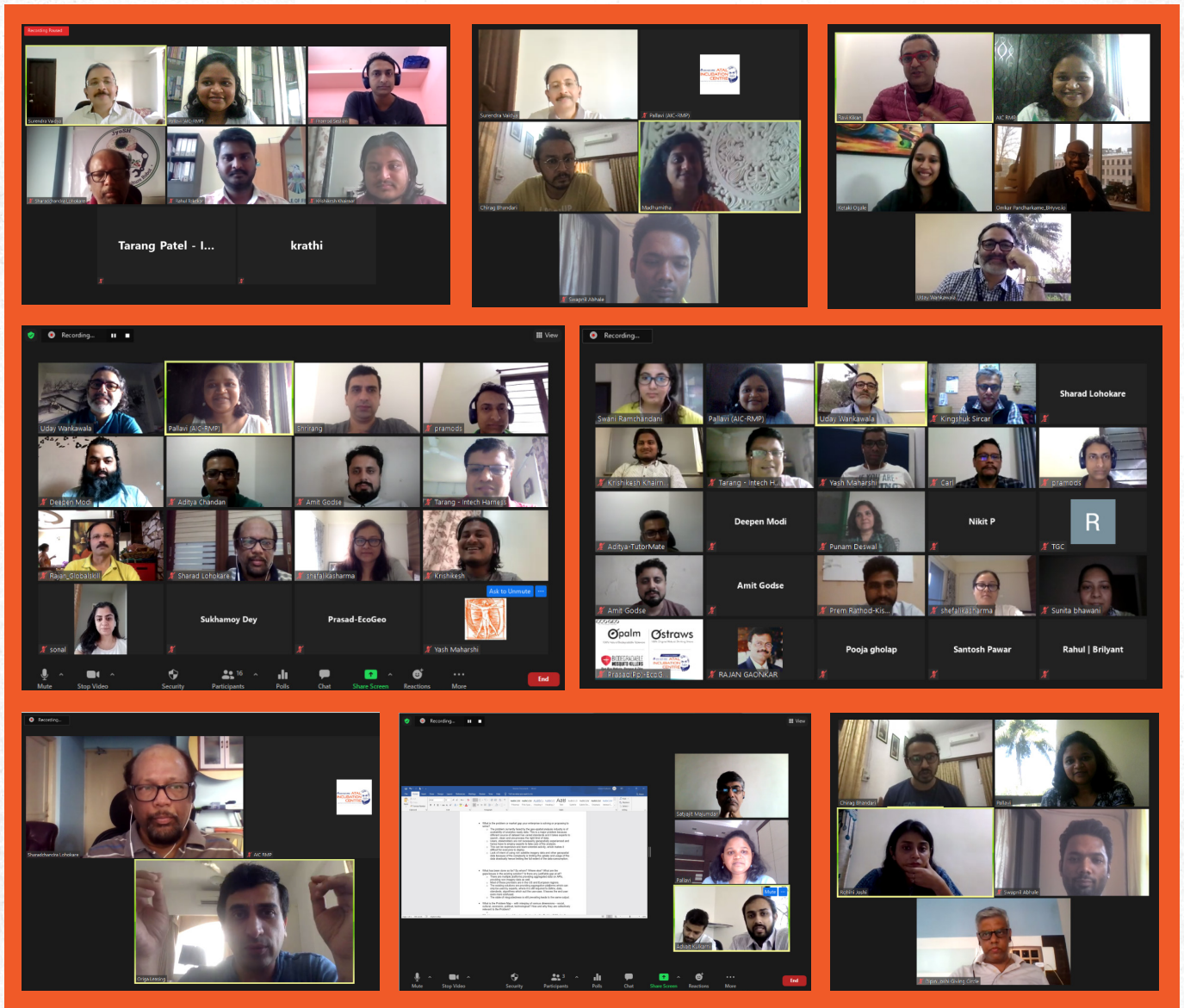
AIC-RMP had organized a Residential Programme for its Incubatees from both the Cohorts on 5th -6th February, 2021. The Theme of the Programme was 'Growing Together as a Community' where the focus was on fundamentals of thriving, peer learning and networking with the community. The sessions were facilitated by Vikas Bhatia (Managing Director, RIECO Industries Ltd. & AIC- RMP Mentor).





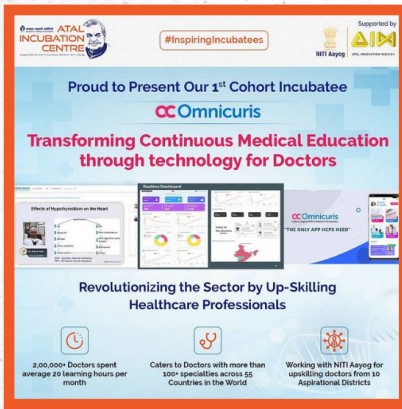
4.4 MENTORING SESSIONS FOR THE INCUBATEES

Mentoring Sessions form one of the foundational pillars of AIC-RMP Incubation Programme. Impactful Mentoring not only nurtures the founders reach their full entrepreneurial potential but also helps the startups in becoming sustainable & scalable ventures. Sharing some of the snapshots of our virtually conducted mentoring sessions.





