



AMITY UNIVERSITY  
UTTAR PRADESH

VIRTUAL  
**STARTUP**  
EXPO 2020

DURING

**ICE I L** 2020

VIRTUAL 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON  
ENTREPRENEURSHIP, INNOVATION  
AND LEADERSHIP

17<sup>th</sup>-19<sup>th</sup> December, 2020

SESSION PARTNERS



The Association  
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# VIRTUAL START UP EXPO 2020

DURING

Virtual 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON  
ENTREPRENEURSHIP, INNOVATION  
AND LEADERSHIP  
(ICEIL'20)

THEME : HARNESSING INNOVATION, TECHNOLOGY FOR  
ENTREPRENEURSHIP AND SUSTAINABILTY

17<sup>th</sup>-19<sup>th</sup> December, 2020



AMITY UNIVERSITY UTTAR PRADESH  
NOIDA, (U.P) INDIA

डॉ० दिनेश शर्मा



उप मुख्यमंत्री  
उत्तर प्रदेश

99-100, विधान भवन,  
लखनऊ

दिनांक: 02-03-2020



### MESSAGE

In today's competitive environment where industry revolutions are happening at faster pace, the world is looking at dynamic leaders who have requisite entrepreneurial skills, patients and think big. A leader is the one who begets other leaders providing guidance and by influencing others to be leaders. Entrepreneurship is the merger of leadership skills and innovation.

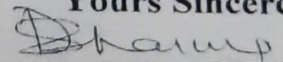
**I am delighted to learn that the 3rd International Conference on Entrepreneurship, Innovation & Leadership (ICEIL 2020)** organized by Amity University Uttar Pradesh at a mega level targets to provide a platform for budding entrepreneurs to share and learn these coveted skills and inculcate the spirit of entrepreneurship through mutual interactions with stalwarts from the industry.

The concept of such conferences is to work as a catalyst in the process of nation building through innovation, leadership and entrepreneurship. Innovation and entrepreneurship are the backbone of any nation and I certainly believe that this conference will not leave any stone unturned in inculcating true spirit of entrepreneurship. Entrepreneurship is more than just an engine of economic growth. It is also a factor that makes communities more vibrant, inclusive, and secure.

I firmly believe that ICEIL-2020 will be the right platform where Innovation in the areas of Academics, Technology, Healthcare, Communication, Telecom and others, will inspire the society to enhance and sharpen the entrepreneurial skills.

I convey my hearty wishes to all the participants and organizers of ICEIL-2020.

Yours Sincerely

  
(Dr. Dinesh Sharma)



“ My mission is nation building through education and beyond. ”

**Dr. Ashok K. Chauhan**

Founder President, Ritnand Balved Education Foundation  
(The Foundation of Amity Institutions and the  
sponsoring body of Amity Universities)  
Chairman, AKC Group of Companies



## MESSAGE FROM PATRON

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**Innovation** and **Leadership** are the pillars based on which entrepreneurship can be encouraged. Time is evolving rapidly and with recent innovations the youth have access to state-of-the-art technology which enhance their creative skills and allow them to evaluate opportunities contributing to the development of a vibrant economy.

**At Amity, we nurture talent.** The focus is to allow our students to burgeon into future leaders through fostering and channelizing their expertise into core areas of innovation and technology adoption. We encourage faculty and students to conduct frontier research, innovate and create new analytical products and engage in activities of technical assistance. The spirit of innovation can also help in changing human lives and capabilities and promote global growth and expansion. The emphasis is therefore on creating appropriate stratagems and ambience, gaining sustainable abilities and innovating with a holistic approach.

**Amity** believes in contributing to the national progress through the process of innovation and entrepreneurship and accord priority to the process through effective strategies. I have firm conviction that the **Virtual 3rd International Conference on Entrepreneurship, Innovation, & Leadership (ICEIL) 2020** will provide ample opportunities to all participants- delegates, faculty, students and others to discuss, strategize, create, share and debate on notions that would be a harbinger of several future associations which would subsequently create loyalty and satiation in diverse premises.

**I wish ICEIL 2020 a stupendous success.**

### **Dr. Atul Chauhan**

Chancellor, Amity University  
President, Ritnand Balved Education Foundation  
CEO, AKC Group of Companies



## MESSAGE FROM CO-PATRON

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“Entrepreneurship is a blend of innovation and leadership skills.” It requires resolute determination to manifest entrepreneurial skills, innovation and leadership skills. The emergence of Indian innovation was supported by the former president of India, Dr. A.P.J. Abdul Kalam. “Amity's movement is a struggle for education, innovation and entrepreneurship.” We at Amity, prepare a blueprint for Indian leaders which may focus on socio-economic growth of India. It is more important today to hold the torch of illumination giving shape to ideas and fostering innovation.

It is indeed a matter of immense pleasure and pride that Amity University Uttar Pradesh (AUUP) is organizing the **Virtual 3rd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL'2020)** on the theme “Harnessing Innovation, Technology, Entrepreneurship and Sustainability” from 17th-19th December, 2020.

In recent years, India has taken significant strides in the sectors of Technology, Innovation, Entrepreneurship and Leadership and in order to retain immensely talented Indians and their potential, Amity University has undertaken several initiatives in the area of Entrepreneurship. I strongly believe that this conference will inculcate Entrepreneurial skills, Leadership Skills and Innovation spirit among all the participants and students through the most distinguished dignitaries, esteemed speakers and other worthy guests from all over the country. This conference will further provide a platform with its unique approach to all the entrepreneurs for sustaining their skills by way of sharing experiences and knowledge with each other. Thoughts from every field of life including hospitality, healthcare, education, humanities, science, engineering & technology, biosciences, etc, will definitely lead to a new approach towards entrepreneurship and industry.

While we are living in an ever-changing, dynamic world, it is those who think creatively and courageously that bring about a change in society. The spirit of innovation and entrepreneurship nurtured in Conferences like these, help in such endeavours.

I whole-heartedly convey my best wishes to all the participants and organisers of this Conference and wish it a resounding success!

### **Dr. Aseem Chauhan**

Chancellor, Amity University  
Additional President, Ritnand Balved Education Foundation  
CEO, Amity Capital Ventures



## MESSAGE FROM CONFERENCE CHAIR – ICEIL'2020

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In India and around the world, the impact of the coronavirus pandemic is not limited to a few sectors but is evident across all stakeholders of the economy. Many startups and businesses which were caught off guard by the nationwide lockdown are now getting back on track with newer philosophies, government support and by adapting themselves as per the new normal environment.

Support of Government towards empowering Small-Scale Businesses & Budding Entrepreneurs has been instrumental over the recent few years. The Government of India has brought various reforms at policy level and has laid strong emphasis on educating the masses through learning programmes. Institutions of higher education across the globe are playing a pivotal role in the education sector and acting as a bridge to channelize opportunities for bright and aspiring entrepreneurs. I am delighted to convey that at Amity a strong emphasis is placed on building the entrepreneurial competencies amongst the students. It has always been a frontrunner in aligning its mission of creating successful Entrepreneurs with India's economic development goals.

Amity University offers simplified, in-depth, holistic learning experience for its students conducive not only to hone their entrepreneurial skills but also to build in them emotional consciousness necessary to sustain in business environment. The revolutionary, modified course curriculum offered at Amity aims to develop an aptitude to face the challenges of the contemporary corporate world and enhance their knowledge to assess and capitalize on opportunities through innovation, resource maximization, and technology usage as per the standards of Industry 4.0.

As a part of this endeavour, the 3rd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL'2020) is being organised virtually by Amity University, with the theme 'Harnessing Innovation, Technology, Entrepreneurship and Sustainability' from 17-19 December 2020. This conference shall play the role of a catalyst in shaping and developing graduates for leveraging entrepreneurial opportunities. This Mega event consists of concurrent panel discussions via 8 tracks, research paper presentations, Start-Ups and Stand-Ups Expositions, Lakshya- Business Plan competition, workshops, Eureka-Students Innovative Design projects competition, Case Study Competition, etc. During the 3 Day conference 300+ distinguished speakers, industry experts, Academicians, Jury members, Start-up founders and Business leaders from all over the world will participate to foster industry -academia associations, research, partnerships and promote entrepreneurial ecosystem by facilitating the mobility of experts across the channels.

I firmly believe that ICEIL'2020 will help the students to seek opportunities in the field of healthcare, agriculture, environment sciences, education, biotech, communications, Information technology, and so on. The conference will act as a perfect platform for social interaction between budding entrepreneurs and the industry leads and also provide immersive, innumerable opportunities to connect with government officials, bankers, subject experts, and successful entrepreneurs. For potential entrepreneurs with ideas, this conference shall also provide opportunities to get financial and technical guidance as well as support through special mentoring sessions by experts.

ICEIL'2020 further adds value to the mission and vision of our Charismatic leader, Dr. Ashok K Chauhan whose dream is to make every student of Amity a success story. It also reflects the passion and purpose of Dr. Atul Chauhan, Chancellor, Amity University, whose aim is to promote research and innovation among faculty and students.

I take this opportunity to thank all the eminent resource persons, jury members, Sponsors, session partners and supporters who have associated with us for this conference. I appreciate the efforts of each member of the ICEIL'2020 organizing committee for working with great commitment.

My best wishes to all the participants of ICEIL'2020 for having a great learning exposure.

Experience your possibilities and Explore your unconscious competence!

I wish ICEIL'2020 a glorious success!

### **Prof. (Dr.) Balvinder Shukla**

Conference Chair , ICEIL'2020

Professor - Entrepreneurship, Leadership & IT

Vice Chancellor, Amity University Uttar Pradesh



# महात्मा गांधी राष्ट्रीय ग्रामीण शिक्षा परिषद Mahatma Gandhi National Council of Rural Education

(Formerly National Council of Rural Institutes)

Department of Higher Education, Ministry of Human Resource Development, Government of India



Dr. W G Prasanna Kumar  
Chairman MGNCRE



There are ample career opportunities in the Waste Management sector. The Industry-Academia Meet and Exhibition will provide a platform for Industry and Utilities to showcase their waste management initiatives and also provide information on career opportunities for students of MBA in Waste Management and Social Entrepreneurship developed by MGNCRE and approved by AICTE.

I am glad that Amity University is a part of this first of its kind Swachhta Technology and Management Incubation Project Demonstration in Higher Education Institutions that are launching the MBA in Waste Management and Social Entrepreneurship Program across India. I highly appreciate Amity University, Noida for organizing the 3rd International Conference on Entrepreneurship, Innovation and leadership (ICEIL-2020) with great enthusiasm.

Keynote Speakers from academia and industry provide critical inputs and their deliberations and views on the key issues of waste management, sustainable development, social entrepreneurship, recycling, and resource management give insights into the abundant career opportunities in the waste management sector. The Industry-Academia Meet and Exhibition is all about industry interaction, internships, projects, product showcasing, new product launch, scope for social entrepreneurship, placements and a platform to interact and meet decision makers, policy makers, heads and industry experts.

This will benefit the service provider and the university. The Industry-Academia Meet bridges the gap between academic knowledge and practical expertise. The MBA program on Waste Management and Social Entrepreneurship empowers the waste management sector by providing professionals.

I congratulate Amity University for their enthusiastic participation and creating a platform for knowledge sharing in the waste management sector which is the need of the hour.

**Dr. W G Prasanna Kumar**





## MESSAGE FROM EXECUTIVE DIRECTOR, TIE DELHI NCR

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It is said 'Young people of today would be leaders of tomorrow', but with the exponential technology, access for more information and global connectivity the youth have opportunities to become leaders of today!

The need of the hour is develop a systematic framework for this young generation to lead the world with their creative ideas. For new ideas and new venture to compete and survive in the fierce competitive market, there should be dedicated set of stakeholders who can initiate, engage, encourage, promote and facilitate the budding entrepreneurs to realise their dream. I believe it is the moral responsibility of educational institutions to create a generation who may change the world to be a better place to live.

We, at The Indus Entrepreneurs (TiE), know how Amity University since its inception has established its foothold in promoting students to participate in the movement entrepreneurship with its Academic endeavours.

It is a pleasure for TiE Delhi NCR to associate with Amity University for three year consecutively for such a wonderful programme and similar other endeavious too.

I wish all the researchers, academicians' corporate delegates and participating students of Start-Up Expo, Lakshya, Eureka, Paper Presentations, Workshops, and Concurrent sessions a great learning experience during 3rd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL'2020).

I am sure it will promote entrepreneurial DNA among young students.

All the best !!!

**Geetika Dayal**

Executive Director  
TiE Delhi NCR



## MESSAGE FROM CHAIR-VIRTUAL START-UP EXPO' 2020

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In times of societal challenges such as climate change, migration, inequalities and population growth, we have come to realize that areas like Sustainability, Technology, Entrepreneurship and Models of business innovation (STEM) are needed to pursue creative tasks and provide new solutions to volatile, uncertain, complex and ambiguous (VUCA) societal problems. This calls for entrepreneurial behavior and for an entrepreneurial society that nurtures and rewards such behavior. Entrepreneurship is an essential driver of societal health and wealth, and a formidable engine of economic growth. It promotes the STEM model of innovation required not just to exploit new opportunities, promote productivity and create employment, but also to help address some of society's toughest challenges as stated by the United Nations Sustainable Development Goals (SDGs). Many of the world's governments, think tanks, non-governmental and international organizations now look towards entrepreneurship as a key part of the solution to ending poverty and social inequity, promoting women's empowerment, and implementing business solutions to the world societal challenges.

The Virtual 3rd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL'2020) is the flagship event of the Amity University Uttar Pradesh envisioned as a unique platform for researchers, academicians, alumni, as well as industrial professionals from diverse domains to brainstorm and enable quality discussions, facilitate experience sharing, provide a forum for exchange of innovative ideas and research presentation, this conference promotes the university's vision of nurturing and expediting entrepreneurial thinking to promote entrepreneurship in the society.

The striking feature of this conference is Virtual Start-up Expo 2020 which will provide an opportunity to entrepreneurship aspirants, SMEs, venture capitalists, accelerators, investors, and business persons to exchange their innovative ideas and enhance their creativity and actively get involved in spirit of sustainability, technology, entrepreneurship and models of business innovation (STEM). I truly believe that Virtual Start-up Expo 2020 will provide a great platform to all delegates, exhibitors, alumni and students to communicate and put forward their innovative ideas for fruitful discussion and outcome.

I wish all the participating exhibitors, delegates, alumni and students of Virtual Start-Up Expo 2020, a great learning and networking experience during 3rd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL'2020).

### **Prof. (Dr.) Anupam Narula**

Chair-Start-Up Expo '2020

Dy. Director (Alumni Relations)

& Professor – Marketing, Amity School of Business

Amity University, Uttar Pradesh

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Vice Chancellor, Amity University Uttar Pradesh

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## ABOUT VIRTUAL START-UP EXPO 2020

With the emerging business opportunities, India is gradually moving to become a leading global start-up hub with rising numbers of new companies, venture capitalists, and entrepreneurs.

To create conducive start-up ecosystem in order to boost entrepreneurship, the government has created an entire ministry dedicated to helping new businesses through 'Ministry of Skill Development and Entrepreneurship'. The present government has introduced many schemes to promote entrepreneurship and assist emerging start-ups financially. The government schemes launched for developing and encouraging entrepreneurship in India are Start-up India initiative, ASPIRE, Mudra Bank, Atal Innovation Mission, eBIZ Portal, Dairy Processing and Infrastructure Development Fund (DIDF), Support for International Patent Protection in Electronics & Information Technology (SIP-EIT), Multiplier Grants Scheme (MGS), Credit Guarantee Scheme for Startups (CGSS), Software Technology Park (STP) Scheme, The Venture Capital Assistance Scheme (VCA), NewGen Innovation and Entrepreneurship Development Centre (NewGen IEDC), etc. The Ministry of Human Resource Development (MHRD) has released the guidelines on National Innovation and Start-up Policy in 2019 to further strengthen the Start-up policy of AICTE, which was as per the objectives of Start-up Action Plan announced by Government of India in January 2016. These initiatives of the government have led to the change in perception of Indian people towards Entrepreneurship in the nation.

This reflects in the current **Global Entrepreneurship Monitor (GEM) 2019/2020 report** which posits that seven out of ten Indians surveyed agreed that they have started their own business to make a difference in the world and to create wealth. This reflects that Indians are highly motivated to make a difference in the world through **"Purpose Driven Entrepreneurship"** alongside more traditional motivations of just making a living because jobs are scarce or to continue a family business. These self-perceptions of opportunism and proactivity of Indians to be seen by others as innovators and wealth creators is an encouraging sign of a **'Collective Will'** for future business sustainability that will provide India as a fertile ground for new business research.

"Take up one idea. Make that one idea your life, think of it, dream of it, live on that idea, let the brain, muscles, nerve, every part of your body be full of that idea and just leave every other idea alone. This is the way to success."

– Swami Vivekananda

Under this premise, AMITY UNIVERSITY, UTTAR PRADESH has organized a Virtual Startup Expo as part of 3rd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL'20) on the theme "Harnessing Innovation, Technology, Entrepreneurship and Sustainability" scheduled from 17th -19th December 2020.

### **THE MOTTO OF THE VIRTUAL START-UP EXPO 2020 IS "BUILD RESPONSIBLY AND SCALE SUSTAINABLY"**

The Virtual Start-Up Expo 2020 is Amity's biggest event for start-up ecosystem success in the country. An extraordinary initiative of Amity University Uttar Pradesh that brings together the collaborative power of India, the virtual expo offers budding entrepreneurs all that they need to succeed, all together, all in one place – absolutely free of cost!.

Start-up Expo is a high visibility transformative platform where Start-up budding entrepreneurs can showcase their ventures, meet investors, engage with government organizations, attend parallel knowledge sessions in the 3rd Virtual ICEIL 2020 conference, receive mentoring, network with business experts, explore and find partnership opportunities and potential customers, and interact with stakeholders. This will help them to catalyse change and take their Start-up onto a higher scalable journey!

# ABOUT VIRTUAL START-UP EXPO 2020

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## **The Objectives of the Virtual Start-Up Expo 2020 are as follows:**

- To foster and support 'Innovation and Start-up' culture thus enabling creation of a robust Innovation and Start-up ecosystem in the nation.
- To support the Amity University's mission of nurturing and expediting entrepreneurial thinking to promote the initiatives of the start-up action plan of Government of India.
- To actively engage budding entrepreneurs, alumni, students, faculty and Staff members in innovation and entrepreneurial related activities.
- To provide diversified exposure to Millennials for starting their own ventures.
- To bring varied sectors of the economy like Retail, Consulting, Technology, Art & Design, Infrastructure, Energy, Agriculture & Food Processing, Social Enterprises & NGO's, Education & Training, Health care & Hygiene and Hospitality at one single platform.
- To provide mentoring from CEO's, Founders, Directors, Consultants, Managing trustees from varied sectors of the economy.

## **The Benefits of Virtual Start-Up Expo 2020 are as follows:**

- **Chance to Virtual showcase product or service online in entire world:** This platform will help Exhibitors to showcase their creativity/innovative ideas in form of product/services online to varied audience during the conference and helps in shortening the sales cycle by adding value to their product/service through valuable feedback.
- **New Way of Virtual Networking Opportunities:** Virtual Networking allows buyers and sellers to connect digitally from across the globe with industry stalwarts, government institutions, venture capitalists, conference delegates, and other start-ups
- **Opportunity to promote the brand in the session for next level lead generation:** Dedicated slot of 10-15 minutes to each expo participant to speak about their Start-up, Story, Background, USP's, Future plans, Societal contributions, etc. to develop the direct connect with the varied audience and answer their queries.
- **Virtual Networking with prospective clients through online chat:** Chance to interact with multiple prospects to enhance the brand visibility.
- **Source of motivation to the young Millennials to start their own ventures:** The participation as an entrepreneur will act as a source of motivation to thousands of young students, aspirants, and enthusiasts to start their own ventures to join in the mission of ATMANIRBHAR BHARAT for making India a self-reliant nation.
- **Recognition to Start-ups:** Best three start-ups shall be awarded merit certificates and rest all participants shall be awarded participation certificates.
- **E-Souvenir of Start-up Expo:** Organization profile appearance in the soft copy of Expo Souvenir.
- **Prohibited products/services:** Alcoholic/Tobacco Products
- **No Cost:** There is no fees levied for participation in the event.