4.5 SHOWCASE OPPORTUNITIES FOR INCUBATEES



#TransformationalThursday Series on Social Media

Showcasing the Impact created by AIC-RMP' #InspiringIncubatees in their respective Sectors



Sangam 2020- New Normal Showcase

This Innovation showcase curated by Sangam - IIT Madras Alumni Association highlighted Startups and their Solutions for the New Normal



Baat Cheet: Facebook Live Series (Once a month on Saturdays)

Presenting the work of Incubatees, partners and providing them a platform to showcase their work / share experiences through conversation with Mentors, experts



MACCIA Platform

Showcasing Entrepreneurial endeavours of AIC-RMP Incubatees to inspire MACCIA (Maharashtra Chamber of Commerce, Industry & Agriculture) community to embark on startup journey



5 NEW MENTORS ONBOARDED



ANAND JOSHI
CO-FOUNDER, DASHA KRIT
TECHNOLOGIES (D10X)



ANKITA SHAH
MENTOR OF CHANGE,
ATAL INNOVATION MISSION,
NITI AAYOG



BIPIN JOSHI
CO-FOUNDER,
GIVING CIRCLE



JAPAN VYAS
MANAGING PARTNER,
ROOTS VENTURES



JIGNESH KENIA
EVP AND HEAD- CORPORATE
STRATEGY AND DIGITAL
TRANSFORMATION, TIMES
GLOBAL BROADCASTING LTD.



NITIN KUMAR BHIDE
CO-FOUNDER, DASHA KRIT
TECHNOLOGIES (D10X)



RAVI KIKAN
DIRECTOR- MARKETING,
ONLINE SALES & GROWTH,
ZINGHR



RAHUL SANGOI
DIRECTOR, RIO INNOBEV



DR. RADHA IYER
PROFESSOR, K. J. SOMAIYA
INSTITUTE OF MANAGEMENT
STUDIES AND RESEARCH



SHRIRANG TAMBE, CLFP
FOUNDER & CEO,
ORIGA LEASE FINANCE
PRIVATE LIMITED



SURENDRA VAIDYA
DIRECTOR,
THE DIGITAL WISDOM



UDAY HEGDE
DIRECTOR, MANHADAY
CONSULTANTS



V. RAGHURAM
SENIOR ADVISOR,
ORIGIIN IP SOLUTIONS



VIKRANT POTNIS
FOUNDER, FUNDENABLE



6 NEW PARTNERSHIPS

6.1 CORPORATE PARTNER

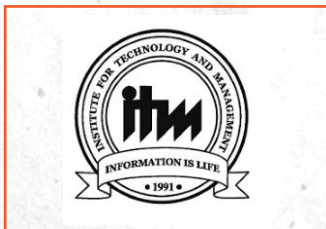


Dasha Krit Technologies Ltd

2nd November, 2020

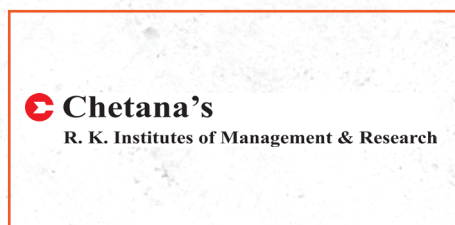
D10x is offering Tech Due-Diligence service as well as tech expertise & experience to mentor AIC-RMP Incubatees

6.2 ACADEMIC PARTNERS



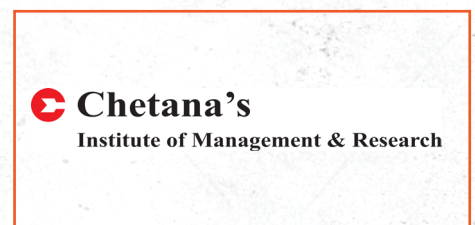
ITM Business School

12th October, 2020



Chetana's R.K. Institute of Management and Research

20th November, 2020



Chetana's Institute of Management and Research

20th November, 2020



7 CONTRIBUTION TO THE ECOSYSTEM

22nd October, 2020

Online Session on 'Sustainable MSMEs through Capability Building' by Satish Marathe (Founder Member of Sahakar Bharati and Director of Central Board, Reserve Bank of India) for Bank Managers from Mumbai

9th December, 2020

Online Session on Understanding critical difference between a 'need' & an 'opportunity' by Prof. Ashwin Mahalingam (Faculty, IIT Madras) for aspiring startup founders

18th December, 2020



The banner features logos for NITI Aayog, ATAL INNOVATION MISSION, ATAL INCUBATION CENTRE, and MathWorks. The main title is 'Evolving Role of Incubators / Accelerators in fostering Startup Ecosystem: Past, Present & Future'. The event is a 'Virtual Roundtable' on 18th December 2020, Friday, from 3:00 to 5:00 PM IST. The keynote is by Ramanan Ramanathan, Mission Director, Atal Innovation Mission. The closing note is by Sanjay Mehta, Founder & Partner, 100X.VC. The panelists are Uday Wankawala (CEO, Atal Incubation Centre - Rambhau Mhalgi Prabodhini), Ashok Chandavarkar (Director, Strategic Initiatives, Intel India), Kritika Murugesan (Director, NASSCOM, 10,000 Startups), Dr. Nikhil Agarwal (CEO, FIRST at IIT-Kanpur), Souad Tenfiche-Ancelle (CEO, NUMA), and Sanjay Gopinath (Head, Marketing & Communication and Accelerator Program, MathWorks, India).