# JURY MEMBERS IN THE VIRTUAL START-UP EXPO 2020

**Dr. Smriti Malhotra**

Amity Institute of Education

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**Mr. Shubham Sharma**

Amity School of Engineering & Technology

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**Mr. Arya Kumar Vikramaditya**

Amity Institute of Competitive Intelligence & Strategic Management

---

**Dr. Manoj Chandra Garg**

Amity Institute of Environmental Sciences

---

**Mr. Ashish Kumar Kashyap**

Amity School of Engineering & Technology

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**Dr. Ashima Singh**

Amity School of Communication

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**Dr. Parikshit Sharma**

Amity Institute of Travel and Tourism

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**Dr. Prachi Singhal**

Amity Institute of Applied Sciences

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**Dr. Amit C Kharkwal**

Amity Institute of Microbial Technology

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**Dr. Dhruv Kumar**

Amity Institute of Molecular Medicine & Stem Cell Research

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**Dr. Smitha MS**

Amity Institute of Microbial Biotechnology

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**Ms. Richa Sharma**

Amity School of Engineering & Technology

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**Dr. Sonal Chauhan**

Amity Institute of Applied Sciences

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**Dr. Nidhi Gupta**

Amity School of Business

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**Dr. Sofia P. Das**

Amity Institute of Marine Science & Technology

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**Dr. Shailesh P Khapre**

Amity School of Engineering & Technology

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**Ms. Isha Gupta**

Amity Institute of Behavioural & Allied Sciences

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**Dr. Robin Kumar**

Amity Institute of Nanotechnology

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**Mr. Mukul Varshney**

Amity School of Engineering & Technology

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**Dr. Prakash Kumar**

Amity Institute of Occupational Therapy

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**Dr. Vivek Mishra**

Amity Institute of Click Chemistry Research Studies



## PROGRAMME SCHEDULE

### INAUGURAL CUM AWARD CEREMONY

Thursday, 17th December 2020 | Time: 10.00 am – 11.45 am  
 Weblink : <https://amityuni.live/82744143461>

### DAY 1: THURSDAY, 17 DECEMBER 2020

Time	Programme
09.45 hrs. – 10.00 hrs	Welcome of the Guests in Guest Room
10:00 hrs – 10:05 hrs	Invocation and Lamp Lighting
10:06 hrs – 10:14 hrs	Welcome Address and Introduction to ICEIL'2020 by <b>Prof. (Dr.) Balvinder Shukla</b> , Conference Chair – ICEIL'2020 & Vice Chancellor, Amity University Uttar Pradesh
10:15 hrs – 10:26 hrs	Inaugural Address by <b>Shri Swatantra Dev Singh ji</b> Honourable President Bhartiya Janata Party, Uttar Pradesh Minister of State with Independent Charge for Transport & Protocol and Minister of State for Power in the Government of Uttar Pradesh.
10:27 hrs – 10:37 hrs	Address by <b>Dr. Atul Chauhan</b> , Chancellor, AUUP & President, RBEF
10:38 hrs – 10:48 hrs	Keynote Address by Guest of Honour – <b>Dr. P M Murali</b> , Member ABLE, Chairman Golden Jubilee Biotech Park and Chairman & MD, Jananom Pvt. Ltd.
10:49 hrs – 11.04 hrs	Blessings by Hon'ble Founder President, Amity Universe <b>Dr. Ashok K Chauhan Ji</b>
11.05 hrs – 11:43 hrs	Conferring of Amity Leadership / Entrepreneurial Excellence Awards:
11:05 hrs -11:14 hrs	<b>Ms. Geetika Dayal, Executive Director, TIE Delhi NCR</b> – Amity Women Leadership Award for Promoting Entrepreneurship Acceptance Speech by Ms.Geetika Dayal
11:15 hrs – 11:24 hrs	<b>Dr. Apoorva Sharma, Angel Investor, Co-founder, Venture Catalysts and 9 Unicorns</b> - Amity Alumni Award for Promoting Excellence in Entrepreneurship & Start-ups Acceptance Speech by <b>Dr. Apoorva Sharma</b>
11:25 hrs – 11:34hrs	<b>Mr. G S Krishnan , Director Stakeholder Relations, Novozymes South Asia Pvt. Ltd., Bengaluru</b> - Amity Leadership Award for Excellence in Industrial Biotechnology Acceptance Speech by <b>Mr. G S Krishnan</b>
11:35 hrs – 11:37 hrs	Vote of Thanks by <b>Prof. (Dr.) Sanjeev Bansal</b> , Conference Organizing Co-Chair, ICEIL'2020 & Dean -FMS & Director, ABS <b>Emcee- Dr. Sumitra Singh &amp; Dr V.R .Pooja Rapporteurs-Ms. Shagun Bansal (Rapporteur)</b>





## PROGRAMME SCHEDULE

### TRACK-8: VIRTUAL START-UP EXPO 2020

**Day: 1 - Thursday, 17th December 2020 (12:00pm – 5:00pm)**

URL for Sessions 8.1, 8.2 & 8.3 on 17th December, '20 (12.00 pm – 5.00 pm): <https://amityuni.live/ef4fa>

Time	Duration	Speakers	Details
12:00pm – 12:03pm	3 mins	<b>Start-Up Expo Chair</b> Prof. (Dr.) Anupam Narula Dy. Director (Alumni Relations)	Welcome Address and Introduction
12:04pm – 12:09pm	5 mins.	<b>Conference Chair:</b> Prof. (Dr.) Balvinder Shukla, Vice Chancellor, AUUP	Special Address

### TRACK-8

#### Session 8.1: Health Care, Hygiene, Sanitation, Nutrition, Sports & Mental Health etc.

Time	Duration	Speakers	Details
12:10pm – 12:15pm	5 mins	Master of Ceremony (MC)	Brief introduction of the participants
12:16pm – 12:26pm	10 mins	Er. Vikas Gupta, Director	Caladium Products Pvt. Ltd.
12:27pm – 12:37pm	10 mins	Ms. Akanksha Chandele, Director & Founder	I am Well Being
12:38pm – 12:48pm	10 mins	Ms. Sargun Bedi, Counselling Psychologist	Lucid Mind
12:49pm – 12:59pm	10 mins	Ms. Rashi Juneja, Director & Clinical Psychologist	Mind Eases Pvt. Ltd.
01:00pm – 01:10pm	10 mins	Mr. Harneet Singh Sethi, Founder	Parfumfaitmaison
01:11pm – 01:21pm	10mins	Ms. Mitashi Pawar, Founder	Life Bubble

#### Session 8.2: Retail Commodity, Management, Consultancy and Other services

Time	Duration	Speakers	Details
02:00pm – 02:05pm	5 mins	Master of Ceremony (MC)	Brief introduction of the participants
02:06pm – 02:16pm	10 mins	Mr. Abdul Majid, CEO	Zeros Fzllc
02:17pm – 02:27pm	10 mins	Ms. Yusra Khan, Co-Founder	The Modest Look
02:28pm – 02:38pm	10 mins	Mr. Rohit Satyani, Co-Founder	Sew Dhagga
02:39pm – 02:49pm	10 mins	Ms. Anouska Thakral, Founder & Editor	Aoife Inc.
02:50pm – 03:00pm	10 mins	Mr. Om Prakash, Founder & CEO	Get Digital Office
03:01pm – 03:11pm	10 mins	Mr. Satyendra Kumar, Director	Parv Human Resource Pvt. Ltd.
03:12pm – 03:22 pm	10 mins	Mr. Varun Dua, Founder	V Print

#### Session 8.3 : Social Enterprises and NGO's

Time	Duration	Speakers	Details
03:45pm – 03:50pm	5 mins	Master of Ceremony (MC)	Brief introduction of the participants
03:51pm – 04:0pm	10 mins	Mr. Ashay Bhawe, CEO	Thaely
04:02pm – 04:12pm	10 mins	Ms. Renu Bali, Founder	Tender Heart NGO
04:13pm – 04:23pm	10 mins	Mr. Atul Saxena & Mr. Shrey Saxena, Managing Trustee	Growdiesel Ventures Ltd.
04:24pm – 04:34pm	10 mins	Dr. Sumedha Kushwaha, Founder & General Secretary	Attac – Aim to terminate tobacco & cancer
04:35pm – 04:45 pm	10 mins	Mr. Vikash Singh, Founder	Ehsaaz
04:46pm – 04:56 pm	10 mins	Ms. Mitali Gupta, General secretary	Little Seeds NGO

## Day: 2 - Friday, 18th December 2020 (10:15am – 5:00pm)

URL for Sessions 8.4, 8.6, 8.8 & 8.10 on 18th Dec'20 (10.00 am – 5.00 pm): <https://amityuni.live/ef4fa>

URL for (Parallel Sessions) 8.5, 8.7, 8.9 & 8.11 on 18th Dec'20 (10.00 am – 5.00 pm): <https://amityuni.live/2bb66>

Time	Duration	Speakers	Details
10:15am – 10:18am	3 mins	<b>Start-Up Expo Chair</b> Prof. (Dr.) Anupam Narula Dy. Director (Alumni Relations)	Welcome Address and Introduction
10:19am – 10:24am	5 mins.	<b>Conference Chair:</b> Prof. (Dr.) Balvinder Shukla, Vice Chancellor, AUUP	Special Address
<b>Session 8.4 : Art &amp; Design, Skill Based Business Ventures</b>			
10:25am – 10:30am	05 mins.	Master of Ceremony (MC)	Brief introduction of the participants
10:31am – 10:41am	10 mins	Mr. Pratibimb Gupta, CEO	IMPRINTO Solutions
10:42am – 10:52am	10 mins	Ms. Priyanka Dua, Founder	Décor & More
10:53am – 11:03am	10 mins	Mr. Mahesh Kr. Prajapati, Founder	Rosette
11:04am – 11:14am	10 mins	Ms. Ankita Narula, Owner, Artist, Designer	House of Eireen
11:15am – 11:25am	10 mins	Ms. Sahiba Saluja, Co-Founder & Principle Interior Designer	Space Masters
11:26am – 11:36am	10 mins	Ms. Divangya Arora, Owner	Dstudio
11:37am – 11:47am	10 mins	Ms. Pallavi Shrivastava, Director	Merakii Creations
<b>Session 8.5: Education, Training and Development (Parallel Session with Session 8.4)</b>			
10:25am – 10:30am	05 mins.	Master of Ceremony (MC)	Brief introduction of the participants
10:31am – 10:41 am	10 mins	Ms. Sakshi Seth Grover, Founder & Director	Cognizavest
10:42am – 10:52am	10 mins	Mr. Rohit Chadha, Chief Education Officer	Indian School of Robotics
10:53am – 11:03am	10 mins	Mr. Ankit Tiwari, Founder	Community Pharmacist Aid (CPA)
11:04am – 11:14am	10 mins	Mr. Swapnil Verma, Co-Founder	Startup Scholars
11:15am – 11:25am	10 mins	Mr. Manoj Naik, CEO	Matiman Management Pvt. Ltd.
11:26am – 11:36am	10 mins	Mr. Murrad Beigh, Co-Founder	FinLadder
11:37am – 11:47am	10 mins	Mr. Punkesh Chawla, Founder	Team Building Pro
<b>Session 8.6: Hospitality, Tourism, Events, Media &amp; Communication</b>			
12:00am – 12:05am	5 mins.	Master of Ceremony (MC)	Brief introduction of the participants
12:06pm – 12:16pm	10 mins	Ms. Rahma Talwar, Managing Director	Style Code Media
12:17pm – 12:27pm	10 mins	Ms. Netra Rajesh, Managing Director	Aatithyam
12:28pm – 12:38pm	10 mins	Ms. Neha Mathur, Founder	EventLope
12:39pm – 12:49pm	10 mins	Mr. Deepak Kumar, Executive Partner	Aruna Global

**Session 8.7: Health Care, Hygiene, Sanitation, Nutrition, Sports & Mental Health etc. (Parallel Session with Session 8.6)**

Time	Duration	Speakers	Details
12:00am – 12:05am	5 mins.	Master of Ceremony (MC)	Brief introduction of the participants
12:06pm – 12:16pm	10 mins	Ms. Anjali Singh, CEO	Label Rashna Pvt. Ltd
12:17pm – 12:27pm	10 mins	Dr. Swasti Agrawal, Director	Precursor Info Solutions Pvt. Ltd
12:28 pm – 12:38pm	10 mins	Mr. Dawar Zama, Founder	Organic B
12:39pm – 12:49pm	10 mins	Ms. Tancy Moira Moore, Founder	Ensoul, We Avec U
12:50pm – 1:00 pm	10 mins	Mr. Karan Singh Gill, Founder	THEE D' CORE

**Session 8.8: Retail Commodity, Management, Consultancy and Other services**

Time	Duration	Speakers	Details
02:00pm – 02:05pm	5 mins.	Master of Ceremony (MC)	Brief introduction of the participants
02: 06pm – 02:16pm	10 mins	Mr. Manas Ranjan Rout, Founder & CEO	Cognitrex Consultants Pvt. Ltd.
02:17pm – 02:27pm	10 mins	Mr. Devansh Chopra, Founding Partner	Sordi Tenture LLP
02:28pm – 02:38pm	10 mins	Mr. Shubham Kr. Thakur, Director	Leuk Trading & Consulting Pvt. Ltd.
02:39pm – 02:49pm	10 mins	Ms. Diva Bhansali, Chief Executive Officer	Everything Mom Made
02:50pm – 03:00pm	10 mins	Mr. Varun Pandey, Co-Founder & Designated Partner	NeuralORCH
03:01pm – 03:11pm	10 mins	Mr. Abhishek Bhattacharya, Co-Founder	Whrrl

**Session 8.9: Retail Commodity, Management, Consultancy and Other services (Parallel Session with Session 8.8)**

Time	Duration	Speakers	Details
02:00pm – 02:05pm	5 mins.	Master of Ceremony (MC)	Brief introduction of the participants
02:06pm – 02:16pm	10 mins	Ms. Madhu Bansal, Founder & CEO	The Finberg
02:17pm – 02:27pm	10 mins	Ms. Chavvii Prabakar, Founder & CEO	Global Indian Solutions
02:28pm – 02:38pm	10 mins	Ar. Utkarsh Goel, Principal Architect	Hastag Architecture Studio
02:39pm – 02:49pm	10 mins	Mr. Chandan Goswami, Founder	TYT Partners Advocates & Consultants
02:50pm – 03:00pm	10 mins	Mr. Farman Beig, CEO & Co-Founder	Wat-a-Burger

**Session 8.10: Retail Commodity, Management, Consultancy and other services**

Time	Duration	Speakers	Details
03:45pm – 03:50pm	5 mins.	Master of Ceremony (MC)	Brief introduction of the participants
03:51pm – 04:01pm	10 mins	Mr. Shivansh Makkar, Proprietor & Designated Partner	Prisum Promotions
04:02pm – 04:11pm	10 mins	Ms. Ishita Gogia, Co-Founder, Psychologist	Zariyaa
04:12pm – 04:22pm	10 mins	Ms. Deepika Rastogi, Founder	Dakshata by Deepika
04:23pm – 04:32pm	10 mins	Mr. Sanjeev Goyal, Founder	Areness Associates LLP
04:33pm – 04:43pm	10 mins	Mr. Jaiyant Cavale, Director	Fiendish Solutions Pvt. Ltd.

**Session 8.11: Agriculture & Food processing (Parallel Session with Session 8.10)**

Time	Duration	Speakers	Details
03:45 pm – 03:50pm	5 mins.	Master of Ceremony (MC)	Brief introduction of the participants
03:51pm – 04:01pm	10 mins	Mr. Sitaram Komaragiri, Co-founder	Khadyam Speciality Foods Pvt. Ltd.
04:02pm – 04:11pm	10 mins	Mr. Mendu Srinivasulu, Vice President	EFRESH Agribusiness Solutions Pvt. Ltd.
04:12pm – 04:22pm	10 mins	Mr. Sachin Kumar, Founder	Go Rural Foods & Beverages Pvt. Ltd.
04:23pm – 04:32pm	10 mins	Mr. Shiv Naresh Singh, CEO	Agro Expert Organic Fertilizer
04:33pm – 04:43pm	10 mins	Ms. Payal Agarwal, Founder	Chaiom
04:44 pm – 04:54pm	10 mins	Mr. Ajay Kumar, Business Manager	Bandhuja Agrofusion Pvt. Ltd.

## Day 3: Saturday, 19th December 2020 (10:15 am – 1:30pm)

URL for Sessions on 19th Dec'20 (10.00 am – 5.00 pm): <https://amityuni.live/ef4fa>

Time	Duration	Speakers	Details
10:15am – 10:18am	3 mins	<b>Start-Up Expo Chair</b> Prof. (Dr.) Anupam Narula Dy. Director (Alumni Relations)	Welcome Address and Introduction
10:19am – 10:24am	5 mins.	<b>Conference Chair:</b> Prof. (Dr.) Balvinder Shukla, Vice Chancellor, AUUP	Special Address

### Session 8.12: Urban & Rural Development, Infrastructure, Energy & Technology

Time	Duration	Speakers	Details
10:25am – 10:30am	5mins.	Master of Ceremony (MC)	Brief introduction of the participants
10:31am – 10:41am	10 mins	Mr. Allwyn Peter, Founder & CEO	Talent Tattoo Pvt. Ltd.
10:42am – 10:52am	10 mins	Ms. Samiksha Bajaj, CEO	Samshek Fashion Pvt. Ltd
10:53am – 11:03am	10 mins	Ms. Vanitha J, Co-Founder	FX Solutions
11:04am – 1:14am	10 mins	Ms. Mansi Jain, CEO	EcoInnovation
11:15am – 11:25am	10 mins	Mr. Vinu Divakaran, Director	Tecplix Technologies Pvt. Ltd.
11:26am – 11:36am	10 mins	Mr. Keshav, Technology Consultant	ABC

### Session 8.13: Urban & Rural Development, Infrastructure, Energy & Technology

Time	Duration	Speakers	Details
12:00am – 12:05am	5 mins.	Master of Ceremony (MC)	Brief introduction of the participants
12:06pm – 12:16pm	10 mins	Mr. Choudhary Faiz Zafar, Engineer	PIT STOP
12:17pm – 12:27pm	10 mins	Ms. Sanchi Chibber, General Manager	Leergeld Services Pvt. Ltd.
12:28 pm – 12:38pm	10 mins	Mr. Mandar M Waghmare, Founder & CEO	Newton's Apple
12:39pm – 12:49pm	10 mins	Mr. Avinash Singh Kaushik, Vice- President	ASVA Enterprise India
12:50pm – 01:00pm	10 mins.	Ms. Sarita Kumari, Director	Lansiso Innovation Technologies Pvt. Ltd.
01:01pm – 01:11pm	10 mins	Mr. M Naushad Ali, CEO	BTCorp GeneriqueNano P Ltd.
01:12pm – 01:22pm	10 mins	Dr. Poorva Rastogi, Education Consultant	VirtuBox Infotech Pvt. Ltd.



## PROGRAMME SCHEDULE

### VALEDICTORY CEREMONY

19th December 2020 || Zoom Platform || 2 PM to 3.30 PM

#### DAY 1: THURSDAY, 17TH DECEMBER 2020

From	To	Agenda
01.45 PM	02.00 PM	Joining of Dignitaries, Delegates, Awardees & attendees at the Virtual Valedictory Ceremony of ICEIL 2020 URL to attend this session: <a href="https://amityuni.live/81729300368">https://amityuni.live/81729300368</a>
02.00 PM	02.02 PM	Welcome of Delegates, Dignitaries, Awardees & Attendees by <b>Dr. Nitasha Hasteer</b>
02.03 PM	02:05 PM	Digital Lamp Lightening over the chants of Gayatri Mantra <b>(Co-ordinated by Dr. Gauri Chakraborty, Joint Head, ASCO and Team)</b>
02.06 PM	02.14 PM	Presentation of <b>Conference Report by Prof. (Dr.) Sanjeev Bansal, Dean FMS, Director-ABS &amp; Organizing Co-Chair ICEIL 2020</b>
02.14 PM	02.20 PM	Address by <b>Conference Chair - ICEIL 2020, Prof. (Dr.) Balvinder Shukla, Vice Chancellor, Amity University Uttar Pradesh</b>
02.20 PM	02.28 PM	Address by <b>Dr. Aseem Chauhan, Chancellor Amity University Haryana &amp; Addl. President RBEF</b>
02.29 PM	02.40 PM	Keynote Address by <b>Shri Abhay Jere, Chief Innovation Officer (CIO), Ministry of HRD, Govt. of India</b>
02.40 PM	02.48 PM	Address by <b>Dr. Atul Chauhan, Chancellor, Amity University Uttar Pradesh &amp; President RBEF</b>
02:48 PM	02:55 PM	Glimpses of ICEIL 2020 by Team ATPC
02:56 PM	03.08 PM	Blessings by <b>Dr. Ashok K Chauhan, Hon'ble Founder President RBEF</b>
03.09 PM	03.20 PM	<b>Presentation of Amity Entrepreneurial &amp; Leadership Awards &amp; Acceptance Speech</b> 1. Sh. R G Agarwal, Group Chairman, Dhanuka Agritech Ltd. 2. Mr. Rahul Shanker, Chief Operating Officer, Modicare Limited
03:21 PM	03:28 PM	<b>Presentation of Report &amp; Event Specific Awards:</b> 1. EUREKA- Innovative Design Project Competition (Dr. Sujata Pandey, Head, AIDC) 2. Lakshya- Business Plan Competition (Dr. Neelam Saxena, Head, ACED) 3. Best Research Paper Award (Dr. Ajay Rana, Dean-IAA, Director, AIIT and Conference Co-Chair ICEIL 2020) 4. Case Study Competition (Dr. J K Sharma, Director, ASB) 5. Start Up Expo (Dr. Anupam Narula, Professor, ASB and Dy. Director-Alumni Relations, AUUP)
03.28 PM	03.30 PM	Vote of Thanks by <b>Prof. (Dr.) Ajay Rana, Dean- IAA, Director, Amity Institute of Information Technology &amp; Organizing Co-Chair, ICEIL 2020</b>
03.30 PM Onwards		Cultural Performance by Students of Amity University <b>(Co-ordinated by Dr. Laxmi Ahuja, Dy. Director, AIIT)</b>

## LIST OF PARTICIPANTS

### FROM 17TH -19TH DECEMBER 2020

#### Sector-1. Retail Commodity, Management, Consultancy and other services

S.NO	NAME	DESIGNATION	ORGANIZATION
1	Mr. Abdul Majid	CEO	Zeros Fz Ilc
2	Ms. Yusra Khan	Co-Founder	The Modest Look
3	Mr. Rohit Satyani	Co Founder	Sew Dhagga
4	Mr. Sanjeev Goyal	Founder	Areness Associates LLP
5	Mr. Varun Dua	Founder	V Print
6	Ms. Deepika Rastogi	Founder	Dakshata by Deepika
7	Ms. Ishita Gogia	Co Founder, Psychologist	Zariyaaa
8	Mr. Shivansh Makkar	Proprietor & Designated Partner	Prisum Promotions
9	Mr. Varun Pandey	Co-founder & Designated Partner	NeuralORCH
10	Ms. Diva Bhansali	Chief Executive Officer	Everything Mom Made
11	Ms. Anouska Thakral	Founder & Editor	Aoife Inc.
12	Mr. Shubham Kr. Thakur	Director	Leuk Trading & Consulting pvt. Ltd.
13	Mr. Devansh Chopra	Founding Partner	SordiTenture LLP
14	Mr. Manas Ranjan Rout	Founder & CEO	Cognitrex Consultants Pvt. Ltd
15	Mr. Om Prakash	Founder & CEO	Get Digital office
16	Mr. Satyendra Kumar	Director	Parv Human Resource Pvt. Ltd
17	Ms. Madhu Bansal	Founder & CEO	The Finberg
18	Ms. Chavvii Prabakar	Founder & CEO	Global Indian Solutions
19	Ar. Utkarsh Goel	Principal Architect	Hastag Architecture Studio
20	Mr. Farman Beig	CEO & Co-Founder	Wat-A-Burger
21	Mr. Abhishek Bhattacharya	Co-Founder	Whrrl
22	Mr. Jaiyant Cavale	Director	Fiendish Solutions Pvt. Ltd.
23	Mr. Chandan Goswami	Founder	TYT Partners Advocates & Consultants

## Sector-2: Arts & Design, Skilled Based Business Ventures

S.No	Name	Designation	Organization
24	Ms. Ankita Narula	Founder, Artist, Designer	House of Eireen
25	Mr. Pratibimb Gupta	Director	Imprinto Solutions
26	Ms. Priyanka Dua	Founder	Décor & More
27	Mr. Mahesh Kumar Prajapati	Founder	Rosette interior Designers
28	Ms. Divangya Arora	Founder	Dstudio
29	Ms. Sahiba Saluja	Co-Founder & Principle Interior Designer	Space Masters
30	Ms. Pallavi Shrivastava	Director	Merakii Creations
31	Ms. Anjali Singh	CEO	Rashna Venture Pvt. Ltd
32	Mr. Karan Singh Gill	Founder	THEED' CORE

## Sector-3: Urban & Rural Development, Infrastructure, Energy & Technology

S.No	Name	Designation	Organization
33	Mr. Dheeraj Chaudhary	Founder	Leergeld Services Private Ltd.
34	Mr. Mandar M Waghmare	Founder, CEO	Newton's Apple
35	Mr. Keshav	Technology Consultant	ABC
36	Mr. Choudhary Faiz Zafar	Founder	Pit Stop
37	Mr. Allwyn Peter	Founder & CEO	Talent Tattoo Pvt. Ltd
38	Ms. Samiksha Bajaj	CEO	Samshek Fashion Pvt. Ltd.
39	Ms. Vanitha J	Co-Founder	FX Solutions
40	Ms. Mansi Jain	CEO	Eco Innovision
41	Ms. Vinu Divakaran	Director	Tecplix Technologies Pvt. Ltd.
42	Ms. Pallavi Singh	Founder	ASVA Enterprise
43	Ms. Sarita Kumari	Director	Lansiso Innovation Technologies Pvt Ltd.
44	Mr. M Naushad Ali	CEO	BTCorp Generique Nano Pvt. Ltd.
45	Dr. Poorva Rastogi	Education Consultant	VirtuBox Infotech Pvt. Ltd.

## Sector-4: Agriculture and Food Processing

S.No	Name	Designation	Organization
46	Mr. Sitaram Komaragiri	Co-Founder	Khadyam Speciality Foods Pvt. Ltd.
47	"Mr. Srihari Kotela"	Founder	eFresh Agribusiness Solutions Pvt. Ltd.
48	Mr. Sachin Kumar	Founder	GoRural Foods & Beverages Pvt.Ltd
49	Mr. Shiv Naresh Singh	CEO	Agro Expert Organic Fertilizer
50	Ms. Payal Agarwal	Founder	Chaiom
51	Ms. Ranjana Prajapati	Founder	Bandhuja Agrofusion Pvt. Ltd.

## Sector-5: Social Enterprises and NGO's

S.No	Name	Designation	Organization
52	Mr. Ashay Bhawe	CEO	Thaely Pvt.Ltd
53	Ms. Renu Bali	Founder	Tender Heart NGO
54	Mr. Atul Saxena & Mr. Shrey Saxena	Managing Trustee	Growdiesel Ventures Ltd.
55	Dr. Sumedha Kushwaha	Founder & General Secretary	Attac-Aim to Terminate Tobacco & Cancer Society
56	Mr. Vikash Singh	Founder	Ehsaaz
57	Mr. Abhishek Shrivastava	Founder	Little Seeds NGO

## Sector-6: Health Care, Hygiene, Sanitation, Nutrition, Sports & Mental Health etc.

S.No	Name	Designation	Organization
58	Mr. Harneet Singh Sethi	Founder	Parfumfaitmaison
59	Ms. Rashi Juneja	Director & Clinical Psychologist	Mind Ease Pvt. Ltd.
60	Ms. Sargun Bedi	Counselling Psychologist	Lucid Mind
61	Ms. Akanksha Chandele	Director & Founder	I Am Wellbeing
62	Er. Vikas Gupta	Director	Caladium Products Pvt. Ltd.
63	Ms. Mitashi Pawar	Founder	Life Bubble
64	Mr. Dawar Zama	Founder	Organic B
65	Ms. Tancy Moira Moore	Founder	Ensoul, We Avec U



## Sector-7: Hospitality, Tourism , Events, Media & Communication

S.No	Name	Designation	Organization
66	Ms. Rahma Talwar	Managing Director	Style Code Media
67	Ms. Netra Rajesh	Managing Director	Aatithyam
68	Ms. Neha Mathur	Founder	Eventlope
69	Mr. Deepak Kumar	Partner	Aruna Global

## Sector 8: Education, Training and Development

S.No	Name	Designation	Organization
70	Ms. Sakshi Seth Grover	Founder & Director	Cognizavest
71	Mr. Rohit Chadha	Co-Founder & Chief Education Officer	Indian School of Robotics
72	Mr. Ankit Tiwari	Founder	Community Pharmacist Aid (CPA)
73	Mr. Swapnil Verma	Co-founder	The Startup Scholars
74	Mr. Manoj Naik	CEO	Matiman Management Pvt. Ltd.
75	Mr. Murrad Beigh	Co-founder	FinLadder
76	Dr. Swasti Agrawal	Director	Precursor Info Solutions Pvt. Ltd
77	Mr. Punkesh Chawla	Founder	Team Building Pro

VIRTUAL  
**STARTUP**  
EXPO 2020

# PROFILES

# SECTOR-1

RETAIL COMMODITY,  
MANAGEMENT, CONSULTANCY  
AND OTHER SERVICES

## Zeros Fzllc

**Founder's Name:** Mr. Abdul Majid

**Business Address:** Office 329 RAKEZ HQ

**Year of Establishment:** 2020

**Registration Number:** 45000337

**Website URL:** [www.getmyzeros.co](http://www.getmyzeros.co)

**Email Id:** [Abdulmajid@getmyzeros.co](mailto:Abdulmajid@getmyzeros.co)

**Phone Number:** 0522115103

**General Business Activity:** e commerce

**Mission & Vision:** Our mission is to make e-commerce effortless and provide more value to our customers and introduce them to sustainability . Our vision is to enhance our users experience and value their time in all aspects.

**Company Strategy:** We are introducing a e-commerce platform which has the best user friendly interface. we have our unique reward system which values the time our customers spend with us. we are one of the first platform where we provide space for sustainable products and services.

**Financial Considerations:** We have raised approximately 50k aed which was used for app development and the tech support. We raised all funds through bootstrapping. We are looking forward for fund raising rounds soon.

**Growth Potential (Future Plans)** We will be connecting all the sustainable companies around gcc and bring them together and build a strong network as so to increase the ease by which sustainable companies can market and grow the business here.

## The Modest Look LLC

**Founder's Name:** Ms. Yusra Khan

**Business Address:** Dubai Academic City, Dubai, UAE

**Year of Establishment:** 2019

**Registration Number:** 1906939

**Website Url:** <https://www.themodestlook.com/>

**Email Id:** Yusra@themodestlook.com

**Phone Number:** 00966570847438

**General Business Activity:** Online Retail of Modest Clothing and Accessories.

**Mission & Vision:** One Stop Shop For Fashionable Modest Needs.

**Company Strategy:** Collaborate with individual designers and small suppliers based in the UAE and build up the platform by recognizing the designers as well as connecting the fragmented market of modest fashion.

**Financial Considerations:** Self funded and amity grant

**Growth Potential (Future Plans):** N/A



**Sector-1**  
**Retail Commodity, Management, Consultancy and other services**

## **Sew & Dhagga**

**Founder's Name:** Mr. Rohit Satyani

**Business Address:** Meena Bazaar, Bur Dubai, Dubai, UAE

**Year of Establishment:** 2020

**Registration Number:** N/A

**URL:** [https://www.instagram.com/sew\\_dhagga/](https://www.instagram.com/sew_dhagga/)

**Email ID:** rsatyani@gmail.com

**Phone Number:** 0557177297

**General Business Activity:** Bespoke Clothing

**Mission & Vision:** Create bespoke clothes for both men and women apart from the basic run of the mill clothing available in UAE

**Company Strategy:** Start with friends and family, boost is on social media and then get in new clientele. Apart from that, we have created bespoke Diwali boxes for bloggers and sent it across to them to create WOM.

**Financial Considerations:** Both partners have savings through our jobs currently going on. Therefore, we are utilizing that money to brainstorm ideas and create clothes for ourselves.

**Growth Potential (Future Plans):** Eventually open our own shop in a year (for now it is online). Have amazing relations with our vendors and clients. Apart from that tie up with wholesalers in India and Pakistan to bridge the gap that people want in Dubai.

## Areness Associates LLP

**Founder's Name:** Mr. Sanjeev Goel

**Business Address:** 304, 1/52, Punjabi Bagh, New Delhi, Delhi 110026

**Year of Establishment:** 2017

**Registration Number:** AAI-5031

**URL:** under construction

**Email ID:** areness@arenesslaw.com

**Phone Number:** 9891797999

**General Business Activity:** Legal Compliance and Corporate Consultancy

**Mission and Vision:** To inculcate the work ethics and etiquette of a law firm and the dynamism of an entrepreneur in order to have a perfect balance and start-up oriented business practice.

**Company Strategy:** To bridge up the gap for startups in order to help them reckon the current market position and existing competition, understand where they stand as an organization and what the way to proceed ahead is.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** To provide optimum and result oriented services to startups and becoming an aggregator eventually in order to benefit all.



## **V Print**

**Founder's Name:** Mr. Varun Dua & Mr. Deep Prakash

**Business Address:** 4 commercial Nirala Nagar Lucknow

**Year Of Establishment:** 2020

**Registration Number:** N/A

**Website Url:** In Process.

**Email ID:** varundua963258741@gmail.com

**Phone Number:** 8896053950

**General Business Activity:** All types of printing

**Mission & Vision:** To give good quality products at best price (reasonable price) to every person.

**Company Strategy:** Every person should know about our business and it's qualities.

**Financial Considerations:** Self funded.

**Growth Potential (Future Plans):** Every shop should collaborate with us and give good quality products at reasonable prices to customer (guests).





## Dakshata By Deepika

**Founder's Name:** Ms. Deepika Rastogi

**Business Address:** 223/143 Rastogi tola Raja Bazaar Lucknow Online business from home

**Year of Establishment:** 2020

**Registration Number:** NIL

**URL:** [www.facebook.com/dakshatabydeepika](https://www.facebook.com/dakshatabydeepika), [www.instagram.com/dakshatabydeepika](https://www.instagram.com/dakshatabydeepika)

**Email ID:** [dakshatabydeepika@gmail.com](mailto:dakshatabydeepika@gmail.com)

**Phone Number:** 9792724622

**General Business Activity:** Gift items Home Décor and Festive Collection

**Mission and Vision:** To elevate the standard of living of the society by providing them a value and quality product through the convenience and reach of social media platforms.

**Company Strategy:** To give customer what they want and get it to them delivered faster than anyone else.

**Financial Considerations:** We operate in Home Decor space which has low investment and high profit margin.

**Growth Potential (Future Plans):** Our company seek to tap ever booming online shopping market.

## Zariyaaa

**Founders Name:** Ms. Ishita Gogia & Ms. Harshita Sharma

**Business Address:** K-2/13A Model Town II, New Delhi:1110009

**Year of Establishment:** 2018

**Registration Number:** AAO-3631

**URL:** <https://www.zariyaaa.com>

**Email ID:** thezariyaaa@gmail.com

**Phone Number:** 8920081997, 9873083965

**General Business Activity:** Therapy Sessions, Mental health workshops, Mental fitness camps & Webinars

**Mission and Vision:** Zariyaaa envisions to make mental health a people's concept through their approaches and accessibility.

### **Company Strategy, Financial Considerations & Growth Potential (Future Plans):**

Zariyaaa is a mental health organisation run by a team of psychologists and psychotherapists with an aim to bridge the long existent gaps between their clients and mental health services through adult centric workshops, mental fitness camps and individual counselling sessions. In collaboration with the Delhi council and various reputed schools and hospitals, Zariyaaa as their knowledge partners, cater broad verticals of mental health and self-development. The unique approach carried by this organization is moulding their workshops according to the age group and needs of their client simultaneously making it as interactive as possible through various interactive sessions. Zariyaaa envisions to make mental health a people's concept through their approaches and accessibility.

**Our moto: "Your path towards positive mental health"**

**Partners & Work Exposure (Over 2 years):** Mahatma Hansraj Modern School, Dr Radhakrishnan International School, Army Public School, Cankids Kidscan, UPS, NCC, Delhi Council for Child Welfare, Humans of Safe Places.

## Prisum Promotions

**Founder's Name:** Mr. Shivansh Makkar

**Business Address:** A-15, New Rajinder Nagar

**Year of Establishment:** 2020

**Registration Number:** 07DSPPM5490E1ZA

**Website Url:** N/A

**Email Id:** Prisumpromotions@gmail.com

**Phone Number:** 9910009340

**General Business Activity:** Promotional Goods

**Mission & Vision:** To enhance the promotional business in the modern

**Company Strategy:** Innovation in promotional products

**Financial Considerations:** Capability to handle operations worth 10cr yearly

**Growth Potential (Future Plans):** To enhance the promotional business in the modern



## NeuralORCH

**Founder's Name:** Mr. Varun Pandey & Mr. Agam Gupta

**Business Address:** #54 Greater Ganga, Ganga Nagar, Meerut, Uttar Pradesh, India 250001

**Year of Establishment:** 2019

**Registration Number:** AAQ-0364

**URL:** www.neuralorch.com

**Email ID:** hello@neuralorch.com

**Phone Number:** +91 880-090-9261

**General Business Activity:** Consumer Neuroscience R&D

**Mission & Vision:** We are a neuropsychology collective. Our mission is to improve consumer experience by using neuroscience and STEM to drive, influence, and shape the product design and advertisement process.

**Vision:** Cognitive Neuropsychology has enabled us to understand the "why and what" behind consumer choices and has enabled us to reduce the cognitive workload experienced by the consumers during product interaction. This reduced workload results in a better user experience and hence creates a distinction between good and great products. Our vision is to create seamless user experiences. We do not create products; we help businesses create experiences.

**Company Strategy:** Applied Science is our foundation. Everything that we do, starts with a deep-rooted philosophy, "Are we asking the right questions?". Everything else, is then a by-product of our collective work with our clients. Every project is new, and yet is governed by the same quest for achieving nothing but perfection.

**Financial Considerations:** We are looking forward to opening dialogues with investors for an investment of INR. 20 Lacs (negotiable).

**Growth Potential (Future Plans):** Digital Advertising spending worldwide amounted to 325 billion USD that is expected to grow to 389 billion USD in 2021. We aim to help improve brands not only with better product design, but also in improving the communications through PR and Advertising. Imagine if we could create a perfect advertisement; not only will it save us money, it will help us convey more in less. In future, NeuralORCH intends to create an EdTech interface for consumer neuro science to improve the advancements through better academic collaborations.



**Sector-1**  
**Retail Commodity, Management, Consultancy and other services**

## **Everything Mom Made**

**Founder's Name:** Ms. Ritu Bhansali & Ms. Diva Bhansali

**Business Address:** N/A

**Year of Establishment:** 2020

**Registration Number:** UDYAM-RJ-17-0019237

**URL:** Only outlet is Instagram at present

**Email ID:** everythingmommade@gmail.com

**Phone Number:** 8529740323

**General Business Activity:** Mom Made Skincare & Hair care products

**Mission and Vision:** In a world of various brands and organic available in the market, we want to keep the essence of "mom made" as easily available as your groceries on a click.

**Company Strategy:** Reach out to consumers who want to go natural, be natural with Mom Science.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** Launch our own e-commerce platform, grow the business to reach every household in India.



## Aoife Inc.

**Founder's Name:** Ms. Anouska Thakral

**Business Address:** Ambrosia Tower, Borivali East, 400066

**Year of Establishment:** 2018

**Registration Number:** Yet to be licensed as LLP but fully functional as online affiliate business with respective licenses/terms & conditions mentioned on Website.

**Partners:** Amazon Affiliate, Rakuten Marketing - a few partners to name.

**URL:** www.aoifeinc.com

**Email ID:** anouskathakral@gmail.com

**Phone Number:** 9321492364

**General Business Activity:** Affiliate Marketing

**Mission and Vision:** To set up organic cosmetic brand

**Company Strategy:** Passive marketing for another 1-2 years

**Financial Considerations:** Currently bootstrapped.

**Growth Potential (Future Plans):** Fund raising is a work in progress.

## Leuk Trading & Consulting Private Limited

**Founder's Name:** Mr. Shubham Kumar Thakur

**Business Address:** T-43, Tekhand, Main Road, New Delhi-110020

**Year of Establishment:** 2018

**Registration Number:** U52609DL2018PTC342554

**URL:** www.leukindia.com, www.leukfashion.com,

**Email ID:** leukindia@gmail.com,

**Phone Number:** +91-9582978822

**General Business Activity:** Fashion & Retail Chain

**Mission and Vision:** We are committed to be a Big Market Player in the segment of Fashion & Retail Chain.

**Company Strategy:** We are expanding our Fashion & Retail Chain through the Franchise & Shop-in-Shop Business Module, With the Milestone Target of 125 Live Stores in PAN India within 5 Years. 60% of Urban & Rural market are should be cover within 3 years with dynamic range of products required in different modes of customers.

**Financial Considerations:**As we are startup and expanding our retail chain we required funds for expansion.

**Growth Potential (Future Plans):** As we analysis & observed the Fashion & Retail's market by organized chain have lots of scope, Customer prefers Multi-brand outlets where they have various brand option.

## Sorditenture

**Founder's Name:** Mr. Devansh Chopra, Aditya Rai

**Business Address:** B-215 North Ex Mall, Prashant Vihar, Sector 9, Rohini, New Delhi, Delhi 110085

**Year of Establishment:** 2020

**Registration Number:** AAU-6628

**Website URL:** <http://sorditenture.com>

**Email ID:** orgn8@gmail.com

**Phone Number:** 011 43016340

**General Business Activity:** Digital Marketing and E-waste Recycling Services

**Mission & Vision:** SORDITenture is established with an aim of revolutionizing the E-waste recycling industry by encompassing digital marketing arm in the company. Secondly, with the expertise in the field of digital marketing domain we offer marketing and analytical services to the newly started companies who are severely hit by the current pandemic situation and help them in building brand recognition on the social media. Our vision is to not only stick to recycle E-waste, rather set the foundation of the Corporate which is going to be one stop solution for the recycling of all waste generated in the country and for companies struggling with their marketing and analytical arm.

**Company Strategy:** Currently company is more focused towards the Digital marketing campaign for the services offered along with the several awareness programs related to the serious consequences of the improper disposal of the E-waste. Before jumping into the market, we need to properly aware the people about this serious cause as we are targeting households directly. Thus, our digital marketing expertise is playing a crucial role in the current scenario in order to get the E-waste recycling into running phase.

**Financial Considerations:** For establishing a full fledge recycling plant beginning from extraction of precious metals to end recycling, it requires a huge investment in the machinery. Thus, we are looking for the potential investor in the company.

**Growth Potential (Future Plans):** Currently India stands among the top 3 countries in the world who are generating most E-waste. The amount of E-waste generated in India is around 3 million ton per year, and it is estimated to grow to 5 million ton by 2022. Interestingly we recycle only 20% until 2020. Thus, we are still lagging and need to pace up our recycling industry to cope up with this challenge. Products from recycled plastics and metal are now trending and this is the future where people are more passionate about Reduce, Reuse, and Recycle.

Furthermore, the Digital marketing arm of the company will not only assist the other objective to accomplish rather it will help the other companies in building their brand recognition on the social media. The buying behavior of the consumer has changed, and new people are moving towards online shopping from traditional one considering current pandemic. There has been a surge of 65% in online shopping in 3rd Quarter of the 2020. Thus, we see this as an opportunity to boost the businesses online and help companies sell their product online through making their own personalized E-commerce platform.





## Cognitrex Consultants Private Limited

**Founder's Name:** Mr. Manas Ranjan Rout

**Business Address:** B1/11, B1 Block, Sector 57, Sushant Lok 3, Gurgaon 122003

**Year of Establishment:** 2015

**Registration Number:** Cin No: 74140HR2015PTC054776

**Website Url:** [www.cognitrex.in](http://www.cognitrex.in)

**Email Id:** [Mranjan@cognitrex.in](mailto:Mranjan@cognitrex.in)

**Phone Number:** +91-124-410 1356/410 3352

### General Business Activity:

**Mission & Vision:** To Be A Leading Healthcare Market Research And Business Intelligence Company In India

**Company Strategy:** In the current ferocious market where everyone is ready to grab a piece of it, the success of business relies on two major questions – how to penetrate the market and what are the competition doing to garner market share. Answer to these questions will surely ensure you stay ahead of your competition, more so in the healthcare industry where regulations and permissions play an important role in defining the expansion or product launch scope. Serving through its exceptional market research and consulting services to its healthcare allied clients is Cognitrex, a Gurugram-based firm whose core credentials lies with market intelligence and competitive intelligence.

Comprehending that penetrating a market not only depends on the 4Ps but also understanding the ecosystem and stakeholders needs, Cognitrex traces every move of the client's competition in terms of manpower, distribution network, tactics that they deploy with multiple stakeholders to help clients hit the right button at the right place to counter competitive threats. To do so, it conducts in-depth interviews across different set up with stakeholders that help the company to acquire in-depth insights. This helps Cognitrex to offer precise, customized solutions that hits the bull's eye.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** The industry is going to be more competitive and demanding with Market Research and Consulting in the coming years. Hence we are updating ourselves with technology & knowledge. We have already started sponsoring our team mates to pursue management programs from leading managing institutes such as IIM, Kozhikode, Symbiosis Management Institute and others.

We have also collaborated with leading institutions and signed MoUs to garner knowledge through workshops and seminars. Some of the institutions are Delhi Pharmaceutical Science and Research University, Amity Institute of Competitive Intelligence and Strategic Management, Entrepreneurship Management Process International Business School and more.

Our recent collaboration with AIOCD AWACS, which is one of the leading Sales Audit Companies for pharmaceutical industry in India, as our marketing partner is another arsenal. The company has started marketing our market intelligence and competitive intelligence services to their esteemed pharmaceutical clients. There are few other collaborations within digital space which are on the way.

We have also recently collaborated with DocMode Technologies. It's a online platform for the doctors where Doctors get various certifications as well as Pharm companies organizes many Webinars. The platform has more than 200000 doctors in their platform across therapy areas. Our collaboration will enable us to carry out online Quantitive research effectively and quickly. We will be the 1st company to go online Research with a doctor platform in association with DocMode.

We brought India's 1st Satellite Web transmission for healthcare allied segments in collaboration with NPAFInc, Canada

Further this year, we are planning to foray into international waters starting South Asia and Africa.



## **Get Digital Office**

**Founder's Name:** Mr. Om Prakash

**Business Address:** Get digital office, B 1, plot no 632, second floor, pillar no -566,  
East Janakpuri, New Delhi, pin code : 110058

**Year of Establishment:** 2020

**Registration Number:** 07CPSP3402C1ZZ

**URL:** <https://getdigitaloffice.com/>

**Email ID:** [contact@getdigitaloffice.com](mailto:contact@getdigitaloffice.com)

**Phone Number:** +91-8510001891

**General Business Activity:** Providing End to End Solution of Branding, Marketing and Sales to Coaches, Consultant and EdTech Startups

### **Mission and Vision:**

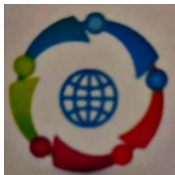
**Mission:** Helping 10000 Coaches and EdTech Startups to create a massive impact in world with their coaching product and services by the end of 2025

**Vision:** Our Vision is make this world a better place to live in and We believe Coaches and EdTech Startups can make this happen.

**Company Strategy:** Our Goal is simple is to help Coaches and EdTech Startups to achieve theirs and we do that by providing end to end solution to them in Branding, Marketing and Sales and take complete stress from their shoulder so that they can focus just on their product and services and make it more robust.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** The Potential of Coaching and Ed Tech Industry is Huge after Covid and We are giving the end to end solution to them so that this concept can actually scale to different countries and even different continents.



**Sector-1**  
**Retail Commodity, Management, Consultancy and other services**

## **Parv Human Resource Pvt. Ltd.**

**Founder's Name :** Mr. Satyendra Kumar and Ms. Priti Dayal

**Business Address :** 161/9, Kishangarh, 2nd Floor, Near Car Market, Vasant Kunj, New Delhi-110070.

**Year of Establishment :-** 2019

**Registration Number:** U74999DL2019PTC355643

**Website URL:-** [www.parvhr.com](http://www.parvhr.com)

**Email ID:-** [parvhr@gmail.com](mailto:parvhr@gmail.com)

**Phone Number:-** +91 9811595677

**General Business Activity:** Security Services and Recruitment.

**Mission and Vision:** To become number 1 HR Company in India.

Company has mission to be listed in Sensex within 4 years.

**Company Strategy:-** We have a dedicated and focus employees to achieve our goal.

**Financial Consideration:** Company has Sufficient money and right now debt free company.

**Growth Potential (Future Plans) :** Having branches all over India.

## The Finberg

**Founder's Name:** Ms. Madhu Bansal

**Business Address:** GF 19 20 Rishabh Corporate Towers Karkardooma Community Centre Delhi-110092.

**Year of Establishment:** 2019

**Registration Number:** 2020002868

**Website URL:** www.thefinberg.com

**Email Id:** madhu.bansal@thefinberg.com

**Phone Number:** 91-9899561222

**General Business Activity:** Financial Content publishing

**Mission & Vision:** The mission of The Finberg is to enhance the financial literacy in the country with our easy-to-understand content. The vision of the company is to create an advertisement and subscription-based model for the deep insights and financial planning in the stock market.