Online Panel Discussion on 'Evolving Role of Incubators / Accelerators in Fostering Startup Ecosystem: Past, Present & Future' was organized in collaboration with MathWorks, for the stakeholders from the Startup Ecosystem.

Dec, 2020 to Jan, 2021

Workshop on 'Creative Entrepreneurship' (50 Hours online Modules) was conducted for NMIMS School of Design Students

9th January, 2021

Global Student Entrepreneur Awards by EO-GSEA, Pune, with AIC-RMP as the Knowledge Partner



AIC-RMP actively participates in the various seminars, panel discussions and evaluations of competitions from the Startup Ecosystem, represented by Uday Wankawala (CEO, AIC-RMP). Here's a glimpse of some of the important platforms from the recent past.

11-10-2020	Interactive session with student volunteers of Nirmitee Kendra, SIES
11-10-2020	'Atmanirbhar Bharat: Challenges and Road Ahead' by IES's Management College and Research Centre, Bandra, Mumbai
24-10-2020	'Young Minds & Entrepreneurial Initiatives', Business Incubation Weekend, by ITM Kharghar
07-11-2020	Headstart Network Kickstart-WE Incubation edition
28-11-2020	Jury for Youth Co:Lab 2020 top 80 evaluations
05-01-2021	Digital Women Warriors, Digipreneurs Award 2020
22-01-2021	Orientation Session on 'Starting your Business & Seeking Required Support', organized by B. K. Shroff College of Arts & M. H. Shroff College of Commerce
14-02-2021	EnPower, India' Future Tycoons IFT3
26-02-2021	Innopreneurs, Startup Ecosystem Conference, Lemon School
27-02-2021	Global Entrepreneurship Summit, Jai Hind College
17-03-2021	Masterclass on 'Team Building & Hiring' for NextGen Entrepreneurship Program



8

UPCOMING EVENTS

AIC-RMP ACADEMY – SAARATHI



ATAL
INCUBATION
CENTRE

Supported by Atal Innovation Mission, NITI Aayog



NITI Aayog

Supported By



ATAL INNOVATION MISSION

सारथी

ENABLING STARTUP MENTORS





RESOURCE PERSONS

MODERATOR



UDAY WANKAWALA
CEO, AIC-RMP

Listen from the
entrepreneurs on
importance of
mentors &
mentoring



BHUSHAN GAJARIA
FOUNDER, BEEHIVE CAPITAL ADVISORS



SAMKIT SHAH
FOUNDER & CEO, ALIGNED PILLARS

PANELISTS



MANISH PORWAL
FOUNDER, LOGINEXT



HITESH KENJALE
CO-FOUNDER, DESIHANGOVER

Panel Discussion

ONLINE PROGRAMME

Register Today

www.bit.ly/SaarathiReg | Date: 16th -18th April 2021 | Last date of Registration 13th April, 2021



9 TESTIMONIAL OF INCUBATEES

SAVITHA KUTTAN

Founder, Omnicuris Healthcare Pvt. Ltd.
1st Cohort Incubatee



Would like to take this opportunity to thank AIC-RMP Team for the support and guidance provided, that has helped us with this one of its kind opportunity to support NITI Aayog with rolling out the online training programs for Healthcare Professionals in the Aspirational Districts.

TARANG PATEL

Founder, Intech Harness Pvt. Ltd.
1st Cohort Incubatee



One of the important developments in the journey of our startup with AIC-RMP has been streamlining the pitch deck for investors and showcasing our technology to International Markets.

CHIRAG BHANDARI

Ennoble Social Innovations Pvt. Ltd.
1st Cohort Incubatee



AIC-RMP Team genuinely believes in the startups they incubate and is always willing to go that extra mile to support. With constant backing and interactions to help the startup excel, it just feels like an extended family.

The guest speaker sessions have been invaluable, and helped us build on some very foundational concepts. The mentor support is also excellent.

I highly recommend that emerging entrepreneurs should participate in such strong programmes.

RAJIB CHOWDHURY

Founder, TGC Technologies Pvt. Ltd.
1st Cohort Incubatee



The real tangible value of the guidance and support we received from the AIC-RMP can be measured by the fact that right from our first year we have focused on building a profitable business with clear and sustainable revenue streams.

The mentoring team helped us cut through the clutter of creativity most start-ups inadvertently display.

They helped us develop a razor sharp focus, guided us in developing deep foundations of values led management systems and governance processes which held us in good stead through the difficult covid year of 2020.



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