**Company Strategy:** We are focusing on providing the following content:

- Most innovative form of infographics.
- Short financial videos.
- Regular interactions with the target consumers.
- Providing exclusive content services to corporates

**Financial Considerations:** Bootrapped

**Growth Potential (Future Plans):**

1. Selling of a well-curated course for beginners in the markets.
2. Commencement of financial planning for the retailers.
3. Subscription based model for the financial lab.

## Global Indian Solutions

**Founder's Name:** Ms. Chavvii Prabakar

**Business Address:** 401, Greenwood Plaza, Sector 45, Gurgaon 122003, India

**Year of Establishment:** 2018

**Registration Number:** 06AAHCG4361N1ZA

**Website URL:** [www.globalindiansolutions.com](http://www.globalindiansolutions.com)

**Email Id:** [chavvii@globalindiansolutions.com](mailto:chavvii@globalindiansolutions.com)

**Phone Number:** +91-9810341677

**General Business Activity:** Nri Consultation & Services

**Mission & Vision:** To Be The Trusted Partner For Global Indians To Manage Their Assets In India By Providing An Integrated Solution.

**Company Strategy:** To Provide 360 Degree End To End Solutions To Nris To Manage Their Indian Assets

**Financial Considerations:** Facilitation Fees Are Charged For Service Solutions Provided To Nris

**Growth Potential (Future Plans):** To Tap 32.80 Million Nris To Render Our Services For Any India Related



**Sector-1**  
**Retail Commodity, Management, Consultancy and other services**

## **Hashtag Architecture Studio**

**Founder's Name:** Ar. Utkarsh Goel

**Business Address:** G-22 Shree Ram Plaza, Roorkee Road, Meerut 250001

**Year of Establishment:** 2017

**Registration Number:** CA/2016/76287

**Website Url:** [www.thehashtagstudio.com](http://www.thehashtagstudio.com)

**Email Id:** [Hashtag.arc@gmail.com](mailto:Hashtag.arc@gmail.com)

**Phone Number:** 9833848759

**General Business Activity:** Architecture/ Interior/ Studio Design Consultancy and Services

**Mission & Vision:** Our focus is always to create timeless designs.

**Company Strategy:** Converting more Projects and making happy customers.

**Financial Considerations:** Depends on Project.

**Growth Potential (Future Plans) :** We recently have launched our sound in interior design department that is a market requirement nowadays.



## Wat-A-Burger

**Founder's Name:** Mr. Farman Beig

**Business Address:** 101, First Floor, JOP Plaza sector 18, Noida - 201301.

**Year of Establishment:** 2016

**Registration Number:** U74999UP2018PTC109486

**Website URL:** [www.wataburger.in](http://www.wataburger.in)

**Email Id:** [fb@wataburger.in](mailto:fb@wataburger.in)

**Phone Number:** +91-7704847604

**General Business Activity:** Fast Food Chain (Burger Joint)

**Mission & Vision:** Make WAB largest Burger Chain of Asia, Middle-East and UK.

**Company Strategy:** To take fresh, delicious and yet affordable fusion burgers to people.

**Financial Considerations:** Wat-a-Burger became popular enough to grow to 55+ outlets across India within less than four years! It is the largest homegrown Burger Brand of India spread across 16 cities and 9 states serving 8,000+ Delicious Burgers on a daily basis. Wat-A-Burger serve 60,000+ customers with more than 100,000 unique orders on a monthly basis with a turnover of around 40 Crores in previous year. Today, Wat-a-Burger has outlets in Delhi, Mumbai, Bangalore, Hyderabad, Gurgaon, Noida, Ghaziabad, Vadodara, Ahmedabad, Surat, Panchkula, Guwahati, Lucknow, Chandigarh, Gorakhpur, Jhansi, Ranchi, Kanpur and Faridabad.

**Growth Potential (Future Plans):** To open 500 outlets in next 5 years across Asia, Middle-East and UK.

## Whrri

**Founder's Name :** Mr. Ashish Anand, Mr. Abhishek Bhattacharya, Ms. Falguni Pandit

**Business Address:** Kontor Space , Ashar IT Park, Road No. 16, Wagle Industrial Estate, Thane, Maharashtra 400604

**Year of Establishment:** 2019

**Registration Number:** N/A

**Website URL:** www.WHR.loans

**Email Id:** abhishek@whr.loans

**Phone Number :** +91 8527903420

**General Business Activity :** Warehouse Receipt Finance

### **Mission & Vision:**

**Mission:** Increase farmers' income and reduce banking frauds in the Warehouse Receipt Financing Segment

**Vision:** Build a Blockchain platform to make loans available to farmers on tap using Whrri's digital lending app and make the lending process risk-free for the banks using Blockchain and IOT technologies.

**Company Strategy:** Being a B2B2C startup, our GTM involves building the B2B side of the platform (Blockchain network for Warehouses, Banks, Inspectors etc.) first that will help us to capture the existing Rs. 100,000 Cr. Market and then connect farmers and traders to the platform and thus expand our footprints along with expanding the sector itself.

**Financial Considerations:** Revenue stream from banks & borrowers

**Growth Potentials (Future Plans):** We are currently working in India covering \$ 15 Bn (Rs. 100,000 Cr.) Warehousing Receipt Finance market. In Medium term we will be covering International markets starting with South Africa, Singapore & South East Asia, and targeting market size of \$ 125 Bn. In future, we'll expand to other geographies and other Asset Backed Loans.



## Fiendish Solutions Private Limited

**Founder's Name:** Mr. Jaiyant Cavale

**Business Address:** 64, S. No. 74, CK Palya Road, Hommadevanahalli, Bannerghatta Road, Bangalore - 560083

**Year Of Establishment:** 2014

**Registartion Number:** U74900ka2014ptc077961

**Website Url:** Fiendish.in

**Email Id:** Jcavale@gmail.com

**Phone Number:** 8826402788

**General Business Activity:** Content Marketing and Clinical Psychology

**Mission & Vision:** To help individuals and organizations present their best face to the world.

**Company Strategy:** To grow business organically, without seeking external financial assistance

**Financial Considerations:** No investors, self-funded.

**Growth Potential (Future Plans):** Streamline business operations, look for clients, and scale.



## TYT Partners Advocates & Consultants

**Founder's Name:** Mr. Chandan Goswami and Mr. Eeshan Pandey

**Business Address:** 2, Gr. Floor, Sri Nagar Extension, New Delhi- 110052/ Branch Office: 55, Sector 41, Noida-

**Year of Establishment:** 2020

**Registration Number:** N/A

**Website Url:** [www.tytpartners.in](http://www.tytpartners.in)

**Email Id:** [Tytpartners.delhi@gmail.com](mailto:Tytpartners.delhi@gmail.com)/ [Chandan@tytpartners.in](mailto:Chandan@tytpartners.in)

**Phone Number:** 7379024204

**General Business Activity:** The law firm offers an extensive range of legal services which includes Start-up Advisory, Corporate & Commercial, Arbitration, Litigation, Real Estate, IPR and Insolvency and Bankruptcy. TYT Partners focuses on providing transparent legal recourse while building lasting relationships with all clients/stakeholders.

**Mission & Vision:** We are a start-up friendly law firm and have been aided and advised various startups in their day to day legal needs. Our start-ups range from online gaming companies to crowd funding platforms. We guide them right from the stage of incorporation and sail with them through the various stages of VC investments etc.

**Company Strategy:** N/A

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** The law firm is a well reputed name in the Delhi legal circle. The firm has a strong social media presence. In the next 5 years the firm and the leaders are to emerge as thought leaders in the field of blockchain technology, start-up and health tech sectors.

# SECTOR-2

ARTS & DESIGN,  
SKILLED BASED  
BUSINESS VENTURES



## House of Eireen

**Founder's Name:** Ms. Ankita Narula

**Business Address:** Sector 44, Chandigarh

**Year of Establishment:** 2020

**Registration Number:** N/A

**URL:** <https://www.houseofeireen.com/>

**Email ID:** houseofeireen@gmail.com

**Phone Number:** 8728000883

**General Business Activity:** paintings, handmade products, interior services, vastu consultancy.

### **Mission and Vision:**

Eireen is a synonym of the word peace that belongs to the Greek Goddess of peace.

I live and paint with the motto that 'everything is going to turn out just fine' and that's what 'House of Eireen' is all about – gifting people positivity, hope and an aura they can cherish and grow gracefully in!

### **Company Strategy:**

At House of Eireen, we customize paintings and products as per customers choice as well. A personal touch to a product attracts more customers. We are making a team who is selling our products on commission to reach maximum amount of people.

**Financial Considerations:** N/A

### **Growth Potential (Future Plans):**

The company has a plan to expand the business worldwide once it is established in India.



## Imprinto Solutions

**Founder's Name:** Mr. Pratibimb (Director)

**Business Address:** 7, Mayur Complex, Indira Nagar, LKO

**Year of Establishment:** 2018

**Registration Number:** Firm Registration No.: 29339

**Facebook Page:** Imprinto\_Solutions\_1995:

**Email Id:** imprinto1995@gmail.com

**Phone Number:** +91-8765922433, +91-7985109583

**General Business Activity:** Outdoor & Indoor Advertising

**Mission & Vision:** To become no. one advertising agency in Uttar Pradesh

**Company Strategy:** To give quality, quantity at great price

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** As the Big Companies and firms wants 5+ year experience and your own printing setup I am working on it To achieve that goal



## Decor and More

**Founder's Name:** Ms. Priyanka Dua

**Business Address:** A 90L Model Town, Rewari, Haryana

**Year of Establishment:** 2019

**Registration Number:** N/A

**URL:** Instagram handle: @decorandmore31

**Email ID:** decorandmore31@gmail.com

**Phone Number:** +91-8059000453, 7879806000

**General Business Activity:** Decor and More is a one-stop shop for all kinds of resin products ranging from coasters, platters to furniture. We also offer resin-art workshops for beginners

**Mission and Vision:** Our artwork transforms the space in which it is displayed. Therefore, it should not be random, but chosen. It should reflect the statement or mission of the space or owner. The right piece of art is essential. Size and scale are very important. Our mission is to redefine the interior with custom made products.

**Company Strategy:** Who does not like having unique and customised art pieces at home? We design and create beautiful pieces. High gloss, smooth surfaced paintings with bursts of colours that generate patterns when poured, is what resin art depicts.

The strategy followed by Decor and More is to provide hand-made products that suit best to the personality of our clients in order to appreciate their uniqueness.

**Financial Considerations:** Started with a minimal amount of savings, Decor and More managed to get its name renowned in the resin art admirers within a span of a month. After getting an amazing response, we further started launching festive products and also conducted successful workshops.

**Growth Potential (Future Plans):** My future plan is to take Decor and More forward and start a chain of art galleries in various cities and also to start my own training centre.



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## Rosette Interior Designers

**Founder's Name:** Mr. Mahesh Kumar Prajapati

**Business Address:** 521/1, Bad Chand Ganj, near Radish Crossing, Lucknow (226024), U.P.

**Year of Establishment:** 2016

**Registration Number:** 09DOPPK5096J1Z3

**URL:** N/A

**EMAIL ID:** rosetteinteriordesigners@gmail.com

**Phone Number:** 9557597810, 8896410665

**General Business Activity:** 2D & 3D Rendering + Interior Designing, Mural Designing, Painting, Sculpture, Landscaping and Photography.

**Mission & Vision:** Provides easy at home services to clients with efficiency & effectiveness and try to eliminate fraud services from the existing market by providing best material at actual cost.

**Company Strategy:** Customer satisfaction on priority at a given budget, providing best material, finish & other quality services by our team matching the ongoing trend.

**Financial Considerations:** 35% of Advance Fee while signing contract according to quotation, further 25% fee when half work is done and full payment when 90% work is completed. On quotation approval, if the project is under 200kms of business address then no fee is charged for first 3 site visits.

Note: 2D & 3D Modelling & Rendering fees for Interior Designing work is charged separately.

**Growth Potential (Future Plans):** Our team potential has made this journey possible for us to work in a very planned and systematic manner and is majorly responsible for the company's growth. Our team has successfully worked for Vidhan Sabha Lucknow, Central Secretariat Department (Lucknow), Lucknow Metro, Lakhimpur Jail and many more. We are looking forward to cover most of the cities in North and middle part of the country.

## Dstudio1997

**Founder's Name:** Ms. Divangya Arora

**Business Address:** Shalimar Bagh Delhi-110088

**Year of Establishment:** 2020

**Registration Number:** -N/A

**URL:** <https://dstudio1997.com/>

**Email ID:** dstudio1997@gmail.com

**Phone Number:** +91-8054227000

**General Business Activity:** Interior design consultancy

**Mission and Vision:** To provide affordable interiors

**Company Strategy:** Get leads and convert the leads into a project

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** N/A



## Space Masters

**Founder's Name:** Ms. Sahiba Saluja

**Business Address:** RTF-53, Royal Tower Market, Shipra Suncity, Indrapuram, Ghaziabad

**Year of Establishment:** 2018

**Registration Number:** N/A

**URL:** [www.spacemasters.in](http://www.spacemasters.in)

**Email ID:** [info@spacemasters.in](mailto:info@spacemasters.in)

**Phone Number:** 9540337766

**General Business Activity:** Interior Design & Architecture



## Merakii Creations

**Founder's Name:** Ms. Pallavi Shrivastava

**Business Address:** 2144, Sec 16A, Vasundhara, Ghaziabad

**Year of Establishment:** 2020

**Registration Number:** 09BMBPS3343E1Z4

**Website URL:** merakiicreations.com (in progress)

**Email Id:** merakii.thecreations@gmail.com

**Phone Number:** +91 9643307118

**General Business Activity:** Graphic Designing, Web Development, Content writing

**Mission & Vision:** To become a leading graphic designing firm in next five years



## Rashna Venture Pvt. Ltd

**Founder's Name:** Ms. Anjali Singh

**Business Address:** B.No. 3/13 Vibhav Khand, Gomti Nagar Lucknow

**Year of Establishment:** 2019

**Registration Number:** 09AAKCR0600E1ZR

**Website Url:** www.rashnabyar.com

**Email Id:** lablerashna.pvt.ltd@gmail.com

**Phone Number:** +91-8604182005

**General Business Activity:** Clothing Label

**Mission & Vision:** We work for the Customer satisfaction and try to give the best of Designing Experience. Our Vision is to curate fashion for the people within budget without digging into there pockets.

**Company Strategy:** Our Retail strategy to attract customers on multiple platforms whether it's multi designer stores , e-commerce or the fashion boutique or the franchise legacy.

**Financial Considerations:** Talking about Financial Considerations this industry is so vast that no one can presume what's gonna happen , I'm just working in building up my Brand and get the consideration.

**Growth Potential (Future Plans):** Future plans is to get into Import & Export and having flagship stores in multicities.



## Thee D'core

**Founder's Name:** Mr. Karan Singh Gill

**Business Address:** Thee D'core

**Year Of Establishment:** 2020

**Registration Number:** N/A

**Website Url:** N/A

**Email Id:** Thee.dcore@gmail.com

**Phone Number:**9999624557

**General Business Activity:** Interior Designing

**Mission & Vision:** Mission And Vision Is To Strengthen The Design Core Of Real Estate And Is To Give A Wide Variety Of Services And Products To The Consumer,

**Company Strategy:** Initial Strategy Is To “focus” On My Goals

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** If Everything Goes According To What I Am Expecting I Will Grow My Business By Manufacturing Related Products Like Furniture Etc.

# SECTOR-3

URBAN & RURAL DEVELOPMENT,  
INFRASTRUCTURE,  
ENERGY & TECHNOLOGY



## Leergeld Services Private Limited

**Founder's Name:** Mr. Dheeraj Chaudhary

**Business Address:** A-706, Sushant Lok, Phase 1, Gurgaon Haryana-122002

**Year Of Establishment:** 2018

**Registration Number:** U74999HR2018PTC075429

**Website Url:** [Http://switcham.in/](http://switcham.in/)

**Email Id:** Sanchi@switcham.in

**Phone Number:** 9999201726

**General Business Activity:** Switcham Deals Into Home Automation, Lighting Design Solutions, and Audio Video Solutions.

### **Mission & Vision:**

- Quality Products Recommendation
- Customer Oriented/ Full Filling Customer Demands For New Products
- Mutual Respect And Client Piece Of Mind Is A Priority For Switcham
- We Are An Employee Oriented, We Believe In Team Work
- Switcham Enables You To Have Continued Peace Of Mind With Your Continued Relationship With Us.

### **Mission**

- Switcham Is Here To Provide Optimal Methods Of Gifting Brain To Clients Residential Or Commercial Place
- Client Satisfaction Is Our Aim
- Customer Feedback To Be Taken After 5 To 7 Days After Project Is Complete
- Complementary Quarterly Visit
- Competitive Pricing
- We Focus On Impersonal Relation

### **Company Startegy:**

1. Touch Numerous Architects And Designer With In Ncr
2. Focusing On Digital Marketing
3. Audience Is Our End Client (people Who Are Looking For Renovation, Or Doing A New Construction To Make There Home Smart And Secure

**Financial Considerations:** N/A

### **Growth Potential (Future Plans)**

1. Target Client Outside Capital Region
2. Improve Our Services Further
3. Launch More Products, Introduce Our Own Brand Lights, Switch Boards, Touch Panels, Home Control Application Of Switcham
4. Switcham Aims To Go International By Late 2021-2022 Starting From Uae.



Newton's Apple

Your chance to taste it...

Sector-3  
Urban & Rural Development, Infrastructure, Energy & Technology

## Newton's Apple

**Founder's Name:** Mr. Mandar M. Waghmare

**Business Address:** B2 Golden Orchid, Plot-136, Sec-11, PCNTDA Chikhali Pradhikaran Chinchwad  
Pune 411019

**Year of Establishment:** 2018

**Registration Number:** MH26D0054662

**URL:** [www.newtonsapple.in](http://www.newtonsapple.in)

**Email ID:** [mandar@newtonsapple.in](mailto:mandar@newtonsapple.in)

**Phone Number:** 8208387709

**General Business Activity:** Cyber Security Services

**Mission and Vision:** Build a Safe Cyber Space

**Company Strategy:** Lateral Customer Acquisition through partnerships

**Financial Considerations:** Investors for R/D and Project commercials for running costs

**Growth Potential (Future Plans):** Integration of ML & AI for HMI development of Smart Detection systems

## Primary Mall owner & Technology Consultant

Worked for Fortune 500 companies like HP, NTT Data, eBayPaypal

**Founder's Name:** Mr. Keshav

**BUSINESS Address:** Keshav near Axis Bank, MG Marga, Khagaria

**Year of Establishment:** 2017

**Registration Number:** N/A

**Website URL:** N/A

**Email Id:** a98a99@gmail.com

**Phone Number:** 9123238265, 9297747752

**General Business Activity:** Mall management, Technology and education consulting

**Mission & Vision:** Empower retail chains by providing retail outlet in a mall (size around 500 ft x100 ft) and also Next gen customized business applications ( on SAP, Salesforce, Pega etc) for these chains at highly subsidized rates.

**Company Strategy:**

- (A) Enable startups to afford the next generation Technologies like artificial intelligence, robotics, business process management by leveraging the latest software tools like SAP, Salesforce or Pega at subsidised rates. The subsidised rates will be available for those retail outlets who choose to have a an outlet in the mall at a super prime location.
- (B) Pioneer innovative citizen developer (next generation Technology) education at school, college and enterprise level and seeking to tie up with brands in the education industry for this purpose.
- (C) Provide Customer Relationship anagement support and call center services.

**Growth Potential (Future Plans)** Evolve to a multinational touching at least twenty one countries in next three years





## Pit Stop

**Founder's Names :** Mr. Choudhary Faiz Zafar, Mr. Naman Pratab Singh

**Business Address-:** F15/4 Joga Bai Ext, Jamia Nagar New Delhi-25

**Year of Establishment:** 2020

**Email id-:** faizkng@gmail.com, ar.namansingh@gmail.com

**Phone Number:** 9654843313, 9810561092

**General Business Activity:** Locate and identify EV Charging stations, convert normal vehicles in EV.

**Mission & Vision:** Where people connect, intersect sustainable energy

**Company Strategy:** Reduce automobile waste, better connectivity, create sustainable environment.

**Financial Considerations:** we would need financial help for app development, garage, and modification of cars.

**Growth Potential (Future Plans):** we want to create an environment free of petrol and diesel cars. EV should be the only source of transportation.

## Talent Tattoo Pvt. Ltd.

**Founder's Name:** Mr. Allwyn Peter

**Business Address:** Co-working, Connaught Place, I29 - I34, First Floor, Block I, C.P, New Delhi-110001

**Year of Establishment:** 21st February 2018

**Registration Number:** U93090UP2018PTC101169

**URL:** <https://talenttattoo.com/about-us>

**EMAIL ID:** allwynpeter@talenttattoo.com

**Phone Number:** 9891065225

**General Business Activity:** HR TECH. Employee Engagement Digital Solution. SAAS platform/mobile application. Student engagement.

**Mission & Vision:** to be the biggest digital talent engagement company aiming to take the employer-employee relationship to a new level

### Company Strategy:

- a) Strategic partnerships with SAAS re-sellers, ISVS and HR services providers for market outreach
- b) DIRECT SALES CHANNEL: BD and sales professionals
- c) GO DIGITAL- strong social media presence through digital marketing on key platforms like linkedin, twitter, instagram, facebook.

### Financial Considerations:

- a) Corporate Subscription Model. Companies/ institutions can subscribe to our digital platform for 3/6/12 months
- b) Content Monetization.

### Growth Potential (Future Plans):

- a) New product features: employee communication, gamification, digital learning
- b) Industry expansion: BFSI, ECOMMERCE, RETAIL, EDUTECH, FINTECH, FMCG
- c) International markets: Middle East, Australia, Canada



## Samshek Fashion Pvt. Ltd

**Founder's Name:** Ms. Samiksha Bajaj

**Business Address:** A-14/15 Workly Building Third Floor Sector 59, Noida 201307

**Year of Establishment:** 2015

**Registration Number:** U74999DL2015PTC283163

**URL:** samshek.in

**Email ID:** info@samshek.com

**Phone Number:** 9999171233

**General Business Activity:** Apparel Manufacturing

**Mission and Vision:** To stand at the forefront of technology and sustainability in fashion

**Company Strategy:** N/A

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** Introducing robotic manufacturing



## FX Solutions

**Founder's Name:**

1. Mr. Balaji Palani – <https://www.linkedin.com/in/balaji-palani-4b735523/>
2. Ms. Vanitha J - <https://www.linkedin.com/in/jvanitha/>

**Business Address:** FX Solutions, 96/31 11th Avenue, Ashok Nagar, Chennai, India - 600083

**Year of Establishment:** 2018

**Registration Number:** GST 33ARCPB1713C1ZU

**URL:** <https://www.fxgetactive.com/>

**Email ID:** vanithaj@fxgetactive.com

**Phone Number:** + 91 9600077222

**General Business Activity:** Started in 2018, we at FX Solutions are working on solving real-world problems using art, design & technology. We are a 10 members team comprising technology, design, art, development, sales, and marketing expertise.

We are solving the physical inactivity problem using our product range FX (fitness transformed). We provide an interactive online wellness platform that enables people to take quick 5 minutes workouts by playing video games.

**Mission & Vision:** We believe in transforming the fitness experience & on a mission to make people more active & productive. Our vision is to make fitness more addictive & engaging as video games.

**Company Strategy:** We are initially starting with the niche solving sedentary lifestyle segment. Other important customer segment that we are looking at in the future involves kids whose obesity rates are alarmingly high.

**Financial Considerations:** Total Funds needed, it's Use and Expected Traction that would be achieved on its burn - We are raising 800,000 USD at 10m valuation for 18 months to reach 3 million \$ USD ARR

**Growth Potential (Future Plans):** We are initially starting with the niche solving sedentary lifestyle segment. Our vision is to make fitness more addictive & engaging as video games. Other important customer segment that we are looking at in the future involves kids whose obesity rates are alarmingly high. Product roadmap involves technologies like Mixed Reality & VR to make fitness more social & immersive. One million paid customers by two years can yield us an ARR of 13 million USD.

## Eco Innovision

**Founder's Name:** Ms. Mansi Jain and Mr. Rajesh Jain

**Business Address:** 914B Park Centra, Sector 30, Gurgaon, Haryana

**Year of Establishment:** 2020

**Registration Number:** U85190HR2020PTC090505

**Website Url:** [www.ecoinnovision.com](http://www.ecoinnovision.com)

**Email Id:** [mansi.jain@ecoinnovision.com](mailto:mansi.jain@ecoinnovision.com)

**Phone Number:** 8076038128

**General Business Activity:** We aim to transform the operations of wastewater treatment plants. Our product detects problems in wastewater plants early, diagnoses their root cause automatically, gives operators precise instructions to resolve issues, and creates an accountability structure that ensures the job gets done.

**Mission & Vision:** Save 50 million liters of usable water from the drain every day.

**Company Strategy:** We'll be serving three kinds of customers: real estate companies that build wastewater plants in the construction phase of a building, facility management companies that manage certain types of buildings throughout their life cycle, and the owners of buildings, particularly residential complexes, commercial complexes, hospitals, and hotels. Pricing for different plants varies along 3 dimensions: whether the customer pays for hardware upfront or over time, size of the plant, and whether the customer is managing the plant themselves or outsourcing to an O&M provider.

**Financial Considerations:** We'll likely be seeking investment after some time

**Growth Potential (Future Plans):** We have 2 customers and are planning to have at least 80 in one year's time.



## Tecplix Technologies Pvt. Ltd.

**Founder's Name:** Mr. Lokesh Shahapur, Mr. Jayakrishnan, Ms. Vinu Divakaran

**Business Address:** Vgr Essor, #1140, 3rd Floor, 6th Main, 17th Cross, Sector 7, HSR Layout, Bangalore 560102

**Year of Establishment:** 2019

**Registration Number:** 29AAHCT4281A1ZD

**Website Url:** [www.tecplix.com](http://www.tecplix.com)

**Email Id:** [Info@tecplix.com](mailto:Info@tecplix.com)

**Phone Number:** 6366 600 700

**General Business Activity:** IT Services and Security Consulting

**Mission:** We enable our customers to make the best use of Information Technology, to innovate and excel in their business.

**Vision:** To be the most respected Global Consulting Organization, contributing seamlessly to a Greener, Healthier and Wealthier Planet

**Company Strategy:** Tecplix' s IT consulting team helps organizations better understand the disruptive technologies, implement agile design principles, and take a strategic approach to adoption of the best fit technologies for your business. We further help you leverage on these technology platforms to improve operational efficiencies, reduce costs, enhance the quality, lessen the time to market and expand the goes – a path to increased profitability.

**Financial Considerations:** Targeted Revenue is 100 Crore by March 25

**Growth Potential (Future Plans):** Envision and Execute to be the Market Leaders by year 2025. To build a work class consulting lead services team in IT Consulting Services and Cyber Security domains.



## ASVA Enterprise

**Founder's Name:** Ms. Pallavi Singh

**Business Address:** Office: 421A, Plot No C-2, Orbit Plaza, Crossing Republic, Ghaziabad 201016  
Uttar Pradesh, India

**Year of Establishment:** 2018

**Registration Number:** 09DWBPS310Q2Z2- An ISO 9001: 2015 Certified Company accredited by IAS & IAF

**URL:** [www.asvaenterprise.com](http://www.asvaenterprise.com)

**Email ID:** Avinash@asvaenterprise.com

**Phone Number:** +502 30008435, +91 9650987779

**General Business Activity:** ASVA ENTERPRISE, INDIA dedicatedly working for all my major customers in field of Sugar Mills, Power Plants, any type of Boilers and other industries like Solar Energy too.

**Mission and Vision:** Well Organised, Responsive and Understand our Customers.

**Company Strategy:** We are based in Delhi NCR, India and our valuable clients and the regular requirements mostly from our client from Africa, South East Asia, Central & South America regions. We always in good faith of clients and in confidence to give our quotes with much better delivery time and prices of best quality and top Brands. Very quick submission of offers for any requirements to You so you have very sufficient time for deciding any purchase order.

**Growth Potential (Future Plans):** To acquire most of the market with Client Satisfaction

## Lansiso Innovation Technologies Pvt. Ltd.

**Founder's Name:** Ms. Sarita Kumari

**Business Address:** Module No -6, NSIC-NTSC Campus, Okhla Ph-3, Delhi-110020

**Year of Establishment:** 2018

**Registration Number:** u32209dl2018ptc333705

**Website Url:** www.lansiso.com

**Email Id:** lansisoinnovation@gmail.com

**Phone Number:** 9643542787

**General Business Activity:** Solar Power System and Electrical Goods Supply

**Mission & Vision:** Make Society Solarization and Reduce Pollution

**Company Strategy:** Promote Plantation with Solar System under government benefits and scheme

**Financial Considerations:** 1cr

**Growth Potential (Future Plans)** Delhi/NCR and other states with future projection 10cr in 2021.





## BTCorp Generique Nano Pvt. Ltd.

**Founder's Name:** Mr. M.Naushad Ali

**Business Address:** SPL Q2 | Pillagumpe Industrial Area | Hoskote | Bangalore | Karnataka | India | 562114

**Phone Number:** +91 80 29701996

**Email Id:** btc@bt-corp.co

**Year Of Establishment:**2018

**Registration Number CIN:** U74999KA2018PTC111010

**Website URL:** www.bt-corp.co

**Email Id:**ali@bt-corp.co

**Phone Number:**+91.7259940707

**General Business Activity:** Bulk production of Graphene & Technology services

**Mission Statement:** BT Corp [BTCORP GENERIQUE NANO PRIVATE LIMITED] is the Indian Nanotechnology company with a unique presence to build up a global intellectual property portfolio & setting up a benchmark of industrial nanotechnology

**Vision:** Industrial revolution for a sustainable future utilising the advantages of Quantum Leap & bringing nanotechnology from research to business

**Chronicle:** The Company started in 2012 as Bottom up Technologies Corporation in Jharkhand with a small seed capex fund of INR 10,000 offered by Mother's kitchen as laboratory & transcended as BTCORP G.N.PVT LTD in Bengaluru in 2018 being iconic Industrial nanotechnology company with a worth of few million dollar [US] in the year 2020. With 8 years in this un-established sector of business, today the company is a fully established & structured organisation running in 30,000 square feet of own building with more than 200 numbers of successfully completed project. The company is solely owned & lead by M. Naushad Ali & the company is not indebted financially and has no investor.

**Main Focus:** BTCORP is recognized as world leading graphene supplier with its derivatives products & solution provider. The company manufactures more than 20 products & and equally engaged in the contract research services bringing revenues to the company. BTCORP has already commenced with over helping response in the European Union, USA, Southern Asian & Pan India & associated with almost all premier business groups as an obvious detailing.

**Growth Potential (Future Plans):** BTCORP has aggressive planning for production scale up, process engineering & extensive application development research to achieve an organisational milestone worth of few billion dollar company in next 5 years maintaining apex position with quality products, services & ethical practices.



## VirtuBox Infotech Pvt. Ltd.

**Co-founder's Name:** Mr. Prakash Chandra Rastogi & Dr. Poorva Rastogi

**Business Address:** A-161, Sector 63, Noida-201301

**Year of Establishment:** 2016

**Registration Number:** 86909

**Website URL:** www.virtubox.io

**Email Id:** prakash@virtubox.io

**Phone Number:** 7838723175

**General Business Activity:** Digital Experience Platform provider on SaaS Model.

**Mission & Vision:** Aiding businesses in smooth digital transformation easily, efficiently and economically

**Company Strategy:** Systematically increase our geographical reach in a phased approach and solidify partnerships in USA & Europe.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** We realize each market's needs are unique and consequently, we are evaluating the possibility of market-specific products.

# SECTOR-4

## AGRICULTURE AND FOOD PROCESSING



## Khadyam

**Founder's Name:** Mr. Madhavi. K

**Business Address:** Plot no.40, Road no.2, ALEAP Industrial Estate, Pragathinagar, Kukatapally, Hyderabad 500090.

**Year of establishment:** 2018

**Registration Number:** U15400TG2018PTC126397

**URL:** [www.natturano.com/](http://www.natturano.com/) [www.khadyam.in](http://www.khadyam.in)

**Email Id:** [info@khadyam.in](mailto:info@khadyam.in)

**Phone Number:** 9390660314

**General Business Activity:** Food processing

### **Mission & Vision:**

**Mission:** Our Mission is to Alleviate Farmer's poverty by shifting them towards sustainable agriculture & capacity building in forming farmer owned institutions

**Vision:** We envision a thriving eco-system that inspires, nurtures and transforms innovation and enterprises to impact lives.

**Company Strategy:** Khadyam is an innovative food venture that has aligned itself in full food value chain from Farm to Fork. Khadyam is solving the farmers distress e. g dependency on rain, minimum support price, providing them the right value for the produce and on the other side it is addressing the lifestyle disorder of millennial through healthy and nutritional products. Khadyam through community sustainable agriculture practices, engages with farmers ensuring them the best of inputs, knowledge, know-how and also assures the best of realization for their produce. Khadyam is currently working with more than 2000 farmers in Telangana, Andhra Pradesh, Karnataka and Odisha.

Khadyam products are known for purity and quality since its inception. To serve quality food at your step we are taking every care right from procurement of raw material to manufacturing and packing process which must be passed as per international standards, R&D at various levels is our most priority not only at raw material stage, but at product development, process and recipe alteration also. That basically defines our quality differently to the consumers. Testing of every batch is carried out under stringent measures in modernized and international accredited labs.

**Financial Considerations:** 2019-20: 2 cr

**Growth Potential (Future Plans):** 50 Cr by 2025

## eFresh Agribusiness Solutions Pvt. Ltd.

**Founder's Name:** Mr. Srihari Kotela

**Business Address:** Indraprastha, 8-2-681/7, 4th Floor, Road No.12, Banjara Hills, Hyderabad - 500034

**Year of Establishment:** 2016

**Registration Number:** U72200TG2009PTC065776

**URL:** www.efreshglobal.com

**Email ID:** srihari@efreshglobal.com

**Phone Number:** 9848034740

**General Business Activity:** Commercialization, Digital Transformation & Ease of Doing Business for Farmer Producer Organizations (FPOs)

**Mission:** To provide integrated one stop solution to farmers through smart and secure farming by enlarging resources, scope, scale, safety and skill of operations.

**Vision:** Empower farmers to build sustainable and responsible agriculture.

**Company Strategy:** eFresh Business model : Setting up Farmers Development Centres at FPOs under franchise, where FPOs are franchisee.

**Financial Considerations:** Looking for investors for scale up of FDCs PAN India

### **Growth Potential (Future Plans)**

- There are more than 10000 FPOs across India and Govt. of India is promoting another 30000 FPOs over a period of 5 years
- eFresh focus is on FPOs where FPOs are empowered through Commercialization, Digital Transformation & Ease of Doing Business
- Presently, eFresh is operational in 9 states and plans to cover Pan India by year 2021



## GoRural Foods & Beverages Pvt. Ltd. (SATTUZ)

**Founder's Name:** Mr. Sachin Kumar

**Business Address:** Kumar Enclave, Near Suri High School, Madhubani, Bihar-847211

**Year of establishment:** 2019

**Registration Number:** U15490BR2019PTC041207.

**URL:** www.sattuz.in

**EMAIL ID:** team@sattuz.in

**Phone Number:** 9472232518

**General Business Activity:** Food Processing

**Mission & Vision:** To create Global brands from Rural India

**Company Strategy:** Bringing goodness of rural foods & beverages to the world with value addition and better packaging.

**Financial Considerations:** Authorized Capital Rs.1000000/-

**Growth Potential (Future Plans) :** To create more brands from the various foods & beverages of Rural India.



## Agro Expert Organic Fertilizers

**Founder's Name:** Mr. Shiv Naresh Singh

**Business Address:** 551/176, Sector Aliganj, Lucknow, UP

**Year of Establishment:** 2016

**Registration Number:** 234702863561

**Website URL:** N/A

**Email Id:** agroexpert.org@gmail.com

**Phone Number:** 7617843277, 7773044477

**General Business Activity:** Manufacturing of organic fertilizers and processing of food products

**Mission & Vision:** To make agri-sector stronger by helping farmers access modern technologies at reasonable price

**Company Strategy:** Marketing by emphasizing on the benefits of organic products. Company involved in direct and indirect selling via Franchise model.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** Since we are dealing with innovative agricultural and food products, we hope to widen our market quickly as these are concerned with basic necessity of every human.

## Chaiom

**Founder's Name:** Ms. Payal Agarwal

**Business Address:** 101, Tower 1, M3m Merlin, Sector 67, Gurugram – 122018, Haryana

**Year of Establishment:** 2017

**Registration Number:** 06AABCZ2339M1Z1

**Website Url:** <https://www.chaiom.in/>

**Email Id:** contact.chaiom@gmail.com

**Phone Number:** 9832044477; 7678457252

**General Business Activity:** Food Processing

**Mission & Vision:** Mission is to offer tea not only as a beverage but as a lifestyle habit to one and all suiting their tastes.

Vision is to enlighten the consumer about the benefits of Tea and Tisanes, thereby encourage them to adopt a healthier lifestyle and wellbeing!

**Company Strategy:** Our focus is our customers, both internal & external. Everything we do revolves around ensuring that all our customers have positive and productive contact with us. Next level of customer satisfaction! We accept responsibility for our actions and are accountable for the results achieved. We Own it! We constantly re-evaluate our products and actively elicit, listen and act upon information for continuous improvement, actively promoting innovative practice in all that we do and are involved with. Doing wonders with Tea!

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** To provide customers with a wide range of tea products breaking the stereotype and perception of people regarding tea what they merely think of as a mixture of milk and sugar which counts up a lot of calories. We aim to provide Indian promote Indian products and Buy Indian initiative. We offer to cater to all A to Z and Z to A necessities.



## Bandhuja Agrofusion Pvt. Ltd.

**Founder's Name:** Ms. Ranjana Prajapati

**Business Address:** Plot 24, Singha Coloney, Sitapur Road Lucknow UP

**Year Of Establishment:** 2017

**Registration Number:** 311549

**Corporate Identification Number is:** (CIN) U24304DL2017PTC311549

**Website Url:** [www.bandhuja.com](http://www.bandhuja.com)

**Email Id:** [bandhujaafplimited@gmail.com](mailto:bandhujaafplimited@gmail.com)

**Phone Number:** 9999101598

**General Business Activity:** Agriculture, Plant Tissue Culture, Biofertilizer, Biotechnology, Fertilizer, Organic Pesticide, Miticide etc.

**Mission & Vision:** To be amongst the most admired Agriculture and Crop Protection solution companies by providing innovative cost-effective products and services.

**Company Strategy:** To Work closely with farming community and improve farm profitability and sustainability by advancing R&D in Biotechnology, Agriculture, crop protection, Tissue Culture and farm mechanization services.

**Financial Considerations:** Annual Turnover : 20 Million

**Growth Potential (Future Plans):** To be Achived 100 Million in 2021

# SECTOR-5

## SOCIAL ENTERPRISES AND NGO'S

## Thaely Private Limited

**Founder's Name:** Mr. Ashay Bhave

**Business Address:** Thaely Pvt Ltd, 204 - Akshay Plaza, Road No. 1, Opposite General Education High School, Chembur East, Mumbai - 400071.

**Year of Establishment:** 2020

**Registration Number:** (RAK: 0000004031219) (Mumbai: U25200MH2020PTC339703)

**URL:** <https://www.thaely.com/>

**Email ID:** ashaybhave@thaely.com

**Phone Number:** +971544922439, +916366016014

**General Business Activity:** Plastic recycling and shoe manufacturing

**Mission and Vision:** Thaely's mission statement is 'Don't just do it. Do it right!'. This suggests that although being a fashion brand Thaely would not add to the environmental burden but rather upcycle waste to produce trendy and fashionable sneakers.

The vision of Thaely would be to provide a product that would not limit ones fashion expression due to their conscious outlook and at the same time Thaely's environmental consciousness would not be an afterthought.

**Company Strategy:** Thaely is an ethical and sustainable footwear brand that creates products from waste plastic bags as means to convert waste materials to a viable and fashionable product. Thaely would not only develop its footwear line but also support it with powerful social and environmental marketing techniques. Thaely aims to target a new breed of consumer 'the conscious consumer'. A conscious consumer does their homework and looks beyond the label, in the age of social media a clothing brand's practices are becoming increasingly transparent

**Financial Considerations:** Expected Sales of 150,000 USD in the 2021

### **Growth Potential (Future Plans):**

- To establish ourselves as a foremost and prominent ethical brand.
- To sell 1500 sneakers in annual sales in the first year
- Upcycle 22500 plastic bags and 33000 plastic bottles in the first year
- To reach a break-even point by the end of 2023
- To make significant contribution to social causes and charitable organizations



## Tender Heart

**Founder's Name:** Ms. Renu Bali

**Business Address:** 695, Sector 28, Faridabad 121008.

**Year of Establishment:** 1995

**Registration Number:** Hr019201401005

**URL:** [www.tenderheartngo.org](http://www.tenderheartngo.org)

**Email Id:** [office@tenderheartngo.org](mailto:office@tenderheartngo.org)

**Phone Number:** 9350844393

**General Business Activity:** Non-profit organization

**Mission & Vision:** To educate underprivileged children and children with special educational needs through running both a village school and WOOPIE (Way-Out-Of-Poverty-Is-Education), an after-school programme, for the slum children. Empower underprivileged women and special needs children by providing training and creating educational opportunities. To engage local community and volunteers in helping us achieve the aim of alleviating poverty in these rural belts.

**Company Strategy:** Empowering the differently abled and underprivileged community through skill development and employment.

**Financial Considerations:** Individual donors and corporate CSR.

**Growth Potential (Future Plans):** Creating and scaling up livelihood opportunities.



## Growdiesel

**Founder's Name:** Mr. Atul Saxena, Mr. Shrey Saxena

**Business Address:** Suite 51, Second floor, Cross River mall, Delhi 110032

**Year of Establishment:** 2006

**Registration Number:**

**URL:** [www.growdiesel.com](http://www.growdiesel.com)

**Email ID:** [shrey@growdieselmail.com](mailto:shrey@growdieselmail.com)

**Phone Number:** 9212844166

**General Business Activity:** We are solving the world's 2 biggest problems, simultaneously: Waste Elimination + biofuel generation. Through our patented technology, we convert organic waste into Compressed Bio Gas {CBG} and Biofertilizer. Plastic waste is converted into green crude oil and bio bitumen. This biofuel can be used for cooking, transportation, manufacturing industry, organic farming, road construction. This biofuel can further be used to generate electricity for homes or even to charge electric vehicles.

**Mission and Vision:** We have a vision to reduce carbon emissions by converting waste into biofuel.

**Company Strategy:** We wish to licence our patented technology and create more entrepreneurs who want to enter this industry.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** N/A

## Attac-Aim To Terminate Tobacco & Cancer Society

**Founder's Name:** Dr. Sumedha Kushwaha

**Business Address:** H-31, Sec-22 Noida, Uttar Pradesh 201301

**Year of Establishment:** 2014

**Registration Number:** Regd. No.: District East/Society/1062/2014

**URL:** <https://www.attacindia.org/>

**Email ID:** admin@attacindia.org

**Phone Number:** 9210069499

**General Business Activity:** Healthcare Csr

**Mission and Vision:** Our mission is to provide awareness, prevention, screening, diagnosis, and referral to create a tobacco free society, to aid treatment of oral and breast malignancies at subsidized rates. Our vision is to become pioneer in providing affordable and accessible health services.

**Company Strategy:** N/A

**Financial Considerations:** N/A

**Growth Potential (Future Plans):**

- To make 15,000 people aware of cancer each year.
- To open 50 tobacco cessation centers across India by 2021.
- To provide dental checkup to 10,000 school children each year.
- To provide oral and breast cancer screening to 6,000 people each year.
- To encourage young minds by raising volunteers to give back to the society.



## Ehsaaz

**Founder's Name:** Mr. Vikash Singh

**Business Address:** Sainik Nagar, Telibagh, Lucknow

**Year of Establishment:** 2019

**Registration Number:** N/A

**Website URL:** N/A

**Email Id:** vikashkuruvanshi@gmail.com

**Phone Number:** 8368481755

**General Business Activity:** At Ehsaaz, we try to bring out the artists around us on the spotlight to showcase their talents and to do that we provide them with free training and understanding in their art form from the experts in the field.

**Mission & Vision:** Our vision at Ehsaaz is to provide artists a way, a platform through which they can earn their living with their talents.

**Company Strategy:**

**Financial Considerations:** We work on a collaboration basis with NGOs and other institutes, who can fund us to make our project at hand a success. Right now Ehsaaz is being funded by US dept. of state till March2021.

**Growth Potential (Future Plans):** N/A



## Little Seeds NGO

**Founder's Name** – Mr. Abhishek Shrivastava

**Address** – B 31 Shashigarden, Street no. 7, Delhi 110091

**Year of establishment** - 2018

**Contact no.** +91 93152 60458, 9811328282

**Website** – [www.tchlittleseeds.com](http://www.tchlittleseeds.com)

**Instagram profile** – littleseedsngo <https://instagram.com/littleseedsngo?igshid=6suoecw5ezs0>

**Email id** – [little.seedsngo@gmail.com](mailto:little.seedsngo@gmail.com)

### **Vision & objective**

A determined young professionals came together to set up Little Seeds to work with grassroots initiatives for effecting positive changes in the lives of underprivileged children. It is registered under Indian Trust Act, 1882. Abhilash Sinha and Abhishek are currently running this Trust and working round the clock to create the change they envision.

We believe that the future of any individual, society or country lies in education. Primary Education being adopted as a key thrust area, a vast majority of children remain uneducated. However, there is a high percentage of dropouts in the lower socio-economic strata. This can be attributed to several factors including poor quality teaching, lack of support at home. Little Seeds addresses these issues by providing education through trained teachers for guidance and support to the children.

### **Activities**

#### **1. Education**

Little Seeds began work in the area of Free Elementary Education, running Early Education Center for pre-school children and Non-Formal Education Centers and Remedial Classes to track down, motivate and equip drop-outs to rejoin the mainstream.

#### **2. Vocational Training & Workshops**

We realized that though health and elementary education are necessary first steps in the upliftment and development of slum children, something further is needed to make them aware about the awareness, values and a belief through various workshops in slum areas of Delhi-NCR.

#### **3. Free Stationary & Clothes**

Little Seeds is helping to change the face of primary education for underprivileged children by providing them stationary kits and clothes.



# SECTOR-6

HEALTH CARE, HYGIENE,  
SANITATION, NUTRITION, SPORTS &  
MENTAL HEALTH ETC



Sector-6  
Health Care, Hygiene, Sanitation,  
Nutrition, Sports & Mental Health etc

## Parfume

**Founder's Name:** Mr. Harneet Singh Sethi

**Business Address:** N/A

**Year of Establishment:** 2018

**Registration Number:** N/A

**URL:** [parfumfaitmaison.com](http://parfumfaitmaison.com)

**Email Id:** [parfumfaitmaison@gmail.com](mailto:parfumfaitmaison@gmail.com)

**Phone Number:** 9718490893

**General Business Activity:** Perfumery

**Mission & Vision:** India's perfumery industry has been on a decline for a long-long time. This is despite the availability of all resources. Parfum Fait Maison realises that there is an opportunity to be had here and that the brand can do for India's perfuming industry what no other entity has in recent times: give it a modern outlook and let it reach those across the globe. This is precisely why PFM is not only tapping into the EDP market but the Parfum, or the attar market, too.

**Company Strategy:** PFM's primary motive is to capture the Corporate Gifting Sector while simultaneously luring in a more general set of customers through its promise of "affordable luxury".

**Financial Considerations:** As of now, PFM remains self-funded and shall continue that way.

**Growth Potential (Future Plans):** There's no limit to what PFM can achieve, especially with the "Indian" taste that the brand is able to offer with its range of attars in particular. Moving forward, PFM plans to further study the essential oils market and step into it in due course of time.

## Mind Ease Psychological Services & Wellness Center Private Limited

**Founder's Name:** 1 Ms. Anuja Kapoor, Ms. Rashi Juneja

**Business Address:** B-51, First Floor, Amar Colony, Lajpat Nagar – IV, New Delhi - 110024

**Year of Establishment:** 2019

**Registration Number:** U74999DL2020PTC359763

**URL:** www.mind-ease.com

**Email Id:** mindeaseclinic@gmail.com, info@mind-ease.com

**Phone Number:** (+91) 9643150018, (+91) 9873363853

**General Business Activity:** Psycho-diagnostics & psychotherapy, general well-being program, specialized support for terminal illness, psychiatric consultation, special education, occupational therapy, physiotherapy, speech therapy & out door activities.

**Academic:** We promote research, organize workshops and offer internship programs.

### Mission and Vision:

As Mind Ease says \*Free yourself from the unsaid\*, the mission of the organization lies in eradication of mental health complexities and making world a better place where one does understand their own emotions and have a clear picture of solving their issues. We help in training people in dealing with their problems and making them efficient in dealing with future complexities. We provide internship programs to give theoretical and practical understanding of psychological disorders to make sure that they are competent to deal with the upcoming scenario.

Our community out reach program helps us to connect with the masses and bringing change in their life a little. A human phenomena to help decides our step.

Mind Ease missions to eradicate the Mental Health difficulties.

**Company Strategy:** N/A

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** Looking forward to open up a rehabilitation center and expand our mental health services.

## **Lucid Mind**

**Founder's Name:** Ms. Sargun Bedi

**Business Address:** C- 52 (GF) Chander Nagar, Ghaziabad, UP 201011

**Year of Establishment:** 2018

**Registration Number:** ABJFM1554B

**URL:** www.lucidmind.in

**Email Id:** lucidmindservices@gmail.com

**Phone Number:** +91 852-779-3225

**General Business Activity:**

(a) Psychological counselling (b) Employee Wellbeing (c) Transformational coaching

**Mission & Vision:** Our mission is to facilitate and empower people facing everyday challenges of life and to help people reach their balancing mechanisms and unravel their potential that is hidden behind the window of pain, confusion and regret. We aim at bridging the gap between: The external work and inner wiring of the individuals.

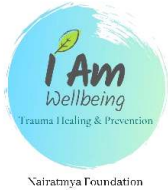
**Company Strategy:**

- a) To tie up with fortune 500 companies for bringing our unique employee wellbeing services on board for individuals and groups.
- b) To advance the counselling and therapeutic interventions in terms of facilitation for mental and emotional health and supervision of counselling professionals.
- c) To reach masses in aiding the growing demands of mental & emotional wellbeing.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):**

We intend to counsel, coach & train over 1million individuals through our allied services. We are looking at building a mental health product line on various therapeutic models.



## I Am Wellbeing

**Founder's Name:** Ms. Akanksha Chandele & Ms. Akshita Dutta

**Business Address:** 1598, sector 29, Noida, Gautam Budh Nagar, Uttar Pradesh- 201301

**Year of Establishment:** 2015

**Registration Number:** U85310UP2019NPL120957

**Website URL:** [www.iamwellbeing.in](http://www.iamwellbeing.in)

**Email Id:** Akanksha@iamwellbeing.in

**Phone Number:** 9891661375

**General Business Activity:** Individualized therapeutic intervention, group therapy intervention & crisis counselling, training mental health professionals, teachers, caregivers & students.

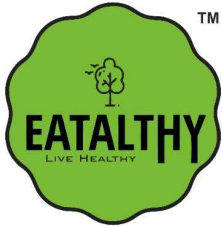
### **Mission & Vision:**

- To empower vulnerable children and adolescents by providing holistic development support.
- To create a trauma informed ecosystem by offering specialized skills to caregivers and parent
- To reduce the treatment gap by training professionals to provide effective, specialized mental health intervention for vulnerable children and adolescents

**Company Strategy:** Providing prevention and intervention based mental health support to marginalized population.

**Financial Considerations:** I Am Wellbeing (Nairatmya Foundation) is a registered section 8 company. All funds for raised through grants, crowd funding and charity events.

**Growth Potential (Future Plans):** Intend to set up a Holistic Learning center for children living in urban slums. The objective of the project is to mitigate the impact of ACEs by providing holistic support to children.



Sector-6  
Health Care, Hygiene, Sanitation,  
Nutrition, Sports & Mental Health etc

## Caladium Products Private Limited

**Founder's Name:** Er. Vikas Gupta

**Business Address:-** D-1 3rd Floor, Krishna Apra Plaza, Alpha-I Commercial Belt, Greater Noida, Uttar Pradesh 201308

**Year Of Establishment:** 2015

**Registration Number:** U15209DL2015PTC278555

**Website URL:** <http://eatalthy.com/>

**Email Id:** vikasgupta@eatalthy.com

**Phone Number:-** 9711310006

**General Business Activity:** FMCG/HEALTH CARE

**Mission & Vision:-** To be primary point of contact. Where you get everything you need to be healthy & we aim To be #1 Health products Provider.

**Company Strategy:** True vision, competitive advantage, Set Targets, Focus on systematic growth, Think long term.

**Financial Considerations:** We Keep a Line of Credit, Minimize Overhead, Track and Monitor Spending, Invest Appropriately, Maintain Cash Reserves

**Growth Potential (Future Plans):-** Connect with Farmers, Organic Farming, Open new outlet



**LIFE BUBBLE**

Life and You

**Sector-6**  
**Health Care, Hygiene, Sanitation,**  
**Nutrition, Sports & Mental Health etc**

## **Life Bubble**

**Founder's Name:** Ms. Mitashi Pawar

**Business Address:** 18/1, Delhi Metro Road, Opp. Metro Pillar No.777, Faridabad, Haryana

**Year of Establishment:** May 2020

**Registration Number:** Not yet received officially; application submitted

**Website URL:** [www.lifebubble.in](http://www.lifebubble.in)

**Email Id:** [contact@lifebubble.in](mailto:contact@lifebubble.in)

**Phone Number:** +91 9811075857

**General Business Activity:** Counselling, Workshops, Webinars.

**Mission & Vision:** Life Bubble aims at working on the mental health of their clients, individuals as well as Organisations.

**Company Strategy:** To partner with potential organisations/individuals. To make more appearances as a panelist, being interviewed or in any other form.

We also plan to launch a contest soon on mental health to encourage participation from young kids. This will help us in promoting our work.

**Financial Considerations:** Welcoming Sponsors. Investment can be discussed based on mutual agreement.

**Growth Potential (Future Plans):** To make a name in the corporate world as a mental health coach.



Sector-6  
Health Care, Hygiene, Sanitation,  
Nutrition, Sports & Mental Health etc

## Organic B

**Founder's Name:** Mr. Dawar Zama & Mr. Shahrukh Kibriya

**Business Address:** 59A, Shera Mohallah, East of Kailash, New Delhi - 110025

**Year Of Establishment:** 2020

**Registration Number:** 07CTSPK7317K1Z1

**Website URL:** www.organicb.in

**Email Id:** dawarzama@organicb.in

**Phone Number:** 8506049195, 7011440361

**General Business Activity:** Reselling & Ecommerce

**Mission & Vision:** Provide Affordable sustainability products to masses.

**Company Strategy:** Increase & Localize production to make products affordable.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):**

- a) Expansion into new regions, locations, cities, or countries.
- b) Addition of new product(s) and/or service(s).
- c) Expanding purchase locations (i.e. selling in new stores or launching an online store).
- d) Growth in revenue and/or profit.
- e) Growth of customer base and/or customer acquisition rate.





## We Avec U

**Founder Name:** Mr. Sundeep K. & Ms. Tancy Moira Moore

**Business Address:** Jaypee Aman, Sector 151, Noida

**Year of Establishment:** 22nd August 2019

**Registration Number:** UDYAM-UP-28-0005282

**Website URL:** www.ensoulmhs.org, www.weavecu.org

**Email ID:** admin@weavecu.org, sundeepk@weavecu.org, tancymoore@weavecu.org

**Phone number:** 9911622555, 9560383944

### General Business Activity:

- Educational Research Services
- Mental Health Services
- Community Outreach

### Mission & Vision:

- To provide holistic development & welfare to every member of society.
- To promote & provide research opportunities in the field of Mental Health.
- To provide holistic learning, training, and supervision services in the field of Mental Health.
- To provide interventions & reach the unreached while working towards de-stigmatization and trivialization of Mental Health in India.

### Company Strategy:

- Workforce Supply
- Orders or Service Capacity
- Communications (Internal & External)
- Targeted Marketing Campaigns
- Financial Resources
- Competitive Outlook
- Clients Grow with us.
- Market Segmentation Expansion
- Product Development
- Diversification
- Mergers or Acquisitions
- Alternative Channels
- Key Partnerships or Alliances
- Brand Differentiation
- Workshops
- Internships
- Webinars
- Counseling Services
- Educational services
- Research Services
- Community outreach

**Financial Considerations:** It's a individual organization serving the society independently. We don't have any funding's from government or other organizations. We are trying to service independently and exploring the options.

### Growth Potential (Future Plans):

- Opening a one-stop hospital for all mental health care needs in India.
- We are providing opportunities for employment in this and other sectors.
- To create a platform for research in the field of psychology through publications and journals in India.

# SECTOR-7

HOSPITALITY, TOURISM, EVENTS,  
MEDIA & COMMUNICATION



## Style Code Media

**Founder's Name:** Ms. Rahma Talwar

**Business Address:** P.O Box 39625 Shams Media City, Sharjah, UAE.

**Year of Establishment:** 2018

**Registration Number:** 1803936.01

**Website URL:** stylecodemedia.com

**Email Id:** hello@stylecodemedia.com

**Phone Number:** +971509599266

**General Business Activity:** Advertising

**Mission & Vision:** To empower businesses in UAE by providing them a viable marketing solution so they can focus on other aspects of their business.

**Company Strategy:** Choosing the right people to work with and seeking your success in the success of your client has been the main strategy. Creating a work environment where every team member feels valued and given a creative freedom to express themselves has been the main strength of our organization.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** To establish Style Code Media as a reliable, innovative and result oriented team. Work with more established clients while at the same time helping young businesses grow.



## Aatithyam

**Founder's Name:** Ms. Netra Rajesh

**Business Address:** HA 102, 1st floor, Hazipur, Sector -104, Noida -201301

**Year of Establishment:** 1St Nov, 2019

**Registration Number:** 09AIOPN1258M1ZM

**URL:** (Google) <https://g.co/kgs/Pxy2vF>

**Email ID:** aatithyam.dinein@gmail.com , n3creatin.dinein@gmail.com

**Phone Number:** 8800208130, 8800090630

**General Business:** Activity: Restaurant

**Mission and Vision:** To open 10 Dine in restaurant & 10 QSR outlets in 5yr.

**Company Strategy:** The finest & freshest ingredients make food that is appetizing to its core. Every condiment & spices in our kitchen including Ghee, is locally sourced from South India.

Our Team of Chefs are natives of South Indian States & bring along with them a rich heritage of Traditional South Indian Cooking and are adept at the art of Balancing Flavor's.

To serve Authentic South Indian Food and Authentic North Indian. Give the real taste of South Indian Food.

**Financial Considerations:** 1cr turnovers in 2019-20 and targeting 2cr in coming financial year. All our staffs are been supported with food shelter and salary during lock down as well.

**Growth Potential (Future Plans):** Add more female staffs, support women empowerment at all levels. Build confidence in all kind of women (educated / uneducated). Women who would wish to grow higher and take the responsibility, risk etc will be financially supported to open new outlets with revenue share.

To implement Waste compost Machine, we are in talking terms with the health department to install Waste compost Machine which can convert our all kind of waste to manure for plants and would give the compost to our guest to use for the plants. To support our environment and global system.

Give the real taste of South Indian Food to our guests, essence by food, ambience and feel of Aatithyam (Aatithyam means – Atithi ko Aatithya karne ko Aatithyam Bolthe hain) and build Big data base of guests and unite South India and North India as One.



## Eventlope

**Founder's Name:** Ms. Neha Mathur, Mr. Prasoon Mathur

**Business Address:** 645A/968/5 Behind St. Antony Inter College Jankivihar Jankipuram Lucknow

**Year of Establishment:** 2019

**Registration Number:** AAHFE8635J

**URL:** www.eventlope.com

**Email ID:** info@eventlope.com , eventlopeofficial@gmail.com

**Phone Number:** 9569191223, 9839793584

**General Business Activity:** Event Planning, Execution, Weddings, Corporate Events, Social Events, Theme Parties, Birthday Décor etc

**Mission and Vision:** Our mission & vision is to change the trend of events, creativity etc together. We have started from UP. Our vision is to organize & design such events in India and especially in UP that has never held before. We are having the team of dynamic & creative young people with all the creative mind we always come up with something new & memorable. Our Vision is that every single person should know Eventlope for its creativity, quality, uniqueness & commitment.

**Company Strategy:** Our strategy is to never repeat, always create new & creative. We never compromise with our quality no matter what.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** Our Future plans are to organize big events in UP & India that are not held before.



Aruna Global

Sector-7  
Hospitality, Tourism , Events, Media & Communication

## Aruna Global

**Founder's Name:** Mr. Deepak Kumar

**Business Address:** B-62, SECTOR-57, NOIDA-201301

**Year Of Establishment:** 2011

**Registration Number:** 09ABOFA3353M1ZZ

**Website Url:** [www.arunaglobal.in](http://www.arunaglobal.in)

**Email Id:** [work.arunaglobal@gmail.com](mailto:work.arunaglobal@gmail.com)

**Phone Number:** 9999418967

**General Business Activity:** Consultancy planning, design & manufacturing of led sign boards.

**Mission & Vision:** To provide our client uncompromising standrad of excellence & unique signage solution to their exact specification in a timely & proffessional manner.

**Company Startegy:** To get into joint venture with technology leaders in the field to provide our customer with innovative & latest products in india.

**Financial Considerations:** 5 cr.

**Growth Potential (Future Plans):** To reach out to customer in form of e-commerce where they can customise as per their needs helping us to provide them with best in class product.

# SECTOR-8

EDUCATION, TRAINING  
AND DEVELOPMENT



## Cognizavest

**Founder's Name:** Ms. Sakshi Seth Grover

**Co-founders-** Mr. Paras Grover and Mr. Manik Seth

**Business Address:** NO. 20, BLOCK-K LANDMARK PLOT NO. 20/KARVE PLAZA, PITAMPURA, Delhi, 110034

**Year of Establishment:** 2018

**Registration Number:**

**URL:** www.cognizavest.com

**Email ID:** contact@cognizavest.com/sakshi.grover@cognizavest.com

**Phone Number:** 8376952952

**General Business Activity:** Educational activities (internships, programs, and diplomas), counselling services, test development and construction

**Mission:** We desire to create awareness about various facets of mental health by breaking the stigmas and taboos around it, which we believe, is the need of the hour. Alongside that, we aim to provide the budding psychologists and mental health professional a broad exposure in the field of psychology, by conducting various educational programmes.

**Vision:** Our founder, Ms. Sakshi Seth Grover single handedly started Cognizavest in 2018, with the vision of improving the mental health situation in the country, along with filling the loopholes that she recognised during her academic years.

Ms. Sakshi Seth Grover, strongly believes in providing the students with hands-on experience by trained professionals, especially in the field of psychology and mental health. Keeping this in mind, along with the alarming rates of increasing demand for mental professionals, she started Cognizavest. She was later joined by her husband, Mr. Paras Grover and brother, Mr. Manik Seth, who contributed to the society by investing their time and efforts in Cognizavest. Cognizavest has now grown into a small family that are together working towards filling the loopholes by offering educational programmes, where students get a chance to explore and interact with experienced psychologists and mental health professionals, while at the time creating awareness and starting a dialogue around mental health.

We visualise India to be a country where every individual can become the best version of themselves, who perceive mental health as a necessity, rather than a luxury.

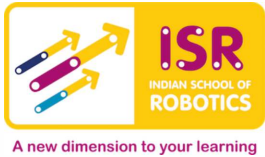
**Company Strategy:** Our ultimate goal is to eliminate stigmas around mental health and provide better opportunities for students and professionals in the field of psychology. For this, we have been working dedicatedly with our skilled and experienced faculty and resource persona., by designing new and valuable opportunities and courses pertaining to the areas of psychology. We have also affiliated with ICPEM to provide online diploma courses. Apart from this, we are looking to affiliate with national as well as international organizations to provide valuable certification to our audience, which will bring us step closer to providing the best opportunities to them.

To eliminate the stigma around mental health we have organized various events and projects whose sole aim was to initiate a conversation around mental health. In the future, we wish to do the same but on a larger scale.

**Financial Considerations:** Our company has a dedicated team to take care of finances. We are not funded by any external body. We earn through the programs and workshops we keep. Taking in care the CSR we also provide certain free trainings and workshops.

**Growth Potential (Future Plans):** Our goal is to expand in the field of mental health, by providing distinct educational courses that provide a skill-based understanding and knowledge to students. Currently we are operating online, but that has not stopped us from working towards providing the most valuable services to our students. Our belief is that psychology is more than just textbooks. Our ultimate goal is to introduce new and undeveloped fields of psychology in India. We also aim at constructing psychological tests specifically for Indian population.





## Indian School of Robotics

**Founder's Name:** Mr. Rohit Chadha

**Business Address:** FF-05 Industrial Area, Phase- 1, Chandigarh - 160002

**Year of Establishment:** 2016

**Registration Number:** N/A

**Website URL:** www.isrrobotics.com

**Email Id:** rohit.chadha@isrrobotics.com

**Phone Number:** 8289019108

**General Business Activity:** Robotics, Stem, Embedded Systems, 3d Printing & Drone training to students of age 5 to 15 years. Training is offered thru modules such as long term course, workshop, camps & online learning

**Mission & Vision:** Bridge the gap between theoretical understanding of science/maths concepts and real-world practical application of concepts through our robotics learning solutions for age 5 to 15 years

**Company Strategy:** N/A

**Financial Considerations:** Clocked revenue of Rs. 20 million till March 2020

**Growth Potential (Future Plans):**

- (a) Build a e-commerce platform www.mydeck.club as an exclusive place for providing robotic / stem kits to student at their home on easy payment plan.
- (b) Develop isr as hub for pursuing professional courses.

## Community Pharmacist Aid

**Founder's Name:** Mr. Ankit Tiwari

**Business Address:** 44, K.NO.833, Ground flr, Chhota Bharwara, Gomti Nagar, Lucknow, Uttar Pradesh-226010.

**Year of Establishment:** 2019

**Registration Number:** UP50D0032070

**URL:** cpagpat.in (under re-construction)

**Email ID:** cpamanaging@gmail.com

**Phone Number:** +91 78275 44069

**General Business Activity:** Education/ Institution/ training institute

### Mission and Vision:

**Mission:** To construct a structure which recognizes the core value of the business and upgrades with innovative ideas to render quality education to the customers, hence improving their knowledge.

**Vision:** A feat by the team to become a model for Digital Education provider in the nation and to understand customer needs, culture and enriching the employee's growth. Providing complete aid to the customer and maintaining good relationships. Designing innovative products and becoming nation's No.1 Pharmaceutical Digital Academy by 2023. Moving ahead with a community-based approach towards social subject too.

### Company Strategy:

**Objective:** To become a one-point solution in pharmaceutical industry by incorporating digital experience.

### Marketing Plan

**Target Customer 01: Academic- Pharmacy students**

**Target Customer 02: Scientific Writing- Masters & PhDs**

**Positioning:** For pharmacy students and professionals, CPA Academics & Scientific writing is the digitized point which assured fast and quality service so that customers can be benefitted with quality content and be the part of this leading community.

**Marketing methods:** Social media, word of mouth, E-mail, sponsoring events, webinars, SEO, collaborations, influencers.

### Financial Considerations:

Admissions for competitive examinations, scientific writing fees & admission for clinical research course.

### Growth Potential (Future Plans):

- Expanding online reach of our courses to rural areas too
- Launching new segment, online learning platform for various areas viz. management, medical, data science. This segment will target mass market in India.
- Establishing pharmaceutical research center in India

## The Startup Scholars

**Founder's Name:** Mr. Swapnil Verma. & Mr. Aakarshan Sethi.

**Business Address:** M-61, Saket, Ground Floor, Saket, New Delhi - 110017

**Year of Establishment:** 2020

**Registration Number:** N/A

**URL:** N/A

**Email ID:** thestartupscholars@gmail.com

**Phone Number:** +91-7290000635, 9999262817

**General Business Activity:** Startup Consultancy - We are a bunch of enthusiasts with a collective goal of creating an innovative & informative platform for the founders, which is truly built by the founders to uplift & enhance India's start-up experience by providing profound insights into the start-up Ecosystem and subsequently help the start-ups to grow.

**Mission and Vision:** To build an entrepreneurial & sustainable mindset among the youth of our nation.

### Company Strategy:

- All colleges supporting The Start-up Scholars will be college partners and help their start-ups grow by giving availing when and wherever required the services mentioned above.
- Names of colleges will be listed on our social media platform.
- Founders & leadership team of The Start-up Scholars will be partnering with the E-Cell to conduct free Webinars/B-Plan competitions/Hackathons.
- Internship and job opportunities for the students depending on their capabilities.
- 1st Mentorship session would be given free of cost to all the students of the respective E-Cell recognized/referred Start-ups.
- Other services like funding opportunities, revamp of business model/pitch deck, technology product development, etc., would be given at a customized and subsidized package. Job Opportunities may be provided.

**Financial Considerations:** N/A

**Growth Potential (Future Plans):** We are collaborating with Colleges, starting our very own center of excellence, Development program for tier 2 & tier 3 cities, including college, universities, and aspiring entrepreneurs.



## Matiman Management Private Limited

**Founder's Name:** Mr Manoj Naik

**Business Address:** LS1, Nirakar Bhavan, near Sungrace, Bethoda, Ponda, Goa – 403409

**Year of Establishment:** February 2020

**Registration Number:** U80904GA2020PTC014291

**URL:** www.mmpl.info

**Email ID:** ceomatiman@gmail.com

**Phone Number:** 9158919222

**General Business Activity:** Matiman Management Private Limited provides all types of Educational Services under one umbrella with the goal “Your Needs Our Vision”. Career Counselling, Career Guidance & Support, Foundation course for Competitive Exams, Coaching for Entrance Exams, Job Placement Services, Coaching for Competitive Exams, On-the-Job Training & Certification

### **Mission and Vision:**

**Mission:** Enhance profitability and customer satisfaction by implementing the Total Quality Management in operations.

**Vision:** To fulfill the career aspirations and provide personal grooming to the individual job seeker by giving proper guidance to achieve their dream job.

**Company Strategy:** Most innovative Services.

**Financial Considerations:** Total paid up capital – Rs 15lakh & year of establishment Feb 2020, year 2019-2020 is zero; year 2020 is zero due to covid-19 pandemic

**Growth Potential (Future Plans):** In regions of costal belt, Goa, Coastal region of Uttar Kannada state & Goa state there is no professional institution for coaching for Competitive Exams like Civil services, UPSC, IAS. So there is an ample opportunity to establish a coaching centre in Uttar Kannada district, Goa & Maharastra State for the benefits of students to peruse the career in respective field.

## FinLadder

**Founders Name:** Mr. Murrad Beigh, Mr. Ishaan Arora

**Business Address:** 276 1st Floor Kailash Hills, East of Kailash New Delhi, 110065.

**Year of Establishment:** 2019

**Registration Number:** N/A

**Udyog Aadhar Number:** DL 03D0014503

**Partnership Registration Number:** 1482, 2019-20 Book No 4.

**URL:** www.efinladder.com

**Email ID:** thefinladder@gmail.com , team@efinladder.com

**Phone Number:** 7006559176 / 9650746842

**General Business Activity:** Elearning startup providing finance courses, and promoting financial literacy.

**Mission and Vision:** Making online education accessible to all, and improving the quality of online education by focusing on individual student.

**Company Strategy:** Building a strong base on social media sites to bring in the students and helping them with their future.

**Financial Considerations:** FinLadder has been completely bootstrapped till date, and we have a good surplus of revenue to fund our future expansion.

**Growth Potential (Future Plans):** Our future plan is to bring in more instructors on board to fuel the growth and try to expand beyond India.

## Precursor Info Solutions Pvt. Ltd.

**Founder's Name:** Dr. Swasti Agrawal

**Business Address:** S-62 Gole Market, Mahanagar, Lucknow

**Year of Establishment:** 2015

**Registration Number:** U72300UP2015PTC068973

**Website Url:** [www.precursorinfo.org](http://www.precursorinfo.org)

**Email Id:** precursorlko@gmail.com

**Phone Number:** 9415591794

**General Business Activity:** Training and Education

**Mission & Vision:** Spread the Joy of Learning

**Company Strategy:** To make youths technically ready for the computer industry

**Financial Considerations:** N/A

**Growth Potential (Future Plans)** N/A

## Team Building Pro

**Founder's Name:** Mr. Punkesh Chawla & Mr. Anand Chawla

**Business Address:** B – 94 Lajpat Nagar 1, New Delhi – 110024, India

**Year Of Establishment:** 2014

**Registration Number:** U63090DL2014PTC263671

**Website URL:** www.teambuildingpro.in

**Email Id:** punkesh@teambuildingpro.in

**Phone Number:** +919871030465

**General Business Activity:** Experiential Learning & Corporate Engagement Events

**Mission & Vision:** Mission: Creating Solution Finding Mindset (SFM) in organizations for better productivity and work-life balance. Vision: To be renowned as success pillar in the growth of our Country.

**Company Strategy:** Targeting Corporates For all kind of employee's engagement activities like Tours, Events, Awards, Wellness, Training & Conferences. We are first company to launch Team Building Tours.

**Financial Considerations:** Through Services & Management Fees

**Growth Potential (Future Plans) :** We went from Offline training and events to virtual and recent collaborated with Digital app based platform which is available on android and IOS, to engage 10-1000+employees and their families from different corners of world.

# WINNERS OF VIRTUAL START-UP EXPO 2020

FIRST POSITION



**Mr. Ankit Tiwari**  
Founder, Community Pharmacist Aid

SECOND POSITION



**Mr. Dawar Zama**  
Founder, Organic B

THIRD POSITION



**Ms. Samiksha Bajaj**  
CEO, Samshek Fashion Pvt. Ltd.



Zoom Webinar | You are viewing Mr. Ankit Tiwari's screen | View Options

Recording LIVE on YouTube

Supported by: AMITY UNIVERSITY UTTAR PRADESH, INSTITUTION'S INNOVATION COUNCIL, IQAC, DELHI NCR, AMITY INNOVATION INCUBATOR, Sponsors: एनटीपीसी NTPC, ADN RESEARCH LAB

TRACK-8: Start-Up 2020 Expo- a glimpse:

Sattuz Zoni super food, SPACE MASTERS, SORDIT

Mr. Sachin Kumar, Ms. Shaiba Saluja, Mr. Devansh Chopra

The Best three Startups for "Certificate of Recognition" were judged by Jury of Amity University on five parameters i.e Business Idea, Technology and Special know-how, Innovation, Scalability & Sustainability.

1	Mr. Ankit Tiwari	Founder	Community Pharmacist Aid (CPA)
2	Mr. Dawar Zama	Founder	Organic-B
3	Ms. Samiksha Bajaj	CEO	Samshek Fashion Pvt. Ltd.

Dr. Anupam Narula

Unmute, Start Video, Participants, Q&A, Chat, Share Screen, Leave

Type here to search | 15:55 19-12-2020



## DISTINGUISHED AMITY ALUMNI PARTICIPANTS DURING VIRTUAL START-UP EXPO 2020



**Mr. Abdul Majid**  
CEO,  
Zeros Fzllc



**Mr. Rohit Satyani**  
Co-Founder,  
Sew Dhagga



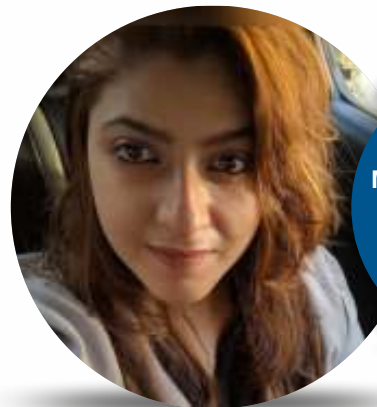
**Ms. Deepika Rastogi**  
Founder,  
Dakshata by Deepika



**Ms. Ishita Gogia**  
Co-Founder,  
Psychologist  
Zariyaaa



**Mr. Varun Pandey**  
Co-founder &  
Designated Partner  
NeuralORCH



**Ms. Anouska Thakral**  
Founder & Editor  
Aoife Inc.



**Mr. Shrey Saxena**  
Executive Director  
Growdiesel Ventures Ltd.

## DISTINGUISHED AMITY ALUMNI PARTICIPANTS DURING VIRTUAL START-UP EXPO 2020



**Mr. Farman Beig**  
CEO & Co-Founder  
Wat-A-Burger



**Ms. Ankita Narula**  
Owner, Artist, Designer  
House of Eireen



**Mr. Mahesh Kumar Prajapati**  
Founder, Rosette  
Interior Designers



**Ms. Sahiba Saluja**  
Co-Founder & Principle  
Interior Designer,  
Space Masters



**Mr. Keshav**  
Primary Mall Owner &  
Technology Consultant



**Mr. Choudhary Faiz**  
Founder,  
Pit Stop



**Dr. Poorva Rastogi**  
Education Business  
Consultant  
VirtuBox Infotech  
Pvt. Ltd.

## DISTINGUISHED AMITY ALUMNI PARTICIPANTS DURING VIRTUAL START-UP EXPO 2020



**Mr. Ashay Bhave**  
CEO, Thaely



**Ms. Sargun Bedi**  
Counselling Psychologist  
Lucid Mind



**Ms. Mitashi Pawar**  
Founder, Life Bubble



**Ms. Neha Mathur**  
Founder, EventLope



**Mr. Ankit Tiwari**  
Founder,  
Community Pharmacist Aid



**Mr. Swapnil Verma**  
Co-Founder  
Startup Scholars



**Ms. Tancy Moira Moore**  
Founder, Ensoul  
We Avec U

# GLIMPSES OF VIRTUAL START-UP EXPO 2020 DURING 3<sup>RD</sup> ICEIL CONFERENCE 2020

## INAUGURAL CEREMONY OF VIRTUAL 3<sup>RD</sup> ICEIL 2020

Thursday, 17<sup>th</sup> December 2020

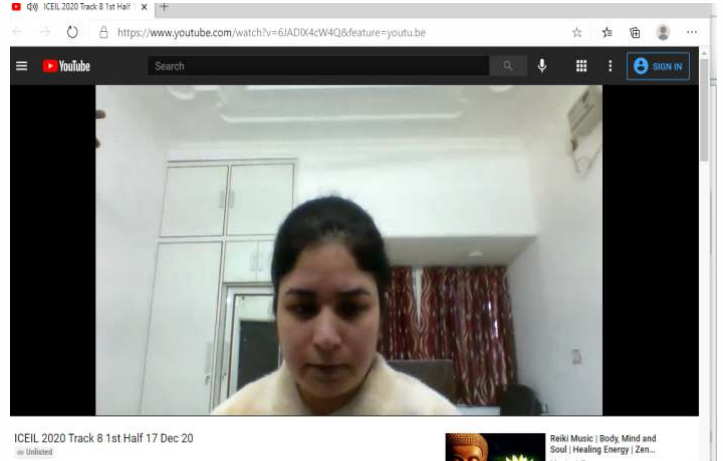
 <b>AMITY UNIVERSITY</b> UTTAR PRADESH		Supported by  INSTITUTION'S INNOVATION COUNCIL <small>(Member of IITP Institutions)</small>	 <b>IOAC</b>	 <b>TE DELHI NCR</b>	 AMITY INNOVATION INCUBATOR	Sponsors  <b>एनटीपीसी NTPC</b>	 <b>AIJN RESEARCH LABS</b>				
<b>VIRTUAL 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP, INNOVATION AND LEADERSHIP</b>						<b>Theme:</b> Harnessing Innovation, Technology, Entrepreneurship and Sustainability					
<b>INAUGURAL CEREMONY   10.00 am - 11.45 am • 17th December 2020</b>											
<b>Patron-In-Chief</b>  <b>Dr. Ashok K Chauhan</b> <small>Founder President, RBDF (The Foundation of Amity Institutions and the sponsoring body of Amity Universities).</small>		<b>Patron</b>  <b>Dr. Atul Chauhan</b> <small>Chancellor, Amity University President, RBDF</small>		<b>Conference Chair</b>  <b>Prof. (Dr.) Balvinder Shukla</b> <small>Professor Entrepreneurship, Leadership &amp; IT Vice Chancellor Amity University Uttar Pradesh</small>		<b>Chief Guest</b>  <b>Shri Swatantra Dev Singh</b> <small>Hon'ble President of Bharatiya Janta Party, Uttar Pradesh Minister of State with Independent Charge for Transport &amp; Protocol Minister of State for Power in the Government of Uttar Pradesh</small>		<b>Guest of Honour</b>  <b>Dr. P Murali</b> <small>Chairman, Golden Jubilee Electch Park Chairman and Managing Director, Janakam Pvt. Ltd.</small>			
<b>Awardees</b>  <b>Ms. Geetika Dayal</b> <small>Executive Director TE Delhi NCR</small>				 <b>Shri G S Krishnan</b> <small>Director Stakeholder Relations Navayama South Rise Pvt. Ltd, Bengaluru</small>		 <b>Dr. Apoorva Sharma</b> <small>Angel Investor and Co-Founder Venture Catalysts and 9 Unicorns</small>		<b>Conference Organising Co-Chair</b>  <b>Prof. (Dr.) Sanjeev Bansal</b> <small>Dean - Faculty of Management Studies Director, Amity Business School</small>		 <b>Prof. (Dr.) Ajay Rana</b> <small>Dean - Industry and Academic Alliances Director, Amity Institute of Information Technology</small>	
For Registration: <a href="https://amityuni.live/82744143461">https://amityuni.live/82744143461</a>											



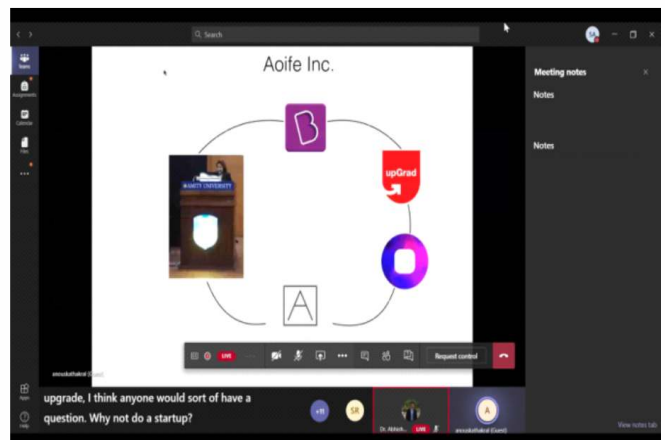
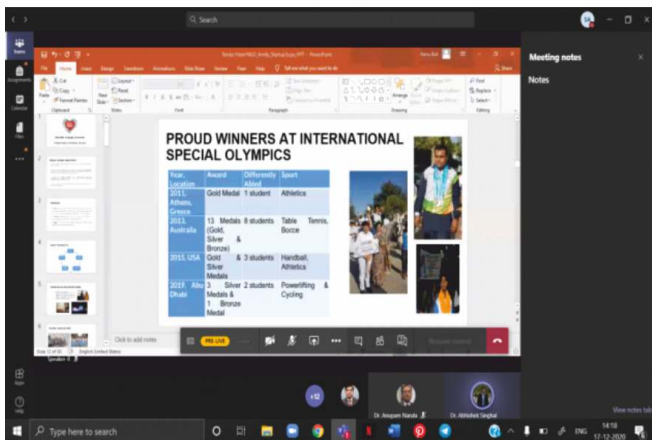
# VIRTUAL START-UP EXPO 2020

## TRACK-8: DAY-1, THURSDAY, 17TH DECEMBER 2020

### Session-8.1: Health Care, Hygiene, Sanitization, Nutrition, Sports & Mental Health



### Session-8.2: Retail Commodity, Management, Consultancy and Other



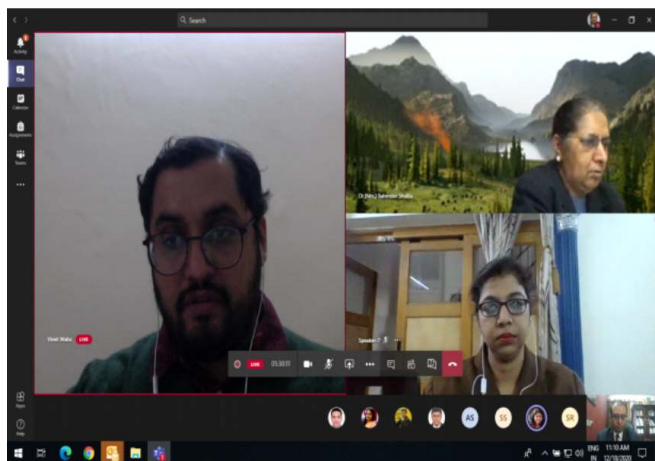
### Session 8.3: Social Enterprises and NGO's



# VIRTUAL START-UP EXPO 2020

## TRACK-8: DAY-2, FRIDAY, 18TH DECEMBER 2020

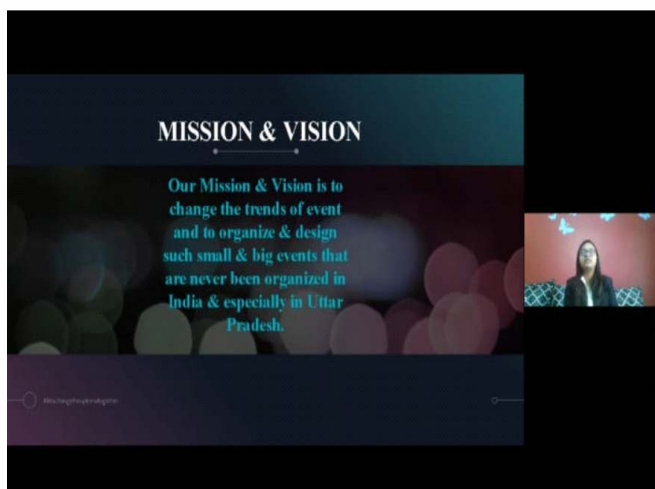
### Session-8.4: Art & Design, Skilled Based Business Ventures



### Session-8.5: Education Training and Development



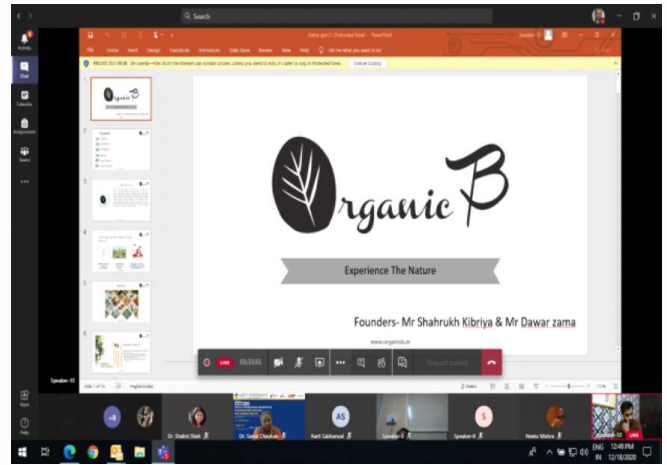
### Session-8.6: Hospitality, Tourism, Events Media & Communication & Others



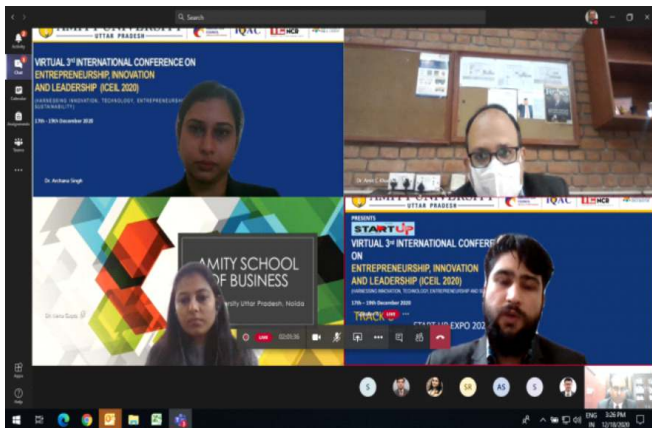
# VIRTUAL START-UP EXPO 2020

## TRACK-8: DAY-2, FRIDAY, 18TH DECEMBER 2020

### Session-8.7: Health Care, Hygiene, Sanitization, Nutrition, Sports & Mental Health

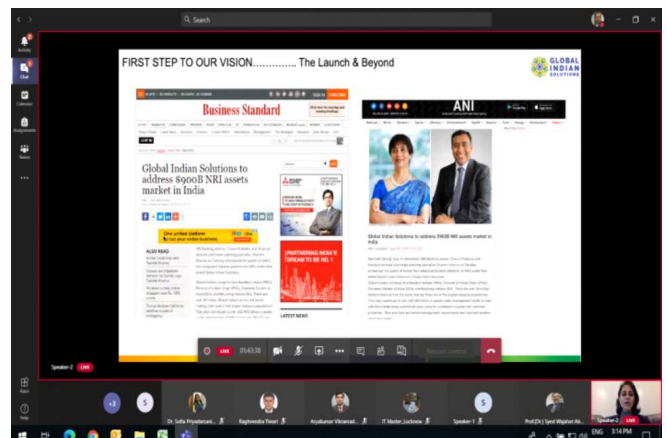


### Session-8.8: Retail Commodity, Management, Consultancy and Other



ICEIL 2020 2nd Half 18th Dec 2020 Track 8  
Unlisted

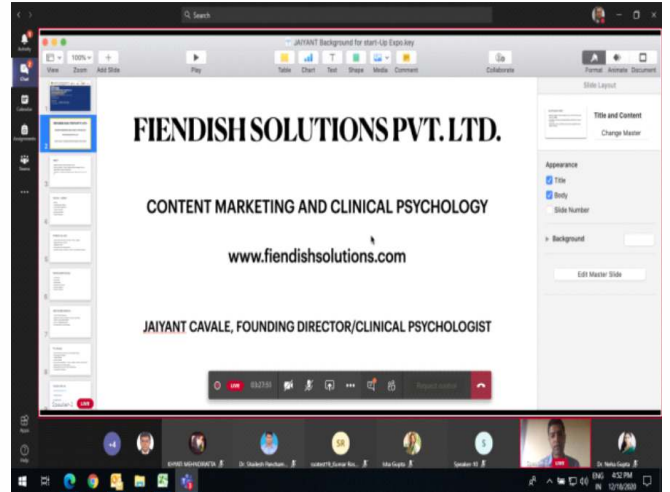
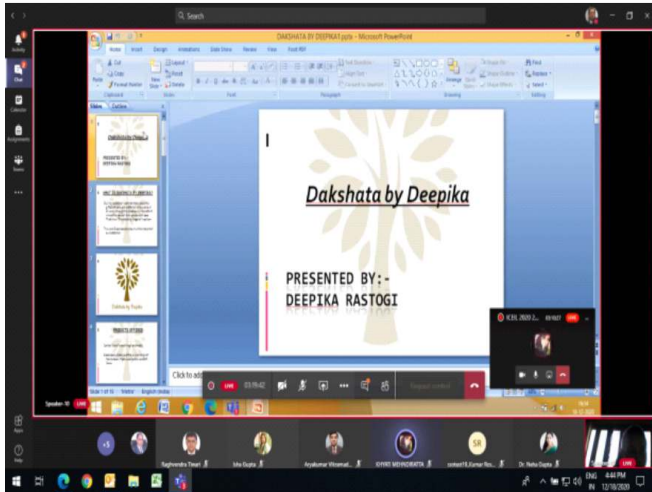
### Session-8.9: Retail Commodity, Management, Consultancy and Other



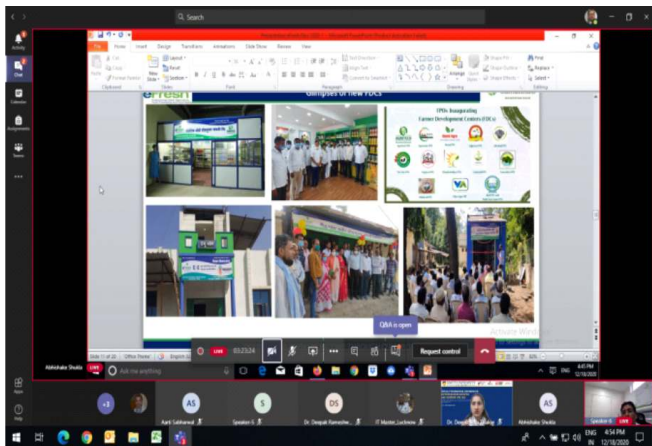
# VIRTUAL START-UP EXPO 2020

## TRACK-8: DAY-2, FRIDAY, 18TH DECEMBER 2020

### Session-8.10: Retail Commodity, Management, Consultancy and Other



### Session-8.11: Agriculture and Food Processing

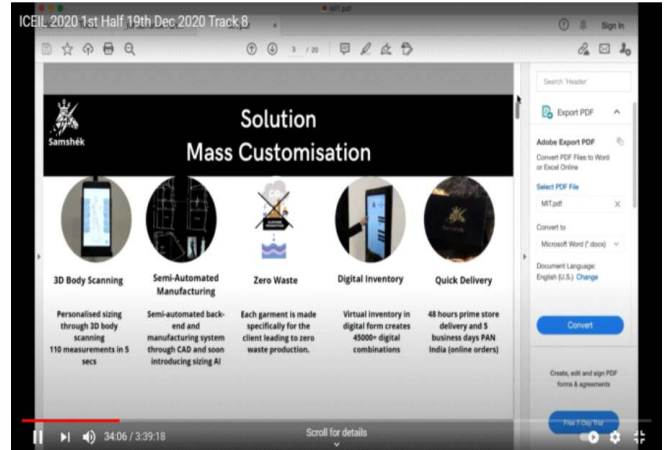
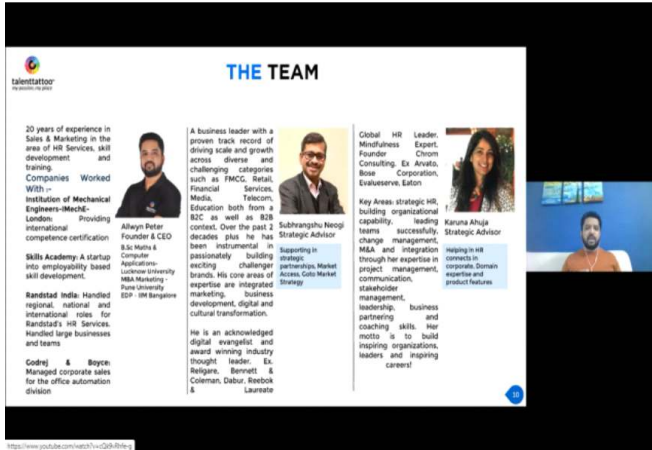




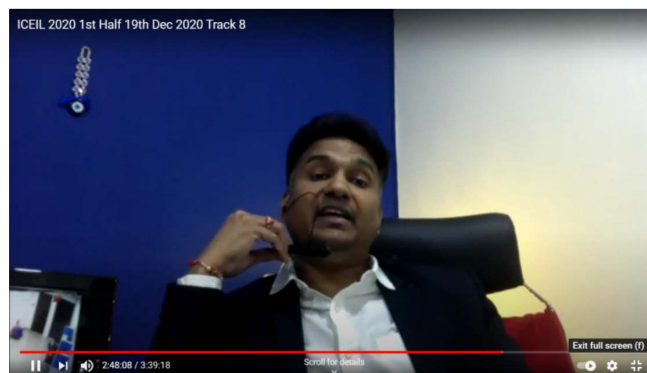
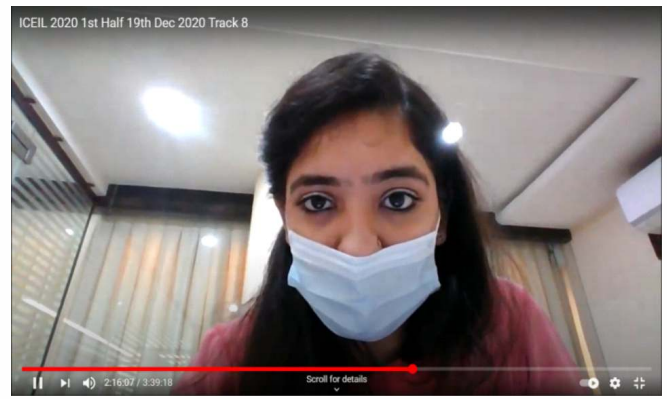
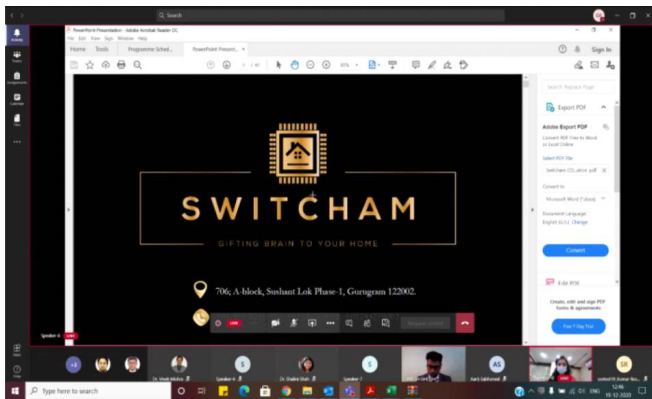
# VIRTUAL START-UP EXPO 2020

## TRACK 8: DAY-3, SATURDAY, 19TH DECEMBER 2020

### Session-8.12: Urban & Rural Development, Infrastructure, Energy & Technology



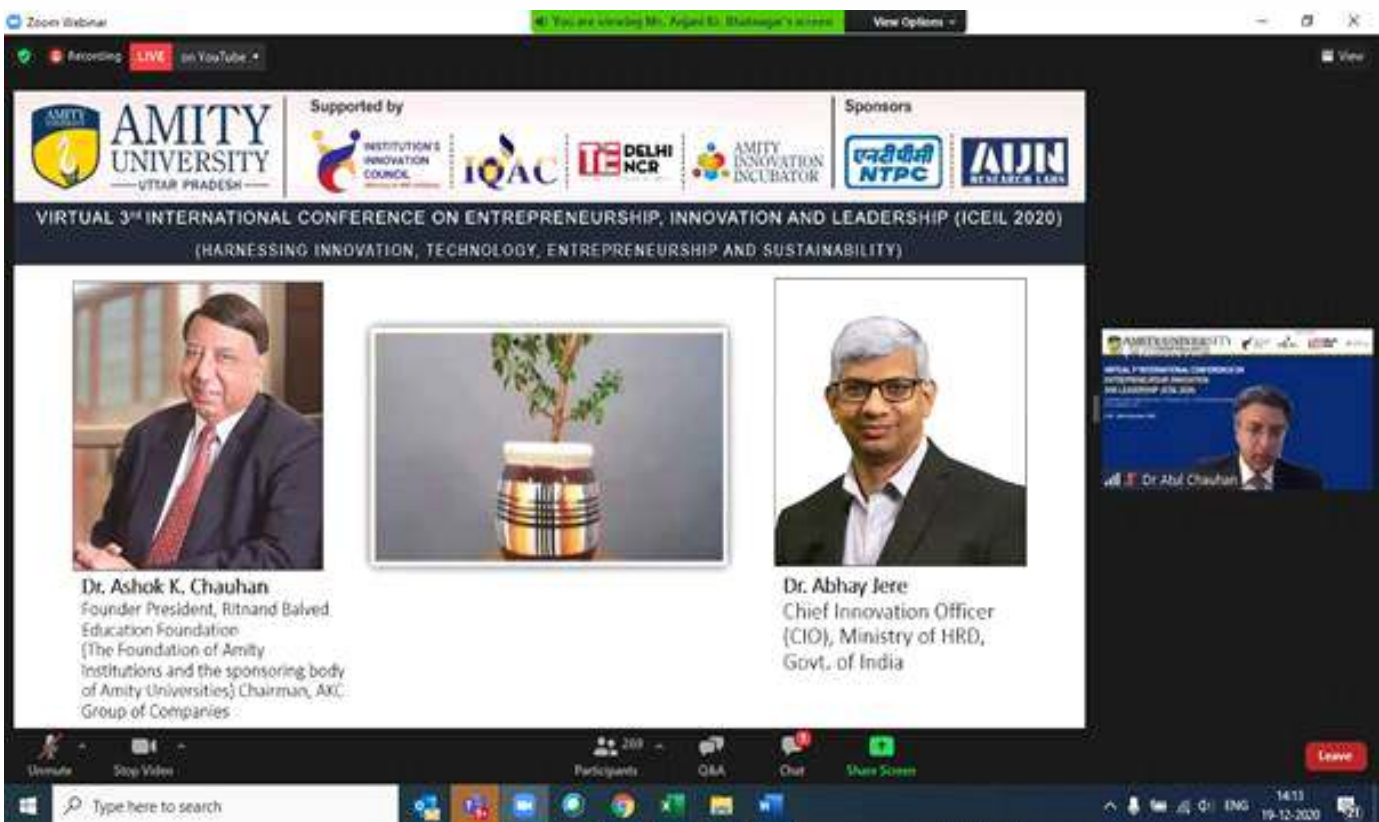
### Session-8.13: Urban & Rural Development, Infrastructure, Energy & Technology



# VALEDICTORY CEREMONY OF VIRTUAL 3<sup>RD</sup> ICEIL 2020

Saturday, 19<sup>th</sup> December, 2020

 <b>AMITY UNIVERSITY</b> UTTAR PRADESH		Supported by  INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD Initiative)				Sponsors  
<b>VIRTUAL 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP, INNOVATION AND LEADERSHIP</b>					<b>Theme:</b> Harnessing Innovation, Technology, Entrepreneurship and Sustainability	
<b>VALEDICTORY CEREMONY   02.00 pm - 3.30 pm   19th December 2020</b>						
<b>Patron-In-Chief</b>		<b>Patron</b>		<b>Co-Patron</b>		<b>Conference Chair</b>
 <b>Dr. Ashok K Chauhan</b> Founder President, RBEF (The Foundation of Amity Institutions and the sponsoring body of Amity Universities)		 <b>Dr. Atul Chauhan</b> Chancellor Amity University President, RBEF		 <b>Dr. Aseem Chauhan</b> Chancellor, Amity Universities Adl. President, RBEF CEO, Amity Capital Ventures		 <b>Prof. (Dr.) Balvinder Shukla</b> Professor - Entrepreneurship, Leadership & IT Vice Chancellor Amity University Uttar Pradesh
<b>Keynote Speaker</b>		<b>Awardees</b>		<b>Conference Organising Co-Chair</b>		
 <b>Shri Abhay Jere</b> Chief Innovation Officer (CIO) Ministry of HRD Govt. of India		 <b>Sh. R G Agarwal</b> Group Chairman Dhanuka Agritech Ltd.		 <b>Mr. Rahul Shanker</b> Chief Operating Officer Modicare Limited		 <b>Prof. (Dr.) Sanjeev Bansal</b> Dean - Faculty of Management Studies Director - Amity Business School
 <b>Prof. (Dr.) Ajay Rana</b> Dean - Industry and Academic Alliances Director - Amity Institute of Information Technology						
For Registration: <a href="https://amityuni.live/81729300368">https://amityuni.live/81729300368</a>						



The screenshot shows a Zoom meeting window with the following content:

- Header:** Recording - LIVE on YouTube
- Logos:** Amity University, Institution's Innovation Council, IQAC, IIE Delhi NCR, Amity Innovation Incubator, NTPC, AIJN Research Labs.
- Event Title:** VIRTUAL 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP, INNOVATION AND LEADERSHIP (ICEIL 2020) (HARNESSING INNOVATION, TECHNOLOGY, ENTREPRENEURSHIP AND SUSTAINABILITY)
- Speakers:**
  - Dr. Ashok K. Chauhan:** Founder President, Ritnand Balved Education Foundation (The Foundation of Amity Institutions and the sponsoring body of Amity Universities) Chairman, AXC Group of Companies.
  - Dr. Abhay Jere:** Chief Innovation Officer (CIO), Ministry of HRD, Govt. of India.
- Visuals:** A small tree in a barrel is visible in the background of the speaker area.
- Zoom Interface:** Includes a 'Leave' button, a 'Type here to search' bar, and a system tray at the bottom showing the date and time as 14:13 on 19-12-2020.

# VALEDICTORY CEREMONY OF VIRTUAL 3<sup>RD</sup> ICEIL 2020

Saturday, 19<sup>th</sup> December, 2020



# ORGANIZING COMMITTEE OF VIRTUAL START -UP EXPO 2020

## CONFERENCE CHAIR

Prof. (Dr.) Balvinder Shukla  
Vice Chancellor,  
Amity University Uttar Pradesh (AUUP)

## CONFERENCE ORGANIZING CO-CHAIR

Prof. (Dr.) Sanjeev Bansal  
Dean - Faculty of Management Studies (FMS)  
and Director, Amity Business School (ABS)

Prof. (Dr.) Ajay Rana  
Dean-Industry and Academic Alliances and  
Director, Amity Institute of Information  
Technology (AIIT)

## START-UP EXPO CHAIR

Prof. (Dr.) Anupam Narula  
Dy. Director (Alumni Relations) and  
Professor- Marketing,  
Amity School of Business (ASB)

## CORE COMMITTEE MEMBERS

Ms. Aarti Sabharwal  
Manager-Corporate Resource Centre  
(CRC), Amity School of Design and  
Architecture Planning (ASD)

Dr. Sanjeev Kumar  
Assistant Professor,  
Amity Institute of Biotechnology (AIB)

Mr. Aryakumar Vikramaditya  
Manager-Industry Interaction Cell (IIC),  
Amity Institute of Competitive  
Intelligence & Strategic Management  
(AICISM)

Ms. Nidhi Jain Mishra  
Manager-  
Corporate Resource Centre (CRC),  
Amity School of Fashion Technology  
(ASFT)

Dr. Shalini Sah  
Assistant Professor –ECE,  
Amity School of Engineering &  
Technology, (ASET)

Mr. Raghvendra Tiwari  
Relationship & Placement Manager,  
Amity School of Insurance, Banking &  
Actuarial Science (ASIBAS)

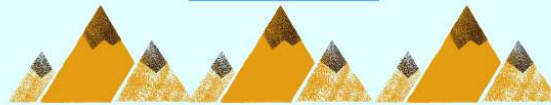
Ms Ritu Bhatnagar  
Sr. Programme Officer, AUUP

Dr. Devesh Kumar Sharma  
Assistant Professor, Amity Institute of  
Corporate Communication (AICC)

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## The Amity Technology Incubator (ATI)

The Amity Technology Incubator (ATI) was established in February, 2008 as a joint programme of the Ritnand Balved Educational Foundation and the National Science and Technology Entrepreneurship Development Board, Department of Science and Technology, Government of India. The primary objectives of the ATI are, among others, the following:

- Creation of technology based new enterprises;
- Creation of value added jobs and services;
- Fostering an entrepreneurial spirit among the students as well as others;
- Speedy commercialization of technology through encouraging start-up companies in the areas of emerging technologies;
- Developing new tools and mechanisms for speedy transfer of technologies;
- Creation of awareness of technological advantage as a tool for competitiveness among existing Small and Medium Enterprises; and
- Providing specialized services to the incubating companies and other existing SME's in the vicinity.

All the activities and programmes of the ATI are aimed at achieving the above goals. Some of the highlights of activities include training on orientation of young entrepreneurs towards business basics, management of enterprises including help in preparation of Business Plans, training in Human Resource Management, providing management, technical, legal, administrative, financial and other services as required by the resident as well as virtual incubatees from time to time, escorting the start-up companies for venture/angel finance, and providing common office facilities to the incubating companies.

The ATI has forged a strong linkage with the Amity University (NOIDA) in sharing the facilities as well as associating itself with some of the programmes of the University, especially the activities of the Amity Business School and other technical departments. This has helped creating an efficient inter departmental synergy in developing entrepreneurs and creating awareness of entrepreneurship among the student community and providing a strong technical and management support to the incubating companies.

Amity Technology Incubator is a registered society having an advisory body consisting of industrialists, venture capitalists, technologists and management experts and they provide guidance to the activities of the incubator as well as mentoring to the incubating companies. A patent cell has been established in the incubator to assist the entrepreneurs to protect their IPR.





Supported By:  
Ministry of Science & Technology and  
Ministry of Micro, Small & Medium Enterprises



AMITY  
CAPITAL  
VENTURES

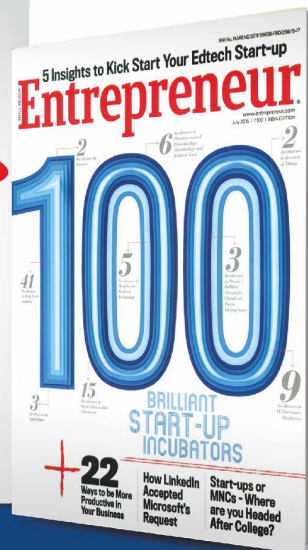
HELPING BUDDING ENTREPRENEURS  
TRANSFORM THEIR BIG IDEAS

# INTO SUCCESSFUL START-UP VENTURES

Amity Innovation Incubator (AII) is committed to transform the entrepreneurial ecosystem of India and in turn, enhance the economic growth of the Nation. At its core, AII nurtures budding entrepreneurs through a nationwide network of 17 Virtual Incubation Centres. Its endeavours have been recognised by Top Rankings from leading media.

## RANK

1. STARTUP VILLAGE- KOCHI
2. KERALA START-UP MISSION
3. AMITY INNOVATION INCUBATOR
4. NASSCOM STARTUP WAREHOUSE
5. IIT MADRAS INCUBATOR
6. CIIE-IIM AHMEDABAD
7. SIEBI-IIT BOMBAY
8. NSRCE- IIT BANGALORE
9. CIE-IIIT HYDERABAD
10. TBI-BITS PILANI & HYDERABAD



Ranked 3rd in Brilliant Start-Up Incubators list in India by Entrepreneur- India Edition, July 2016 issue

ALSO Awarded as the Best Business Incubator of Year 2016 BY

**BW** BUSINESSWORLD

## CREATING REAL ENTREPRENEURIAL IMPACT THROUGH UNIQUE INITIATIVES

- **Rural Innovation and Social Entrepreneurship (RISE) initiative** – A platform to test and launch social innovations, that collaborates with villages in Haryana and Rajasthan, to find practical solutions to real issues.
- **Amity Edutech Accelerator** - Investments and grants starting INR 10 Lakhs, to nurture ground breaking and disruptive advances in education technologies.
- **Dedicated IPR Cell** - IPR and Patent protection from within the incubator.
- **Advanced IOT and Cyber Labs** – High end IOT, Microcontroller and Cyber Labs extensive support and facilities like electronics mentoring, 3D printing & scanning, and financial support.

## Amity Incubator Highlights

- Portfolio of **45+** investee and **300+** incubatee companies
- 30** technologies commercialized and over **50** funding rounds completed
- Network of more than **100** mentors across the country
- 17** cities incubation network

To know more about how you can realise your entrepreneurial dreams, contact us at 0120-4392242/43 or email to [info@aii.amity.edu](mailto:info@aii.amity.edu)

Amity Innovation Incubator, E-3, First Floor, Amity University Campus, Sec.-125, Noida (New Delhi NCR) | [www.amity.edu/aii](http://www.amity.edu/aii)



AMITY ALUMNI ASSOCIATION



AMITY UNIVERSITY

# COLLABORATIVE POWER OF 1,50,000 SUCCESSFUL ALUMNI MEMBERS ACROSS THE GLOBE

## AMITY ALUMNI WORLDWIDE AT LEADING MNC's & CORPORATES LIKE



## KEY HIGHLIGHTS

- Regular Virtual Alumni Forums, Meets, Activities etc.
- Internships / Live Projects and Placements
- Collaborative Research Projects
- Career Counselling and Guidance
- Training, Consultancy and EDPs
- Start-Up Mentoring
- Members of Area Advisory Boards, Governing Board, Admission Board, IQAC and others.
- Recognition to Distinguished Alumni Achievers

*Once an Amitian, Always an Amitian*

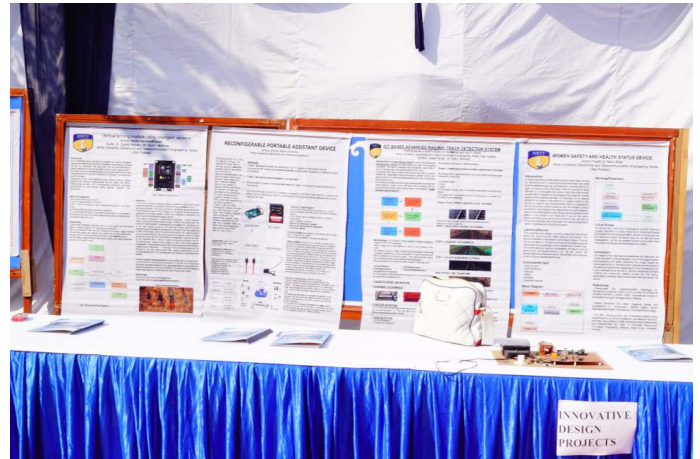
### CONTACT US

Prof. (Dr) Anupam Narula, Professor-Marketing & Dy. Director (Alumni Relations)  
Amity University Uttar Pradesh, Tel: 91(0)-120-4392944; Mobile: +91-9811637316  
Email: [anarula@amity.edu](mailto:anarula@amity.edu); [alumniaaup@amity.edu](mailto:alumniaaup@amity.edu) • Website: [alumni.amity.edu](http://alumni.amity.edu)

# GLIMPSES OF PREVIOUS START-UP EXPO



# GLIMPSES OF PREVIOUS START-UP EXPO



## AMITY – INDIA' LEADING GLOBAL EDUCATION GROUP

*Established over 2 decades ago, Amity today, is home to over 175,000 brilliant students across Pre-nursery to Ph.D. levels pursuing more than 400 Programmes in 60 diverse disciplines.*

*Today the Group comprises of 10 Universities; 28 schools and 16 international campuses across London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Tashkent, and Nairobi, besides India.*

*Amity University, the flagship institution of Amity Education Group, has been ranked among the top 3% universities globally by QS and THE (the world's leading university ranking organisations).*

*Amity has also set a new standard of academic excellence in India by becoming Asia's only university to be awarded US Regional Accreditation by WASC Senior College and University Commission, USA – considered the Gold Standard of Accreditations globally.*

*Amity's global recognitions are a reflection of its diverse initiatives and its commitment to innovation and research. The Amity faculty, comprising award-winning scientists and top researchers have in the last four years filed over 1,300 patents - the highest number of patents filed by any individual Indian University or institute.*

*The faculty has also developed over 3,000 case studies in the last few years, bought across 110 countries by over 2,600 elite institutions like Harvard, Yale, Columbia, AT Kearney, and KPMG.*

*Amity has also awarded over 2000 Fellowships to brilliant researchers who have the capability to carry out path-breaking research in thrust areas.*

*To further enhance the holistic development of students, Amity lays great emphasis on industry interactions. In fact, Amity has facilitated students' interaction with over 50 global gurus and Nobel laureates besides 1,500 corporate leaders.*

*Amity's overall focus on employability and industry centric experiential learning for students has led to over 36,000 campus placements in the last years.*

*Today the Amity alumni community is over 120,000 strong who are pursuing careers in top organizations or have been selected for further studies by leading global universities*



85 acre Amity University Campus, Noida (New Delhi NCR), India